

2017-2018

# The Cronkite Journal

2017-2018

WALTER CRONKITE SCHOOL OF JOURNALISM AND MASS COMMUNICATION

The Cronkite Journal

# Innovation

## Cronkite embraces journalism's future

Inside

New professional program serves Spanish-speaking audiences

Cronkite pioneers digital audiences program

Accreditors praise Cronkite as national leader in journalism education

Arizona State University

ARIZONA STATE UNIVERSITY

# CAMPAIGN ASU 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.**



**BECCA SMOUSE '17 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.



**Arizona State University**

**[cronkite.asu.edu/2020](http://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 Berreuter**, senior director  
602-496-9444

**Beth Steurer**, assistant director  
602-496-5052

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

## contents

2017-2018  
The Cronkite Journal

Managing Editors  
Joe Giordano  
Katie Jones

Creative Director  
Linda O'Neal Davis

Contributing Editors  
Kristin Gilger  
Jean Clare Sarmiento  
Cameron Stevenson

Staff Writers  
Desiree Cunningham  
Cody Fitzpatrick  
Veronica Galek  
Mythili Gubbi  
Attie Murphy  
Thomas Triolo

Contributing Photographers  
Fabian Ardaya  
Blake Benard  
Kara Brown  
Claire Caulfield  
Alicia Clark  
Deanna Dent  
Jacob Garcia  
Alexandra Gaspar  
Johanna Huckeba  
Megan Janetsky  
Sophia Kunthara  
Charlie Leight  
Dana Lewandowski  
Jamee Lind  
Sean Logan  
Ashley Lowery  
Bill McKnight  
Gabe Mercer  
Ben Moffat  
Tyler Paley  
Courtney Pedroza  
Agnel Philip  
Olivia Richard  
Jason Robey  
Ryan Santistevan  
Dave Seibert  
Adrienne St. Clair  
Nathan Thrash  
Isaac Windes

Text from this publication may not be used without permission. Address inquiries to The Cronkite Journal at [cronkiteinfo@asu.edu](mailto:cronkiteinfo@asu.edu). Copyright © The Cronkite Journal

### 4 ..... Cronkite Innovation

The Cronkite School spearheads innovation with new initiatives that include a news literacy project with Facebook, a technology innovation expo and virtual reality projects.

### 12..... 'Hooked Rx'

More than 100 students investigate the perils of prescription opioid abuse, producing a documentary aired across the state and a robust digital website.

### 16..... Global Leader

Cronkite is praised as a global model for transformative education, learning and innovation in a report leading to reaccreditation of the school.

### 19..... Equity and Diversity Award

The Association for Education in Journalism and Mass Communication awards Cronkite one of the highest honors in journalism education for diversity and inclusion.

### 33 .... New Degree Programs

The school launches new online degree programs in two of journalism's fastest growing fields – digital audiences and business journalism.

### 34 .... Sports Journalism

Sports continues to grow at Cronkite with a new Sports Knowledge Lab and more opportunities for students to cover sports teams and events.

### 41..... Student Awards

Cronkite students win prestigious honors, including multiple student Murrow Awards, in regional and national competitions.

### 52 .... Arizona PBS KIDS

A new children's channel on Arizona PBS features programming to help children master critical skills to succeed in school and in life.

### 62 .... Cronkite Global

A growing number of programs take faculty and students to countries around the globe to teach, practice and collaborate on journalism projects.

### departments

- ▶ 2 Letter from the Dean
- ▶ 3 Letter from the President
- ▶ 4 Innovation in Journalism
- ▶ 12 Hooked RX
- ▶ 16 The Teaching Hospital
- ▶ 34 Sports Journalism
- ▶ 41 Our Students



Top: Photographer Dave Seibert prepares to take a New Media Innovation and Entrepreneurship Lab group photo. Bottom: Cronkite Journal Managing Editor Joe Giordano (center) assists with a photo shoot in the lab. Photo by Linda Davis

Cover: (from left) Innovation Lab Director Retha Hill and students Serena Zhang, Desiree Cunningham and Ian Kraft display new gear for a Cronkite Journal cover photo. Photo by Dave Seibert

### 70..... The Cronkite Award

Scott Pelley of CBS News accepts the 33rd Walter Cronkite Award for Excellence in Journalism, delivering a powerful speech on the threat of fake news.

### 92 .... New Faculty

Cronkite gains six new faculty members, including two veteran journalists from The New York Times, the former general manager of Phoenix's NBC affiliate and a pioneering female sports columnist.

### 114... Scholarships

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

- ▶ 52 Outreach
- ▶ 62 Global Programs
- ▶ 70 Our Events
- ▶ 92 Our People
- ▶ 104 Our Alumni
- ▶ 112 Growing Our School

# Innovating Journalism – the ASU Way



University leaders everywhere talk – often with great passion – about the need for innovation in higher education. Far too often, however, such discussions amount to little more than academic exercises. Many, if not most, American universities today operate largely as they did two, three and four decades ago. These

venerable institutions, designed for the Industrial Age, struggle with the fast-paced needs of students in the Digital Age.

But here at Arizona State University, innovation has been an integral part of our fabric since the day Michael M. Crow arrived in 2002 as our 16th president. And central to our redesign of the American university is our mission to create an institution that measures itself not by how exclusive it is but by how inclusive it can be and how well its students succeed.

The Cronkite School embraces that mission, which is particularly critical in journalism, where innovation and inclusiveness are key to the future of the profession.

As you read the pages of our latest Cronkite Journal, you'll learn about new partnerships with Facebook and Google News Lab. You'll read about the remarkable work being done by students who are exploring the outer limits of virtual reality and other cutting-edge technologies to better tell stories and inform citizens. You'll see a commitment to team building, collaboration and peer-to-peer learning on the part of professors such as Retha Hill, who appears on this year's Journal cover with some of her student innovators in the New Media Innovation and Entrepreneurship Lab.

Cronkite's passion for innovation is perhaps best on display at Innovation Day, a celebration of how technology can better inform society through journalism. Eric Newton, the school's inaugural innovation chief and founder of Innovation Day, says the annual event "accelerates our thinking" about the future of news. It does.

But in many ways, the biggest innovation of the Cronkite School is its core design. Taken from medical education, Cronkite has created a journalistic "teaching hospital" in which top professionals teach, guide, mentor and inspire the best and brightest students in immersive learning environments. The result is unparalleled learning opportunities combined with the delivery of critically important news and information serving our communities, state, region and nation.

The array of professional immersion programs continues to grow with the addition of the Sports Knowledge Lab, part of the new Global Sport Institute, and an expansion of Cronkite Noticias, the Spanish-language newscast and digital news site that is part of Cronkite News. And the school continues to extend its reach through Arizona PBS and a new channel devoted to teaching our youngest viewers.

Cronkite also continues to innovate with how it delivers content to students globally with two new all-online programs in business journalism and the fast-growing field of digital audiences and analytics.

Making all of this possible is a superb faculty to which we've added even more stars – leaders like Sarah Cohen, the Pulitzer Prize-winning data editor of The New York Times, who joins us as our newest Knight Chair; Walter V. "Robby" Robinson, the Pulitzer-winning editor of The Boston Globe's legendary Spotlight team; borderlands professors Vanessa Ruiz of 12News and Fernanda Santos of The New York Times; and pioneering sports journalist Paola Boivin of The Arizona Republic.

Our full-time faculty has nearly tripled since the school was made an independent college in 2005. And much of the growth comes from private philanthropy. Cronkite now has eight privately endowed chairs and professorships, including one funded by adidas and another by family and friends of our dear friend, the late Gannett executive Sue Clark-Johnson. The Cronkite School's rise and continued growth depends greatly on the generosity of supporters, large and small.

Ultimately, what makes the Cronkite School so special is our students, an inspiring collection of smart, hard-working, passionate and creative people from around the country and around the world who fill every section of the Cronkite Journal.

I hope you enjoy reading about the latest advances of the Cronkite School in the pages to follow. Please come for a visit or drop me a note to share your thoughts and ideas about our school and our disciplines at [ccallahan@asu.edu](mailto:ccallahan@asu.edu). ■

**Christopher Callahan**  
Dean, University Vice Provost and  
Arizona PBS CEO



Cronkite Dean Christopher Callahan addresses a group of leaders from the University of Guadalajara participating in an innovation leadership program at ASU. Photo by Deanna Dent/ASUNow

# Cronkite Seizes Opportunity for Creative Leadership in Media



The well-documented upheaval in journalism and the media industry, which shows no signs of abating, requires a single-minded focus on innovation that has arguably never been more important. Recent years have seen a litany of fine newspapers and magazines that have gone out of business or otherwise downsized as

online media has exploded and audience tastes have shifted.

The response could be wringing one's hands or otherwise giving up. In fact, this moment represents an opportunity for extraordinary creativity: to develop new models and products, devise new relationships that can invigorate news and other media organizations, and enhance the experience of readers and viewers.

True to the commitment in Arizona State University's charter to assume fundamental responsibility for solving the problems that face our society, the Walter Cronkite School of Journalism and Mass Communication has embraced this challenge. In addition to its "teaching hospital" model that gives students on-the-ground, practical experience to learn the tools of the trade, the school has aggressively pursued new ideas and new partnerships that can enrich journalistic coverage and inform the public.

Consider just a handful of examples.

Through Arizona PBS, one of the nation's largest public television stations and the largest media organization managed by a journalism school in the world, Cronkite News produces daily content with more than 120 students and 15 full-time editors/professors.

In recognition of the need for thoughtful, in-depth storytelling, Carnegie-Knight News21, an investigative reporting project based at the Cronkite School, brings together talented journalism students from around the country to produce major multimedia projects on critical subjects as varied as health,



President Michael Crow (left) talks with pundit George Will and former Sen. Jon Kyl in the First Amendment Forum. Photo by Charlie Leight/ASU Now

This moment represents an opportunity for extraordinary creativity: to develop new models and products, devise new relationships that can invigorate news and other media organizations, and enhance the experience of readers and viewers.

religion, guns, veterans, food safety, voting rights, politics and diversity.

Similarly, Cronkite's Borderlands program makes it possible for students to gather real-world experience and generate deeply reported stories that examine Latino communities, immigration and related issues both in the U.S. and throughout Latin America.

The school also is tackling global issues related to trust in news. It is collaborating with Facebook and other major companies to promote news literacy, finding ways to help people become better informed consumers of news and news organizations to better listen to their communities.

Key to the success in a rapidly changing media landscape is creating new ways to engage audiences. Cronkite's New Media Innovation and Entrepreneurship Lab connects journalism students with computer engineering, design and business students to develop digital media products and pursue entrepreneurial ventures. This led to the creation of a wildfire tracker for The Arizona Republic, for example, which used maps and data on wildfires to track fires currently burning and an app for the Society of Baseball Research that identified baseball attractions in Major League Baseball cities. Graduates who worked in the lab may join traditional newsrooms, but they also may employ their skills in tech or media startups.

What makes all of these efforts work is a commitment to creating partnerships with major news organizations and other media outlets, including such leading lights as The Washington Post, NBC News, Facebook and ESPN. This makes it possible for more than 500 Cronkite students to participate in internships around the country each year. But it also ensures that the Cronkite School continuously reinvigorates its own practices by innovating with leading professionals who, like Cronkite and ASU, are dedicated to enhancing the quality of fact-based storytelling, deepening civic engagement and increasing the numbers that comprise an informed public. ■

ASU President Michael M. Crow

# Innovation In Journalism

Whether it's experimenting with virtual reality, testing new tools for journalists or mapping the U.S.-Mexico border, Cronkite students are continually exploring journalism's future.

The school year begins with Innovation Day, a time for students to try out emerging technologies and consider how journalists might use them. During the summer, the school hosts an innovation camp that draws students from throughout Arizona and beyond for two weeks of hands-on learning with 360-degree video and game development. And during the school year, students are immersed in projects ranging from producing a virtual reality documentary on border crossers to linking aerial video to a map of the U.S.-Mexico border. ■



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

**Together, Our Potential is Limitless**

**CAMPAIGN ASU 2020**  
[cronkite.asu.edu/2020](http://cronkite.asu.edu/2020)

Background: Sparky stops by the Cronkite School to test out the new technology on display at Innovation Day. Photo by Ryan Santistevan



Professor Steve Doig (center) demonstrates drones.

Top photo by Deanna Dent/ASU Now; right photo by Ryan Santistevan



# Innovation Day: Celebrating the Future of News

The Cronkite School was transformed into a technological playground for Innovation Day, an annual event featuring new media technologies ranging from drones and robots to 360-degree video.

“It’s a day to help accelerate our thinking about media innovation,” said Cronkite Innovation Chief Eric Newton, the program’s creator. “It helps us see how new technology can help us produce better journalism.”

The 2017 Innovation Day was held in conjunction with ASU’s annual Night of the Open Door, an open house for members of the public that features demonstrations, tours, performances, creative activities, games and design challenges.

At Cronkite, hundreds of students and visitors experimented with more than a dozen new reporting apps for smartphones, wearable technology designed to help people stay informed or keep fit, and clip-on lenses, microphones, tripods and other accessories that transform a smartphone into a broadcast camera.

They watched a 3-D printer in action, test-drove drones and donned virtual reality

headsets to take tours of everything from a human cell to national parks in the Southwest. At a “Visit a Future Classroom” exhibit, they tried out a new learning platform that enables teachers to interact with students using both screen displays and phones.

Meanwhile, two telepresence robots (picture a video conference screen on wheels) casually rolled around the room while people took turns at the controls.

Retha Hill, director of the Cronkite New Media Innovation and Entrepreneurship Lab, said the event is designed to get students thinking about new ways to deliver stories.

“The role of innovation is saying, ‘However you want to get your news, I’m going to give you your news,’” she said. “(It doesn’t matter) whether you want it out of your refrigerator, you want it on your phone, you want to listen to it as a podcast as you are driving into work or bicycling into work, or you want it as an immersive video game that plays the news. We have to be innovative to slice and dice that news in different ways with all the tools available.”

More than a dozen companies showcased new software and hardware for journalists and donated prizes for students who tweeted the best ideas for journalistic uses of the technologies they were seeing.



Top: Professor of Practice Heather Lovett Dunn shows Innovation Day visitors a stop-motion movie app. Bottom: Students try out Spectacles, smart-glasses that record video on Snapchat. Photos by Ryan Santistevan



Cronkite Innovation Chief Eric Newton created Innovation Day. Photo by Courtney Columbus



Through 360-degree video, Niles Taharaka experiences what it's like to be inside a human cell. Photo by Retha Hill

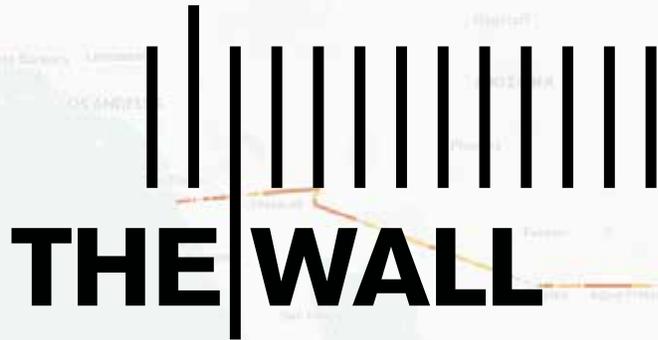
Participating companies included the event's lead sponsor, Sony, as well as B&H Photo Video, the Newseum, Suitable Technologies, Sennheiser, Rode, iOgrapher, Reticare, Panzer Glass, Whoosh!, Mobile-Catch and Plasticase.

ASU participants included the Center for Education Through eXploration; Ira A. Fulton Schools of Engineering; School of Arts, Media and Engineering; ASU Libraries; and College of Nursing and Health Innovation

"Events like Innovation Day really make you understand the momentum of journalism," said freshman Lauren Marshall. "I love that we as students have the opportunity to engage in cutting-edge technology and bring it into our everyday reporting." ■

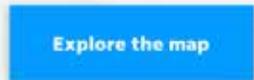
*Mythili Gubbi contributed to this story.*

# Students Help Map



We looked at every mile of the U.S.-Mexico border. Now you can, too – right here.

View 'The Wall' project at [usatoday.com/border-wall](http://usatoday.com/border-wall).



A project of The Arizona Republic/USA Today

Three Cronkite students were part of a USA Today project to map all 2,000 miles of the U.S.-Mexico border.

The project, published Sept. 22, 2017, at [azcentral.com](http://azcentral.com), features aerial video of every foot of the border. It allows users to travel the border virtually, viewing barriers, examining topography and learning about the people who live in the border region. It is the most complete map of the border to date.

"We hired a helicopter crew that has capabilities to capture video from different formats," said Todd Kelly, an editor at The Arizona Republic who helped lead the project. "We essentially just flew the border from the Gulf of Mexico and Texas all the way to San Diego. It took nine days or so for that crew to fly the border."

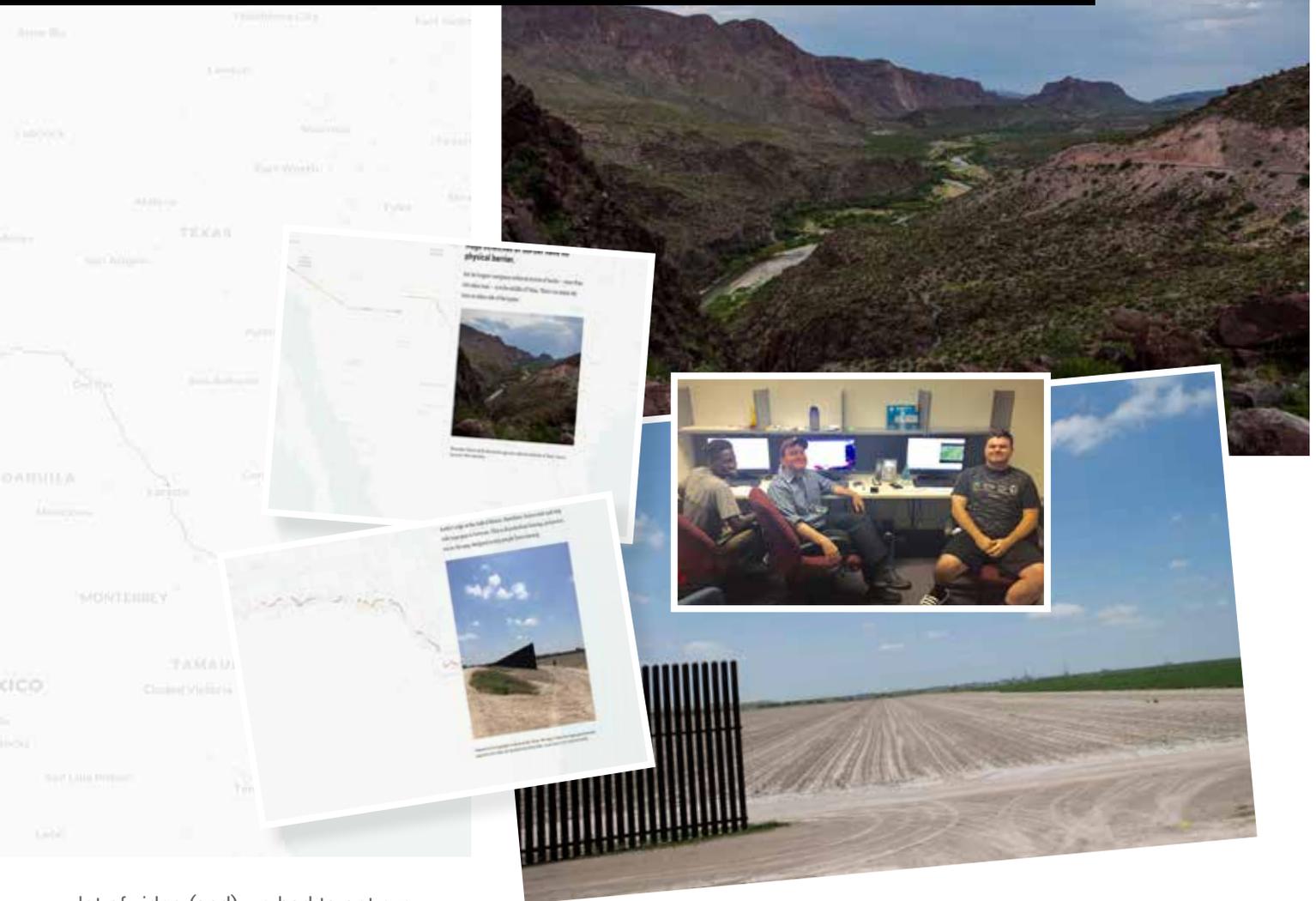
Once the video was shot, it was embedded into a map that allows users to click on any location and see what it looks like from above. Selected locations include 360-degree video.

To create the map, the Republic turned to an ASU geographic information system specialist and three Cronkite students from the school's New Media Innovation and Entrepreneurship Lab.

Kelly said the students first had to learn a tool called Global Mapper. "It was kind of a crash course," he said. "They learned the capabilities of the tool. They learned how read the video and how to read the other data and do some mapping for us."

"It was a very tedious process," said Okechi Apakama, one of the students who worked on the project. "There was a

# US-Mexico Border



lot of video (and) we had to get everything right.”

Apakama and the other two students, Greg Walsh and Brendan Walker, started with 40 hours of footage shot from the helicopter, including moments when the chopper circled or left the route to refuel. The helicopter’s camera system tracked the GPS coordinates and also angles and positions of the camera.

The students went through the video, linking every second to its location on the map.

“It was kind of hard near Texas because the river kept turning,” Walsh said. “There was no wall fence near the border. Sometimes the wall was north” of the border.

The ASU team members were told it was a big project, but they didn’t realize

Images from “The Wall” project by the The Arizona Republic/USA Today.

Center: Cronkite students Okechi Apakama, Gregory Walsh and Brendan Walker mapped video for the project. Photo courtesy of Gregory Walsh

the scope until it was over.

“The three of us were stuck in a room just working on one aspect of it,” Walsh said. “We never actually saw what was behind the screen. The final days — I think it was the 15th of September — we were trouble-shooting it and I got to see the prototype. It was very emotional and powerful to see the whole scope of the project. I got teary-eyed — it was so big. I was really proud and honored to be part of this project.”

“It was a lot of people,” Apakama added. “It was kind of crazy to see everyone coming together for this one thing. ... I didn’t really know it was that enormous.”

Kelly said the goal was to create a comprehensive and up-to-date visual observation of the U.S.-Mexico border in light of President Donald Trump’s vow to build a border wall.

“It’s been pretty exciting to be a part of something like this,” he said. “At the end of the day, we hope it’s educational and a public service for people.” ■

*A version of this story was published by ASU Now on Sept. 27, 2017; additional reporting by Cody Fitzpatrick and Attalie Murphy.*

# Cronkite Joins with Facebook to Tackle News Literacy

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

The Cronkite School hosted national leaders in technology, education, philanthropy and journalism for a [spring 2017](#) discussion on what can and should be done to promote news literacy around the world.

The event was part of the Facebook Journalism Project. Announced in January 2017, the project aims to establish strong ties between Facebook and the news industry through the collaborative development of new programs, training and tools for journalists and members of the public.

Executives from companies such as Facebook, Google and Microsoft as well as faculty from ASU, Columbia University, University of Southern California and University of Washington, and news leaders from the American Society of

News Editors, NBC and The Arizona Republic were among the nearly 50 participants.

The news literacy working group gathering was organized by Aine Kerr, Facebook's manager of journalism partnerships, Cronkite Professor of Practice Dan Gillmor and Cronkite Innovation Chief Eric Newton.

Both Gillmor and Newton have been at the forefront of efforts to help people become better informed consumers of news. Gillmor pioneered a massive open online course (MOOC) on news literacy at the Cronkite School, based in part on his book "Mediaactive." Newton helped launch many of the nation's news literacy initiatives when he led the journalism program at the John S. and James L.



Knight Foundation.

Gillmor uses words like "poisonous" and "emergency" to describe what is happening in today's digital media environment.

"As media consumers and creators, we're blessed with a staggering array of information sources," he wrote in a recent blog post. "We can know more about things we care about than ever before. But some of what we see, and what too many of us share, is bogus — often deliberately so by people whose motives are profits or

## Innovation Tools Class Explores Useful Apps for Journalists

There's a constant stream of news about new apps and tools journalists can use to do their jobs better. But how many busy reporters actually try out new apps? How hard are they to learn? Which ones are worth the effort?

Those questions are behind a new Cronkite class created by Professor of Practice Eric Newton, the school's Innovation Chief. In his Innovation Tools class, students find, try and critique the latest apps and digital tools. Most importantly, they brainstorm how those tools can be used to improve journalism.

An example is Google Translate, which allows users to hold a phone over a piece of text and watch it change language before their eyes. Other popular apps include Videolicious, an easy-to-use video tool; Signal, which encrypts conversations; and Adobe Spark Post, great for adding images to social media.

Top apps also are recommended to faculty and students in Cronkite News, the news division of Arizona PBS. The school is unique, Newton said, in having working newsrooms where new tools and approaches can be tried and

tested in real time.

Newton said he's just as interested in the discovery process as the apps themselves. The best apps today may not be the best tomorrow, so the important thing is for students to know how to be comfortable finding and testing new apps as soon as they are released. "Students learn how to keep up with change," he said, "and that is something they can take with him."

Recent graduate Kelsey Hess said she discovered Google Cardboard, an inexpensive way to view 360-degree video, while taking the class. "I was desperately trying to learn about the (virtual reality) industry," she said. What she learned in the class has helped her build a post-graduate career as a freelance technology reporter, she said.

Courtney Columbus, who served as a teaching assistant for the Innovation Tools class in both fall 2016 and spring 2017, said Newton's approach was to continually innovate. In spring, 2017, for example, he used the school's telepresence robot to conduct classes.

The robot, which Newton dubbed



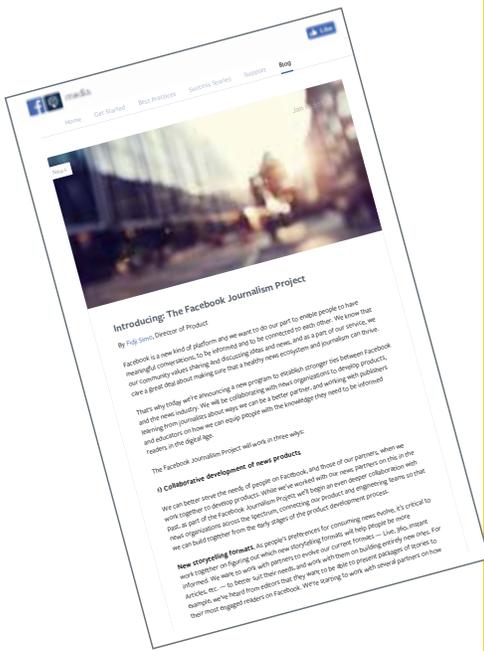
Top: Student Victoria Ochoa enjoys a lively conversation with a telepresence robot. Bottom: Cronkite Innovation Chief Eric Newton teaches his Innovation Tools class via robot. Photos by Alexandra Gaspar

"Scotty" after the Star Trek character, allowed him to teach from any location. "Even better," he said, "it was fun." ■

*Thomas Triolo contributed to this story.*

# Student VR Project Featured at Film Festival

By Cody Fitzpatrick and Attalie Murphy



ideology or both. And we've seen in recent months the poisonous effect the deceitful minority are having on public discourse and knowledge."

Bringing together thought leaders from different professions is key to beginning to solve the problem, he said. "It gave people an opportunity to look beyond their own specialties for cross-disciplinary approaches. These are people from around the U.S. and several other countries who understand the emergency and whose goal is to go deep on this question: How can we make media/news literacy, which now seems so vital, a core part of everyday life?"

A number of ideas and recommendations emerged from the gathering. They include developing tools to help media users instantly get a much better idea of the context of what they're looking at, embedding news literacy tools and training directly into social media platforms, and finding ways to help media organizations embed news literacy into their own work.

More research also is critical, Gillmor said. "We need to know better how deceit starts and spreads in all kinds of media, especially online; how what works and what doesn't work in news literacy; how people actually use media (as opposed to how they say they do) and much more," he said.

He said his hope is that society is on the verge of getting "much more serious about media/news literacy as an essential element of creating a sustainable and honorable information ecosystem. That's good news indeed." ■

When students in the Cronkite New Media Innovation and Entrepreneurship Lab embarked on a project to tell stories of life along the U.S.-Mexico border, they knew they wanted to experiment with virtual reality. It would be a way to immerse audiences in the lives of people they might not otherwise ever encounter, building understanding in the process.

What they didn't anticipate was that their project would turn into a film, "Life and Death on the U.S. Border," that would be showcased at the invitation-only National Film Festival for Talented Youth. It was the first time the Seattle festival had invited 360 filmmakers to enter.

As students began reporting the project, they decided to focus on the perilous journey of immigrants to the U.S. from Mexico, said lab director Retha Hill. They worked hard to include diverse perspectives, from volunteers who seek to help border crossers to ranchers, medical examiners and border patrol agents.

In addition to learning a great deal about immigration, students tackled a new way of telling stories with 360-degree video.

"Virtual reality is very new and can sometimes be intimidating for people, but I also think it's going to be a medium that brings us all closer together because it give us the ability to share information and experiences in much more personal ways," said Carolina Marquez, a Cronkite graduate who worked on the project.

From an audience perspective, 360-degree video gives "you the time to just look around and see where you're at and understand, just by being there, what the issues and challenges are," Marquez said.

She said creating a 360-degree documentary is very different from producing a standard documentary. To start, a 360-degree camera is actually an array of multiple cameras. "You use the different videos from each of those cameras, which are capturing all different directions and stitch them together in a program afterward," she said.

Another major difference is that "you



New Media Innovation and Entrepreneurship Lab graduates Jayson Chesler (top) and Carolina Marquez (bottom) try out virtual reality headsets. Photo courtesy of Octavian Scorteanu

can't really think traditionally like you would with a documentary," she said. "We're not really trying to capture close-ups. We're not really trying to capture as much b-roll. What we're trying to capture is real life ... dramatic and emotional moments of life to bring people there as immediately as possible."

Showing the documentary was another challenge. Other documentaries featured at the festival could be viewed like any other movie, but for the Cronkite screening, VR headsets were brought in and viewers signed up for times to watch specific videos.

"So everyone kind of got a much more personal experience because you're not watching it with other people; you're watching it by yourself," Marquez said. "You're able to sit there and consume and have all the emotions come out on your own. Once you get into the headset, everything else around you kind of fades away." ■



# High School Students

## Make the Most of Innovation Camp

Twenty-two high school students from across Arizona participated in an intensive, two-week media innovation training camp. Photos by Camaron Stevenson

For two weeks in the summer, high school students from across Arizona came to the Cronkite School to experiment with 360-degree video, virtual reality and game development software.

The inaugural High School Media Innovation Camp pairs high school students with entrepreneurs, technologists, journalists

Cronkite faculty and Republic staff.

Hill said the camp is designed to help develop the next generation of technology-savvy journalists. “A lot of these schools are already teaching iOS coding and 360-degree video,” she said. “This camp is helping to create a cadre of journalism coders who can do a whole lot more.”



In addition to experimenting with new technologies, students developed project concepts and pitched them before a panel of judges, which included Cronkite alumna Nicole Carroll, executive editor of The Arizona Republic, and Carolina Marquez, a virtual reality entrepreneur who co-founded the VR company Terrainial.

The residential camp on ASU’s Downtown Phoenix campus is free to participants, thanks to support from the Republic’s Media in Education program, which is funded by subscribers who donate the value of their subscription during vacations or other temporary stoppages.

Stacy Sullivan, The Arizona Republic’s director of community relations who was a key organizer, said he was pleased with how the camp introduced high school students to journalism in a new way.

“This year, we provided the concept, and next year we hope to grow it,” Sullivan said. “This year was a big experiment, and I think it’s gone really well.” ■

### The Arizona Republic’s Media in Education Program

is funded by subscribers who donate the value of their subscriptions during vacations or other temporary stoppages.

[republicmedia.com/about-us/giving-back](http://republicmedia.com/about-us/giving-back)

and professors to learn how to create compelling content for digital audiences.

The program is a joint venture of The Arizona Republic/azcentral.com, USA Today Network and the Cronkite School.

Students were selected in a competitive process from schools throughout the state.

“When I applied for the program, I was expecting to just learn the basics of journalism and virtual reality,” said Zach Wilson, a senior at Snowflake High School in Snowflake, Arizona. “But we went a lot deeper, and I really liked it.”

The camp was led by Retha Hill, director of the Cronkite New Media Innovation and Entrepreneurship Lab, and Anita Luera, the school’s director of high school journalism programs, and featured classes taught by

Get information about the High School Media Innovation Camp at [cronkite.asu.edu/innovation-camp](http://cronkite.asu.edu/innovation-camp).

## 2017 Media Innovation Camp Participants

**Michelle Ailport**

Greenway High School

**Camille Avila**

Mountain Pointe High School

**Jamie Bennett**

Youngker High School

**Samantha Chow**

Mountain View High School

**Jamieson Clawson**

McClintock High School

**Kaleb Clyde**

Winslow High School

**Anthony Delphy**

Maryvale High School

**Vaughn Duplantis**

Madison Highland Prep

**Jesus Franco**

San Luis High School

**Jacob Gurrola**

North Canyon High School

**Saja Indigo Hicks**

North High School &amp; Metro

Tech High School

**Carlos Jimenez**

Western School of Science &amp;

Technology

**David Jutzi**

Phoenix Coding Academy

**Samuel Kurtz**

Thunderbird High School

**Destiny Martin**

Cienega High School

**Cory Pfeifer**

Arizona Agribusiness &amp; Equine

Center

**Carlos Rodriguez**

San Luis High School

**Sheldon Sargent II**

Williams Field High School

**Miranda Schindler**

Horizon Community Learning

Center

**Ignacio Vazquez**

Alhambra High School

**Bronson Williams-Shaw**

Apache Junction High School

**Zach Wilson**

Snowflake High School



Top: High school students Miranda Schindler and Cory Pfeifer test a game created by classmates.

Bottom: Zach Wilson, Samantha Chow and Carlos Jimenez storyboard a project. Photos by Anita Luera

# Innovation Lab Wins Grant to Improve Immersive Storytelling

The Cronkite School's New Media Innovation and Entrepreneurship Lab is one of 11 international winners of a Journalism 360 Challenge grant to advance immersive storytelling.

The lab will develop a tool that enables journalists and content creators to add location-based data visualizations to virtual-reality content.

Retha Hill, director of the New Media Innovation and Entrepreneurship Lab, said the tool will enhance VR experiences by allowing users to more deeply interact with content. For example, users could explore a neighborhood by wearing a VR headset and clicking on 3-D visualizations that reveal information such as crime statistics, school data, dining information and more.

"The data visualization tool will help storytellers bring localized data alive," Hill said. "I can't wait to see what my colleagues in journalism will do with the tool once it is available. My students in the lab can't wait to get started."

The new initiative is supported by the Google News Lab, the John S. and James L. Knight Foundation and the Online News Association. This is the third time the Cronkite School has received a challenge grant supported by the Knight Foundation.

Winning teams each received awards of between \$15,000 and \$30,000 to test, refine and build out their early-stage ideas. Teams will work on the projects for up to a year then share their findings at a demo day in Washington, D.C., in early 2018. They also will share their processes and learnings throughout the year with Journalism 360's network.

Other winning projects included a tool that allows users to create



New Media Innovation and Entrepreneurship Lab Director Retha Hill (top center) works with students on virtual reality projects. Photos by Camaron Stevenson

virtual-reality photo experiences from their smartphones and another tool that gives investigative journalists a way to use animation to preserve the confidentiality of a subject. The Arizona Republic, The Washington Post and NPR were among the winners.

"The overwhelming response to the open call demonstrated that journalists are seizing the opportunity to use immersive storytelling to engage people in new ways," said Jennifer Preston, Knight Foundation vice president for journalism. "There is still much to learn, and the winners will help lead the way by identifying best practices and tools and expanding the Journalism 360 network." ■

## The Opioid Crisis

# Hooked RX

Students document critical health issue for Arizona audiences.

Two years ago, Cronkite students produced a statewide documentary on the perils of heroin that was watched live by 1 million viewers and won numerous honors, including the region's top Emmy and a national Alfred I. duPont-Columbia University Award.

Students expanded upon their award-winning investigation by producing a new 30-minute documentary and an in-depth multimedia website on the alarming rise in prescription opioid abuse. The school also commissioned a major statewide poll that shed more light on the widespread health issue.

"The ASU's charter pledges that the university assumes 'fundamental responsibility for the economic, social, cultural and overall health of the communities' we serve," said Cronkite Dean Christopher Callahan. "The 'Hooked Rx' documentary and Morrison-Cronkite News Poll are part of our continued commitment to reporting on this critical health issue that impacts so many people." ■



Clockwise from top left: Student Ben Moffat adjusts his camera for an on-location shoot. Photo by Seth Logan  
Sean Logan shoots footage of prescription drugs seized by law enforcement. Logan (left) and Lily Altavena conduct an interview for "Hooked: Rx." Photos by Ben Moffat

**Campaign ASU 2020** will ensure that we continue to innovate as a critical regional news and community-engagement source, forging a new way to teach and practice journalism.

**Together, Our Potential is Limitless**

**CAMPAIGN ASU 2020**

[cronkite.asu.edu/2020](http://cronkite.asu.edu/2020)



Cronkite student Karla Liriano is interviewed by 3TV about the opioid crisis before the broadcast premiere of "Hooked: Rx." Photo by Joe Giordano

## All Arizona TV Stations Broadcast

# 'Hooked Rx: From Prescription to Addiction'

On Jan. 10, 2016, every major broadcast television station in Arizona and 100 radio outlets came together to simultaneously air a 30-minute, commercial-free documentary produced by Cronkite students on the alarming rise in prescription drug abuse in America.

More than 900,000 Arizonans tuned into "Hooked Rx: From Prescription to Addiction," an investigative report by Cronkite News, the news division of Arizona PBS at the Cronkite School. The documentary, produced in association with the Arizona Broadcasters Association, aired statewide on all 32 major broadcast TV stations in Phoenix, Tucson, Prescott and Yuma and most Arizona radio stations.

"Hooked Rx" built upon the 2015 Cronkite project "Hooked: Tracking Heroin's Hold on Arizona" by uncovering the root of the heroin epidemic through in-depth interviews with recovering prescription pill addicts, law enforcement, government officials, doctors, treatment specialists and public health experts.

More than 100 students contributed broadcast and digital content for the project, working under the guidance of 15 faculty members led by Cronkite News Executive Editor Kevin Dale. News21 Executive Editor Jacquee Petchel, a Pulitzer Prize-winning investigative journalist, spearheaded the production of the documentary.

"You, your family, your loved ones, your children, your grandchildren – even your grandparents – are all susceptible to this kind of addiction," Petchel said. "We are seeing addicts

who are as young as 13 and others in their 40s or 50s whose addiction starts with some kind of injury or pain problem. This is clearly a life-and-death situation."

According to the National Institute on Drug Abuse, part of the National Institutes of Health, unintentional poisoning deaths from prescription opioids quadrupled from 1999 to 2010, outnumbering deaths from heroin and cocaine combined.

"The No. 1 reason for this documentary is obvious," said ABA President Art Brooks. "We're trying to save and change lives."

The evening of the broadcast, the ABA sponsored a 100-phone call center in the Arizona PBS studios with trained counselors taking calls from viewers seeking counseling on prescription opioid and heroin addiction.

Cronkite senior Sean Logan, who served as chief videographer and director for "Hooked Rx," said it was humbling and heartbreaking to hear how prescription drug abuse has affected individuals and families across the state.

"There needs to be more awareness about the prescription opioid epidemic in our state," Logan said. "I wish the public could sit in on the full interviews because it shows how big of a problem this actually is and how it affects so much of our population."

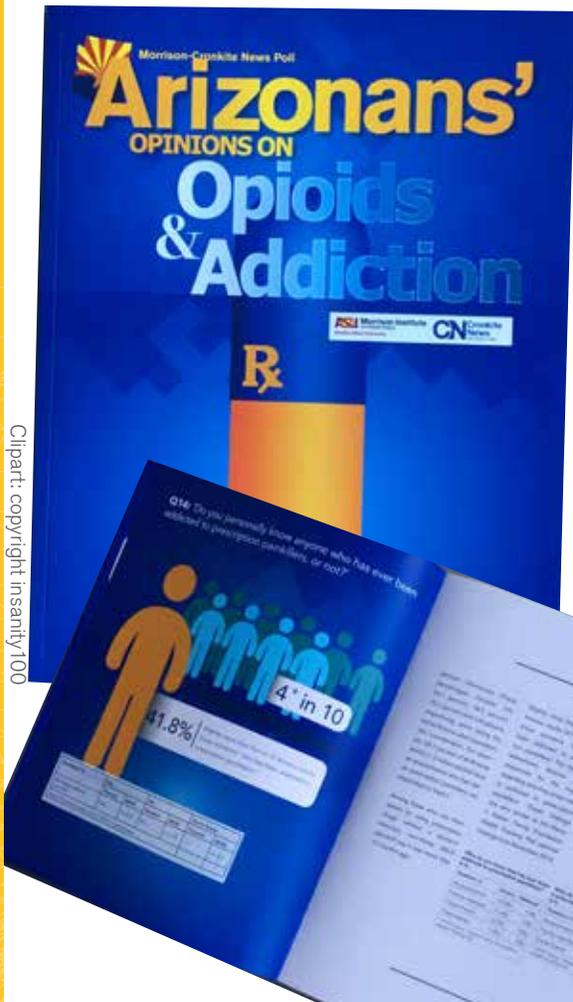
Logan was one of more than 70 students who worked on the earlier "Hooked" documentary about an epidemic of heroin abuse. The documentary earned numerous awards, including

# Morrison-Cronkite News Poll Underscores Extent of Epidemic in State

The prevalence of prescription opioid abuse and addiction in Arizona is widespread, according to a major statewide poll released by Cronkite News and ASU's Morrison Institute for Public Policy.

The Morrison-Cronkite News Poll: Arizonans' Opinions on Opioids and Addiction found four in 10 Arizona adults (41.8 percent) know someone who has been addicted to prescription painkillers. The poll's margin of error was plus or minus 3.5 percentage points. The poll, released in April 2017, showed one in seven Arizona adults (14.4 percent) personally knows someone who has died from a prescription painkiller overdose. According to the Centers for Disease Control and Prevention, 78 people die every day from opioid-related overdoses in the U.S.

"Our polls continue to add key insight and data on important and complex issues facing the state and nation, including, in this case,



Clipart: copyright insanity100



a prestigious Alfred I. duPont-Columbia University Award and two Rocky Mountain Emmy Awards.

Since that project, "Cronkite News has been committed to providing deep and sustained coverage of opioid addiction, which is killing hundreds of Arizonans each year," said Christopher Callahan, Cronkite dean and CEO of Arizona PBS. "'Hooked Rx' is a product of our continuing commitment to reporting this important issue."

In addition to the "Hooked Rx" documentary, Cronkite News students reported more than a dozen stories from across the state and built a special website to display the content. Cronkite Professor Steve Doig led another team of students who analyzed Arizona emergency department data on overdoses and census demographics to pinpoint patterns and hot spots of prescription drug abuse.

Ethics and Excellence Professor of Practice Jessica Pucci worked with students to develop a social media

campaign for the project, and New Media Innovation and Entrepreneurship Lab Director Retha Hill and her students created 360-degree videos to tell the story of a recovering addict and show where teenagers might hide drugs in their rooms.

