

The Cronkite Journal

2006-2007

WALTER CRONKITE SCHOOL OF JOURNALISM AND MASS COMMUNICATION

INSIDE:

Independence: year one

Cronkite News Service launches

Covering the borderlands

Reynolds Center comes to ASU

Tom Brokaw next Cronkite honoree

New Home

Journalism school heads downtown



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THE CRONKITE JOURNAL

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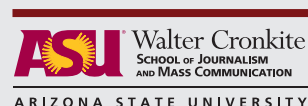
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First year of independence

Mission: to be the best in the American West



Journalism education at ASU underwent a transformational change in 1984. That was the year the department became a school and was named in honor of Walter Cronkite, the legendary CBS News anchor.

The person known as the “Most Trusted Man in America” because of his unparalleled journalistic excellence and integrity helped shape and grow the program into a force in national journalism education. The faculty grew. Students began learning accolades from national competitions. Newspapers, magazines, TV and radio stations, newsletters and public relations outlets around the country looked more and more to Tempe to hire some of the best young reporters, editors, producers, correspondents, anchors, media managers and public relations specialists coming out of any university. The school had arrived.

Two decades later, the Walter Cronkite School of Journalism and Mass Communication is again at a historic point in time. And we believe the results will be equally transformational. In July 2005 ASU President Michael Crow made the Cronkite School independent. I started the following month as the school’s first dean.

Our mission over the next few years is simple: to take this excellent journalism school and make it the very best in the American West and one of the few truly elite professional journalism programs in the country. And while that may seem like an ambitious plan, we’re already well under way, as you will read in the pages of this, the inaugural issue of *The Cronkite Journal*.

We’ve added top journalists and scholars to the faculty, people such as former Minneapolis Star Tribune Editor Tim McGuire, with more to come. We’re opening a news bureau in downtown Phoenix where our best students will be preparing stories and packages for newspapers, TV newscasts, radio reports and news Web sites around the state and across the country.

We are transforming our award-winning weekly TV newscast, *NewsWatch*, into a daily show. We are now home to the Donald W. Reynolds National Center for Business Journalism and the Edith Kinney Gaylord Visiting Professorship in Journalism Ethics. And we have created a full-time Career Services Office to ensure that our students get the best internships and jobs possible because, after all, the most important measure of our program is where our students go after graduation.

But all that is truly just the beginning. We are now working on plans for the creation of a center to work with news companies on the development of cutting-edge multimedia products. We also are developing a lecture series to focus on the most critical news issues of the day, working on richer international experiences by expanding field reporting opportunities in Mexico, and hiring faculty to focus on coverage of business journalism, Latino and Native American issues, health and medical reporting, sports journalism and media ethics and diversity. And we are developing exciting new programs in partnership with many of the leading news organizations around the Valley as well as the nation.

Perhaps the most exciting part of our future is where it will happen. In 2008 the Cronkite School will move to the center of downtown Phoenix. Our students will be learning in a new, state-of-the-art journalism building that will be one of the most sophisticated journalism education complexes in the nation. They

will be just a short walk from The Arizona Republic, network-affiliated TV stations, a national news wire, radio stations, public relations agencies and much more. In fact, our students will be closer to a major metropolitan newspaper and big-market TV stations than any journalism school in the country.

And our students will have as their news laboratory one of the most dynamic, complex and fastest-growing cities in the country. The core of our journalism curriculum is demanding, real-life fieldwork, and our students will be performing those assignments and internships in the heart of the nation’s fifth largest city. Students will be just a quick walk from City Hall, federal, state and local courthouses and government agencies, the Phoenix Bioscience Center, cultural venues such as the Herberger, Orpheum and Dodge theaters and sports arenas such as Chase Field and U-S Airways Center.

It will be an unparalleled opportunity for aspiring journalists and communications professionals.

Despite all of these exciting new initiatives, our biggest assets remain the foundation of excellence and integrity that has been the hallmark of our school, guided by the values and standards set by Walter Cronkite and the extraordinarily bright, inquisitive, passionate and diverse students we draw each year from across the country.

I hope you will have the opportunity to experience some of the great excitement here at the Cronkite School by reading *The Cronkite Journal*, checking out our new Web site (<http://cronkite.asu.edu>) and visiting us here at ASU. And if you have any ideas or suggestions for us, please write to me at christopher.callahan@asu.edu. I look forward to hearing from you.

Dean Christopher Callahan

FROM THE PRESIDENT

A year of success

Journalism and the New American University



As we redefine the role of the American research university at Arizona State University, we are moving from the paradigm of the past to a new gold standard that will serve the needs of the 21st century. We are providing an unparalleled combination of academic excellence and access for students from all segments of society. We have taken responsibility for the economic, social, cultural and environmental health of the communities we serve.

Our achievements have validated our vision. Student enrollment has grown from 55,592 in the fall of 2002 to more than 61,000 in the fall of 2006. Simultaneously with broadened access and diversity, we have increased the number of National Merit and other scholars. Last year we had 1,732 incoming freshmen who graduated in the top 10 percent of their high school classes — more than Harvard, Princeton, Stanford or Yale.

In 2005 the Tempe campus became the nation's largest in terms of student enrollment. Our West and Polytechnic campuses grew at accelerated rates, and the City of Phoenix, in a national precedent-setting move, passed a \$223 million bond initiative to provide capital for a new Downtown Phoenix campus. To accommodate our growth, in the 2005 academic year we added 182,000 square feet of research space; 131,000 square feet of academic and support space and 62,000 square feet of residential space to all campuses. In the last 12 months we have likely exceeded those numbers.

Our faculty has continued to grow in numbers, reputation and impact. In 2001 we had 2,137 full-time academic professionals. Today that number stands at more than 2,400. A record number of our faculty have earned professional recognition through selection for National Academy membership, nomination as Regents Professors and other competitive, prestigious awards. And, of course, we are proud to count Edward Prescott, Nobel Laureate in economics, as one of our own.

Our impact on the Arizona and national economies has never been greater. Research expenditures have doubled in five years, breaking \$200 million for the first time. We pump billions of dollars into the Arizona economy through direct and indirect expenditures. More important, we are training next-generation entrepreneurs, as well as creating enterprises — and entire industries — through technology commercialization.

We have made major contributions to the social, cultural and environmental health of the communities we serve. We engage Arizona citizens through 1,040 outreach programs, more than double the number from four years ago, delivering everything from community-based health care to strategic programs that enhance the academic performance of students in pre-kindergarten through eighth-grade public schools.

While we continue to serve Arizona and the nation, we have stepped onto the world stage. Through strategic partnerships and engagement in China, Mexico and many

other nations, we are influencing discourse and outcomes on topics that range from environmental sustainability to improving human health.

The Cronkite School mirrors the transformation of the university. As changes in technology, social structures and global economics have driven the need for university redesign, so have personal journalism and time-shifted communications driven the need for reinforcement of principled communications and redesign of communications content and delivery systems. As ASU has undertaken a mission to define the New American University, so has the Cronkite School engaged in the delivery of new American journalism.

You will see in the pages of this magazine the results of a spectacular year. Under the leadership of Dean Christopher Callahan, the school has added outstanding names to its faculty roster; created high-impact programs like the Cronkite News Service; secured a \$3.5 million grant, the largest in the school's history, to become the new home for the Donald W. Reynolds National Center for Business Journalism; and earned top awards in national and regional student competitions.

I congratulate Dean Callahan and the faculty, staff and students on their success, and I commend them for their vision and commitment to the present and future of journalism and communications.

President Michael Crow

A New Era: Independence and the

The newly independent Cronkite School establishes lofty goals as it prepares for its 2008 move into a world-class journalism complex in downtown Phoenix

By Megan Irwin

It will be a sleek seven stories high, part of a brand-new complex in the center of downtown Phoenix, now the nation's fifth largest city. It will be chock full of high-tech equipment, computer news labs, multimedia classrooms, TV studios, digital editing booths and state-of-the-art newsrooms. A student services center will provide one-stop shopping for advising appointments, career counseling and one-on-one interviews with potential internship and job employers. An airy, multistory public forum will serve as the building's activity center, with students gathering between classes during the day to chat, read a newspaper or watch the latest news on a big-screen television monitor. In the evening the grand hall will transform into a public forum where students and industry leaders will discuss the most critical issues facing today's news media.



CRONKITE TIMELINE

2008 - The Cronkite School is scheduled to move into a new, state-of-the-art journalism education complex in the heart of downtown Phoenix.

2007 - The school launches Cronkite News Service, an intensive professional program in which advanced journalism students provide newspaper and

TV stories daily to news outlets across the state. 2006 - Six new full-time faculty members join the Cronkite School, the largest infusion of

teaching talent in the school's history; Phoenix voters overwhelmingly pass a bond issue that paves the way for a Cronkite School building in

downtown Phoenix; a \$3.5 million grant, the largest in school history, brings the Donald W. Reynolds National Center for Business Journalism to the



e move downtown

Welcome to the Cronkite School's new home. In fall 2008, when the school moves to a J-school paradise at Central Avenue and Taylor Street in downtown Phoenix, three blocks from The Arizona Republic, faculty, staff and students will enjoy 100,000 square feet of space — more than five times as much as the cramped quarters the Cronkite School has occupied in Stauffer Hall for the past 33 years. The complex, which also will house KAET-TV, will be the showcase of ASU's expanding downtown campus and an integral part of President Michael Crow's vision for the New American University, which combines academic excellence with commitment to the community.

The cutting-edge building, coupled with the school's newly gained independence, are giant steps toward fulfilling the bold vision articulated by new Dean Christopher Callahan: to become the premier professional journalism program in the West and

one of the few truly elite J-schools in the nation.

"If you look at journalism schools in the West, there are a number of schools that are very good. But there isn't an undisputed leader," Callahan said. "Because of where we are, because of all these things that are happening and in terms of everything else in this journalism landscape, we actually do have the opportunity to take that leap."

And Callahan described that leap in terms of years, not decades.

"There are only so many elements you need to have a great school," he said. "You need great students, which we have, and they're only going to be getting better. You need a great faculty. We already have terrific professors, and we're getting more of them. And you need a facility. We're going to have a world-class facility."



Cronkite School; Cronkite students finish first in national SPJ awards.
2005 - The school becomes an independent unit at ASU; Christopher

Callahan of the University of Maryland joins the school as the founding dean; Cronkite students finish second nationwide in the prestigious Hearst

intercollegiate journalism awards program.
2004 - ASU President Michael Crow announces that the Cronkite School will become an independent

unit and be an integral part of the newly planned campus in downtown Phoenix.
2003 - Knight Chair Steve Doig unveils his first

Knight Foundation analysis of diversity at daily newspapers.
2002 - The school finishes in the Top 10 of the Hearst awards, starting a string



One architect's rendering of what the entrance to the new downtown building could look like.

An independent school

The momentum for this great leap started on July 1, 2005, the day the Cronkite School became an independent unit, one of just 12 independent colleges and schools on the Tempe campus. Journalism has long been a part of the ASU educational landscape. The university offered its first journalism class 75 years ago, and in 1957 a Department of Mass Communication was established. The department was elevated to a school in 1984 and named in honor of legendary CBS News anchor Walter Cronkite. But until now it had always been under another college, most recently the College of Public Programs.

Associate Dean Marianne Barrett said independence gives the Cronkite School

access to resources it wouldn't have if it were still part of College of Public Programs. "We're really able to chart our own destiny," she said. "It makes it easier for you to make your case for why you need more resources. You're not part of this other entity. We have a voice."

That voice is Callahan's.

At ASU, each dean meets regularly with the university provost and has easy access to the university president. Independence gives the Cronkite School the direct line of communication to the university's leadership that it never had before.

"I meet regularly with the provost, and President Crow makes himself easily accessible to all of the deans," said Callahan, who became the school's founding dean in August 2005 — one month

after independence. "We're in constant communication. They know every major issue that's going on in the Cronkite School and are in a position to give us terrific advice and, when appropriate, to help us. It's an enormous advantage."

A fast start

Callahan credits that direct line of communication to the university leadership with the school's spectacular successes in Year One of independence. Some of the school's major first-year accomplishments include:

- Adding six leading journalists to the full-time faculty, including former Minneapolis Star Tribune Editor Tim McGuire, CBS 5 investigative reporter Mark Lodato, ABC 15 Managing Editor Sue



TIMELINE CONTINUED

of Top 10 finishes that remains unbroken.
2001 - Cronkite faculty vote to change the school's name from the Walter Cronkite School

of Journalism and Telecommunication to the Walter Cronkite School of Journalism and Mass Communication.
2000 - The Arizona Republic

gives ASU \$1 million to create the Frank Russell Chair in the business of journalism in honor of the former chairman of Central Newspapers Inc.

1999 - Bruce Itule is named Journalism Teacher of the Year by the Freedom Forum; Cronkite School Director Douglas Anderson becomes

dean of the College of Communications at Penn State University.
1998 - The school launches an annual two-week Summer High School

By Leah Hardesty

UNIQUE PHOENIX-ASU PARTNERSHIP MAKES NEW CRONKITE HOME POSSIBLE

The Cronkite School's new home in downtown Phoenix is made possible through a unique partnership between the city of Phoenix and Arizona State University.

By a 2-1 margin on March 14, 2006, Phoenix voters passed a bond issue that set aside \$223 million for the new ASU Downtown Phoenix campus, part of a larger plan to revitalize and redevelop the city. A significant portion of that money will be used to build and equip the new Cronkite building.

It is believed to be the first time in history that a city government has funded a major expansion of a state university campus. Phoenix Mayor Phil Gordon and ASU President Michael Crow worked closely to develop the partnership.

"Higher education is a positive investment for the city, and it will make a lasting improvement to downtown," Crow said. "We envision a campus that is embedded within the city and embraces the cultural, social and physical setting of urban downtown in the 21st century."

The campus, which opened in August 2006 with the College of Nursing, College of Public Programs and University College, initially will serve 2,500 students and 500 faculty and staff, but ultimately will grow to 15,000 students.

ASU, one of the largest universities in the country, has more than 51,000 students at its main campus in Tempe and another 10,000 students combined at ASU West and the Polytechnic



Photo by Tom Story

(From left) ASU Provost Mernoy Harrison, Phoenix Mayor Phil Gordon, ASU President Michael Crow and Arizona Board of Regents President Bob Bulla open the downtown Phoenix campus on Aug. 15.

campus in the East Valley. With Arizona experiencing rapid population growth, ASU plans to expand its campuses to accommodate 92,000 students by 2020.

The new School of Global Health and Medicine will join the Cronkite School and KAET-TV on the downtown campus in 2008.

Gordon said higher education is essential to revitalizing the city's downtown. The expected growth of the campus will spark development and create a city where people live, work and have fun, he said.

The Phoenix bond election included seven propositions totaling \$878.5 million in funding for new police and fire stations, improved parks, expanded libraries, upgraded streets and sewers and higher education projects.

Green, former Associated Press Phoenix Bureau Chief Steve Elliott and Chicago Tribune syndicated columnist Andrew Leckey. This is the largest infusion of teaching talent in Cronkite School history.

- Bringing to the school the Donald W. Reynolds National Center for Business Journalism, a major center to help train professional journalists around the country.
- Recruiting former CNN anchor Aaron Brown for a semester as the Barrett

Honors College's John J. Rhodes Chair.

- Planning the launch of Cronkite News Service, an intensive new downtown reporting experience for print and broadcast students.
- Creating the Edith K. Gaylord Visiting Professorship in Journalism Ethics.
- Expanding outreach to the Latino community by securing funding for a journalist to specialize in borderlands coverage, conducting a major national study on the portrayal of Latinos in news

magazines for the National Association of Hispanic Journalists and producing a major photojournalism project on the children of the borderlands region.

- Partnering with The Arizona Republic on new joint endeavors, such as a real-time multimedia project on holiday traffic and an expansive news package on the 30th anniversary of the death of investigative reporter Don Bolles.
- Raising more than \$4 million in private funds, more than the previous nine years



Broadcasting Institute sponsored by the Arizona Broadcasters Association and the Scripps Howard Foundation.
1996 - The school claims the

overall Hearst national championship for the second time in three years; SPJ names the school's TV newscast the best college-produced weekly show in

the country; award-winning investigative editor Steve Doig of the Miami Herald becomes the school's first Knight Chair in Computer-Assisted

Reporting; the Freedom Forum names Director Douglas Anderson Journalism Administrator of the Year.
1995 - The John S. and James

L. Knight Foundation gives the school its largest gift to date — \$1.5 million — to endow a chair in computer-assisted reporting; the school imposes selective

A NEW ERA

combined.

- Launching Cronkite Village, a living/learning community for journalism freshmen.
- Implementing new higher admission standards while eliminating the pre-major system in favor of direct freshmen admits to the major.
- Creating a new undergraduate curriculum that focuses more intensively on both hands-on field skills, such as reporting, writing, editing and producing, and journalistic values, such as ethics, diversity, history, law, business and the future of the industry.

“You’re not part of this other entity.

We have a voice.”

– Marianne Barrett

Associate Dean, Cronkite School

Walking tour

Hanging on the wall of Callahan’s office is a map of downtown Phoenix. Using a system of color-coded pushpins, he shows the opportunities awaiting Cronkite students.

White pushpins on the map indicate TV stations within a half-dozen blocks of the school — KAET-TV (PBS), KSAZ-TV (Fox) and KPNX-TV (NBC). Blue pushpins denote print journalism organizations in the area. Students will be within walking distance of The Arizona Republic, La Voz, The Business Journal and the Arizona Newspapers Association.

The yellow pushpins on Callahan’s map

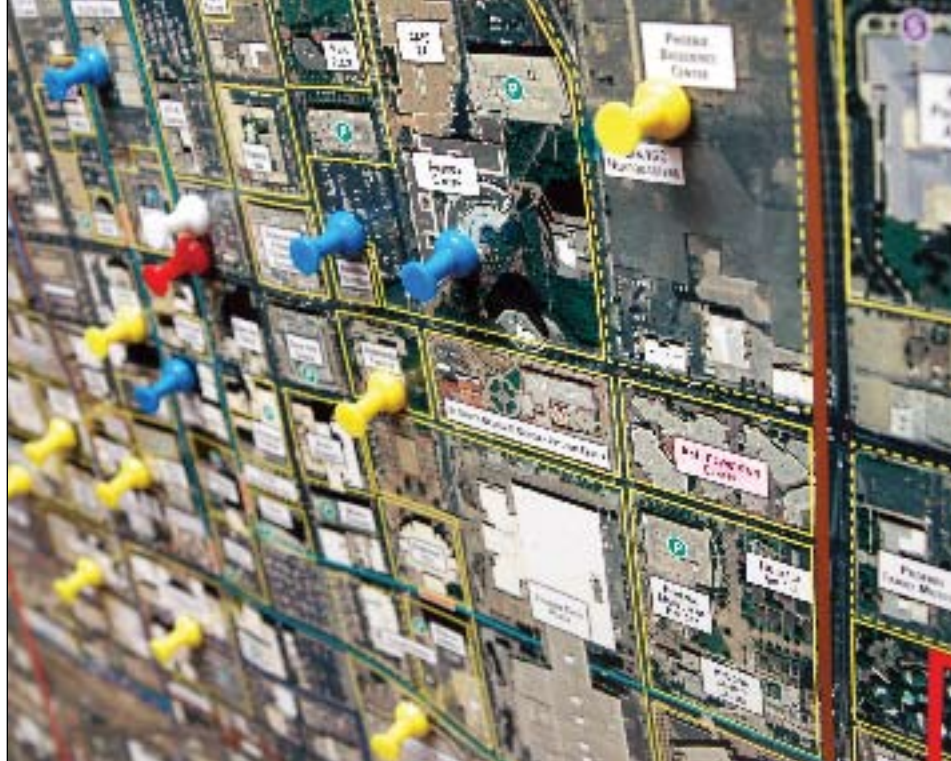


Photo by Ryan Ruiz

A map in Dean Callahan’s office pinpoints downtown sites.

are perhaps the most exciting, at least for students writing their way through reporting classes. Yellow indicates news-making sources that students can walk to — the Federal Building, City Hall, Sandra Day O’Connor Federal Courthouse, Maricopa County Courthouse, Phoenix Municipal Court, Herberger Center for the Arts, Phoenix Bioscience Center, U-S Airways Center and Chase Field.

“Not only can students walk to internships, but the kinds of things you can cover in a downtown environment are very different from what you can cover in a college town,” Callahan said. “When you’re in the fifth largest city in the country, you can be writing in your freshman year about serious social issues, transportation issues, crime issues, cultural issues, arts and entertainment, sports — all on what I would call a major league level.”

A new home

A facility that’s going to house such great expectations has to look the part. The complex, which is the result of a unique three-way partnership among the city of Phoenix, ASU and a private developer, will occupy part of the multiuse complex that also includes retail space on the ground level.

The complex consists of eight floors. Early designs show the following:

1st floor: Mostly retail space, with a large ASU entrance to the second floor.

2nd floor: A large multiplatform newsroom for advanced print, broadcast and online students that will house the Cronkite News Service; a large open forum space for lectures, workshops, town halls and student gatherings modeled after the Kennedy Forum at Harvard’s John F. Kennedy School of Government, where Callahan attended graduate school; a



TIMELINE CONTINUED

admission criteria for majors and launches a minor in mass media.
1994 - The school captures its first-ever overall (writing, broadcasting

and photojournalism) national championship in the Hearst awards; Associate Professor Sharon Bramlett-Solomon receives the Barry

Bingham Jr. Fellowship for her work with journalism students of color.
1993 - The Cronkite School establishes a Hall of Fame to honor outstanding

graduates; ABC sports commentator Al Michaels and ABC News correspondent Bill Redeker are the charter inductees.
1992 - A visiting program for

professionals is started with a \$200,000 grant from the William R. Hearst Foundation.
1991 - The school takes first place in the Hearst



This rendering shows a portion of the downtown campus.

150-seat auditorium; and a large Student Services Center that includes a student lounge and library, advising offices, interviewing rooms, conference space, and the new Career Services and Development Office.

3rd and 4th floors: Computer labs, classrooms, faculty and administrative offices and offices for professional journalism organizations such as the Donald W. Reynolds National Center for Business Journalism.

5th floor: General ASU classroom space.

6th and 7th floors: Offices for KAET-TV, the university-owned public television station.

8th floor: Two television studios, two TV newsrooms, two control rooms and a radio newsroom, plus KAET broadcast facilities.

"It's going to be one of the largest and most sophisticated journalism buildings in the nation," Callahan said.



ULRICH RECEIVES DEAN'S AWARD

Former Regent Donald Ulrich is the first-ever recipient of the Dean's Award for Outstanding Service in recognition of his years of advocacy on behalf of the Walter Cronkite School of Journalism and Mass Communication.

"Over the years, many people worked hard to make the Cronkite School independent. But no one worked harder — or was more influential — than [Ulrich]," Dean Christopher Callahan said at the school's inaugural convocation on Dec. 16. "Don ... was of the most vocal and most persistent supporters of the Cronkite School. Don's endless debating and lobbying on behalf of the Cronkite School over many years laid the groundwork [for independence]. ... Don, we truly would not be here today without you."

Ulrich, a former member of the Arizona Board of Regents, is a member of the Arizona State University Foundation Board of Directors.

A NEW ERA

LIGHT RAIL: CONNECTING TO TEMPE



Rendering courtesy of Valley Metro

METRO light rail station at Van Buren and Central Avenue looking southwest across Central Avenue.

The downtown campus will be self-contained for Cronkite School students. Of course, all journalism courses will be taught in the new downtown building, but students also will be able to fulfill their liberal arts requirements on the downtown campus via University College, enabling students to complete their entire course of study on the new campus. And ASU will offer university housing for nearly 2,000 students on the downtown campus by 2008, eventually growing to a 4,500-student capacity.

Students, however, also will be able to easily travel to the Tempe campus to enroll in non-journalism specialty classes, take a second major or just catch a basketball game at the Wells Fargo Arena. A \$1.3-billion new light rail transportation system will open in 2008. A light rail station will be located across from the Cronkite School, and will be able to get students to the Tempe campus in about 22 minutes.

For more information on the light rail project, go to <http://www.valleymetro.org/rail>.

broadcast division for the first time.
1990 - Cronkite students finish first in the Hearst writing division for the first time.

