

The Cronkite Journal

2007-2008

WALTER CRONKITE SCHOOL OF JOURNALISM AND MASS COMMUNICATION

New building takes shape

INSIDE:

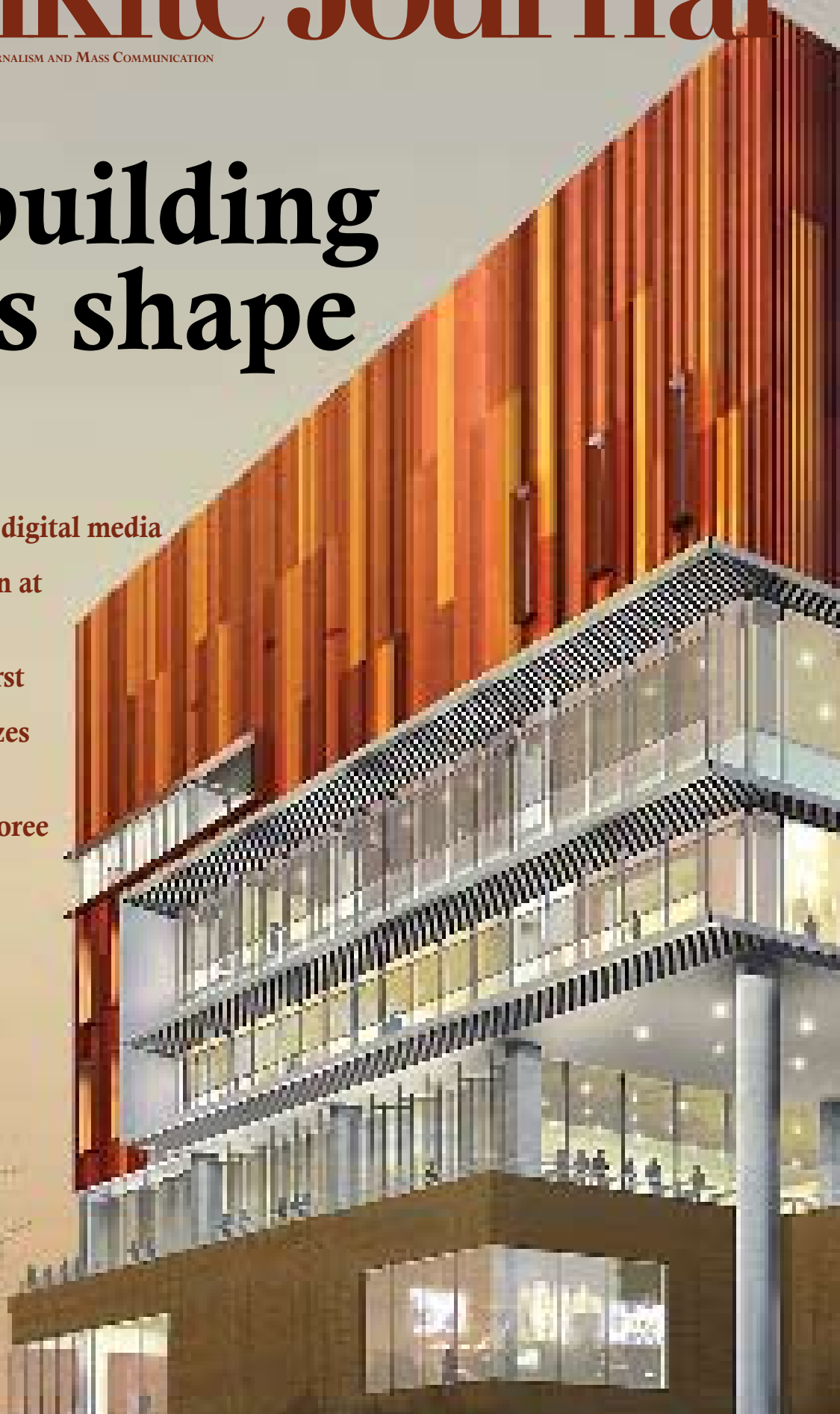
Knight Center focuses on digital media

**High School teachers learn at
Reynolds Institute**

Students take first in Hearst

**New curriculum emphasizes
digital future**

Pauley next Cronkite honoree



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THE CRONKITE JOURNAL

PRODUCT OF
CRONKITE MAGAZINE CLASS

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Best is yet to come for Cronkite School



The countdown has begun. On Aug. 25, 2008, the Walter Cronkite School of Journalism and Mass Communication will open for business in our new home, a spectacular six-story media complex in downtown Phoenix. It will be the crown jewel of the new ASU campus – built in the heart of the nation's fifth-largest city – and will provide students with unprecedented opportunities. Cronkite students will learn in a state-of-the-art facility unparalleled in journalism education, and they will be closer to major media outlets than any other journalism students in the country.