The Cronkite Public Relations Lab partnered with the Arizona Governor's Office of Youth, Faith and Family to create a campaign to build awareness about opioid abuse. Students in the PR Lab also utilized Thunderclap, an online "crowd-speaking" platform to rally individuals around the issue. In all, the Thunderclap initiative helped reach more than 500,000 people on social media.

Cronkite graduate student Lily Altavena, who played a key role in the production of the documentary, said the project was an eye-opening experience. She said she



traveled across the state to report on the epidemic.

"I'm really grateful for what we've been able to do on this project," she said. "I think it's really important that we tell this story through the lens of the state of Arizona." ■

*Veronica Galek contributed to this story.*

Watch online:  
[cronkitenews.azpbs.org/hookedrx](http://cronkitenews.azpbs.org/hookedrx)

opioid availability, abuse and addiction,” said Thom Reilly, director of the Morrison Institute. “The findings show how widespread this epidemic manifests itself across multiple demographics. Poll results should help policymakers, medical professionals, community groups and the public better address this serious problem through improved awareness, policies and practices.”

The poll builds on the Cronkite News documentary “Hooked Rx: From Prescription to Addiction.” The 30-minute documentary on prescription opioid abuse, produced by more than 100 Cronkite students under the guidance of 15 faculty members, reached more than 900,000 Arizonans in January 2017.

Nearly 60 percent of Arizonans polled said they believe opioid painkillers are “very easy” or “somewhat easy” to get, despite efforts by state and federal governments to regulate and restrict the drug’s availability. The poll showed nearly six in 10 Arizona adults believe “prescription painkiller abuse makes a person more likely to use heroin or other illegal drugs.”

The poll showed the use of prescription pain relievers among Arizonans with ongoing pain increases with age (18-35: 22.5 percent; 36-64: 37.8 percent; 65-plus: 40.8 percent). Overall, 35.8 percent of Arizonans who said they are in chronic pain indicated they use prescription pain relievers.

A detailed report compared the poll’s findings to those from The Henry I. Kaiser Family Foundation Health Tracking Poll and the national Kaiser Family Foundation Poll.

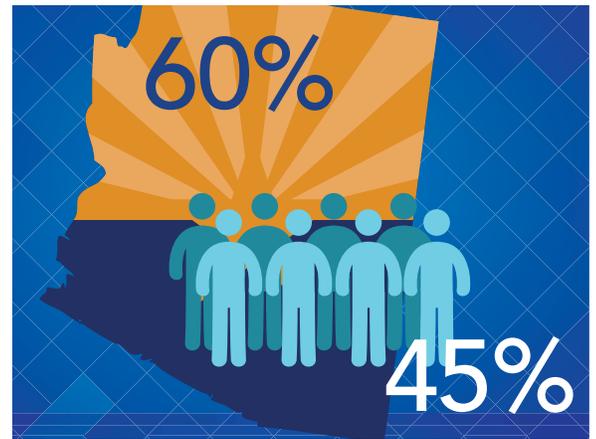
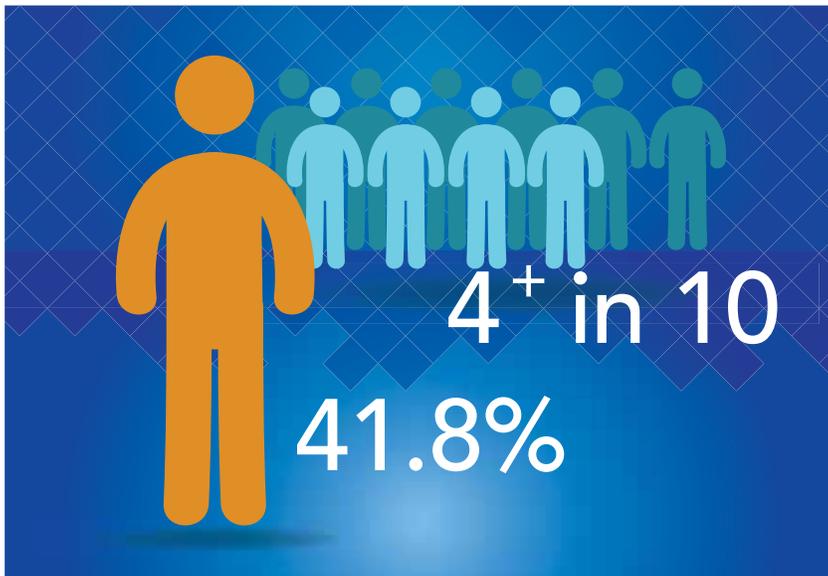
The Morrison-Cronkite News Poll, conducted in March 2017, included 800 randomly selected Arizona adults. The sample was quota-selected from 18 strata based on age, gender and race to match the demographic characteristics of Arizona based on the latest census data. The sampling frame included both landline and cellular telephones, and interviews were conducted in Spanish as needed. ■

*The project was supported by the Drug Enforcement Administration and by the Health Resources and Services Administration of the U.S. Department of Health and Human Services.*

The complete Morrison-Cronkite News Poll and coverage from Cronkite News can be found at [cronkitenews.azpbs.org/2017-opioid-poll](http://cronkitenews.azpbs.org/2017-opioid-poll).

Q: “Do you personally know anyone who has ever been addicted to prescription painkillers, or not?”

A: Slightly more than four in 10 Arizona adults know someone “who has been addicted to prescription painkillers,” including 46.4 percent of whites.



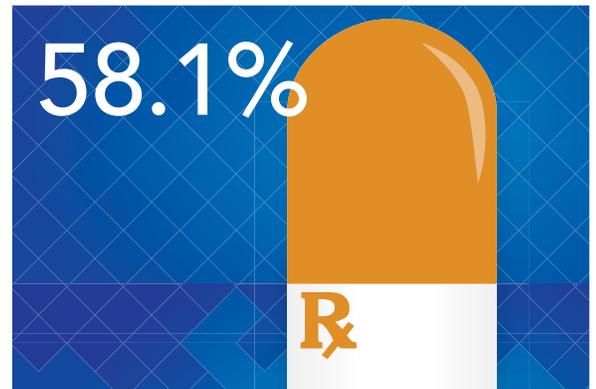
Q: “How easy or difficult do you think it is for people to get access to prescription painkillers?”

A: Nearly 60 percent of Arizonans said they believe opioid painkillers are “very easy” or “somewhat easy” to get. About 45 percent of Arizona adults said they personally know someone who has taken a prescription painkiller that was not prescribed to them.



Q: “Do you personally know anyone who has died from a prescription painkiller overdose, or not?”

A: About one in seven Arizona adults (14.4 percent) “personally knows someone who has died from a prescription painkiller overdose.”



Q: “Do you think prescription painkiller abuse makes a person more likely or less likely to use heroin or other illegal drugs, or do you think it doesn’t make much of a difference?”

A: Nearly six in 10 Arizona adults (58.1 percent) believe “prescription painkiller abuse makes a person more likely to use heroin or other illegal drugs.” 27.7 percent believe it “makes no difference.”

## A Model for Education

# The Teaching Hospital

Professional programs are a signature experience for students at the Cronkite School and an important part of what distinguishes Cronkite from other journalism programs. No other school offers an equivalent range or depth of programs or produces as much journalism that serves the public.

In 2016-2017, the school added a Spanish-language reporting bureau, Cronkite Noticias, to a dozen other professional programs for students.

The quality of these programs was noted in the school's most recent reaccreditation report, in which a team of journalism educators praised Cronkite for serving the information needs of the community and ensuring that students "are especially well prepared and competitive in newsrooms." ■

### Campaign ASU 2020

provides students with rich opportunities to work side-by-side with practicing journalists and other media professionals.

### Together, Our Potential is Limitless

**CAMPAIGN ASU 2020**

[cronkite.asu.edu/2020](http://cronkite.asu.edu/2020)

Background: Jason Gonzalez high fives McKenna Dalgarno after taping a Cronkite News newscast. Photo by Ryan Santistevan

## Accrediting Council Calls

# Cronkite School



# 'Global Institution of Learning, Innovation'

The Cronkite School is a “model for retention, transformative education and inclusion,” a national council said in reaccrediting the school for another six years.

The Accrediting Council on Education in Journalism and Mass Communication, an independent, nonprofit organization dedicated to fostering excellence and high standards in professional journalism education, found the Cronkite School in compliance on all standards at both undergraduate and graduate levels.

The decision followed a review by the ACEJMC Committee, which voted at a public meeting held in Chicago in April 2017 to reaccredit the school's bachelor's and master's programs. Both the council and committee agreed with the recommendation of a five-member site team, led by Will Norton Jr., professor and dean of the Meek School of Journalism and New Media at the University of Mississippi, to reaccredit the program.

The site team, which conducted an on-site review of Cronkite's program in January 2017, assessed the school's progress over the past six years. In its 55-page report, the team offered effusive comments on virtually every dimension of the Cronkite School and cited no weaknesses.

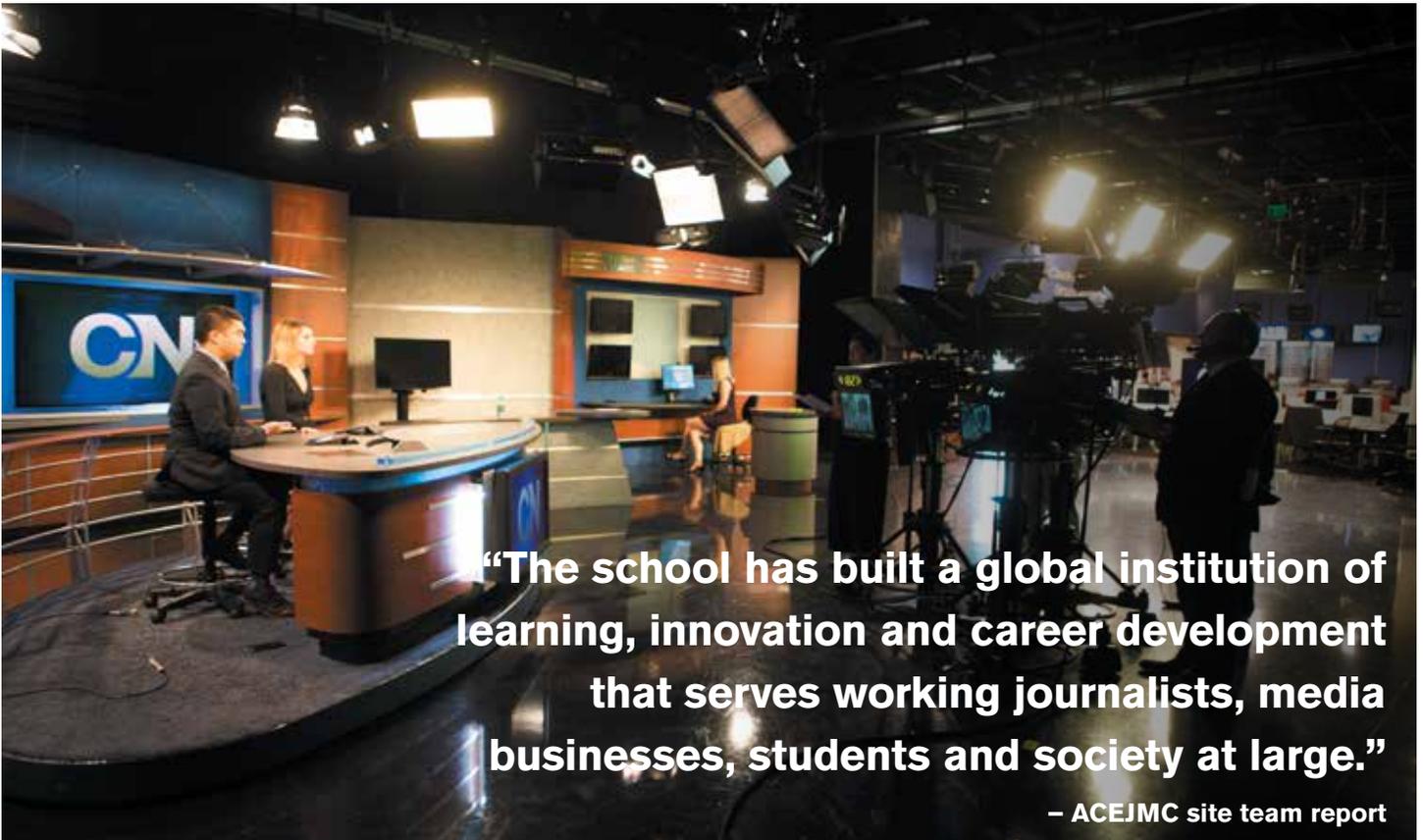
“True to the university's charter, the unit takes fundamental responsibility for the economic, social, cultural and overall health of the communities it serves,” the report states.

The Cronkite School, accredited since 1973, received high marks across all nine accreditation standards, which cover mission, curriculum, diversity, faculty, scholarship, student services, resources and facilities, public service and learning outcomes.

“The school is never satisfied with the status quo,” site team members wrote. “Faculty and administrators are constantly reviewing, tweaking and discussing ways to improve the education delivered to students as well as ways

**“The praise for Cronkite faculty was universal. Students are not only satisfied but are enthusiastically grateful for the quality of the education and mentoring they receive.”**

– ACEJMC site team report



**“The school has built a global institution of learning, innovation and career development that serves working journalists, media businesses, students and society at large.”**

**– ACEJMC site team report**

Students perform all roles, from anchoring to operating cameras, for the Cronkite News nightly newscast on Arizona PBS. Photo by Ryan Santistevan

to ensure students are especially well prepared and competitive in newsrooms.”

The Cronkite School has dramatically grown since its last reaccreditation in 2011, which was its first as an independent unit at ASU. During the six-year review period, Cronkite assumed operations of Arizona PBS, launched four new degree programs and expanded its professional programs from three to 13. The professional programs include a Washington public affairs reporting bureau, a Los Angeles sports bureau, a borderlands reporting program, a Spanish-language news bureau, and a public relations lab, among others.

The school also grew its full-time faculty from 35 to 48 — a 37 percent increase as of 2016.

The site team also called the Cronkite School “one of the nation’s great leaders in diversity and inclusion in journalism and mass communication,” noting the school had managed to “substantially improve on an already impressive record in this area.”

Diversity among the student body increased from 31 percent at the beginning of the review period in 2010 to nearly 40 percent in 2016. Faculty diversity also improved, with people of color representing 27 percent of full-time faculty. During the accreditation period, the school hired 15 new faculty members, more than half of whom are people of color and two-thirds of whom are women. Diversity and inclusion also play a significant part in the school’s curriculum and community outreach efforts.

In addition to Norton, the site team consisted of Hubert Brown, associate dean of Syracuse University’s Newhouse School of Public Communications; Jackie Jones, assistant dean of Morgan State University’s School of Global Journalism and

**“The school’s resources, facilities and equipment would be the envy of most other programs anywhere in the world. Students, faculty and professionals all rave about the beauty and quality of what is available.”**

**– ACEJMC site team report**

Communication; Heidi de Laubenfels, vice president of operations at Nyhus Communications; and Diane McFarlin, dean of the University of Florida’s College of Journalism and Communications.

Prior to their visit, team members reviewed an extensive self-study report prepared by Cronkite faculty and staff. During the on-site review, they visited classes and met with faculty, administrators, students and media professionals in the community as well as ASU leadership.

For more than 70 years, the ACEJMC has been dedicated to excellence and high standards in professional education in journalism and mass communications. The organization accredits more than 100 journalism and mass communications programs around the world. ■

# Cronkite Receives AEJMC Equity & Diversity Award

The Cronkite School has received one of the highest honors in journalism education for diversity and inclusion.

The school is the recipient of the 2017 Equity & Diversity Award from the Association for Education in Journalism and Mass Communication. Established in 2009, the Equity & Diversity Award recognizes journalism and mass communication programs that have attained measurable success in increasing equity and diversity over a three-year span.

The award was presented to the Cronkite School during the keynote session at the 100th AEJMC conference in Chicago in August.

The AEJMC selection committee said equity and diversity “have become a way of life” at the Cronkite School. The committee noted that diversity is integral to the school’s teaching, research and service. “This has resulted in a broad definition of diversity that infuses student and faculty recruitment, curriculum design and content, outreach activities and student retention rate,” the committee said.

Cronkite Dean Christopher Callahan said the school works hard to ensure that diversity is top of mind for all faculty and students.

Callahan said the school’s approach to diversity starts with outreach to high schools with underserved populations. Since 1988, the Cronkite School has hosted a summer high school journalism institute, a two-week residential program for students from underrepresented communities to get hands-on experiences in broadcast and digital journalism at no cost.

Diversity also is a cornerstone of the curriculum. All students take a course in ethics and diversity that challenges them to think about diversity as a critical component of ethical decision-making. Skills classes, ranging from reporting to editing, emphasize assignments that encourage students to go outside their comfort zones, and diversity lessons are spread throughout the curriculum.

In Cronkite News, the news division of Arizona PBS, students report on underserved communities and multicultural issues in a nightly newscast that reaches 1.9 million households and a multiplatform website that reaches many more. Cronkite News also includes a borderlands bureau, where students report on important issues from the U.S.-Mexico border.

The Cronkite School recently launched Cronkite Noticias, a new digital Spanish-language platform for reporting on issues critical to Arizonans. As part of the immersion program, students produce a 30-minute news program, “Cronkite Noticias,” which airs on Univision Arizona.

The school’s diversity and inclusion efforts extend to the journalism profession. The school is home to the National Center on Disability and Journalism, which provides guidance to journalists around the world as they cover disability issues and people with disabilities.

Cronkite also hosts the National Association of Broadcasters



The Cronkite School was honored for its diversity by the Association for Education in Journalism and Mass Communication. Photo by Deanna Dent/ASUNow

Equity and diversity “have become a way of life” at the Cronkite School. This has resulted in a broad definition of diversity that infuses student and faculty recruitment, curriculum design and content, outreach activities and student retention rate.”

– AEJMC selection committee

Education Foundation’s Media Sales Institute, a 10-day residential media sales program for recent college graduates. One of the key goals of the annual program is to improve the diversity of sales staffs in television and radio broadcasting.

In addition, many of the school’s 100-plus annual public events focus on diversity topics and include speakers from diverse backgrounds.

This is not the first time that the Cronkite School has been recognized for its diversity efforts. In 2012, the school was the recipient of ASU’s inaugural College Award for Contributions to Institutional Inclusion, a university-wide honor that recognizes excellence in equity and inclusion. ■



# Cronkite Noticias



Cronkite Noticias Director Valeria Fernández (right) consults with reporter Felipe Corral Jr. in the sixth floor Cronkite News newsroom. Photos by Camaron Stevenson



Cronkite student Thalia Varela prepares for a newscast.

In her first week in the Cronkite School's sixth-floor newsroom, senior Johana Restrepo reported a story about a proposal to issue ID cards to undocumented immigrants in Phoenix, attended a news meeting to plan story coverage and collaborated with a team of six students — all in Spanish.

Restrepo was an inaugural member of the Cronkite School's newest professional program, Cronkite Noticias, in which bilingual students report on issues critical to Arizonans.

Launched in January 2017, the new bilingual program focuses on education, sustainability, immigration and other issues important to the region's Latino communities. Students report stories across the state and along the U.S.-Mexico border for the Cronkite Noticias website. They also produce a Spanish-language newscast that airs on Univision Arizona.

Cronkite Noticias is the successor of Mixed Voces, a pilot project established by the Raza Development Fund in 2014 to provide news and information to Arizona's Spanish-speaking community. The project succeeded in bringing 35,000 monthly visitors to MixedVoces.com. The Raza Development Fund then gifted the Mixed Voces website and seed money to the Cronkite School to hire a professional editor to support the

website and mentor students.

"Cronkite Noticias provides a very important service to Spanish-speaking Arizonans as well as our bilingual journalism students," said Cronkite Dean Christopher Callahan, who noted that the program is part of a growing commitment on the part of the Cronkite School to Spanish-language journalism. The school, for example, has begun offering reporting classes in Spanish for students who want to specialize in Spanish-language journalism.

Tommy Espinoza, president and CEO of Raza, said getting "honest and professional" information to Latino families and the Spanish-speaking community is important to the organization, which focuses on generating economic growth and opportunities for Latino families across the country.

"We are very proud and honored to be a part of this historic moment in the Arizona Latino media," he said.

Leading the Cronkite Noticias program is veteran bilingual multimedia journalist Valeria Fernández, who brings to the position extensive experience in both English-language and Spanish-language media. She has produced reports for CNN Español, CNN International, Radio Bilingüe, PRI's The World, Al Jazeera English, The Guardian, PBS San Diego and The Associated Press. She was

## Cronkite's newest professional program develops the next generation of Spanish-language journalists.

named Latina Journalist of the Year by the National Association of Hispanic Publications in 2004.

Fernández said the Cronkite Noticias experience prepares students for careers in the growing sector of Spanish-language media. Students who have completed the program already have gone on to reporting positions at Univision stations in Arizona as well as in Bakersfield, California, and Philadelphia, she said.

Restrepo, who was born in Colombia, South America, and moved to the U.S. at the age of 9, said she was raised on Spanish-language media. "I grew up watching Telemundo and Univision, and I always looked up to those reporters," she said. "I wanted to be like them when I was a little girl.

"The Spanish-speaking community is very big, and it's an honor to be a part of this." ■

**Cronkite Noticias airs on Univision Arizona on Saturdays at 5 p.m. Check the station's website for exact dates. [cronkitenoticias.azpbs.org](http://cronkitenoticias.azpbs.org)**



## Cronkite News – Broadcast



Students Zac Pacleb and Emma Lockhart anchor a Cronkite News newscast. Photos by Ryan Santistevan

By Veronica Galek

Megan Finnerty came to the Cronkite School in large part because of Cronkite News.

“It was the big deciding factor when I was looking at colleges,” she said.

Four years later, she was an investigative reporter, producing stories such as one on naloxone, a drug used to help opioid addicts.

“I was able to talk to people who have used it, people who saw their friends die because they didn’t have it available, and also people who are on the front lines handing out naloxone and getting it out to as many people as possible,” Finnerty said.

As the news division of Arizona PBS, Cronkite News provides a student-produced newscast that reaches 1.9 million households in the state. Each semester, more than 50 students spend two to four days a week in the program, working with experienced broadcast professionals to report and produce the newscast. Student work also appears on the Cronkite News website and is distributed to news organizations around the state.

“This is a working newsroom,” said Associate Dean Mark Lodato. “There are a lot of schools in the country that try to replicate a real news environment for the sake of their students, but our news

“Our news experience is the real thing in that there are tens of thousands of Arizonans consuming Cronkite News on various platforms every day.”

— Mark Lodato, associate dean

experience is the real thing in that there are tens of thousands of Arizonans consuming Cronkite News on various platforms every day.”

Students focus on topic areas such as education, sustainability, business and borderlands issues, reporting both daily news and producing enterprise and investigative reports. In 2017, Cronkite News students also contributed to a half-hour documentary on the opioid crises in the state and then continued covering the crisis throughout the year.

“This is not a 9-to-5 sort of job,” Lodato said. “You are living and breathing news, data and analytics as well as all of these different elements throughout the course of the semester, whether you’re officially



Top: Tyler Paley operates a camera for Cronkite News.

Bottom: Nicole Tyau works behind the scenes in the Cronkite News studio.

on the clock or not. That’s how you become successful in this industry.”

Finnerty couldn’t agree more. She now works as a reporter at the Democrat and Chronicle, part of the USA Today Network, in Rochester, New York.

“I loved (Cronkite News),” she said. “I don’t know how I would apply for jobs if I hadn’t had this experience.” ■

**Cronkite News can be seen live at 5 p.m. Monday through Friday on Arizona PBS channel 8.1 (Cox/CenturyLink Prism channel 1008) and on YouTube at [youtube.com/user/CronkiteNewsWatch](https://www.youtube.com/user/CronkiteNewsWatch), where archives also are available.**



# Cronkite News – Phoenix

The Stanley and Erika Tobin Broadcast Center

From a state-of-the-art newsroom on the sixth floor of the Cronkite School, students fan out across the state, reporting from the U.S-Mexico border to the Grand Canyon on issues of interest and concern to Arizonans.

Each semester, dozens of students in the Cronkite News Phoenix Bureau report and produce news for Cronkite News, the digital news platform of Arizona PBS. Their work is published on an interactive website, [cronkitenews.azpbs.com](http://cronkitenews.azpbs.com), and is distributed each weeknight to 1.9 million households in the state through a newscast on Arizona PBS. Their content also is shared with nearly three dozen Arizona news outlets.

The bureau is a capstone experience for Cronkite students, who spend at least two days a week working under the direction of accomplished professionals as they report, write, produce and engage with audiences.

Venita Hawthorne James, a longtime editor at The Arizona Republic before coming to the Cronkite School, said putting students in a live newsroom environment helps them improve not just their skills but their confidence. By the end of the semester, students feel ready to take the next step into the professional world, said James, who is one of six professionals who work with the Phoenix bureau students daily.

Students are assigned to teams that focus on topics such as health, public policy, sustainability, education, and technology and the future. Many of these are topics that otherwise wouldn't receive the attention they deserve, said Kristin Gilger, Cronkite's senior associate dean. For example, stories on Native American issues and Latino culture have resonated strongly with readers and viewers, she said.

Students also contribute to school-wide initiatives, such as a half-hour documentary on opioid addiction, and tackle in-depth reporting projects.

Ethan Millman, who worked as a sustainability reporter for Cronkite News, said he learned both how to think on his feet on daily assignments and how to craft long-form stories.

"The only way you'll learn is by jumping



Top: Professor of Practice Venita Hawthorne James guides student reporters each day in the sixth floor Cronkite News newsroom. Photo by Ryan Santisteven

in with both feet, and Cronkite News does that," Millman said.

Joshua Bowling wrote about consumer issues during his semester in the bureau. He covered the 2016 election and produced an award-winning piece exposing the regulatory and equipment failures behind a days-long water outage in Parker, Arizona.

"You get to take the powerful people in our communities, whether that's corporations, private individuals or activists, and hold them accountable," Bowling said.

While students like Millman and Bowling are reporting, other students

work on the Cronkite News digital desk, producing videos, photos and graphics for the website. All students are responsible for tracking audience analytics and engaging with audiences on social media.

"We believe in innovation," James said. "We want students to take initiative and seek solutions for both audiences and working journalists. And we want to serve the community." ■

*Mythili Gubbi contributed to this story.*

[cronkitenews.azpbs.org](http://cronkitenews.azpbs.org)



# Cronkite News – Washington



By Veronica Galek

In Cronkite’s Washington bureau, Katie Bieri covered everything from U.S. Sen. John McCain’s re-election campaign to U.S. Rep. David Schweikert’s habit of bringing his dogs with him to Capitol Hill.

“The best thing about a day at a Cronkite News is that you never know what to expect,” Bieri said. “You never know what story is going to break. A lot of it is throwing your tripod over your back and just being ready to cover whatever the day throws at you.”

The Cronkite News bureau in Washington, D.C., is the largest Arizona-based newsgathering operation in the capital. Students spend a semester gaining professional experience in digital and broadcast journalism under the guidance of Director Steve Crane, a former Washington Times political reporter and editor.

Their work also helps inform Arizonans about important public policy issues,

**“A lot of it is throwing your tripod over your back and just being ready to cover whatever the day throws at you.”**

— Katie Bieri, Cronkite student

legislation, court decisions and agency actions that affect the state.

Student work regularly appears on the nightly Cronkite News broadcast on Arizona PBS and is prominently featured on the station’s and school’s digital

Top: Emma Lockhart reports in Washington, D.C. Photo by Bill McKnight

Bottom: Bailey Vogt covers a march on Pennsylvania Avenue. Photo by Isaac Windes

platform, [cronkitenews.azpbs.org](http://cronkitenews.azpbs.org). Their stories also are provided free of charge to nearly three dozen professional news organizations in the state, and some are distributed more widely through Tribune News Service.

In January, students covered President Donald Trump’s inauguration, producing stories on his speech, protests surrounding the event and former Maricopa County Sheriff Joe Arpaio’s celebratory visit to Washington.

Student Tyler Fingert said it was surreal to witness the nation’s transfer of power. “Getting to report on that and helping my

fellow bureau colleagues with their digital content was very, very worthwhile,” he said. “It’s something I’ll always be able to look back on.”

Since the inauguration, students have covered the ongoing debate surrounding

Top: Washington Bureau Director Steve Crane (center) gathers with his spring 2017 student reporters outside the bureau’s Washington office. Middle: Joseph Guzman (left), Ziyi Zeng (center), and Arren Kimbel-Sannit (right) work in the D.C. newsroom.

Bottom: Bo Tefu is pleased with her story as deadline approaches. Photos by Bill McKnight

health care reform and the June 2017 shooting attack on Republican lawmakers practicing for a charity softball game.

Student Alexis Egeland said the bureau was unlike anything she had experienced in an internship. “In an internship, people are there to help you, but they’re also focusing on their job,” she said. “Steve Crane’s job is just to help us and make us better writers.”

Bieri spent the summer after her graduation in May 2017 as a political intern at CBS News in New York, then returned home to Las Cruces, New Mexico, to work as a reporter for KVIA-TV, the ABC affiliate. She said Cronkite News prepared her well.

“So much is expected of you, and because of that you learn so much,” she said. “There’s no real way to enter the field without that experience.” ■



# Cronkite News – Phoenix Sports



By Mythili Gubbi

Students in the Cronkite News Phoenix Sports Bureau may have gotten a little spoiled over the past few years, considering that some of the country’s top sporting events have taken place in Arizona.

In 2015, it was the Patriots and Seahawks in Super Bowl XLIX. In 2016, it was Clemson and Alabama in the College Football Playoff National Championship. And in 2017, it was the NCAA Men’s Final Four with a championship showdown between North Carolina and Gonzaga.

In addition, students regularly cover Major League Baseball spring training, the Waste Management Phoenix Open and professional and collegiate sports teams in the Valley.

Phoenix Sports Bureau Director Brett Kurland said the bureau produces both broadcast and digital stories that go beyond highlights and box scores. Students are encouraged to develop enterprise stories on issues such as the business of sports as well as the health and safety of professional and collegiate athletes.

“We try to put sports in a deeper context,” Kurland said.

Zac Pacleb said he was able to fine-tune his reporting skills during a semester in the bureau. Producing at least two stories a week gave him the



clips and real-world experience he needed to land a job as a multimedia producer at the Las Vegas Review-Journal, where he started work right after graduation.

In the spring 2017 semester, more than 40 students worked in the bureau, producing digital and broadcast stories for more than 30 partner news organizations, including ArizonaSports.com, Pac-12 networks, Fox Sports Arizona and Fox Sports News magazine.

The bureau also started a half-hour midday broadcast called “Cronkite Sports Now,” which airs on Facebook Live four days a week. The student-produced newscast showcases students

Top left: Student Jacob Garcia records a Final Four game. Photo by Fabian Ardaya  
Above: Student Annika Wolters does a standup at the Pro Football Hall of Fame induction ceremony. Photo by Eddie Poe

and their work.

Jacob Garcia went from the bureau to a job as a sports reporter for KDRV-TV, the ABC affiliate in Medford, Oregon. He credits his success to Kurland.

“Brett is one of the toughest editors I’ve worked with,” Garcia said. “His attention to detail and demands for the best possible work make you a better reporter.”

Kurland said it’s the students who are impressive. “They regularly challenge themselves and produce high-quality work,” he said. ■

Follow Cronkite News Phoenix Sports on Twitter: [@sportscronkite](https://twitter.com/sportscronkite)

**CN** Cronkite News – LA Sports



Haley Dawson interviews UCLA football players for the Cronkite News LA Sports Bureau. Photo by Tom Feuer

By Veronica Galek

The Cronkite News Los Angeles Sports Bureau brings students to Southern California to hone their reporting skills while covering sports for media partners such as MLB.com, FOX Sports West, Prime Ticket and the Pac-12 Network.

“It’s a great opportunity to bridge the gap between being a student and being in the professional world,” Director Tom Feuer said. “It gives students a great opportunity to see what it’s like to be in a professional work environment.”

Feuer said the benefit of being in the country’s second-largest media market is the sheer number of sports teams. This includes professional and intercollegiate teams as well as area high school sports.

For students like Rochelle Romero, the experience provides an opportunity to produce work for professional media outlets.

“In the fall, some of us would go to the UCLA football press conferences with the coach and a couple of players,” said Romero, a graduate student. “Then we’d go back to the office and edit that and send it back to Pac-12. After that we’d be

editing or working on a package for FOX Sports West.”

Located in Santa Monica, California, the bureau is led by Feuer, a veteran, award-winning sports journalists who has produced some of the largest sporting events, including 12 Olympic Games.

Feuer helps students develop their video storytelling skills as well as their time-management and workplace skills.

Students work three to four days a week for eight hours each day. Their day are split between work in the field, shooting, interviewing, and time in the bureau’s headquarters editing, voicing, and, when news warrants, appearing on-camera for Cronkite News.

“I would work Tuesday, Wednesday and Thursday, but I would have football games every Friday night and then sometimes we’d have things to do for Pac-12 on Saturday or Sunday,” Romero said.

Senior Benjamin Wong was the bureau’s first digital student. A story he wrote about a Gonzaga basketball player was featured in the Santa Monica Daily Press.

Wong attributed his success to the mentorship of Feuer.

“If you want to know what makes this bureau so great, it really is our professor Tom Feuer,” Wong said. “I’m excited to go out into the field, but the real world is a little scary, but with this semester behind me and getting the experience with Tom, somebody who is an absolute professional, it boosts my confidence as I head out into the unknown.” ■

Follow Cronkite News LA Sports on Twitter: [@CronkSportsLA](#)



# Cronkite News – Digital Production



“The students are really pushing the limits of journalism.”

— Rebecca Blatt, assistant dean

In February, Cronkite senior Rachael Bouley traveled with a student team to Naco, Mexico, to capture images of a border fence mural painted by children. She worked with broadcast and digital reporters to weave together video, images and text to bring the story to life on the web.

“It was an amazing visual story in terms of a mile-long, super colorful fence with a beautiful blue sky in the background and then you turn around and see a super poor city,” Bouley said. “I would have never had the chance to do that as a college student if I wasn’t in Cronkite News.”

The Digital Production Desk, designed for students interested in web production, analytics and social media, provides hands-on experiences in a fast-growing field. Students work at least two full days a week producing web stories, managing social media, analyzing audience metrics and optimizing stories for search engines.

They also create interactive maps, graphics and timelines as well as data visualizations, audio and visual content.

“Students gain cutting-edge skills that will help them excel in their careers,” said Assistant Dean Rebecca Blatt, who previously led the program. “Many of the students go on to careers in photography, social media or web production.”

Students work closely with Ethics and Excellence Professor of Practice Jessica Pucci to manage the Cronkite News social media accounts and YouTube channel. They also stream newscasts using Facebook Live and conduct digital audience experiments using A/B testing.

Students also launched “In Focus,” a



Top: Taylor Notah researches a story for Cronkite News.

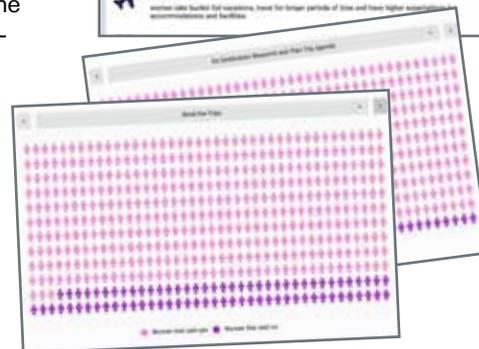
Bottom from left: Taryn Martin, Rachael Bouley and Chelsey Ballarte review a story with faculty associate Jim Manley. Photos by Sean Logan

podcast that shares stories and voices of young adults across Arizona.

“The first one was about autism and how guide dogs can help people that are autistic,” senior Tynin Fries said. “The second one was about Planned Parenthood and certain communities that rely solely on Planned Parenthood for their health care. Another one was about sleep and students not getting enough sleep and what the effects of that can be.”

Students in the Digital Production Desk also are responsible for the creation of enterprise stories driven by data reporting. Student Desiree Pharias produced an in-depth story on the gender gap among faculty in higher education and how it impacts students. Her story included data visualizations that showed the gender breakdown among teachers at different education levels.

“The students are really pushing the limits of journalism, finding new and exciting ways to engage audiences



through visual storytelling,” Blatt said. “They’re gaining skills that will prepare them to be leaders and innovators in newsrooms.” ■

Veronica Galek contributed to this story.

[cronkitenews.azpbs.org](http://cronkitenews.azpbs.org)



# Cronkite News – Reynolds Business Bureau



Student Farai Bennett works on a script with Reynolds Business Reporting Bureau Director Christina Leonard. Photo by Sean Logan

## By Mythili Gubbi

If you have your “money goggles” on, you can find a financial or economic angle to any story, said Cronkite student Kanak Jha.

Jha learned that lesson during her semester reporting on business and the economy for the Cronkite News Reynolds Business Reporting Bureau.

The bureau is the country’s only university-based news operation that produces daily business coverage for regional and national media outlets. Student work also is featured on the Cronkite News website and is part of the student-produced weeknight news-cast on Arizona PBS.

Jha said she learned that “money affects us all. The everyday challenge is finding a story that people wouldn’t normally feel is important and then showing them why it is important.”

She also learned to work across platforms. For example, for a report on a new app that tracks the flu virus in real time, she wrote both a digital story and introduced her package in a live-shot during the Cronkite News broadcast.

Cronkite alumna Yahaira Jacquez said the bureau prepared her for her job as an editor at Reuters. She said she honed her interview skills, mastering what

questions to ask to elicit the most important information, and she learned to use data to tell stories. But the most important lesson was how to make business topics resonate with the public.

“People have a lot of ideas about what business journalism is; you think of numbers and stock charts,” Jacquez said. “But business really has to do with the smallest local economy and can go to the larger world economy. I think it’s fascinating to cover that and be a part of that.”

## The Reynolds Business Bureau is the only university-based newsroom in the country that produces daily coverage of business and economic issues for regional and national media outlets.

Students work under the direction of Christina Leonard, a former editor at The Arizona Republic.

“I’m really proud of the work the students have done,” Leonard said. “They bring a fresh take to business coverage. They might not always know the ins and outs of business stories, but I love their curiosity and willingness to try new things.”

The bureau is supported by a \$1 million



grant from the Donald W. Reynolds Foundation, a national philanthropic organization that supports other initiatives at the Cronkite School, including the Donald W. Reynolds National Center for Business Journalism and the Reynolds Visiting Business Journalism Professorship. ■

[cronkitenews.azpbs.org](http://cronkitenews.azpbs.org)



# Cronkite News – Borderlands



Student Erica Lang records musicians in Nogales, Mexico, for a borderlands story. Photo by Alicia Clark

## By Mythili Gubbi

Before he even graduated from the Cronkite School, student Mauricio Casillas covered a major international story – Pope Francis’ historic visit to the U.S.-Mexico border.

Casillas’ assignment was to report on how the Pope’s visit affected the predominately Catholic community in Juarez, Mexico. To do that, he followed a Phoenix family as members traveled to see the Pope in Juarez. Meanwhile, another team of student reporters covered the Pope’s visit on the U.S. side of the border, where more than 50,000 people attended a Mass at El Paso’s Sun Bowl stadium.

The students were part of the Cronkite News Borderlands Bureau, working with faculty who have extensive professional experience in border and immigration coverage. They report in the Phoenix metro area and travel the region and into Mexico to produce multimedia-rich stories that air on the Cronkite News newscast on Arizona PBS and are featured on the Cronkite News website as well as on the school’s Spanish-language website, Cronkite Noticias.

“I don’t think that there is any other school in the country that focuses on

“I don’t think that there is any other school in the country that focuses on this type of coverage.”

— Mauricio Casillas, Cronkite student

this type of coverage,” said Casillas, who participated in the bureau in 2016.

Angela Kocherga, a veteran journalist who co-directed the bureau in 2016, said students get to “see what it’s like to be real working journalists,” while also providing an important public service.

“Our students bring a fresh perspective to border coverage at a time when it is crucial to fight fake news with real news,” she said.

Vanessa Ruiz, who has reported for and anchored television newscasts in Miami, Los Angeles and Phoenix, recently joined Cronkite to assume direction of the bureau. Ruiz said one of the strengths of the program is that students get a range of reporting experiences – from breaking news and serious enterprise to stories that capture the everyday lives and interests of the Latino community.

Student Sarah Jarvis, who spent the spring 2017 semester in the bureau, was

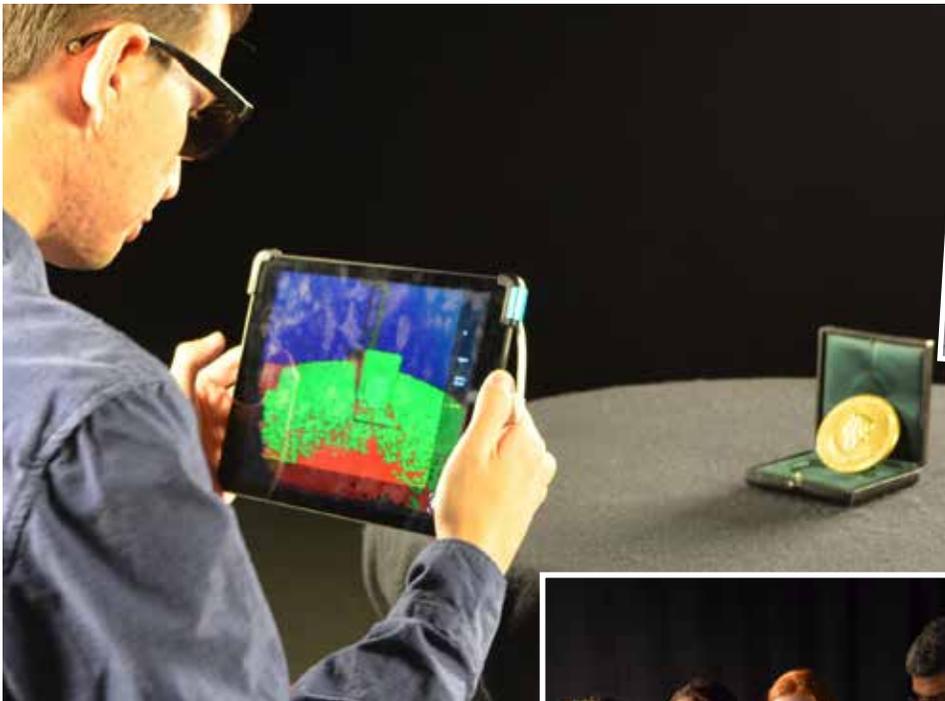
drawn to coverage of the arts. She wrote about Phoenix’s Latino arts scene and led a project to document the history of immigrant communities in Tucson, while also covering news stories such as a proposal to make Phoenix a sanctuary city.

Fellow student Casillas said he has taken what he learned in the bureau to his new job as a reporter and anchor for KVIA-TV, the ABC affiliate in his hometown of El Paso, Texas.

“If I learned one thing, it’s that border culture is fascinating,” he said. “It cannot be easily defined or generalized as American or Mexican. It’s a binational mix of both. I am incredibly thankful for the opportunities I had covering the border for Cronkite News.” ■

[cronkitenews.azpbs.org](http://cronkitenews.azpbs.org)

# New Media Innovation and Entrepreneurship



Students in the New Media Innovation and Entrepreneurship Lab are using virtual reality and 360-degree video to tell stories and share information in new ways.

In 2016, students used 360-degree video to bring people into the middle of a rally for then-presidential candidate Donald Trump and to show parents where teenagers might hide drugs as part of the “Hooked Rx” project on prescription drug addiction.