1989 - The school's student-produced weekly TV newscast begins.
1988 - The school launches an annual two-week Summer High School Journalism

Institute sponsored by The Arizona Republic.
1984 - The Department of Journalism and Telecommunication is elevated from depart-

ment to school status and named the Walter Cronkite School of Journalism and Telecommunication in honor of the legendary CBS News anchor; the

first Cronkite Award for Excellence in Journalism is presented to CBS founder William Paley and longtime CBS President Frank Stanton.

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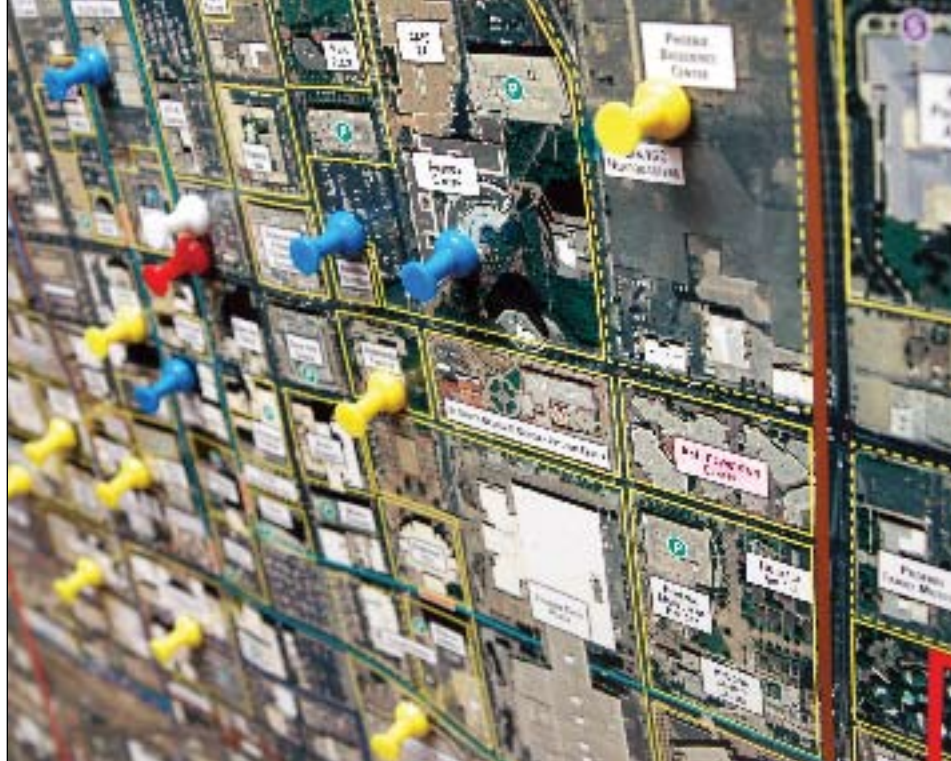


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RAISING THE BAR: NEW ADMISSION STANDARDS AND A NEW CURRICULUM

Dean Christopher Callahan doesn't lack clarity when he talks about the Cronkite School's new journalism curriculum.

"It's going to be a hard program. Period," Callahan said. "We're going to increase the intensity. We're going to make it more selective. We're going to make it more professionally oriented across the board."

Many of those changes have already taken place.

New admission standards kicked in for the incoming fall 2006 class. To be admitted to ASU, applicants have to meet one of the following three criteria: top 25 percent of their high school class, 3.0 high school GPA or a standardized test score of 1040 SAT or 22 ACT (1110 SAT or 24 ACT for out-of-state students). Under the new Cronkite School standards, students have to meet two of the three criteria.

Another big change in the admissions process is majors vs. pre-majors. Traditionally, Cronkite freshmen were admitted to the university as pre-majors, then had to apply for major status as they prepared to enter their junior years. Now, students admitted under the new Cronkite standards will automatically be majors, allowing them to begin their critical skills courses earlier than in the past.

Meanwhile, the faculty spent much of the spring 2006 semester completing a major curriculum overhaul, placing a heavier emphasis on hands-on skills courses as

well as required classes that focus on journalistic values.

In addition to beefed-up basic reporting, writing and editing classes, all students now will take an online journalism course — one of the first required by a J-school in the nation. And then they will be able to specialize in broadcast journalism, print journalism, online journalism or public relations.

"We're creating a curriculum where there are lots of opportunities, lots of requirements for hands-on education," Callahan said. "It will be an enormous advantage for our students."

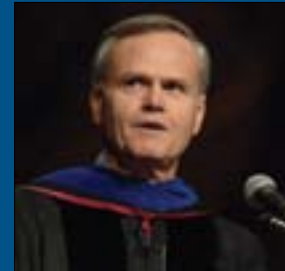
Each student also will be required to take a set of core-value courses that will include the history and principles of journalism, journalism ethics and diversity, media law and the business and future of the news industry.

"I am excited by the new curriculum," said Tim McGuire, former editor of the Minneapolis Star Tribune and the school's new Frank Russell Chair in the Business of Journalism. "It accomplishes the goal of being able to tell outsiders we know every student has a basic knowledge of the core values of the journalistic role; at the same time, it allows students to specialize in certain areas."

But McGuire added that he is convinced curriculums are "no longer 10-year documents. The hectic pace of change will require constant vigilance and attention to curriculum to make it current, practical and helpful for students entering a media world that stands to look dramatically different a few years from now."



A NEW ERA FORMER CRONKITE CHIEF DELIVERS KEYNOTE AT SCHOOL'S FIRST CONVOCATION



Anderson at 2005 fall convocation

The most tangible sign of the Cronkite School's newly independent status was seen on Dec. 16, 2005 — the day the Cronkite School held its very first convocation. And when it was time to select the keynote speaker for that special event, it didn't take long to call old friend and longtime Cronkite School Director Douglas Anderson.

Introducing Anderson to the graduates, faculty and guests at the Frank Lloyd Wright-designed Grady Gammage Memorial Auditorium, Dean Christopher Callahan said the school's great successes over the past two decades would not have happened without Anderson's "vision, leadership and perseverance." Anderson was director of the Cronkite School from 1987 to 1999 before leaving to become dean of the College of Communications at Penn State University.

Callahan told the convocation audience that Anderson built "a relatively unknown program into a national powerhouse in journalism education. He recruited many of the extraordinarily talented faculty you see on stage today. He forged close relationships with media professionals around the Valley. And he built a program that emphasized the highest levels of professional journalism standards.

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A. Stauffer, opens as the department's new home. 1962 - Walter Cronkite becomes anchor of the CBS Evening News.

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Cronkite News Service

Advanced journalism students provide stories and news packages for media outlets across Arizona

Alexis Cozombolidis, former Cronkite student, checks to make sure production is ready to air for NewsWatch.

Photo by Lindsay Jacobsen

A cadre of top print and broadcast journalism students will make news in spring with the launch of the Cronkite News Service, a new program that will provide high-quality news and investigative stories to newspapers, news Web sites and TV stations across Arizona.

The Cronkite News Service will be staffed by graduate students and upper-level undergraduates chosen by the print and broadcast bureau directors. Selected for their experience and commitment, these students will have the opportunity to

By Regina McCabe and Kim Brooks-Blum

work two to five days a week, depending on how many credits they want to receive.

"Cronkite News Service will be a tremendous learning opportunity for our best students, giving them an elite reporting experience under the close supervision and tutelage of top news professionals," said Dean Christopher Callahan. "At the same time, it will provide critical coverage of important stories to Arizonans through established news organizations around the state."

Students' work, which will focus on critical statewide public policy issues and state government coverage, will be transmitted to news operations via a new video and print wire service run by the school. Students will not only cover breaking news but also generate features, enterprise and investigative stories.

Two veteran journalists have joined the full-time faculty to oversee the daily operation of Cronkite News Service. Steve Elliott, former Phoenix bureau chief of The Associated Press, will guide print journalism students and develop relationships with editors at newspapers across Arizona.

Elliott will work closely with Sue Green, former managing editor of KNXV-TV/ABC 15 who is the program's founding broadcast

director. Green, who also will serve as executive producer of NewsWatch, the school's newscast, will mentor broadcast journalism students and develop ties with TV news operations around the state.

The new ASU news service will be modeled after the Capital News Service at the University of Maryland's Philip Merrill College of Journalism, which was started by Cronkite Dean Christopher Callahan.

"The intensive nature of the [Capital News Service] program, combined with the highest standards, made for an extraordinarily powerful experience for those students," Callahan said.

The program "became the signature of the journalism school," he said, with graduates landing excellent jobs in the news industry. Capital News Service ran bureaus in Annapolis, the state capital of Maryland, and Washington, D.C.

The Cronkite News Service will be housed at University Center at 411 N. Central Ave. until the new journalism building opens next door in fall 2008. The Cronkite News Service will be a major feature of the new building design.

The Cronkite News Service will be modeled after the Capital News Service at the University of Maryland's Philip Merrill College of Journalism.

- The Capital News Service operates a print bureau in both Annapolis, Md., and Washington, D.C.
- Clients include 14 daily newspapers and wire services, more than 60 weekly and monthly newspapers and newsletters, a news radio station, a statewide public television network and several online services.
- The print bureaus transmit more than 200 stories each semester.
- Most students leave the program with 20 to 30 bylined clips.

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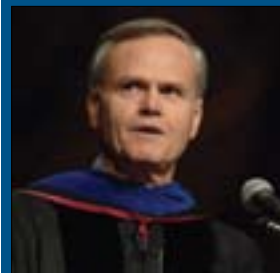
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Photo by Lindsey Jacobsen

Above: Tom Murray, former Cronkite student, prepares for a NewsWatch newscast in Studio C at Channel 8.

Right: NewsWatch veteran Alexis Cozombolidis checks to see if the camera is ready.



Photo by Lindsey Jacobsen

AWARDS

2005 Society of Professional Journalists

Best student newscast in U.S.

First-place national award for TV feature reporting

Second-place national award for spot news reporting

Third-place national award for TV feature photography

2005 Hearst Journalism Awards

Eighth-place national award for TV feature reporting

Ninth-place national award for TV news reporting

13th-place national award for TV feature reporting

2004 Broadcast Education Association

First-place national award TV hard news reporting

Second-place national award TV feature reporting

Third-place national award TV feature reporting

Second-place national award TV sports reporting

Second-place Student News Team in the U.S.

2004 Hearst Journalism Awards

Sixth-place national award for TV feature reporting

Ninth-place national award for TV feature reporting

10th-place national award for TV news reporting

12th-place national award for TV news reporting

The “New” NewsWatch

The Cronkite School’s awarding-winning ASU NewsWatch has a new director, an additional broadcast and a new name

By Regina McCabe and
Kim Brooks-Blum

The new Cronkite NewsWatch is being produced twice a week this fall with the goal of taking it to four times a week, said Mark Lodato, who took over as news director in August.

Working with Lodato is television journalist Sue Green, who joined the school as executive producer of NewsWatch and the founding director of the Cronkite News Service, a new program to provide news packages to stations around the state.

The changes are coming quickly, Lodato said.

“We’ve integrated the AP broadcast wire and the AP-ENPS newsroom computer system, which is used in hundreds of broadcast newsrooms around the world,” he said. “And we’re planning to produce live election night coverage for Tempe Cable 11.”

The news program, produced entirely by ASU broadcast journalism students, began as “Southwinds” in 1989, said Professor Donald G. Godfrey, who taught the class that produced the show. For several years, it aired across the Valley on the Cox Access channel. In addition, students produced daily news cut-ins on the Tempe Access channel.

The show now airs on Tempe 11 and ASU 116 on cable television in the Phoenix area. It has won numerous awards, including the 2005 Society of Professional Journalists Mark of Excellence Award for Best Student

Newscast in the United States and the 2005 award for the Best Student TV Reporter in America from the Broadcast Education Association. The latter award was for the work of Ian Schwartz, a May 2006 graduate.



Photo by Lindsey Jacobsen

Mike Lavarias, former Cronkite student, works behind the scenes for NewsWatch.

Top broadcasters named to NewsWatch

Lodato and Green a “dynamic duo”

Two leading Phoenix television journalists have joined the Cronkite School to expand the award-winning ASU NewsWatch and create a new program to provide news packages to stations around the state.

Mark Lodato, an investigative reporter at KPHO-TV/CBS5 and former news director at the University of Maryland’s journalism school, is the news director for the Cronkite School and its newscast, renamed the Cronkite NewsWatch (see page 13).

Sue Green, managing editor at KNXV-TV ABC 15 and former executive producer at WABC-TV in New York, is the founding director of the Cronkite News Service in downtown Phoenix and executive producer of NewsWatch.

“The school and our students will benefit enormously from the journalistic and teaching talents of Mark and Sue,” said Cronkite Dean Christopher Callahan. “These are top-flight journalists and passionate, caring teachers who inspire young journalists. They truly will be a dynamic duo.”

Lodato, a 1989 University of Missouri graduate, started his broadcast journalism career at WINK-TV, the CBS affiliate in Fort Myers, Fla., and then came to the Valley in 1994, where he served for three years as a reporter at KNXV-TV. During that period, he also taught at the Cronkite School as a faculty associate.

He left Phoenix in 1997 to join WUSA-TV, the CBS affiliate in Washington, D.C., where he served as a reporter and anchor.

Three years later, he joined the faculty of the University of Maryland’s Philip Merrill College of Journalism. At Maryland, Lodato designed, implemented and directed a new daily student television news operation with bureaus in D.C. and the state capital of Annapolis.

Under Lodato’s leadership, that show, which reached 500,000 households in suburban Washington and the city of Baltimore, was named the best college-



Photo by Deanna Dent

News Director Mark Lodato is overseeing the expansion of Cronkite NewsWatch.

produced daily newscast in the nation by the Society of Professional Journalists in its first two years.

“What Mark accomplished at Maryland — taking a weekly newscast and turning it nearly overnight into the best daily college show in the nation — was nothing short of remarkable,” said Callahan, who as associate dean at Maryland helped recruit Lodato for that position. “There is simply no one better prepared for taking our award-winning weekly show and making that transition into a premier daily newscast.”

Lodato has been back in Phoenix since 2003 as an investigative reporter at KPHO-TV. He joined the Cronkite School in August.

Lodato replaced Mike Wong, who led NewsWatch to national prominence during his eight years as news director. Under Wong’s leadership, the show was named best college-produced weekly newscast in the nation this year by the Society of Professional Journalists. And Cronkite

students under Wong’s tutelage regularly finished in the top five nationally in the Hearst intercollegiate journalism awards program.

Wong remains at the school as its first full-time director of career services (see page 36).

“Mike will be doing formally what he has done informally for years — matching the right students with the right professional internships and job experiences,” Callahan said. “We’re indebted to Mike for the extraordinary broadcast news program he helped build, and now look forward to having his work benefit all Cronkite students for years to come.”

Lodato said he was “looking forward to building upon what is already a very successful student news operation. It’s an exciting time to be joining the Cronkite School.”

Lodato and Green will be working closely with Cronkite School engineers Jim Dove and Jim Rush and a new faculty member who will focus on the show’s production.

covering Latinos and the

The Cronkite School turns its attention south
with new programs and staff

By Dianna M. Nañez

Latinos are the largest and fastest-growing minority group in the United States. With a population of 42.7 million, nearly one in every seven Americans today is Latino. And by 2050 the nation's Latino population is projected to increase to 102.6 million, representing one quarter of the nation's overall population.

But despite the growth, media critics say coverage of this burgeoning population is abysmal. A new national study conducted by Cronkite School researchers for the National Association of Hispanic Journalists found that U.S. news magazines rarely cover Latinos and Latino-related issues (just 1 percent of all stories written in 2005). And when they do, Latinos are often portrayed as a "negative and disruptive force on U.S. society," the Cronkite-NAHJ report concluded.

U.S. journalism schools, meanwhile, have done little to address the problem. Until now.

The Cronkite School is vowing to make improved media coverage of Latinos and the borderlands a top priority. In the past year, the Cronkite School launched an in-depth photojournalism project that explored children living on the border, ramped up its relationship with the city of Hermosillo and local Mexican universities through faculty and student visits, began preparations for an on-site multimedia reporting project in Mexico, and tackled research projects such as the NAHJ study on news magazine coverage. All the initiatives are leading to a new multidisciplinary Cronkite School specialization focusing on coverage of Latinos and the borderlands.

"We realize Latinos and issues related to Latino communities are poorly covered by today's media," said Dean Christopher Callahan. "We will draw on the strengths of our region to become the first journalism school in the nation specializing" in Latino and borderland coverage. Callahan hopes the school's new specialization will improve coverage "through its research, curriculum and professional programs."

The university is supporting the Cronkite School's vision, setting

Photojournalism student Jeremiah Armenta visited the poorest section of San Luis, the border sister city to Yuma, Ariz., to photograph children living near the local dump as well as teens who cross the border to pick Yuma's crops. Here, 5-year-old Miguel Perez climbs a wire fence near his house just before sunset in San Luis.



Photo by Jeremiah Armenta

As part of the Children of the Borderlands project, photojournalism student Kelley Karnes documented the life of a family in Nogales, Mexico, whose children cross the border every day to attend school.

Photo by Kelley Karnes

BORDERLANDS

Borderlands



aside resources to hire a top-flight borderlands journalist to shape the new specialization. The new faculty member will join ASU under the university's Southwest Borderlands Initiative, a campus-wide program started in 2001 to appoint faculty who will strengthen ASU's scholarly and teaching activities about the Southwest border and create a faculty that reflects the region's diversity. The new Cronkite professor, who is expected to join the school in 2007, will become part of a group of more than 15 other scholars who have come to ASU through the program.

"We want someone who is well versed in borderland issues and sensitive to the cultural differences of the Latino community," said Associate Dean Marianne Barrett. "The ideal candidate will have the ability to teach students how to cover hot-button border issues beyond stereotypes, inspiring them to tell the whole story."

Soon after receiving resources for the new faculty position, Cronkite School leaders met with scholars from ASU's highly regarded Department of Chicana and Chicano Studies to brainstorm about the specialization. The school also reached out to border experts such as Ricardo Chavira, a Pulitzer Prize-winning journalist and University of California journalism instructor. During his 30-year career, Chavira was Mexico correspondent for Time magazine and Mexico City bureau chief for the Dallas Morning News.

"The border traditionally has been overlooked — on both sides," said Chavira, who visited the school in the spring to help faculty and school leaders think about how to shape the new program. "The media covers the obvious, the sensational, and produces a caricature. I see a critical need in the media to treat the subject with an academic rigor."

The Cronkite School hopes to partner with the Chicana and Chicano Studies Department to give students a diverse perspective on borderland and Latino communities. Students also will take Spanish courses to broaden their ability to communicate with sources in their native language.

"A minor in Chicana and Chicano Studies will provide students interdisciplinary training from scholars who can focus on historical and cultural aspects of border communities, while our school teaches them the practical and ethical aspects of journalism," Callahan said.

Chicana and Chicano Studies Chairman Carlos Vélez-Ibáñez said a partnership with the Cronkite School will offer students an invaluable education and provide media outlets the expertise necessary to improve their coverage. "Students will have the opportunity to take courses on immigration, economic, health and sociopolitical policy relevant to borderland and Latino communities and participate in a critical review of Spanish and English media cover-

age of these issues," Vélez-Ibáñez said.

Vélez-Ibáñez feels media rely too often on polarized viewpoints and stereotypes, promulgating a damaging and inaccurate news frame of Latinos and borderland communities. "We have a population that is covered from a skewed journalistic perspective by those with little knowledge of the facts or community," he said.

Chavira envisions a curriculum that provides a foundation to report intelligently on borderlands communities from an international perspective. The Cronkite School can train reporters who understand that issues such as immigration are "a global phenomenon, not just a U.S.-Mexico issue," he said.

Callahan hopes the specialization will not only attract Latino students but also provide students of all backgrounds with a socially conscious and academically rigorous degree. He also said the initiative will increase professional opportunities for Cronkite graduates.

Bill Hill, deputy managing editor and recruiter for The Arizona Republic, agrees. "Newspapers are always looking to improve the diversity of their newsrooms," he said. "While that goal can be difficult to reach, an even bigger challenge is finding reporters who are fluent in Spanish. If the Cronkite School's borderlands initiative produces journalists with that skill, along with knowledge of border and Latino issues, they'll be in great demand."

Crossing Borders: The Hermosillo connection

Photo by John Craft



When Professor John Craft took part in the Cronkite School's exchange program with Hermosillo, he never expected his short visit would lead to lasting friendships. But that's exactly what happened after he visited Phoenix's sister city in Mexico.

"Many of the people I met have become my very good friends," said Craft, who teaches media management, documentary production and a graduate course in mass media and society. "The cultural bonding is important to understanding each other as friends and colleagues, regardless of differences or distance."

Hermosillo, the capital of Sonora in northwest Mexico, is about 170 miles from the Arizona border. The cultural and academic exchange is arranged by the Phoenix Sister City program, which is managed by the not-for-profit Phoenix Sister City Commission. Program managers work with Valley partners to create cultural understanding and professional, social and educational opportunities between Phoenix and its 10 sister cities.

Associate Professor Craig Allen launched the program at the Cronkite School in 2004 so faculty could foster professional and personal ties with other countries. "We allow an artificial border to prevent us from getting to know a community that is closer to Phoenix than Los Angeles," said Allen, who specializes in international communication and television news. "Through these visits, we break down cultural barriers and realize we have many more similarities than differences."

Since the exchange began, eight Cronkite faculty have visited Hermosillo, participated in educational seminars and consulted at Universidad Kino and Universidad del Noroeste. The visitors toured local sites as well as media and political organizations.

By Dianna M. Nañez

Jim Dove, the Cronkite School's senior broadcast engineer and an ESPN consultant, helped Hermosillo prepare to air its first baseball

telecast. "When they found out that they were getting someone with Jim's expertise and who is a longtime ESPN video sports editor, they thought the sky had opened," Allen said.

Participants return eager to "teach from a broad international perspective," Allen said. As part of the new borderlands specialization, the Cronkite School plans to expand faculty and student exchanges with Mexico.



Professor John Craft (far left) took a group of students to Hermosillo this summer.

Cronkite professor studies coverage of Latinos



Dina Gavrilos

U.S. mainstream news magazines don't give much space to Latino issues, and when they do, more than half the articles deal with immigration, according to a recent study

conducted by Assistant Professor Dina Gavrilos.

The National Association of Hispanic Journalists conducted a nationwide search for mass communication researchers before choosing Gavrilos and the Cronkite School to lead the project. The study was presented at the group's 24th annual convention this summer in Fort Lauderdale, Fla.

"...a benchmark assessing Latino-related coverage of U.S. news magazines..."

– Dina Gavrilos

Assistant Professor, Cronkite School

"This study serves as a benchmark assessing Latino-related coverage of U.S. news magazines for 2005," Gavrilos wrote in an executive summary to the work. "To date, there have been no comprehensive year-long content analyses on this subject."

She, along with a team of graduate

By Kim Brooks-Blum

assistants from the Cronkite School, analyzed all 2005 issues of Newsweek, Time and U.S. News and World Report to determine how Latinos and Latino-related issues are being handled in mainstream news magazines, which, as Gavrilos wrote, "play a crucial role in today's public discourse."

The study sought to answer the following questions: What was the number of magazine stories about Latinos in 2005? What were the topics of these stories? What were the main themes or patterns in the news coverage of Latinos?

Gavrilos found that only 18 of the 1,547 magazine stories in Newsweek, Time and U.S. News were predominantly about Latinos — a total of 1.2 percent. Of those, 12 were about immigration. Only five stories significantly included Latinos in non-Latino stories.

In the immigration stories, Latino immigrants were portrayed "as a negative and disruptive force on U.S. society," Gavrilos said. However, the handful of stories that didn't cover immigration, found in Newsweek and Time, highlighted positive contributions made by Latinos in areas of political power and influence. Both magazines dedicated cover stories to these topics.

Gavrilos said the study was just a beginning. It is hoped that the study will "give journalists a starting point from which they can begin reflecting upon the importance of changing the ways in which Latinos are covered in the future," she said.

NATIONAL ASSOCIATION OF HISPANIC JOURNALISTS

The NAHJ is the foremost and largest organization in the country for Hispanic journalists. It has a membership of more than 2,000 and was founded

in 1984 with the purpose of improving Latino coverage and increasing the number of Latino journalists working in newsrooms across the country. Gerald



Garcia, former publisher of the Tucson Citizen, was the first president of NAHJ, serving from 1984 to 1985.