As we prepare for the historic move, we also celebrate the past year – the best in the history of the Cronkite School. Our school created more innovative professional programs, our students won more national awards and we recruited more top-flight journalists to our faculty than in any previous year. And the best is yet to come as we continue rapid progress toward our goals: to become the best professional journalism program in the American West and ultimately the finest in the nation.

In the pages of *The Cronkite Journal*, you will read about a series of new full-immersion professional programs designed to prepare our students for the fast-changing digital media world. We opened the New Media Innovation Lab, a research and development experience in which students help companies find news solutions in the digital age. We started Cronkite News Service, where students produce stories for newspapers, Web sites and TV stations. Under a new partnership with The Arizona Republic, we launched a program in which Cronkite students are filing breaking news reports for *azcentral.com*. The year also saw the expansion of Cronkite NewsWatch,

the school's award-winning newscast, and a new partnership with MSNBC. And we announced plans for the Knight Center for Digital Media Entrepreneurship, where students will learn how to create their own online news products.

The Cronkite School also expanded professional and community outreach. We opened the Donald W. Reynolds National Center for Business Journalism, and we added to our already robust high school programs by launching the Reynolds High School Journalism Institute.

You also will read about our extraordinary students. We often say the best Cronkite students are the very best in the nation. Now, national journalism leaders are repeating that mantra. After two consecutive No. 2 finishes in the prestigious Hearst Journalism Awards, Cronkite students finished first in the contest often called the Pulitzers of college journalism. Cronkite students also dominated the Society of Professional Journalists' Mark of Excellence awards, finishing first in that national competition for the second year in a row. Our best truly are the best anywhere. And they are only getting better. This year I have the honor of teaching, along with Assistant Dean Kristin Gilger and Assistant Professor Bill Silcock, our revamped freshman introductory course, "The Principles and History of Journalism." I can tell you that our new freshman class – 280 strong from 31 states – is a remarkable group of diverse, talented and passionate students. If they are any indication of the journalists and communication professionals of tomorrow, our future is indeed bright.

The people teaching these remarkable young people are an equally impressive group. We have added 12 faculty members over the past two years, the single biggest infusion of teaching talent in the school's history. They include former editor of the Minneapolis Star Tribune Tim McGuire, BET Vice President Retha Hill and former publisher of the Akron Beacon Journal Jim Crutchfield. They join a faculty that already was considered one of the nation's best, led

by professors such as: Sharon Bramlett-Solomon, named Outstanding Educator of the year by the Association for Education in Journalism and Mass Communication; Don Godfrey, inducted into the Silver Circle of the National Academy of Television Arts and Sciences; and Marianne Barrett, named senior associate dean and Solheim Professor.

It's worth noting that all of our successes are made possible by unprecedented support

**"Together these two
will have formed
journalism schools**

both within the university and beyond. President Michael M. Crow and our new provost, Elizabeth D. Capaldi, have worked tirelessly to help the Cronkite School reach our ambitious goals. And major foundations, news companies and individual supporters have demonstrated their belief in our students, faculty and mission by investing in our program in record amounts. The school has raised nearly \$8 million over the past two years. This past year we received major gifts from foundations such as Knight, Kauffman, Reynolds, Gannett and Scripps Howard as well as from individuals, such as Jack and Marguerite Clifford, Troy and Betsy Crowder and Christine Devine. Without that extraordinary support, none of our progress would be possible.

We hope you enjoy reading about the Cronkite School and invite you to come visit us. Whether it's our annual Cronkite Luncheon, homecoming, a lecture series or just a casual visit, our door is always open. In the meantime, if you have any suggestions, please write me at christopher.callahan@asu.edu. I look forward to hearing from you.