Students also won a multimedia award from the Native American Journalists Association for an interactive virtual-reality experience that used 360-degree video to showcase life at the historic Phoenix Indian School.

“We wanted to show the impact of newer technology in bringing history alive, using tools that aren’t super expensive,” Director Retha Hill said of the Phoenix Indian School project. “VR gives us the ability to take viewers into a world they might not be familiar with and to take them back in history in an interactive way.”

In the lab, students work side by side with students from other disciplines, such as computer science and engineering, to create digital media projects, such as smartphone and smartwatch apps and interactive news games.

Hill, the former vice president of content at BET Interactive, said the goal of the

lab is to promote change in journalism through new forms of storytelling.

“We are often hired by media companies to do prototypes for them or we are doing our own experimentation,” Hill said. “I call it sandbox projects where it’s like you’re playing in the sandbox trying to figure out how this new technology can be used for journalism.”

Nina Barone, who graduated in May, wanted to tell the story of women’s experiences in prison through the eyes of a woman serving time in Perryville Women’s Prison in Goodyear, Arizona.

To bring her story to life, Barone created a woman’s jail cell in virtual reality using a video-game creation system that gives viewers an immersive experience.

“We basically spent the first few weeks digging into the legal stuff and self-teaching how the legal system works here, and the story ended up highlighting issues in mandatory minimum (sentences),” said Barone, who now works in entertainment strategy for Getty Images.

Top Left: New Media Innovation Lab student Lucas Bryner uses 3D imaging software to scan artifacts from the Spirit of St. Louis.

Bottom left: New Media Innovation Lab Director Retha Hill, student Anya Rogers and the lab’s senior developer Hari Subramaniam review the 3D scans of the artifact. Photos by Mark Harms

Above: Lab students created a 360-degree interactive video depicting the life of a woman who had been incarcerated for 14 years.

Hill said the lab also stresses the importance and principles of entrepreneurship and the startup culture. Students learn how to launch their own businesses as media and tech entrepreneurs.

“By tackling these complex and innovative projects, students learn that they can do it and conquer their fears,” Hill said. “With a little perseverance, you can figure it out and apply that to journalism and be comfortable with uncertainty. That’s what this lab is.” ■

*Veronica Galek contributed to this story.*

To view some innovation labs projects: [cronkite.asu.edu/content/new-media-innovation-and-entrepreneurship-lab-projects](http://cronkite.asu.edu/content/new-media-innovation-and-entrepreneurship-lab-projects)

# Public Relations Lab



Students in the Cronkite Public Relations Lab develop campaigns for professional clients. Photo by Sean Logan

Students in the Cronkite School's Public Relations Lab tackle projects that range from promoting a local St. Patrick's Day parade to devising a social media campaign for a statewide documentary on prescription drug abuse.

"Every day is different, and you have to be able to adapt to the situation," said senior Caitlin Bohrer. "You get the best of both worlds in public relations in terms of writing but also multimedia elements such as graphics and web design."

The Public Relations Lab operates like a professional public relations agency, with students developing campaigns and strategies for clients that range from Fortune 500 companies to startups and nonprofits.

After a semester working under the guidance of Associate Professor and Director Fran Matera, students leave with professional portfolios and experiences in all aspects of PR. This includes crisis communications, event planning and promotion, image and reputation management, internal and external communications management and corporate communications strategies.

"A day may be spent constructing a website on behalf of a client," Matera said. "It could be creating a series of infographics for them that would be used in a social media campaign. It could be

writing tweets or Facebook posts on their behalf."

In spring 2017, PR lab students played a key role in promoting "Hooked Rx: From Prescription to Addiction," a Cronkite News and Arizona Broadcasters Association documentary on prescription drug abuse that was viewed by more than 900,000 Arizonans. The students created the tagline for the project as well as a comprehensive promotional plan to spread awareness across the state.

Students also experimented with new technologies to promote the documentary. They used Thunderclap, a platform that brings people together via social media to spread messages. Supporters agreed to post promotions for the documentary on their own Facebook or Twitter accounts at designated times.

"We had 124 participants, including the governor and Arizona State University's main Facebook page," said recent graduate CariAnn Hunt, who worked on the project.

Matera said students have gone on to work at major international PR and marketing agencies and global companies after graduation.

"We keep in touch with the people who are lab alums," she said. "(They) become the mentors of the new students who will



Top: Savannah Harrelson works on an assignment in the PR Lab.

Bottom: Associate Professor Fran Matera (left) and students review a presentation for the Child Health Foundation. Photos by Sean Logan



come through in the next cycle. You keep it going so you have a good community and create networking opportunities for students." ■

*Veronica Galek contributed to this story.*

To view projects: [cronkite.asu.edu/content/public-relations-lab-projects](http://cronkite.asu.edu/content/public-relations-lab-projects)

NEWS  
21Carnegie-Knight **News21**

TROUBLEDWATER.NEWS21.COM



University of Oklahoma News21 Fellow Elizabeth Sims shoots photos for the “Troubled Water” project. Photo by Agnel Philip

Each summer, the Carnegie-Knight News21 program brings the nation’s top college journalism students to the Cronkite School to report on an issue of national significance and push the limits of digital journalism.

The 2017 project, “Troubled Water,” examined water pollution and its impact on health across the U.S. Students found that as many as 63 million people – nearly a fifth of the country – were exposed to potentially unsafe water more than once during the past decade. They reached that conclusion after reviewing Environmental Protection Agency records of 680,000 water quality and monitoring violations.

**“News21 is the first to investigate all the sources and impacts of water pollution nationwide, with its own data analysis and on-the-ground reporting in every region of the country.”**

— Leonard Downie Jr., Weil Family Professor of Journalism

The 29 students chosen as News21 fellows came from the Cronkite School and 16 other universities, including universities in Canada and Ireland. Over the course of the summer, they traveled to 25 states, interviewing hundreds of individuals and collecting thousands of

pages of state and federal statutes and records.

Portions of the investigation, which included more than a dozen stories and, for the first time, a 26-minute documentary, were featured by media organizations across the country, including NBCNews.com, USA Today and The Washington Post.

“Water is a universal concern, which makes it important to everyone, whether you live on a ranch in Texas or on a Native American reservation in Wyoming,” said News21 Executive Editor Jacquee Petchel. “But one of the reasons we decided to investigate water quality

nationally is because so many rural and disadvantaged communities often are the most impacted by contaminated water. We saw this across the country – from tiny towns in Louisiana and Vermont to urban areas like Milwaukee and East Chicago, Indiana.”



In addition to Petchel, Cronkite faculty members Leonard Downie Jr., former executive editor of The Washington Post; Christina Leonard, director of the Reynolds Business Reporting Bureau; and Steve Doig, a Pulitzer Prize-winning data journalist, helped supervise the project.

Work started in January with a video-conference seminar on water pollution issues taught by Downie and Petchel. Students heard from experts on the topic, analyzed data, researched topics and conducted interviews.

From late May to the end of July, the student journalists completed a 10-week fellowship, working out of a Cronkite newsroom. They crossed the country in multimedia reporting teams, examining the impact of industrial pollution, farming

## Our Supporters

Carnegie-Knight News21 fellows are supported by their universities as well as a variety of foundations, news organizations 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 foundation provides core support for News21. For more, visit [knightfoundation.org](http://knightfoundation.org).

**The Carnegie Corporation of New York**, which was established by Andrew Carnegie in 1911 "to promote the advancement and diffusion of knowledge and understanding," is one of the oldest, largest and most influential American grant-making foundations. The foundation makes grants to promote international peace and to advance education and knowledge.

**The Ethics and Excellence in Journalism Foundation** was founded by Edith Kinney Gaylord, the daughter of Daily Oklahoman Publisher E.K. Gaylord. Ms. Gaylord created the foundation in 1982 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** are national philanthropic resources for 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. 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. Prior to becoming CEO, he was 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.



Twenty-nine students from 17 universities participated in the News21 national investigation of drinking water quality. Photo by Camaron Stevenson

waste, pipe deterioration and the cost of contamination, among other issues.

The investigation found that many local water treatment plants, especially in small, poor and minority communities, cannot afford the equipment necessary to filter out contaminants, which can include arsenic, chemicals from factories, and nitrates and fecal matter from farming.

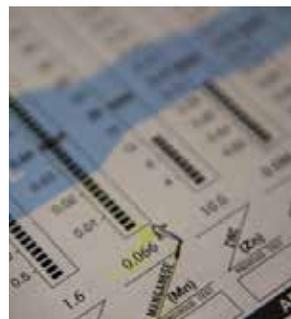
Jasmine Spearing-Bowen, a Cronkite graduate student, traveled to north-eastern Oklahoma to investigate the Tar Creek Superfund site, a 40-square-mile area previously mined for zinc. When the mines shut down in the 1970s, the effects of the pollution were so devastating that residents of four towns

had to be relocated.

"Having the experience of doing an investigation like this is amazing," she said, and gave her confidence that she will take with her into her job search after graduation.

Downie said that while some news organizations have written about water quality, most of the reporting has focused on problems in specific communities, such as the lead contamination in the drinking water in Flint, Michigan. "But News21 is the first to investigate all the sources and impacts of water pollution nationwide, with its own data analysis and on-the-ground reporting in every region of the country," he said. ■

News21 fellows travel across the country interviewing government officials and people affected by contaminated drinking water. Photo by Claire Caulfield



## The 2017 News21 Schools

- Arizona State University
- American University
- Dublin City University
- Elon University
- George Washington University
- Hofstra University
- Kent State University
- Louisiana State University
- St. Bonaventure University
- Syracuse University
- Texas Christian University
- University of Alabama
- University of British Columbia
- University of North Texas
- University of Oklahoma
- University of Tennessee
- University of Texas at Austin

# Cronkite Expands Offerings in Business Journalism, Digital Audiences

The Cronkite School has added new programs to help prepare students for jobs in two of journalism's fastest growing fields.

Cronkite now offers the country's only

online master's degree in business journalism as well as an online minor in digital audiences to create experts in how to find, engage and grow digital audiences. The digital minor is being

developed into a major at both graduate and undergraduate levels.

Both programs launched in fall 2017 and are available through ASU Online.

## Master of Science in Business Journalism

The degree offers courses from two nationally recognized programs – Cronkite and the W. P. Carey School of Business.

The new 30-credit, all-online program is designed with both reporters and corporate communication professionals in mind, said Kristin Gilger, senior associate dean and executive director of the Donald W. Reynolds National Center for Business Journalism, which developed the degree. Students can complete the degree in as few as 18 months.

"Audiences today are more interested than ever in business, finance and the economy," Gilger said. "This degree gives journalists and others the tools and knowledge they need to provide that information in deep and nuanced ways."

Students learn the essentials of financial accounting, statistics, economics, and organization theory and behavior as well as reporting on business and the economy, media law, data in business journalism and media entrepreneurship. The program is capped with an applied project that reflects the student's particular area of interest.

The degree is expected to attract students from a variety of backgrounds: aspiring business journalists; reporters already on the money beat who want to improve their understanding of finance; and working journalists looking to improve their economic coverage of topics ranging from sports to sustainability. The degree also will be of value to communications professionals in public relations, education or other public or private environments in which an understanding of business and economics and how to effectively communicate on those topics is essential. The program is open to students both in the U.S. and abroad.

Instructors include renowned journalists and communicators such as Andrew Leckey, Reynolds Endowed Chair in Business Journalism and former syndicated investment columnist and CNBC anchor; Pulitzer Prize-winning data specialist and Cronkite Professor Steve Doig; and Retha Hill, a former vice president for BET Interactive who leads the Cronkite School's New Media Innovation and Entrepreneurship Lab. ■

For more information about the Master of Science in Business Journalism, visit [asuonline.asu.edu/online-degree-programs/graduate/business-journalism-ms](http://asuonline.asu.edu/online-degree-programs/graduate/business-journalism-ms).

## Digital Audiences Minor

The minor provides students with the practical skills to identify, measure, engage and grow digital audiences through digital content, social media, search marketing, search engine optimization and other techniques.

Courses are taught entirely online by the Cronkite School's award-winning faculty.

"A wide array of businesses, governments and nonprofits are seeking people who can use digital strategies and tactics to drive growth," said Cronkite Dean Christopher Callahan. "This innovative program will provide the necessary foundation and tools to develop an expertise in digital audiences."

The minor consists of five three-credit-hour courses and is led by Jessica Pucci, the school's Ethics and Excellence in Journalism Foundation professor and a leader in audience analytics and engagement.

Students begin with an in-depth foundational course, which examines audience behavior across industries and platforms. They then take courses on audience research, audience acquisition and engagement, and digital audience analysis.

In the final capstone course, students work with a client to increase and engage a digital audience, executing a campaign from beginning to end. The capstone course provides students with real world experience, using the skills they gained from the course.

"Whether you're producing video content, launching an app, playing in a band or selling lemonade, you need to know how to strategically grow and engage audiences across various digital platforms," Pucci said. "This minor gives you the tools to do precisely that. It is a first-of-its-kind program, and it's very hands-on. Students learn how to use the growth strategies employed by real brands and organizations and how to measure their success."

The minor is available to students through ASU Online and can be paired with any ASU on-campus or online undergraduate degree. ASU students can register by searching the ASU Course Catalog for MCO 307, "The Digital Audience," the first course in the program. ■

For more information about the Digital Audiences Minor, visit [cronkite.asu.edu/undergrad/minor-digital-audiences](http://cronkite.asu.edu/undergrad/minor-digital-audiences).



adidas.asu.edu

# Sports Journalism

Students don't just study sports journalism at Cronkite – they practice it.

In 2017, dozens of sports journalism students managed social media coverage for the NCAA Men's Final Four in Phoenix, reaching 9.5 million people. They reported on Major League Baseball's Cactus League spring training for professional news outlets, and, for the first time, they covered the Arizona Fall League, a developmental league that showcases many of baseball's top prospects.

At the same time, ASU opened a new Global Sport Institute, part of a university-wide alliance to explore the powerful influence of sports on culture. Students in the institute will publish research findings through reports, infographics, podcasts and social media. ■

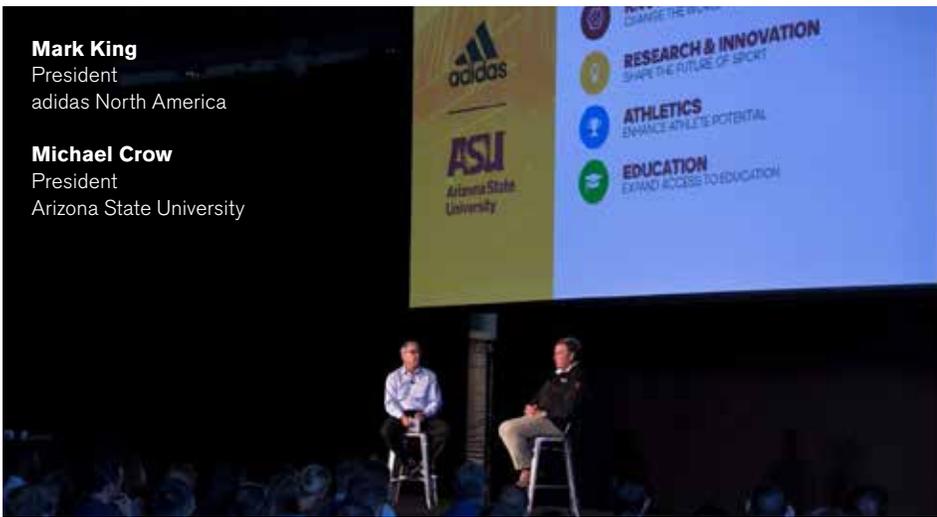
**Campaign ASU 2020** supports the school's innovative use of the "teaching hospital" model for which it has received international acclaim.

**Together, Our Potential is Limitless**

**CAMPAIGN ASU 2020**

[cronkite.asu.edu/2020](http://cronkite.asu.edu/2020)

# ASU, adidas Announce Partnership to Shape Future of Sport



**Mark King**  
President  
adidas North America

**Michael Crow**  
President  
Arizona State University

Photo courtesy of adidas

ASU is the home of a new Global Sport Alliance, an ambitious initiative designed to help shape the future of sport.

The alliance is a strategic partnership between ASU and adidas, one of the largest sportswear manufacturers in the world.

Bringing together education, athletics, research and innovation, the Global Sport Alliance will explore topics such as diversity, race, sustainability and human potential, all through the lens of sport.

Going beyond a traditional athletic partnership, the Global Sport Alliance will harness resources across the entire university and leverage adidas' global reach. It will involve students, faculty, employees, researchers, engineers and a global network of thought leaders and partners to develop and exchange ideas, undertake joint inquiries and research, inspire people to act on key findings and transform ideas into reality in measurable ways.

A key component of the Global Sport Alliance is the Global Sport Institute to be located at the Cronkite School. The institute is designed to connect people to the power of sport by translating and amplifying complex sports research to broad, global audiences.

GSI will convene public events, engage leading sports figures and

publish research findings through reports, infographics, podcasts and social media. Kenneth L. Shropshire, an international expert in the intersection of sports, business, law and society, will lead GSI as CEO and join Cronkite as the Distinguished Professor in Global Sport, a position created by adidas.

"The Global Sport Institute will support collaborative inquiry and research that examines critical issues impacting sport and all those connected with sport," Shropshire said. "GSI's purpose will be to transform the resulting findings into practical knowledge that is widely shared, educating and influencing audiences."

"Few things in life bind people together more than passion for and participation in sport," ASU President Michael Crow said. "Adidas and Arizona State University have come together because we have a common commitment to having a real-time, positive impact on the world, and we see the power of sport to influence human success. We both seek to empower people, improve health and well-being, and inspire action through teaching, learning and community engagement."

The partnership will explore topics such as athlete potential, consumer behavior and insight, product materials and innovations and new educational

opportunities. Investigating the role diversity and race play in sport, the Global Sport Alliance provides a platform for exploration into fan behavior toward athletes, underrepresentation within coaching ranks and team ownership, bias issues related to officiating, and racial background and how it effects sport participation.

Sustainability is another key theme for the alliance, which will invite examination into topics such as sustainability education, traceability in product supply chain, the creation of sustainable materials and new recycling solutions.

In addition, the alliance will investigate health in sports, looking at athletes holistically and exploring how to maximize human potential. The partners will consider creating tailored content centered on nutrition, mind-set, movement, recovery and product.

"Adidas and ASU see the world as a place to be disrupted," said North America President Mark King. "When you combine the world-class resources of ASU with the global power of adidas, extraordinary things can happen."

"Sport is so much bigger than the game. We believe through sport we have the power to change lives. Adidas and ASU have a shared passion for innovation and creativity, for leading change and finding what's next. With the Global Sport Alliance, we're on a quest to explore the unknown. We want the whole world to benefit from what we discover."

ASU was named the nation's No. 1 most innovative university by U.S. News & World Report in 2015 and 2016, ahead of Stanford and MIT. Adidas highlights open-source innovation, working with partners around the world to increase creative capital, gain new perspectives and make new things. In 2014, the organizations announced a partnership for adidas to be the official brand of Sun Devil Athletics. ■

*A version of this story appeared in ASU Now on June 12, 2017.*

# Cronkite Students Shine at Final Four



Students Tyler Paley (left), Jacob Garcia, Samantha Pell and Fabian Ardaya help cover the Final Four. Photo by Blake Benard

By Mythili Gubbi

When the NCAA Men's Final Four came to Phoenix in April 2017, it marked the first time the tournament had been held in the western U.S. since 1995. It also created an exciting opportunity for Cronkite students.

More than 50 students provided support and news coverage for the Final Four, including managing and creating much of the content for the basketball tournament's official social media on Facebook, Twitter, Instagram and Snapchat.

Students, working under the guidance of Ethics and Excellence Professor of Practice Jessica Pucci, produced interactive social media content on events surrounding the tournament. The coverage also included 360-degree videos that were produced in conjunction with five students from the New Media Innovation and Entrepreneurship Lab.

"The Cronkite School was a natural choice to help us with our social media," said Dawn Rogers, executive director of the 2017 Final Four. "As one

of the nation's top journalism programs, Cronkite offers a laboratory for digital communications."

Students also covered the weeklong tournament for Cronkite News and assisted with Final Four-related show operations for major media operations, including Westwood One radio network. And they covered the basketball tournament's impact on the community, producing approximately 50 stories during the course of the event.

"We expect a lot of our students in these professional programs, and they exceeded those high expectations," said Brett Kurland, director of Cronkite News – Phoenix Sports. They were poised and professional under pressure, he said, and came up with interesting stories, such as the installation of the Final Four basketball court and the tournament's economic impact.

Jacob Garcia interviewed Phoenix Mayor Greg Stanton for Cronkite News and also covered the semifinal game between the University of North Carolina

**"The Cronkite School was a natural choice to help us with our social media."**

— Dawn Rogers, executive director of the 2017 Final Four

and the University of Oregon and the tournament's three-point challenge.

"It was this weeklong experience that forced us to produce stories every single day," Garcia said. "Covering the Final Four proved to my future employer that I can tell national stories and localize them."

Other major sporting events Cronkite students have covered since the school launched its sports journalism degree in 2014 include Super Bowl XLIX, the 2016 Summer Olympic Games and the 2016 College Football National Championship.

"We have been lucky over the last three years to have some of the country's

# Final Four Social Media Reaches Millions

Cronkite students reached approximately 9.5 million people through their work and engagement on social media during the Final Four.

Students served as content creators for the Final Four's official social media channels on Facebook, Twitter, Instagram and Snapchat, which collectively have more than 100,000 users.

"Telling the entire Final Four story in a compelling manner on social is not an easy task," said Nate Flannery, director of digital and social media at the NCAA. "With the wide range of skills and real-world experience of the students, partnering with the Cronkite School was a natural fit to assist and enhance our social media strategy."

About 25 Cronkite students under the guidance of Ethics and Excellence Professor of Practice Jessica Pucci handled the social media hub. They increased the Final Four Facebook audience by 394 percent and the Twitter audience by 43 percent. Total video views for the Final Four games reached 1.3 million, with engagement hitting 1 million.

Students also created 360-degree videos, produced in conjunction with students from the Cronkite School's New Media Innovation and Entrepreneurship Lab, led by Retha Hill, the lab's director.

Some of their interactive 360-degree videos included a pedicab ride in downtown Phoenix during the Final Four Fan Fest; the Final Four Dribble, which showcased sports fans dribbling down the streets of downtown Phoenix; and musical performances by Aerosmith and The Chainsmokers during the March Madness Music Festival.

"I think it's a testament to not only what you've learned at Cronkite, but equally important, what it means to be a Cronkite student: someone who is smart, skilled, passionate and unafraid to take on a challenge," Cronkite Associate Dean Mark Lodato said. "I think one NCAA official summed it up best: 'We knew Cronkite students were good, but we didn't know they were that good!'" ■



Clockwise from top: Cronkite News joins major news outlets in the locker room after North Carolina's NCAA win. Photo by Brett Kurland. Nicole Praga is part of the Cronkite News reporting team. Photo by Tyler Paley. Gavin Schall (left) and Zac Pacleb (right) call a game for Blaze Radio at ASU. Photo by Jacob Garcia. Blake Benard shoots game action. Photo by Fabian Ardaya. Samantha Pell and Jacob Garcia take a break in the press box. Photo by Tyler Paley.

largest sporting events in our backyard," said Cronkite Dean Christopher Callahan. "We're thrilled that our outstanding students had the opportunity to produce social media for one of the premier sporting events in the world and sincerely appreciate the support that we have received from

both the NCAA and the Phoenix Local Organizing Committee for the Final Four." ■

**Instagram:** [instagram.com/finalfour](https://www.instagram.com/finalfour)  
**Facebook:** [facebook.com/FinalFourPhoenixAZ](https://www.facebook.com/FinalFourPhoenixAZ)



## Spring Training Program

# Launches Sports Journalism Careers

Cincinnati Reds second baseman Scooter Gennett was in the Washington Nationals' visiting clubhouse when he recognized a familiar face – Cronkite alumna Samantha Pell, who was reporting for The Washington Post.

The two had met earlier in the year when Gennett was with the Milwaukee Brewers and Pell was a Cronkite student covering spring training for Cronkite News. She had interviewed him for a story profiling the Brewers' third-base coach.

"That experience was a reminder of how covering spring training at Cronkite has impacted my career," said Pell, who graduated in May 2017 and went on to sports reporting internships with The Washington Post and Dallas Morning News.

Over the past seven years, students in the Cronkite News Sports Bureau have reported on Major League Baseball's Cactus League spring training for professional news organizations that include The Denver Post, the Kansas City Star, the Milwaukee Journal Sentinel and The Arizona Republic. In addition, USA Today Sports developed and designed the Cactus League Wire website, which features spring training stories produced by Cronkite students.

Pell was among the students whose work appeared on the

Cronkite sports journalism students cover Major League Baseball Spring Training in the Phoenix area. Photo by Kara Brown

site. Her stories on the Brewers ranged from pitcher Jacob Barnes' mission trip to the Honduras to relief pitcher Rob Scahill's love for photography.

Cronkite student Jacob Garcia covered the Colorado Rockies for The Denver Post, working early mornings and late nights interviewing players and shooting video of games.

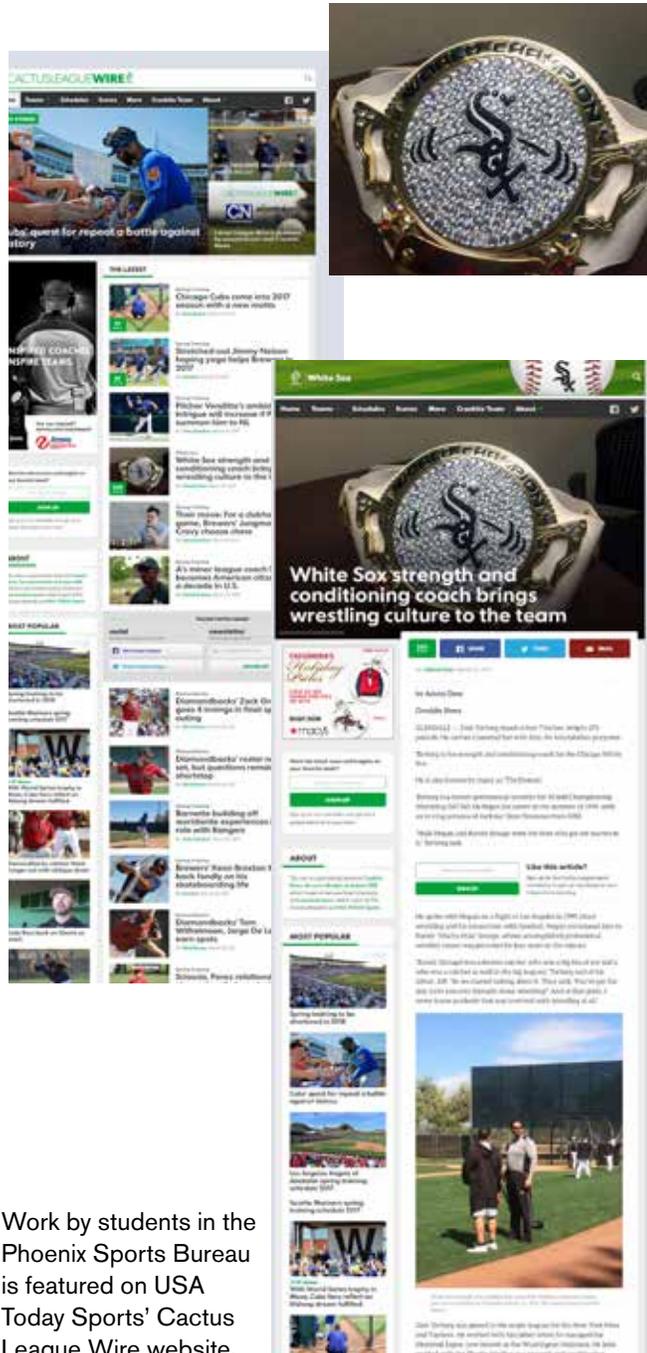
"Covering spring training was a beast," he said. "But I learned that my best stories come on the baseball field."

Students have credentials allowing them access to clubhouses, practice fields and press boxes at Cactus League spring training facilities. That gives them the chance to do the kinds of stories for digital, print and broadcast platforms that garners attention from employers, said Brett Kurland, bureau director.

"It gives our students a leg up because they've had these incredible opportunities," he said.

Pell agreed, adding, "We sometimes forget that other schools don't have the opportunities that we do." ■

*Mythili Gubbi contributed to this story.*



Work by students in the Phoenix Sports Bureau is featured on USA Today Sports' Cactus League Wire website.

[springtrainingwire.com](http://springtrainingwire.com)

# Cronkite Students Cover Baseball's Future at Arizona Fall League



Cronkite students cover Arizona Fall League baseball. A major story included former NFL quarterback Tim Tebow's transition to baseball. Photo by Nicole Vasquez/Cronkite News

Cronkite student Nicole Vasquez found herself covering one of the biggest sports stories of the year when Heisman Trophy winner and former NFL quarterback Tim Tebow decided to trade in his football cleats for baseball spikes and play for the New York Mets in the Arizona Fall League in 2016.

"It was an assignment that just fell into my lap," Vasquez said. "It was cool to cover and write about the phenomena. He's hands down one of the most interesting interviews that I've ever had."



Nicole Vasquez

Vasquez was part of a new experience for Cronkite students, covering the Arizona Fall League, a developmental league that showcases many of baseball's top prospects. The program is a partnership between the Arizona Fall League and the Cronkite News Phoenix Sports Bureau.

In addition to covering the Fall League, students in the bureau regularly cover MLB spring training in Arizona.

"Phoenix is a wonderful sports market," said Brett Kurland, director of the Phoenix Sports Bureau. "Covering the Arizona Fall League offers great opportunities and experiences for our sports journalism students," who get published on MLB.com and other outlets.

Vasquez's story about Tebow, for example, appeared in The Arizona Republic and was published at Cronkite News.

"The fact that I have Major League Baseball experience is huge and is going to open doors for me," Vasquez said. "A lot of people my age don't get to have those kinds of opportunities."

Fellow student Patricia Garcia, who covered games, wrote features and shot videos and photos, called the Fall League experience an "amazing opportunity to practice multiple parts of being a baseball reporter and getting some pretty cool bylines in the process." ■

*Desiree Cunningham contributed to this story.*



## Bob Costas:

# Old-Fashioned Values Still Matter

By Cody Fitzpatrick

Fresh from hosting his 11th Olympic Games, NBC Sports' Bob Costas visited the Cronkite School to discuss how sports journalism is changing – and what should not change.

"It doesn't matter whether someone wrote it with a quill pen on parchment paper or whether they tweeted it out — quality still matters," he told more than 250 students gathered in the First Amendment Forum. "What's true still matters. And a sense of decency and respect for the audience's intelligence still matters," Costas said to a standing ovation.

Costas, who was in town for a September 2016 "Sunday Night Football" game between the Arizona Cardinals and New England Patriots, challenged students to think about what kind of journalists they want to be.

"Even if it's just sports, which mostly should be fun and entertainment, there still should be an element of honesty and decency and fairness and context that you should be striving for," he said. "That doesn't make you old-fashioned or quaint. Saying that you value something that's true and fair is not a get-off-my-lawn concept."

Costas also spoke about historic moments in sports broadcasting, such as Jim McKay's reporting on the 1972 Munich Olympics massacre and Cronkite alumnus Al Michaels' legendary "Do you believe in miracles?" call at the 1980 Lake Placid Winter Olympics.

He went on to explain how those moments would have played out differently in today's media environment. ABC sent only its sports team to the Munich Olympics, which left sportscaster Jim McKay to cover breaking news of the terrorist attack. Today, NBC sends its entire news team to the games.

In the case of the 1980 hockey game, American viewers could follow what happened only on a tape-delayed evening broadcast, whereas today fans can watch Olympics coverage online in real time.

Costas also took questions from students on a range of topics. When asked what he believed were the most important qualities for aspiring journalists, he pointed to preparation and authenticity — characteristics he said are lacking in too much sports commentary.

"There are so many people out there now who have an act and who think personality is measured in decibel levels," he said.



More than 250 students turn out to hear NBC Sports journalist Bob Costas talk about sports broadcasting. Photos by Sean Logan

**"It doesn't matter whether someone wrote it with a quill pen on parchment paper or whether they tweeted it out — quality still matters."**

— Bob Costas, NBC Sports  
primetime host

Costas, a 27-time Emmy Award winner, was the 2012 recipient of the Walter Cronkite Award for Excellence in Journalism. ■

# Our Students

Dean Christopher Callahan is fond of saying that the greatest strength of the Cronkite School lies in its talented and driven students.

Each year, Cronkite students prove him right, winning major awards in public relations, photography, reporting, producing and videography, among many others. Students land top internships at organizations that range from CBS News to the Golf Channel. And some use their new-found skills to create their own shows.

The school's student body has grown, with more than 200 Starbucks employees pursuing communications degrees online through a new program that covers tuition for Starbucks' employees to complete their degrees at ASU. ■

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

**Together, Our Potential is Limitless**

**CAMPAIGN ASU 2020**

[cronkite.asu.edu/2020](http://cronkite.asu.edu/2020)

Since the Student Murrow Awards were established, the **Cronkite School is the only journalism program in the country to have won multiple Student Murrow Awards.**

## Student Edward R. Murrow Awards

### Excellence in Video Newscast

Winner: Cronkite News

### Excellence in Digital Reporting

Winner: "Voting Wars," Carnegie-Knight News21

## EPPY Awards

### Best College/University Investigative/Documentary Report

Winner: "Voting Wars," Carnegie-Knight News21

## NABEF Excellence in Innovative Technology Award

Winner: Cronkite News VR and Cronkite Border VR, New Media Innovation and Entrepreneurship Lab

## PRSA Copper Anvil Awards — Phoenix Chapter

### Special Events

Winner: Teresa Joseph, Tyler O'Tremba, Dylan Foy and Sidney Pearce

## Hearst Journalism Awards

### National Journalism Championship

Second: **Adriana De Alba**, Television

### Broadcast News

Finalist: **J McAuliffe**, Radio Broadcast News

### Category Winners

#### Television Features

Fourth: **Adriana De Alba**

Ninth: **Tyler Fingert**

#### Radio Broadcast

Fifth: **J McAuliffe**

#### Breaking News Writing

Fourth: **Charlene Santiago**

#### Features Writing

19th: **Becky Brisley**

#### Enterprise Writing

12th: **Nicole Tyau**

14th: **Alejandra Armstrong**

#### Multimedia News Team

Fourth: **Molly Bilker, Socorro Carrillo, Anna Copper, Elizabeth Hansen and Courtney Pedroza**

Eighth: **Clara Benitez, Joshua Bowling, Claire Cleveland, Johanna Huckleba, Emily Mahoney, Ben Moffat, Agnel Philip, Gabriel Sandler, Ryan Santistevan and Jenny Ung**

#### Multimedia Enterprise

21st: **Sydney Greene**

#### Multimedia News

17th: **Tyler Petersen**

24th: **Kendra Penningroth**

#### Multimedia Features

19th: **Camm Neely**

#### Television News

Eighth: **Zackary Moran**

11th: **Veronica Acosta**

#### Television Features

Ninth: **Tyler Fingert**

#### Photojournalism News and Features

Ninth: **Courtney Pedroza**

#### Photojournalism Story/Series

19th: **Johanna Huckleba**

The Cronkite School was one of the **only schools in the country to place in every single category of the 2016-2017 Hearst Journalism Awards**, often called the Pulitzer Prizes of collegiate journalism.

## National SPJ Mark of Excellence Awards

### Best All-Around Television Newscast

Winner: **Tyler Klaus and Xavier Smith**, "Cronkite News Election Night," Cronkite News

### Television Sports Photography

Winner: **Ao Gao**, "ASU Swimmer Represents Serbia in Upcoming Olympic Games," Cronkite News

### Online News Reporting

Winner: **Emily L. Mahoney**, "Voters Will Face a Maze of New Requirements in November," Carnegie-Knight News21 "Voting Wars"

### Breaking News Photography

Finalist: **Reilly Kneeder**, "Mill Avenue Protest," The State Press

### Online In-Depth Reporting

Finalist: **Lily Altavena, Rose Velazquez and Natalie Griffin**, "School Takeovers Leave Parents Without a Voice in Education," Carnegie-Knight News21 "Voting Wars"

## Rocky Mountain Emmy Student Production Awards

### Newscast

Winner: **Windsor Smith, Nicole Fox, Jennifer Soules, Emily Antuna and Madison Romine** "Election Special: March 22, 2016," Cronkite News

### News: General Assignment

Winner: **Yahaira Jacquez**, "Food Waste Problem Along US-Mexico Border Sees Progress," Cronkite News

Winner: **Ben Margiott**, "LEGO KidsFest Invades Glendale," Cronkite News

Winner: **Yahaira Jacquez**, "Navajo Family Without Water and Their Daughter," Cronkite News

## BEA Festival of Media Arts

### Radio Feature Reporting

Best of Festival: Olivia Richard, "Arizona State University; Phoenix Veterans Courts," KJZZ

Third: Lauren Negrete, "Muertos Art," KTAR News

### Television Newscast

First: Windsor Smith and Madison Romine, Cronkite News

### Television Feature

First: Adriana De Alba, "Tres Amigos," Cronkite News

Second: Yahaira Jacquez, "Food Waste at the Border," Cronkite News

### Television Weathercaster

First: Joey Carrera, "Weather Reel"

### Television News Anchor

Third: Joey Carrera, "Anchor Reel"

### Television Hard News

Award of Excellence: Zack Moran, "Grants Ensure Processing of Untested Rape Kits in Arizona," Cronkite News

### Radio Hard News

Third: Jacob McAuliffe, "Trinity Church," KJZZ

### Long Form Video or Film Documentary

Third: Jennifer Soules, Angela Schuster and Jackie Cotton, "Unzipped: Naming Arizona's Nameless," documentary

### Radio Sports Story/Feature/News

First: Olivia Richard, "Talent Beyond Age," Blaze Radio, KASC 1330 AM

Second: Blake Benard, "Michael Phelps Swims at ASU," Blaze Radio, KASC 1330 AM

Award of Excellence: Matthew Lively, "Arizona State University Softball: The Territorial Cup," Blaze Radio, KASC 1330 AM

### Radio/TV Sports Event: Play-by-Play Talent

Third: Blake Benard, "2016 Cactus Bowl," Blaze Radio, KASC 1330 AM

Award of Excellence: Gavin Schall, "Arizona State Classic First Round: No. 19 Florida Gators vs. Long Beach State"

### Television Sports Story/Feature

Award of Excellence: Blake Benard, "Phoenix Mercury Jersey Adds Essential for Profitability," Cronkite News

### Interactive Multimedia (Solo Category)

First: Alexandria Coleman, "Decades After Addressing Discrimination, Post 41 Continues to Bring Community Together," PIN Bureau

### Studio (Multi-Camera or Live-to-Tape)

Third: Trever Migliorino, Xavier Smith, Miles Todd and Joey Hardy, "Cronkite News Election Special," Cronkite News

### Long Form: Fiction/Non-Fiction

Winner: Zackary Moran, "El Otro Lado: The Divide over Arizona's Border Crisis"

Winner: Jerod MacDonald-Evoy and Rashinda Bankhead, "Stingray," documentary

### Public Affairs/Community Service

Winner: Katie Bieri, "Mexico Opening the Door to Legalization of Marijuana," Cronkite News

### Editor

Winner: Yahaira Jacquez, "West Phoenix Music Teacher Making a Difference," Cronkite News

### Talent

Winner: Megan Thompson, "Anchor Reel"



Yahaira Jacquez

Photo by Charlie Leight/ASU Now

## Cronkite Students Win Big at Rocky Mountain Emmys

Cronkite students took home nine Student Production Awards, more than any other school in the country, in the 2016 Rocky Mountain Emmy Awards.

Students won nearly half of the 20 production awards presented by the Rocky Mountain Southwest Chapter of the National Academy of Television Arts and Sciences.

The awards included best newscast for Cronkite News. Students named in that award were Windsor Smith, Nicole Fox, Jennifer Soules, Emily Antuna and Madison Romine.

Yahaira Jacquez won two Student Production Awards in the News: General Assignment category and a third for editing work that she did for Cronkite News, the student-produced news division of Arizona PBS.

Katie Bieri won in the Public Affairs/Community Service category for a Cronkite News story on a ruling by the Mexican Supreme Court involving marijuana.

Other winners were Zackary Moran for Long Form: Fiction/Non-Fiction; Jerod MacDonald-Evoy and Rashinda Bankhead, also in the Long Form category; Ben Margiott in News: General Assignment; and Megan Thompson in the Talent category for her work anchoring the Cronkite newscast.

Students received a total of 24 nominations.

The Student Production Awards represent the best in collegiate and high school journalism. Cronkite students regularly lead the contest, winning 35 Emmys since 2009.

"We are extremely proud of our outstanding students who won and were nominated for Student Production Awards," said Cronkite Dean Christopher Callahan. "Their reporting has made a significant impact in Arizona and beyond."

NATAS is a professional service organization dedicated to the advancement of the arts and sciences of television and the promotion of creative leadership for artistic, educational and technical achievements within the television industry. The Rocky Mountain Southwest Chapter, formed in 1959, represents Arizona, New Mexico, Utah, Wyoming and El Centro, California. ■

# Hard Work Pays Off in Awards for PR Student



Caitlin Bohrer didn't have time for senioritis in her last semester at the Cronkite School: She was too busy developing and executing promotional campaigns for real-world clients.

Her hard work and leadership paid off with two prestigious awards: the Aspire Award, the school's top public relations award, and the Student of the Year award from PR News.

Bohrer led the marketing effort for the Cronkite News documentary "Hooked Rx: From Prescription to Addiction." She also played a key role in the promotion of the Phoenix St. Patrick's Day Parade and Faire.

As the 2017 Aspire Award winner, Bohrer met with Starbucks Senior Vice President Corey duBrowa, who leads communication strategies for the company. DuBrowa also delivered a talk on developments in the field of public relations as part of the school's "Must See Mondays" lecture series.

The Aspire Award and accompanying lecture were established in honor of Enid R. Pansky by her son Scott Pansky, co-founder of the global public relations firm Allison+Partners, and his wife Yovita. The award pairs each year's student winner with a nationally recognized communications leader who spends a day with the recipient at the Cronkite School.

"Caitlin is an award-winning student and to be able to provide her with an opportunity like this is unparalleled," Pansky said. "The PR Lab really prepares students like Caitlin for the real world."

In addition to the Aspire Award, Bohrer was named PR News Student of the Year, an award she



Top: Starbucks Senior Vice President Corey duBrowa mentored Aspire Award winner Caitlin Bohrer. Photo by Courtney Pedroza

received during a special luncheon in Washington, D.C., in December 2016.

PR Lab Director Fran Matera said Bohrer set an example for all students in the lab.

"Caitlin is a versatile team player whose skill and creativity have benefitted three PR Lab clients," Matera said. "She crafted effective messages for use across traditional and social mediums with special emphasis on branding, and her long 'to do' list never seemed to diminish her smile and great attitude." ■

## Aspire Award

**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.



ASU Walter Cronkite School of Journalism and Mass Communication  
Arizona State University  
**CAITLIN BOHRER**  
ASPIRE AWARD 2017

Top: Caitlin Bohrer tries on an apron presented by her mentor Starbucks Senior Vice President Corey duBrowa.