CHANGING DEMOGRAPHICS

- Latinos are the largest minority group in the United States, making up 42.7 million of the nation's 296.4 million people (14.4 percent).
- The Latino population is growing at the fastest rate of any group, with a 3.3 percent increase from July 1, 2004, to July 1, 2005.
- Latinos accounted for nearly half (49 percent) of the overall population growth (2.8 million) between July 1, 2004, and July 1, 2005.
- The 2005 Latino population was younger (median age: 27.2 years old) compared with the overall population (median age: 36.2 years).
- By 2050 the nation's Latino population is projected to increase to 102.6 million, representing 24.4 percent of the overall U.S. population.
- Arizona is home to the sixth largest Latino population in the country, and Latinos represent more than 25 percent of the state's population.
- The state's Latino population is projected to grow from 1.3 million to 2.1 million over the next 20 years.
- Latinos make up 4.5 percent of U.S. newspaper journalists (2005), 8.9 percent of TV journalists (2004) and 3.9 percent of radio journalists (2004).

Sources: U.S. Census Bureau, American Society of Newspaper Editors, Radio-Television News Directors Association and Ball State University

BORDERLANDS

The Buffett project: CHILDREN OF THE BORDERLANDS

A group of advanced Cronkite students participate in a unique project to photograph Mexican children living on the border



Howard Buffett has traveled around the world photographing people and the often dangerous and impoverished conditions in which they live.

But he had never experienced anything quite like the Arizona-Mexico border, where he photographed and interviewed Mexicans trying to enter the United States.

"The one thing that really stuck with me is ... that some of them face certain death, but they are absolutely determined," Buffett said in an interview on KAET-TV. "Many of them said, 'If I don't make it this time, I'll try five times, 10 times, 15 times. I'm going to make it across the border.'"

During that 2005 visit, the philanthropist, whose foundation has given away millions of dollars to charitable and civic causes, also spent time with Cronkite School faculty and students, showing them some of his work and talking about photography.

Before he left, he pledged \$50,000 from his foundation so that photojournalism students could benefit from an international

By Dianna M. Nañez

experience. He wanted them to travel to another country to document the lives of its people.

Dean Christopher Callahan suggested "Children of the Borderlands" as a topic and asked Kristin Gilger, ASU's director of Student Media, to recruit the school's best photojournalism students for the project. Gilger, along with faculty associate Chris Keith, an Arizona Republic photographer, asked students to submit applications for the new in-depth photojournalism class.

By the following January, students Jeremiah Armenta, Kelley Karnes, Danielle Peterson and Brandon Quester were busy researching topics. And before the semester ended, they had made numerous trips to the border to photograph their subjects.

The students said the project had a powerful impact on them.

"We forget about humanity when we question why people would illegally cross the border," said Armenta, who spent



Top
Jeremiah Armenta
Martin Perez, 7, (left) Alfredo Perez, 12, and youngest brother Miguel Perez, 5, head home after walking for two miles to the nearest store to buy some eggs and milk for breakfast in San Luis, Sonora.

Bottom
Danielle Peterson
Local children lounge on the main plaza in Magdalena, Mexico, after school.

Opposite Page
Brandon Quester
Lupita and Fatima are 11-year-old twins from an impoverished family in Agua Prieta, Mexico. Lupita, who has been severely disabled since birth, lives at home with her parents while Fatima attends school and boards at the nearby La Divina Providencia orphanage.

weeks photographing impoverished families who live at the edge of a dump. "When you see that two miles from the Arizona border, there are families living in a dump and there are whole neighborhoods of children who can't afford to go to school, you understand why their parents would risk everything to cross the border for a better life."

The students' images were displayed at a photo exhibit at ASU's Northlight Gallery on the Tempe campus and were featured in The Arizona Republic and Latino Perspectives magazine. A glossy magazine of their work is available in limited quantities from the Cronkite School.



Above
Kelley Karnes
Stephanie Zepeda, 10, does her homework while her sister Nicole tries to stay awake in the back seat. The girls' mother spends hours each day driving them across the border to attend private school in Nogales, Ariz.

NEXTPROJECT - BUFFETT BORDERLANDS

Howard Buffett, who grew up photographing the harvest moons and sunsets of his native Nebraska and now traverses the globe capturing the human condition, was excited by the work produced by the "Children of the Borderlands" students. So excited, in fact, that after seeing a CD of the work, he gave the Cronkite School another generous gift — this one \$100,000 — for another borderlands experience. The next Buffett Foundation project, scheduled for fall 2007, will include photojournalists, videographers, print journalists and online specialists who will create a multimedia project on their fieldwork experience.

Meanwhile, Buffett and his work continues to inspire Cronkite students. An exhibit of 10 of Buffett's international photographs is displayed prominently on the second floor of Stauffer Hall.

Donald W. Reynolds joins Cronkite School

ASU lures one of nation's top journalism centers to Tempe

The Donald W. Reynolds National Center for Business Journalism opened at ASU on July 1, thanks to a three-year, \$3.5 million grant to the Cronkite School from The Donald W. Reynolds Foundation. The center is a national program devoted to improving the quality of business journalism through workshops and its Web site, businessjournalism.org.

The center was created in 2003 by the Las Vegas-based Donald W. Reynolds Foundation, one of the nation's largest private foundations. The center comes to Arizona from the American Press Institute in Reston, Va.

Cronkite School Dean Christopher Callahan, who had a relationship with the center from his days as associate dean of the University of Maryland's Philip Merrill College of Journalism, helped draw the center to ASU.

"This is a fast-growing area of journalism that we very much want to get into," he said. "This is the first national institute we've had housed at the Cronkite School, and the grant is the largest we've ever received."

Veteran business journalist Andrew Leckey was the director of the center in Virginia and has relocated to new offices at ASU. Leckey is a long time syndicated investment columnist for The Chicago Tribune, was previously an anchor on CNBC and also has authored and edited a number of books.

Leckey said the Cronkite School's plans to build new facilities in downtown Phoenix offers the center a number of advantages not available at other universities.

"Phoenix is a terrific place to be because it is still burgeoning," he said. "It's also exciting to be part of a new building and its proximity to The Business Journal, The Arizona Republic and all of the businesses in downtown Phoenix."



Jimmy Gentry of the University of Kansas trains journalists in financial documents at a Reynolds Center workshop in Harrisburg, Pa. More than 4,500 journalists have attended the workshops nationwide.

Photo courtesy of Donald W. Reynolds Foundation

By Adam Kress, The Business Journal

Steve Anderson, president of the Donald W. Reynolds Foundation, said the group helps promote business journalism because Reynolds himself was an entrepreneur and journalist who made millions in the media business.

"Reynolds had great interest in business reporting," he said. "And the foundation feels it's a niche that few others were funding..."

"We were very impressed with the stature of the Cronkite School at ASU," Anderson said. "And we're committed to space in their new building."

The Reynolds Center for Business Journalism mainly is focused on hosting free, one-day workshops for business journalists across the country. But through its Web site, businessjournalism.org, the group hopes to expand its online offerings.

"We're very excited about expanding our Web site and doing more online seminars," Leckey said.

New plans for the center at ASU also include:

- An internship program to place business journalism students from across the country at publications each summer.
- A scholarship program to finance the study of business journalism will begin in the second year of the grant.

- A four-day seminar to be held annually to train prospective business journalism professors.
- An applied research component focusing on important business journalism topics and various spot polls on key issues. A major national survey will be initiated in the second year of the grant.

Business reporting is an oft-overlooked area of journalism when it comes to formalized training. Reporters often move into the somewhat specialized field by chance and, as a group, business writers and reporters tend to be inaccurately construed as academic number-crunchers.

But lessons learned from the dot-com crash and the scandals surrounding Enron, WorldCom and others have put new emphasis on the importance of the field and training writers for it. Training opportunities in the area of business journalism are increasing.

The Society of American Business Editors and Writers, or SABEW, offers some training similar to that of the Reynolds Center. It is based at the University of Missouri School of Journalism. SABEW Executive Director Carrie Paden said her group has partnered with The Reynolds Center in the past and is glad to hear the group wants to expand.

TOP BUSINESS JOURNALIST DIRECTS REYNOLDS CENTER



Photo courtesy of Donald W. Reynolds Foundation

Journalists meet in a breakout group to write investigative business story leads at a Detroit workshop.

“This is a fast-growing area of journalism that we very much want to get into.”

– Christopher Callahan

Dean, Cronkite School

“We’ve been working on new programs here and starting to work with professors at other schools,” she said. “I think we’ll see more training opportunities because there is a big need for it.”

Leckey said business news will only become more important.

“The Enron verdicts are capping an era that showed the importance of good coverage of companies,” Leckey said. “Business journalism has never been more important. It really affects families and lives.”

This article was reprinted with permission from the June 2, 2006, edition of *The Business Journal* of Phoenix.



Andrew Leckey

The director of the Donald W. Reynolds National Center for Business Journalism is one of the nation’s leading voices in business journalism.

Andrew Leckey has done it all in business journalism. He has anchored the CNBC “Today’s Business” daily show; is the author or editor of 10 financial books, including the Random House anthology series “The Best Business Stories of the Year;” and continues to write a nationally syndicated business column for *The Chicago Tribune*.

Leckey, who also will hold the rank of professor of practice on the Cronkite School faculty, has a deep background in journalism education. He was the first director of the Bloomberg Business Journalism Program at the University of California at Berkeley and ran the business and economics journalism master’s program at Boston University.

Under Leckey’s leadership, the Reynolds Center has accomplished an “extraordinary amount in three short years in the education and training of business journalists nationwide,” said Dean Christopher Callahan. “Andrew believes passionately in the importance of quality business journalism. We are extremely lucky to have the Reynolds Center as part of the Cronkite School and Andrew as part of our faculty.”

A JOURNALISTIC LEGACY: DONALD W. REYNOLDS AND THE REYNOLDS FOUNDATION



Courtesy of Donald W. Reynolds Foundation

Donald W. Reynolds

Donald W. Reynolds started early in the newspaper business, as a boy selling copies of the *Oklahoma News* at an Oklahoma City railroad depot. He worked his way through high school and later the journalism school at the University of Missouri. After graduation, he invested in a photo engraving plant and then used those profits to purchase his first newspaper, the *Quincy Evening News* near Boston. He sold that paper and bought the (Oklahoma) *Daily Times* and the Southwest (Arkansas) *Times Record*. Those papers launched Reynolds’ Donrey Media Group,

Following service in World War II, during which he won the Purple Heart, Bronze Star and Legion of Merit, Reynolds continued to expand Donrey, growing the media empire to more than 100 companies in the industries of newspaper, radio, television, cable television and outdoor advertising.

The Donrey Media Group was sold following Reynolds’ death in 1983, leading to a major bequest to the foundation. Today, the Donald W. Reynolds Foundation is one of the largest in the world, supporting programs that focus on aging, cardiovascular clinical research and journalism.

Source: Donald W. Reynolds Foundation Web site (www.donaldwreynoldsfoundation.org)

COLLABORATIONS YIELD RESULTS

The Cronkite School and The Arizona Republic have forged a unique relationship between a journalism school and a major metropolitan newspaper.

The school prepares the young journalists who fill the ranks of the newspaper staff over the years through internships and jobs. But for The Arizona Republic and the Walter Cronkite School of Journalism and Mass Communication, the connection goes much further than that.

This year Cronkite students produced a major project on the 30th anniversary of the murder of former Republic reporter Don Bolles that was published in the Republic and its online partner, azcentral.com.

"This is just the latest example of the wonderful partnership we enjoy with the nation's 15th largest daily newspaper," said Christopher Callahan, dean of the Cronkite School.

Students also formed the backbone of a Web reporting team over the Christmas holidays, staking out the airport and shopping centers to provide Republic and azcentral.com readers with real-time consumer information. The airport blogs had 13,100 page views over two days, and the mall blogs had 4,700 page views in one day. The project won a Best of Gannett award for the newspaper.

Republic reporters, photographers and editors regularly teach classes in the Cronkite School, and more than a dozen Cronkite students serve internships at the newspaper every year. Many end up in permanent positions at the paper.

The editor of the Republic, Ward Bushee, serves on the Cronkite Endowment Board of Trustees, a group of prominent journalists from around the Valley who support the school. And Sue Clark-Johnson, former publisher of the Republic and now president of Gannett Newspaper Division, was the keynote speaker for the Cronkite graduation ceremony this spring.

Bushee said the current collaborations are just a beginning. "I have always felt that ASU and the Republic could increase its collaborations in ways that would benefit citizens of Arizona," he said.

Cronkite students remember Don Bolles

Print, radio and online stories reveal life and legacy of murdered Arizona Republic reporter

By Kim Brooks-Blum



Don Bolles

This June marked a watershed in American journalism — the 30th anniversary of the death of Don Bolles, a reporter for The Arizona Republic who was killed after a remote-control led bomb exploded under his car in a downtown Phoenix parking lot.

Bolles had spent years writing about organized crime and land fraud in Arizona, and prosecutors believed it was this work that led to his murder.

Bolles is not the only American journalist ever to be killed in retaliation for what he dared to publish. But he's one of only a handful ever killed on American soil, and his murder set off a chain of events never to be repeated in American journalism.

With the 30th anniversary of Bolles' death approaching on June 2, a group of advanced journalism students in the Cronkite School were assigned to revisit Bolles' life and death. They tracked down family, friends and others involved in the case. They examined court documents and autopsy reports. And they asked the questions that have lingered for three decades: Who was Don Bolles? What did his death accomplish? How should he be remembered?

On May 28, 2006 The Arizona Republic devoted nearly 200 inches of space to

the stories. In a note accompanying the package, Republic editors wrote that it was "gratified to see that a new generation of reporters is exploring Bolles' life and death and what he meant to Arizona journalism."

In an e-mail interview, Republic Editor Ward Bushee said, "The ASU students did a very ambitious and thorough job. They did a fine job of bringing the story back to life, updating the key players and helping many of the newcomers to this state understand the tragic story of Don Bolles."

One of the stories, by Lauren Vasquez, was the featured piece in Viewpoints, the Republic's Sunday commentary section. Vasquez examined the work and legacy of the Arizona Project, a 23-part series of stories alleging corruption at the highest levels of Arizona politics. The original project was produced by 40 reporters and editors from 23 newspapers around the country who converged on Phoenix after Bolles' murder to finish his work. It is the only team reporting project of its kind ever produced in this country.

Vasquez tracked down reporters from around the country who had worked on the project and talked to them about their experiences and whether they believed the project has held up over time.

Other students, under the direction of Depth Reporting Instructor Kristin Gilger, produced profiles of Bolles and Max Dunlap, the only person who is still serving time for Bolles' murder.

Others wrote about the state of investigative reporting in the United States and the dangers that journalists face in doing their jobs. For the former, students polled members of Investigative Reporters and Editors and interviewed journalists at papers around the country.

Gilger said her goals in launching the



Don Bolles died 30 years ago after a bomb exploded under his car in downtown Phoenix.

project were to help people remember Bolles and create awareness of the importance of investigative journalism. The project was challenging, she said, because people were scattered, information was dated and several key sources didn't want to be interviewed.

When senior Megan Irwin tried to interview Dunlap, for example, he wouldn't talk to her. Irwin relied on public documents and interviews with those close to Dunlap, who is serving a life sentence in prison, to create her 3,900-word profile.

"It made me a stronger reporter," she said. "It taught me to stretch every angle you can. It taught me to think in a way I don't normally have to."

Irwin's story placed 10th nationally in the personality/profile category of the Hearst Journalism Awards Program, the country's most prestigious competition for undergraduate journalism students.

Besides Gilger's students, several students from Assistant Professor Carol Schwalbe's Magazine Writing and Online Media classes contributed to the project.

Graduate student Kanupriya Vashisht wrote a piece for the May 2006 edition of Quill magazine, the journal of the Society of Professional Journalists, examining the current level of commitment to investigative journalism. Compared with the "golden years" of the 1970s, Vashisht wrote, many journalists feel that investigative journalism is on the decline.

"I was a little apprehensive at first that the story was too big for me, but I got inspired by these senior-experienced journalists," Vashisht said. "It's one of the stories I'm really proud of."

Four other students in Online Media — Ray Gonzales, Chelsea Ide, Matt Mueller and Brent Ruffner — turned the

project into a multimedia Web site built in Macromedia Flash. The project, "Dying for the Story," can be found on the Cronkite zine Web site, which showcases student work, at: http://cronkite.asu.edu/bolles_final/Bolles. The site also includes 16 radio stories produced by students in Assistant Professor Bill Silcock's Advanced Broadcast Newswriting class.

Broadcasting student Norma Gutierrez interviewed George Weisz, the lead investigator in the Bolles' case. In an e-mail, Weisz, who is now senior assistant to the mayor of Phoenix, thanked Gutierrez and her colleagues for their "incredible work."

"Many people truly appreciate your efforts and helping to carry the torch that Don Bolles lit," he wrote. "His career was one of true investigative reporting, which is not as prevalent today. He tried to expose the wrongs in our community so we could preserve the 'rights' in our community."

"The lessons learned in both his life and his tragic death must never be forgotten. Thanks for helping to ensure that those lessons live on."

DON BOLLES PROJECT UP CLOSE

- The Arizona Republic's Web site features all the stories and a gallery of photos: www.azcentral.com/specials/special01.
- The Cronkite School's online student magazine showcases the stories and photos as well as a podcast of radio stories: http://cronkite.asu.edu/bolles_final/Bolles

INSPIRING GRADS

Top newspaper executive Sue Clark-Johnson told graduating Cronkite School students that the media world is in the midst of a "wildfire transition" that presents both great challenges and unparalleled opportunities.

Clark-Johnson, president of the newspaper division of Gannett Co. and former publisher of The Arizona Republic, delivered the keynote speech at the Cronkite School's inaugural spring convocation ceremony in May.

"Are you ready to dive headfirst into a complex world of media environments and customer expectations — a world that is changing so fast that we are both challenged and exhilarated?" she asked.



Sue Clark-Johnson

"One thing is for sure: Like the old Royal typewriter that once produced my byline on countless newspaper stories, time has passed by the traditional newsroom," she said. "This wildfire

transition terrifies many of my newspaper colleagues in spite of the urgent need to change. But for you — at the dawn of your professional careers — this New World Order of Newsgathering will be the most exciting, fast-paced and rewarding era in journalism history."

Clark-Johnson said the newspaper industry has been slow to adjust to the dramatic changes in news distribution and news consumption habits. But "if we are smart and nimble, we won't die and we won't miss the information revolution unfolding before us."

For the full text of Clark's speech, visit <http://cronkite.asu.edu/news/clark-051206>.

He talked, they laughed

Dave Barry was the 2005 recipient of the Walter Cronkite Award for Excellence in Journalism and Mass Communication



Dave Barry

By Elissa Thompson

Dave Barry is dead.

Or at least that's what he told readers when he wrote his own obituary for his humor column in *The Miami Herald*.

The Pulitzer Prize-winning columnist looked very much alive when he received the Walter Cronkite Award for Excellence in Journalism and Mass Communication on Nov. 1, 2005, at the Arizona Biltmore in Phoenix. Presented annually since 1984, the award honors outstanding media professionals.

The *New York Times* once called Barry the funniest man in America, and he proved the point when he stepped up to receive his award from the legendary Walter Cronkite. "Hello," he said. "I'm Ted Koppel."

Barry joins a distinguished group of media professionals who have received the Walter Cronkite award, including Ted Turner, Katharine Graham, Bob Woodward, Bill Moyers and Bernard Shaw.

Barry said winning the award was one of the two greatest moments in his life; the other was receiving the Pulitzer Prize in 1988. "This is the big one for me — winning this award, getting to meet Walter. I thank you for that," he told the crowd of nearly 1,000 journalists, educators, students and admirers.

Cronkite, Barry said, "was the voice of God" to his generation. "I don't remember a single event I heard about that wasn't from Walter Cronkite," he said. "I grew up with Walter Cronkite. Fortunately, he had a really big house, so he didn't notice."

Barry began writing a humor column in the 1960s for the *Haverford College News*. For 25 years, his syndicated column ran in newspapers across the United States and abroad. He also has written 25 books, none of which, he says, contains any useful information. He is the only Pulitzer Prize

winner to have inspired a TV sitcom — CBS's "Dave's World," which was loosely based on Barry's life.

Barry retired from writing columns in 2005, saying he didn't have any booger jokes left in him.

Barry's willingness to take on anything — boogers, cocaine, Barbies, Beano, toilets and exploding Pop-Tarts — easily made him one of America's most popular humor columnists. But he proved to the Cronkite audience that he could have made his living as a standup comic as well.

"I was sitting there holding a glass, but I could barely drink out of it because he had me laughing every two minutes," said Kanupriya Vashisht, a graduate student at the Cronkite School. "He was unashamedly making fun of anything and everyone."

Including hurricanes.

Barry had left his home in Miami for the awards ceremony just as Hurricane Rita was bearing down on Florida. "I am tremendously grateful to be here today ... because you have electricity," he told the audience.

Barry's advice for living in hurricane country? Keep two dogs. "You need a backup dog in case your main dog goes out."

Barry credited his success to a knack for "making stuff up," a talent attested to by Cronkite Professor Steve Doig, a former colleague of Barry's at *The Miami Herald*. Doig described Barry's style as "one not inundated with facts."

But that doesn't stop Barry from running for president of the United States.

It's true. Barry has been a perennial write-in candidate for president since the 1980s. His official bumper sticker bears the slogan "Your political beliefs here." If elected, he says his highest priority will be to seek the death penalty for whoever is responsible for making Americans install low-flow toilets.

"If you're looking for humor, there's nothing better than the way we elect presidents," Barry told ASU students at a forum held on campus just hours after receiving the award.

Barry also reflected on one of his biggest mistakes as a humorist — castigating the great state of North Dakota. In 2002 North Dakota officials proposed dropping "North" and changing the state's name to just "Dakota." Barry thought that was "stupid," and he said so in print. And then he heard about it.

"I got an angry letter from everyone in North Dakota," he said. "That's nearly 115 letters."

He was then invited to visit Grand Forks — in January — to attend the dedication of a new sewage-lifting station being named in his honor.

The Dave Barry Lift Station No. 16 has been a tourist attraction ever since.

Barry says he doesn't think he'll ever go back to writing a weekly column, but fans can still go to his Web site and blog (www.davebarry.com) for a regular Dave Barry fix.

That's also where we are all urged to remember: Dave Barry for President.

Boogers, cocaine and a knack for “making stuff up” have made Barry one of America’s most popular humor columnists



Columnist Dave Barry speaks to Cronkite students after last year’s award luncheon.

Tom Brokaw 2006 honoree

Tom Brokaw, who anchored NBC’s nightly newscast for more than 20 years, will be this year’s recipient of the Walter Cronkite Award for Excellence in Journalism. Brokaw, who served as the network’s sole evening news anchor from 1983 through 2004, will be the 24th recipient of the award, given each year by the Cronkite School.

“I am delighted that we at ASU will be hosting Tom Brokaw on our campus as the recipient of the Cronkite Award for Excellence in Journalism,” Cronkite said from his New York offices. “Even as we honor him, we shall be honored with the presence among us of this world-famous journalist.”

Cronkite School Dean

Christopher Callahan said Brokaw is the ideal recipient for the 2006 award. “Tom Brokaw was a news anchor in the Walter Cronkite mold — a great reporter who delivered the news to viewers across America in a clear, crisp and objective fashion,” Callahan said. “I can’t think of a more deserving recipient of the Cronkite Award.”

Cronkite will present the award to Brokaw on Nov. 14 at a luncheon in Phoenix.

A South Dakota native, Brokaw started his journalism career in Sioux City, Iowa, in 1962 after graduating from the University of South Dakota. In 1965 he moved to Atlanta to cover the civil rights movement, and joined NBC in Los Angeles the following

year. Later he became an NBC Washington correspondent, covering the White House during the Watergate era.

From 1976 to 1981 he anchored the “Today” show on NBC. He became co-anchor of the NBC newscast in April 1982 — just a year after Cronkite retired from his anchor chair — and took over as sole anchor in August 1983.

Brokaw retired from the anchor desk in December 2004, the first change of a Big 3 network news anchor in 20 years. CBS News anchor Dan Rather stepped down four months later and Peter Jennings anchored his last newscast the following month.