Dean Christopher Callahan

Pace of change at ASU ‘exhilarating’

As you will see in the pages of this publication, the Walter Cronkite School of Journalism and Mass Communication has had a remarkable year. The school has continued its tradition of excellence, integrity and innovation, leading the transformation of journalism to new business models and delivery methods while preserving the principles that have made the press trusted guardians of our most fundamental right: freedom

**inspired leaders
one of the finest
in the land.”**

– Walter Cronkite

of speech. I am very pleased with the achievements of the school and the impact it has had on the profession. I firmly believe the Cronkite School can and will be the very best professional journalism school in the nation.

I would like to take a moment to bring you up to date on Arizona State University’s ongoing effort to redefine public higher education through the creation of a solution-focused institution combining the highest level of academic excellence, maximum societal impact and broad inclusiveness. As we look back on this past year, the pace of change has been exhilarating, and I would like to convey to you some sense of this new dynamism. This decade is perhaps the most crucial in the history of ASU, representing a period of unprecedented change and decisive maturation for one of the nation’s largest universities.

We take pride in noting a number of recent milestones and accomplishments. In the last six years, ASU has doubled its research expenditures — the amount of money spent to perform research and discovery — but during the past

fiscal year we surpassed a significant benchmark. This marks the first time research expenditures surpassed the \$200 million level. ASU is one of only a handful of major research universities without both an agricultural and medical school to have attained this level of research funding. Peer institutions in this category include Caltech, MIT and Princeton.

With the establishment of our new Downtown Phoenix Campus, we are moving forward with the realization of the academic, artistic, residential and commercial living and learning environment that has been envisioned during our multi-year master-planning process. Joining the College of Public Programs and other academic units, the Walter Cronkite School of Journalism and Mass Communication will in 2008 become a central element of our new campus in the historic urban core of the city. And because the colleges and schools on this campus have in common a focus on the public mission of ASU, our capacity to serve the many diverse communities of the metropolitan region will be enhanced.

ASU and the University of Arizona are helping transform downtown Phoenix and improve healthcare for Arizona citizens by working together to create a 21st century model for biomedical teaching and research. Just east of the new downtown campus and only a few blocks from the ASU College of Nursing & Healthcare Innovation, the joint biomedical campus will be home to the University of Arizona College of Medicine’s Phoenix program in collaboration with ASU. The Translational Genomics Research Institute (TGen), a strategic partner, is already fully operational on the site, and the ASU Department of Biomedical Informatics in collaboration with the University of Arizona will also locate on the campus. And, of course, both here and elsewhere we continue to advance our ongoing clinical partnerships with institutions such as Mayo Clinic.

Although a single and unified institution, our strategy is to operate from four



differentiated campuses of equally high aspiration, with each campus representing a planned clustering of related colleges and schools. Consistent with the school-centric model, we have conceptualized and launched 11 new schools and interdisciplinary research institutes, including: the Global Institute of Sustainability; School of Global Studies; School of Earth and Space Exploration; and School of Human Evolution & Social Change.

The emerging stature of our university is underscored by the growing number of recipients on the faculty roster of prestigious national and international honors. Since July 2002, ASU has recruited more members of the National Academies than the sum total of Academy members on the faculty in its more than 45 years as a Ph.D.-granting institution. Record numbers of our students continue to be honored with national scholarships and awards, and, once again, ASU welcomed more freshman National Merit Scholars than almost any public university in the nation.

At the heart of our vision is an implicit pledge to the people of Arizona — a commitment to those with a dream and a desire to realize their full capacity and potential through education. It has been a privilege to witness the coalescence of a core group of friends of the university and the Cronkite School who are committed to this vision and to the realization of our ambitious goals. We are excited about the new programs and initiatives at the Cronkite School and their fit with university’s mission and direction, and we look forward to continued success in the year ahead.

President Michael M. Crow

A New Home: Cronkite building designed for 21st century

By Ashley McCausland Biggers

Picture this: It's fall 2008. An alarm rings in a bedroom in Taylor Place, a brand-new 13-story living community that looks more like a condo than a college dorm with its prime city views and location in the heart of the nation's fifth-largest city. A Cronkite School student rolls out of bed, grabs breakfast in the dining room downstairs or perhaps just a cup of coffee at Starbucks, and walks across First Street into the nation's newest — and arguably best-equipped — journalism education complex in the nation.





A BUILDING RISES

Web viewers can follow the progress of the new Cronkite School home.

Cronkite School chief engineer Jim Dove and technology director Sasan Pouretezadi have set up a webcam in the eighth-floor University Center office of Assistant Professor Dominique Roe-Sepowitz of the College of Public Programs, perfectly situated across Taylor Mall from the construction site.