Bottom: Bohrer holds her award with Scott Pansky of Allison+Partners (left) and duBrowa. Photos by Courtney Pedroza

## Ninth Student Wins Scripps Howard Competition

For the seventh time in nine years, a Cronkite student was among the winners of the Scripps Howard Foundation's Roy W. Howard National Collegiate Reporting Competition.

Olivia Richard was one of nine journalism students from across the country selected for a nine-day study tour of Japan in May 2017. Selections were based on portfolios of the students' work, essays and recommendations.

Richard traveled to Tokyo, Kobe, Kyoto and Osaka and visited the Hiroshima Peace Memorial Museum and Park,

dedicated to documenting the first atomic bombing. She produced two stories: a radio piece on Japanese family life and a multimedia story on Japan's pop music scene, known as "J-Pop."

"It was an incredible experience," Richard said. "I would never have decided to go to Japan on my own, but I'm glad that I did. It was an amazing journey culturally and journalistically."

Richard's win marks the third consecutive year that a Cronkite student has been selected. She joins previous winners Rebecca Smouse (2016), Sophia

*"It was an amazing journey culturally and journalistically."*

— Olivia Richard

Kunthara (2015), Jack Highberger (2012), Dan Neligh (2011), Natalie Podgorski (2010) and Deanna Dent (2008).

The competition, established in 1984 in cooperation with Indiana University Media School, honors the memory of the journalist who led Scripps Howard

# Cronkite Students Shine at Korva Coleman Excellence Awards

Cronkite students scored two of the top three spots in the national Korva Coleman Excellence Awards, which recognize students in broadcast and multimedia journalism.

Adriana De Alba and Ryan Santistevan each received a \$1,000 scholarship and an award named in honor of veteran NPR journalist Korva Coleman, who reports for “All Things Considered,” “Morning Edition” and “Weekend Edition.”

Established in 2013, the Coleman Awards recognize student work in audio, video and multimedia production.

De Alba won in the video category for her Cronkite News story, “The Gift of Farming,” which explores one family’s roots and their growing tequila business. De Alba, who was part of the Cronkite News Borderlands Bureau, traveled between Mexico and Arizona to produce the story.

“Receiving the Korva Coleman Award is a reminder that our work as young journalists is valued and does not go unnoticed,” De Alba said. “This recognition is a motivation to continue to share great stories that need to be told.”

Santistevan won in the multimedia category for “Investigating Hope,” a six-part series for The State Press, ASU’s independent student-run news organization.

“Receiving the Korva Coleman Award will remain a highlight of my time at the Cronkite School,” Santistevan said. “The fall

“Receiving the Korva Coleman Award will remain a highlight of my time at the Cronkite School.”



— Ryan Santistevan, Cronkite student



Korva Coleman Award winners Ryan Santistevan (left) and Adriana De Alba (right) receive congratulations from Kristy Roschke, who heads KJZZ’s youth media center. Photo by Jason Robey

semester before receiving this award was full of stress, tears and excitement in reporting on a complaint given to ASU about an on-campus ministry, Hope Church. I will always appreciate the kindness of Korva Coleman in her comments to me about my investigative piece.”

SPOT 127, KJZZ’s youth media center, created the awards program to honor outstanding work from youth across the country. The contest, judged by journalism professionals across the country, drew 99 entries from college and high school students in 21 states. ■



Korva Coleman

Newspapers from 1922-1953 and United Press from 1912-1920.

This was the 12th year the Scripps Howard Foundation sponsored the study tour to Japan, a country Howard visited several times as a journalist.

At the Cronkite School, Richard has covered the Summer Olympics in Rio de Janeiro, the 2016 presidential election and the Special Olympics World Games. She also has interned with NBC News in Los Angeles and with several Arizona news outlets, including NPR member station KJZZ, CW6 and Arizona Capitol Television.



Student Oliva Richard visits historical and cultural sites in Japan. Photos courtesy of Oliva Richard



She said the trip to Japan has inspired her to pursue international investigative reporting following graduation.

“Olivia is an outstanding, enthusiastic broadcast journalist who is making an

impact as a student,” said Cronkite Dean Christopher Callahan. “To be among the winners of the Roy W. Howard Competition is a tremendous accomplishment.” ■

# Pedroza Wins Top Photography Award

## Two Years in a Row

In her senior year, Courtney Pedroza became the first student to win the Cronkite School's highest photojournalism honor, the Greg Crowder Memorial Photojournalism Award, twice in a row.

Pedroza's award-winning entry included photographs from the Summer Olympic Games in Rio de Janeiro; family life in Yucatan, Mexico; and a Phoenix campaign rally for then-

presidential candidate Donald Trump.

"Each image submitted was a real moment, capturing the essence of each subject," said Crowder Award judge Mike Meister, visuals director at The Arizona Republic. "Using natural light, she enhanced where the reader's eye should go. Her ride-along with the police department produced a gritty image with the officer's gun out the window."

Established in 2010 by Troy and Betsy Crowder of Chandler, Arizona, the Crowder Award honors the memory of their late son, Cronkite alumnus Greg Crowder, who died in 2005.

Pedroza received a \$1,000 prize and her photographs will be exhibited at the Cronkite School for a year.

Cronkite students Ben Moffat and Reilly Kneedler won second place and honorable mention, respectively. Both placed in the 2016 contest as well.

Pedroza also was named the top collegiate photojournalist in the state by the Arizona Press Club, winning the College Photographer of the Year Award. The win marked the fifth straight year a Cronkite student has taken the honor. Pedroza joins past Cronkite student winners Sean Logan (2015), Connor Radnovich (2014), Jessie Wardarski (2013) and Aaron Lavinsky (2012).

"The Cronkite School gave me so many opportunities," said Pedroza, who graduated in May 2017 and went on to an internship at the Minneapolis Star Tribune. "It really opened my eyes to what kind of photojournalism that I want to pursue – and



Above: Courtney Pedroza has twice won the school's highest photojournalism award. Photo by Sierra LaDuke  
Right: Pedroza photographs a street scene at the 2016 Olympics in Rio de Janeiro for Cronkite News. Photo by Jamee Lind



Above and next page: A selection of Pedroza's award-winning photos.



### 2017 Crowder Award Honorees

Winner: **Courtney Pedroza**

Second Place: **Ben Moffat**

Honorable Mention: **Reilly Kneedler**

### 2017 Crowder Award Judges

**Kristin Gilger**, senior associate dean, Cronkite School

**Con Keyes**, former photo editor, Los Angeles Times

**Mike Meister**, visuals director, The Arizona Republic

To view winning photo entries since 2010, go to [cronkite.asu.edu/crowderwinners](http://cronkite.asu.edu/crowderwinners).



that's telling stories and documenting someone's life and being able to show what it is that they're going through."

Pedroza's photographs have appeared in numerous publications, including The New York Times, The Arizona Republic, Phoenix New Times, Phoenix Magazine and the Minneapolis Star Tribune.

"Courtney is a tremendous photographer who tells powerful stories that matter," said Cronkite Senior Associate Dean Kristin Gilger. "She has a bright future ahead of her." ■

*Cody Fitzpatrick contributed to this story.*

## The Greg Crowder Memorial Photojournalism Award

was created in 2010 to honor Cronkite alumnus and photojournalist Greg Crowder. Crowder, a 1980 graduate and longtime photojournalist at The Riverside Press-Enterprise in California, died in 2005. While a student at ASU, he worked for The State Press, ASU's independent student newspaper, and interned at The Arizona Republic.

## Radio Show Gives Voice to Veterans

Christopher Cadeau wanted to help change the narrative that veterans are either homeless or heroes, so he created a radio show dedicated to telling more diverse stories of the people who have served in the military.

A sports journalism major, Cadeau produced his show, "Veterans Diaries," for ASU's Blaze Radio. The student-run station broadcasts from the Cronkite School.

"There are already a lot of sports shows on The Blaze, and I wanted to do something that had impact on the community," Cadeau said. "Stories one hears on the show can help other veterans, and civilians can see they aren't broken and everyone has hiccups in their lives."

Cadeau understands the challenges veterans face because he experienced them himself. He joined the Marines in 2006 and spent eight years as a fighter jet mechanic, working on F-18s. Re-entering civilian life was difficult, he said, and he ended up in a recovery program.

Eventually, he decided to take advantage of his GI Bill benefits and enroll in college. But he wasn't sure what he wanted to study until a heartfelt discussion with a sponsor in his recovery program.

"My sponsor asked, 'What do you love to do?' I told him I love sports journalism and have always been infatuated with it," Cadeau said. "If you add up all the hours I've spent on sports from the moment I come home to the time I'm on my smartphone looking up results, (I figured) I needed to find a way to get paid for this."

He called ASU's Pat Tillman Center for Veterans and spoke to Joanna Sweatt, a former military advocate at the center. Cadeau said her first words were, "Everything's going to be OK."

Sweatt recruited Cadeau for the center's work-study program, led by



Christopher Cadeau

Matt Schmidt, and it was Schmidt who encouraged Cadeau to pursue a radio program.

Schmidt, a recruitment specialist, said, "We're always trying to find new ways to engage student vets, and because Chris is a journalism major, the



Cronkite junior Christopher Cadeau (right) interviews blind Ironman participant and Army vet Michael Somsan (left) and his guide Dominic Bernardo. Photo courtesy of ASU Now

idea of a radio show came naturally."

Cadeau said the premise of "Veterans Diaries" is empowerment and overcoming obstacles. In some ways, it's the story of his life.

As a teen, Cadeau said he abused drugs and alcohol and got into trouble with the law. Eventually, he figured out that the Marines could help him turn his life around.

"I was very street smart and good at evaluating pros and cons," he said. "The pros were: You're going to leave this situation; you're going to get three meals a day; you're going to have a career." ■

*A version of this story by Marshall Terrill first appeared in ASU Now on January 2017.*

Listen to "Veterans Diaries":  
[soundcloud.com/christopher-cadeau](https://soundcloud.com/christopher-cadeau).



## Students Pursue Cronkite Degrees with Starbucks' Help

Photo courtesy of Starbucks

By Cody Fitzpatrick

Carmel Thomas of Salem, Oregon, had been working off and on for 10 years to earn a college degree.

To avoid debt, she would work two or three jobs at a time, saving enough to go to school for a semester or two. Then when the money ran out, she would go back to work to save up for more classes.

"I was at a point where I was considering giving up and never returning to school and quitting my job at Starbucks," Thomas said. But when Starbucks announced a new College Achievement Plan, everything changed. "SCAP allowed me to focus on completing my degree without having to worry about finances."

Thomas was among 19 Starbucks students who earned their bachelor's degree in Mass Communication and Media Studies from the Cronkite School in May 2017. And she was one of eight graduates of the program who traveled to

Phoenix to attend the graduation ceremony in person.

Launched in 2015, the Starbucks College Achievement Plan offers 100 percent tuition coverage for ASU online degree programs to eligible U.S. Starbucks partner employees. More than 7,000 people are currently participating in the program.

"Everyone deserves a chance at the American dream," said Howard Schultz, chairman and CEO of Starbucks at the time of the program's launch.

"The unfortunate reality is that too many Americans can no longer afford a college degree, particularly disadvantaged young people, and others are saddled with burdensome education debt. By giving our partners access to four years of full tuition coverage, we will provide them a critical tool for lifelong opportunity. We're stronger as a nation when everyone is afforded a pathway to success."

Thomas said that despite undergoing six different surgeries during her time in the



A student who participated in the Starbucks College Achievement Plan decorates her graduation cap with the Starbucks logo. Photo by Anya Magnuson/ASU Now

program, she had the support of her store manager and her professors, who helped her stay on track and complete the work.

"My other saving grace was having a friend in my store going through Cronkite with me," she said. "She graduated a semester before me, but we were able to take a lot of our classes together and stick with the buddy system. This made



a huge impact on both work and school, especially being off campus.”

Thomas is now considering pursuing a career in public relations and relocating to work in Starbucks’ corporate offices in Seattle.

ASU President Michael M. Crow said the College Achievement Plan is “a powerful demonstration of what is

possible when an enlightened and innovative corporation joins forces with a forward-thinking research university. This program is a clear expression of Starbucks’ commitment to its partners and ASU’s continuing mission to provide access to higher education to all qualified students.” ■

Top: ASU President Michael M. Crow addresses the Starbucks Partner Forum, recognizing the accomplishments of 330 graduating Starbucks employees in May 2017.

Left: Starbucks’ Executive Chairman Howard Schultz and President Crow talk about the program at the forum, held at the Sun Devil Fitness Complex gym. Photos by Charlie Leight/ASU Now

Summer 2017

# Internships

Each year, Cronkite Career Services places some 500 students in internships at more than 225 companies across the country. Here's what some students had to say about their recent internships.



## Adriana De Alba, CBS News

"CBS News has a long-standing tradition of delivering quality journalism, so being a part of this newsroom was the experience of a lifetime. If there's anywhere a Cronkite student belongs, it's here."



## Fabian Ardaya, MLB.com

"During my summer internship, I served as an associate reporter covering the Chicago White Sox for MLB.com and essentially serving as a backup beat writer. I produced pregame stories, recaps, features, sidebars and other written content, in addition to maintaining a social media presence and helping out on other projects."



## Lillian Donahue, Hawaii News Now

"Hawaii News Now is a true ohana (family). It was my first time on the islands, and I got to witness and report on historic Hawaiian events, all with paradise as my backyard. Super epic!"



## Austen Bundy, CBS News Washington

"Interning with CBS News in Washington, D.C., has given me incredibly valuable experience in newsgathering and multimedia journalism. Working for CBS News Political Director has allowed me to study and practice political reporting skills in a perfect climate for journalists."



**Sydney Greene, USA Today**

“I was the editorial intern at USA Today, where I wrote and pitched a variety of stories, ranging from trending stories to features. The staff at USA Today allowed me to be independent with my work but also offered me feedback about not only my writing and reporting but my journalism career as well.”



**Madison Miller, ‘The Late Late Show’**

“My summer internship working on ‘The Late Late Show with James Corden’ in Los Angeles has been a dream. The experience and relationships that I have gained are the stepping stones for my future. I could not be more thankful for this opportunity.”



**Madison Kerley, Golf Channel**

“Thanks to being a Cronkite student, I had the skills and resume necessary to land my dream internship at Golf Channel. Through my internship I learned new skills, met new people and took my first step toward making an impact on the world of sports journalism.”



**Nicholas Serpa, Starbucks News**

“Interning at Starbucks Newsroom has given me the opportunity to focus on what I love – photography and videography – while also helping me diversify my skills. It’s been a great experience.”



**Olivia Richard, NBC News Los Angeles**

“Cronkite has taught me the skills I need to not just attain local and national internships but has also given me the confidence and independent news judgment to excel in top living-and-breathing newsrooms. I feel so lucky to be a part of a school that truly invests in its students and teaches them how to thrive in newsrooms outside of just a college setting.”

# Outreach

“Community service” are words you hear frequently at the Cronkite School, where a key goal is to make a difference in the lives of those who do not attend the school as well as those who do.

The school offers a growing number of camps for high school students as well as workshops for professionals and educators. In these programs, Cronkite faculty and staff share their expertise in entrepreneurship, digital media, business journalism, sports journalism and media sales, among other topics.

In 2017, the school's leadership launched a new children's channel on Arizona PBS, also with service in mind. PBS KIDS helps young children throughout the state master basic skills and encourages parental involvement in their children's early learning. ■

## Campaign ASU 2020

encourages excellence in 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](http://cronkite.asu.edu/2020)



Arizona PBS

# Launches New Children's Channel

A new 24/7 channel on Arizona PBS is helping young children master basic skills, solve problems and deal with their emotions.

The Cronkite School launched PBS KIDS in early 2017, featuring programming for children from preschool through early elementary school. Popular programs include "Arthur," "Clifford," "WordGirl," "Wild Kratts," "Daniel Tiger's Neighborhood" and "Sesame Street."

Cronkite Dean and Arizona PBS CEO Christopher Callahan said the new channel reflects the mission of ASU and Arizona PBS to provide Arizonans with a network of quality teaching and learning resources.

"Arizona PBS has established a legacy of providing Arizonans of all ages with innovative, valuable content," he said. "Arizona PBS KIDS helps fill the need for effective, innovative approaches to developing core skills and school readiness in our state."

"Research confirms that PBS KIDS programming helps children build the critical skills they need to succeed in school and life," said Linda Simensky, vice president of children's programming at PBS. "Studies show that PBS KIDS' resources improve kids' achievement in important areas, such as literacy and math and increase parent engagement in their children's learning."

To celebrate the launch of the new children's channel, Arizona PBS hosted a large-scale festival that attracted thousands of families to the Cronkite School.

More than 8,000 people registered for the January 2017 KIDS Festival that featured characters from PBS children's programs and lots of



Background: The Arizona PBS KIDS Festival attracts thousands of families and their parents to the Cronkite School, the home of Arizona PBS. Photos by Sean Logan

fun activities for children, including arts and crafts and screenings of “Arthur,” “Daniel Tiger’s Neighborhood,” “Odd Squad,” “Ready Jet Go” and “Splash and Bubbles.”

Families also got a chance to explore the Cronkite School. They sat behind the anchor desk at Cronkite News for photos and stood in front of a green screen to be part of a video with Daniel Tiger.

The festival led up to the launch of Arizona PBS KIDS, a new 24/7 channel featuring an array of programs to help young children master important basic skills in reading, math and science as well as help them learn to solve problems and deal with their emotions.

Clockwise top left: Children at the Arizona PBS KIDS Festival enjoy story time with TV personality Miss. K. and the Cat in the Hat. Daniel Tiger greets children outside of the Cronkite School. Children sit at the Cronkite News desk with video of Daniel Tiger behind them.



Walter Cronkite School of Journalism and Mass Communication



## Scripps Howard Institute Fosters Entrepreneurship in the Classroom

By **Veronica Galek**

Each year, journalism professors from across the world come to the Cronkite School to learn how to integrate entrepreneurial concepts and practices into their courses at the Scripps Howard Journalism Entrepreneurship Institute.

Fifteen journalism professors from 12 states and three countries took part in the 2017 institute, which is made possible through a grant from the Scripps Howard Foundation, the philanthropic arm of the E.W. Scripps Co.

"The Scripps Howard Journalism Entrepreneurship Institute spreads the concepts and the spirit of entrepreneurship to journalism programs across the country and around the world," said Cronkite Professor of Practice Dan Gillmor, an internationally recognized author and authority in new media and entrepreneurship, who leads the institute.

Wired magazine journalist and author Steven Levy, who founded the tech news website Backchannel, delivered the keynote address. Participants also heard from Mark Briggs, author of "Entrepreneurial Journalism," and Jeff Jarvis, director of the Tow-Knight Center for Entrepreneurial Journalism at the City University of New York.

Other sessions focused on how to design a semester-long course in

entrepreneurial journalism as well as how to integrate the teaching of entrepreneurial journalism into other disciplines. Fellows also learned how to use grants, contests and challenges as teaching opportunities.

L. Simone Byrd, assistant professor in the Department of Communications at Alabama State University, said she got more out of the institute than she ever expected.

"I was really very impressed and interested to hear the stories of people who were journalists but transitioned into entrepreneurship – but are still maintaining their journalistic training and using it to help them with their entrepreneurial ventures," she said.

Byrd said she already has begun to apply teaching techniques she picked up in a session led by Retha Hill, the director of the Cronkite New Media Innovation and Entrepreneurship Lab. "I'm teaching the students how to go out and generate new business on their own and applying that back to the class, rather than just giving it out to them," she said.

The Scripps Howard Foundation covered training, transportation, lodging, materials and most meals for participants.

"The rapid pace of change and disruption in the journalism industry require the examination and development of new concepts and revenue models," said Liz Carter, president and CEO of the

### 2017 Scripps Howard Entrepreneurship Institute Fellows

L. Simone Byrd, Alabama State University

Britt Christensen, Zayed University, United Arab Emirates

Jayne Cabbage, Bowie State University

Diego Fonseca, CIDE (Centro de Investigación y Docencia Económicas), Mexico

M.E. Yancosek Gamble, Bethany College

Mary Glick, California Polytechnic State University

Amy Haimerl, Michigan State University

Robert Jonason, University of Cincinnati

Richard Jones, University of Huddersfield, England

Sheryl Kennedy-Haydel, Xavier University of Louisiana

Emily Metzgar, Indiana University

Charles Munro, University of Iowa

Tracy Simmons, Gonzaga University  
Alecia Swasy, Washington and Lee University

Julia Wallace, Arizona State University

Scripps Howard Foundation. "The college environment is fertile ground for the sort of innovation necessary to meet this demand. During its existence, this institute has stimulated ideas and built a productive community of educators dedicated to guiding and inspiring prospective journalism entrepreneurs." ■

**Participating Journalists**

- Jacob Barker, St. Louis Post-Dispatch, St. Louis
- Jessica Boehm, The Arizona Republic, Phoenix
- Benjamin Bathke, freelancer for Media Shift (Newport Beach, California) & Deutsche Welle (Bonn, Germany)
- Brandi Bottalico, The Frederick News-Post, Frederick, Maryland
- Morgan Chilson, The Topeka Capital-Journal, Topeka, Kansas
- Brooks Johnson, Duluth News Tribune, Duluth, Minnesota
- Oluyemisi Lanre-I dowu, TVC News Continental Broadcasting Service, Lagos, Nigeria
- Erik Lorenzsonn, The Capital Times, Madison, Wisconsin
- Joseph Martin, Houston Business Journal, Houston
- Katherine Martin, The News Tribune, Tacoma, Washington
- Anna Marum, The Oregonian, Portland, Oregon
- Monica Mendoza, Denver Business Journal, Denver
- Marissa Nall, Pacific Coast Business Times, Santa Barbara, California
- Allison Prang, American Banker, New York
- Dawn Reiss, Freelancer for U.S. News & World Report, Washington, D.C.
- Lilly Rockwell, Austin American-Statesman, Austin, Texas
- Emilie Rusch, The Denver Post, Denver
- Arlene Satchell, The South Florida Sun Sentinel, Fort Lauderdale, Florida
- Michael Seale, Birmingham Business Journal, Birmingham, Alabama
- Melody Simmons, Baltimore Business Journal, Baltimore
- Ashley Stewart, Puget Sound Business Journal, Seattle
- Ian Thibodeau, The Detroit News, Detroit
- Steven Totten, Phoenix Business Journal, Phoenix
- Susan Valot, freelancer for National Public Radio, The California Report, San Francisco
- Armine Yalnizyan, Canadian Broadcasting Corporation, Ottawa, Ontario, Canada

**Participating Journalism Professors**

- Steven Adesemoye, Lagos State Polytechnic, Ikorodu, Nigeria
- Kim Fox, The American University, Cairo
- Kate Gannon, University of Texas, El Paso, Texas
- Allison Ludwig, University of South Carolina Upstate, Spartanburg, South Carolina
- Thomas Palmer, University at Albany, SUNY, Albany, New York
- Adam Tanner, University of Alaska, Fairbanks, Alaska
- Eric Wilson, Wichita State University, Wichita, Kansas
- Shuling Zhang, University of International Business and Economics, Beijing

# Reynolds Week Steeps Reporters and Educators in Business Journalism

There is a dominant theme at Reynolds Week, which brings reporters and journalism professors from around the globe to the Cronkite School each year to learn the finer points of business journalism.

“Any story can be a business story,” said Susan Valot, a freelance journalist who attended Reynolds Week in 2017. “So knowing how to cover it becomes really important.”

Valot was one of 33 fellows from 19 states and six countries, ranging from Germany to Nigeria, to participate in the three-day seminar, which included panels and workshops on topics ranging from interpreting financial statements to understanding Silicon Valley business models.

“For well over a decade, Reynolds Week has given its fellows a firm grasp of company financials and data,” said Andrew Leckey, president of the school’s Donald W. Reynolds National Center for Business Journalism, which hosted the training. “This critical information from articulate experts touches all fields that involve money — from sports to politics to mainline business enterprises.”

Longtime Wired magazine journalist Steven Levy, author of “In The Plex: How Google Thinks, Works, and Shapes Our Lives,” delivered a keynote address, while Amar Mann, supervisory economist and branch chief of the Bureau of Labor Statistics, and Tom Contiliano, chief of client relations at Bloomberg News, showed fellows how to deconstruct corporate financials to uncover stories.

Other speakers included Harriet Ryan, an investigative reporter at the Los Angeles Times who won the Reynolds Center’s Barlett & Steele Award for Investigative Business Journalism for a project on the OxyContin addiction crisis.

Thomas Palmer said he applied for the program because he wants to design a business reporting course at the University at Albany, SUNY, where he teaches journalism.

“Journalists can write better stories and empower citizens through an understanding of financial literacy and business reporting,” he said. “In an age of innovation in journalism, understanding business can also help journalists become entrepreneurs.”

Outside of the sessions, fellows networked and shared ideas on ways they could apply what they learned in their newsrooms and classrooms. Allison Prang, a New York-based reporter for American Banker, said she appreciated the opportunity to connect with the other fellows.

“It puts your job in perspective,” she said. “Getting a break from work to do something journalism-y was fun.”

Reynolds Week is funded by the Donald W. Reynolds Foundation, which supports other Cronkite programs, including the Reynolds Business Reporting Bureau in Cronkite News and the Reynolds Business Journalism Visiting Professorship. ■

*Mythili Gubbi contributed to this story.*

Top: Steven Levy of Wired magazine delivers the keynote address on Google.

Bottom: Leslie Wayne, former business reporter for The New York Times, speaks on “What Trump Means for Business.” Photos by Sean Logan



## The Donald W. Reynolds Foundation

is a philanthropic organization founded by the late media entrepreneur for whom it is named. It has committed more than \$150 million to journalism initiatives nationally. [dwreynolds.org](http://dwreynolds.org)

# Students Receive Multimedia Journalism Training at Dow Jones News Fund Program



Cheyanne Mumphrey (left) and Emily Okrepkie get ready to shoot the Saturday morning Farmer's Market in downtown Phoenix. Photos by Dana Lewandowski

College journalism students from across the country spent nine days at the Cronkite last summer getting training in digital journalism before heading to paid internships at news and digital media organizations.

The students were part of the annual Dow Jones News Fund summer internship program, funded by the Dow Jones Foundation.

Launched in 1960, the DJNF program supports seven training sites at leading journalism schools. The Cronkite School is the only institution that offers digital journalism training; six others teach business reporting, data journalism, news editing and sports editing to DJNF students.

The program is extremely competitive, said Cronkite Career Services Director Mike Wong, who leads the school's training center. In all, 85 students were selected for the 2017 program out of more than 750 applicants, he said. Six Cronkite students were selected and participated in various training programs at DJNF host institutions.

Students who completed the Cronkite training stayed on the ASU Downtown Phoenix campus and attended sessions taught by Cronkite faculty and staff on social media use and analytics, podcasting, design and videography, among

other topics. They spent the rest of their summer interning at places such as The Arizona Republic, Starbucks Newsroom, Storyful and the International Center for Journalists.

Lillian Donahue, one of 11 students in the digital training program, headed to Hawaii for her internship at Hawaii News Now. She said she reported and produced more than 150 stories in just a few months working at the digital news operation.

"The Dow Jones News Fund helped me excel at journalism and has made me such a better writer," she said. "They trust DJNF interns (who are) treated as well as full-time reporters. This experience really solidified in my mind that I'm on the right career path."

Linda Shockley, managing director of the Dow Jones News Fund, said students are much better prepared for their internships once they've completed the rigorous training program. "Mike Wong and the faculty at the digital media program do a fantastic job equipping interns with the enhanced skills to succeed in their summer jobs," she said. ■

## 2017 Dow Jones Multimedia Interns

Kimberly Armstrong, University of Connecticut, Cincinnati Enquirer

Rachel Cohrs, University of Southern California, Austin American-Statesman

Lillian Donahue, Arizona State University, Hawaii News Now

Lily Haight, New York University, Storyful

Rose McManus, University of Missouri, The Palm Beach Post

Cheyanne Mumphrey, Northern Arizona University, Hawaii News Now

Emily Okrepkie, Lehigh University, International Center for Journalists

Chloe Ranshaw, Arizona State University, AccuWeather

Hayley Sanchez, University of Colorado Boulder, The Arizona Republic

Nicholas Serpa, Arizona State University, Starbucks Newsroom

James Tyner, University of Southern California, The Arizona Republic



Top: Eleven students from across the U.S. participated in the Dow Jones News Fund digital training hosted by the Cronkite School. Bottom: Cronkite alumnus and ABC 15 Data Journalist Courtland Jeffrey works with Hayley Sanchez (far left) Rachel Cohrs and Rose McManus. Photos by Dana Lewandowski

**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.



Brittany Clark interviews with CBS Radio at the institute.

**2017 Media Sales Institute Participants**

- Ben Albert, University of Southern California
- Brittany Clark, University of Mississippi
- David Daniels, University of Indianapolis
- Danielle Eafford, Bowling Green State University
- Michael Fracassa, Bowling Green State University
- Lauren Harranty, University of Texas at San Antonio
- Elizabeth Jessee, Lewis University
- Ebonie Linder, North Carolina Agricultural and Technical State University
- Victoria McDonald, University of Nevada, Las Vegas
- Samantha Murdock-Lane, University of LaVerne
- Mitch Nolan, Bowling Green State University
- Charlisa Outram, Bowling Green State University
- Daniel Page, St. John Fisher College
- Jacob Patterson, Bowling Green State University
- Marcus Vasilevskis, University of Tennessee at Chattanooga
- Kenzie Wagner, University of South Dakota
- Ashlee Water, University of Iowa
- Candice Winningham, Bowling Green State University

**NABEF** 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 in the industry. The NAB is a trade association that advocates on behalf of more than 17,000 free, local radio and television stations and broadcast networks before Congress, the Federal Communications Commission and the courts.



# NABEF Institute Teaches College Grads the **Art of Selling**

Eighteen graduates from 13 universities took part in a week-long summer program at the Cronkite School designed to launch careers in media sales.

The Media Sales Institute, sponsored by the National Association of Broadcasters Education Foundation, offers recent graduates in-depth training in media research, customer needs analysis and integrated media campaigns. Participants, who are selected on a competitive basis, explore all aspects of radio, television cable, print digital and internet sales, learning from industry experts.

They also had one-on-one interviews with industry leaders from national and regional media companies that included Cox Media, Meredith Corporation, Scripps, and Sinclair Broadcast Group.

ASU is one of three institutions in the nation to host the annual event, along with Florida A&M University and Howard University.

For the past four years, the institute has built a “proven track record of preparing aspiring media sales professionals for jobs in broadcasting,” said NABEF President Marcellus Alexander. “The commitment of leadership and faculty, combined with the intensive training this unique program provides, continues to develop candidates for rewarding sales careers.”

After completing the 2017 program, Samantha Murdock-Lane, a recent graduate of the University of LaVerne, landed a job as an associate account executive at ABC15, KNXV-TV, in Phoenix.

“My best friend did MSI last year, and she told me that I really needed to do it because this is the business I want to get involved in,” she said. “It was more than



Top: Margie Albert, co-director of the Media Sales Institute at the Cronkite School, leads a panel discussion with graduates of the institute. Bottom: Art Brooks (center), president and CEO of the Arizona Broadcasters Association, welcomes MSI participants during a dinner at the institute.

**ASU is one of three institutions in the nation to host the annual event.**

I could have imagined; I learned so much, and I got so much out of it.”

Many graduates of the program have similar stories, said Cronkite Associate Dean Mark Lodato, who leads the institute. “The opportunities recent grads receive through this program give them a major leg up on their peers in finding jobs in media sales, and our media partners appreciate the top-tier talent they find from the institute,” he said.

Participants receive housing, transportation and meals at no cost, thanks to support from the National Association of Black Owned Broadcasters, Patrick Communication and TEGNA Foundation. ■

**2017 Summer Journalism Institute Participants**

- Tiffany Acosta  
La Joya High School, Tolleson, Arizona
- Milan Andrade  
Perry High School, Gilbert, Arizona
- Max Baker  
Ladue High School, St. Louis
- Hannah Begay  
Chinle High School, Chinle, Arizona
- Jordan Brandon  
Campo Verde High School, Gilbert, Arizona.
- Nathanael Bustamante  
Raymond S. Kellis High School, Glendale, Arizona
- Joseph Early  
Millennium High School, Goodyear, Arizona
- Isaiah Elder  
Agua Fria High School, Litchfield Park, Arizona
- Cameron Ericson  
Sunnyslope High School, Phoenix
- Isabella Escobar  
ASU Preparatory Academy, Phoenix
- Geoff Exstrom  
Kearney High School, Kearney, Nebraska
- Irene Franco  
University High School, Phoenix
- Hunter Franklin  
Brophy College Preparatory, Laveen, Arizona
- Keanu Gorman  
Chinle High School, Chinle, Arizona
- Kaylie Hewson  
Imagine Prep Superstition, San Tan Valley, Arizona
- Kelsey Johnson  
Hamilton High School, Chandler, Arizona
- Mario Lopez  
Nosotros Academy, Tucson, Arizona
- Tiara Manuel  
Westwood High School, Scottsdale, Arizona
- Janessa Moore  
Snowflake High School, Snowflake, Arizona
- Max Muehlhausen  
Seton Catholic Preparatory High School, Gilbert, Arizona
- Sylvia Murillo  
Arizona School for the Arts, Phoenix
- Andrea Paredes  
Corona Del Sol High School, Tempe, Arizona.
- Rachel Pearlstein  
Chandler High School, Chandler, Arizona
- Jimmizan Redhorse  
Window Rock High School, Window Rock, Arizona
- Caroline Smyrk  
Horizon High School, Phoenix
- Kiarra Spottsville  
Moon Valley High School, Phoenix
- Andrea Torres  
Girls Leadership Academy of Arizona
- Kaitlin Victorino  
Highland High School, Albuquerque, New Mexico



## High School Students Learn Multimedia while **Getting a Taste of College**

Twenty-eight high school students from across the country learned multimedia journalism at the Cronkite School over the summer, while also getting a taste of what it's like to attend college.

Students from Arizona, Missouri, Nebraska and New Mexico participated in the 2017 Summer Journalism Institute, a two-week program that immerses them in multimedia and broadcast journalism.

Students attended classes led by Cronkite faculty and local professionals, toured local media outlets and produced a newscast and a multimedia website.

Students also got a chance to experience the ASU Downtown Phoenix campus, living in the Taylor Place residence hall, using the Sun Devil Fitness Complex and working in state-of-the-art broadcast studio and control rooms.

"It was an amazing opportunity, and I learned so much," said Tiffany Acosta, a student at La Joya High School in Tolleson, Arizona. "I didn't know there was so much I could learn about journalism. It's a great opportunity for students all across the country."

Program participants received scholarships from the Arizona Broadcasters Association, the Scripps Howard Foundation and Cronkite Endowment Board members Tom Chauncey and Tim Riester.

"There aren't very many students that get to do something like this," said Art Brooks, president and CEO of the Arizona Broadcasters Association. "They get to work with some of the best instructors they could hope to find before they even get to college."



Top to bottom: Students in the Summer Journalism Institute interview basketball players at a Phoenix Mercury practice in downtown Phoenix. SJI students pack an elevator at the Cronkite School. Milan Andrade (left) attends a session on digital journalism. Photos by Anita Luera

The institute is directed by Anita Luera, who manages Cronkite's high school journalism outreach programs. Associate Professor Craig Allen and Ethics and Excellence Professor of Practice Jessica Pucci were among the Cronkite faculty and staff who taught sessions.

"We're always looking for ways to make the experience different and better," said Luera, who has led the summer program for more than a dozen years. "It's really exciting to see the students benefit from what we've prepared for them." ■



Thirty-one high school students from 15 states participate in the Cronkite Sports Broadcast Boot Camp. Photo by Paola Boivin

**2017 Cronkite Sports Broadcast Boot Camp Participants**

- Egan Adler • Bloomfield, New Jersey
- Jonathan Altman • Livingston New Jersey
- Joshua Belgrad • Scottsdale, Arizona
- Colin Bock • Lake Oswego, Oregon
- Carson Breber • Oakland, California
- Michael Bushnick • Mesa, Arizona
- Griffin Epstein • Petaluma, California
- Ike Everard • Seattle
- Peyton Gallaher • Knoxville, Tennessee
- Royall Headroe • Houston
- Jack Johnson • San Jose, California
- Teddy Kole • Irvine, California
- Gareth Kwok • Lafayette, California
- Mason Larson • West Hills, California
- Elise Lewison • Baraboo, Wisconsin
- Conor McGill • Hughson, California
- Jackson McHaney • Royse City, Texas
- Samuel O'Connell • Walnut Creek, California
- Edwin Perez • Phoenix
- Travis Politakis • Montgomery, Texas
- Ashlyn Register • Oviedo, Florida
- Duncan Rogers • Manchester, Maine
- Ari Saltzman • Omaha, Nebraska
- Jack Sarlls • Chicago
- Haley Smilow • Bronx, New York
- Dominic Stearn • Carlsbad, California
- Connor Taylor • Greensboro, North Carolina
- Carvel Tefft • Piedmont, California
- Marguerite Wolanske • Greenwich, Connecticut
- Belen Zaragoza • La Mirada, California
- Harrison Zhang • Irvine, California

## Summer Sports Camp Draws Students from 15 States

A lot of high school students know a lot about sports, but not many get the chance to put their knowledge into practice doing play-by-play and sideline reporting.

Thirty-one high school students from 15 states spent part of their summer doing just that at the Cronkite Sports Broadcast Boot Camp. They interviewed players from the Arizona Diamondbacks, Phoenix Mercury and Phoenix Rising and learned studio producing and live on-air reporting.

The students came from 15 states for the July 2017 camp, led by Cronkite Professor

of Practice Paola Boivin, a former sports columnist for The Arizona Republic.

“They met (Arizona Cardinals wide receiver) Larry Fitzgerald and received broadcasting advice from some of the best in the business,” Boivin said. “Best of all, they seemed to have a lot of fun and formed close friendships – that, frankly, was my favorite part. I’m partial, but it’s hard to imagine a better option for high school students who dream of a career in sports journalism.”

Students interacted with professionals from FOX Sports Arizona, the Phoenix Suns

Students visit Chase Field, home of the Arizona Diamondbacks, during the boot camp. Photo by Paola Boivin



# CNN Offers Career Advice



Top: Michael Bushnick (left) of Mesa, Arizona, and Maggie Wolanske of Greenwich, Connecticut, sit at the anchor desk. Bottom: Harrison Zhang (left) of Irvine, California, and Peyton Gallaher (right) of Knoxville, Tennessee, interview a Phoenix Rising soccer player. Photos courtesy of Paola Boivin

and Arizona Cardinals, among others. And they learned from veteran journalists working at Arizona Sports, KMVP-FM, and the sports departments of 12 News, KPXX-TV, and FOX 10, KSAZ-TV.

Students also produced video stories from the field as well as in-studio sportscasts. For their final project, they created an interactive media website.

Cronkite student Alyanna Harina, who worked as a camp counselor, said she was impressed with the level of talent.

“I didn’t get the opportunity to do this (when I was in high school), so it’s really cool to see what opportunities Cronkite gives to people who aren’t in Cronkite yet,” she said.

The two-week residential summer program is supported by the Arizona Diamondbacks, Phoenix Mercury and the Phoenix Rising FC Soccer club.

“It’s amazing to see how this program continues to grow,” said Associate Dean Mark Lodato. “The camp offers extraordinary experiences for students considering sports journalism in college.” ■

*Desiree Cunningham contributed to this story.*

CNN’s top recruiter was part of a special event at the Cronkite School that included a public lecture and exclusive training sessions for students and professional journalists.

Ramon Escobar, CNN’s vice president of talent recruitment and development, hosted the March 2017 workshops for 35 Cronkite students and 40 professional journalists from across Arizona and delivered a public presentation on career preparation and success.

He stressed that while companies need employees with strong journalism skills, the paramount need is for people who can think critically.

“Nobody else is in charge of your career,” he told a gathering of students, faculty and professionals. “You are. You have to be serious about this. This is a very competitive profession.”

He also noted the importance of diversity. “ASU shares CNN’s view that never has this commitment to diversity been more important as we look to shape an industry that must reflect dramatically dynamic national and global news audiences,” he said.

Cronkite student Kaylin Burke was among the participants in the training sessions, which covered news producing, on-air reporting and digital content. Burke said she enjoyed the conversations about the future of digital media, especially the monetization of streaming services.

Ramon Escobar of CNN offers advice to students during a session at the Cronkite School.



“The event was great,” Burke said. “It was an opportunity to network with employees from CNN and learn how they view change in the industry and the rise of digital media.”

Cronkite Career Services Director Mike Wong said Cronkite was one of only a handful of journalism schools that CNN visited in 2017.

“For our students to have access to CNN was amazing,” he said.

Wong noted that a number of Cronkite graduates have gone on to work at CNN. They include Becky Anderson (1994), managing editor and anchor of CNN Abu Dhabi; Rafael Romo (1995), senior Latin American affairs editor; P.J. Javaheri (2006), meteorologist and weather anchor for CNN International; Ian Lee (2007), foreign correspondent in Cairo; Samuel Burke (2009), international business and technology correspondent for CNNMoney; and Leigh Munsil (2010), breaking news editor for CNNPolitics in Washington, D.C. ■

“It was an opportunity to network with employees from CNN and learn how they view change in the industry and the rise of digital media.”

— Cronkite student Kaylin Burke

Querétaro:  
Promise of Prosperity for Mexico  
[cronkitenews.azpbs.org/buffett/mexico](http://cronkitenews.azpbs.org/buffett/mexico)

# Cronkite Borderlands Investigates Border Issues in Querétaro, Mexico

By Mythili Gubbi

Over spring break, a team of 20 Cronkite students traveled to one of the smallest states in Mexico to report on the complicated relationship between the U.S. and its southern neighbor.

The students, with the guidance of faculty, spent eight days reporting on the ground from Querétaro, located in north-central Mexico, where they examined the long-term impact of the 1994 North American Free

Trade Agreement.

“Querétaro: Promise of Prosperity for Mexico” included more than a dozen multimedia stories on how the trade agreement between Canada, Mexico and the U.S. has influenced and reshaped the Mexican economy, environment and families over the past several decades. The project was made possible by a grant from the Howard G. Buffett Foundation,

# Global Programs

Cronkite faculty and students are teaching and practicing journalism in a growing number of countries, including Israel, Pakistan, Albania, the Balkans and Mexico.

In addition, the school brings a host of international journalists to the Phoenix campus, where they spend up to a year polishing their skills, learning teaching techniques and sharing their cultures.

These international exchanges and experiences give Cronkite students a broader understanding of the world, something that is a top priority for Assistant Dean B. William Silcock, who heads Cronkite Global Initiatives. They also contribute to Cronkite's reputation as an international leader in journalism education. ■



Students reporting on Mexico's agricultural future visit Agropark, a government-sponsored high-tech greenhouse cluster in Querétaro. Photo by Megan Janetsky

**Campaign ASU 2020** supports the Cronkite School's global activities, preparing the next generation of news and communications leaders and building cross-cultural understanding.

**Together, Our Potential is Limitless**

**CAMPAIGN ASU 2020**

[cronkite.asu.edu/2020](http://cronkite.asu.edu/2020)

Background: The sun sets over Santiago de Querétaro, the capital and largest city in the state of Querétaro in Mexico. Photo by Adrienne St. Clair

the Illinois-based nonprofit organization founded by the international photo-journalist, author and philanthropist.

Cronkite faculty members Rick Rodriguez, Jason Manning, Alfredo Corchado and Angela Kocherga led the project. Rodriguez, the former executive editor of The Sacramento Bee who now serves as a Southwest Borderlands Initiative Professor, led a seminar during the fall semester on Latino and transnational issues to prepare students for the project.