Brokaw is the recipient of two Alfred I. DuPont Awards, the George Foster Peabody



Tom Brokaw

Photo courtesy of ASU Insight

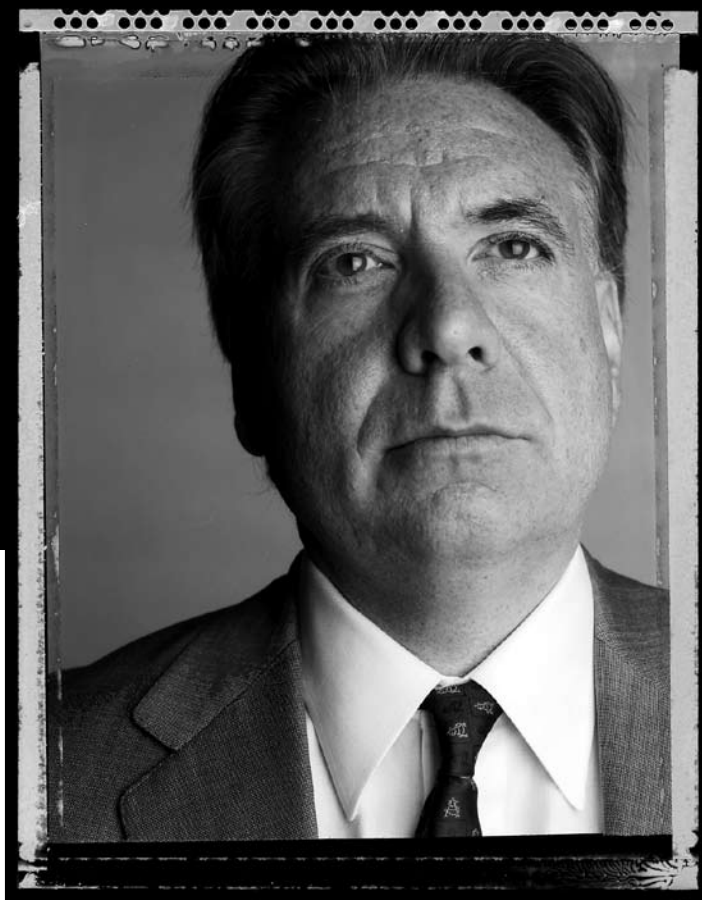
Award, several Emmys and nine honorary degrees. He is the author of four books, including “The Greatest Generation,” “The Greatest Generation Speaks,” “An Album of Memories” and “A Long Way from Home: Growing Up in the American Heartland.”

For a complete list of past award recipients, go to <http://cronkite.asu.edu/walter/cronkiteaward>.

CRONKITE'S FIRST DEAN

Callahan named Cronkites School's first dean

By Kim Brooks-Blum



On April 8, 1974, a young boy from Long Island was sitting on the floor of his bedroom, glued to a portable black-and-white television. He watched while Atlanta Brave Hank Aaron stood in the batter's box waiting for Los Angeles Dodgers' pitcher Al Downing to throw a fastball.

Swoosh. Crack! The baseball soared into the left-field bullpen. Babe Ruth's home run record was broken. A shoebox-sized tape recorder next to the TV captured the moment, as well as the boy's squeals of delight.

Christopher Callahan never grew out of that early passion for being on top of the news — whether it's the latest sports score or the most recent political intrigue.

He brought that intensity and love of news to ASU last year when he was named founding dean of the Cronkite School. In his first year, he launched a flurry of new programs and initiatives.

The school's undergraduate curriculum has been overhauled, an unprecedented number of new faculty and staff have been hired, the school now pre-admits highly qualified freshmen directly into the professional program and a nationally recognized center for business journalism moved to the campus.

And that's just the beginning.

This spring will mark the opening of the Cronkite News Service, with students working out of a downtown Phoenix newsroom and covering state government, and the launch of the Southwest Borderlands Initiative, a program designed to highlight coverage of border issues and draw more Latino students into journalism.

Then there's the matter of building a brand new school in downtown Phoenix. The state-of-the-art building is to be ready in the fall of 2008.

The flurry of activity has one central point, Callahan said. "I want the Cronkite School to be the best journalism program in the West. Period."

Callahan took over in August 2005 after an intensive nationwide search for a dean to lead the newly independent school of journalism. Prior to that, the Cronkite School had been part of the College of Public Programs at ASU.

Former ASU Provost Milton Glick, who is now president of the University of Nevada, Reno, said Callahan came to his interviews with a clear-eyed plan of what he would do and what the Cronkite School could be. Callahan also brought with him years of professional and administrative experience.

He was a correspondent for the Associated Press in Washington, D.C.; Boston; Providence, R. I.; Augusta, Maine; and Concord, N. H., specializing in political and governmental coverage.

Mitchell Zuckoff, now a journalism professor at Boston University, knew Callahan during their days at the AP. "Whether he was writing about an obscure piece of legislation at the Rhode Island Statehouse or an emotional story about a missing baby, Chris knew exactly how to handle every aspect of the story, from

CAREER MILESTONES

1982 B.S. in journalism, Boston University's School of Public Communication

1982 Associated Press, Concord, N.H., reporter

1983 States News Service, Washington, D.C., reporter

1987 Associated Press, Washington, D.C., reporter

1990 M.P.A., Harvard University's John F. Kennedy School of Government,

1990 University of Maryland's Philip Merrill College of Journalism, director of Capital News Service

1993 Maryland, assistant dean

1998 Maryland, associate dean

2005 Cronkite School, founding dean

"Ferocious journalist" has big ambitions for school

deep and insightful reporting to graceful, evocative writing."

Tom Kunkel, dean of the Philip Merrill College of Journalism at the University of Maryland, called Callahan "a ferocious journalist — and I mean that as a high compliment. He just always has been an animal of a reporter."

In 1990 Callahan earned a master's degree in public affairs from Harvard University's John F. Kennedy School of Government.

That same year he became director of the University of Maryland's Capital News Service in Annapolis, Md., and later in Washington, D.C. He turned the news service into a hands-on opportunity for journalism students to write breaking and in-depth stories about statewide issues for newspapers in the region.

"The primary goal was to give students the best learning experience. The way we did that was to create a real-life environment," Callahan said.

He directed the Capital News Service until 1993, when he was appointed assistant dean of the Maryland journalism school.

Five years later he became associate dean. During this time, Callahan directed the master's program and the adjunct faculty, recruited Pulitzer Prize-winning journalists to the faculty, helped launch a Web-based news magazine and an evening TV newscast and taught more than a dozen different courses.

In addition, Callahan served as senior editor at the American Journalism Review. He worked with Rem Rieder, the magazine's editor and vice president, who described Callahan as a journalist at heart.

"He's a brilliant administrator, but underneath it, he's got the soul of a journalist," Rieder said.

Callahan discovered that soul while in high school. As a sophomore at Garden City High School on New York's Long Island, he

wrote a short obituary about his math and homeroom teacher for the school's

newspaper, the Garden City Echo. He kept writing for the school paper until he graduated.

He also was following coverage of the Vietnam War and the Watergate scandal. "I was taken by the role journalists were playing in important events," he said. "They provided important information and, in some cases, changed things."

He went on to attend Boston University, where he worked as a reporter and eventually news editor for the school paper, The Daily Free Press.

Callahan graduated from Boston University in 1982 with a bachelor's degree in journalism and an addiction for news. "It was very appealing, very intoxicating," he said. "There was also something I found very exciting about telling someone news for the first time."

Right after college, Callahan did a stint as a reporter with States News Service, an independent wire service in Washington, D.C., where he met Jeanmarie, his future wife.

"I found Chris to be fun loving and have an extremely positive outlook on life. I [also] found him to be handsome," she said. "I tried to match him up with some of my friends because he was such a good catch." Eventually, she decided to catch him for herself.

Twenty years and two sons later, his wife said, "I'm going to keep him. He's very caring, very thoughtful. He's a great friend."

Tom Kunkel, dean of the Merrill College at Maryland, said the Cronkite School would be well advised to do the same.

"All the elements are lining up [for the Cronkite School] to be a ... preeminent journalism school," he said. "You caught a good break when you got Chris."

MORE ON CALLAHAN

Question: What is the home page on your computer at work?

Callahan: Romanesko, <http://www.poynter.org/column.asp?id=45>, with breaking news about journalism.

Q: Where is your hometown?

CC: Brooklyn, N.Y.; moved to Queens at age 1 and Garden City on Long Island at 12.

Q: What is your favorite hobby?

CC: Coaching Little League.

Q: Is there anyone who has most inspired you?

CC: My father, who was raised in a single-parent home in poverty conditions and always worked two and three jobs while I was growing up to provide our family the best opportunities available.

Q: What was your first job?

CC: Elevator operator at a local department store the summer between high school and college.

Q: What is your favorite movie?

CC: "Field of Dreams."

Q: What is the best advice you ever received?

CC: Work hard; play hard.

Q: Do you have a favorite baseball team?

CC: No. 1 — any team my sons are playing on. No. 2 — the Boston Red Sox.



Jeanmarie and Christopher Callahan, with sons Cody and Casey, visit a Virginia beach in 2004.



Tim McGuire is teaching Ethics and Business of Journalism.

Casts trapped Tim McGuire's legs for the first five years of his life. By the time he was 16, he'd been on the operating table 13 times.

He fell on the asphalt more than 100 times in one day while trying to ride a bike. Arthrogryposis multiplex congenita, a condition that limited the mobility of his joints, made it hard for him to run and play like other kids.

McGuire could have spent his childhood in Michigan feeling sorry for himself, but in fourth grade he learned an important life lesson: If you laughed, everyone laughed with you; if you cried, you cried alone. He decided he was going to laugh.

Today, anyone who knows McGuire will tell you how his hearty laugh has echoed through many a Midwestern newsroom.

After 30 years at newspapers, including serving as editor and senior vice president of the Minneapolis Star Tribune, McGuire was named to the Frank Russell Chair at the Cronkite School.

Dedicated to teaching the business side of journalism, the Russell Chair honors the former publisher of The Arizona Republic. The chair was created in 2000 with a \$1 million gift from Central Newspapers Inc., which owned the Republic and The Indianapolis Star before selling them to the Gannett Co.

Minneapolis editor named Frank Russell Chair

Tim McGuire

By Sarah Ellis

Frank Russell, the straight-talking former director and chairman of the board of Central Newspaper Inc., has worked on the business side of journalism since 1959, when he started his career as business manager of The Indianapolis Star. Business is how you "survive in the journalism world today," he said.

Now retired, Russell spends half his time in Arizona and the other half in Indiana. He helps run the Nina Mason Pulliam Charitable Trust Fund, which supports many nonprofit organizations.

Russell said he was delighted with the choice of McGuire. "He has lots of talent and is a good man. He fits what we're trying to do with the chair."

Christopher Callahan said he started thinking about candidates for the Frank Russell Chair shortly after becoming dean of the Cronkite School last year. One of the names he jotted down was "Tim McGuire." What happened next, Callahan said, was "very serendipitous."

One evening Callahan stopped by a Cronkite editing lab and started chatting with a student, a "Jeff from Minnesota," who was cutting sports film for NewsWatch, the school's student-produced newscast. Callahan then headed down the hall and ran into NewsWatch Director Mike Wong.

When Callahan mentioned that he'd just talked to Jeff, Wong said he thought his father was an editor. "Then things clicked," Callahan said. "That was Tim McGuire's son. I went back and asked him what his father was up to."

Jeff told Callahan his father had retired and was teaching back East, but was an Arizona resident.

"It was just too good to be true," Callahan said.

Callahan called McGuire to see if he was interested in the Russell Chair. He accepted immediately.

In addition to running one of the best newspapers in the country, McGuire had two professorships and an "excellent teaching track record," Callahan said. "He has an unusual ability to articulate concepts to a group, engage people in conversation and get people to think in different ways."

McGuire began teaching classes in ethics and the business of journalism this fall. "I'm having a great time, and I am probably learning as much as any student," he said.

The subject matter is a natural for McGuire, who dealt with both the editorial and business sides of the Star Tribune.

In a 2001 speech to the American Association of Sunday and

Feature Editors, McGuire, then president of the American Society of Newspaper Editors, said, “Our industry is not like just any other industry. It’s a business, sure. It’s a profession, absolutely. But it is more than a business and profession. Journalism is a craft. It is a way of life.”

McGuire got his start in journalism as a paperboy. Then, at 17, he won a statewide high school writing competition. A story about his win caught the eye of the publisher of the local paper, the Mt. Pleasant (Mich.) Times-News. The publisher asked McGuire if he wanted to be a sports writer for the paper.

“I literally quit my paper route and started working for the paper the next day,” McGuire said.

McGuire worked in the newsroom every day before heading to high school. He covered sports and police and then tried out headline writing. During the summer, he worked full time.

McGuire said he wanted to attend college at Michigan State, but his parents objected to the school’s hippie reputation. He ended up at the opposite end of the peace-and-tie-dye spectrum at Aquinas College, a Catholic school in Grand Rapids, where he studied political science.

After graduation, he worked at the Ypsilanti (Mich.) Press, where he met his future wife. “We knew each other for a long time,” said fellow journalist Jean Fannin. “I married my best friend.”

Because of the anti-nepotism rule at the paper, she ended her journalism career and became McGuire’s support system and mother of their three children. “I grounded him and put him in a comfortable place,” she said.

With Jean’s support, he made his next career move — to The Corpus Christi (Texas) Caller. The paper’s editor, Gregory Favre, made McGuire his managing editor.

“I thought he was talented, had the right values for journalism and handled people very well,” Favre said. “I hired him because he had all the qualities of being a really fine editor ... and it turned out to be an accurate reading.”

McGuire went on to be managing editor at the Lakeland (Fla.) Ledger before taking a job as managing editor at The Minneapolis Star.

He hadn’t yet turned 30.

When he joined The Minneapolis Star, it was a “dying afternoon paper,” McGuire

said. In 1982, the Star merged with The Minneapolis Tribune to form the Star Tribune. McGuire stayed on as managing editor under editor Joel Kramer.

Kramer, now executive director of Growth and Justice, a Minnesota-based philanthropic organization, said McGuire was always an “outside-the-box thinker. He always focused on the balance between good journalism standards while being appealing to readers. He gave them something to talk about around the water cooler.”

Under McGuire’s leadership, the Star Tribune won a Pulitzer Prize for “Fire in St. Paul: A Culture of Arson.” The two-part series exposed firefighters who helped arsonists for profit.

McGuire said he is also proud of five or six other stories that were Pulitzer finalists. One was “U.S. justices took trips from West Publishing,” a 1995 report on how seven justices and other federal judges went on trips to expensive resorts and hotels paid for by West Publishing Co. while reviewing cases pertaining to the Twin Cities’ corporation.

West Publishing lashed back, calling the investigative report “tabloid” journalism and saying that because the Star Tribune planned to launch an online computer news service at the same time that West was launching its online service, the paper “stands to gain by diminishing the reputation and the good standing of West.”

McGuire stood by the story.

While at the paper, McGuire also earned a law degree from William Mitchell College. He was admitted to the Minnesota bar in 1987, although his practice was limited to legal debates in the newsroom.

After retiring from the Star Tribune in 2002, McGuire started writing a weekly column, “More Than Work,” which was distributed nationally by United Media. The column focused on spirituality in the workplace, a subject in which he had become interested during his years in newspapers.

McGuire said he couldn’t go to Mass on Sunday, then act like a jerk during the week. “Don’t get me wrong, I don’t like to wear it on my sleeve,” McGuire said of his faith. “I’m too foul-mouthed for that.”

In 2006 McGuire wrapped up his column. Now he’s working on a book based on the columns — and starting another career at ASU.

MORE ON MCGUIRE

Question: What was your first job?

McGuire: Paperboy.

Q: In what subjects do you have your degrees?

TM: Political science and law.

Q: In your wildest dreams, what would you like to be?

TM: Middle linebacker for the Detroit Lions.

Q: Biggest challenge?

TM: Being a decent guy.

Q: Is there a TV show you would never miss?

TM: “Monk” or “Law and Order.”

Q: What historical figure would you most like to meet?

TM: John Adams.

Q: What languages do you speak?

TM: Marginal English.

Q: Do you have a favorite indulgence?

TM: Food.

Q: What are your favorite vacation spots?

TM: Las Vegas and Paris.



Photo by Deanna Dent

Helping students discover their ethical compass

New visiting professorship in journalism ethics honors pioneering newswoman Edith Kinney Gaylord

The Cronkite School is creating a new visiting professorship in journalism ethics in honor of pioneering newswoman Edith Kinney Gaylord.

The visiting professorship, which will be filled by a national figure in journalism ethics each spring semester beginning in 2007, is made possible through a generous three-year, \$120,000 gift from the Ethics and Excellence in Journalism Foundation of Oklahoma City.

The late Ms. Gaylord started the foundation in 1982 to improve the quality and ethical standards of journalism. The daughter of Daily Oklahoman Publisher E.K. Gaylord launched her journalism career at her father's newspaper in 1937. In 1942, Ms. Gaylord joined The Associated Press in New York and the following year went to the AP's Washington bureau, where she covered the Roosevelt administration and First Lady Eleanor Roosevelt during World War II.

"Edith Kinney Gaylord was an exceptional journalist and community leader who supported projects and organizations that promote the education of journalism professionals, provide students with the opportunity to learn the craft of journalism and give universities the necessary tools to fulfill their journalistic mission," said Robert J. Ross, president and

chief executive officer of the Ethics and Excellence in Journalism Foundation. "The foundation board is pleased to continue her legacy by funding a visiting professorship in journalism ethics at the Cronkite School, a journalism program dedicated to high quality and ethical standards throughout its curriculum."

Cronkite Dean Christopher Callahan called Ms. Gaylord "a pioneer who paved the way for many women journalists who came after her. She was also known for her professional ethics, high standards and concern for quality journalism. We're honored with this opportunity to continue her legacy by promoting the value of ethics in the education of future journalists."

Callahan said that the ability to make sound ethical decisions is becoming increasingly important in newsrooms. "For newspapers, television news and online media outlets to survive and thrive, they must improve the bonds of trust between them and their readers and viewers," he said.

The Gaylord professor will teach ethics courses, conduct workshops for students, faculty and journalists and collaborate with the Joan and David Lincoln Center for Applied Ethics to develop educational opportunities for ASU students.

Assistant Professor Bill Silcock, who



Edith Kinney Gaylord
1937-2001

By Michelle Martinez

"Ethics is the heart and soul of what every reporter does,"

– Bill Silcock

Assistant Professor, Cronkite School

teaches ethics courses at the Cronkite School, said that having a professional dedicated to the topic will help illustrate to students the practical applications of ethics in the newsroom. "The more professionals we bring in, the better, because students will be able to see the connection between the old masters and the decisions that journalists make while on deadline," he said.

"Ethics is the heart and soul of what every reporter does," he said. "It's absolutely necessary for students to learn about basic journalistic standards because the competitive nature of this business blurs ethical lines sometimes. Every day there's an ethical dilemma to solve, and it's good to know that we're preparing our students with the right tools to make informed and ethical decisions when these situations arise."

Graduate student Lacy Halm, who plans to become a television producer, said that students can't have too many opportunities to discuss ethics. "Discussing these issues allows me to evaluate the decisions that I'll be making in the future," she said.



Ethics and Excellence in Journalism Foundation directors (left to right) Robert J. Ross, William J. Ross, J. Hugh Roff Jr., Andrew W. Roff, Patrick T. Rooney, David O. Hogan



Foundation advisory committee (left to right) M. Kay Dyer, Andrew C. Barth, John A. Rieger, Janet S. Cromley, John T. Greiner Jr. and Marian M. Cromley.

Photos courtesy of Ethics and Excellence in Journalism Foundation.

A footnote to history: the Cronkite-Gaylord connection

In 1937 a United Press International reporter in El Paso received an unexpected phone call from WKY in Oklahoma City.

It seemed that the radio station had just signed its first exclusive contract with Kellogg Co. to broadcast all University of Oklahoma football games and was impressed with the young man's previous work announcing games for KCMO in Kansas City.

The cub reporter was Walter Cronkite. At that point in his career, Cronkite assumed that his broadcasting days were over and that he would remain a newspaperman.

But he decided to take a chance, so he took the train to Dallas, where he met with WKY executives Gayle Grubb and Matt Bonebrake for a quick audition.

Not surprisingly, Grubb and Bonebrake were delighted by what they heard in that very special voice and offered him a job on the spot. He was to earn \$75 a week, tripling his UPI salary.

In his memoirs, Cronkite describes WKY as "a first-class operation" that did "a lot of fine local programming." And the resources provided to Cronkite for the games proved that to be the case — two spotters and a special electric board with light bulbs designating each position on the field to help Cronkite more easily call the plays.

But the very first broadcast turned out to be one of Cronkite's biggest failures and provided him one of his most important journalistic lessons.

During the season opener vs. Tulsa, Cronkite couldn't follow the action, didn't know players' numbers and often was calling plays long after the crowd's cheering had subsided.

It was a disaster, but perhaps not a surprising one. While Cronkite had broadcast football games before back home in Kansas City, it was done through teletype reports from a remote location. Cronkite "called" those games as all sports announcers of the era did — by making up the plays! The young man found that calling an actual game proved far more difficult.

After the disastrous Tulsa game,



Walter Cronkite reporting for WKY Radio 1937.

Cronkite and Grubb were called in to meet with the "big boss." This is how Cronkite describes that encounter with E.K. Gaylord: "Mr. Gaylord was the big boss, the biggest boss of the entire Oklahoman empire. That he wanted to see me at all, but particularly with Grubb, was as ominous a sign as a funnel-shaped cloud on the horizon.

"A huge shadow of trepidation accompanied Grubb and me into Gaylord's office. I had never met him before. He could have stepped out of a New Yorker cartoon: the absolute epitome of the big boss — a little on the heavy side, wire-framed glasses, balding, a frown that creased most of his extended forehead. He motioned us to chairs."

But apparently Gaylord heard something in that remarkable voice. Gaylord told Cronkite that while "a few little things" needed to be fixed, he had great confidence in his newest employee.

Cronkite went on to seamlessly call the rest of the OU football season, and left with an enormously valuable journalistic lesson that he held to throughout his illustrious career: "Never again would I be caught without having done whatever research was possible for whatever it was I was going to cover."

Photo courtesy of WKY Radio

EDITH KINNEY GAYLORD CAREER MILESTONES

The headline on the day of her death read "Edith Kinney Gaylord devoted her life to news." A career newswoman, Gaylord launched her career at her father's newspapers in 1937 and remained committed to improving ethical standards in journalism until her death in 2001.

- 1916** Born in Oklahoma City to Inez Kinney Gaylord and E.K. Gaylord, editor and publisher of *The Daily Oklahoman* and *Oklahoma City Times*.
- 1937** Graduated from Wells College, Aurora, N.Y.
- 1937** Reporter and editor at *The Daily Oklahoman*, *Oklahoma City Times* and WKY, the family-owned radio station.
- 1942** Reporter for *The Associated Press* in New York.
- 1943** Assigned to cover the Roosevelt administration as the first and only woman on the general news staff of the Washington Bureau of *The Associated Press*.
- 1944** Named president of the Women's National Press Club.
- 1944** Named secretary of Eleanor Roosevelt's Press Conference Association.
- 1960s** Returned to Oklahoma City to serve as corporate secretary and member of the board of directors of *The Oklahoma Publishing Co.*
- 1982** Founded Inasmuch Foundation as a vehicle for giving to education, health and human services, cultural organizations, the arts, historic preservation and environmental concerns.
- 1982** Established Ethics and Excellence in Journalism Foundation to support projects aimed at improving the quality and ethical standards of journalism.
- 1989** Inducted into Oklahoma Journalism Hall of Fame for her contributions to journalism in Oklahoma.
- 1992** Received a doctor of humane letters degree from Colorado College, her father's alma mater.

Source: www.journalismfoundation.org

Blending West and East

Xu Wu

By Kanupriya Vashisht

He enters unobserved in a crisp brown blazer and stands for a minute, quietly surveying his students. Oblivious of him, they chatter about assignments, midterms, boyfriends and the flu. Then he clicks on the keyboard, and a beautiful blonde model zooms onto the screen at the front of the classroom.

They're all watching now.

As image follows image, Assistant Professor Xu Wu (pronounced shoo woo) leads the students in an analysis of advertising techniques that are frequently used to lure audiences.