The photos to the right show construction progress from late February through July 2007. They were taken by Dave Klee, a Cronkite School alumus, with a special time-lapse camera that is snapping a shot every five minutes.

To follow the progress on our webcam, go to: cronkitebuilding.asu.edu.



At the new home of the Walter Cronkite School of Journalism and Mass Communication, this student can watch breaking news from around the world on big-screen TVs in a two-story public forum, read a paper in the glass-enclosed student lounge and resource center or jump on a computer before the day begins in earnest.

From there, she may head to one of the seven full-immersion daily news laboratories scattered throughout the six-story, 223,000-square-foot building — creating stories for the Web, newspapers, television or radio, or working on solutions for the next great idea in digital media. Or she may head to class in the 150-seat theater, or one of seven digital computer labs, or one of the intimate seminar rooms.

And then there's the really exciting part: walking back outside.

"Our students will be closer to a major metropolitan newspaper, major market television affiliates, public relations outlets, radio stations, magazines and Web sites than any other journalism school in the United States," said Cronkite School Dean Christopher Callahan.

Indeed, The Arizona Republic, azcentral.com, the NBC and Fox television affiliates, La Voz, The Business Journal and major public relations outlets are all within a few blocks of the new Cronkite home, which will be shared with KAET, the university-owned PBS station. The region's other major media outlets will be easily accessible from a light rail system that will come online shortly after the August 2008 opening of the Cronkite building.

Cronkite students also will be closer to news-making institutions, such as federal, state, county and city government agencies and courthouses, major concert venues and professional sports stadiums, than any other journalism students in the country.

"Locating right in the middle of the government corridor and most of the major media outlets will allow journalism students to essentially have a laboratory that is as big as downtown Phoenix itself," said Mayor Phil Gordon, a chief architect of the plan to create a campus of Arizona State University in downtown Phoenix.



Photos by Ryan A. Ruiz

University Architect Ron McCoy leads Cronkite School faculty and staff through ASU's Interdisciplinary Science and Technology building to show how natural light will be used in the new Cronkite building.

GROUNDBREAKING CEREMONY

More than 250 students, faculty, staff, city, state and university officials and media leaders attended groundbreaking ceremonies Feb. 21 for the new Cronkite building on Central Avenue in downtown Phoenix.



Photos by Tim Trumble

Downtown Campus Provost Mernoy Harrison, Phoenix Mayor Phil Gordon, ASU President Michael M. Crow, Cronkite School Dean Christopher Callahan and Walter Cronkite at the groundbreaking ceremony.



Cronkite helps break ground for the school that bears his name.



Cronkite chats with student Hailey Frances at ceremony.



Dean Callahan answers questions from student reporters.

Historic day

Behind-the-scenes planning has been under way since the mayor and ASU President Michael M. Crow began talking about the ambitious — and some said at the time unrealistic — plans to create an entirely new campus in Phoenix. But the public saw that dream take the first step toward reality during a historic groundbreaking ceremony on Feb. 21, featuring none other than Walter Cronkite, the legendary CBS News anchor who has been the school's guiding light since the school was named in his honor in 1984.

Sporting a white hard hat tipped at a jaunty angle, the 90-year-old Cronkite pushed a gold shovel into the rocky ground and declared a new era for the Cronkite School. Surrounded by hundreds of students, faculty and leaders from the city and media companies, Cronkite credited the school's bright future to Crow, the ASU president, and Callahan, the school's first dean. "Michael Crow is a true visionary of our time," Cronkite said prior to the groundbreaking. "He took the reins of this university and gave new direction and energy beyond anyone's imagination. Together with Dean Callahan, these two inspiring leaders are working to make our journalism school the best in the land. ... I'm grateful beyond measure to those who made this dream a reality."

Crow stressed the vision for the Cronkite School: "What we're after with this school is excellence. We want this school to be the best in the country. We want this school to be engaged. We want

this school to be creative. We want this school to evolve with the city."

Drafting the blueprints

The design for the new building has evolved over the past two years with one goal in mind: journalism instruction. "In my mind, this will be the premier journalism education facility in the country because it has been designed around the idea of teaching young people for the 21st century," Callahan said. The new Cronkite home will be unique in its scope and ability to provide intensive instruction and hands-on experience in a digital world, the dean said.