In spring 2017, students conducted research and developed sources and story ideas before heading to Mexico as part of Rodriguez's depth reporting course.

Rodriguez, who has directed similar reporting abroad trips for the past seven years, said students in the program get the rare opportunity

to spend two semesters diving into stories that are missed or under-covered by the national media. And they get the experience of producing long-form stories that take significant time and research.

Cronkite student Sophia Kunthara reported on how potential changes in NAFTA would significantly affect the supply chain that has developed across borders. In Apaseo el Grande, Mexico, she found a family-owned business that makes specialized tools for major automakers, such as Ford, Honda and Volkswagen, to illustrate the supply chain.

Initially, Kunthara said she was worried about interviewing people in Spanish and tackling a topic that is daunting in its complexity. But she learned that, with help, she could manage both.

Her advice to other students: "Don't be nervous if you don't know the languages or the issues" at the outset.

Student Johanna Huckeba produced a photojournalism story on how Mexican women are turning back to traditional methods of childbirth followed by the country's indigenous people.

Huckeba said the class taught her much about the complexities of border and immigration issues.

"It is an experience like no other, and you get to learn from people who know more about the subject of immigration and border issues than almost anyone else out there," she said. "It was an amazing learning experience and probably my favorite class at Cronkite." ■



Below: To examine trade between the U.S. and Mexico, Borderlands students spent time at a company that makes tools to create specialized parts for auto companies such as Ford, Nissan, Honda and Mazda.

Photo by Sophia Kunthara

Bottom right: Victorina Castillo (left) and Christina Castillo (right) display the contents of one of their 42 honeycomb boxes. The two women are entrepreneurs in La Sierra Gorda. Photo by Courtney Pedroza



## Howard G. Buffett Foundation

Support for the Cronkite Borderlands Initiative comes from the Howard G. Buffett Foundation, a private family foundation working to improve the standard of living and quality of life for the world's most impoverished and marginalized populations. The foundation focuses on funding for food security, water security, conflict mitigation resolution and post-conflict development.

[thehowardgbuffettfoundation.org](http://thehowardgbuffettfoundation.org)



# Humphrey Fellows Bring the World to Cronkite



From top: Marie Laurentine Bayala, of Burkina Faso, celebrates her graduation from the Humphrey program with John Misner, senior adviser to the ASU Foundation and Cronkite professor of practice. Jean Claude Kabengera, Rwanda, receives congratulations from Andrew Heyward, former CBS News president. Photos by Olivia Richard. Narmina Strishenets, Ukraine, spends part of her Humphrey Fellowship in New York at the United Nations. Photo courtesy of Strishenets. Below: Humphrey fellows visit the border wall near Nogales, Mexico. Bottom right: Kunal Ranjan, India, with U.S. diplomat Christopher Teal at the U.S.-Mexico border. Photos by Sean Logan



Narmina Strishenets, an executive with nearly a decade of experience developing communication strategies for state institutions in Ukraine, came to the Cronkite School to improve her professional skills.

She ended up leaving with much more. During her 10 months as a Hubert H. Humphrey Fellow at Cronkite, Strishenets took public relations and advanced online media courses and completed a two-week professional experience at the Centers for Disease Control and Prevention in Atlanta. And she lived, worked and made lifelong friends with other fellows from countries all over the world.

"I didn't expect that I would meet so many great people, travel non-stop, get such high-level career opportunities," Strishenets said.

Each year, the Cronkite School welcomes a cohort of mid-career professionals from around the globe to study journalism, participate in leadership training and connect with media organizations as part of the Humphrey Fellowship Program, an initiative of the U.S. State Department's Bureau of Education and Cultural Affairs. Since 2010, 68 journalists and communicators from 49 countries have participated in the program.

Fellows come to the school with deep professional backgrounds in broadcast journalism, digital media and public relations.

Kunal Ranjan, a broadcast journalist from India, said he applied to the program to learn American broadcast



journalism practices that could help him as a reporter. He took classes in advanced online media and did a five-week professional affiliation with NPR in Washington, D.C., where he worked with the station's Facebook Live team.

"In my home country, there isn't much (real-world) practice at journalism schools," Ranjan said. "The Cronkite School offers a great opportunity for students to actually learn the things they're going to have to do in the future."

Cronkite Assistant Dean B. William Silcock, director of Cronkite Global Initiatives and curator of the Humphrey Program, said the program helps shape the next generation of global communications leaders and, at the same time, enriches education for all Cronkite students. For instance, he said fellows share their perspectives and insights about media in classes and through a speaker series, "Cronkite Global Conversations."

Strishenets, who led one of the global talks on the role of nongovernmental organizations in her country, said she enjoyed the opportunity to connect with American students. She said she also loved "the robust networking experiences with so many professionals – from faculty and staff to Humphrey fellows and experts from the communications field in the U.S. I had absolutely wonderful traveling experiences that enabled me to see American traditions and culture from different perspectives."

After completing the Humphrey program, Strishenets returned to Ukraine to work as a communications and advocacy specialist for UN Women, a United Nations organization dedicated to gender equality and the empowerment of women. ■

*Thomas Triolo contributed to this story.*

Learn more about the Humphrey Fellowship Program at [cronkite.asu.edu/humphrey](http://cronkite.asu.edu/humphrey).

## 2016-2017 Fellows



The 2016-2017 Cronkite Humphrey Fellows came from countries as far as India and Nigeria for a year of study and professional and cultural experiences in the U.S. Photo by Deanna Dent

**Marie Laurentine Bayala**, Burkina Faso, is a veteran award-winning filmmaker who has worked in new media since 2008. Bayala has directed more than nine films, including “Jusqu’au Bout” about violent acts against women.

**Tynymgul Eshieva**, Kyrgyz Republic, has more than a decade of experience in the nonprofit sector as a communication and public relations expert. She also has worked as a freelance journalist for a radio program and several Kyrgyz newspapers and magazines.

**Edine Harr’met-Kimbouala**, Republic of the Congo, serves as an executive secretary at the Polio Eradication Department at the World Health Organization in the Regional Office for Africa in Brazzaville.

**Jean Claude Kabengeru**, Rwanda, is the chief news editor for Radio/TV10 and a member of the Central Africa Forum of Journalists for Democracy and Human Rights. He is one of 10 African journalists who attended the U.S. State Department’s 2015 African journalist security and press freedom reporting tour.

**Adetola Kayode**, Nigeria, is a veteran journalist with more than 15 years of experience. She works at Lagos Television (LTV) as an anchor, reporter and editor. She has covered health, transportation, politics and family issues, among other topics.

**Leanid Pashkouski**, Belarus, is an advertising and media professional who specializes in creating innovative communication campaigns. As a founder of the Publicis Belarus agency, he led the development of innovative social responsibility ad campaigns for major Belarusian brands.

**Kunal Ranjan**, India, has nearly a decade of experience spanning print, digital and television journalism. He serves as an associate editor at Network 18, one of India’s leading broadcast companies.

**Narmina Strishenets**, Ukraine, works in communications for the Ukrainian Center for Disease Control, part of Ukraine’s Ministry of Health. She also is responsible for media relations, public affairs and leadership programs for international

organizations such as the World Health Organization, Global Fund, UNAIDS, UNICEF and the Red Cross.

**Ivaylo Vezekov**, Bulgaria, is a veteran journalist who covers human rights and education as a TV reporter, producer and presenter for bTV, the largest private channel in his country. He has received the “Brave Reporters” award from the Media Development Center.

**Dina Zhansagimova**, Kazakhstan, worked as a journalist for several national television stations in Kazakhstan before joining the BBC World Service’s Kazakh Section in London. She is active in the United Nations Development Program’s Poverty Reduction Unit.

## Cronkite, Albanian Students Collaborate on Investigative Projects



Cronkite graduate students team up with students from the University of Tirana in Albania to produce investigative reports. Cronkite Professor of Practice Theresa Poulson (first row, fourth from right) helped lead the project. Photo by Robert Manga

Five Cronkite graduate students spent their 2017 spring break in Albania working on investigative reporting projects with students from that country.

The students and two Cronkite faculty members collaborated with students and faculty from the University of Tirana to tackle six investigative reports using the latest digital tools.

For example, a story on the impact of urbanization on tourism in the city of Durrës featured a video optimized for social media that takes the viewer on a visual journey through the coastal city's ancient ruins, showing how concrete is encroaching on the terracotta. Another tracked the number of once-illegal kiosks that have popped up around the capital city of Tirana by comparing Google Street View images from 2016 to the present and then creating a customized Google map pinpointing the kiosk's locations.

Students also traced the progress of a multimillion Euro project to put tablets in public schools around the country and examined one factory's promise to improve its industrial waste removal. The work was published online in English and Albanian ahead of Albania's national elections in June 2017.

While in Albania, students also attended workshops on investigative and digital skills, participated in a panel discussion and visited cultural sites.

Cronkite students participating in the project were Fortesa Latifi, Cal Lundmark, Jenna Miller, Nkiruka Omeronye and Rae Ybanez. They worked under the direction of B. William Silcock, the school's director of Cronkite Global Initiatives, and Professor of Practice Theresa Poulson.

Omeronye said she worked with several Albanian students to produce a report on health problems reported by young people who work in call centers.

The employees "said they would have back problems from sitting and could still hear the voices in their head when it was over," Omeronye said.

Miller was part of a team that visited local villages to report on problems at a metal recycling plant. She found working with Albanian students rewarding. "They were enthusiastic, and they were definitely talented journalists," she said.

Poulson said the project created an opportunity for Cronkite students to share their skills and learn from other journalism students. Students also gained confidence that they could report in an unfamiliar country and communicate effectively, despite differences in languages and customs. ■

*Attie Murphy contributed to this report.*

The published projects can be viewed at [pse2017.com](http://pse2017.com).

## Building Bridges from Phoenix to Croatia

More than 30 journalism students from six nations joined forces to document the experiences of refugees fleeing conflict in Syria and Iraq.

The project, led by faculty and graduate students from Cronkite and the University of Zagreb in Zagreb, Croatia, began in early 2017 when a group from Croatia came to Phoenix for two weeks of planning and reporting. They mapped out story ideas for the project, participated in multimedia training and reported on Phoenix's Syrian refugee community.

Cronkite team members then traveled to Zagreb, meeting up with journalism students from across the Balkans, including Albania, Serbia, Slovenia and Montenegro. The team, with members who spoke more than six languages, decided on stories for the final project and divvied up assignments. They also got additional multimedia training and connected with professional news organizations, such as

Al Jazeera Balkans, for help and advice on covering the Balkan refugee crisis.

After a week in Zagreb, the students returned to their countries to report and capture video, audio and other multimedia content. Finally, in early summer, they gathered again in Zagreb to produce two television documentaries and an interactive website, "Reporting Refugees," featuring stories about the challenges and hardships faced by refugees fleeing war-torn nations.

The project was funded through a grant from the U.S. Embassy's Public Affairs Office in Zagreb, Croatia.

B. William Silcock, the head of Cronkite Global Initiatives, who helped lead the project, said the students' stories "captured the essence of the heartbreaking experiences still unfolding as refugees from the war in Syria transmute the Balkan route in search of a new home."



B. William Silcock, director of Cronkite Global Initiatives, provides background on the refugee crisis in Eastern Europe. Photo by Bailey Netsch

The collaboration "helped train and prepare them to report professionally on a relevant global issue while forging new friendships of tolerance and mutual understanding across borders," he said.



Top left: Cronkite Professors of Practice Theresa Poulson and Jason Manning (center front) pose for a photo with Pakistani journalists participating in a workshop on covering politics and elections. Photo by B. William Silcock

# Cronkite Faculty Work to Improve Political Coverage in Pakistan

Three Cronkite faculty members conducted workshops for Pakistani reporters covering politics and elections in the run-up to general elections in Pakistan.

B. William Silcock, director of Cronkite Global Initiatives, and Professors of Practice Jason Manning and Theresa Poulson led training sessions in early 2017 for 79 professional journalists from newspapers, digital outlets and television stations in Lahore, Islamabad and Karachi.

All three have political reporting expertise. Manning was political editor for *washingtonpost.com* before coming to ASU, where he is now executive director of Strategic Communication and Digital Media for Educational Outreach and Student Services. Poulson launched the first Capitol Hill bureau for PostTV, the newspaper's online video channel, and was the Post's field producer for the 2012

national political conventions. Silcock covered politics as a TV producer and anchor and produced an award-winning documentary on the 2004 presidential debates.

The Pakistan training was funded by the U.S. State Department and is the second major State Department grant recently awarded to the Cronkite School. The school is in the final year of a three-year grant to work with faculty at the University of Punjab in Lahore, Pakistan, to improve teaching and research. That grant brings four Pakistani faculty members to Cronkite each year to study, and it sends Cronkite faculty to Lahore to assist with teaching, research and curriculum development.

To prepare for the politics and elections workshops, Manning and Poulson went to New York and Washington, D.C., to interview leading U.S. political

reporters. The video interviews gave Pakistani journalists an inside look at how the 2016 U.S. presidential election was covered, Manning said. The groups discussed how public attitudes and opinions are formed, how candidates use the media to get out their messages, and the growing importance of social media as a tool for both candidates and journalists.

The sessions also emphasized ethics in reporting and introduced tools to improve social media and investigative reporting.

"The Pakistani journalists came away with an improved understanding and knowledge of the American election system and the role of the media in covering elections," Silcock said.

To extend the learning, Cronkite partnered with four universities in Pakistan to develop a Media and Politics course. Manning taught the course online at ASU in fall 2017. The University of Punjab, University of Central Punjab, University of Gujrat and Forman Christian College also plan to teach versions of the course to their students. All the instructors draw from a website where they share materials, syllabi and lesson plans.

The site also will have a news section, where journalists in Pakistan and the U.S. can share ideas, experiences, best practices and examples of effective election coverage, Silcock said.

"We hope the website can become a resource not only for academics, but also journalists and the general public," he said. ■



Student journalists report on refugees in the Balkans as part of the Cronkite Global Initiatives program. Photo by Bailey Netsch



Students from six countries gather in Zagreb, Croatia, to document the experiences of refugees. Photo by Anja Picelj-Kosak

In addition to Silcock, the Cronkite team consisted of doctoral student Jay Alabaster and two students in the Master of Mass Communication program, Bailey Netsch and Téa Francesca Price.

Alabaster called the project "a highlight of my career." At first, "I was nervous about how much experience the students had in technology and about how enthusiastic they would be to try

new thing," he said. "I need not have worried." ■

View the "Reporting Refugees" website: [reportingrefugees.com](http://reportingrefugees.com)  
 Watch "The Balkan Route" documentary: [vimeo.com/221821543](https://vimeo.com/221821543)  
 Watch the "Reporting Refugees" documentary: [vimeo.com/221856368](https://vimeo.com/221856368)



Professor of Practice Jason Manning (front right) and B. William Silcock, director of Cronkite Global Initiatives (back center), huddle with a group of Pakistani journalists attending a politics and elections workshop. Photo by Theresa Poulson

# New Grant Hopes to Bridge Gap between Religion Scholars and Journalists

The Cronkite School is part of a grant funded by the Henry Luce Foundation to promote greater interaction between religion scholars and journalists who report and write about religion.

Cronkite will partner with ASU's Center for the Study of Religion and Conflict to develop faculty workshops, curricula and public events that will enable journalists and scholars of religion to interact and learn from each other.

ASU is one of three universities to receive the grant support from the Luce/American Council of Learned Societies Program in Religion, Journalism & International Affairs. The others are Northwestern University and the University of Wisconsin-Madison.

"This program fosters collaborations between scholars and journalists around a critical issue – the complex role of religion in international affairs," said John Paul Christy, director of public programs at ACLS. "This year's supported projects not only promote greater public understanding of religion, but also develop new interdisciplinary partnerships on university campuses."

ASU's project will focus on the vital role that civil society plays in democratic

societies, said John Carlson, associate director of the Center for the Study of Religion and Conflict and associate professor of religious studies. "At a time when nationalist movements and anti-democratic trends are sweeping across the country and the world, the work that scholars, journalists, religious actors and others make to civil society and democratic culture is more important than ever," he said.

Carlson, along with Cronkite Senior Associate Dean Kristin Gilger and Anand Gopal, assistant research professor with the Center, will lead the ASU effort. Gopal has covered Iraq, Syria and Afghanistan for multiple news outlets and is the author of "No Good Men Among the Living: America, the Taliban, and the War Through Afghan Eyes," a finalist for the Pulitzer Prize and the National Book Award and winner of the Ridenhour Prize for Journalism.

Gilger said the project addresses the gap between scholarly discourse about religion and mainstream understanding of religion and public life. "Journalism students and faculty will get the opportunity to develop a much deeper understanding and appreciation for the nuances of religious coverage, and scholars who work

## The Henry Luce Foundation

was established in 1936 by Henry R. Luce, the co-founder and editor-in-chief of Time Inc., to honor his parents who were missionary educators in China. A not-for-profit corporation, the foundation seeks to bring important ideas to the center of American life, strengthen international understanding, and foster innovation and leadership in academic, policy, religious and art communities.

## The American Council of Learned Societies

is a private, nonprofit federation of 75 national scholarly organizations that represent American scholarship in the humanities and related social sciences. This year, ACLS will award more than \$20 million to more than 300 scholars across a variety of humanistic disciplines.

on issues involving religion will become better prepared to communicate with mainstream audiences," she said. ■



Fourteen international journalists visited the Cronkite School and experienced how U.S. reporters cover elections. Photo by Erin Evangeline Burns

## Murrow Fellows Study Elections and Free Press

Fourteen journalists from as far as Armenia and Austria learned how the U.S. conducts elections during a visit to the Cronkite School and other top journalism schools.

The journalists were part of the U.S. State Department's Edward R. Murrow Program, which brings media professionals from around the world to the U.S. to study journalistic best practices, examine foreign affairs reporting and network with American media professionals.

ASU is one of seven partner universities that host Murrow Fellows each year as they spend a month traveling across the country, beginning in Washington, D.C., and ending in New York before returning to their home countries.

Cronkite has hosted nearly 100 Murrow fellows since 2010. The 2016-2017 cohort came from Armenia, Austria, Azerbaijan, Belgium, Czech Republic, Germany, Hungary, Italy, Latvia, Moldova, Poland, Romania, Slovenia and Turkey.

Cronkite Assistant Dean B. William Silcock, director of

# Cronkite Students Study Photojournalism and Social Media Across the Pond

Students traveled to Ireland and the United Kingdom as part of two Cronkite study abroad programs in the summer of 2017.

In Ireland, 11 students embarked on a “Visual Storytelling Expedition” under the direction of three Cronkite faculty members — Susan Lisovicz, the Donald W. Reynolds Visiting Professor of Business Journalism, lecturer Jim Jacoby and faculty associate Deanna Dent.

Students learned the fundamentals of photojournalism and video storytelling using DSLR cameras and iPhones and then set off to capture images of street scenes, murals, gardens, a hurling match and a festival in Dublin.

They also traveled to Belfast, where they visited the Northern Ireland Assembly, the Peace Wall and other historic sites and met with a BBC journalist.

In England, 16 students studied social media and the news culture with Lisovicz and Assistant Dean B. William Silcock, head of Cronkite Global Initiatives.

They attended the public celebration of Queen Elizabeth’s 91st birthday, posting updates on a special Facebook page created for the trip, and produced social media reports on European fashion, the London Underground transit system and the reopening of Borough Market following the London Bridge attack.

London participants also visited The Guardian newspaper, Al Jazeera London, CNN, Independent Television News (ITN) and BuzzFeed UK for conversations with editors and reporters on topics ranging from coverage of Brexit to the differences between the American and British press.

“Our study abroad programs offer students the opportunity to experience other cultures while gaining valuable experience in digital reporting, videography and photojournalism,” Silcock said. “Our trips to the U.K. and Ireland were a fantastic way for our students to build bridges of understanding.” ■



Top: Cronkite study abroad students and faculty visit with CNN correspondent Christiane Amanpour in London. Photo by Samuel Burke

Right: Other stops on the study abroad trip to England include Al Jazeera London. Photo by Susan Lisovicz

Cronkite Global Initiatives and a two-time Fulbright Scholar, leads the Murrow Program at ASU. He said the 2016 presidential election “provided the perfect backdrop for these professionals to learn about the American electoral process. It was a valuable opportunity for our students and faculty to gain insights on how our election campaigns were perceived by top journalists from around the world.”

The Murrow Fellows also toured media

outlets and attended sessions on state and national politics and how news organizations use social media to engage audiences.

Catherine Joie, a journalist from Belgium, said her favorite part of the program was interacting with the other participants.

“We got close to each other and challenged a lot of points of view,” she said. “I wasn’t expecting it at all, but I actually got to know Europe better in

coming to the United States of America.”

The Murrow Fellowship program is part of Cronkite Global Initiatives, which aims to foster meaningful connections among Cronkite students, staff and faculty and international media professionals, scholars and citizens. Other major Cronkite Global Initiatives programs include study abroad trips, overseas faculty research projects and invited scholars and professionals. ■

*Thomas Triolo contributed to this story.*

# Our Events

On the heels of the 2016 presidential election, journalists were besieged with questions and criticisms about how they had covered the election — and a lot of them were asking themselves how they had got it so wrong.

The Cronkite School responded with a “Press, Politics and the Public” series of speakers and discussions, featuring political reporters, analysts and pollsters. The series is one example of the importance the school places on staying both current and connected to the profession.

In dozens of lectures, panels and presentations throughout the 2016-2017 academic year, working journalists and communications professionals shared investigative tips, showed the importance of compelling visuals and urged students to pursue diverse stories and embrace technology, among many other topics. ■



Background: Scott Pelley of CBS News speaks on journalism's role in democracy. Photo by Ryan Santistevan

Above: (left to right) ASU Provost Mark Searle, Scott Pelley and Cronkite senior Karla Liriano on stage. Photo by Ashley Lowery

**Campaign ASU 2020** will expand the number of events and educational opportunities for students to meet and network with national industry leaders in journalism.

**Together, Our Potential is Limitless**

**CAMPAIGN ASU 2020**

[cronkite.asu.edu/2020](http://cronkite.asu.edu/2020)

# CBS News Anchor Scott Pelley Receives Cronkite Award

Scott Pelley, the award-winning managing editor and anchor of the “CBS Evening News” and correspondent for “60 Minutes,” underscored the threats to journalism’s vital role in democracy as he accepted the 2016 Walter Cronkite Award for Excellence in Journalism.

ASU Provost Mark Searle presented Pelley with the 33rd award, given by the Cronkite School each year to recognize a distinguished journalist who embodies the values of the school’s namesake. Pelley received the award at a luncheon attended by approximately 1,000 media leaders, business executives, civic leaders, school supporters and students at the Sheraton Grand Phoenix hotel in November 2016.

During his acceptance speech, Pelley discussed the groundswell of inaccurate and false information masquerading as journalism on social media and news aggregator sites. He said there was false reporting on both of the major party candidates during the 2016 presidential campaign.

“Is terrorism the greatest threat to our country or a recession?” Pelley asked. “I suggest to you today that the quickest, most direct way to ruin a democracy is to poison the information. Those are the stakes that we have to address.”

The CBS News anchor also spoke about what it takes to be a great journalist today. He suggested that



Photos by Sean Logan

## Day 1: Evening Visit to Cronkite News Newsroom

journalists would do well to uphold the news values embodied by Walter Cronkite, noting that Cronkite's drive to get things right made him the best in the world.

Pelley also applauded the work being done at the Cronkite School to educate the next generation of journalists.

"The stakes are high," he said. "We need great journalists in this country, and I am so encouraged by the work that I have seen being done here."

Cronkite Dean Christopher Callahan said no one was more deserving of the award than Pelley. "Scott is, in many ways, the standard bearer of the kind of journalism that Walter Cronkite defined for so many of us – deep, fact-based, objective, accurate, honest journalism," he said.

As part of his two-day visit to ASU, Pelley toured the Cronkite School and participated in a discussion with students. The talk, moderated by Karla Liriano, a Cronkite senior, touched on a variety of topics, including the recent election, Walter Cronkite and the importance of a free press.

"People take it for granted that we have the best journalism in the world," Pelley told students. "People come from around the world to study journalism at Arizona State University and other great J-schools because this is one of America's great ideas and one of America's great products."

Pelley also offered some career advice, stressing the importance of strong writing and encouraging students to be



Photos by Ryan Santistevan

## Day 2: Morning Discussion With Students

relentless in the pursuit of their dreams. "Don't take 'no' for an answer," he said. "We need you."

Pelley punctuated his visit by broadcasting the "CBS Evening News" from the Downtown Phoenix campus. Overlooking the Cronkite School from the Sun Devil Fitness Complex, he signed off by saying: "It was humbling to receive (the Cronkite Award), but it was heartening to meet the reporters of tomorrow. Journalism and our democracy are in good hands." ■

Watch Scott Pelley's Cronkite Award acceptance speech at [cbsnews.com/videos/cbs-news-scott-pelley-honored-with-cronkite-award](https://www.cbsnews.com/videos/cbs-news-scott-pelley-honored-with-cronkite-award).

Watch the 'CBS Evening News' Broadcast from ASU [cbsnews.com/videos/1121-deadly-school-bus-crash-in-tennessee-scott-pelley-receives-2016-cronkite-award](https://www.cbsnews.com/videos/1121-deadly-school-bus-crash-in-tennessee-scott-pelley-receives-2016-cronkite-award).



Photos by Ashley Lowery and Ryan Santistevan



## Day 2: Award Luncheon

## Day 2: CBS News Broadcast



Photos by Sean Logan



**Recipients of the Cronkite Award**

- 2016 Scott Pelley, anchor and managing editor, "CBS Evening News," and correspondent, "60 Minutes"
- 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, *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

**Woodruff and Ifill Named 2017 Cronkite Award Winners**



Photo courtesy of "PBS NewsHour"

Judy Woodruff and the late Gwen Ifill, who broke new ground in journalism as the award-winning co-anchors and managing editors of the "PBS NewsHour," are the recipients of the 2017 Walter Cronkite Award for Excellence in Journalism.

Woodruff, the anchor and managing editor of the "PBS NewsHour," were scheduled to receive the 34th annual award, given by the Cronkite School, at a November 2017 luncheon ceremony at the Sheraton Grand Phoenix Hotel. Woodruff will accept the award on behalf of Ifill, who served with her as co-anchor and co-managing editor from 2013 until her death from cancer in November 2016.

"It's an incredible honor to be recognized by the esteemed Cronkite School at Arizona State University, a place that has set new standards for educating the next generation of journalists and generations to follow," Woodruff said. "I grew up watching Walter Cronkite, then was fortunate to get to know him a little. He represented the very best of our craft."

Woodruff and Ifill's ascent to co-anchors at the "PBS NewsHour" marked a milestone in journalism. No national news organization had ever paired two female journalists as co-anchors for an evening news broadcast.

At PBS, Ifill also was the moderator and managing editor of the news and public affairs program "Washington Week," for which she won a George Foster Peabody Award for her coverage of the 2008 presidential election. Ifill, who joined both "Washington Week" and "PBS NewsHour" in 1999, also moderated the vice presidential debates in 2004 and 2008.

Woodruff served as the chief Washington correspondent for "The MacNeil/Lehrer NewsHour," and she anchored the PBS award-winning weekly documentary series "Frontline with Judy Woodruff."

Before coming to PBS, both Woodruff and Ifill were already accomplished journalists. Ifill reported for NBC News, *The New York Times* and *The Washington Post*, among others. Woodruff was a veteran journalist for CNN and NBC News.

Woodruff, a graduate of Duke University, is the recipient of numerous awards, including the Edward R. Murrow Lifetime Achievement Award in Broadcast Journalism/Television.

Ifill was a graduate of Simmons College in Boston and received numerous honors, including the National Press Club's highest honor, the Fourth Estate Award.

"Judy Woodruff and Gwen Ifill are both trailblazers in broadcast journalism who embody the legacy of Walter Cronkite," said Cronkite Dean Christopher Callahan. "We are honored to have Judy at ASU to celebrate the accomplishments of two great journalists with our students, alumni and friends." ■



## Speaker Series Explores 'Press, Politics and the Public'

Following the contentious 2016 presidential election, the Cronkite School hosted a series of public talks examining journalism's role in American politics.

"Press, Politics and the Public" featured talks by Cronkite faculty and outside experts on the First Amendment, polling and election coverage.

The series kicked off in January with a discussion about the role of the news media in the new administration. Panelists were First Amendment attorney David J. Bodney, a partner at Ballard Spahr LLP in Phoenix, and Associate Professor and First Amendment expert Joseph Russomanno. The discussion was moderated by Associate Professor Dawn Gilpin.

Bodney, past president of the Cronkite Endowment Board of Trustees, said he's concerned about reporters being able to secure public records.

"We have a president who has refused to follow a tradition followed by every president, Democrat and Republican, for the last 40 years, and that's to voluntarily share his tax returns with the people," he said. "It seems to me with a president so unwilling to share these records about himself, we can expect very little when it comes to his administration producing records for the people to inspect under the Freedom of Information Act."

In February, Leonard Downie Jr., Weil

Family Professor of Journalism, moderated a panel discussion on missteps in covering the 2016 presidential election and lessons for future political coverage. Panelists included Cronkite faculty members Rebecca Blatt, Venita Hawthorne James and Julia Wallace.

Downie, the former executive editor of The Washington Post, said that while the news media did a good job of providing solid background reporting on the two presidential candidates, they focused on the wrong things in their day-to-day coverage.

He said there was "too little reporting on the ground throughout the country to find out what likely voters were really feeling, saying, what their lives and communities were really like and what profound changes were taking place in the country that were going to influence the election."

The series concluded in April with a talk on polling that included Downie, Morrison Institute Director Thom Reilly and Cronkite News Executive Editor Kevin Dale. The panelists said polls failed to predict the outcome of the presidential election in part because of the difficulties in getting accurate information.

Reilly said many people were undecided up until the last minute of the election. In addition, some did not want to tell pollsters how they were voting.

Dale said the bigger issue is how polls



From top to bottom: First Amendment attorney David J. Bodney addresses students. Cronkite Associate Professors Dawn Gilpin and Joseph Russomanno discuss journalism and the First Amendment. Cronkite Assistant Dean Rebecca Blatt introduces Bodney. Photos by Gabe Mercer

are used. "It's really the failure of this idea that we, the media, have to pick a winner," he said. "From my perspective, it's not our job to pick a winner. The poll isn't projecting a winner. The poll is giving you a snapshot in time of how people are feeling at that moment." ■

## Pulitzer Prize-winning Editor

# Spotlights Importance of Investigative Journalism



Walter V. Robinson meets with guests at the Schatt Lecture. Photo by Courtney Pedroza

By Veronica Galek

The survival of democracy depends on the strength of investigative journalism, said Walter V. Robinson, the Pulitzer Prize-winning editor who led The Boston Globe's investigation of sexual abuse within the Roman Catholic Church.

Robinson, a visiting professor at the Cronkite School who also serves as editor at large of the Globe, delivered the annual Paul J. Schatt Memorial Lecture at the Cronkite School in spring 2017.

He said that investigative reporting is more important than ever during a time when "many news organizations have been declared enemies of the American people.

"To the new president, journalists are scum," Robinson said, but paradoxically, President Trump's attacks could strengthen American journalism.

Robinson said he's already seen an uptick in hard-hitting journalism, such as The Washington Post's reporting that led to the firing of National Security Adviser Michael Flynn and reporting by the Post and other outlets that have revealed possible communication between President Trump's team and Russia during the 2016 campaign.

"The very person who wants to cast out the watchdogs has awakened them,"

he said. "The watchdogs are now barking so loudly that much of the public is astir as well."

In the current political climate, investigative reporting has become a necessity that the country "cannot afford to live without," he said.

Robinson led The Boston Globe's Spotlight team, an investigative unit that won the 2003 Pulitzer Prize for Public Service for its investigation into sexual abuse by Catholic priests. The probe was made into the film "Spotlight," which won 2015 Academy Awards for Best Picture and Original Screenplay.

Robinson said the work done by the Spotlight team is an example of the importance of local journalism. While the focus on the national government is appropriate, he said, journalists should not lose sight of issues affecting local communities.

The public, he said, also has a key role to play.

"The public, you, have a say in this," he said. "Here is the message the nation and its president must heed: It is the role of the press to protect the public from the excesses of government. It is not the role of the government to protect the public from the supposed excesses of the press." ■

### 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 his long career. Schatt died in 2005 at age 60. He posthumously received the Arizona Press Club's Distinguished Service Award.



# Barlett & Steele Awards Feature Journalists Behind 'Panama Papers'



Winners of the 2016 Barlett and Steele Awards talk about their work. Photo by Ben Moffat

Journalists who produced the groundbreaking Panama Papers investigation were honored with the top prize in the 2016 Barlett and Steele Awards for Investigative Journalism, given by the Donald W. Reynolds National Center for Business Journalism at the Cronkite School.

Bastian Obermayer and Gerard Ryle of the International Consortium of Investigative Journalists accepted the gold award and participated in a panel discussion on investigative business journalism. They were joined by reporters from The Wall Street Journal and Los Angeles Times, winners of the silver and bronze awards, respectively.

Obermayer and Ryle discussed their part in a probe into a Panama-based law firm that created offshore companies to hide financial activities of the rich and powerful. More than 375 journalists from 107 countries were part of the investigation, the largest such collaboration in journalism history.

Obermayer said he received the papers from an anonymous source, which included leaked information from inside Mossack Fonseca, a Panama-based law firm.

"I only knew (Mossack Fonseca) as a black hole because all kinds of relevant information for us just disappeared, with no way to dig further," he said. "Now this source had offered data from this law firm, and I was really, really interested."

The investigation found that Mossack Fonseca created or managed companies

for Ponzi schemes, drug kingpins and dozens of Americans accused of fraud or financial misconduct.

The discussion was moderated by Jim Steele, who, with his reporting partner Don Barlett, has conducted multiple investigations, including two that won Pulitzer Prizes. The annual award is named after the reporting duo.

"I can't tell you how many great stories I've seen fall by the wayside because the writing and editing didn't hit a home run," Steele said. "And all three of these are home runs of the highest order. In my mind, these three stories are the absolute height of public interest journalism."

Silver award winner Christopher Weaver

talked about an investigation he conducted along with Wall Street Journal reporters John Carreyrou and Michael Siconolfi into Theranos, a company that marketed a device the company claimed could run a number of medical tests based on a single prick of blood. The investigation revealed that the devices were not nearly so capable.

"Companies like Walgreens feared that if they didn't jump on this, they'd lose an opportunity to a competitor, and they went forward on blind faith," Weaver said.

Bronze award winners Harriet Ryan and Matt Lait of the Los Angeles Times also spoke about their investigation, which found that the powerful painkiller OxyContin does not last the full 12 hours as it claims, resulting in doctors prescribing higher doses and patients taking extra pills.

Andrew Leckey, president of the Reynolds Center, said investigative business journalism has never been more robust. "This 10th anniversary of our awards impressed judges with the increasingly sophisticated nature of the investigations as relentless journalists have an impact on the country and the world," he said. ■



Left: 2016 Bronze Award winners Harriet Ryan and Matt Lait discuss their Los Angeles Times series on OxyContin. Right: Reynolds Center President Andrew Leckey introduces a discussion about investigative business journalism. Photos by Ben Moffat



# Series on Dangerous Group Homes Wins Disability Reporting Award

Minneapolis Star Tribune reporter Chris Serres' investigation into state-subsidized sheltered workshops in Minnesota was the winner of the 2016 Katherine Schneider Journalism Award for Excellence in Reporting on Disability.

Serres received first place and a \$5,000 prize from the National Center on Disability and Journalism, headquartered at the Cronkite School.

Serres sat down with Cronkite Professor Emeritus Tim McGuire, an NCDJ board member, to talk about his five-part series, "A Matter of Dignity." The investigation found that hundreds of adults with disabilities have been sent against their wills to live in remote and dangerous group homes.

Serres wrote about adults with Down syndrome who spent their days collecting trash for \$2 an hour and workers with brain injuries who scrubbed toilets for half the minimum wage. One young woman with bipolar disorder escaped from her group home and threw herself in front of a speeding car.

"What we found is that people with disabilities who were in these group homes or sheltered workshops were not being asked what they wanted out of their lives by the people who were telling them that they should go to these segregated places," Serres said.

McGuire, former top editor of the Star Tribune, said Serres' story had a significant impact on him as a father who has a disabled son living in a group home in Minnesota. "As a former editor of Chris' newspaper, a journalism professor and a

father, this project is outstanding, wonderful and incredible," he said.

Second place and a \$1,500 prize went to web producer and reporter Martin Austermuhle of WAMU public radio station in Washington, D.C. His series of radio broadcasts and digital reporting chronicled the history of a 40-year-old class action lawsuit that closed Forest Haven, an institution where residents of Washington, D.C., with intellectual and developmental disabilities were sent to live.

David Epstein of ProPublica received third place and a \$500 prize for "The DIY Scientist, the Olympian and the Mutated Gene," a story of do-it-yourself genetics that helped a 39-year-old Iowa mother named Jill Viles solve her mysterious degenerative muscle disorder.

Business World of India correspondent Sonal Khetarpal received an honorable mention for "Insensitive Inc.," an accounting of employers in India who are implementing inclusive workplace practices, such as flex-time, for employees with Down syndrome and other disabilities.

The Schneider Award is the only journalism awards competition devoted exclusively to disability reporting. It was established in 2013 with the support of Schneider, a retired clinical psychologist who has been blind since birth and who



Above: Chris Serres (left) and Professor Emeritus Tim McGuire discuss disability reporting. Bottom: Senior Associate Dean Kristin Gilger introduces Katherine Schneider, who founded the disability awards program. Photos by Courtney Pedroza

also supports the national Schneider Family Book Awards.

Schneider, who introduced Serres at the awards ceremony, pointed to the work of the NCDJ in helping reporters do a better job telling the stories of people with disabilities, and she encouraged students to do more reporting on disability issues.

"If you're under 25, the Americans with Disabilities Act has always been the law of the land," Schneider said. "And you may think accessibility is a done deal. In fact, it's a work in progress." ■

# Cronkite School and Mayo Clinic Host 'Health Conversations'



Dr. Joseph I. Sirven moderates the "Health Conversations" series. Photos by Nathan Thrash

Health took center stage at the Cronkite School during a special lecture series sponsored by the school and the Mayo Clinic.

The "Health Conversations" lecture series in fall 2016 and spring 2017 featured discussions with leading health journalists from The New York Times, Los Angeles Times and Consumer Reports on media coverage of health. The talks were moderated by Dr. Joseph I. Sirven, a neurologist at the Mayo Clinic's Arizona campus, and featured speakers via a live video feed.

A talk on the heroin and opioid epidemic included Harriet Ryan, legal affairs correspondent for the Los Angeles Times, and Dr. Christopher Wie, an anesthesiologist at the Mayo Clinic. Ryan said she believes reporting on the issue is making a difference in public awareness, pointing to sales figures for OxyContin, a medication used to treat severe pain, which have fallen by 40 percent since 2011.

"I think you're really seeing a broader audience understand some of the concerns that specialists in this field of addiction and opioids have about the wide use of these drugs," she said.

Other talks featured Dr. Orly Avitzur, medical director of Consumer Reports Health and editor-in-chief of Neurology Now, who spoke about media coverage of Alzheimer's

"We're all trying to accomplish the same thing, and that's the general improvement of public health."

— Dr. Joseph I. Sirven, neurologist,  
Mayo Clinic

disease, and New York Times science correspondent Gina Kolata, who discussed the media's role in covering medical studies.

Kolata said cancer research is heavily covered by the media and promoted by advocacy groups, but it's often difficult for consumers to assess the importance of any individual research breakthrough. She suggested several ways that journalists can improve their coverage.

Sirven, who collaborated with the late Cronkite Professor Ed Sylvester on a 2006 study analyzing the media's coverage of neurological diseases, said the "Health Conversations" lecture series was designed to go beyond the headlines to examine what makes news in medicine.

"Ed and I worked on how we could put doctors, health professionals and journalists in the same room," Sirven said. "We're all trying to accomplish the same thing, and that's the general improvement of public health. When Ed passed away, I wanted to take up his torch and work on this lecture series because he was so passionate about it."

Cronkite Dean Christopher Callahan said conversations like the ones Sirven hosted are important in order to "bridge the gap between journalists and medical professionals." ■



## The "Health Conversations" series featured these speakers:

**Dr. Orly Avitzur**, medical director of Consumer Reports Health and editor-in-chief, Neurology Now

**Dr. Michele Y. Halyard**, professor of Radiation Oncology, Mayo Clinic

**Gina Kolata**, science correspondent, The New York Times

**Harriet Ryan**, legal affairs correspondent, Los Angeles Times

**Dr. Joseph I. Sirven**, neurologist, Mayo Clinic, and chair, Seniors and Seizures Task Force, Epilepsy Foundation of America

# 'Must See Mondays'

## Fall 2016



**"Young Alums Reporting the News"** Featuring local Cronkite alums working in broadcast: Alexis Amezquita ('14), producer and multimedia journalist, 12 News; Robby Baker ('14), sports multimedia journalist and digital producer, 12 News; Kylee Cruz ('11), news reporter, CBS 5; Liliana Soto ('13), video journalist, Univision Arizona; and Megan Thompson ('15), multimedia journalist, ABC15. The talk was moderated by Kim Tobin ('10), weekend anchor and multimedia journalist, ABC15, and introduced by Heather Dunn, Cronkite News content director.

### "News Media in Black and White"

A panel discussion on race and media with Cloves Campbell, publisher/editor, Arizona Informant; Nicole Carroll, executive editor, The Arizona Republic; Retha Hill, director, New Media Innovation and Entrepreneurship Lab; Ilana Lowery, editor-in-chief, Phoenix Business Journal; Mi-Ai Parrish, publisher, The Arizona Republic; Julia Patrick, publisher, Frontdoors News; and Andy Ramirez, real time editor, ABC15. Moderated by Denise Meridith, chair, Strategic Alliance Subcommittee, National Coalition of 100 Black Women Phoenix.



### "Transforming a News Story into a Book"

Fernanda Santos, Phoenix bureau chief of The New York Times, on the development of her book "The Fire Line," which tells the story of the 2013 Yarnell Hill fire tragedy.



### "Dissecting the Debates"

Kevin Dale, Cronkite News executive editor; Angela Kocherga, Southwest Borderlands Initiative Professor; and Jessica Pucci, Ethics and Excellence Professor of Practice, on the first 2016 presidential debate.

### "Blogging the Election: How Native Americans Are Changing the Political Landscape"

Mark Trahan, independent journalist and Charles R. Johnson Endowed Professor of Journalism at the University of North Dakota, on the growing impact of Native Americans on U.S. politics.



### "Defining Journalism Ethics in the Digital Age"

Milton Coleman, Edith Kinney Gaylord Visiting Professor in Journalism Ethics and former senior editor of The Washington Post, on journalism ethics in the age of smartphones, social media and virtual reality.

### "A Photographer's Life of Love and War"

Lynsey Addario, a Pulitzer Prize-winning photojournalist for National Geographic, on the power and impact of photojournalism around the globe.

### "Google News Lab: Building the Future of Media"

Nicholas Whitaker, training and development manager at Google, on how journalists and entrepreneurs are collaborating with Google to help build the future of media.

### "How the News Media Covered the 2016 Election Campaign"

Philip Rucker, political reporter for The Washington Post; Margaret Sullivan, media columnist for the Post; and Leonard Downie Jr., former executive editor of the Post and Weil Family Professor of Journalism, on presidential election coverage.