The son of a Chinese literature professor, Xu Wu shocked his father many years ago by declaring he never wanted to be a teacher. And then he shocked himself by becoming one. In August 2005 he joined the Cronkite School faculty as an assistant professor in strategic media and public relations.

"It's almost ironic," Wu said. "When I was applying to American universities for my Ph.D., in the last paragraph of my statement of purpose I wrote, 'I want to be the Chinese Walter Cronkite.' And six years later here I am, teaching at the Walter Cronkite School."

A native of Beijing, Wu came to America in 2000. His first name, Xu, means "the rising sun." No wonder the newest member of the Cronkite School faculty chased the fiery orb from one sunny state to another, from Florida to Arizona.

The 37-year-old media specialist holds master's and doctoral degrees from the University of Florida, where he specialized in political communication and international public relations. While at Florida, Wu received the Outstanding International Student Award for his high academic achievements and leadership. From 2002 to 2005 he was awarded the Alumni Fellowship, the most prestigious fellowship at the university.

Wu's journey to America was in large part motivated by his wife, Xingyu Liu, a professional fashion model. "She's the one who realized I might have a career in public relations," he said.

Wu admits to being somewhat of a roving spirit when it comes to career choices. Reporter, editor, media consultant, publisher, author, stockbroker and now professor — he has done it all. And he's not finished.

Liu said she expects that in the next five years her husband will be a political commentator for television or perhaps a successful news anchor — China's Walter Cronkite.

As a reporter for Xinhua, China's biggest news agency, Wu interviewed everyone from peasants to prime ministers, but lecturing Cronkite students about public relations can sometimes be daunting.

"My understanding of American PR is textual; of China, it is much more personal," he said. "I more instinctively find examples from China."

Wu's students agree. "His knowledge of public relations is quite sound, and he always has interesting examples and anecdotes from China," said Brittany Lowery, a student in his class on writing for public relations.

To close the gap in language, age and culture, Wu watches American reality shows like "Survivor" and "Fear Factor." "I watch these shows so we can share a common ground," he said. "Teaching a class is also like a show — you have to convey your ideas, sell your personality to make the students interested."

If left to his own devices, Wu would watch C-Span, Discovery, Book TV, the History Channel — and an occasional American football game.

His colleague, Associate Professor Fran Matera, called him "disarming and charming," blending East and West both professionally and personally. "In the PR world, we should call him the bridge builder," she said.

MEDIA IN CHINA

- China is the largest mobile phone market in the world with about 350 million users in 2006, more than twice the size of the U.S. market.
- China has the second largest number of Internet users in the world (110 million). It will soon surpass the United States as the most wired country in the world.
- China's television penetration rate is

- more than 90 percent, with a billion-plus TV sets. Most people have access to at least 50 channels. In big cities like Beijing and Shanghai, viewers can choose from more than 100 channels.
- The largest newspaper in China is Reference News, with a daily circulation of 7 million. Most of the content is news stories and features published by foreign

newspapers or magazines and translated into Chinese.

- As of January 2006, China counted more than 7 million registered bloggers.
- The Xinhua News Agency is one of the largest news agencies in the world, with more than 10,000 employees and about 120 branches around the world.



“Teaching a class is also like a show — you have to convey your ideas, sell your personality to make the students interested.”

– Xu Wu

Assistant Professor, Cronkite School

Xu Wu works in his office at Stauffer Hall.

And Christopher Callahan, dean of the Cronkite School, said Xu is “one of the great young scholars in this discipline. He has done so much in a short period of time. He’s working at a tremendous pace.”

Even though PR practitioners in China pretty much do what PR practitioners do in the United States, there are differences, Wu said. For example, accepting gifts as a journalist in the United States is considered bribery, while in China it’s considered polite.

“In China ‘guanxi’ (personal relations) remain intertwined with ‘gonggong guanxi’ (public relations),” he said.

With a population of more than a billion, China has emerged in recent years as a center for global businesses, and the public relations industry, barely 20 years old, is blossoming.

Since the industry is so young, most public relations work in China is limited to media relations. And since Chinese media are still somewhat subservient to the government, public relations and crisis management on a global scale have their limitations.

“China is still struggling with her foreign relations,” Wu said. But he is clear on one thing: Communism is not the reason. If you want to find a genuine communist, he said, go to an American

university. In his opinion, communism is a Western concept. “The Chinese don’t think they’re communist and don’t care what the world thinks,” he said.

As part of his dissertation, Wu developed the concept of Chinese cyber-nationalism by examining the social and political implications of this emerging ideological movement. “I think the [Chinese] government can no longer control public opinion or dictate ideology,” he said. “The real problem in China is not of achieving democracy, but stability. Earlier, the government could control public policy by secretly negotiating behind closed doors.” But online technology, he said, changed all of that by making everything public.

His dissertation will be published in April as a book by Rowman & Littlefield.

Wu’s office sports a large map of the world. Whenever he talks of his early days, his hand slides over the map, across the Pacific Ocean to China, always trying to create a context. On his wall hangs calligraphy by the niece of China’s last emperor. The translation: “You have a splendid future.”

Ready for the real world

As the first career services director for the Cronkite School, Mike Wong helps students find internships and jobs in the Valley and beyond

Wong is charged with “creating a **culture of professionalism** within the school...”

– Christopher Callahan

Dean, Cronkite School

By Elissa Thompson

It's the three-letter word dreaded by many soon-to-be college graduates: J-O-B.

To ease that dread, the Cronkite School has created the position of career services director, a person solely dedicated to preparing students and launching them in their careers.

“The Cronkite School is a professional school, and that means it's unlike most other units on campus,” said Dean Christopher Callahan. “The main mission of a professional school is to prepare students for a specific career and to do that in a very high quality way. All the major professional journalism schools in the country have somebody dedicated to professional placement and career development.”

The search committee, which mobilized last fall, didn't have to look far. Mike Wong, whose second home is Room 145E of Stauffer Hall, quickly emerged as a leading candidate.

Wong has spent the past eight years as the radio/television news director and producer of ASU's weekly newscast, NewsWatch. During those years, he has also served as the Cronkite School's de facto placement director for broadcast students, setting up internships, holding job fairs and tracking students in their post-graduation careers.

“I like helping students obtain professional experience, whether it be through internships or jobs,” Wong said.

In seeking the right person for the job, the search committee was looking for someone who understood the human resource

needs of modern media organizations. “Those needs are changing considerably and expanding beyond the core skills of practicing effective journalism,” said committee member Mark Casey, news director for KPNX-TV in Phoenix.

Wong began work this fall, and he has already created a Career Services Center for the school, complete with job postings and a welcoming atmosphere. He is planning several internship job fairs and held a Media Career Night, which brought 70 Valley employers to ASU to talk to students about careers. He plans other sessions to help students prepare resumes and portfolios and learn networking and interviewing skills.

“At the end of my first year, I'd like to have a super database to track students, to research trends in industries and to really study why some students get jobs and others do not,” Wong said. “This will help in thinking strategically on how to place the best students.”

The school's academic advisers welcome Wong as “an awesome resource,” said Mary Cook, undergraduate academic adviser. “We'll work with him to incorporate that information into sessions with our students so they can get started on their career planning earlier in their academic lives.”

Indeed, Callahan said the goal is that students will be talking to Wong — early and often.

“He'll be working with students with all different interests, creating a culture of professionalism within the school, where



Wong organizes career events for students throughout the school year.

freshmen, as they walk in the door, are already thinking about internships,” Callahan said.

Kristi Eaton, a junior majoring in print journalism, said she likes the idea of having a staff member who coordinates internships and job searches. “It’ll be nice to have one person to go to with questions,” she said.

As a Cronkite graduate himself, Wong understands what students face. After graduating from ASU in 1983 with a bachelor’s degree in broadcasting, he went to work for KPNX in Phoenix as a videotape editor. He spent five years at the station in a variety of roles, including producer of the morning show.

In 1987 Wong became executive producer and manager of news and public affairs for KAET-TV, the on-campus PBS station. During his 12 years there, he helped the station earn the Governor’s Emmy Award, the most prestigious honor bestowed by the National Academy of Television Arts and Sciences.

Twenty-one years ago, while still at Channel 12, he began teaching broadcast news classes at ASU. “You have to have a bit more patience, since the students are just learning this stuff. In the profession you work with people who already know it,” Wong said. “So I had to learn patience.”

Many of Wong’s students have gone on to distinguished careers as news anchors, including Katie Raml at ABC15 in Phoenix; Ellen Leyva at KABC in Los Angeles; Jeff Moreau at WHNS Fox Carolina in Greenville, S.C.; and Corrina Collins at

FOX2 News in St. Louis.

“Mike was an incredible teacher — very hands-on,” Collins said. “He wanted what was best for all his students, but he did expect us to work hard and earn our way into the business.”

Wong said his expectations haven’t changed. “I hope that students listen to their professors, soak up as much knowledge as they can, practice, polish and perfect the skills they are taught and listen to the professionals who are guest speakers in their classes,” he said. “This will make them more prepared for the workplace and more marketable to a company, which, in turn, could make my job easier.”

According to Callahan, “The bottom line is that the students who work the hardest and perform the best in their classrooms and other experiences are going to get the best internships and jobs.”



INTERNSHIP EMPLOYERS

Cronkite students recently landed internships and jobs at the following organizations:

ABC World News Tonight
Arizona Cardinals
Arizona Daily Star
Arizona Diamondbacks
Arizona Highways
The Arizona Republic
The Associated Press
ASU Media Relations
Azcentral.com
Business Journal
CBS Early Show
City of Phoenix Public Information Office
CNN
Cox Sports
Dateline NBC
David Letterman Show
Donor Network of Arizona
E! Entertainment
E.B. Lane
East Valley Tribune
Entertainment Tonight
ESPN 860 AM
Food and Life
FOX Sports Arizona
Item magazine
KAET (PBS8)
KAZ-TV
KNXV (ABC15)
KPHO (CBS5)
KPNX (NBC12)
KSAZ (FOX10)
KTAR 620 AM
KTVK (Independent 3)
KTVW (Univision 33)
La Buena Onda 1190 AM
Latino Perspectives
McMurry Publishing Co.
MTV
Muscular Dystrophy Association
National Geographic
National Geographic Traveler
NBC Burbank
Payson Roundup
Phoenix 11
Phoenix Coyotes
Phoenix Home & Garden
Phoenix Magazine
Sun Devil Sports Network
Telemundo (Channel 48)
TriWest Healthcare Alliance
Tucson Citizen
U.S. Department of Justice

Ex-CNN anchor comes to ASU

Aaron Brown

The ninth Rhodes Chair will work to deepen the understanding of the nature and future of a democratic society

Former CNN anchor Aaron Brown will join the faculty of the Cronkite School and the Barrett Honors College next year as the John J. Rhodes Chair.

Brown will serve as the Rhodes Chair in Public Policy and American Institutions during the spring 2007 semester.

The Rhodes Chair was created in honor of the former Arizona congressman who served 30 years in the U.S. House of Representatives, including seven years as House minority leader.

Brown served as news anchor of CNN's flagship show, NewsNight, from 2001 to 2005, covering stories from the Sept. 11, 2001, attacks to the 2004 presidential elections and the Iraq War.

"We are delighted to have Aaron Brown accept our offer to come to ASU and interact with our faculty and students as the Rhodes Chair," said Mark Jacobs, dean of the Barrett Honors College.

"The press, both print and broadcast, is an American institution that could not be more important to a democratic society and we are privileged to have such a renowned and respected journalist on our campus for a semester."

Brown will be the ninth Rhodes Chair, which is "dedicated to deepening theoretical and practical understanding of the nature and future of a democratic society."

Former Secretary of State Henry Kissinger was the first Rhodes Chair in 1998. Others include Sen. Alan Simpson, R-Wyo., and Pulitzer Prize-winning author Jonathan Weiner.

Brown will teach a course on milestones in TV news history and deliver a major speech on the Tempe campus.

"This is both a wonderful honor and very exciting," Brown said. "Both the Cronkite School and the Barrett Honors College are great places to exchange ideas about issues I care deeply about. It will also be a wonderful opportunity to work with a terrific faculty doing wonderful work. I am especially excited to learn from them."

Speaking from his New York offices, longtime CBS news anchor Walter Cronkite applauded the announcement.

"I am thrilled at the news that Aaron Brown, who distinguished



Aaron Brown

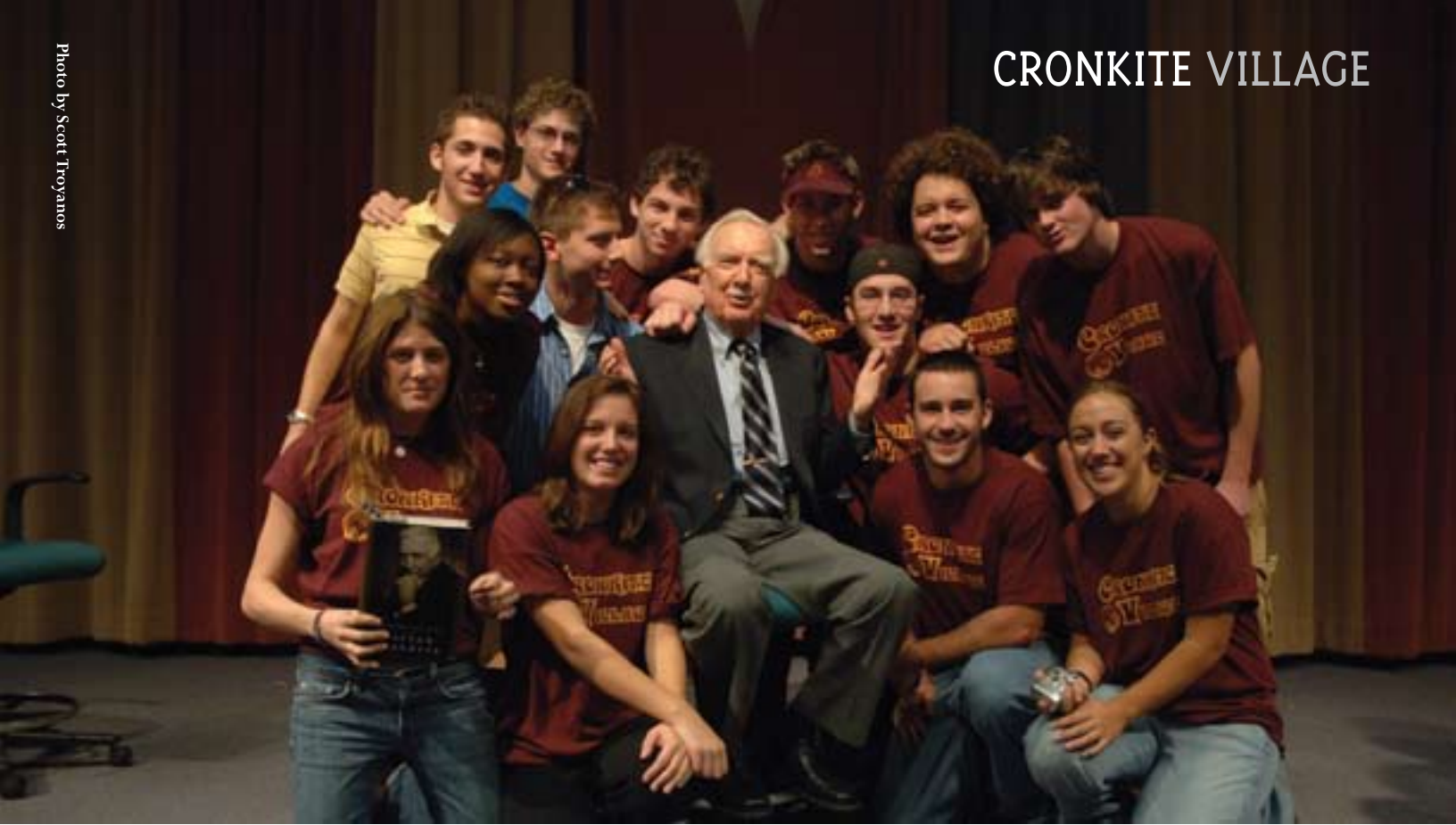
"We are privileged to have such a renowned and respected journalist on our campus for a semester."

– Mark Jacobs

Dean, Barrett Honors College

himself as an able journalist in his four years on CNN, will be the John J. Rhodes Chair at Arizona State University next year," Cronkite said. "I've long admired Aaron's work."

Cronkite Dean Christopher Callahan said, "Aaron Brown has been a news leader for many years, practicing the kind of high-quality, thoughtful and meaningful journalism that we want all of our students to learn. Our students will benefit enormously from his teaching and mentoring."



Walter Cronkite visits with Cronkite Villagers earlier this year.

By Jillian Sloan

Freshmen still enter college with wobbly knees, nervous and overwhelmed about what's ahead, but those feelings don't last long for the students of Cronkite Village.

These students live together in McClintock Hall near the Cronkite School under the guidance of a Cronkite staff member.

Cronkite Village opened in the fall of 2005 with 30 freshmen who shared a strong interest in journalism. The students heard from professionals in the field, toured media sites around the Valley, worked on a TV show, radio show and journalism Web site, and developed relationships with faculty through guest lectures and special dinners. They also had plenty of opportunities to socialize at a Halloween costume contest, a holiday karaoke party, barbecues and an end-of-the-year banquet.

The Cronkite Village is one of the living and learning communities at ASU. All consist of groups of freshmen who often share a common major and live together in the same residence hall. Such communities have been present at ASU since the 1990s and began with ATHENA, a group of students from the College of Design, which remains active.

"Research suggests that living and learning communities are associated

with higher rates of student retention and graduation as well as students' overall satisfaction with the college experience," said Linda Sullivan, assistant director of Learning Support Services.

One of the main goals is to expose students to their field of choice and help them decide what they want to do, said Leah Miller Collins, who oversees the Cronkite Village students.

"My goal is to expose the village students to everything the media industry has to offer and have them gain a basic knowledge of the many opportunities available," she said.

The Cronkite freshmen went on seven tours to area media, including The Arizona Republic, the East Valley Tribune, KSAZ FOX10, KEDJ The Edge radio station and Arizona Highways magazine.

Guest speakers — more than 10 of them throughout the year — shared with the students stories about their careers. Popular local radio personality Dave Pratt talked about what it takes to rise above the graveyard disc jockey shift.

Afterward, student Reid Hendrix said,

"It was cool to actually have an on-air, famous radio personality in class with us. His stories were exciting and entertaining, [and] the advice that he gave made an impression."

Students also worked on TV, radio and online projects, learning to function as part of a team and experimenting with different formats.

Student Kaley Kalil said she learned how hard it is "to finish anything and get projects going up and off the ground."

Miller Collins said she works hard to make the freshman experience a positive one.

According to the students, she has more than succeeded. Whether it's connecting with professionals or offering career advice, "She has so much to offer us," said villager Veronica Graves.

Applications for the Cronkite Village are available on the Cronkite Web site at <http://cronkite.asu.edu>.

Jillian Sloan was a member of Cronkite Village in 2005-2006.

School honored in Hearst Awards

For the second consecutive year, the Cronkite School finished second nationally in the prestigious Hearst Journalism Awards program.

Often called the Pulitzers of college journalism, the Hearst program holds year-long competitions in writing, photography and broadcast news. Journalism schools with the most points throughout the year are awarded prize money by the William Randolph Hearst Foundation.



Nicole Williams

In 2005-06 the Cronkite School took second place in the writing categories and third place in broadcast news, accumulating enough points to finish second overall.

Northwestern University finished in first place in writing, and the University of North Carolina, Chapel Hill, and Brigham Young University placed first and second, respectively, in broadcast news.

The top winners for the Cronkite School were Nicole Williams, who took first in the feature writing competition, and Michiko Howlett, who was named the nation's best in radio feature reporting. Both are spring

2006 graduates.

Williams' story, "Daddy's Girl," written for a magazine class, is a first-person account of her journey last year to visit her father, a convicted pedophile, in an Oregon prison. It was published on the Web Devil, a Web version of The State Press.

Williams filed a public records request with the court that had jurisdiction over her father's case and got a recording of her father's sentencing hearing so that she could assess for herself her father's guilt.

"While the topic of Nicole's story is explosive, she handled it in a very understated way," said Kristin Gilger, director of ASU Student Media, which includes the Web Devil. "It's a wonderful example of a writer controlling her subject matter."

Howlett's first story took the listener to Tempe's Mill Avenue for "Open Mic" night at some local clubs. A second story profiled a Native American community near Phoenix to examine how gaming on the reservation benefited not only tribal members but non-Indians as well.

"Those two stories showed Michiko's range as a reporter," said former NewsWatch Director Michael Wong. "The Open Mic story started out as an observation and turned into an informative and fun story. The Indian gaming story



was based on curiosity and a simple question: 'What is the impact of Indian gaming in urban areas?'"

Dean Christopher Callahan said the Hearst results prove that "our best students are among the very best in the world."

Award winners for print journalism:

- Feature writing, first, Nicole Williams
- Spot news reporting, sixth, Amanda Keim, and 10th, Brian Indrelunas
- Editorial/column writing, eighth, Tyler Thompson
- Personality profile, 10th, Megan Irwin
- In-depth reporting, 10th, Jennifer Girardin, and 16th, Ryan Kost
- Feature writing, 16th, Erica Wurst
- Sports writing, tie for 19th, Beth Cochran and James Schmehl

The award winners for broadcast news:

- Radio feature reporting, first, Michiko Howlett, and seventh, Sam Gavin
- Radio news reporting, seventh, Carrie Marchese, and eighth, Mike Daniels
- Television feature reporting, eighth, Ian Schwartz, and 13th, Monique Griego
- Television news reporting, ninth, Ian Schwartz

An excerpt from Nicole Williams' first-place story about visiting her father in prison:

I'm led into a visiting room with white walls and 10 rows of chairs lined up on the black floor. Couples face each other in some of the chairs. There are makeshift coffee tables made from wooden boxes painted black. Artwork created by prisoners is tacked on the walls. The names of the artists are tagged under each work of art — the drawing of the American flag, the sketch of a lion, the painting of a mountain landscape.

The officer tells me I may hug and kiss my father, but only when I first see him and when I'm about to leave. I can only hold his hand; no other touching is permitted. He says I may purchase a snack or a soda from the vending machines, but I'm not allowed to share them with my father. He says I can buy a separate snack for my father, but once I've handed it to him I can't take it back. He emphasizes again that I may not share. I feel guilty I didn't bring any change.

I start crying.

The officer hands me a square of tissue torn off a roll of toilet paper. He says to sit tight and wait for my father. I wait 10 minutes.

I want to bolt out of this room and never look back. My father enters through the back door of the visitor's dayroom. I break down to another level. I sob.

My father has lost some weight, and I can tell he's been working out. He has a trimmed beard. I remember that in the summers, he would always have a dark tan, which he attributed to his Indian roots. He would shave his full beard off to keep cool and he would always slim down. In the winters, he would grow the full Grizzly Adams beard back and gain weight in his gut.

I'm surprised to see how old he looks. His hair has been receding since he was in his early 30s, and now it has thinned to a peppered black-and-white fluff of hair above the forehead and sideburns. Behind his '70s-looking glasses, his dark brown eyes seem foreign. I really don't know this man sitting in front of me. I just know he's my father. He wears dark blue jeans with the orange letters 'TRC' patched on the left thigh, a blue collared shirt and worn-out brown shoes.

"You're the last person in the world I ever thought I'd see in here," he says.

For the full story, go to www.asuwebdevil.com and search for the author's name.

Cronkite students rack up national honors

Every year, the story is the same: Cronkite School students sweep local and regional journalism contests and more than hold their own at a national level.

Even by that standard, though, 2005-06 was a strong year.

The school finished second nationally in the Hearst intercollegiate journalism awards. Cronkite students also collected more awards than any other school in the national Society of Professional Journalists' awards competition, as well as winning several prestigious awards from the Broadcast Education Association. And student work on the Web made it into the finals for both the 11th Annual Eppy Awards and the international Webby Awards.

Dean Christopher Callahan said he is especially proud that students have been recognized for such a wide range of work. "The Cronkite School is unique in that it excels across the board," he said. "Our students exhibit journalism excellence with their reporting, whether it's broadcast, print or online. They represent the Cronkite name well."

Some of the recent major awards:
AEJMC

Cronkite students won six awards in the Association for Education in Journalism and Mass Communication student magazine contest. They came in first in two categories: Investigation & Analysis and Service & Information. The judges named the school's online magazine (<http://cronkitezine.asu.edu>) the second best in the nation.