The design team solicited input from students, faculty and staff during a series of open meetings at Stauffer Hall, the school's home since 1973. During those meetings, clear themes emerged, Callahan said, including the need for more computer labs, mediated classrooms and informal meeting spaces for students. All these have been incorporated into the building plans (see Fast Facts, p. 8).

The project was planned initially as one facet of a condominium and office development on the corner of Central Avenue and Van Buren Street, but plans soon evolved for a six-story, free-standing structure two blocks north on Central Avenue, said Callahan, who has been so closely involved in the process that he keeps an architect's scale ruler on his desk.

FAST FACTS ON THE NEW BUILDING

Fast facts on the new Cronkite building from the project's design-build team of Steven Ehrlich Architects of Culver City, Calif., HDR Architecture Inc. of Phoenix and Sundt Construction Inc. of Tempe.

Overview

- Six stories, 110-feet tall, 223,000 square feet.
- \$71 million cost, part of \$223 million bond issue approved by Phoenix voters.
- Ground floor retail facing Central Avenue, First Street and Taylor Mall.
- Shaded arcades under building's perimeter to foster outdoor seating and "café life."
- Main entrance on Taylor Mall under a three-story high "front porch," an urban gesture toward Central Avenue, the civic space and Taylor Mall.
- Exterior materials include glass, metal and masonry. The composition is kinetic and dynamic — symbolic of journalism and the media's role in our open society.
- Satellite dishes on roof placed to be clearly visible to express the building's communication function.



Rendering by Steven Ehrlich Architects and HDR Architecture Inc.

Cronkite School of Journalism and Mass Communication

- All of floors 2 and 3 and parts of floors 4 and 6; 102,592 square feet.
- Large two-story public forum with balconies for formal events and informal gatherings, the central element of the interior's design.
- Spacious glass-enclosed student lounge/reading room adjacent to forum.
- Five working newsrooms to house full-immersion professional experiences for all forms of journalism and communications — TV, print, radio, multimedia and public relations.
- Two TV studios with adjoining state-of-the-art digital control rooms for daily newscasts and satellite feeds.

The city of Phoenix is paying for the building. In March 2006 city voters approved a \$223 million bond for ASU's downtown campus. The largest single portion — \$71 million — was earmarked for the Cronkite building.

"We're going to be investing in education ... because it's going to train our future leaders in politics, in education, in journalism, in science," said Gordon, the Phoenix mayor. "It's going to create the ideas that are going to lead to new jobs and new prosperity."

Education in the 21st century

The close connection between the Cronkite School and the community has been incorporated into the building's design. "We want this journalism school and KAET to continue to have impact in our community, showing the way that journalism should be done," Crow said.

The building's terraces and large windows will foster these connections through physical proximity, said Steven Ehrlich, the internationally recognized architect from California who is the project's chief designer. Through these windows, journalism students working

in the bustling laboratories that will house Cronkite News Service and other newsrooms will look out on the streets of Phoenix below them, and passers-by will look in on the activity inside.

Ehrlich described these features as kinetic. "The building is an active container for life. The overall composition allows the activity and energy of the building to be broadcast to the community and beyond," he said.

Satellite dishes on top of the building will show that this is a site for the collection and dissemination of information. "The satellites are an honest expression of the function and energy of the building," Ehrlich said.

Inside, spaces are designed for intensive journalism instruction and immersion programs, such as the Cronkite News Service, the New Media Innovation Lab, the Knight Center for Digital Media Entrepreneurship and Cronkite NewsWatch. Students will take classes in seven computer labs and numerous mediated classrooms, both large and small. Technology will be integrated into the classrooms — a major change from the laptop, projector and speakers that are

"I'm grateful beyond measure to those who made this dream a reality."

— Walter Cronkite

carted from room to room in Stauffer Hall.

This cutting-edge technology will enable instructors to write comments on digital documents from touch computer screens and project those notes onto large screens in each classroom. Teachers also can record classroom sessions from robotic cameras and post them to the Internet. The large mediated classrooms will have audio and video plug-ins for professional recording equipment to enable students and instructors to broadcast events held in the rooms to any location they desire.

The two-story forum will serve as the central activity hub for the school. It can morph into a site for formal panel presentations or informal student meetings, depending on the need.

Renderings by Steven Ehrlich Architects and HDR Architecture Inc.



The two-story public forum can be used for gatherings.