### "The U.S. Presidential Election: View from Abroad"

Featuring international journalists participating in the U.S. State Department's Humphrey Fellowship Program at the Cronkite School on how the 2016 presidential election is viewed in their countries. Moderated by B. William Silcock, director of Cronkite Global Initiatives.

### "The Best Investigative Business Journalism"

Bastian Obermayer of the Munich-based paper Süddeutsche Zeitung and Gerard Ryle, director of the International Consortium of Investigative Journalists, on an international investigation, "The Panama Papers," that revealed that a Panama-based law firm created offshore companies to hide financial activities of the rich and powerful. Moderated by Andrew Leckey, president of the Donald W. Reynolds National Center for Business Journalism at the Cronkite School.

### "NCDJ Award: The Best in Disability Reporting"

Chris Serres, Minneapolis Star Tribune reporter and winner of the Katherine Schneider Journalism Award for Excellence in Reporting on Disability, on an investigation into state-subsidized sheltered workshops in Minnesota.

## Spring 2017



### "Making of a Documentary"

Documentary filmmakers Bernardo Ruiz and Suree Towfighnia on the impact of documentary storytelling on journalism.



### "From '60 Minutes' to Snapchat: The Video Story"

Andrew Heyward, former president of CBS News and the principal of Heyward Advisory, on the evolution of journalism and video storytelling.

### "Inventing New Forms of Journalism"

Cronkite New Media Innovation and Entrepreneurship Lab Director Retha Hill and students Melanie Abramoff, Jayson Chesler, Courtney Columbus and Anya Rogers on work being done in the lab.

### "Voting Wars: Revisiting the 2016 Election"

Jacquee Petchel, News21 executive editor; Leonard Downie Jr., Weil Family Professor and former executive editor of The Washington Post; and News21 fellows Lily Altavenna, Courtney Columbus and Emily Mahoney on their investigation of voting fraud and voter participation.

# speaker series

## “Redefining Social Media”

Maycie Thornton, BuzzFeed social media director and 2011 Cronkite graduate, on how news startups and social media are reshaping how people get the news.

## “Can Democracy Survive? Only If Investigative Journalism Does”

Annual Paul J. Schatt Memorial Lecture with Walter V. Robinson, Reynolds Visiting Professor and editor at large at The Boston Globe, on the past, present and future of investigative journalism.



## “Free Speech on Campus”

Floyd Abrams, prominent First Amendment attorney who represented The New York Times in the landmark Pentagon Papers Supreme Court case, and Cronkite Associate Professor Joseph Russomanno on free speech on campus. Part of the “Free Speech and Intellectual Diversity in Higher Education and American Society” lecture series, sponsored by ASU’s School of Civic and Economic Thought and Leadership.



## “Designing Career Strategies”

Ramon Escobar, vice president of talent recruitment and development at CNN, on ways to get started in journalism.



## “Storytelling Through Photography”

Melissa Lytle, president of the National Press Photographers Association, on the power of photojournalism and how to capture photos that tell important stories.

## “PR Lab Mentorship Lecture and Aspire Award Presentation”

Corey duBrowa, senior vice president of global communications and public affairs at Starbucks, on how to build an enduring company, and to present the 2017 Aspire Award to Cronkite senior Caitlin Bohrer.



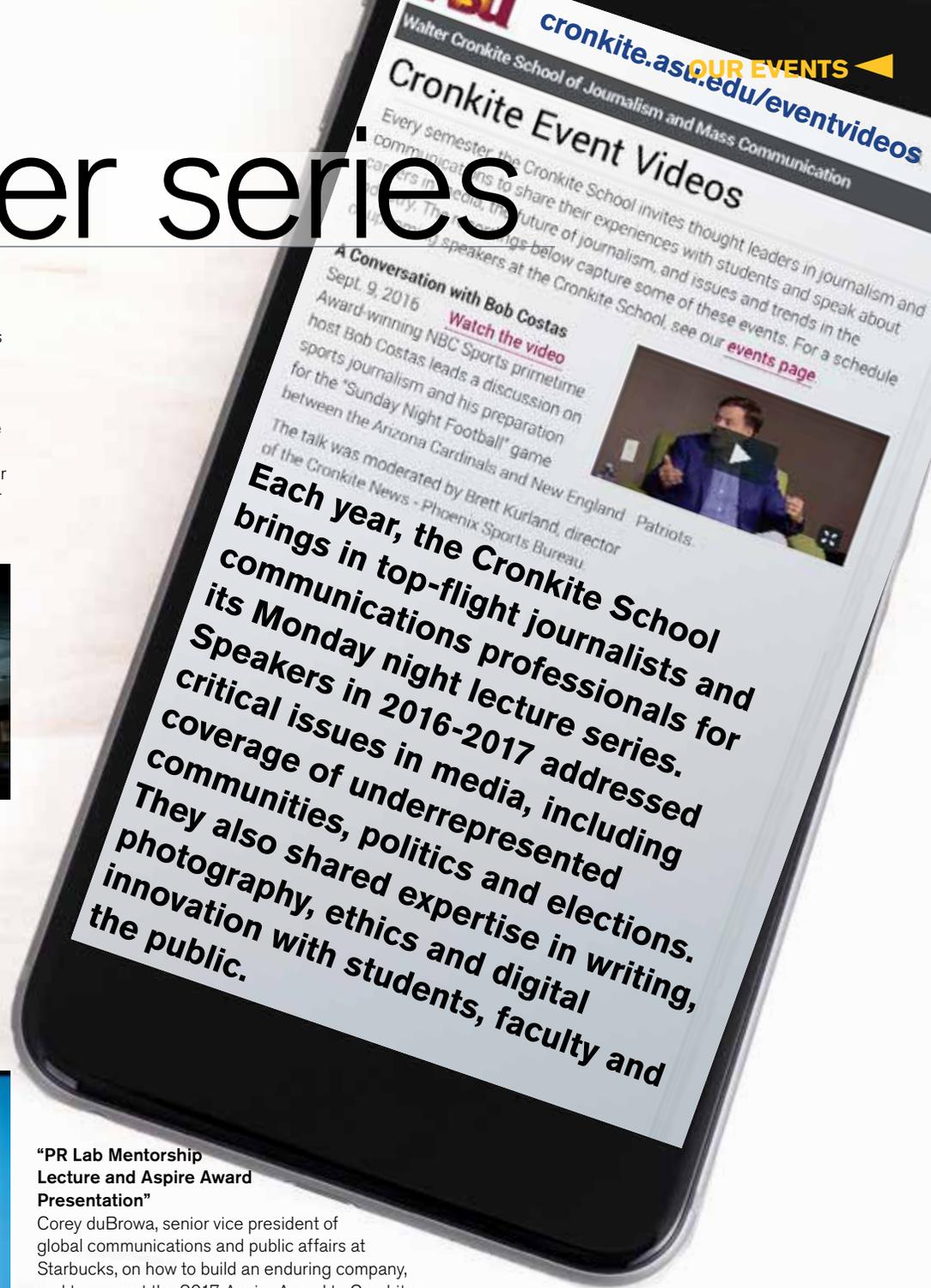
## “Reporting From the Heart of Mexico”

Rick Rodriguez, Southwest Borderlands Initiative Professor, and students Megan Janetsky, Sophia Kunthara, Courtney Pedroza and Adrienne St. Clair on their 2016 Borderlands reporting project in Querétaro, Mexico.



## “Faculty Research: From Social Media to Sports”

Cronkite Assistant Professors Monica Chadha, K. Hazel Kwon and Sada Reed and Associate Professors Leslie-Jean Thornton and Sharon Bramlett-Solomon on research trends in journalism.



# Behind the Scenes at BuzzFeed

Maycie Thornton, a 2011 Cronkite graduate who is the director of social media for BuzzFeed Entertainment Group, provided an inside look at content decisions at one of the fastest-growing media companies.

In her talk with Jessica Pucci, the Cronkite School's Ethics and Excellence Professor of Practice, Thornton shared how BuzzFeed uses web analytics to drive content decisions. She pointed to a high-performing BuzzFeed story, "30 Awkward Moments Every Short Girl Understands," which was recreated as a social media video. She said it generated 17 million views and more than 240,000 shares.

Thornton said her role is to lead social media across numerous BuzzFeed divisions, such as the Tasty, Nifty and Top Knot, which focus on specific topics, such as food and style. Social media allows the company to directly target people based on their interests, she said.

"We've found over the years that if you can segment your audience and give them exactly what they want, then the content will be more successful than if you just have one blanket page," she said.

Sometimes, she said, social media can help lift people's spirits in tragic times. A day after the 2015 Paris attacks, for example, BuzzFeed posted a video of people with puppies that went viral.

"Reporters talked to some people (in Paris) who saw this video, and it actually was the first thing that made them smile after everything that had happened," Thornton said. "So I think that it's really cool that even in times like that we can still give people a reason to smile." ■



Students gather in the First Amendment Forum to hear from Maycie Thornton on BuzzFeed's tactics to reach audiences. Photos by Sean Logan



Photo courtesy of Maycie Thornton

## Rece Davis,

ESPN's prime-time host for on-site coverage of the NCAA Men's Final Four, @ESPN\_ReceDavis



Rece Davis

ESPN's Rece Davis said he has a lot of fun hosting "College GameDay."

The sports show, which previews upcoming college basketball and football games for ESPN, features raucous crowds on college campuses, humor and in-depth sports analysis.

In the run-up to the NCAA Men's Final Four in Phoenix, Davis visited the Cronkite School to share his experiences hosting one of the station's flagship television franchises.

He said the most important ingredient for success is to have a deep passion for what you're doing.

"It's basically living it constantly," Davis said. "I tell people I would be a lousy accountant because I would always be reading about college football and college basketball. So it's pretty easy from that respect because I would be doing it anyway."

The best reporters also are genuinely interested in the people they interview and focus more on the answers than the questions, he said. And the best questions are sometimes the simplest ones.

During his talk with Brett Kurland, director of the Cronkite News Phoenix Sports Bureau, Davis also emphasized the importance of objectivity in sports journalism and the difference between being a fan and being a professional journalist.

"It's your job to be fair," he said. "And that almost certainly



doesn't include anything about where I went to school and who I rooted for when I was in the eighth grade."

Davis encouraged students to follow their dreams even when others may question what they're doing.

"Don't listen to everybody," he said. "Only listen to people who care about you." ■

# A Photographer's Account of War

Pulitzer Prize-winning photographer Lynsey Addario said she still travels overseas for her work — even after two kidnappings and a horrific car accident.

"I do it because I think it's important," she said. "I think people need to read the news, see what's happening, have perspective (and) understand how lucky we are to be born in America, to have freedom."



Lynsey Addario

Addario, a contributor to The New York Times, Time magazine and National Geographic, was kidnapped in Libya in 2011 and Iraq in 2004. She also was injured in an automobile accident in Pakistan in which her driver was killed.

In a conversation with Robert Stieve, editor of Arizona Highways magazine, Addario traced her career back to her first photo assignment in Argentina — getting a photograph of Madonna while the singer was filming "Evita." While living in Argentina, she said she realized that photojournalism could be a marriage of travel and foreign culture, curiosity and photography and a compelling way to tell a story.

Research is critical to good photography, especially when working overseas, she said. Local contacts or other journalists can help a photojournalist figure out the security situation and logistics.

Addario said she had been covering the conflict in Libya for two weeks when she and three other New York Times journalists were kidnapped and held by forces loyal to Col. Muammar el-Qaddafi.

"Over the course of those two weeks, there were moments of incredible fear," she said. "We came under heavy fire and the combat was relentless, but for the most part I felt good about what I was covering and how I was covering it. It was on that particular day that I had this premonition that I felt like something might go wrong."

Addario had this advice for students interested in careers abroad: "You have to work really hard, all hours, drop everything to get on a plane," she said. "You can't say no to anyone. You have to make a decision: Is this the life you want?" ■

# Building the Future of Media

Google collaborates with journalists and entrepreneurs through Google News Lab

Nicholas Whitaker, training and development manager at Google, is on the frontlines working with newsrooms to adapt to and shape the future of media.

"I often get the question, 'What does the future of media look like?'" he said. "I don't have a good answer for that. And I don't think anybody really does but, for me, that's what's really exciting about the job that I have."

Visually striking storytelling is flourishing, both on social media and in long-form digital presentations, he said. New mediums, such as virtual reality, give users new ways to experience journalism.

Google is collaborating with journalists and entrepreneurs through Google News Lab, an initiative that aims to empower innovation at the intersection of technology and media, Whitaker said. The lab offers courses and online training that journalists can use to enhance their reporting. Topics include trust and verification, data journalism, immersive storytelling and inclusive storytelling.

He said he also works with journalists in newsrooms across the country on projects such as accelerated mobile pages, a technology that allows mobile users to better access news in areas with low internet bandwidth.

Cronkite Innovation Chief Eric Newton, who introduced Whitaker, said Cronkite is a pilot school in the Google News Lab University Network, which is designed to provide training and resources to support faculty and students on



# Native American Issues and the Press



From left to right: Lynsey Addario, Nicholas Whitaker and Mark Trahan are among the professionals who spoke to students as part of the “Must See Mondays” speaker series.

## at Google News Lab

topics such as Google tool fundamentals, immersive storytelling, Google Trends, data visualization and mapping.

“Google tools have been used by Cronkite News on everything from interactive delegate directories at the political conventions to a virtual tour of an Aztec city to tracking trends in voter registration,” Newton said, adding, “Google News Lab is a not just for newsrooms, but for the classroom.” ■



Nicholas Whitaker

“We’re just beginning an extraordinary period of opportunity when it comes to media. You can really reach an audience with nothing except an idea, and having an idea is the most powerful thing you can carry anyway.”

Veteran journalist Mark Trahan has long worried about the lack of Native American representation in Congress.

Trahan, who serves as the Charles R. Johnson Endowed Professor of Journalism at the University of North Dakota, said Native Americans make up 1.7 percent of the U.S. population. However, there are only two Native Americans in Congress. He noted that U.S. territories get far more representation through congressional delegates, who are non-voting members of the House of Representatives.

“This is one area where Indian country gets short-changed,” he said. “The Navajo Nation, for example, is a geographic political entity and is far larger than the Virgin Islands, Guam, American Samoa or, most certainly, the Northern Mariana Islands.”

Trahan discussed the Indian termination policy of the 1950s, which dismantled tribal sovereignty in favor of assimilation, pointing out

that a Native American, Joe Garry, ran for a U.S. Senate seat in Idaho on a platform of stopping the termination policy.

Garry “never won,” Trahan said. “He kept pushing at it. And the extraordinary thing about these early politicians, and it’s true even today, is that even when they lose, they set the stage for somebody else. And that’s exactly what Joe Garry did.”

Other Native Americans have gone on to represent Idaho, especially at the state level, he said.

Trahan also shared his experiences as a journalist adapting to a new digital age of communications.

“We’re just beginning an extraordinary period of opportunity when it comes to media,” he said. “You can really reach an audience with nothing except an idea, and having an idea is the most powerful thing you can carry anyway.” ■

# Dimensions of Diversity in Media

A panel of top media leaders from across the Valley shared their views on how diversity in newsrooms and diversity of news coverage helps inform communities.

Cloves Campbell, publisher and editor of the Arizona Informant, said the mainstream media sometimes miss important stories in underrepresented communities. He noted African-American publications, such as the Informant, work to fill the void.

"The need for the Black press is important," Campbell said. "I think it's important that everyone gets news from different perspectives so you can understand what is really happening."

The discussion also included Nicole Carroll, vice president and editor of The Arizona Republic; Retha Hill, director of Cronkite's New Media Innovation and Entrepreneurship Lab; Ilana Lowry, editor-in-chief of the Phoenix Business Journal;

Julia Patrick, publisher of Frontdoors News; and Andy Ramirez, real-time editor at ABC15.

Carroll, an alumna of the Cronkite School, said The Arizona Republic works hard to promote diversity in its newsroom, an effort aided by a diversity committee that advises the newspaper. "How can you tell the story of the community if you don't reflect that community?" she asked. "It's just impossible."

The discussion was moderated by Denise Meridith, co-chair of the Strategic Alliance Committee of the Phoenix Chapter of the National Coalition of 100 Black Women, a nonprofit that promotes leadership racial and gender equality. Meridith pointed to the important role journalism has played in key historical moments in the U.S., such as the end of the Vietnam War and passage of the Civil Rights Act.

"Freedom of speech, to me, is critical



for democracy, and I think it is very important for us to have a very aggressive, investigative, courageous and free press," she said. ■



Above: Denise Meridith moderates a panel on diversity. Right from top: Andy Ramirez of ABC15 and Cloves Campbell of the Arizona Informant answer questions. Julia Patrick of Frontdoors News is part of the discussion. Photos by Courtney Pedroza

NEWS MEDIA IN BLACK AND WHITE

Cloves Campbell, publisher/editor, Arizona Informant, @ClovesCCampbell  
 Nicole Carroll, executive editor, The Arizona Republic, @nicole\_carroll  
 Retha Hill, director, New Media Innovation and Entrepreneurship Lab, @rethahill  
 Ilana Lowry, editor-in-chief, Phoenix Business Journal, @phxbizeditor  
 Julia Patrick, publisher, Frontdoors News, @JuliaCPatrick  
 Andy Ramirez, real time editor, ABC15, @ARamz15

MUST SEE: Denise Meridith, chair, Strategic Alliance Subcommittee, National Coalition of 100 Black Women Phoenix, @ciaobabie

#CronkMSM

ASU Walter Cronkite School of Journalism and Mass Communication ARIZONA STATE UNIVERSITY



# Transforming a News Story into a Book

When New York Times correspondent Fernanda Santos heard that 19 firefighters were missing near Prescott, Arizona, she immediately headed to Yavapai County.

In the following days and weeks, she filed numerous stories on what became known as the Yarnell Hill Fire, in which 19 men from the Granite Mountain Hotshots died in 2013.

“Journalism is not a job that is done Monday through Friday,” she told students. “It’s not a job that has set hours.”

The reporting eventually turned into a book, “The Fire Line,” published by Macmillan Publishers in 2016.

In her talk with Cronkite Writer-in-

Residence Terry Greene Sterling, Santos explored the development of the book, which documents the tragedy and tells the stories of the men whose lives were lost in the fire.

“Every great story starts with a bunch of questions that you want to answer. It’s sheer curiosity,” Santos said. “Most great investigative pieces started with a reporter finding something that was a little odd or out of place, and wanting to find out: How did that happen?”

As she began learning more about

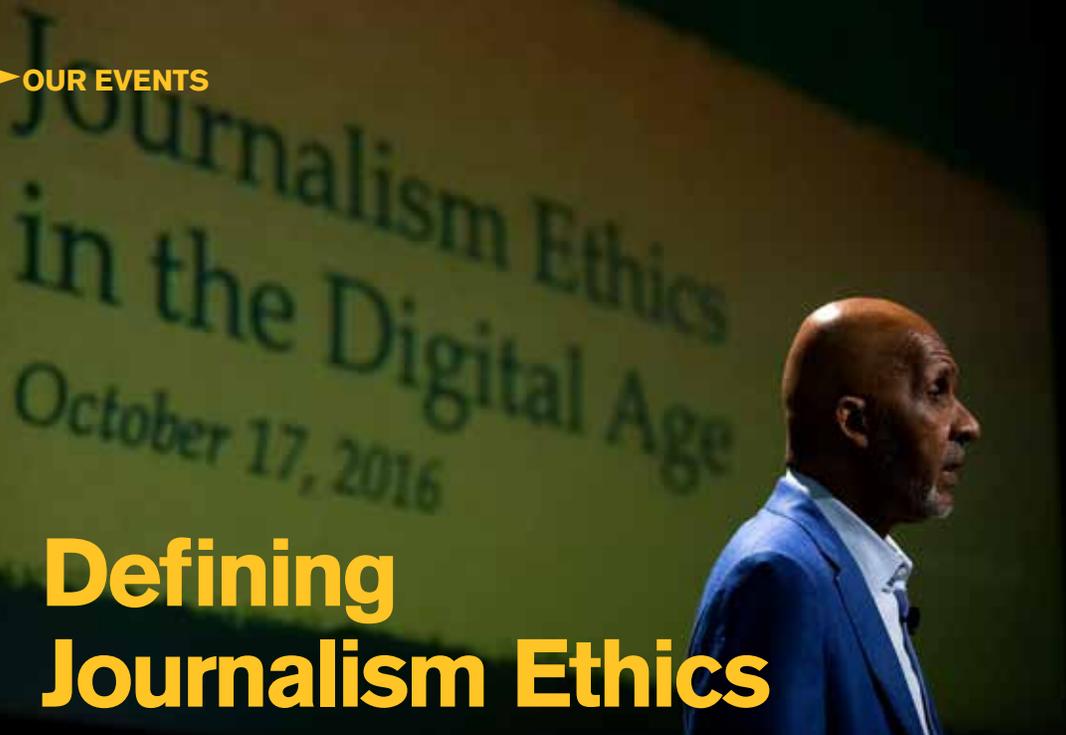
the Hotshots, she said she realized it would be a disservice to tell their stories in bits and pieces in news articles. She wanted to tell the kind of deeper, more emotional story that sometimes gets lost in daily news reporting.

“In a book, you can let your heart guide you much more than you can let it in a newspaper,” she said. “You don’t have to remove yourself emotionally from every story you do or get. At least that’s what I believe. I think that’s what distinguishes one writer from another – how much of them is in that story.” ■

Cronkite Writer-in-Residence Terry Greene Sterling (left) and New York Times correspondent Fernanda Santos discuss Santos’ new book. Photos by Courtney Pedroza



# Defining Journalism Ethics



Left to right: Gaylord Visiting Professor Milton Coleman emphasizes journalism ethics; Cronkite Professor of Practice Angela Korchega speaks with documentarians Bernardo Ruiz and Suree Towfighnia; and Andrew Heyward, former president of CBS News, shares his thoughts about the future of media at "Must See Mondays."

**"A part of the ethical journalism process was if you got caught (lying), you didn't want to do it again, and you wouldn't do it again. Now we do it again."**

Milton Coleman, former senior editor of The Washington Post, had a simple message for students during his talk on journalism ethics: Make tomorrow's news better than today's.

Coleman, the Cronkite School's Edith Kinney Gaylord Visiting Professor in Journalism Ethics, discussed the role of ethics in the age of smartphones, social media and other emerging technologies.

Citing an August 2016 Gallup poll, Coleman said American's faith in the mass media has fallen to 32 percent, an all-time low. The numbers, he said, should remind reporters that their role is to be middle people between the news and the public, not allies of special interests.

"My belief is that ethical journalists are fundamentally good journalists," he said. "Ethical journalism is fundamentally good journalism."

Coleman, who also serves as the ombudsman for the Corporation for Public Broadcasting where he oversees policies on corrections, standards and ethics, said the digital age presents new challenges for journalists.

Social media allows people to easily share inaccurate or fabricated content that they may

think is real news. And in the 2016 election, social media allowed candidates to communicate directly with their base without the filter of media. There are no longer repercussions when politicians lie, he said.

"A part of the ethical journalism process was if you got caught (lying), you didn't want to do it again," Coleman said. "And you wouldn't do it again. Now we do it again."

Complicating the situation is a new generation of media owners that is more profit-oriented and less mission-driven, he said.

"What we've come to call, to practice as, good journalism really starts from a fundamental human right," Coleman added. He suggested that the foundation of ethical journalism is freedom of speech – a right that is not protected by law in many countries.

He advised students to put ethics first. "You're going into a tough new world out there," he said. "Good luck." ■



Milton Coleman



## Making of

Award-winning documentarians Bernardo Ruiz and Suree Towfighnia produce films that uncover the deeper issues behind conflict.

Ruiz's most recent work focuses on the U.S.-Mexico drug war, while Towfighnia's film centers on NATO protests in Chicago. The two shared the craft of producing documentaries that tell the stories behind conflict.

"I try not to begin the storytelling from a place of judgment or moral certitude because I think that's dangerous," Ruiz said. "Of course, I have feelings and opinions just like any other person, but I think part of the job is to engage people and give everybody a fair hearing. At least let



Bernardo Ruiz



## a Documentary

them say their piece.”

Ruiz, who shared a clip from his drug-war documentary “Kingdom of Shadows,” said it’s important to try to be empathetic with subjects who have different perspectives and find commonality in order to tell a complete story.

“I’m always interested in those stories that kind of get at the story behind the story,” Ruiz said. “What’s the deeper, structural issue here at play? What are some of the root causes?”

Documentaries, he said, allow journalists to do that in a way that daily news reports cannot.

Towfighnia said there is a fine line between inspiring action and being an activist. She said she tries to tell both sides of a story but sometimes finds that one side ends up being underrepresented. The best she can do, she said, is to avoid manipulating what people say and capture a moment in time.

“I just want to witness,” Towfighnia said. “I want people someday ... to find these films and say, ‘This represents a period of time.’” ■



Suree Towfighnia

# Disruptive Technology and Possibilities for the Future

Andrew Heyward, former president of CBS News, said storytelling is still journalism’s most powerful asset, even as social media and other technologies have disrupted the media business.

Heyward traced broadcast journalism’s evolution from the days of Walter Cronkite to the present, noting that while technologies have changed, the importance of storytelling has not.

For example, a television news story about a devastating flood in North Carolina relied on video shot primarily with a drone and reached a large audience through social media. “Many of the things in that story would not have been possible a decade ago,” he said.

Disruptive media technologies are not new, ranging from the television remote control to Snapchat, and more disruption is coming, Heyward said. Snapchat, for example, could possibly replace traditional broadcast news packages.

Heyward, who has served as a visiting faculty member at the Cronkite School, also discussed the fragmentation of media and a subsequent erosion in media power and authority. “The power has shifted from the producer of content to the consumer of content,” he said. “Social media made content distribution available to every-

body. Each of you is actually at the center of a network that is a key part of the media ecosystem.”

Heyward currently serves as a visiting researcher at the MIT Media Laboratory for Social Machines, which focuses on developing collaborative tools and mobile apps to enable new forms of public communication. ■



Andrew Heyward

# Student Awards Fall 2016

**Outstanding Graduate Student**

Giselle Cancio

**Outstanding Undergraduate Students**

Jose Carrera  
Heather Hudzinski  
Cassidy Trowbridge

**Highest Grade Point Average in Journalism**

Katy Burge

**Highest Grade Point Average in Media Studies**

Melissa Garchie

**Top Innovator Award**

Elizabeth Hansen

**Cronkite Spirit Award**

Weldon Grover  
Nicole Praga

**Kappa Tau Alpha National Honor Society**

Melanie Abramoff  
Katy Burge  
Giselle Cancio  
Alexander Caprariello  
Joshua Glatt  
Madalyn Heimann  
Heather Hudzinski  
Amanda Jensen  
Celina Jimenez  
Catherine Ann Nolen  
Preston Scott-Hall  
Cassidy Trowbridge

**Moeur Award**

Katy Burge

**Student Speaker**

Trever Migliorino

# Cronkite Professor Julia Wallace Encourages Graduates to Flex their Courage

Julia Wallace, a former Cox Media Group executive and leading editor of newspapers in Atlanta and Phoenix, told Cronkite graduates to rely on their hearts, brains and courage as they pursue careers in journalism and communication.

Wallace delivered the keynote address at Cronkite's fall 2016 convocation held at ASU Gammage auditorium, where 126 students received degrees before a crowd of more than 800. The December 2016 speech introduced Wallace as the new Frank Russell Chair at the Cronkite School.

Wallace shared lessons from the "Wizard of Oz" and her 40-year journalism career.

"As you head down your personal yellow brick road, you'll be in great shape if you use your brains, listen to your heart and, yes, flex your courage," said Wallace, who was the first female editor-in-chief of The Atlanta Journal-Constitution.

Wallace, who also is a former managing editor at The Arizona Republic, noted

that the speed of change in the industry has significantly accelerated. However, she said journalism's mission remains the same — to inform the public.

"As you sit here today, you have your life before you," she said. "I need to tell you, I'm pretty envious. You are graduating from the greatest journalism school in the country at a time of great change and opportunity."

A total of 184 bachelor's degrees were conferred, including 90 Bachelor of Arts in Journalism and Mass Communication, 83 Bachelor of Arts in Mass Communication and Media Studies, and 11 Bachelor of Arts in Sports Journalism.

The Cronkite School also graduated 26 master's students, 13 of whom earned a Master of Journalism and Mass Communication degree and another 13 a Master of Arts in Sports Journalism degree. Miles Romney received a doctoral degree, the fifth awarded by the school.

Student speaker Trever Migliorino of Peoria, Arizona, urged graduates to "put our best foot forward. Help others when they are down. Show cultural relativism and bravery. And lastly, don't let yourself be caught as something you are not."

Migliorino, who served as technical director for the Cronkite News student-produced newscast on Arizona PBS, donned his control room headset at the end of his speech and directed students to toss their graduation caps in the air.

A quarter of the graduating class earned high academic honors. Sixteen achieved summa cum laude status with grade-point averages of at least 3.8; another 18 graduated magna cum laude with GPAs of 3.6 to 3.79; and 18 graduated cum laude with GPAs of 3.4 to 3.59.

In addition, 11 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.

The ASU Alumni Association's Moeur Award was presented to Katy Burge. The award goes each year to a graduate with the highest academic standing over eight consecutive fall and spring semesters.

"You are making a real difference in the lives of everyday Arizonans through your in-depth and innovative reporting," Cronkite Dean Christopher Callahan told the graduates. "We are proud of all you have done." ■



Photos by Courtney Pedroza



# Miami Herald Executive Editor Urges Graduates to Champion Freedom of the Press

Aminda Marqués Gonzalez, executive editor and vice president of the Miami Herald, delivered the keynote address at the May 2017 Cronkite convocation ceremony, exhorting students to defend the First Amendment by producing quality journalism

Degrees were conferred on 343 students at the Comerica Theatre in downtown Phoenix, with more than 2,000 guests in attendance.

Marqués, who has led Miami's major news outlet since 2010 and is the Herald's first Hispanic executive editor, said journalism is in the midst of a dramatic technological revolution at the same time that freedom of the press is under attack.



"In this time of fake news, alternative facts and truthiness, our core mission has never been more critical," she said. "We must continue to shine a light. We must continue to dig and demand answers because what we do matters in ways both large and small."

Marqués commended the award-winning journalism being produced by students for such projects as the Carnegie-Knight News21 investigation into voting rights and the Cronkite News reporting on opioid addiction.



"You already know why you chose to be a journalist and why so many of us are still at it, despite the difficulties," she said. "Every day in this business is an opportunity to make a difference."

The Cronkite School graduated 328 bachelor's degree students, with 203 earning a Bachelor of Arts in Journalism and Mass Communication and 37 earning a Bachelor of Arts in Sports Journalism.

Eighty-eight students received a Bachelor of Arts in Mass Communication and Media Studies, 19 of whom were part of the Starbucks College Achievement Plan, which provides full tuition coverage for employees to earn their bachelor's degrees online.

Thirteen master's students received degrees, with two earning a Master of Arts in Sports Journalism. Ian Punnett and Ceeon Quiett Smith both received doctoral degrees.

Student speaker Adriana De Alba of Phoenix shared her personal story of becoming the first in her family to graduate from college. "I know that tonight means a lot to all of us and that many of you had to overcome challenges to earn this degree. To me, it means the world," said De Alba, who went on to intern at CBS News in New York.

Nearly a third of the graduating class earned high academic honors. Forty-six 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 37 graduated cum laude with GPAs of 3.4 to 3.59.

In addition, 24 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. ■



Photos by Deanna Dent



## Student Awards Spring 2017

### Outstanding Graduate Student

Lily Altavena

### ASU Alumni Association Outstanding Graduate

Katherine Bieri

### Outstanding Undergraduate Students

Fabian Ardaya

Alexa D'Angelo

Caitlin Bohrer

Agnel Philip

Charles Clark

Rebecca Smouse

### Highest Grade Point Average in Journalism

Jessica Swarner

### Highest Grade Point Average in Media Studies

Victoria Ziarnik

### Top Innovator Award

Taylor Seely

### Cronkite Spirit Award

Weldon Grover

Nicole Praga

### Kappa Tau Alpha National Honor Society

Melanie Abramoff

Maya Patrose

Madison Alder

Samantha Pell

Adriana Becerra

Agnel Philip

Charity Bidegain

Nicole Praga

Isabella Castillo

Tyler Prime

Tynin Fries

Miranda Reddy

Savannah Harrelson

Anya Rogers

Shelby Hyde

Taylor Seely

Mija Maslar

Rebecca Smouse

Danielle McNally

Alisa Stone

Kasey McNerney

Jessica Swarner

Bailey Netsch

Kristina Vicario

### Moeur Award

Tynin Fries

Samantha Pell

Savannah Harrelson

Miranda Reddy

Bailey Netsch

Jessica Swarner

### Student Speaker

Adriana De Alba

The Cronkite School continues to attract some of the top talent in the country.

The school hired six new faculty members in 2016-2017, nearly tripling the size of the faculty since the school was made an independent college in 2005.

# Our People

New faculty include two veteran journalists from The New York Times, the former president and general manager of the local NBC affiliate, a news anchor with experience reporting around the globe, a pioneering female sports columnist and one of the nation's top investigative editors who headed The Boston Globe's renowned "Spotlight" team.

In addition, the school named a leading television executive as general manager of Arizona PBS and appointed two new deans. ■



Vanessa Ruiz  
Photo by Camaron Stevenson

## 12 News Anchor Leads Cronkite News Borderlands Team

**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](http://cronkite.asu.edu/2020)

Background: Vanessa Ruiz (left), the former 12 News anchor who directs Cronkite News Borderlands, provides guidance to students at Cronkite News. Photo by Camaron Stevenson

Vanessa Ruiz calls herself part of the "200 percent:" 100 percent American and 100 percent Latina.

Born in Miami of Colombian descent, she lived with her family in Spain before returning to the U.S. for college and then a career in television news. She spent a dozen years reporting on everything from the normalization of relations with Cuba to the Summer Olympic Games in Rio de Janeiro. She covered stories in Venezuela and Nicaragua and interviewed the prime minister of Israel and the presidents of Peru, Ecuador and El Salvador.

Her career took her from Miami to Los Angeles and then, in 2015, to Phoenix, where she co-anchored the nightly newscasts on 12 News, Phoenix's NBC affiliate, with veteran anchor Mark Curtis.

In summer 2017, Ruiz decided to make one more career move – this

# New York Times Bureau Chief Named Borderlands Professor

Fernanda Santos, who headed The New York Times' Phoenix Bureau, has joined the Cronkite School as a Southwest Borderlands Initiative Professor.

Santos spent 12 years at the Times, reporting on border and immigration issues as well as wildfires in the Southwest. Her book, "The Fire Line: The Story of the Granite Mountain Hotshots" about the deadliest wildfire in Arizona history, won the Western Writers of America 2017 Spur Award for Best First Nonfiction Book.

She also is a recipient of the Kiplinger, International Reporting Project and Casey Children and Family fellowships and is a board member at the Arizona Latino Media Association.

Santos teaches students short-form and long-form narrative writing as well as reporting and writing in Spanish. She joins two other full-time professors in the Southwest Borderlands Initiative — Rick Rodriguez, the former executive editor of The Sacramento Bee and the first Latino president of the American Society of News Editors, and Vanessa Ruiz, former lead anchor on 12 News Phoenix and an award-winning bilingual correspondent.

Santos, who speaks four languages — English, Portuguese, Spanish and French — got her start in journalism in her home country of Brazil, where she discovered a passion for storytelling in Rio de Janeiro. There, she said, she witnessed "violence, inequality and immeasurable hope."

"I'm a firm believer in sharing my knowledge, and I can think of no better way to do that than to work with the next generation of journalists at Cronkite, a school that believes in diversity of culture, background and point of view — diversity in its true form," she said. "This is an amazing opportunity to help



Fernanda Santos

Photo by Camaron Stevenson

students become better writers and to mentor them."

Santos served as the Times' Phoenix Bureau chief for the past five years, reporting on political, cultural and economic issues in the Southwest. She covered stories ranging from President Donald Trump's plan to construct a wall along the U.S.-Mexico border to a controversial plan to demolish a Frank Lloyd Wright-designed home in Phoenix.

"Fernanda's stories for the Times have brought national and international attention to the important issues of the Southwest through skilled reporting and powerful narrative," said Cronkite Dean Christopher Callahan. "We are thrilled she will be sharing her passion for storytelling with our students and are excited for her to be an integral part of our school."

Santos said she got to know Cronkite faculty, staff and students during a sabbatical from the Times to write her book about the Arizona Hotshots. "Cronkite gave me a home," she said, and joining the school full time "is an incredible opportunity to be part of a stellar faculty in one of the best journalism schools in the country." ■

time to the Cronkite School to lead the school's Borderlands Bureau, where students cover immigration, the border and Latino issues in Arizona and across the Southwest. She also will work on special productions at Arizona PBS, the nation's seventh-largest PBS station, which is licensed to ASU and operated by the Cronkite School.

"I am thrilled and honored to be joining the Walter Cronkite School of Journalism, one of the most prestigious journalism schools in the nation," Ruiz said. "For some time now, I have wanted my life's mission to be helping others be the best they can be, and with this incredible opportunity I will be able to do just that."

At Cronkite, she will direct a team of advanced journalism students who report in English and Spanish for Cronkite News, the digital news site for Arizona PBS, and

for Cronkite Noticias, a weekly Spanish-language newscast that airs on Univision and the digital Cronkite Noticias website.

"Vanessa is a fantastic, fully bilingual journalist who is passionate about teaching and growing the next generation of great journalists," said Christopher Callahan, Cronkite dean and CEO of Arizona PBS. "She will inspire our students and serve as a role model. We're delighted that she will be an integral part of Cronkite News and a key leader of our growing Spanish-language news programming."

Ruiz started her career in Miami in 2001 as a writer and associate producer for Telemundo, the national Spanish-language TV network. She became Telemundo International's youngest news anchor, bringing national and international news stories to the homes of more than 5 million

U.S. and Latin American viewers in English and Spanish.

She also has reported for WSVN, the FOX station in Miami, and anchored and reported for TV Marti, the Miami-based broadcast outlet operated by the U.S. government to provide news to Cuba. During her time at TV Marti, she served as a foreign correspondent to Latin American markets. Prior to coming to Phoenix, Ruiz was morning reporter at KNBC 4 in Los Angeles, the nation's No. 2 television market.

Her many awards include one from The Academy of Television Arts and Science for special coverage of the Sept. 11, 2001, attacks and the David Burke Distinguished Journalism Award for exceptional integrity, bravery and originality in reporting. ■

# Pulitzer Prize-Winning Data Editor **Appointed Knight Chair**

Sarah Cohen, the Pulitzer Prize-winning data editor of The New York Times, has been appointed the new Knight Chair at the Cronkite School.

Cohen, who has led data projects for both The New York Times and The Washington Post, is “the premier data journalist of our time,” said Dean Christopher Callahan, who taught Cohen when she was a master’s student at the University of Maryland in the early 1990s.

She will teach graduate and undergraduate classes in data journalism and assist with investigative projects at Cronkite News, the news division of Arizona PBS. She also will work with leading journalism students from around the country in the Carnegie-Knight News21 investigative multimedia journalism program.

Cohen steps into a chair that was long held by Steve Doig, another Pulitzer Prize-winning journalist, who stepped down from the position after 21 years. Doig will remain on the faculty, teaching part-time.

During her five years at the Times, Cohen led a five-person team specializing in analyzing data and documents for investigative projects. She came to the

Times from Duke University, where she served as the Knight Professor of the Practice at the Sanford School of Public Policy, focusing on computational journalism. From 1999-2009, she was a data reporter and editor at The Washington Post.

She shared in the 2002 Pulitzer Prize awarded to the Post for investigative reporting and was a Pulitzer Prize finalist in 2007 for another Post investigation. She served on two other teams that were Pulitzer finalists and assisted in three other series that won or placed in the Pulitzers.

She joins a growing number of Pulitzer Prize-winning professors at the Cronkite School. Doig and Jacquee Petchel, executive editor of the Carnegie-Knight News21 program, were key members of a Miami Herald team that won the 1993 Pulitzer Prize for Public Service. Walter V. Robinson, the Donald W. Reynolds Visiting Professor who teaches investigative reporting, led The Boston Globe’s Spotlight team to the 2003 Pulitzer Prize for Public Service.

Leonard Downie Jr., Weil Family Professor of Journalism and former executive editor of The Washington Post, led the newspaper to more Pulitzer



Sarah Cohen

Prizes than any editor in history – 25 Pulitzers during his 17 years as the top editor. Downie hired Cohen at the Post and worked with her for a decade.

“Sarah is a high-impact, innovative data journalist dedicated to accountability reporting, digital transformation of the news media, freedom of information and the continuing development of current and future investigative journalists,” Downie said. “She is a strong leader and a creative collaborator. The Knight Chair at the Cronkite School will enable her to have an even greater influence on the future of accountability journalism at a critical time.” ■

## The Knight Chair at ASU

was created in 1996 through a grant from the John S. and James L. Knight Foundation, the nation’s leading philanthropic supporter of journalism education. Knight is a major supporter of Cronkite School programs in digital innovation and the school’s “teaching hospital” model of journalism education.

## 12 News President Moves to ASU

John Misner, a senior broadcast executive who led Phoenix’s highly rated NBC affiliate, 12 News/KPNX-TV, for more than a decade, has joined ASU and the Cronkite School as a senior adviser and professor of practice.

His responsibilities include advising the leadership of Arizona PBS and serving on the ASU Foundation’s team for “ASU 2020,” a \$1.5 billion campus-wide fundraising campaign. He also teaches a leadership seminar for Cronkite honors students and international students who spend an academic year at Cronkite as part of the U.S. State Department’s Hubert H.

Humphrey Fellowship program.

“John Misner is one of the leading thinkers in the broadcast industry today,” said Christopher Callahan, Cronkite dean and CEO of Arizona PBS. “He is a tremendous asset for our students, our school, our university and our public television enterprises.”

In addition to serving as president and general manager of 12 News, Misner led two other Arizona stations – KMSB-TV, the Fox affiliate in Tucson, and KNAZ-TV, the NBC affiliate in Flagstaff. All are part of TEGNA Inc.

“John has a passion for the role of local journalism in our democracy,” Dave Lougee, president of TEGNA Media, said of Misner’s move to ASU in early 2017. “The Cronkite School, its students and our industry will be the beneficiary of his unique

# Sports Journalism Pioneer Joins Cronkite

One of the country's trailblazing female sports journalists is now guiding a new generation at the Cronkite School.

Paola Boivin, former president of the Association for Women in Sports and longtime sports columnist for The Arizona Republic, teaches in the school's expanding sports journalism program.

Dean Christopher Callahan said Boivin helped paved the way for women in sports journalism as one of the few female sports columnists for a major metropolitan newspaper in the country. "She's an extremely accomplished journalist and a wonderful role model for the many women we have at ASU interested in careers in sports media," he said.

Boivin joins the Cronkite faculty at a time of significant growth and interest in sports media. The school launched sports journalism degree programs on the master's and bachelor's levels in 2015 and also runs a popular summer sports journalism camp for high school students.

She works closely with students in the Cronkite News Phoenix Sports Bureau, where they get real-world experience producing broadcast and digital stories on professional and intercollegiate sports.

"I felt an immediate connection when I walked through the doors of the Cronkite School," Boivin said. "The marriage of committed students, top-notch faculty and state-of-the-art facilities creates an exhilarating environment, and I'm thrilled to be a part of it."