In addition, "Crossing Borders," a special section featuring the work of Kristin Gilger's Depth Reporting class, captured second place in the association's newspaper project awards competition. The students produced a package of stories and photos on the economic ties between Mexico and Arizona.

Arizona Press Club

Graduate student Nicole Girard won first place in the personality profile category for small publications in the Arizona Press Club contest. Girard's story, about a blind ASU piano player, was produced for Terry Greene Sterling's Magazine Writing class.

BEA

Graduating senior Ian Schwartz was named the nation's top student television reporter by the Broadcast Education Association. Schwartz, a reporter for ASU NewsWatch, submitted stories about parking fee increases at Sky Harbor International Airport and a feature about a growing race car competition called "drifting," where racers drift into their turns at high rates of speed.

The BEA also named Cronkite student Stephen Harding second in the student interactive multimedia competition. Harding designed and produced a Web site for Assistant Professor Carol Schwalbe's Online Media class that showcases a collection of stories and multimedia about Native Americans in Arizona. The site, titled "Nations Within a Nation," can be viewed at <http://cronkitezine.asu.edu/nations>.

Best of the West

Cronkite students won eight out of nine collegiate awards in the annual Best of the West competition, which draws entries from 13 Western states. It was the second year that ASU nearly swept the competition, taking every place except one in the general, sports and feature reporting categories.

Eppy

The Web Devil, the online version of The State Press, was a finalist in the 11th annual Eppy Awards competition for Best College Newspaper Internet Service, sponsored by Editor & Publisher magazine and MediaWeeks. The Web Devil won the award last year.

NASA

A group of public relations students under the guidance of Associate Professor Fran Matera won the NASA Means Business competition for the third year in a row. The students won for their work on promotional videos for NASA's international space station. The national, year-long competition, facilitated by the Texas Space Grant Consortium, promotes science and mathematics education to middle and high school students.

Online News Association

"Crossing Borders," a Web site created

by students Aldei Gregoire, Brandon Quester and Jennifer von Freeden for Schwalbe's Online Media class, was a finalist in the 2005 Online News Association Awards contest.

SPJ

The Cronkite School finished first nationally in the Society of Professional Journalists' Mark of Excellence competition, with more finalists and winners than any other school. The first step of the competition is a regional contest, in which Cronkite students won a total of 36 awards, including 16 first-place winners. Of these, five came in first nationally and four placed in the top three. Broadcast, print and online all had national winners — no other school had winners in all three categories. The broadcast awards included ASU NewsWatch being named the best student newscast in America.

Webby

The fall 2005 issue of the Devil's Tale (<http://cronkitezine.asu.edu/fall2005>) was a finalist for a Webby Award for best student Web site. The Devil's Tale is produced by students in Schwalbe's Online Media class, with contributions from students in other Cronkite classes. Hailed as the "Online Oscars" by Time magazine, the Webby Awards honor excellence in Web design, creativity, usability and functionality.

HEARST RANKINGS

Cronkite School's rankings in the Hearst competition:

2005-06 Overall: second in nation
Print: second
Broadcast: third

2004-05 Overall: second in nation
Broadcast: first
Print: eighth

2003-04 Overall: eighth in nation
Broadcast: first
Print: 12th

2002-03 Overall: sixth in nation
Broadcast: sixth
Print: 10th

2001-02 Overall: eighth in nation
Broadcast: second
Print: 14th (tie)

Cronkite faculty are prolific researchers

Thirteen books, 15 television documentaries and other productions, 61 refereed journal articles and innumerable columns, magazine pieces, training sessions, seminars, talks and consultations.

That's just part of what the Cronkite School faculty has accomplished outside the classroom over the past six years.

In addition to publishing their research and presenting their creative work, Cronkite School faculty members are frequently sought for their expertise on a wide range of subjects. For example, Professor Donald G. Godfrey, Associate Professor Craig Allen and Instructor Michael Casavantes are authorities on media history and broadcasting.

Associate Dean Marianne Barrett is often asked to comment on issues related to television programming and Professor John Craft is an expert on the business side of television.

Race and media issues are critically important areas for the Cronkite faculty.

Associate Professor Sharon Bramlett-Solomon is frequently cited on the media's depictions of race, while Assistant Professor Xu Wu provides commentary on Chinese cyber-nationalism and Dean Christopher Callahan focuses on news diversity issues.

Knight Chair Steve Doig conducts training sessions in computer-assisted reporting, and Assistant Professor Bill Silcock organizes professional journalism sessions for international journalists. Assistant Professor Carol Schwalbe leads writing seminars, and Assistant Professor Leslie-Jean Thornton has given presentations on editing as well as newspaper and Web design.

Associate Professor Mary-Lou Galician is a media literacy scholar who has given talks to national and international audiences on product placement and mass media depictions of romance.

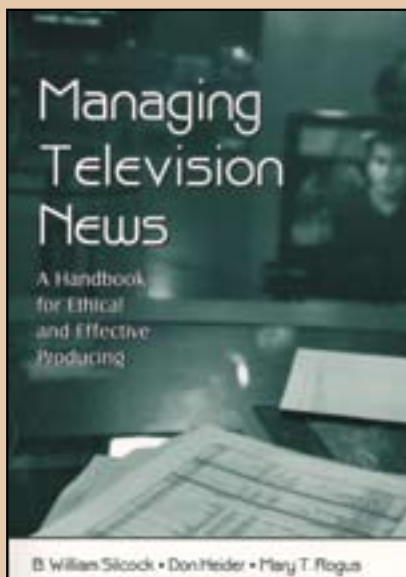
Weil Professor Bruce Itule is a published

novelist as well as an expert on news writing and reporting. Associate Professor Fran Matera frequently consults on public relations campaigns.

Professor Bruce Merrill runs the monthly Cronkite/KAET poll. Professor George Watson provides expertise on the Supreme Court nomination process. Associate Professor Dennis Russell provides commentary on popular culture topics. Associate Professor Joseph Russomanno is an expert on First Amendment law. Professor Edward Sylvester focuses on health and medical journalism.

These academic and creative efforts, with the resulting books, papers, television programs, newspaper and magazine articles and public relations campaigns, underscore the high level of faculty engagement in the practice and study of journalism.

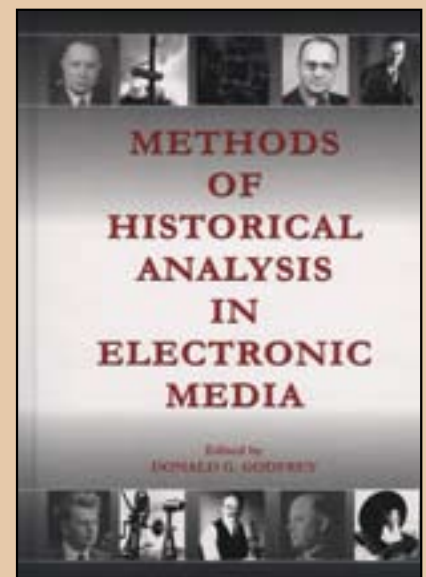
NEW TITLES BY CRONKITE FACULTY



Managing Television News: A Handbook for Ethical and Effective Producing
By B. William Silcock, Don Heider and Mary T. Rogus



Critical Thinking About Sex, Love, and Romance in the Mass Media
Edited by Mary-Lou Galician and Debra L. Merskin



Methods of Historical Analysis in Electronic Media
Edited by Donald G. Godfrey

Journal of Broadcasting & Electronic Media celebrates 50 years

By Kim Brooks-Blum

In 1956 Elvis Presley made his national television debut, Dick Clark hosted American Bandstand and the Chrysler Corp. offered an in-car record player in its luxury Imperial.

The mass media and the public were still in the honeymoon stage when the Journal of Broadcasting & Electronic Media was created by the Broadcast Education Association that same year. "It was one of the first journals in the field," said Professor Donald G. Godfrey, editor of the journal. "Its longevity is a sign of its success."

From the beginning, JOBEM was focused on promoting research in the field of broadcasting. Over the past 50 years, the journal has helped "create new knowledge as it deals with the evolution of the industry and discipline," Godfrey said.

Written primarily for research professors, colleges, universities and students in the field of broadcast and electronic media, JOBEM is published four times a year. It has a traditional journal style, featuring 180 pages. It is comprised of two sections, one showcasing eight to 12 research studies submitted by scholars from around the world and the other fea-

turing book reviews, criticisms and essays.

Only 12 percent of manuscripts submitted are accepted for publication, making JOBEM a premier journal in its field, Godfrey said. Every manuscript that comes across his desk goes through a rigorous review process. Three people with expertise in the subject and methodology of each article conduct a blind peer review, meaning the author of the submitted manuscript doesn't know who reads it. This group of reviewers examines the study's methodology, the topic and how the research adds new knowledge to the field of mass media. The manuscript reviews are returned to Godfrey, who oversees acceptance, publication and revisions.

The job allows Godfrey to help guide young scholars through the maze of research. "I want to help young scholars and develop scholarship excellence," he said. "Full professors normally build on their previous research. For new assistant professors, it's sometimes difficult to get started and meet the challenges in research and publication."

Godfrey is serving his second year

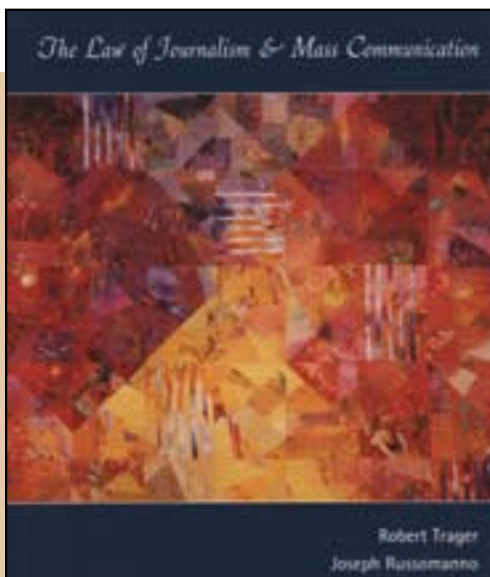
as editor of JOBEM, which is currently housed at the Cronkite School. Although being editor has kept him "busy, with a capital B-U-S-Y," he recently extended his three-year term to four at the request of the Broadcast Education Association's Publications Committee. "I considered it a compliment," he said.

The publication has matured and grown along with the research disciplines themselves. "It serves a much wider audience than when it started," Godfrey said.

JOBEM will continue to change to reflect research in emerging disciplines such as historiography and legal research and to reflect an emphasis on quantitative works, he said.

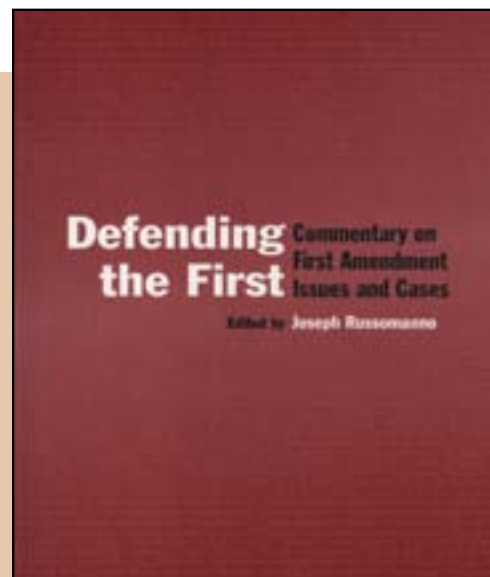
The journal is published through the Broadcast Education Association in cooperation with Lawrence Erlbaum Associates and Publishers (<http://www.beaweb.org/publications>).

Godfrey has been at the Cronkite School since 1988, teaching classes in broadcast journalism, documentary and corporate media. He currently teaches Introduction to Mass Communication.



The Law of Journalism & Mass Communication

By Robert Trager, Joseph Russomanno and Susan Denter Ross



Defending the First: Commentary on First Amendment Issues and Cases

Edited by Joseph Russomanno

THE PROFESSORS

A Cronkite original

Bruce Itule named Weil professor

For more than 30 years, Professor Bruce Itule has been drilling into students the basics of good journalism: Tell the story. Get it right. Make your deadline.

And for 30 years, Itule's students have learned to do just that.

Because of his impact on journalism through education, Itule was named the Weil Family Professor of Journalism at ASU.

Louis "Chip" Weil served as the publisher of Time magazine, the Detroit News and The Arizona Republic. He was also president and chief executive officer of Central Newspapers Inc. in Phoenix before retiring in 2000.

Weil created the Weil Family Professor of Journalism endowment at ASU to honor and encourage faculty who have a profound, positive impact on future journalists.

"His [Itule's] combination of tough, demanding standards, coupled with great passion for his students and the field of journalism, has produced decades of great Cronkite-educated journalists," said Cronkite School Dean Christopher Callahan.

According to Itule, it all happened by chance.

He was interested in photography when he enrolled at the University of Arizona, and as a sophomore, he began working at the Arizona Daily Star in Tucson as a photo lab technician.

One day, the sports editor asked Itule to write about an American Legion baseball



Bruce Itule speaks to his reporting classes about the shift away from breaking news stories to feature-type stories in many major papers.

Photo by Deanna Dent

By Kim Brooks-Blum

game. "I got hooked immediately and then only wanted to be a reporter and writer, which I ended up doing throughout my time in college," he said.

After graduation, Itule worked as a reporter and copy editor for the Boulder Daily Camera, the Denver Post and The Phoenix Gazette. In 1975 he became an assistant professor. With former Cronkite School Director Doug Anderson, who is now dean of the College of Communications at Pennsylvania State University, the two would co-author four books on writing and reporting over more than a decade.

Anderson said students considered it a badge of honor to do well in Itule's class.

"The vast majority of students didn't want to come up short in his estimation," Anderson said. "Very early on, he earned the reputation of being a hard, demanding, yet terrific teacher."

Jim Fickess, an ASU faculty associate and senior editor at The Arizona Republic, said, "He cares so much about his students and a lot about good reporting. I could tell which students had had Bruce in reporting. They were top performers."

Even top performers, though, occasionally failed an assignment because they misspelled a name. Sometimes they would find the word "garbage" (or worse)

marked on their stories.

"Am I rigorous? Yes," Itule said. "Do I insist that they [students] are ethical and break no laws? Absolutely. Do I insist that they meet their deadlines or they fail? Sure. Are they graded down severely for misspelled words and style errors? Yep. Do they fail on a story if they misspell a name? Yep again. And when they fail, do I expect them to pull themselves up, wipe off their noses and get back to work? Hell, yes."

Jacquie Petchel, assistant managing editor at the Houston Chronicle, took Itule's class as an undergraduate and worked with him on The State Press. Petchel described Itule as the "kind of professor who molds and inspires you."

She said that when she toyed with the idea of becoming a feature writer, Itule told her, "Are you kidding? You need to be in news." Petchel went on to report for The Miami Herald, where she won a Robert F. Kennedy Award for investigative journalism and shared in two Pulitzer Prizes.

When Jayne Clark took an in-depth reporting class with Itule, she sold her story about people who hopped freight trains to The Washington Post's Sunday Style section. "Itule gave me an A- on that story," said Clark, now a USA Today travel writer.

CAREER MILESTONES

1967-69 Arizona Daily Star, photo lab technician, reporter
1969 University of Arizona, bachelor's degree in journalism
1969 Boulder Daily Camera, reporter
1970 University of Colorado, master's degree in journalism
1969-70 Denver Post, copy editor

1970-75 Phoenix Gazette, copy editor, other editing positions
1975-80 ASU assistant professor
1980 ASU associate professor
1980-85 Chicago Tribune, night city editor, other editorial positions
1985-2001 ASU, director of Student Media
1999 Freedom Forum's Journalism Teacher of the Year

2002 Arizona Press Club Distinguished Service Award
2004 Inductee, Arizona Newspaper Association Hall of Fame
2006 Weil Family Professor of Journalism and professor of practice

Associate dean named Solheim Professor

Marianne Barrett

Marianne Barrett hasn't followed a typical academic path.

Over the past 30 years she has been an English teacher, a director of television programming at ESPN, a professor, an associate dean and now director of graduate studies and Solheim Professor at the Cronkite School.

Barrett said she is excited to represent Louise Solheim and her passion for excellence in journalistic education.

As the Solheim Professor, Barrett said her goal is clear: "To help the school achieve what Dean [Christopher] Callahan wants it to achieve — to be the best journalism school in the American West."

The path that led Barrett to the Cronkite School and journalism education began when she was a student teacher at Kutztown University in Kutztown, Penn., in the early 1970s. She took a television production class and liked it so much that when she went to work in Scranton, Penn., teaching sixth- and seventh-grade English, she volunteered at WVIA-TV, the local PBS station.

After two years of teaching, she decided to leave the classroom for a job as the station's production assistant. She became director of operations in 1979, overseeing program acquisition, contracts, programming and personnel issues. Ten years later, she was recruited by ESPN in New York.

As director of program scheduling at ESPN, Barrett worked closely with sales and program acquisitions and was responsible for the network's 24/7 programming. "They definitely didn't hire me for my love of sports, but for what I knew about cable programming," she said.

After more than 15 years in the television industry, Barrett decided she needed a master's degree to move into top

By Kim Brooks-Blum

management. She received her master of professional studies in media administration from Syracuse University in 1988. That year Barrett moved and began teaching again, this time as a graduate assistant while pursuing her Ph.D. in mass media at Michigan State University. "I liked teaching, especially because I was able to marry my professional experience with academics," she said.

After completing her degree, instead of going back into television, she headed west to join the Cronkite School as an assistant professor.

In the classroom, Barrett helped students conquer statistics, learn what intercoder reliability means and understand the business side of journalism.

"The business aspects of the media — ratings in broadcast media, circulation figures in print media — that's what makes those worlds go round," said Associate Professor Joe Russomanno, who also joined the Cronkite School in 1994.

Barrett continues to conduct research focusing on media management and policy. Her work has appeared in such respected journals as *Communication Law and Policy*, the *Journal of Media Economics* and the *Journal of Broadcasting & Electronic Media*.

Heather Campbell, a friend and an associate professor in ASU's School of Public Affairs, described Barrett as a person with "a real passion for the field and study of mass media."

In her new roles as associate dean, director of graduate studies and Solheim Professor, Barrett's responsibilities include mentoring junior faculty, hiring faculty and performing a variety of administrative tasks.

She said her duties fit well with her personality and training.

"I really like putting things together and thinking strategy," she said. "I need challenges. I need intellectual stimulation. That's one of the great things about this job."



Marianne Barrett

SOLHEIM PROFESSORSHIP

Karsten and Louise Solheim created the Solheim Professorship in 1999 to fund the work of Doug Anderson, former director of the Cronkite School. After Karsten Solheim passed away in 2000, his wife continued the professorship.

"Mrs. Solheim believes that it is critically important that the journalists of tomorrow embark on their careers with a high degree of integrity, as it is the journalist who determines what we, the American public, hear about and how that information is presented," said Bethany Taylor, director of development at the Cronkite School.

A Norwegian-born engineer, Karsten Solheim invented a golf putter that made a "ping" when it hit the ball. He founded one of the country's most successful golf equipment companies, and his popular PING clubs revolutionized the game of golf.

The Solheims' other contributions to ASU include the Karsten Golf Course and the Solheim Professional Golf Endowed Scholarship.

CAREER MILESTONES

1975 WVIA-TV, Scranton, Penn., production assistant
1979 WVIA-TV, director of operations
1985 ESPN, director of program scheduling
1988 Syracuse University, master of professional studies in media administration

1988 Michigan State University, graduate assistant
1991 Michigan State University, Excellence in Teaching citation
1993 Michigan State, doctorate in mass media
1994 Cronkite School, assistant professor
1999 Cronkite School, associate professor

2002 International Radio and Television Society, Frank Stanton Fellow
2003 Cronkite School, associate director
2005 Cronkite School, associate dean
2006 Solheim Professor
2006 Cronkite School, director of graduate studies

2005 CRONKITE SCHOOL HALL OF FAME

Rising star

Katie Raml

By Regina McCabe

Clutching her Palm Pilot, Katie Raml strides through the double doors of the KNXV-TV/ABC15, newsroom.

She is calm, beautifully turned out and clearly in command.

How does Raml, one of the youngest evening anchors at a major market TV news station, keep the adrenaline high and the stress low as she delivers the news Sunday through Thursday at 5, 6 and 10 p.m.? She chalks it up to balance.

"Balance is a daily quest," Raml says in between returning two phone calls. At the same time she answers e-mails, her French-manicured nails tapping the keyboard. "I'd love to hear your story," she tells a caller.

One of the newest members of the Cronkite School Alumni Hall of Fame — and the youngest at 29 — Raml graduated from ASU just seven years ago.

Associate Professor Craig Allen recalled the first time he watched Raml on camera. She was filling in for another student, and he immediately noted how comfortable she was and how well she communicated.

"She has a winning combination of reporting and communicating," he said. "She happens to know what to do without teaching — it's a natural instinct."

Raml hadn't even seriously considered broadcast news as a career until she got in front of the camera. She favored English and video production classes. But with Allen's encouragement, she dived into broadcast journalism, taking courses year round and earning her bachelor's degree in 1999.

By the time most of her classmates

"Balance is a daily quest."

— Katie Raml

Anchor, KNXV-TV/ABC15

were just settling into their careers, Raml was already a local news celebrity. She landed her first job right after graduation at KNDU-TV in Kennewick, Wash., as a general assignment reporter. Within four months she had become the anchor on the top-rated morning show "Northwest Today."

In 2002 Raml moved back to Phoenix to be a reporter, then a news anchor, for ABC15. She earned an Emmy the following year for a series she did on border issues and was named Associated Press Anchor of the Year for 2005. That was the same year the Cronkite School inducted her into its Alumni Hall of Fame.

"It was flattering and exciting" to be asked to be part of the Hall of Fame, Raml said.

She credits the Cronkite School — and the advanced course ASU NewsWatch, in particular — with teaching her what she needed to know to be successful.

NewsWatch, she said, "gives you a real life experience in what your job will be like."



Katie Raml

Raml, who is in her first year of a five-year contract at ABC15, is single — for now. She said she plans on marrying and having children, but is in "no rush."

Meanwhile, she spends hours a week working out — she goes to the gym after getting off work every night at 11 — and she does a lot of charity and community service work in the Valley.

In 2003 the Cystic Fibrosis Foundation honored Raml and 19 other Valley leaders for their work for the organization. As an honoree, she committed to raising \$2,000 for the foundation, and within seven months she had raised \$10,000, said Jean Gnojewski, special events coordinator for the Arizona chapter. "She's a godsend to any organization she helps," Gnojewski said.

Raml said she attends more than 50 charity events a year, raising thousands of dollars for the Phoenix Children's Hospital, Cystic Fibrosis Foundation and other organizations.

The Palm Pilot that never leaves her side says it's time for the daily 2 p.m. editorial meeting. With a steno pad in hand, she heads to the Monsoon conference room to pitch ideas for that night's newscast.

CAREER MILESTONES

1999 ASU NewsWatch, anchor
1999 B.A., ASU, broadcast journalism with a minor in French
1999 KNDU-TV, Kennewick, Wash., general assignment reporter

1999 KNDU-TV, anchor
2002 KNXV-TV, Phoenix, reporter
2002 KNXV-TV, co-anchor
2003 Emmy for a series on border issues
2005 Rocky Mountain Emmy for

Best Anchor
2005 Associated Press Anchor of the Year
2005 Cronkite School Alumni Hall of Fame

A passion for family

Ellen Leyva

It's 6:45 a.m. and TV news anchor Ellen Leyva has finished her first cup of coffee and started making breakfast for her husband, Mark, and their two young daughters.

Her workday won't peak until 5 p.m., when she anchors "Eyewitness News" on KABC Channel 7 in Los Angeles, the most popular nightly news show in the nation's second-largest news market.

But Leyva isn't complaining. She remembers all too well the seven years she had to get up at 2:30 a.m. to do the morning news. "It was brutal," she said. "I'm not a morning person. I was a tired mom."

Leyva, a 1986 Cronkite School graduate, is one of the two newest members of the Cronkite School Alumni Hall of Fame.

When Leyva joined "Eyewitness News" in 2002, the ratings jumped 30 percent overnight, said co-anchor David Ono. "She's the full package," Ono said. "Part of the business is being a good journalist and part of it is being liked. People have to like watching you."