- Homes for the Donald W. Reynolds National Center for Business Journalism, the New Media Innovation Lab and the Knight Center for Digital Media Entrepreneurship.
- Seven other digital computer labs for classes.
- A 150-seat theater-style auditorium, seven conference rooms and four other fully mediated classrooms.

Eight/KAET – Arizona PBS

- All of floor 5 and parts of floors 4 and 6; 76,323 square feet
- Digital video plant with 1.5 GB HDTV transmission reaching 1.7 million viewers.



The forum, as viewed from the balcony, between the second and third floors.

- Two TV studios, including one that spans nearly 6,000 square feet, located on the 26-foot-high top floor.
- State-of-the-art production and audio control rooms, editing suites and transmission center.
- Home to “Horizon,” ASSET and KBAQ production studio.
- Terrace and conference rooms overlooking Taylor Street Mall.

General university

- Five classrooms (460 seats) on first floor; seven classrooms (210 seats) on fourth floor; 23,015 square feet.

Hands-on education

Students will gain professional media experience through immersion programs such as the Cronkite News Service and NewsWatch. “This will be a one-of-a-kind facility in terms of student operation,” said Jim Dove, senior broadcast engineer for the Cronkite School.

Broadcast students will produce a daily newscast from a sixth-floor newsroom and studio. Students will edit footage on one of more than 50 nonlinear digital editing systems, which use digital technology rather than traditional tape-to-tape editing.

Students will track and develop broadcast stories with the same news production systems used by large professional media organizations. This technology will give Cronkite students a competitive edge in the job market. “With the new building, students will have the knowledge on the technological side of things to go to work in this or any other large market in the country,” Dove said.

Students are excited about the new technology as well. “I can’t wait to get my hands on technology that is used in modern media outlets across the nation,” said Corey

Long, a Cronkite freshman.

Sophomore Rachel Stoewer agreed. “These new aspects will strengthen my education for what I want to do in the future,” she said.

“I don’t like the description ‘state of the art’ because that’s always changing,” Dove said. “This is a very technologically advanced facility that will be able to change and grow with the technology. It’s designed with the technology of tomorrow in mind.”

Rebirth of the urban center

City and university leaders see ASU’s downtown campus — led by the Cronkite School — as a key element in revitalizing the core of the city. “Mayor Gordon’s vision for downtown is to make it come to life,” Callahan said. “He understands the way to do that is through the intellectual firepower of the university and the infusion of young people to make it a more vibrant area.”

Crow also believes that the downtown campus will have a significant impact on the city. “[The university] being here in downtown Phoenix is essential to the emergence of the city as a major place for

ideas, a major place for economic growth and a major place for creativity,” he said.

The downtown campus, which opened in August 2006, already serves thousands of students at the College of Nursing & Healthcare Innovation, the College of Public Programs and University College. The Cronkite School will add 1,500 students to the downtown campus, which ASU leaders anticipate will eventually enroll 15,000.

The students at the downtown campus have already enlivened the area, said Dan Klocke, director of planning and redevelopment at the Downtown Phoenix Partnership. “We expect that an influx of students from the Cronkite School will have a huge impact downtown,” he said. “There will be opportunities to create partnerships between the school and businesses in the downtown community.”

Gordon said the journalism students will play a dual role in the city’s redevelopment. “These journalists will be part of building this 21st century city,” the mayor said. “But they’ll also be able to report on it — an opportunity that doesn’t happen in very many people’s lives.”

NEW HOME

NEW RESIDENCE HALL FOR DOWNTOWN STUDENTS

Directly across First Street from the new Cronkite School building, contractors are busily working on another complex that will serve as the residence hall for Cronkite and other downtown students.

Taylor Place is a 13-story, two-tower structure that will eventually house an estimated 1,300 students.

Designed by SmithGroup, the first phase, which is scheduled to be completed in time for the grand opening of the Cronkite School building in August 2008, is a 750-bed tower that will overlook the new Taylor Mall pedestrian street between First Street and Second Street.

Taylor Place is no ordinary university residence hall. In fact, the look and feel – both inside and out – are much more like a downtown condominium complex. And that's precisely what university leaders and SmithGroup architects were trying to achieve.

The exterior is highlighted by retail stores across the first floor and a glass-enclosed penthouse on the top floor. Inside, students will enjoy living quarters with city views, hard-wired Internet access in rooms and wireless connections in common areas, a private bathroom for every two students, meeting spaces and a full-service cafeteria. In the second tower, which is scheduled to be completed in August 2009, students will have their own private bedrooms.