A graduate of the University of Illinois, Boivin was a sports talk show host at KMPC radio in Los Angeles and a columnist for the Los Angeles Daily News before joining the Republic. Earlier in her career, she was a sports editor at the Camarillo



Paola Boivin

Photo by Gabe Mercer

"I felt an immediate connection ... The marriage of committed students, top-notch faculty and state-of-the-art facilities creates an exhilarating environment, and I'm thrilled to be a part of it."

(California) Daily News.

She joined The Arizona Republic in 1994. Before becoming a regular columnist, she covered sports, with beats that included ASU football and basketball. ■

knowledge of the intersection of business and journalism."

Prior to the separation of Gannett Co.'s broadcast properties into TEGNA in 2015, Misner served as chief operating officer of Republic Media, responsible for 12 News, The Arizona Republic, azcentral.com and La Voz Spanish-language newspaper.

Earlier in his career, he was vice president and director of sales at WXIA-TV in Atlanta. He also held sales management positions in the Minneapolis/St. Paul television market at Hubbard Broadcasting's KSTP-TV and Gannett's KARE-TV. He started his media career at KYNO radio in Fresno, California.

Misner has deep connections to ASU, where he earned his bachelor's degree. He served as president of the Cronkite Endowment Board of Trustees from



John Misner

Photo by Sean Logan

2010-2013 and continues to serve on the board. Both of his sons attended ASU, and he and his wife, Angela, endowed a scholarship at the school.

"After working for many years in the

broadcast industry, I am extremely grateful for the opportunity to essentially start a second career and contribute in a small way to the university's mission," he said. ■

# ‘Spotlight’ Editor Teaches Power of Investigative Journalism

By Thomas Triolo

Award-winning investigative journalist Walter V. Robinson, editor-at-large at The Boston Globe, says he started teaching the day he became city editor at the newspaper in 1992.

Now Robinson has a new teaching assignment as the Donald W. Reynolds Visiting Professor at the Cronkite School. He taught an investigative business journalism class for graduate students and advanced undergraduates in spring 2017 and is scheduled to return to teach the class in spring 2018.

Robinson led the Globe’s 2003 Pulitzer Prize-winning report on the Roman Catholic Church sexual abuse scandal. The investigation, which exposed a decades-long cover-up that shielded the crimes of nearly 250 priests, was made into the film “Spotlight,” which won the 2015 Academy Awards for Best Picture and Best Original Screenplay.

In addition to his seven years heading the Globe’s Spotlight team, Robinson served as the Globes’ Middle East Bureau

chief during the first Persian Gulf War and covered the White House during the Ronald Reagan and George H. W. Bush administrations. He also was the Globe’s metro editor and city editor.

From 2007-2014, Robinson was a distinguished professor of journalism at Northeastern University in Boston, where his students produced investigative stories for The Boston Globe. He returned to the Globe in 2014 as an editor-at-large.

“Walter Robinson represents the very best in investigative journalism,” said Cronkite Dean Christopher Callahan. “His reporting and newsroom leadership have brought to light important issues that have uncovered serious corruption and abuse.”

Robinson works with Cronkite students to produce short-term investigations, some of which are published in The Arizona Republic. One such investigation documented how hundreds of Arizonans have lost their homes as the result of falling behind on tax bills – sometimes by as little as \$50.

Robinson said he has found Cronkite



Walter V. Robinson  
Photo by Johanna Huckeba

## The Donald W. Reynolds Foundation

is a national philanthropic organization founded in 1954 by the late media entrepreneur for whom it is named. Headquartered in Las Vegas, it has committed more than \$115 million nationwide through its Journalism Program.

students to be smart, eager to learn and passionate about journalism. He tells them: “A career in journalism, it’s not just a job ... It’s a lifelong adventure.” ■

# Cronkite Professor Consults on Spielberg’s ‘The Post’

The latest Steven Spielberg film, “The Post,” which recounts The Washington Post’s decision to publish the Pentagon Papers, was made with some help from the Cronkite School’s Leonard Downie Jr.

Downie, Weil Family Professor of Journalism, was a city editor at the Post when thousands of pages of classified government documents detailing the Vietnam War were leaked to the media.

Downie, who went on to serve as the Post’s executive editor from 1991-2008, served as a consultant on the film starring Meryl Streep as Post Publisher Katharine Graham and Tom Hanks as Executive Editor Ben Bradlee. His job, along with former Post colleagues, R.B. Brenner and Steve Coll, was to ensure the film’s accuracy.

“We watched the filming on monitors, and if we had concerns, we raised those questions,” Downie said. “They wanted to be very accurate. Or the actors would ask a question, or (co-screenwriter) Josh Singer would (ask), ‘Is this the right word or the right thing being done?’”

Downie said he also read an early draft of the script and



Leonard Downie Jr.

“made notes,’ as they say in Hollywood.”

In one of his notes, Downie observed that the Post’s newsroom at the time of the Pentagon Papers in 1971 did not look like the newsroom that appears in the 1976 movie “All the President’s Men,” which recounted Post reporters Bob Woodward and Carl Bernstein’s coverage of the Watergate scandal. That newsroom was brand new at the time, whereas the newsroom during the Pentagon Papers was older and smaller, he said.

In addition to co-writing “The Post,” Singer co-wrote the 2015 Academy Award-winning film “Spotlight” about The Boston Globe’s investigation into the Boston Archdiocese’s child molestation scandal. Singer was referred to Downie

## Television Executive Swaps LA for Phoenix and Arizona PBS

Mary Mazur, an award-winning television executive, is the new general manager of Arizona PBS.

Mazur, who previously served as executive vice president and chief operating officer of the Los Angeles-based KCETLink Media Group, joined Arizona PBS in February 2017.

As general manager, Mazur leads more than 65 full-time employees at Arizona PBS, guiding day-to-day operations, program development, community engagement, strategic partnerships, marketing and philanthropy.

"It is an honor to join such a passionate team, and I am thrilled to take a leadership role at such a dynamic and forward-thinking organization," she said.

Mazur has had a successful career in both commercial and nonprofit public media. She served

as executive producer of nationally distributed public media programs, such as the early childhood care series "A Place of Our Own" and its Spanish-language companion program "Los Niños en Su Casa," the multipart documentary "Auschwitz: Inside the Nazi State," and the drama series "PBS Hollywood Presents."

As chief operating officer, Mazur oversaw KCET's move from its historic lot in Hollywood to a new state-of-the-art facility in Burbank. Under her direction as chief content officer, the station received more than 380 awards for programming, including four Peabody Awards and three duPont Awards. She also was part of the senior executive team that ushered in the merger between KCET and Link TV to form KCETLink Media Group.

Earlier in her career, Mazur was senior vice president of series development at Cosgrove/Meurer Productions and worked in a similar capacity as senior vice president of development for Patchett Kaufman Productions. She also was vice president of series development for CBS Productions and directed drama development at NBC.

"Mary Mazur has established herself as one of the top public media innovators in the nation's second-largest TV market, spearheading exciting new programs and community engagement initiatives that foster lifelong learning," said Christopher Callahan, Cronkite dean and Arizona PBS CEO.

Mazur takes the helm at a time of significant growth for Arizona PBS. Since becoming part of the Cronkite School in 2014, the station has expanded its weekday news and public affairs lineup and its online news presence and launched a new magazine for members and a 24/7 children's channel. ■

Mary Mazur  
Photo by Camaron  
Stevenson

through former Spotlight editor Walter V. Robinson, who now serves as the Donald W. Reynolds Visiting Professor at the Cronkite School.

In his 44 years at the Post, Downie served as an investigative reporter, editor on the local and national news staffs, London correspondent and managing editor under Bradlee from 1984-1991 before becoming executive editor.

Downie said the film does a good job depicting Graham's evolution as a leader as she wrestles with the decision to publish the Pentagon Papers and exploring how Graham and Bradlee worked to shape the Post into a leading news organization.

But the movie also has a lot to say about the heritage of print media and the responsibility of the press.

"This movie is about the decision to publish and the relationship between newspapers and the government," Downie said. "It emphasizes the importance of the role of the press in relation to the government in times of crisis." ■



Leonard Downie Jr. consulted on Steven Spielberg's movie starring Meryl Streep and Tom Hanks. A scene from "The Post" newsroom recreated in the movie. Photos courtesy of Twentieth Century Fox

## Cronkite School Expands Leadership Team

The school announced these promotions and appointments to top leadership positions at the Cronkite School:

**Kristin Gilger**, who joined Cronkite in 2007 as assistant dean and became associate dean two years later, serves as senior associate dean, the school's No. 2 administrator. Gilger continues as director of the Donald W. Reynolds National Center for Business Journalism at the Cronkite School. She also continues to oversee the Carnegie-Knight News21 program, the National Center on Disability and Journalism and the New Media Innovation and Entrepreneurship Lab as well as adjunct faculty and communications and design staff.

**Mark Lodato** was promoted to associate dean after serving seven years as assistant dean. He continues leading the Cronkite News nightly newscast and driving public affairs programming across Arizona PBS and Cronkite as well as overseeing broadcast and sports journalism programs. In addition, Lodato supervises the school's undergraduate recruitment efforts and the academic success team of advisers. He joined Cronkite in 2006 as a professor of practice and news director.

**B. William Silcock**, director of Cronkite Global Initiatives, is assistant dean for international programs with oversight of the Hubert H. Humphrey Fellowship Program, the Edward R. Murrow Program for Journalists and study abroad programs. In his new role, he also oversees Cronkite's doctoral program. Silcock, a two-time Fulbright Scholar, joined the Cronkite School in 2001 as an assistant professor. He became an associate professor in 2008.

**Rebecca Blatt**, who led digital operations at Cronkite News, is assistant dean, focusing on the school's master's degree and online programs. She also drives the school's assessment of learning outcomes and coordinates student awards and summer high school programs. Blatt joined the school in 2014 as director of the school's Public Insight Network Bureau, where she and her students won prestigious innovation awards from the Associated Press Media Editors and ASU's Office of the President. ■

## Senior Associate Dean Returns to Research, Teaching

In the 23 years that Marianne Barrett has been with the Cronkite School, she has seen a lot of change.

Barrett joined Cronkite in 1994 when the school was just one unit within what was then the College of Public Programs. In 2003, she joined the dean's office, helping lead the school through its transition to an independent college, its move to a building of its own on the downtown Phoenix campus, and its growth into one of the nation's top professional journalism programs.

Now, after 14 years as one of the school's senior leaders, she's returning to the faculty to teach and pursue research projects that she has long put aside.

"We are enormously grateful to Marianne's tremendous service," said Cronkite Dean Christopher Callahan. "She added richly to our school with equal parts professionalism, dedication, skills, collegiality and good humor. Her leadership is one of the major reasons the Cronkite School is such a special place for our students."

Barrett said that as a young assistant professor she was immersed in television audience research, and she's looking forward to returning to the topic, only this time with a focus on how viewers behave in a 24/7 digital environment. She's also eager to spend more time in the classroom.

"As I'm transitioning from administration back to teaching and research, I think a lot about the students and the impact you make on their lives," she said. Teaching "is one of those things that keeps me in touch with what's changing in the world. I find our students so energizing."

During her years as associate dean and then senior associate dean, Barrett was responsible for mentoring junior faculty, overseeing the curriculum and managing the school's graduate program, course scheduling and admissions, among other duties.

She said the Cronkite School has accomplished a lot over the past two decades, but she is particularly proud of



Marianne Barrett

Photo by Katie Burke

"She added richly to our school with equal parts professionalism, dedication, skills, collegiality and good humor."

— Christopher Callahan, dean

two things that happened in 2017: the Association for Education in Journalism and Mass Communication gave Cronkite its top award for ethics and diversity and the school earned a glowing reaccreditation report. The report called Cronkite a "model for retention, transformative education and inclusion."

Barrett, who moved from the leadership suite to the faculty corridor at the end of the 2016-2017 academic year, said she's going to miss working closely with Callahan and the other deans, Kristin Gilger and Mark Lodato.

"I've had the opportunity to work with really good leaders and together we have been able to accomplish a lot," she said.

And it's going to be a little strange to attend Cronkite convocation ceremonies with no duties to perform.

"I'm going to miss handing out the diploma covers and shaking everybody's hands," she said. ■

## Professor Emeritus Receives BEA Lifetime Achievement Award

Donald G. Godfrey, a longtime broadcaster and professor who taught at the Cronkite School for 24 years, is the 2017 recipient of the Broadcast Education Association's Lifetime Achievement in Scholarship.

Godfrey, an emeriti professor, received the prestigious honor for his contributions to research and scholarship in broadcast and electronic media.

Godfrey taught countless students during a teaching career that spanned the University of Arizona, Southern Utah University and the University of Washington in addition to ASU. At Cronkite, he taught history of journalism and mass communication as well as media and society before retiring in 2012.

Outside of the classroom, Godfrey was a prolific author. He has written and edited numerous books on the history of U.S. broadcasting, including "Philo T. Farnsworth: The Father of Television" and "Historical Dictionary of American Radio." He also is the author of "C. Francis Jenkins: Pioneer of Film and Television."

Godfrey is a past president of BEA, the professional association for professors, industry professionals and graduate students interested in teaching and research related to electronic media and multimedia enterprises. He was the driving force



Professor Emeritus Donald G. Godfrey congratulates Ph.D. graduate Miles Romney at the fall 2016 Cronkite convocation. Photo by Courtney Pedroza

behind the establishment of the Festival of Media Arts that has become a prominent part of BEA's annual convention in Las Vegas and helped establish a BEA scholarship fund for outstanding broadcast students.

Before joining academia, Godfrey was reporter, anchor, program director and producer at several television and radio stations, including KIRO-TV in Seattle, KSVN-AM and KOET-TV in Ogden, Utah, and KEZI-TV in Eugene, Oregon.

"It's an honor to be selected for the award," he said. "It's the culmination of many years of research — research that I've enjoyed doing — and being associated with a lot of other scholars." ■

## FOX 10 Videographer Wins Associate Faculty of the Year Award

By Thomas Triolo

Tom Fergus knows what it takes to be a top news photographer and, for the past 10 years, he has brought that know-how into the classroom as an adjunct faculty member at the Cronkite School.

Fergus, who has spent his career at FOX 10 in Phoenix, is the recipient of the 2016 Cronkite Faculty Associate of the Year Award, which recognizes outstanding commitment and service to students. The school's leadership chooses one recipient from among the school's 80-plus part-time faculty each year.

The students who have taken Fergus's videography classes over the years remember not just how much they learned, but how much fun they had learning. For one classroom exercise, for example, Fergus sends his students outside to play a little football while other students record the action.

It's that kind of hands-on learning that helped Blaine McCormick master the skills that landed him a part-time job at The Arizona Republic.

"I've never had a teacher who instills so much confidence in his students," McCormick said.

Fergus said a number of his students have gone on to complete internships or get jobs at FOX 10, where he has worked since 1987. In fact, he said, he now works alongside three former students.

After teaching news videography for years, Fergus has begun teaching special sections of sports videography, which are part of the school's new sports journalism major. It was a natural move for Fergus, who shoots Diamondbacks baseball and Phoenix Suns basketball games for FOX 10.

Fergus said his passion for sports journalism goes back to his childhood when he and his siblings would fight over



Faculty Associate of the Year Tom Fergus (left) and Associate Dean Mark Lodato. Photo by Gabe Mercer

the sports section of the newspaper, and he loves nurturing that kind of enthusiasm in the next generation of sports journalists.

"The reward is on graduation night," he said. "I try to make it to the convocation ceremonies at Cronkite to meet the parents and tell them what great kids they have."

Cronkite Associate Dean Mark Lodato said Fergus is well deserving of the Faculty Associate of the Year Award. "He makes his classes fun while ensuring our students receive the very best instruction and access to technology," Lodato said. ■



# Faculty News and Notes



Craig Allen

Associate Professor **Craig Allen** was appointed the new associate dean of Barrett, the Honors College for ASU's Downtown Phoenix campus. In his new role, Allen supervises Barrett's downtown faculty and staff who serve approximately 700 students and continues to serve on the Cronkite faculty.



Melanie Asp Alvarez

Cronkite News Executive Producer **Melanie Asp Alvarez** oversaw Election 2016 broadcast specials that went on to win student awards from the Rocky Mountain Emmy Association and the Society of Professional Journalists. Alvarez also co-produced the 2017 Cronkite Award recipient tribute video honoring PBS NewsHour anchors

Judy Woodruff and the late Gwen Ifill and travelled to South Africa, Zimbabwe, Australia and Fiji as part of the "Travel With Kids" TV program, which airs on Arizona PBS and public television stations nationwide.



Marianne Barrett

Louise Solheim Professor **Marianne Barrett** stepped down from her dean's office duties to take a sabbatical, during which she will conduct research on television audience viewing behavior in the 21st century digital environment. She will return to the classroom in spring 2018. Barrett also mentored two visiting faculty members from

the University of Punjab in Lahore, Pakistan, under a U.S. State Department grant to Cronkite and traveled to Pakistan to meet with faculty and conduct research workshops.

Leonard Downie Jr. (far left) moderates a panel with CBS News contributor Bob Schieffer, 60 Minutes correspondent Lesley Stahl, the late PBS anchor Gwen Ifill and former CBS Evening News anchor Scott Pelley at Walter Cronkite's 100th birthday celebration at the Newseum. Photo by Johanna Huckeba



Sharon Bramlett-Solomon

Associate Professor **Sharon Bramlett-Solomon** published the third edition of her book "Race, Gender, Class and Media: Studying Multiculturalism and Mass Communication."



Steve Doig

Professor **Steve Doig** taught data journalism at Masaryk University in the Czech Republic as a Fulbright Distinguished Professor, his second Fulbright experience. He conducted training sessions and served as a panelist at the 2017 annual conferences of Investigative Reporters and Editors and the National Institute of Computer-Assisted Reporting. He also served as a juror for the international Data Journalism Awards and the Toner Prize for Excellence in Political Reporting.



Leonard Downie Jr.

Weil Family Professor of Journalism **Leonard Downie Jr.** moderated two panel discussions for the Cronkite Day celebration of the 100th anniversary of Walter Cronkite's birth held at the Newseum in Washington, D.C. He also worked as an on-set consultant

for the filming of Steven Spielberg's movie, "The Post," about The Washington Post and the Pentagon Papers. He wrote an op-ed article, "Donald Trump's Dangerous Attacks on the



Louise Solheim Professor Marianne Barrett visits with students at a reception for the graduate program. Photo by Sean Logan

Press,” published by The New York Times, and he was interviewed on CNN and NPR about Trump and the press and on Horizon on Arizona PBS about the late Gwen Ifill of the PBS News Hour.



Kristin Gilger

Senior Associate Dean **Kristin Gilger** was a featured speaker at the Rio Verde-ASU Lecture Series, where she spoke about changes in the media, and an invited guest for a Kettering Foundation discussion on audience engagement. She was part of a panel on reporting on disability at the IRE conference and a panel on solutions journalism at the Association for Education in Journalism and Mass Communication conference.



Mark Hass

**Mark Hass**, professor of practice in strategic communications, has joined the board of Proof Analytics, an early-stage technology company that supplies analytic tools to marketers. He delivered keynote addresses and served on conference panels, including “Future Tense: ¿Nos liberará el Internet?” in Mexico City; “Is Data-Driven Marketing a Threat to Personal Liberty and Privacy, or Their Best Protection?” in Princeton, New Jersey; and “The person on the Other End of the Phone: Working with Corporate Communicators during a Crisis” in Phoenix.



Retha Hill

**Retha Hill**, director of the New Media Innovation and Entrepreneurship Lab, was on a panel, “Building the University Media Entrepreneurship Ecosystem in Minority-Serving Institutions” at the Media Innovation Summit Interlink Alliance 2017 conference

at Morgan State University in Baltimore. Hill also conducted a workshop on 360-degree video and virtual reality at the Society of American Business Editors and Writers conference in Seattle.



Brett Kurland

**Brett Kurland**, director of the Cronkite News Phoenix Sports Bureau, wrote an article for Editor & Publisher magazine, “Covering the Rio Olympics,” about the work of student reporters who were part of the study abroad program Kurland directed at the 2016 Summer Olympics. Kurland also participated in a panel, “Making News at the Olympics and Beyond,” at the Broadcast Education Association conference in Las Vegas.

Assistant Professor **K. Hazel Kwon** published journal



K. Hazel Kwon

articles in Internet Research, Government Information Quarterly, Social Science Computer Review, and Asian Journal of Communication. She received a seed grant from the Institute for Social Science Research at ASU. Her project with Cronkite Assistant Professor **Monica Chadha** received the Emerging Scholars Award from

AEJMC. Kwon additionally published three proceedings for the Social Media and Society conference and Hawaii International Conference on System Sciences and presented multiple papers at the annual conferences of the International Communication and AEJMC.

**Mark Lodato**, associate dean and associate general manager for innovation and design, joined the board of directors of The Carole Kneeland Project for Responsible Journalism and the board of directors of the Arizona First Amendment Coalition. Lodato also was selected to participate in ASU's Advanced Leadership Initiative.



Mark Lodato



Jessica Pucci

Ethics and Excellence Professor of Practice **Jessica Pucci** led students in the NCAA's Final Four social media hub and Electionland, a first-of-its-kind election day social media project by ProPublica and Google. She presented on social media and engagement best practices at the BEA and IRE conferences and authored a MediaShift guide on using the analytics tool

CrowdTangle in the classroom.



Rick Rodriguez



Joseph Russomanno



Fernando Santos



B. William Silcock



Leslie-Jean Thornton



Xu Wu



From left: Associate Professor Leslie-Jean Thornton and Assistant Professors Monica Chadha, K. Hazel Kwon and Sada J. Reed share their research during a "Must See Mondays" presentation. Photo by Johanna Huckeba

Southwest Borderlands Initiative Professor **Rick Rodriguez** headed a trip to Querétaro, Mexico, with 18 students over spring break to report on the impact of President Donald Trump's proposal to change or end the North American Free Trade Agreement as well as immigration-related issues. The project, "Querétaro: Promise of Prosperity for Mexico," can be viewed at [cronkitenews.azpbs.org/buffett/mexico](http://cronkitenews.azpbs.org/buffett/mexico). Rodriguez also was a panelist at the IRE conference in Phoenix, speaking about media hiring practices and the importance of building staffs that reflect the communities that news organizations serve.

Associate Professor **Joseph Russomanno** published "Falsehood and Fallacies: Brandeis, Free Speech and Trumpism" in *Communication Law and Policy*. He also had four reviews of books focusing on speech and press freedom published in *Journalism & Mass Communication Quarterly*. He co-authored the top faculty paper that was presented at the AEJMC conference in Chicago and presented another paper, "The 'Reign of Witches': Jefferson, Sedition and the Birth of the Modern First Amendment," at the AEJMC Southeast Colloquium in Fort Worth, Texas. He also organized and moderated panel discussions at ASU on free speech on campus and hate crimes in cyberspace and was an invited panelist for "Press, Politics and the Public: President Trump and the First Amendment." He served as a mentor to a visiting resident scholar from the University of Punjab in Pakistan.

Southwest Borderlands Initiative Professor **Fernanda Santos'** first book, "The Fire Line: The Story of the Granite Mountain Hotshots," won the Western Writers of America 2017 Spur Award for best first non-fiction book and was one of two finalists in the best contemporary nonfiction category.

Assistant Dean **B. William Silcock**, director of Cronkite Global Initiatives, led journalism training projects in Albania and Croatia. After serving as head of the AEJMC News Division,

he assumed the chairmanship of a group that names the top broadcast journalism educator award given each year by AEJMC. He also co-authored a paper about network news anchors' "swan songs" when signing off the air that won second place in the BEA News Division.

Associate Professor **Leslie-Jean Thornton** presented "Visual Hate in Cyberspace" at a seminar at the Sandra Day O'Connor School of Law. She co-authored papers presented at the ICA conference and Future of Journalism conference in Cardiff, Wales. She also co-authored "Girls of the Gunosphere: Interpreting empowerment and agency in Instagram Second Amendment Communities" with Cronkite Associate Professor **Dawn Gilpin**, which won top paper at the Southwest symposium of the Southwest Education Council for Journalism and Mass Communication. Additionally, Thornton published a review in *Journalism & Mass Communication Educator* and presented research on pooled-resource journalism, hashtag communities and visual analysis at ASU. She was interviewed about her work on social media art selfies for NPR member station KJZZ-FM.

Associate Professor **Xu Wu's** book, "Why the West Misread China," was published by China's International Publishing Group. The book is a collection of scholarly writings on Western perception or misperceptions of China in the 21st century. Wu also presented a report to an audience of more than 400 scholars in Guangzhou, China, on a proposed strategy to rebrand Guangzhou, the third-largest city in China. Portions of the campaign will be implemented in 2018. In addition, Wu published an article, "The Evolution of the Westerners' Perception of China in the 21st Century" in the *Journal of International Communication*. He served as the political commentator for live coverage of the 2016 U.S. presidential election on PhoenixTV Channel, the most-watched Chinese news network. ■

# Remembering Our Alumni and Friends

## In Memoriam

The Cronkite School respectfully honors these alumni and friends who have passed away and who have contributed so much to the school.

Judith Bradley '62  
Martin Pavell '62  
Christopher Pollack '66  
Rex R. Richardson '73

Louise Solheim  
Tenny Tatusian  
Aaron Wylam

## Longtime Philanthropist Leaves a Legacy at Cronkite

Philanthropist Louise Solheim, a longtime friend and supporter of the Cronkite School and ASU who founded the PING golf company with her husband, died in July 2017. She was 99.

Solheim established a professorship in her name at the Cronkite School in 1999. Former Senior Associate Dean Marianne Barrett has held the professorship since 2006.

For many years, Solheim also strongly supported Arizona PBS, which is operated by the Cronkite School, and the annual Walter Cronkite Award for Excellence in Journalism luncheon, the school's signature fundraising event.

"Louise Solheim's generous philanthropy to the Cronkite School over the years has helped educate scores of students," said Cronkite Dean Christopher Callahan. "It was always great to see her at the Cronkite luncheon discussing journalism with our enthusiastic students. She will be missed."

Solheim and her husband, Karsten, who died in 2000, founded the golf club manufacturer PING in 1959 as well as the Solheim Cup, a prestigious international women's golf competition.

Born June 6, 1918, in Spokane, Washington, Solheim was the only child of John Louis Crozier, a teacher and inventor, and his wife, Nellie, who died of scarlet fever a month after she was born. As a child, she lived part of the time with her father in Washington and part with an aunt and cousins in Texas.

She attended Wilson Modern Business College and showed a strong interest in science and math, which she later put to use working at engineering and computing companies such as Convair, now part of General Dynamics.

She and her husband married in 1936 and

raised three children.

The Solheims first began manufacturing golf putters as a side business while Karsten worked for General Electric. Louise Solheim played a key role in the business, managing the books, handling billing and shipping clubs. She is credited with naming the PING Anser putter, which dropped the "w" because it wouldn't fit on the club.

She is the recipient of many honors and awards, including an honorary doctorate from ASU in 1992, the



"It was an honor to know Mrs. Solheim and to hold the professorship in her name. She felt strongly about the importance of journalism and journalism education to a democracy and shared her friend Walter's Cronkite's values of integrity and excellence."

— Marianne Barrett, Louise Solheim Professor

LPGA Commissioner's Award in 1994, the Swedish Golf Federation Distinguished Service Award in 2003, the Arizona Golf Hall of Fame in 2004 and the ASU Regents Award for Outstanding Service to Higher Education in 2004.

She is survived by three sons, John A. Solheim, Allan D. Solheim and Karsten Louis Solheim, 14 grandchildren, 47 great-grandchildren and 14 great-great-grandchildren. ■

# Our Alumni

President of Investigative Reporters and Editors. Videographer for the Phoenix Suns. Legislative liaison for the Arizona Department of Administration. Foreign correspondent in Russia for The Washington Post.

These are just a few of the careers that Cronkite graduates are pursuing around the world.

Alumni credit their successes to not just the skills they were taught at Cronkite but to larger lessons they learned while in school. Foreign correspondent Julie Vitkovskaya said she learned that journalism is always “about the people.” Videographer Isaac Easley said he came to understand the importance of working hard and staying positive. Legislative liaison Carly Fleege said she learned to never stop learning. ■

**Campaign ASU 2020** will grow the number of endowed scholarships for students with financial need, launching the careers of the next generation of Cronkite alumni.

**Together, Our Potential is Limitless**

**CAMPAIGN ASU 2020**

[cronkite.asu.edu/2020](http://cronkite.asu.edu/2020)

Spring 2016 convocation Photo by: Robin Kiyutelluk, ASU  
Opposite page, top: Photos by Johanna Huckeba



# Alumni Notes

**Congrats Class of 2017**

**#CronkiteNation**



Lily Altavena '17



Claire Caulfield '17



Grant DeVuyst '17



Danielle Kernkamp '17



Christopher Silavong '17



Photo by Johanna Huckeba

**Melanie Abramoff '17** (B.A.) is a development coordinator at AMC Networks in the Los Angeles area.

**Saeed Alshamisi '17** (B.A.) is an intern at the General Consulate of the United Arab Emirates in Los Angeles.

**Lily Altavena '17** (M.M.C.) is a reporter at azcentral.com in Phoenix.

**Claire Caulfield '17** (B.A.) is Morning Edition producer and reporter at KJZZ, Phoenix's NPR station.

**Grant DeVuyst '17** (B.A.) is a public affairs specialist at the U.S. Coast Guard.

**Clayton Graham '17** (B.A.) is a manager for marketing and partnerships at Spark Alliance Marketing in Calabasas, California.

**Savannah Harrelson '17** (B.A.) is a publicist at SparkPoint Studio in Tempe.

**Lauren Hornberg '17** (B.A.) is a news producer at KPHO-TV, the CBS affiliate in Phoenix.

**Sarah Jarvis '17** (B.A.) is a watchdog reporter for the News-Press in Fort Meyers, Florida.

**Danielle Kernkamp '17** (B.A.) is a morning news anchor at KTEN-TV, the NBC affiliate in Denison, Texas.

**Michael Lee '17** (B.A.) is a PR/product manager associate at Gamevil USA in the Los Angeles area.

**Taylor Rearick '17** (B.A.) is an account coordinator intern at Allison + Partners in Scottsdale, Arizona.

**Hans Rodriguez '17** (B.A.) is marketing specialist at DigiVid360 in Phoenix.

**Madison Rowbotham '17** (B.A.) is a publicist at SparkPoint Studio in Tempe.

**Gabriel Sandler '17** (B.A.) is a communications intern at ACLU of Arizona in Phoenix.

**Christopher Silavong '17** (B.A.) is a business analyst at Sure Power Consulting in Phoenix.

**Jessica Swarner '17** (B.A.) is a social media content analyst at Cognizant in Phoenix.

**Kristy Westgard '17** (B.A.) is an equities rotational reporter at Bloomberg in New York.

# Cronkite Alumna Reports in Russia for The Washington Post

By Thomas Triolo

Julie Vitkovskaya was just a child when she and her mother left Russia to move to the U.S.

Nearly two decades later, she is heading back to her native country to report on the upcoming Russian presidential election for The Washington Post.

The 2013 Cronkite graduate landed a job at the Post designing tablet and mobile apps for iOS and Android mobile operating systems just two years after graduation. A year later, she was named digital editor for foreign and national security, coordinating coverage among different departments at the Post and collaborating with foreign correspondents and the national security team to produce content.

Currently, she is part of a team investigating Russian interference in the 2016 U.S. presidential election and possible connections to President Donald Trump.

"I've always loved foreign news coverage," Vitkovskaya said. Without it, she said, readers would not truly know what is happening around the world.

Vitkovskaya came to Cronkite as a transfer student from Metropolitan State University of Denver. She said she was attracted to Cronkite because of its emphasis on digital journalism, and she was impressed with the caliber of faculty and alumni.

She quickly got involved outside of the classroom, working for The State Press, ASU's independent student news outlet, where she rose to executive editor. In that position, she worked closely with Cronkite Professor of Practice Jason Manning, director of student media at ASU.

"Julie is unique among student leaders I have worked with in her ability to apply creative thinking and hard work to tasks at hand, which in her case included reporting, editing, design and newsroom leadership," Manning said.

Vitkovskaya also completed three

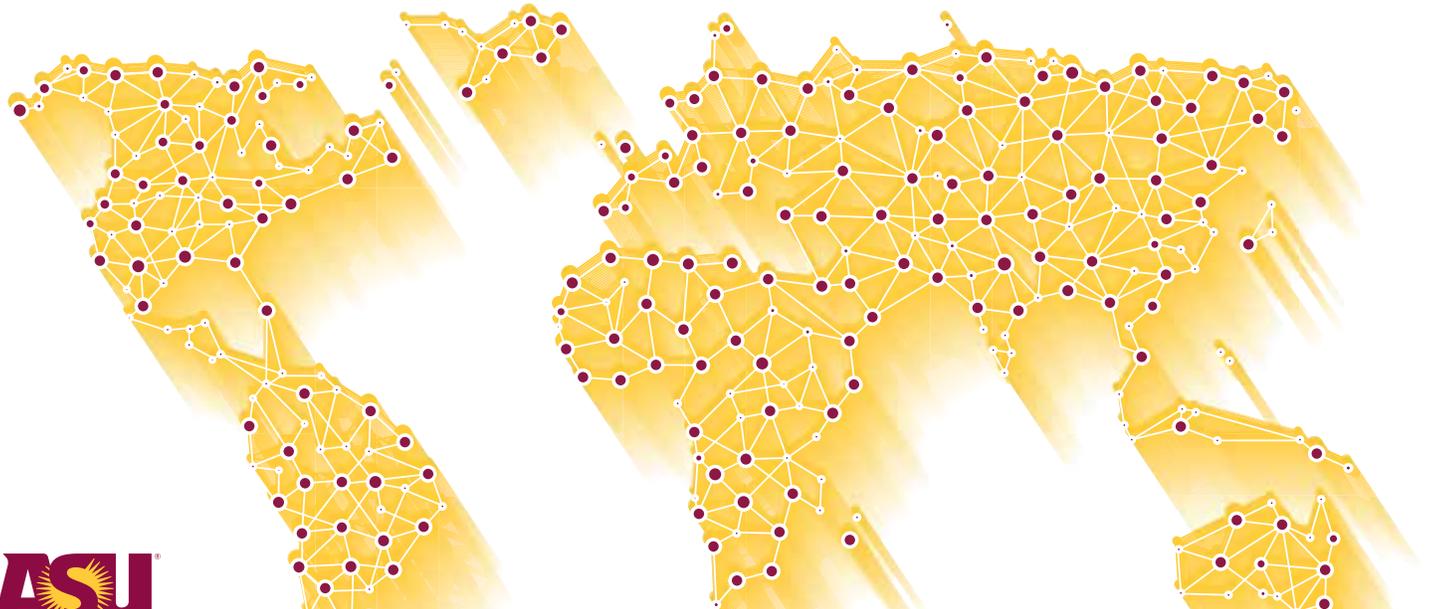


internships, including one at The Arizona Republic.

After graduation, she took a job copy editing at an English-language newspaper in South Korea. She was there for about a year and a half when she got a tweet alerting her to the open position at the Post.

Vitkovskaya said that while she loves the digital side of journalism, what drives her is storytelling. "What I really want to stress is that journalism has always been about the people," she said.

Manning said he's not surprised that Vitkovskaya has been so successful so quickly. "I am sure there is much more to come," he said. ■



Walter Cronkite  
School of  
Journalism  
and Mass  
Communication

Arizona State  
University

# Connect with Cronkite Colleagues

ASU Walter Cronkite School Alumni group on LinkedIn 

The page is growing rapidly. Join the discussion and the Cronkite professional network at [cronkitenation.com](http://cronkitenation.com).



Aubrey Badger '16



Kerry Crowley '16



Alisha Liyanage '15



Jeffrey Vinton '15



Lorenzo Zazueta-Castro '14



Photo by Deanna Dent

## 2010s

### Alejandra Armstrong '16

(B.A./M.M.C.) is a digital producer at KPNX-TV, the NBC affiliate in Phoenix.

**Aubrey Badger '16** (B.A.) is the marketing manager at the Greater Phoenix Economic Council.

**Jordan Baxter '16** (B.A.) is a social media specialist at PetSmart in Phoenix.

**Becky Brisley '16** (B.S.) is a copy editor at The Press Democrat in Santa Rosa, California.

**Paige Brown '16** (B.A.) is a public relations specialist at U-Haul International in Phoenix.

**Carolyn Corcoran, '16** (B.A.) is an account executive with The Walker Marchant Group in Washington, D.C.

**Kerry Crowley '16** (B.A./M.M.C.) is a staff writer at KNBR-AM covering the Giants in San Francisco.

**Emily Mahoney '16** (M.M.C.) covers the state legislature for the Tampa Bay Times as part of the combined Times/Miami Herald Tallahassee bureau in Florida.

**Chloe Nordquist '16** (B.A./M.M.C.) is a cross-platform producer and journalist at KERO-TV, the ABC affiliate in Bakersfield, California.

**Miguel Otarola '16** (B.A./M.M.C.) is a reporter at the Star Tribune in Minneapolis.

**Jackie Padilla '16** (B.A.) is a reporter at WTAJ-TV, the CBS affiliate in State College, Pennsylvania.

**Shelby Slade '16** (B.A.) is a reporter at the Daily Herald in Provo, Utah.

**Audrey Weil '16** (B.A./M.M.C.) is

a reporter at KMTR-TV, the NBC affiliate in Eugene, Oregon.

**Danika Worthington '16** (B.A./M.M.C.) is a reporter at The Denver Post.

**Maribel Castillo '15** (B.A.) is a business communications consultant at Allstate in Phoenix.

**Peyton Gallovich '15** (B.A.) is marketing coordinator at NEXUS21, a company that makes and installs TV lifts.

**Mario Kalo '15** (B.A.) is a resolution specialist with CVS Health.

**Alisha Liyanage '15** (B.A.) is a corporate communications coordinator at The Wonderful Company in the Los Angeles area.

**Megann Jakubek '15** (B.A.) is a public relations account executive at R&R Partners in Scottsdale.

**Christopher Schubert '15** (B.A.) is a radio talk show host at FanRag Sports in Phoenix.

**Jeffrey Vinton '15** (B.A.) is a multimedia producer at WMAZ-TV, the CBS affiliate in Macon, Georgia.

**Connor Radnovich '14** (B.A.) is state government and politics reporter for the Statesman Journal in Salem, Oregon

**Camaron Stevenson '14** (B.A.) is a web marketing specialist at the Cronkite School in Phoenix.

**Brittni Thomason '14** (B.A.) is an anchor/reporter at KWCH-TV, a CBS affiliate in Wichita, Kansas.

**Mauro Whiteman '14** (B.A.) is the manager of digital initiatives at The Hill in Washington, D.C.

**Lorenzo Zazueta-Castro '14** (B.A.) is a reporter at The Monitor in McAllen, Texas.

# Cronkite Grad Pays It Forward in the Classroom

By Cody Fitzpatrick



Phoenix Suns videographer Isaac Easley is only a few years out of school, but he's already back in the classroom, teaching the next generation of Cronkite students.

A 2012 graduate, Easley was among the school's most active students. He was sports anchor and reporter for the nightly student newscast, sports director for State Press Television and an intern at ABC15 and a number of other news outlets. He was chosen as the student speaker for Cronkite graduation ceremonies, an honor reserved for the school's top students.

As a senior, Easley made a video featuring the "Golden Grannies," a group of older dancers who perform at Suns' games. When he applied to work for the Suns, the organization remembered the video, which helped him land the job.

Easley also runs his own production company, Take it Easley Productions, which produces videos for the Phoenix Mercury, Arizona Rattlers and other organizations. His work often brings him into contact with two of his former Cronkite teachers, videographers Tom Fergus and Gilbert Zermeño.

"It's crazy to see those guys who went from being my mentors to being my colleagues, and I love it," he said.

When Associate Dean Mark Lodato asked him if he would be interested in teaching videography himself, Easley thought about something Fergus had said.

Fergus "taught me to 'throw the rope back,'" Easley said. "When you make it to some success, it's very important to bring others up — to elevate them."

As a teacher, Easley said he hopes to see his students surpass him and become "some of the world's greatest videographers," even if they are not quite there yet.

"If you bring a positive attitude and you never give up, you will get somewhere," he said. "That's what I try to teach to all my students. If you come to my class and you're positive and you work hard, I will make you great. I promise you that." ■

## OUR ALUMNI



Nesima Aberra '13



Annie Carson '13



Anthony Reda '13



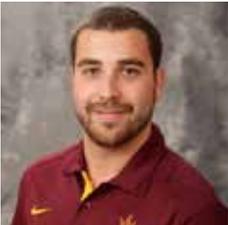
Mugo Odigwe '12



Sal Rodriguez '12



Josh Frigerio '11



Thomas Lenneberg '11



Maycie Thornton '11



Pilar Arias '10



Maxine Park '10



Eric Smith '10



Molly O'Brien '07

**Nesima Aberra '13** (B.A.) is an audience engagement editor at the Center for Public Integrity in Washington, D.C.

**Annie Carson '13** (B.A./M.M.C.) is a senior content analyst for Allison + Partners in Los Angeles.

**Sarah Edelman '13** (B.A.) is regional marketing specialist for Tesla in Phoenix.

**Jessica Goldberg '13** (B.A./M.M.C.) is a writer/producer for ABC News in New York.

**Yvonne Gonzalez '13** (B.A.) is state politics reporter for the Las Vegas Sun.

**Jennifer McCoy-Meshey '13** (B.A.) is the associate fashion editor for Bauer Media Group in Englewood Cliffs, New Jersey.

**Kay Miller '13** (M.M.C.) is a web writer for the Center for Rural Health at the University of North Dakota School of Medicine and Health Sciences in Grand Forks. She also holds an M.D. from the University of South Dakota.

**Anthony Reda '13** (B.A.) is an associate producer for MLB Network in New York.

**Anne Stegen '13** (B.A.) is a senior social media producer for KPNX-TV, the NBC affiliate in Phoenix.

**Ulyana (Julie) Vitkovskaya '13** (B.A.) is the digital editor for foreign/national security at The Washington Post in Washington, D.C.

**Kristina Zverjako '13** (B.A.) is a reporter for WVEC-TV, the ABC affiliate in Norfolk, Virginia.

**Cailyn Bradley '12** (B.A.) is a producer of VR/short documentaries for Seeker Media in San Francisco.

**Greg Dillard '12** (B.A.) is director of media relations for the Arizona Coyotes.

**Krystal Klei '12** (B.A./B.S.) is a

meteorologist for NBC Philadelphia.

**Kailey Latham '12** (M.M.C.) is a news producer for KNXV-TV, the ABC affiliate in Phoenix.

**Tarryn Mento '12** (M.M.C.) is the City Heights reporter for KPBS-FM, the NPR station in San Diego, California.

**Dan Neligh '12** (B.A./M.M.C.) is a segment producer for Bloomberg TV in New York.

**Kyle Newman '12** (B.A.) is prep sports editor for The Denver Post.

**Mugo Odigwe '12** (B.A.) is an anchor/reporter for KMOV-TV, the CBS affiliate in St. Louis.

**Rachel (Korchin) Olish '12** (B.A.) is manager of marketing and events for the Arizona Coyotes.

**Sal Rodriguez '12** (B.A./M.M.C.) is a technology correspondent for Reuters in San Francisco.

**Siera Santos '12** (B.A.) is a reporter/anchor for CNS in Chicago.

**Lindsey Smith '12** (B.A.) is a reporter/host for The Phoenix Suns.

**Dustin Volz '12** (B.A./M.M.C.) is a cybersecurity reporter for Reuters in Washington, D.C.

**Lina Washington '12** (B.A.) is a sports anchor/reporter for ABC 10 in Sacramento, California.

**Michael West '12** (B.A.) is social media coordinator for Knockout in Phoenix.

**Adam Wolfe '12** (B.A.) is communications manager for Navajo County in Holbrook, Arizona.

**Brenda Yanez '12** (M.M.C.) is a public information officer for the city of Phoenix.

**Matt Culbertson '11** (B.A.) is marketing communications manager, North America, for Nuix in San Francisco.

**Alyssa Deitsch '11** (B.A.) is an anchor/reporter at KVVU-TV, the Fox affiliate in Las Vegas.

**Emily Erwin '11** (B.A.) is senior media production manager at Stanford University in Palo Alto, California.

**Josh Frigerio '11** (B.A.) is a digital journalist for KNXV-TV, the ABC affiliate in Phoenix. He also teaches multimedia journalism at the Cronkite School as an adjunct faculty member.