Her husband agreed. "She's just really a down-to-earth person," Mark Hair said. "That warmth carries over on the air. I think people pick up on that."

Leyva's warmth was one of the qualities that ASU's former TV and Radio News Director Michael Wong spotted back in 1985 when Leyva enrolled in his studio techniques class. "She had a presence," Wong said. "She knew how to work with the camera and was comfortable with the camera."

She was also a serious student, Wong said. "She always asked good questions, and she was pretty focused."

After Leyva graduated, Wong lost track of her, but years later, while visiting southern California, he noticed an attractive, talented news anchor on KABC Channel 7 and thought she might have been one of his students. A quick Internet search proved his hunch. Wong reconnected, and in 2005 he nominated her for the Hall of Fame.

Leyva, a native of Tucson, started her

By Kim Brooks-Blum

broadcast career in 1986 as an intern at KTSP-TV Channel 10 in Phoenix, a local CBS station at the time. She stayed for two years, then left for Sacramento, Calif., where she worked as a reporter three days a week and an anchor on the weekends at KXTV Channel 10.

A year after that, she moved to Los Angeles to be the 10 p.m. anchor for KCOP. In 1995 Leyva joined rival KABC as the health reporter, and six months later she was promoted to co-anchor of the morning show.

Leyva said it's luck that got her where she is today.

The daughter of a Mexican immigrant and a high school math and science teacher, she grew up in a bilingual home in Tucson. Spanish was the first language she learned because she stayed home all day with her mother, who didn't speak English. Her mother eventually learned English by watching soap operas on TV.

Perhaps it was the hours of soap operas playing in the background that first inspired Leyva to become an actress. "I wanted to be a soap star," she confessed. "But I'm too practical and wanted a little more control."

She decided the next best thing was to host "Entertainment Tonight," covering the latest Hollywood gossip. "Then I thought, 'That isn't practical either,'" she said.

When she discovered television news, she knew she had found the right fit. "It seemed like a fun, dynamic job and I could do it as a mom," she said. "I wanted to be a hands-on mom."

Even the morning show in Los Angeles had its upside, she said. She could be home with her daughters by 9 a.m.

Her priorities haven't changed.

Although she brings the evening news to more people than any other anchor in the L.A. area, she said the No. 1 show she performs is the one at home with her children.

It's called being a mom.



Ellen Leyva

MORE ON LEVYA

Question: What was your childhood ambition?

Ellen Leyva: To be an actress or writer; better yet, to write my own film and star in it.

Q: First job?

EL: Flipping hamburgers at Hardee's.

Q: Who has inspired you most in your life?

EL: My mother, who is a stay-at-home mom and helped us with our own kids.

Q: What is your proudest moment?

EL: The days my girls, Emma and Audrey, were born.

Q: What is the biggest challenge that you face?

EL: Trying to balance work and family — and do a good job at both.

Q: What is the best advice you have ever received?

EL: If you can, try to raise your own children, even if it means waking up at 2:30 in the morning when you're not a morning person. My husband, Mark, and I have always juggled our careers and schedules so we can be hands-on parents.

Journalism leaders inspire students

Each year the Cronkite School brings to campus dozens of leading journalists and media executives to talk to students and faculty in classes and at school-sponsored panels and lectures. These visitors — totaling more than 100 this past year — give students a true sense of what it's like to be a professional journalist and what it takes to be successful. Here's a glimpse of what three of these visitors taught students this year.

By Kanupriya Vashisht



Karen Kasmauski



Photo by Karen Kasmauski

Karen Kasmauski focuses on capturing human emotions in her work.

Karen Kasmauski “Start with the story”

National Geographic photographer Karen Kasmauski believes photography is about a lot more than taking photographs.

Truly good work, she told journalism students in October 2005, starts with researching and understanding the story.

“I challenge students to get away from easy visuals,” she said.

In her work as a photographer for National Geographic around the world, Kasmauski tries to put a human face on global issues. She showed students photographs she has taken, ranging from a West African nomad overturning slabs of dried mud in a desperate search for water to a Brazilian caregiver vaccinating a child to prevent deadly fever.

By deconstructing her own stories, Kasmauski showed students how to break a big project into manageable pieces, starting with a written proposal. She handed out some of her own story proposals and then showed students the final product so that they could compare the plan with the result.

“I was there mainly to talk to students about developing narratives, developing story proposals and putting together a visual story,” she said.



Photo courtesy of Karen Kasmauski

Kasmauski edits pictures.

Kasmauski spent three days on campus talking to students about visual storytelling, her experiences and their journalistic passions. Her visit was sponsored by the Hearst Visiting Professional Program.

Maria Simbra

“The TV Doc”

As the only practicing physician on KDKA-TV in Pittsburgh, Maria Simbra brings a unique set of skills to health reporting. The “TV Doc,” as she calls herself, understands medical issues from the perspective of medicine as well as the media. She’s a member of the KDKA health team, a professor in the Journalism and Mass Communication Department at Point Park University, a private practitioner and a board-certified neurologist.

Simbra visited the Cronkite School in the fall of 2005 to talk to students about the importance of good medical information in the media. Studies show that reporters are surpassing doctors as sources of medical information for the general public, but the reporters aren’t doing a good job.

“The news media have a terrible tendency to go over the top,” Simbra said. Television, in particular, tends to dole out exaggerated health packages, embellishing medical news with misleading adjectives such as “promising,” “miracle,” “breakthrough” and “cure.”



Maria Simbra

“Everything gets reduced to hyperbole,” she said.

The reasons for this gee-whiz health coverage? “Television news is always looking for the scoop, and in this relentless quest for the scoop, accuracy is lost,” Simbra said. “Medical news is often simplified, or worse, sensationalized because of industry pressures.”

Cronkite Professor Ed Sylvester, who specializes in science writing, invited Simbra to ASU. “Her commitment to journalism got me interested in having her talk to my [reporting] class,” he said.

Graduate student Sonu Munshi said, “Simbra’s science background gave a lot of credibility to what she was saying. She seemed dedicated to both her professions and had found the difficult balance between media and medicine.”

Mark Trahan

“Never write for the Pulitzer”

Mark Trahan wears his identity just beneath his collar — on an off-white shirt with Hearst Newspapers emblazoned across the breast pocket. In 2003 he took over the editorial pages of the Seattle Post-Intelligencer, owned by the Hearst Corp.

The first Native American journalist to head the editorial section of a major metropolitan daily, Trahan described his experiences in both mainstream and Native American media to students during a visit to the Cronkite School in April 2006.

Trahan said newspapers need to work harder to create a dialogue between opinion writers and readers. “Interactivity has become part of our DNA,” he said. “Young people today don’t want to get their news from something that gives them ink stains. The future is online.”

At the Post-Intelligencer, “We post our ideas on the Web and try and make people excited and engaged in what we’ll be talking about the next day,” Trahan said.

Trahan also talked about covering minority issues and showed video clips highlighting the challenges Native Americans have faced over the past 50 years. He discussed a 1989 project he worked on that examined the failures in the federal government’s Indian policy.

His advice to aspiring journalists: “Never write for the Pulitzer; write for your readers. A good story takes care of itself. People who write for prizes end up with shallow stories.”

ASU graduate student Lindsey Gay said she valued Trahan’s advice. “His lecture was relevant because American Indian coverage can apply to the general coverage of minorities and the problems media need to fix across the board,” she said.



Mark Trahan

VISITORS GALLERY

HEARST VISITING PROFESSIONALS

The Cronkite School established the Hearst Visiting Professional Program in 1992 with the help of a generous grant from the William R. Hearst Foundation. Since then, the Cronkite School has brought dozens of leading journalists, such as Pulitzer Prize-winning investigative reporter Don Barlett and Poynter Institute ethics expert Bob Steele, to campus to talk to students and faculty about their areas of expertise.

Recent Hearst Visiting Professionals include:

Keith Woods: The dean of the faculty at the Poynter Institute for Media Studies is one of the nation’s leaders in journalism diversity issues. A former editor at the New Orleans Times-Picayune, Woods led an all-day faculty retreat at the beginning of the fall 2006 semester on how to incorporate diversity concepts throughout the journalism curriculum.

Mark Trahan: The editorial page editor of the Seattle Post-Intelligencer is one of the nation’s leading Native American journalists. He is the first Native American to serve as the top editor of a major metropolitan newspaper (Salt Lake Tribune) and was CEO of the Robert C. Maynard Institute for Journalism Education. He came to campus in spring 2006 to conduct sessions for students and faculty on coverage of Native American communities.

Karen Kasmauski: The award-winning National Geographic photographer came to the Cronkite School in fall 2005 to talk to photojournalism classes about telling stories through photos. Her work has won top honors in the annual Pictures of the Year competition as well as special recognition in the Magazine Photographer of the Year category. Her book, “Impact: From the Frontlines of Global Health,” was nominated for a Pulitzer Prize.

Dr. Maria Simbra: The health science reporter for KDKA-TV in Pittsburgh also is a practicing physician. She reports on health care issues that affect Pittsburgh-area viewers and maintains a private practice as a board-certified neurologist. She worked with Professor Ed Sylvester, a leading science journalism educator, and advanced science journalism students.

Cronkite Endowment Board of Trustees gives school a boost

By Andrea Aker

The Cronkite Endowment Board of Trustees reads like a Who's Who of Valley media leaders — newspaper editors, TV station general managers, magazine publishers and public relations executives.

The 45 members provide important counsel and advice to the dean on a wide array of issues facing the school. Board members also regularly offer internships to Cronkite students, and many personally mentor students.

"I've never seen a professional advisory board that is this hands-on," said Dean Christopher Callahan. "They give enormous amounts of their time and are truly dedicated."

Current efforts focus on three areas.

- **Financial support:** The Cronkite Luncheon, the school's largest fund raiser, attracts about 1,000 people each year. Board members sell tables and find sponsors for the event. With the proceeds from last year's luncheon, the school purchased state-of-the-art equipment, offered more online journalism courses and brought nationally renowned media pros to campus.

- **Outreach:** Board members, along with Cronkite School administrators and staff, are working to create programs to attract Hispanic and Native American students to the school. Board members have arranged for guest speakers to talk with high school students about careers in journalism.

- **Student engagement:** Members promote internship programs at their own companies and others, including network TV stations and major newspapers. In addition, board members spearhead a mentoring program for Cronkite sophomores. By pairing a member or industry leader with a student, the program provides invaluable opportunities for networking.

The board was created in 1983 to support the Cronkite School and has always counted among its members top media leaders from across Phoenix, the nation's fifth-largest city, and around the Valley.

Manny Molina, president of Molina Media Group, is serving as the board president for the 2006-07 term.

Other board members include:

Thelma Abril, general manager, NBC Telemundo

Jamie Aitken, vice president and general manager, KASW-TV

Ray Artigue, executive director, Sports Business MBA, W.P.

Carey School of Business

Ron Bergamo, general manager, KAZ-TV

David Bodney, partner, Steptoe & Johnson

Art Brooks, president and CEO, Arizona Broadcasters

Association

Ward Bushee, editor, The Arizona Republic

Christopher Callahan, dean, Cronkite School

Tom Chauncey, attorney, Gust Rosenfeld

Jack Clifford, president, Clifford Consulting

Marco Comacho, senior vice president, market manager, CBS

Radio

Michael Dee, president, Arizona Foothills magazine

Tom Duran, general manager, Entravision

Elvira Espinoza, publisher, LaVoz

John Fearing, executive director, Arizona Newspapers

Association

Nat Galvin, general manager, KEDJ-Edge 103.9 FM

Greg Giczi, general manager, KAET-TV

Kristin Gilger, director, Student Media, ASU

Steve Hammel, general manager, KPHO-TV

Erik Hellum, vice president and general manager, KTAR-AM

Don Henninger, publisher, Business Journal

Mark Higgins, vice president and general manager, KTVK-TV

Win Holden, publisher, Arizona Highways

John Jacobs, general manager, Clear Channel Outdoor

Laura Jordan, president, The Jordan Group

Susan Karis, executive vice president of operations, Clear

Channel Radio

MANNY MOLINA

Board president 2006-2007

"I want to do what we can to keep the school name out there, let people know the Walter Cronkite School is a solid college," said Manny Molina, president of the Molina Media Group.

The current president of the Cronkite board said communication is the key to keeping the school moving in a positive direction. "The main goal is to pass on as much information about the school to our board and get as much feedback as possible," he said.



Manny Molina

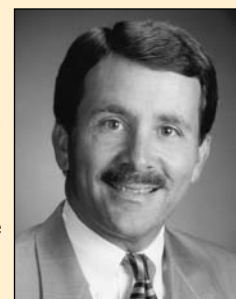
Former board president Win Holden said Molina was a splendid choice to succeed him. "He has served on the board for several years and he understands the communications industry in the state, having been involved in the business for decades," Holden said.

In 2004 Molina founded the Molina Media Group, an advertising firm that targets Hispanic consumers. Before that he was the regional president of Clear Channel Outdoor for more than 12 years. He is also the publisher of Latino Future magazine and co-owner of Molina-Lopez Advertising and Public Relations, whose clients include the Salt River Project and Wells Fargo.

ARTIGUE RETURNS TO ASU

Board president
2002–2003

Cronkite alum and former Cronkite Board President Ray Artigue has returned home to ASU to serve as executive director of the W.P. Carey School of Business MBA Sports Business program.



Ray Artigue

Artigue spent 15 years with the Phoenix Suns, serving as senior vice president of marketing and communications. He is a longtime member of the Cronkite Endowment Board of Trustees and a member of the Cronkite School's Hall of Fame.

A 1976 graduate of the Cronkite School, Artigue was president of the Cronkite Endowment Board of Trustees in 2002-2003.

Artigue also has served on the Maricopa County Sports Commission, Phoenix Suns Charities, Home Base Youth Services, Sun Angel Foundation, Phoenix Museum of History and the Phoenix Thunderbirds. In 1999 Artigue served as general chairman of the PGA Tour Phoenix Open and as the organization's president in 2000.

As executive director of the sports business program, Artigue will teach, direct sophisticated consultative projects for the industry, manage internship and career development activities and promote the program.

Dottie Kobik, Monarch Events
Ken Kwilosz, vice president and general manager, KPHE-TV
Sonia Landau, former assistant secretary of state
Dr. Frederic Leigh, associate dean, Cronkite School
Fran Mallace, general manager, Cox Media
Mary McEvilly Hernandez, vice president, Univision Radio
Dr. Joe Milner, professor emeritus, Cronkite School
John Misner, president and general manager, KPNX-TV
Art Mobley, president and CEO, World Wide Radio
Mary Morrison, Mary M. Media
Pat Nevin, general manager, KSAZ-TV
Mary O'Hanlon, president, Barclay Communications
Jose Luis Padilla, vice president and general manager, Univision
Carleton Rosenburgh, former senior vice president, Gannett Co.
Susan Bitter Smith, executive director, Arizona-New Mexico Cable Communications Association
Mark Steinmetz, independent media owner and operator
Robert Stieve, editor, Cities West Publishing

Loren Tapahe, publisher, Arizona Native Scene
Bethany Taylor, director of development, Cronkite School
Janice Todd, vice president and general manager, KNXV-TV
James Taszarek, president, TazMedia Inc.
Ricardo Torres, CEO and publisher, Latino Perspectives magazine
Tomas Urbina, Southwest regional manager, Azteca America
Alicia Wadas, director of public relations, The Lavidge Co.
Linda Wienandt, bureau chief, The Associated Press
Karen Wittmer, CEO and publisher, East Valley Tribune
Clancy Woods, president, Sporting News Radio

WIN HOLDEN

Board president 2004–2005

"The endowment board is very unusual. You have people who are luminous in their fields, but they also roll up their sleeves and get involved," said Win Holden, publisher of Arizona Highways.

Holden is one of those people. A 20-year member of the board, he continues to serve on the executive, development and nominating committees.

He considers fund raising and board development his greatest accomplishments as president. "The growth in the school's



Win Holden

reputation has resulted in making it easier to recruit board members," he said.

Holden has more than 30 years of experience in journalism, public relations and advertising — experience he has shared with two Cronkite sophomores over the past few years as part of the board's mentoring program. The first student, Ally Kiel, continues to seek his advice.

"To this day, I'm still able to go to Win when I have a question or need some direction and advice in the industry," she said. "He is always willing to help and has many times used his connections to guide me."

UNSUNG HEROES: ADJUNCT FACULTY

Media professionals bring experience to school

They are reporters, editors, producers and public relations specialists. They come from the region's top newspapers, TV and radio stations, magazines, Web sites, PR firms and corporations.

They are the Cronkite School's faculty associates, and because of them, students get a rich exposure to the real world of working journalists, said Frederic Leigh, associate dean of the school.

"We are fortunate to be located in a major media market where a deep pool of professionals is available," Leigh said. "They

bring their professional experience and insight directly from the newsroom to the classroom."

This fall, 32 faculty associates are teaching primarily skills classes such as news writing, reporting, editing, magazine writing, videography and online media.

The school honors the faculty associates each spring semester at a special luncheon on campus. The luncheon this past spring featured a moving tribute to the late Paul Schatt, an Arizona Republic editor who taught in the Cronkite School for 30 years.

Some of the professionals who have taught at the school over the past few years:

Allysa Adams

Freelance broadcast producer; former ABC15 reporter

Peter Aleshire

Editor, Arizona Highways

Kara Anderson

Freelance writer; former reporter, Contra Costa Times

Tom Blodgett

Assistant sports editor, The Arizona Republic

Mark Bork

President, Mark Bork Productions LLC

James Brewer

Executive vice president, Phoenix Zoo

Roy Dabner

Photographer, The Associated Press, Phoenix bureau

John D'Anna

Metro editor, The Arizona Republic

Jim Dove

Senior broadcast engineer, Cronkite School

Ryan Eilders

Web content and development specialist, azcentral.com

Mike Eiler

Copy chief, The East Valley Tribune

Dan Fellner

PR consultant, Fellner Consulting Services

Jim Fickess

Gilbert editor, The Arizona Republic

Maria Fowler

Multimedia editor, azcentral.com

Ross Franklin

Photographer, The Arizona Republic

Christia Gibbons

Real estate reporter, The Business Journal; former city editor, East Valley Tribune

Tom Gibbons

Business editor, East Valley Tribune

Kristin Gilger

Director of Student Media, ASU; former deputy managing editor, The Arizona Republic

Norm Ginsburg

Former director of marketing/promotion, CBS

Bill Goodykoontz

TV critic, The Arizona Republic

Terry Greene Sterling

Contributing editor, Phoenix Magazine

Jeff Halberg

Assistant manager, production services, KAET-TV

Bill Hart

Research analyst, Morrison Institute for Public Policy, ASU

Bill Hill

Deputy editor for administration, The Arizona Republic

Dave Howell

Vice president, Wells Fargo

Jim Jacoby

Director/editor, KAET-TV

Ryan Konig

Database reporter, The Arizona Republic

Pat Kossan

Reporter, The Arizona Republic

Kim Krigsten

Former reporter, weekend anchor, ABC15

Jodi Lau

Assistant news editor, The Arizona Republic

Anita Leach

Editor, Latino Perspectives magazine

John Leach

Editor, azcentral.com

Nic Lindh

IT support specialist, Phoenix Country Day School

Jacki Lo

Freelance producer; former producer, Bay 6 Productions

Anita Luera

Vice president corporate relations and leadership development, Valle del Sol

Jim Manley

Freelance journalist; former photojournalist/producer, ABC15

Cecilia Marquis

Former producer/writer, KAET-TV

Wilma Mathews

Director of constituent relations, ASU

Leah Miller Collins

Student support specialist; Cronkite Village coordinator; adviser, The Blaze 1260 AM

Kathy Montgomery

Freelance writer; former managing editor, Phoenix Magazine

David Natharius

Professor emeritus of communication, Cal State Fresno

Judy Nichols

Director of communication, Sandra Day O'Connor School of Law

Stephanie Paterik

Reporter, The Arizona Republic

Sasan Poureetezadi

Computer systems analyst, Cronkite School

Yvette Roeder

Public relations director, Changing Hands Bookstore

Richard Ruelas

Columnist, The Arizona Republic

Jim Rush

Broadcast engineer, Cronkite School

Greg Salvatore

Publications manager, Arizona Diamondbacks

Michelle Savoy

Senior editor, The Arizona Republic

Glen Stephens

Station manager, Channel 11

Terri Thorson

Principal, PR Connection

Jeff Unger

Senior manager, azcentral.com

Dan Fellner

Faculty associate teaches abroad as a Fulbright Scholar

If Dan Fellner ever had any doubt that he wasn't in Arizona any longer, all he had to do was glance out his kitchen window. There stood a forbidding statue of Communist revolutionary Vladimir Lenin in the courtyard of the ruling Communist Party headquarters in Chisinau, Moldova.

Fellner, a faculty associate in the Cronkite School, spent the spring 2006 semester teaching journalism and public relations at Moldova State University as a Fulbright Scholar. Moldova, a small Eastern European country, became independent of the Soviet Union in 1991.

It was Fellner's fourth Fulbright award, and he recently learned he received a grant extension to return to Moldova for the upcoming spring semester. He'll be back at Moldova State University and taking with him boxes of journalism textbooks donated by Cronkite faculty and staff.

"Moldova is a poor country, and the university's resources are extremely limited," he said. "But the students are enthusiastic and eager to learn, and I'm looking forward to going back. There is a strong need for journalism education there."

The Fulbright Scholar Program, sponsored by the U.S. State Department, is one of the most prestigious educational exchanges in the world. One Fulbright award is a distinguished honor recognizing a teacher's expertise and professional achievements.

"At least two ASU faculty have had two Fulbrights, but that's rare," said Judy Grace, interim director of ASU's Center for Learning and Teaching Excellence. "Four is a great testimony to the faculty member."

Fellner has taught journalism and public relations courses at ASU since 1998 in addition to running his own public relations consulting firm in Gilbert. He's also a faculty affiliate with ASU's Russian and East European Studies Center and a freelance travel writer.

In 2001-2002 Fellner spent three semesters at universities in Latvia as a Fulbright Scholar. In 2004 and 2005 he received short-term grants through the Fulbright Senior Specialists Program to teach at universities in Lithuania and again in Latvia for several weeks.

Prior to teaching, Fellner was a television news anchor and reporter and spent 10 years in corporate public relations at the Dow Chemical Co.

UNSUNG HEROES: ADJUNCT FACULTY



Dan Fellner heads back to Moldova this spring.

By Andrea Aker

Fellner said that many of his ASU students are interested in working overseas, so he incorporates lessons he has learned abroad into his curriculum. "I discuss the challenges of communicating to audiences in different cultures and how students can better position themselves to get opportunities to work overseas," he said.

He also uses his experiences to teach students about the importance of a free press. "In Moldova the Communist government funds and controls much of the broadcast media," he said. "There are free elections, but not surprisingly, Communist candidates are given more airtime and more favorable coverage than candidates from other political parties."

Most journalism courses taught in Moldova are theoretical, with lengthy research papers due at the end of the semester. Fellner, however, said he tries to engage his students with lively discussions and weekly exercises, just as he does at the Cronkite School.

"We talk about everything from the war in Iraq to the differences between American and Moldovan food," he said. "They teach me about their culture and Romanian language. And they are always giving me advice about things to see and do in Moldova. In fact, I think I learn as much from them as they do from me."

He said that every time he teaches abroad, he is reminded of how fortunate the United States is, not only to have a free press but also to have such a high standard of living.

In Moldova, he said, the average monthly salary is about \$100, and "people really have to struggle to get by."

FAST FACTS: FULBRIGHT SCHOLARS

What is the Fulbright Scholar Program?

Named after the late U.S. Sen. J. William Fulbright, the program provides grants for university faculty and administrators, graduate students, professionals and scholars to lecture and conduct research in countries worldwide. The program, sponsored by the U.S. State Department's Bureau of Educational and Cultural Affairs, sends about 1,000 scholars and professionals each year to 140 countries to lecture or conduct research.

Who may apply for Fulbright grants?

College and university faculty and administrators, graduate students, professionals and scholars may participate. Grantees come from about 500 colleges and universities in all 50 states. For more information, go to <http://exchanges.state.gov/education/fulbright/>.

Max Jennings

For eight years, Max Jennings turned ASU students into journalists. He did it by pushing them — often fiercely — and he did it by caring about them just as fiercely.

Then “he sent us off to practice the craft of journalism all across the country,” said Kymberly Fox, who is now a lecturer at Texas State University. “We are everywhere — Arizona, California, Utah, New Mexico, Texas, Ohio, Florida, Maryland, North Carolina, Illinois and more. We are reporters, editors, photographers, artists, copy editors and professors. We could not have done it without him; at least I know I could not have.”

Jennings, a longtime assistant professor in the Cronkite School and an award-winning newspaper editor, died in February 2005. He left a legacy of writers and photographers who he helped transform into successful journalists.

“He challenged his students, his reporters, his editors, his peers and ... himself.”

– Stan Smith

Professor Emeritus, Cronkite School

“After I got a job and looked back on what skills I learned in college that truly helped me as a beginning TV producer and reporter, they were the basic lessons I learned from Max,” said Phil Alvidrez, former executive news director for KTVK-TV and co-founder of MagicDust Television, Phoenix.

Jennings got his own start in journalism right after graduating from Texas Tech University in 1964. He landed a job as a reporter with the United Press International news service in Cheyenne, Wyo. Within three years he was bureau chief. He then moved to Albuquerque, N.M., where he was promoted to UPI regional executive. Two years later he took a job as the UPI bureau chief in Lima, Peru.



Max Jennings and his wife Carol enjoy a fishing trip.

At age 27, Jennings was the wire service's youngest foreign bureau chief. His main competitor at the Associated Press, former bureau chief Joseph McGowan, said Jennings thrived overseas.

“It takes a special kind of journalist to work and work well in developing countries, and Max was able to cope with conditions under a military dictatorship and with the living conditions you encounter in a developing country,” McGowan said.

In 1970 Jennings returned to Wyoming to be editor of the Jackson Hole News & Guide. The following year he moved to Arizona to teach journalism at ASU.

A champion of First Amendment rights, he brought his passion for the newsroom into the classroom. Bruce Tomaso, religion editor of The Dallas Morning News and an ASU journalism graduate, said Jennings had a tough-love teaching style.

“We were frantically writing [for a test],” Tomaso recalled. “He’d walk up and down the aisles, clapping his hands and shouting, ‘Hurry up! Finish! Come on! I need that! Hurry!’ Only later did it dawn on me that he was very accurately simulating deadline conditions in a real newsroom.”

During his eight years at ASU, Jennings advised The State Press student newspaper. Former student staffer Mike Tulumello remembered Jennings as someone who “wasn’t afraid to take risks and fight people who posed a threat to the public’s welfare.”

But Jennings couldn’t stay away from the newsroom for long. In 1979 he took a job as the executive editor of the Mesa Tribune.

For nearly a decade, Jennings helped

transform the community paper into the East Valley Tribune. “He was running the hot little suburban paper that was kicking the big metro paper’s butt,” said Gary O’Brien, a former Tribune photographer who is now at the Charlotte (N.C.) Observer.

He also recruited many young journalists to the paper and fiercely mentored them. “He brought so many of us together at the Tribune so long ago, so many young journalists who needed guidance and mentoring,” Fox said. “He forced us to be better journalists with a mix of cranky compassion.”

Jennings also managed to found Kids Voting USA and established the Arizona First Amendment Coalition before moving to Ohio to take over as executive editor of the Dayton Daily News. The paper won the Pulitzer Prize for national reporting in 1998 for “Military Medicine: Flawed and Sometimes Deadly,” which uncovered a military health care scandal.

Jennings retired in 1998, but his adventures were far from over. First, he fulfilled a promise to his wife, Carol. “He always said someday he’d show me the sunset on the stern of my own sailboat,” she said. And for seven straight years, he did.

The Jennings sold their house and bought a king-sized catamaran. For most of a decade, they sailed along the Atlantic coast from Maine to the Bahamas. In 2004 the Jennings moved to Taos, N.M. A year later he suffered a heart attack while skiing near their home. He was 63.

In lieu of a funeral, the man who treated each day as a gift had asked for a party in his honor.

The request didn’t surprise his sister-in-law, Kellye Serano. “He had the biggest appetite for life,” she said. “Every day was going to be the best day.”

Stan Smith, professor emeritus of the Cronkite School and Jennings’ sailing mentor, said he will remember Jennings most as a man who “challenged his students, his reporters, his editors, his peers ... even his friends. But most of all, he challenged himself. It was a quality that brought him prominence in his profession and success in life.”

Photo courtesy of Jennings family

By Sarah Ellis

Paul Schatt

Paul Schatt loved the smell of newspaper ink. The addiction started when he was a paperboy for The Arizona Republic. Instead of delivering his stack of papers right away, he'd stray off his route to read the morning headlines.

More than 40 years later, the veteran journalist still collected his daily stack of newspapers. Each morning he'd walk out to his driveway and pick up the Republic, as well as the New York Times, Wall Street Journal, Financial Times, USA Today and East Valley Tribune.

Then he'd head to the Cronkite School, where for 30 years he taught the 7:40 a.m. Reporting Public Affairs class. After that it was to the Republic, where he most recently worked as the opinions editor for the Southeast Valley community section.

"He wasn't a workaholic. He was a livaholic."

— Richard de Uriarte

Editorial Writer, The Arizona Republic

When he died last November at age 60, the Cronkite School lost a beloved teacher and Phoenix lost a strong journalistic voice.

Schatt began his journalism career in 1962 as a copy boy at the Republic. His big break came two years later when he landed an interview with U.S. Sen. Barry Goldwater, the Republican presidential nominee. Although Goldwater's press secretary and security guards shielded the candidate from the press, Schatt teamed up with veteran photographer Ralph Camping to get face time. His story ran as an exclusive on the front page.

Later, as a Phoenix City Hall reporter for the Republic, Schatt uncovered irregularities in the vote tabulation of a 1969 Phoenix mayoral election. His story changed the election results.

Schatt also worked as a city hall editor, columnist, city editor, community editor and editorial page editor at the former Gazette newspaper and at the Republic. He is credited with being the first to open up those newspapers' editorial pages to the community.

"He solicited the opinions of

knowledgeable people in the community, invited them to the editorial board for discussions and let them write op-ed columns," said Richard de Uriarte, a Republic editorial writer. "He let his own editorial writers emerge from obscurity and show their individual personalities."

Katrina Shawver, a freelance community columnist for the Republic, said Schatt was a vivid connection to the newspaper. Shawver said she would call him just to hear him say, "Katrina, we need more of your columns. You need to be writing for us."

"Too often, writers submit material and, if printed, that's the only feedback they receive," she said. "I think because of Paul's personal contact with writers, he attracted more writers to the paper."

Schatt also got involved in the community personally. He served on numerous civic and professional boards, including the Arizona Club, the Barry Goldwater Institute, Kids Voting Inc. and the Arizona Newspapers Foundation.

But perhaps what Schatt was best known for was his laugh. "Early in the morning when I was in my office, I'd hear this booming laugh coming down the hallway," said Ed Sylvester, a Cronkite professor and friend of 26 years. "There he was, books and newspapers under his arm, with his distinctive stride, going to talk to office staff, grade papers and meet with students."

Jenny Campbell, a former student and co-worker, said Schatt's laugh can only be described as "goofy." "No matter when — at work, at the paper, in class or at a party on a Saturday night — Paul's laugh was loud and open and genuine," she said. "I can't even think of the journalism school without seeing Paul's face all scrunched up in a big, goofy laugh."

The early risers who took Schatt's reporting class remember the goofiness, but they also remember his fierce dedication to journalism. "In one word I can describe Paul Schatt: passion — passion for his students, passion for his career and passion in doing what's right, something he always conveyed to his students," said Daniel Pierce, a former student and 1991 graduate.

Donna Hicks, who graduated in 1984, said Schatt loved reporting "the way little



Paul Schatt

kids love Tonka trucks. He made attending and reporting a school board meeting seem interesting and exciting. He was a great writer and excellent teacher."

Megan Irwin, a 2006 Cronkite School graduate, said Schatt taught her that a good reporter has to dig for the best stories out of a city council meeting or trial. "You could tell he liked getting the inside scoop, and he tried to pass it on to his groggy students," she said.

In a 2003 interview, Schatt explained why he kept teaching public affairs reporting after so many years: "This is what I love to do," he said. "Even if you don't become a journalist, you become a more informed citizen — you're a much more aware citizen and understand the government processes."

Laura Schatt, who met her husband at the Cronkite School, remembers his energy and zest for life. "He'd come bustling through the door when he'd come home from work and yell, 'Laura, I love you!'"

Before undergoing heart surgery in October, he told Laura he'd done everything he wanted to do in his life. Three weeks later, he died.

His newsroom door is now closed. His energetic stride and straight-from-the-heart laugh no longer fill the Cronkite School hallways.

But the papers still arrive in the driveway each morning. As Laura picks each one up, she remembers her husband's enthusiasm for life — and how much he loved the smell of newspaper ink.

Photo courtesy of Laura Schatt

ALUMNI

STUDENTS INDUCTED INTO HONOR SOCIETY

Kappa Tau Alpha, the national journalism student honor society, is now at ASU.

Associate Deans Marianne Barrett and Frederic Leigh inducted 25 students into the inaugural chapter during spring convocation. The students, who represent the top 10 percent of the Cronkite School graduating class, were presented with medallions and honor cords. They had cumulative grade point averages ranging from 3.69 to 4.00.

Kappa Tau Alpha is a college honor society that recognizes academic excellence and promotes scholarship in journalism and mass communication. Founded at the University of Missouri in 1910, it is among the oldest honor societies in the United States. Membership must be earned by excellence in academic work at one of the colleges and universities that have chapters. Selection for membership is a mark of highest distinction and honor.

Students inducted into the inaugural chapter included:

Liana Arenas
Elias Arnold
Charity Bissen
Ryan Burch
Jeremy Cluff
Charles English
Julie Friedman
Sara Fulkerson
Shanna Hogan
Michiko Howlett
Amanda Keim
Andra Lewis
Regina McCabe
Megan McCracken
Mary Mendoza
Nicholas Oviedo
Jill Peddicord
Monique Prehoda
Tina Price
Davina Reeves
Olivia Reyes
Al Tezuka
Kelsey Walker
Lindsay Walker
Shannon Wardlow



Associate Dean Frederic Leigh (left) presented Michiko Howlett with the alumni award for Outstanding Journalism Broadcast Student in May as former Cronkite Alumni Chapter President Manny Romero (center) looks on.

Staying connected

Cronkite graduates — more than 6,000 of them — are spread out across the nation and even the world. They work at newspapers, magazines and Web sites, at television stations and public relations firms and in government and education.

It's an influential group, but a scattered one. So it made sense that when the Cronkite School became independent in July 2005, a group of dedicated alumni formed the Cronkite Alumni Chapter under the auspices of ASU's Alumni Association.

The chapter welcomes graduates who would like to network, share experiences and converse with fellow alumni and current students to promote journalism and mass communication.

Chapter officers plan a variety of activities for alumni, including happy hours, family events, networking opportunities and a spring picnic for alumni and students. The chapter hosted this year's Cronkite School homecoming booth in the Phoenix Downtown campus tent. Students, alumni and community members posed for photos with Sparky as their co-anchor, and chapter officers spent time with fellow alumni, updating them on Cronkite School activities.

The chapter recently said goodbye to founding chapter President Manny Romero, who moved to New York. Vice president Melissa Werner, director of University Ceremonies at ASU, has stepped up to fill the position. For information about the alumni chapter or to participate in the chapter's events, contact Werner at melissa.werner@asu.edu.



Photo courtesy of ASU Insight

Manny Romero

CRONKITE ALUMNI CHAPTER OFFICERS

Melissa Werner, president

Director, University Ceremonies;
ASU Office of the Sr. Vice President
and Secretary of the University; co-
founder, North American Association of
Commencement Officers

Becky Bracken, social co-chair

Assistant program manager
Eight/KAET-TV

Scott Bracken, treasurer/secretary

Account executive
Eight/KAET-TV

Yvette Roeder, social co-chair

PR manager
Changing Hands Bookstore

Catching up with alumni

John Hook

By Sonu Munshi

John Hook graduated from the Cronkite School in 1983 and was inducted into the Cronkite Alumni Hall of Fame in 2002. Hook anchors the FOX 10 Evening News in Phoenix. He has won eight Emmy Awards and been named The Associated Press Anchor of the Year five times.



FOX 10 News anchor John Hook enjoys a ball game at Boston's Fenway Park.

Derrick Hall

Derrick Hall, who had been the Diamondback's executive vice president, was recently named team president.

The 1991 graduate of the Cronkite School has spent 14 seasons working in professional baseball. He was a member of the Dodgers organization for parts of 12 seasons, beginning with the team's Class A franchise in Vero Beach, Fla., and working his way up to senior vice president of communications by 2004. He left the Dodgers in 2004 for a similar position with KB Home, a Fortune 500 company, before joining the D-Backs front office in May 2005.

In Phoenix, Hall was responsible for communications, and he also headed up the team's marketing and sales department, establishing the state's first-ever presenting sponsor for a sports franchise when he signed a deal with Gila River Casinos.

Hall also established kid-friendly programs to enhance the family



Derrick Hall

experience. He and Joe Garagiola Sr. created the "No Chew Crew" to educate children and the public about the harm of chewing tobacco.

Hall serves on the boards of the Greater Phoenix Chamber of Commerce and the Valley of the Sun United Way as well as the United Blood Services Leadership Council. He is also an active member of The Thunderbirds and has been appointed a commissioner for the Phoenix Pride Commission.

MORE ON HOOK

Question: What's one myth about anchors you'd like to dispel?

Hook: People think we show up at 4 p.m. and sit on a makeup chair, then go on air at 5 and read a bunch of scripts. Those days are gone. We're involved every step of the day. We do a lot of rewriting. We're the final line of defense so we make sure the script is readable, conversational and accurate.

Q: Tell us about your first Emmy.

JH: I was working at KVOA-TV in Tucson in 1992. The nuclear-capable B52s were being chopped, and I got a chance to fly in one of them from Michigan to Tucson. It was in its final flight after serving in Vietnam and the first Gulf War. My team was nominated in two categories — series reporting and general news. We didn't win for series reporting, and I didn't think we'd win general news since we were competing against bigger markets like Phoenix. But we won and it was a great honor.

Q: How did the Cronkite School prepare you for a career in broadcasting?

JH: I loved my teachers. Bob Lance was a great print journalism teacher. He taught me a lot about accuracy — getting it right and being a stickler for detail. I also enjoyed mass communication law, a very analytical subject.

Q: You've funded a scholarship at the Cronkite School. Why did you think it was important to give back in this way?

JH: I used to thank my first news director, Burt Goodman at KARZ radio, over and over for giving me my start. I asked him how I could possibly repay him. He said I could help others. This scholarship is my way of repaying Burt.

Q: What's the best advice you ever received?

JH: Burt Goodman said to attack every story every day as if it's the most important story of the day. Do everything in your power to get that story right and on time. Moving up, new jobs — all that will take care of itself. I see many people in our business who get a job and start thinking of their next job. They're missing the whole point, which is to immerse yourself in a story.

The Fulton Challenge

Creating a culture of giving

The goal was \$40,000.

For a first-time fund-raising effort, that was a fairly substantial amount for the Cronkite School to raise in just a couple of months from students, faculty, staff and alumni.

But when the Fulton Challenge campaign closed June 30, the school's development director had good news: The school had raised \$51,820, well over its goal.

The money will be matched dollar for dollar by Ira Fulton and his wife, Mary Lou. Ira Fulton, the largest private donor in ASU's history, has himself given more than \$160 million to ASU in the past five years.

"While the majority of other participating colleges set \$25,000 goals, we decided to be bold and set an aggressive \$40,000 goal," said Bethany Taylor, the Cronkite School's director of development. "And our alums, faculty and staff came through for the school. The fact that we exceeded our goal by more than \$10,000 demonstrates that our alumni, faculty and staff believe in the school's mission and that they want to help it continue to advance its programs."

The money raised through the challenge will be used for special academic programs and initiatives, according to Dean Christopher Callahan. Already, additional cameras have been purchased for NewsWatch so it can move from a weekly to a daily television news broadcast, and money has been added for a lecture series. In addition, money may be used for student scholarships and student travel opportunities.

Callahan said people were generous in their responses to the Fulton Challenge in part because of the exciting new programs and changes taking place at the school. "When people give money, they want to see it being used," he said.

This year was the second year of the Fulton Challenge. Last year the Barrett Honors College, the Herberger College of Fine Arts and the Colleges of Design, Nursing, Education, Law and Liberal Arts and Sciences were challenged to raise \$300,000. The Fultons promised to match

By Marilyn Hawkes

that amount if the colleges met their fund-raising goals by the end of 2005.

The colleges exceeded their goals, raising more than \$711,000. The result: \$1.4 million in charitable donations to ASU.

This year, the Fultons issued another challenge to the original seven colleges plus ASU Polytechnic, ASU West, the College of Public Programs, the Emeritus College and the Cronkite School. The total raised was \$835,722 — far exceeding the goal of \$470,000.

"The fact that Ira Fulton is recognizing the quality of the school by including us in this very generous challenge is important," Callahan said. "It helps us raise money, but it's more than that. It helps us get people involved in the school who may not have been involved."

Taylor said that students, parents, faculty, staff and alumni were asked to give any amount they could afford up to \$5,000 to the Dean's Investment Fund. More than 180 people responded, donating amounts ranging from \$10 to \$5,000, Taylor said. "Every group responded very generously," she said. For example, more than 80 percent of the Cronkite faculty and staff gave money to the campaign.

Cronkite School Professor Bruce Merrill and his wife, Janis, donated \$1,000. Merrill, who has been on the ASU faculty for more than 30 years, said he is excited about the changes that have been taking place at ASU since Michael Crow became president in 2002.

"Part of Crow's vision was to create a new school of journalism that would incorporate the prestige, credibility and integrity of our namesake — Walter Cronkite," Merrill said. "The Fultons' generous commitment of a \$40,000 matching grant provides an opportunity for all of us associated with the school to have at least a small part in this exciting and important goal."

HOW TO GIVE

How to give to the Cronkite School:
To make a donation, you may use the form in the back of this magazine or contact Bethany Taylor, director of development, at 480-727-9444 or at bethany.taylor@asu.edu. You can also give online by visiting the Cronkite School's Web site <http://cronkite.asu.edu> or by mailing a check made payable to "ASU Foundation/Cronkite" to Bethany Taylor, Cronkite School of Journalism, P.O. Box 871305, Tempe, AZ 85287-1305.



Making connections

Bethany Taylor reaches out to the Cronkite community



Bethany Taylor, the Cronkite School's first full-time development director, helped organize a student photo exhibit.

Bethany Taylor doesn't think of her job as asking people for money.

"It's not about asking for a donation," said the Cronkite School's first full-time development director. "It's about making people feel good about giving."

And that, she said, is easy when it comes to the Cronkite School.

Alumni are excited about all the changes taking place at the school, she said. "We're now an independent school, we have our first dean and there will be a lot of growth as our national reputation grows."

There are also many needs, she said, including creating new and innovative curricula, attracting world-class faculty and upgrading the school's equipment and facilities.

When Taylor talks to potential donors, she spends time getting to know their interests. Many alumni want to make directed gifts to programs that are personally meaningful to them, such as an area of study or student scholarships or programs.

She also spends time educating alumni and other donors about the Cronkite

School's successes and plans.

But the most rewarding part of her job, she said, is when she can thank donors and make sure they stay connected to the school. For example, she has put contributors in touch with students who have received scholarships and with faculty members whose work has benefited from outside support.

She is planning a luncheon honoring donors who have funded scholarships, and she is putting together a Dean's Club honoring individuals who donate \$1,000 or more to the school in any given year. Members will be invited to a private reception with Walter Cronkite before the annual Cronkite Luncheon and enjoy priority seating at Cronkite School events.

"It's all about building relationships," she said.

Taylor joined the Cronkite School in September 2005.

Knight Professor Steve Doig, who served on the search committee for the new development director, said he had only two words after interviewing Taylor: "Hire her."

Dean Christopher Callahan said he's glad he heeded that advice. "We're on the same wavelength when it comes to

By Marilyn Hawkes

"... there will be a lot of growth as our national reputation grows."

– Bethany Taylor

Development Director, Cronkite School

how we're going to build the school," he said.

Taylor has long been interested in journalism. She worked for her high school paper in Greeneville, Tenn., and eventually served as the paper's editor. She went on to study journalism at the University of Tennessee in Knoxville.

After graduating in 1997 with degrees in journalism and history, Taylor moved to Los Angeles to work as a public relations assistant at E! Entertainment Television, a cable TV and direct broadcast satellite network.

"While I loved the work, I realized that if I was going to pitch stories to reporters, I needed to pitch stories that I really believed were important," Taylor said.

What was important, she decided, was working for an organization that did good

work for others. She first joined the March of Dimes, a not-for-profit organization that promotes research to prevent birth defects, and then moved to Children's Hospital Los Angeles as director of major and planned gifts.

At the hospital, Taylor managed an \$11 million campaign for the hospital's Center for Endocrinology, Diabetes and Metabolism.

"Raising funds for children with diabetes and other endocrine disorders was extremely rewarding," she said.

Taylor remains active in charitable work. She volunteers at monthly birthday parties for foster children and helps build houses for the less fortunate through Habitat for Humanity. She loves the work, she said, because "at the end of the day, you can really see the difference you've made."

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In its first year of independence, the Cronkite School generated more than \$4 million in gifts and pledges, which is the largest annual fund-raising total in school history and a 1,000 percent increase from the previous year. The Cronkite School is well on its way to achieving its vision of becoming the best journalism program in the American West, thanks in large part to the generosity of its donors. The school is proud that the following people, businesses and foundations chose to invest in the school. Thank you for your gifts.

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Caitlin Morgan Hanson	Manuel Romero '03	Steve Wagner Publications	John Wilson IV
Kelly Morgan	Deborah Ross and John Leach	Deborah Stocks '76	Suzanne Wilson '97
Barbara Morgenstern '76	Marla and Robert Rothfarb '90	Storyrock Inc.	Cynthia Wine '79 and Steven
Elizabeth and Gerald Moriarity	Monte Rougemont	Bessie Strategos '99	Wine
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Regina Murray	Laura Rude '02	Robert Stuart '02	Karen and Steven Wirrig
John Nadel '66	Andrew Rudnick	Suzanne Baird Inc.	Roger Wittlin '76
Nora Neibergall '84 and David	Rochelle and Bradley Rudnick	Linda Swain '79 and Dennis	Marcy Wojtulewicz '96
Neibergall '80	James Rush '82	Swain	Ray Wong '72
Judith and Thomas Nichols	Sherry Sacino '80 and Ronald	Andree Swanson '84 and Matthew	Sandra Woo
Teena and Cary Noel '85	Sacino	Swanson	Xu Wu
Sherri and Mark Novad '88	Margaret and Peter Samuels Jr.	Virginia and Edward Sylvester	Elizabeth Wyner '03
Richard Obert '81	'84	Graham Taylor '00	Gloria Yeager '71 and Don Yeager
Nancy and James Okeefe	Orion Samuelson	Bruce Thoeny	'64, '69, '72
Gary Olmstead '63	Cynthia Scanlon '82	Scott Thomson '90	Barbara Yost '81
Gerri and Ira Oppen '71	Scott Schafer '83	Leslie Thornton	Robert Young '81
Diane Oviedo	Paul Schatt '68	Michael Tolimieri '91	Andrea Zakrzewski '01
Andrea Ozias '96 and Ryan Ozias	Carol Schectman	Andy Torres '99	
Cathy Ozog '82	Linda Schellenberg '92 and John	Total Yearbook Solutions, Inc	
J Pace '91	Schellenberg	Elizabeth and Brian Tracy '67	
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Amy and Daniel Patters	Pamela and Robert Schneider '73	Delores Tropiano-Butzberger and	
June Payne '52	Lisa Schneiderman '85 and David	Alain Butzberger	
Derek Peacock '95	Schneiderman	Charlane Tygum '71 and James	
Dawn Peek '78	Carol Schulte '83, '94 and	Tygum	
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Daniel Pierce '91	Sheri Scott	Mary and David Van Vlack	
Gregory Pine '94	Carol Searles '64 and Denis	Marilyn Vanier '63	
	Searles '59	Patricia Vekich '92 and John	
	Nancy and E. Sechrest Jr.	Vekich '92, '93	

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