**Thomas Lenneberg '11** (B.A.) is director of the Sun Devil Club Annual Fund.

**Leah Masuda '11** (B.A.) is a reporter for Bay News 9 in Tampa, Florida.

**Elvina Nawaguna '11** (M.M.C.) is an environment reporter for CQ Roll Call in Washington, D.C.

**Dan Nettles '11** (B.A.) is broadcast editor/coordinator for the Arizona Cardinals.

**Gitzel Puente '11** (B.A.) is a multimedia journalist for KJRH-TV, the NBC affiliate in Tulsa, Oklahoma.

**Chelsea Smeland '11** (B.A.) is a senior account executive at OH Partners in Phoenix.

**Adam Sneed '11** (B.A.) is a senior associate editor for CityLab in Washington, D.C.

**Maycie Thornton '11** (B.A.) is director of social media at BuzzFeed in Los Angeles. She was a featured guest for the Cronkite School's "Must See Mondays" speaker series in 2017.

**Janice Vega '11** (B.A.) is a senior account executive at Havas PR US in Tempe.

**Pilar Arias '10** (B.A.) is an anchor/reporter for 550 KTSA and FM 107.1 in San Antonio, Texas.

# Three Degrees Prove Winning Formula for ASU Alumna

By Amanda Stoneman

Carly Fleege spends her days tracking bills as they make their way through the Arizona State Legislature and meeting with legislators to advocate on behalf of municipal and state governments.

The job is a perfect mix of communications, political science and public policy, all of which she studied at ASU, earning bachelor's degrees in journalism and political science as well as a Master of Public Policy.

"All my degrees had a hand in who I am as a professional," said Fleege, who is public affairs associate at Hamilton Consulting.

"My political science degree definitely gave me a breadth of knowledge about government and politics, the interaction between the two, information about our political system and how the process works," she said. "My public policy degree focused a bit more on analytical skills, and my journalism degree focused a great deal on communication. They all helped shape the way I approach issues in my job."

After earning her undergraduate degrees in 2009, Fleege encountered a depressed job market and decided to

return home to Idaho to work for a small company owned by her parents. But she soon decided that her passion lay in the public sector, so she returned to Arizona to seek a position in government or politics.

She landed an internship with Veridus, a local lobbying and public affairs firm where she helped compile biographical information on state legislative candidates for the Purple Book, a reference guide for Arizona elections. Fleege said she noted that many of the candidates who had public or governmental affairs experience or who worked in policy had degrees in public administration or public policy, so she decided to add a third degree to her collection.

"I had always planned on pursuing additional education; I just thought I would try and get real-world, practical work experience before heading back into academia," she said. "My plan was not exactly how I had envisioned, but it ended up working out pretty well for me."

After earning her master's, Fleege interned as a legislative liaison at the Arizona Department of Administration. Her internship turned into a full-time assistant legislative liaison position, and she later



became the main legislative liaison. She spent three years with the department before joining Hamilton Consulting.

"I love what I do. Every day is different, and it challenges me," Fleege said. "It's just fascinating to be in the middle of the political process at the state level."

Fleege said she's now focused on getting more experience and continuing to grow in her field.

"I want to become more indispensable, an expert in this area," she said. "I'm definitely nowhere near expertise at this point, but to get there would be great." ■

*A version of this story appeared in ASU Now March 7, 2017.*

**Heather Billings '10** (M.M.C.) is front-end designer at the Northwestern University Knight Lab in Chicago.

**Whitney Clark '10** (B.A.) is an anchor reporter at KGUN-TV, the ABC affiliate in Tucson.

**Alicia Cormie '10** (B.A.) is a senior content strategist for BOCA Communications in San Francisco.

**Amanda Crawford '10** (M.M.C.) is an assistant professor of journalism at Western Kentucky University in Bowling Green, Kentucky.

**Kim Foley '10** (B.A.) is weekend producer for KTVK-TV, the CBS affiliate in Phoenix.

**Adriane Goetz '10** (M.M.C.) is a product marketing specialist for Facebook in Austin, Texas.

**Lauren Gilger '10** (M.M.C.) is a host at KJZZ, the NPR affiliate in Phoenix, anchoring a morning news program.

**Whitney Kobey '10** (B.A.) is a technical training manager for Amazon Web Services in Seattle.

**Liz Lastra '10** (B.A.) is director of public relations for Evolve PR in Phoenix.

**Staci McCabe '10** (B.A.) is a health care policy account supervisor at Porter Novelli in Washington, D.C.

**Leigh Munsil '10** (B.A.) is breaking news editor at CNN Politics in Washington, D.C.

**Kalia Pang '10** (B.A.) is senior PR specialist for Sprouts Farmers Market in Phoenix.

**Maxine Park '10** (B.A.) is a producer at Industry Creative in Los Angeles.

**Andrew Pentis '10** (B.A.) is a content writer for Student Loan Hero in New York.

**Christie Post '10** (B.A.) is supervising producer and host of The Penny Hoarder in Tampa, Florida.

**Kristy Roschke '10** (M.M.C.) is executive director of SPOT 127 Youth Media Center for KJZZ, the Phoenix NPR affiliate.

**Eric Smith '10** (B.A.) is team reporter for the Minnesota Vikings.

**Alexa Talamo, '10** (M.M.C.) is an investigative reporter at The Shreveport Times in Shreveport, Louisiana.

**Brittany Uter '10** (B.A.) works in news communications for Facebook in New York.

## 2000s

**Cassandra Nicholson '08** (B.A.) is a digital marketing coordinator at Arizona PBS, the PBS member station in Phoenix.

**Molly O'Brien '07** (B.A.) is lifestyle editor for GoLocalProv in Providence, Rhode Island.

**Alicia Bader '05** (B.A.) is a studio and outside broadcast director/vision



Mary-Ann McHugh '05



Shannon Novotne '05



Zeenat Potia '99



Latonya Jordan-Smith '98



Kevin Norgaard '97



switcher for FOX SPORTS Australia.

**Joe Caspermeier '05** (M.M.C.) is managing editor at the Biodesign Institute in Tempe.

**Cynde Cerf '05** (M.M.C.) is an information specialist for the city of Chandler, Arizona.

**Christine Crawford '05** (M.M.C.) is head of marketing and communications for SalesSense International in Count Galway, Ireland.

**Neil Kuczynski '05** (M.M.C.) is an associate attorney at Adina T. Stern, APLC in Rancho Santa Margarita, California.

**Mary-Ann McHugh '05** (M.M.C.) is project development editor for Oxford University Press in New York.

**Tracy McMurphy '05** (M.M.C.) is a graphic and web designer for Dream Designs in Oklahoma City.

**Shannon Novotne '05** (M.M.C.) is principal executive communications for Medtronic in Minneapolis.

**Kim Taylor '05** (B.A.) co-founded and led Ranku, Inc., recently acquired by John Wiley & Sons. The company designed and executed the first

application for university admissions built on the LinkedIn API.

**Kirsten (Schaefer) Magen '01** (B.A.) is senior vice president at Blackbird Public Relations in New York.

**1990s**

**Zeenat Potia '99** (B.A.) is associate director of communications for the Harvard Business School in Boston.

**Latonya Jordan-Smith '98** (B.A.) is the director and communications department officer at the Maricopa Flood Control District in Phoenix.

**Kevin Norgaard '97** (B.A.) is a client solutions manager in the media analytics division of Nielsen Information Services in New York.

**Jennifer Chasteen '92** (B.A.) is vice president of Brand Strategy and Activation for Church's Chicken in Atlanta.

**1980s**

**Linda Williams '81** (B.S.) is a weekend anchor for FOX 10, the FOX affiliate in Phoenix.

**Charles Emmert '80** (B.S.) is station manager for know99 Television in Phoenix.

**Tom Tingle '80** (B.S.) is a photojournalist for The Arizona Republic in Phoenix.

**1970s**

**Mike Arnold '78** (B.A.) is the lead game director for the National Football League on CBS in New York.

**Chip Dean '77** (B.A.) is the coordinating director at ESPN in Southbury, Connecticut.

**Anita Luera '77** (B.A.) is the director of high school journalism programs at the Cronkite School in Phoenix.

**Dennis Russell '75** (B.A.) is an associate professor at the Cronkite School, teaching media law, ethics and other courses in the undergraduate and graduate programs.

**Rodney Chambers '73** (B.S.) is the president/CEO of Sierra Broadcasting Corporation in Reno, Nevada.

**Linda Thrane '72** (B.A.) is vice president for Public Affairs at Rice University in Houston, Texas.

**Don Podesta '72** (B.A.) is the program officer for Latin America and the Caribbean at the National Endowment for Democracy in Washington, D.C.

# 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.

Contact Cronkite's Director of Career Services **Michael Wong** at [mike.wong@asu.edu](mailto:mike.wong@asu.edu), 602-496-7430.

# KNBC-TV Managing Editor Learned Teamwork at Cronkite

By Cody Fitzpatrick

After more than 20 years in the news business, Matt Goldberg isn't close to being bored.

"I love news because no day is the same," he said. "You're constantly learning; you're a student of society."

Goldberg, a 1997 Cronkite graduate, is managing editor of KNBC-TV, the NBC affiliate in Los Angeles, and board president of Investigative Reporters and Editors, the world's largest organization devoted to investigative journalism.

In the summer of 2017, he oversaw the annual IRE conference, which is held every 10 years in Phoenix in honor of Don Bolles, an Arizona Republic reporter and IRE member who was killed in a 1976 car bombing in apparent retaliation for his investigative work.

"IRE journalists got together and actually finished (Bolles') work, so every 10 years we have our conference in Phoenix to commemorate what happened," Goldberg said.

The 2017 conference attracted about 2,000 journalists from around the globe to attend panels, workshops and roundtable discussion on the latest developments, tools and techniques in investigative and data journalism. The gathering was a chance for Goldberg to reconnect with Cronkite, which was among the conference sponsors.

In his day job, Goldberg manages the investigative team at KNBC-TV, which works to expose consumer fraud, government corruption and health and human rights violations. The team's 2015 report, "LA's Nuclear Secret," revealed years of mishandling of dangerous radioactive materials and chemicals in Southern California that still has ramifications for people living there. The project won an Emmy and a Sigma Delta Chi Award for investigative reporting.

In addition to investigations, Goldberg is in charge of all TV and digital editorial content for the station. "We do somewhere in the neighborhood of eight hours of news on TV a day, and



my job is to work with our producers, reporters and photographers on what stories we cover and how we cover them," he said.

The job draws on skills he learned at the Cronkite School.

"I learned a lot about our business being a team effort," Goldberg said. "The stronger your team is, the stronger you are as a journalist. When I was in school, I got to direct what was then a weekly news magazine show called Southwinds. It really was the effort of a team of students. That has carried through with me in my career."

Also while in school, he landed an internship at ABC15 in Phoenix, which led to a job doing investigative reporting at the station.

Goldberg said he was drawn to the Cronkite School because of the hands-on opportunities given to students, the legacy of Walter Cronkite — and the balmy winters in Phoenix. What has kept him in journalism, he said, is the daily challenge of keeping up with the news.

"And I love helping to inform the public about the good and the bad in life and how it affects them," he said. ■

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

Beth Steurer, assistant director of development  
602-496-5052 • beth.steurer@asu.edu

Mardi Gradolf, associate director of development,  
Arizona PBS  
602-496-3614 • mardi.gradolf@asu.edu

Raul Chavez, development specialist  
602-496-0482 • raul.chavez@asu.edu

**Invest in the  
Cronkite School**  
[cronkite.asu.edu/2020](http://cronkite.asu.edu/2020)

# Growing Our School

A new endowed professorship and four new scholarships are among the gifts that are making a difference at the Cronkite School.

The Sue Clark-Johnson Media Innovation and Leadership Professorship was established by the family and friends of the former newspaper executive, journalism pioneer and ASU professor. New scholarships include the Deeann Griebel Journalism Scholarship, which already is helping Cronkite students complete their education.

These gifts, along with hundreds of other generous contributions from individuals and companies, are the foundation of the school's success and that of its students. ■

**Campaign ASU 2020** aims to increase the number of scholarships by 150 percent and grow the pool of "Cronkite Nation" scholarships, providing broad access to a world-class education at one of the nation's top journalism programs.

**Together, Our Potential is Limitless**

**CAMPAIGN ASU 2020**

**[cronkite.asu.edu/2020](http://cronkite.asu.edu/2020)**

inspire

# New Professorship Honors Sue Clark-Johnson

A new endowed professorship has been created at the Cronkite School in honor of Sue Clark-Johnson, the newspaper executive, journalism pioneer and ASU professor who died in 2015.

The Sue Clark-Johnson Media Innovation and Leadership Professorship will drive innovations within Cronkite News, the student-produced, faculty-supervised news division of Arizona PBS, and create new, multidisciplinary collaborations with other ASU colleges and external partners. Clark-Johnson was the former president of the Gannett Newspaper Division and former publisher of The Arizona Republic.

“Sue Clark-Johnson was a pioneer and one of the leading thinkers in news media who embraced bold innovation,” said ASU President Michael M. Crow. “This endowed professorship will carry on Sue’s values and vision and preserve her extraordinary legacy.”

Louis A. “Chip” Weil, former Arizona Republic publisher and a close friend of Clark-Johnson, led fundraising efforts. Significant support came from Clark-Johnson’s husband, Brooks Johnson, and friends as well as APS, where she served as a board member.

Johnson said his wife “was passionate about the news business. She believed providing people the information to make informed choices could bring about real, positive change.

“Technology has altered the way news is delivered, but the need for factual, dispassionate reporting remains unchanged,” he added. “I hope this professorship will help find new ways to



keep traditional journalism alive.”

Clark-Johnson was a Cronkite professor of practice from 2010 until her death in January 2015, while also serving as director of ASU’s Morrison Institute for Public Policy. She was a driving force behind the creation of the school’s New Media Innovation and Entrepreneurship Lab, which brings students from across the university to the Cronkite School to develop cutting-edge digital products for media and other companies.

Prior to coming to ASU, Clark-Johnson spent 41 years in various editing and leadership roles at the Gannett Co., including a five-year appointment as publisher of Republic Media.

“Sue Clark-Johnson was a giant in the news field, leading and innovating for decades,” said Cronkite Dean Christopher Callahan. “This professorship in her name is going to continue her legacy of innovating journalism.” ■

## Remembering Sue Clark-Johnson 1948-2015

Sue Clark-Johnson was known as the “Small Mighty One.”

The nickname suited both her petite frame and the enormous energy, ambition and intellect she brought to everything she did, according to those who knew her.

Clark-Johnson began her newspaper career at a time when few women ran anything but features sections. She started out as a reporter in the late 1960s at Gannett’s newspaper in Niagara Falls, New York, and 10 years later was publisher of the newspaper.

She went on to three other publishing jobs in the Gannett Co. — at the Binghamton Press & Sun Bulletin, the Reno Gazette-Journal and The Arizona Republic. She was then named the first female head of the newspaper division of Gannett, with responsibility for more than 100 newspapers, websites and magazines across the country.

In addition to her role as newspaper executive for Gannett, she served a term as chairwoman of the Newspaper Association of America, an influential group of publishers and executives, before joining ASU and the Cronkite School in 2009.

She was a consummate promoter of other women and a tireless advocate for reform in the communities in which she worked. In Phoenix, she gathered around her a group of other influential women that included former Arizona Gov. Janet Napolitano to discuss and push for progressive causes. They called themselves the “Sewing Circle.”

In an article published by The Arizona Republic on the day she died in 2015, former Republic Editor Ward Bushee, who also worked with Clark-Johnson in Reno, talked about how his former boss always stayed true to her roots.

“Journalism was her first love and she was damn good at it,” Bushee was quoted as saying. “She exuded that magic potion that makes a newsroom hum — leadership, passion and fearlessness.” ■

# Griebel Scholarship Supports Tomorrow's Great Journalists

The idea of establishing a new Cronkite scholarship came to Deeann Griebel during the 2016 Cronkite Award Luncheon honoring "CBS Evening News" anchor Scott Pelley.

Griebel, a financial adviser at Moors & Cabot, said something clicked while she was listening to Pelley's acceptance speech, during which he talked about finding the next Walter Cronkite. "If we're going to have good reporting," she said, "we've got to get more students properly trained."

As a financial adviser, Griebel also is acutely aware of the expense of attending college, and she wanted to do something substantial that would "move the dial" for a student with financial need.

Not long after, the first Deeann Griebel Journalism Scholarship was awarded to junior BrieAnna Franks, who is pursuing a double major in journalism and political science as well as a certificate in religion and conflict.

Franks, the youngest of four children raised by a single mom, said her mother "took out so many loans for my siblings to go to school" that she was determined not to add to the burden.

The scholarship also allows Frank to continue pursuing professional experiences outside of classes and work. She has been part of the breaking news team at azcentral for more than a year, and she participated in a Cronkite reporting trip to Israel, Jordan and Greece. She wants to do a semester-long study abroad before she graduates – something the new scholarship puts within reach.

Griebel said she has been impressed by the Cronkite School's emphasis on these kinds of practical experiences. "Students need to see how what they're learning translates into what they're going to do," she said. "They're rubbing elbows with the real



Deeann Griebel

people doing the real stuff, right away."

For her part, Franks said she plans to soak up every experience she can before graduating.

"Having people who are so generous and who believe in me makes me get up and go back to school every day, even when it's hard," she said. "I know I can't let these people down. They've invested so much in me, and I'm so grateful for their support and their generosity."

Cronkite Dean Christopher Callahan said, "Deeann Griebel has been a longtime champion of journalism and public media in our community. Her scholarship is helping the next generation of journalists take the next step in their careers." ■

## Cox Family Establishes Endowment to Honor Son

Ten years after a helicopter crash took the lives of four Phoenix news professionals, the parents of one of the victims announced the establishment of a photojournalism endowment at the Cronkite School to honor their late son.

Jim Cox, a 1993 Cronkite alumnus, was a photojournalist for 3TV/KTVK when two TV news helicopters collided over Steele Indian School Park on July 27, 2007, while following a police pursuit. Cox and three others were killed.

"This will ensure that his name will last in perpetuity," said Alan Cox, Jim's father and president of the James Alan Cox Foundation for Student Photojournalists. Cox spoke after a memorial service held at

Steele Indian School Park in July 2017 at the exact time and location of the fatal accident. "We're very happy to do something for a school he so dearly loved."

Cox and his wife, Barbara, created the James Alan Cox Foundation shortly after their son's death. The foundation has awarded 97 scholarships over the past 10 years, including many to Cronkite students, to help aspiring photojournalists pursue careers like that of their son's.

In addition to providing scholarships, funds from the endowment will go toward



Jim Cox

the Cronkite School's photojournalism program, including the purchase of equipment for student use.

"This generous gift from Alan and Barbara will keep Jim's spirit alive at his school while helping the next generation of great photojournalists follow their dreams," said Cronkite Dean Christopher Callahan. ■

# Hughes Family Scholarship Gives Back to Alma Mater

After losing her father, Cronkite graduate student Veronica Stodolnik found herself in a precarious financial position and thought she might have to drop out of school.

But thanks to a new scholarship established by ASU alumni Mark and Phyllis Hughes, Stodolnik was able to stay and complete her education.

"That scholarship put me a step closer to the graduation line, and I'll forever be grateful," Stodolnik said. "The Cronkite School helped me achieve my goals, mainly for being so understanding of my problems and helping me to work out the obstacles that were put in my path."

The Mark and Phyllis Hughes Scholarship is for a student pursuing a dual degree in journalism and law or a journalism student focusing on public relations or law.

Mark Hughes' ties to ASU go back to the early 1950s when he and his father went to college games together. In 1961, he enrolled at ASU and began studying journalism at a time when there were only a few dozen journalism majors. Immediately after graduation, he landed a job at The Arizona Republic.

A few years later, he married his girlfriend Phyllis — also an ASU graduate — and took a job working at the ASU News Bureau, writing about the university for local media outlets. The couple then moved to Las Vegas, where Mark Hughes worked as public relations director for the University of Nevada.

But Phoenix still felt like home, and 10 years later, Mark Hughes came back for a job as communications director for the city of Phoenix. He also renewed his ties with ASU, serving as a member of the university's Alumni Board and president of the alumni chapter of the ASU College of Public Programs.

Meanwhile, Phyllis Hughes got her law degree from ASU. She clerked

for the late Chief Justice William Holohan and served as assistant attorney general in the Arizona Attorney General's Office. Later, she worked in the city of Phoenix's law department and as chief legal counsel for the city's airports.



Phyllis and Mark Hughes

The couple said they decided to fund a scholarship after meeting and getting to know several Cronkite students.

"These students are impressive," Mark Hughes said. "They are intelligent, energetic and serious about applying their quality educations to advance professional careers in journalism and public relations."

Cronkite Dean Christopher Callahan said scholarships like the one established by the Hughes make a lasting difference to students and the school.

"It's tremendous to see ASU alumni like Phyllis and Mark support the next generation of journalism leaders," Callahan said. "Their enthusiasm and commitment is what makes the Cronkite School and ASU a special place for our students." ■

# New Scholarship Recognizes Service

Susan Bitter Smith's life has been linked to ASU and the Cronkite School in many ways over many years.

Bitter Smith, executive director of the Southwest Cable Communications Association, holds both bachelor's and master's degrees from ASU. She is a former

chair of the ASU Alumni Association and an honorary chair of the ASU MBA Alumni Association. She also is a longtime member of the Cronkite School's Endowment Board of Trustees and served as the first female president of the board.

Bitter Smith has seen first hand the Cronkite School's impact on students, having taught Professor John Craft's emerging technology class several times while he was on sabbatical.

Those "emerging technologies are now the norm in journalism and information services," said Bitter Smith, who leads the region's professional cable communications association.

Last, but not least, she saw her daughter graduate from the Cronkite School. Windsor Smith completed her degree in 2016 and went on to work as a television news producer.

All of these experiences contributed to Bitter Smith's decision to establish the Susan Bitter Smith/Southwest Cable Communications Association Scholarship.

"My hope is that this scholarship will provide one more opportunity for a deserving young person who wants to be a part of the Cronkite program and wants to be engaged in the community," she said.

The scholarship will go to a student with high academic merit who has demonstrated a commitment to community or campus service.

Cronkite Dean Christopher Callahan said it's appropriate that the scholarship should focus on community and campus service, given that Bitter Smith is model leader at ASU and in the community.

"For more than two decades, Susan Bitter Smith has played an integral role as a trusted member of the Cronkite Endowment Board of Trustees," Callahan said. "Her establishment of this scholarship underscores her deep commitment to our university and our region." ■



Susan Bitter Smith

**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, 2017. Through 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 professionals 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. ■

*The following donor honor roll is from July 1, 2016 – June 30, 2017*



**ENSURE student access and excellence ...** so that 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. **To learn more about Campaign ASU 2020, go to [cronkite.asu.edu/2020](http://cronkite.asu.edu/2020).**

Background: Spring 2017. Photo by Johanna Huckeba

**\$1 Million+**

**Elizabeth Murphy Burns  
and Richard Burns**

**Morgan Murphy Media**

**\$100,000 – \$999,999**

**Ethics and Excellence in Journalism  
Foundation**

**The Arizona Republic**

**Deeann Griebel**

**Samuel “Brooks” Johnson**

**John S. & James L. Knight Foundation**

**The Miami Foundation**

**Donald W. Reynolds Foundation**

**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, applying what they have learned in the classroom in real-world learning environments.



**\$50,000 – \$99,999**

**Anonymous**

**Gannett**

**William Randolph Hearst Foundation**

**National Association of Broadcasters**

**Scripps Howard Foundation**

**Louise Solheim**

**\$25,000 – \$49,999**

**Anonymous**

**American Public Media**

**Arizona Broadcasters Association**

**Arizona Community Foundation**

**Leslie and Donald Budinger**

**Canon USA**

**The F2 Family Foundation**

**Facebook**

**Juanita and Philip Francis**

**Rodel Charitable Foundation**

**Sony Electronics**

**Daryl and Louis A. “Chip” Weil**

**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.



## \$10,000 – \$24,999

12 News / KPNX-TV  
ABC15  
APS  
Sarah and David J. Bodney  
Cox Communications  
Pamela Del Duca '68  
KPHO TV CBS 5 / KTVK TV Channel 3  
Susan and William Levine  
Rocky Mountain Southwest Chapter  
— NATAS  
Susan Newman and Craig Newman '79  
Pat and Earl Petznick  
RIESTER  
Tim and Mirja Riester  
Susan Bitter Smith '77 '82 and Paul Smith  
Southwest Cable Communications Assoc.  
Ellie Ziegler '78 and Michael Ziegler

## \$5,000 – \$9,999

Anonymous  
Claudia and Douglas Anderson  
Blue Cross Blue Shield of Arizona  
Bonneville Broadcasting  
Jean and Christopher Callahan  
CBS News  
Thomas Chauncey '73  
Cities West Publishing  
Michael and Mary Louise Coleman  
Nancy Connolly  
Sybil Francis and Michael Crow  
Crowdtangle  
Janice and Leonard Downie  
Barbara A. Henry and Nancy J. Winkley  
Linda Kauss '68 and Clark Hoyt  
Yovita and Scott Pansky  
Jacqueline Gaillard Petchel '80  
Dorothy Sokol

## \$2,500 – \$4,999

Arizona Cardinals  
Arizona Diamondbacks  
Arizona Highways Magazine  
Avnet  
Ballard Spahr  
Marianne Barrett  
Janet and Raymond Bernreuter  
Bushtex  
CenturyLink  
Clear Channel Outdoor  
Cramer Krasselt  
Christine Devine '87  
Hardt and Associates Public Affairs  
Athia Hardt '70  
Christine and John Hatfield  
Hubbard Radio Phoenix  
iHeartMedia  
KAZT  
Friends of Public Radio / KJZZ  
Candace and Tim McGuire  
Owens Harkey Advertising  
R&R Partners  
Raza Development Fund  
Republic Services  
Adelaida Severson '95 '06 and Barry Severson  
Sinclair Broadcast Group  
Virginia Sylvester  
Whitman Family Foundation

**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](http://cronkite.asu.edu/2020).**



## GROWING OUR SCHOOL

### \$1,000 – \$2,499

ACEJMC  
 Laura Anderson '97  
 Arizona Foothills Magazine  
 Martha Artigue and Ray Artigue '76  
 Liz and Jon Bernreuter  
 BIG YAM  
 Kristin Bloomquist and Bill Shrader  
 Brace Cove Foundation  
 Business Real Estate Weekly  
 Cable One  
 Cardon Global  
 Araceli De Leon  
 Decibel Blue Creative Marketing & PR  
 David and Diane Eichler  
 Frankie Ellis '51 '64 and Robert Ellis '53  
 Elvira and Tommy Espinoza  
 Fox Sports Arizona  
 Kristin and Gary Gilger  
 Terese Greene Sterling '71 '84  
 Anita and Kip Helt  
 Brian Hogan  
 Win and Carolyn Holden  
 House of Broadcasting  
 Phyllis Hughes '68 '85 and Mark Hughes '66  
 Gordon C. James Public Relations  
 Madelyn P. Jennings  
 The Jordan Group  
 Laura Jordan '81 and Michael Jordan '83  
 KASW CW6  
 Carol Klimas  
 Nancy and Robert Kotwasinski  
 KSAZ-TV  
 Lane Terralever  
 The Lavidge Company  
 Dr. Walter Herlihy and Dr. Nancy LeGendre  
 Linda and Doug Little  
 Valery Lodato and Mark Lodato '15  
 Randall Lovely  
 Rochelle Mackey '59  
 Francie Mallace '82 and Michael Mallace '82  
 Mary M. Media  
 Terence McDonnell '86  
 Mesa Community College  
 Mary Morrison  
 Karen and Edward Munson  
 Mary Nock '74 and John Nock  
 James Paluzzi

Pandora  
 Perkins Coie  
 Phoenix Business Journal  
 Phoenix Suns and Phoenix Mercury  
 John and Hope Reese  
 Pamela Sebastian Ridge '70 and Gerald Ridge  
 Salt River Project  
 Ray Schey  
 Linda Silver  
 Catherine Silverman '13 and Matthew Silverman  
 Joan and Joseph Sirven  
 Sun Angel Foundation  
 Scott Sutherland  
 Telemundo Arizona  
 TeleRep  
 The Thunderbirds  
 Times Media Group  
 Univision  
 Diane Veres  
 Robyn Wong and Michael Wong '83

### \$500 – \$999

Patricia Chavez and Anthony Chavez '97 '17  
 Mary Cook  
 Donald Dotts '58  
 Isaac Easley '12  
 Sophia Faskianos and Stephen Capus  
 Leigh Ann Frankel  
 Mary-Lou Galician  
 Joann Garner  
 Good Done Great  
 Joe Hengemuehler  
 Tami and V. Herndon  
 Jeannie and George Irish  
 Susan Karis '80  
 Siera Lambrecht '15  
 Cindy Martinez and Albert Martinez '81  
 Cora Petty '62 and Robert Petty '70  
 Emelyn and Rick Rodriguez  
 Margaret and Michael Ryan  
 John Sallot  
 Nicholas Seminara '89  
 Karen and Mathew Shannon  
 Robert Stieve '94  
 Teresa Toriseva

### \$250 – \$499

Aubree Abril '14  
 Anonymous (2)  
 Michael Beatrice  
 Jeffrey Bernick  
 Steven Biggs

Mark Brenner  
 Robert Bundy '81  
 Claudia and Ward Bushee  
 Elva Coor '56 and Lattie Coor  
 Nelda Crowell '58 and Norman Crowell '60  
 Elizabeth Dahl and Peter Bhatia  
 Beverly Damore '94 and David Damore '84  
 Laurie and Charles Goldstein  
 Mary and Geoffrey Hamway  
 Helen and Jerry Hill  
 Susan and Richard Howe  
 Julie Karcis and James Seward  
 Abraham Kwok  
 Marianne Lerdall '74 and Michael Lerdall '77  
 Julie and Jeff Leshay  
 Miriam Mariella Lynch '68  
 Elizabeth Mays '10 and Matt Mays  
 Lisa Noble '83  
 Linda and George Orr  
 Cale Ottens '13  
 Laura and Herbert Roskind  
 Richard Russell  
 Mark Scarp '80  
 Nancy Simonie '02 and Frederick Simonie  
 Laurie Storad and Conrad Storad '83  
 Melissa and Brian Strachan  
 Tempe Tourism Office Staff  
 Tiffany White '05  
 Evan Wyloge '10  
 Kathleen and Thomas Young

### \$100 – \$249

Anonymous  
 Judy Ackerman and Richard Epstein  
 Lisa Allan '78 and Mark Allan '78  
 Mary Barrett and Michael Barrett '61  
 Bonnie Bartak '72 and Richard Weiland  
 Byron Bartlett '63  
 Jacob Bash '12  
 Nancy Black  
 Timothy Bojeczko  
 Sandra and James Bruner  
 Denise Cavero-Hann  
 Sandra and William Cawley  
 Susan and Brian Coffey  
 Gabriel Cordoba-Hawthorne '15  
 John Crane  
 Richard DeBruhl

Andrew DeLorenzo '88  
 Grant Devuyt '81  
 Ginger Dude  
 Laurie Fierro  
 Gail Fisher '67 '70  
 Catherine Foley '75  
 Jeanne Forbis '87  
 Lauren Gilger '11 and Jesse Teer  
 Marilyn Glasberg  
 Katherine Hanna '66  
 Roseann Higgins  
 Casey Hinde '08 '09  
 Terri Hoffman '78  
 Winston Howard '02  
 Candace Hughes  
 Steven Hughes  
 Brian Indrelunas '08  
 JPMorgan Chase Foundation  
 Janet Haroutunian Kennedy and James Kennedy  
 Kristin Kirby '15  
 Jennifer Klein and Mark Klein '77  
 Lynn Klotz  
 Laura Kulakowski '04  
 Kathleen Lee and Lon Lee '64  
 Lauren Lee '16  
 Max Levy '11  
 Lori Lewis-Babicka '96 and Greg Babicka  
 Marjorie Lewis '78 and Charles Lewis  
 Lifelong Learning at Pebble Creek  
 Betsy Lynn  
 Judith and James Lyon  
 Ina and Murray Manaster  
 Terri Mango '95  
 Jennifer Manning '87 and Michael Manning  
 Diane and William Marimow  
 Michael Martin '92 and Marty Ball  
 Terri and Matthew McKenney  
 Lori Medigovich '79  
 Chloe Nordquist '16  
 Stephanie Nowack '76  
 Michael Pacheco '12  
 Rebecca and Joe Pruitt  
 Brian Rackham '08  
 Diane Reilly and Robert Reilly '65  
 John Roberts  
 Louise Rosenburgh  
 Barbara and Irving Rousso  
 Jill and Alan Sandler  
 Carolyn and David Sargent



# lifetime giving

The Cronkite School gratefully acknowledges these individuals, companies and foundations whose cumulative lifetime philanthropic contributions have exceeded \$1 Million.

**\$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**  
**Elizabeth Murphy Burns and Richard Burns**  
**Carnegie Corporation of New York**  
**Ethics and Excellence in Journalism Foundation**  
**The Miami Foundation**  
**Phoenix Newspapers, Inc.**  
**Stanley and Erika Tobin Foundation**

List as of June 30, 2017

Judith Sawitzke  
 Eloy Sedillo '79  
 Ann Serafin '77 and Thomas Serafin  
 Latanya Sharp  
 Cody Shotwell '09  
 Margaret Staniforth '15  
 Carolyn Stein and Richard Stein '75  
 Elizabeth and Jeffrey Steurer  
 Tamsyn Stonebarger '16  
 Tyler Thompson '07  
 Dawn Tripp '04 and William Tripp  
 Maria Urias '86 and David Colby  
 Valley Leadership  
 Deanna and Lee Vickers  
 Cynthia and Michael Watts  
 Claire and David Wilcox  
 Beth Wischnia '11  
 Marc Young '08

Samantha Calderon  
 Qiong Caspermeyer and Joseph Caspermeyer '05  
 Joanne and Kevin Castello  
 Martha Christopherson '85  
 Alec Damiano '15  
 Sara David '15  
 Renee Deljon  
 Deborah Dellis '82 and Rusty Austerman '88  
 Freesia Denaples  
 Nicole Dizon '10 and Christopher Dizon '05  
 Said Dodia '16  
 Marcia Joy Edelstein '77 and Jeffrey Edelstein  
 David Van En '15  
 Morgan Estabrook '04 '05 and Christopher Estabrook '05  
 Brittni Evans  
 Tessa Ferguson '14  
 Vicki Franz and Jason Franz '04  
 Lisa Gannon '82 and Peter Gannon  
 Renea Gentry-Wiley '76 '83 and William Wiley '76 '91  
 Debi Gewirtz and Eric Gewirtz '04  
 Kylie Gifford '10  
 David Gillies '84  
 Karissa Haberkamp '16  
 Jamie Halper '17  
 Patricia Hatton and Roger

Hatton '74 '85  
 Mary Havill and Paul Havill '76  
 Leigh Hersey '09  
 Christopher Hilliard '14  
 David Hoffman  
 Allyson Hoskins '16  
 Marsha Hunter '75 and Brian Johnson  
 Tracy Jackson-Tisdale '85  
 Wendy Jacob '17  
 Larry Jones '93  
 Nancy Jurik and Gray Cavender  
 Vivian Kammerer  
 Nicholas LaTona '16  
 Kris Leifer '97  
 Kymberly Levesque '04  
 Nicolas Magallanez '16  
 Megan Martin '09  
 Michael Martinez '08  
 Gavin Maxwell '17  
 Robert Mirrer  
 Martin Montorfano '01  
 Marianne Moriarty  
 Jeffrey Morris '72  
 Ramin Mortazavi '97  
 Bailey Netsch '17  
 Griselda Nevarez '11  
 Thuy Lan Nguyen '15  
 Ariyanna Norman '13  
 Andrew Parker '16  
 Ian Perry '14  
 Kristin Plante  
 Tre Powers '17

Joanne Ralston '60  
 Brianna Randazzo  
 Patricia Reed '80 '85  
 Elizabeth Reynolds '00 and Bradley Burt  
 Beth Ryan '79 and Timothy Ryan '76  
 Jody Sarchett  
 James Schaible '86  
 Debra Schilling  
 Debra Schlenker  
 Aaron Shauinger '11  
 Melanie Spatgen  
 Alicia Starkey '17  
 Cameron and Brian Starkey  
 Richard Stephens '16  
 D'Asia Tate '13  
 Crista Theophilus and Leroy Crowe  
 Victoria Thomas  
 Benicia Thompson '02  
 Sara Troy and Joe Giordano  
 Kym Tsatskin and Daniel Tsatskin '88  
 Ruben Veloz '09  
 Amanda Villalobos '17  
 Lindsay Walker '08  
 Kaylen Waters '16  
 Linda and Bill Werner  
 Sel Yackley '62  
 Elizabeth Young '88  
 Lynda Young

**\$1 – \$99**

Anonymous  
 Roger Adelson  
 Nathan Ahles '16  
 Bryant Alvarado '07 '13  
 Kelly Andersen '14  
 Nina Barone '17  
 Robert Barrett '13  
 Anika Bates '16  
 Stephen Bennett '14  
 Kathleen Burke '04 '08

**ENRICH our communities ...** so that the Cronkite School can continue providing critical news and information to its community, contributing to the information health of the community and to an informed, engaged citizenry. **To learn more about Campaign ASU 2020, go to [cronkite.asu.edu/2020](http://cronkite.asu.edu/2020).**



# ABC15 GM Named President of Cronkite Endowment Board

Anita Helt, a veteran television executive who leads the highly-rated ABC affiliate in Phoenix, is the newest president of the Cronkite Endowment Board of Trustees.

Helt, who has been the vice president and general manager of ABC15, KNXV-TV, since 2011, succeeded Kristin Bloomquist, former executive vice president and general manager at LaneTerralever. Helt previously was a member of the Cronkite board's executive committee and led the board's outreach and diversity efforts for the past several years.

The Cronkite Endowment Board is comprised of top local media and business executives who advise and assist Cronkite School leadership. They also help plan the annual Cronkite Award Luncheon, the largest gathering of media professionals in the Valley, at which the Walter Cronkite Award for Excellence in Journalism is presented to a nationally renowned journalist.

"I believe the need for responsible journalism has never been greater, and I am inspired by the next generation of journalists and communications professionals in training under Dean Christopher Callahan and his team," Helt said. "It is a privilege to serve alongside my fellow board members in support of the school."

At ABC15, Helt leads one of the nation's largest ABC affiliates. Previously, she served as president and general manager of KXTV-TV, the ABC station in Sacramento, California.

From 1995-2010, she worked for Phoenix's NBC affiliate 12 News, KPNX-TV, starting as executive producer of special projects and ultimately becoming vice president of marketing and programming. She started her career in news as an anchor and reporter in Kansas and Washington. She received her degree in broadcast journalism from the University of Washington.

Helt also serves as chair of the Arizona Broadcasters Association board of directors and president of the Carole Kneeland Project for Responsible Journalism board of directors.

"Anita is one of the Valley's top media leaders and has been a tremendous supporter of our school for many years," said Cronkite Dean Christopher Callahan. "We are thrilled to have her leading the most-talented and hardest-working board in journalism education."

The Cronkite Endowment Board was established in 1983 to provide the dean with important counsel and advice on a variety of university-related issues. Board members also mentor students and provide internship opportunities.

The board is comprised of more than 50 members with diverse professional backgrounds, including newspaper editors and publishers, radio station general managers, magazine editors and publishers, public relations executives and other communications industry leaders from across Arizona. ■

## Recent Past Presidents of the Cronkite Endowment Board of Trustees

- 2016-2017 Kristin Bloomquist, executive vice president and general manager, LaneTerralever
- 2014-2016 David J. Bodney, partner, Ballard Spahr LLP
- 2010-2013 John Misner, chief operating officer, Republic Media
- 2008-2009 Win Holden, publisher, Arizona Highways Magazine
- 2008: Ron Bergamo, general manager and vice president, AZ-TV
- 2006-2007 Manny Molina, president, Molina Media Group
- 2004-2005 Win Holden, publisher, Arizona Highways Magazine

Their affiliation at the time of their presidency.



# Cronkite 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

Anita Helt, vice president and general manager, ABC15/KNXV-TV: president  
 David J. Bodney, partner, Ballard Spahr LLP: 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  
 Win Holden, publisher, Arizona Highways Magazine: chair, Assessment Committee  
 Fran Mallace, vice president, Cox Media: chair, Luncheon Committee  
 Diane Veres, president and general manager, Clear Channel Outdoor: chair, Mentoring Committee

## BOARD MEMBERS

Ray Artigue, chief advisor, Artigue Advisors  
 Susan Bitter Smith, executive director, Southwest Cable Communications Association  
 Art Brooks, president and CEO, Arizona Broadcasters Association  
 Elizabeth Murphy Burns, president and chief executive officer, Morgan Murphy Media  
 Paula Casey, executive director, Arizona Newspapers Association  
 Araceli De Leon, president and regional general manager, Telemundo Arizona  
 Dean Ditmer, president and general manager, 12 News  
 David Eichler, founder and creative director, Decibel Blue Creative Marketing and PR  
 Elvira Espinoza, chief communications officer, Raza Development Fund  
 Kristin Gilger, senior associate dean, Walter Cronkite School of Journalism and Mass Communication  
 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-TV  
 Gordon James, owner, Gordon C. James Public Relations  
 Laura Jordan, director of benefactor relations, St. Francis Xavier Catholic Faith Community  
 Susan Karis, vice president sales, Hubbard Radio Phoenix  
 Carol Klimas, vice president of communications, BIG YAM  
 Beau Lane, founder and CEO, LaneTerralever  
 Linda Little, president, Phoenix market, iHeartMedia  
 Michael Mallace, general manager, Sierra H Broadcasting  
 Mary Mazur, general manager, Arizona PBS  
 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  
 Ray Schey, publisher, Phoenix Business Journal  
 Alan Silverman, senior vice president, general council and secretary, Cable One  
 Matt Silverman, vice president and managing director, R&R Partners  
 Robert Stieve, editor, Arizona Highways Magazine  
 Scott Sutherland, vice president and market manager, Bonneville Media  
 Clancy Woods, president, D Mobile

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** • Gifts 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](http://cronkite.asu.edu/2020)**



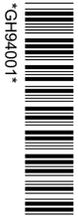
# Join the Cronkite legacy

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](http://asufoundation.org/giftplanning)

**ASU Foundation**  
ARIZONA STATE UNIVERSITY



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

555 N. Central Ave., Suite 302  
Phoenix, AZ 85004-1248