"Taylor Place blends nicely within the urban core of downtown Phoenix," said Kevin Cook, dean of student affairs for the downtown campus. "With a condo-style feel, students living in Taylor Place will have the opportunity to take advantage of all the downtown amenities while being literally across the street from classes."

Taylor Place sits directly to the east of the new Cronkite building and to the west of Park Place, the home of the College of Nursing & Healthcare Innovation. The developer, Capstone Development Corp. of Birmingham, Ala., has partnered with 50



Renderings courtesy of Smith Group

The residence hall will be a two-tower structure between First and Second streets.



The first floor of the residence hall will feature retail stores.

colleges and universities to create 30,000 beds of campus housing nationwide.

Cronkite Village, the school's highly successful living-learning center, will relocate from McClintock Hall on the Tempe campus to Taylor Place in August 2008.

THE DESIGN-BUILD TEAM

The new home of the Cronkite School is the creation of a design-build team from three companies. Steven Ehrlich Architects of Culver City, Calif., led by Ehrlich and associate Mathew Chaney, is the design firm. The Ehrlich team is working closely with the local firm of HDR Architecture Inc. of Phoenix, led by Howard Sugar and Tamra Wagner. The chief contractor is Sundt Construction Inc. of Tempe, led by project director Terry Abair.



ASU Downtown Campus



LEGEND	
	= Information
	= University Parking
	= Future Light Rail Station
	= Future Light Rail Route



Students push the edge of media research and innovation

Photo by Ryan A. Ruiz

Deepak Kamalanathan, an electrical engineering graduate student, was part of the New Media Innovation Lab's inaugural class.

The New Media Innovation Lab at ASU is taking on the big questions facing the news media today:

- How can news companies reach audiences, especially younger readers and viewers who have become disenfranchised from traditional media?
- How can the media survive and prosper in the face of rapid technological change that is making media more fragmented, more interactive and more personal?

The lab, which opened August 2006 under the direction of the Cronkite School, brings together students from journalism, computer engineering, graphic design and business to work in partnership with media companies interested in the answers to those questions.

In the first two semesters, students studied the news habits of college-age students and developed a local music Web site, tunedig.com, that demonstrates what young people say they want on the Web.

The idea for a media research and development lab came from ASU President Michael M. Crow and Sue Clark-Johnson, president of the newspaper division of Gannett Co. Inc., the nation's largest newspaper company. Within two months of their initial discussions, the lab was up and operating in the Computing Commons.

Gannett is the lab's chief client, hiring the team of students to help the company figure out how online newspapers can best appeal to 18- to 24-year-olds. The students spent the first semester gathering and analyzing data — including conducting a survey of nearly 1,700 ASU students. They presented their findings and recommendations to Gannett executives in December.

The lab is significantly different from new media efforts at other universities, said Cronkite School Dean Christopher Callahan.

"The ideas are driven by our students — some of the best and brightest — working together from many schools and departments across campus," he said. "And our relationship with Gannett makes this a very real, focused research and development effort. Our

students have an unparalleled experience, and they will see the tangible impact of their innovations in the new media market."

Cronkite graduate student Nicole Girard said she learned just how important social networking is to young people, while marketing senior Marlena Shirley said usability is one of the top things young people look for. If content isn't easy to find through a search engine or from a home page, they'll likely look elsewhere, she said.

During its first year, the lab was led by Tom Mohr, an industry leader who formerly headed Knight Ridder Digital in San Jose, Calif.

Mohr said media companies face great challenges trying to keep up with the rapid changes overtaking the industry. Young people now "carry devices that are literally a second brain," he said. And they use these devices to find information in many different places.

"They're grazers of content," Mohr said. "They get snippets of news throughout the day."

Mohr, who spent the year traveling back and forth between the Tempe campus and his home in San Jose, said he learned as much as his students during the inaugural year of the lab.

"It's a great privilege to be involved in shaping the debate on where media should go in the world of online," he said.

Mohr returned to California this spring to head a start-up company that offers Web services to automotive dealers and manufacturers. He was replaced by Retha Hill, former vice president for content at BET Interactive, the online unit of Black Entertainment Television. She is a digital media leader who helped launch The Washington Post's first Internet news operation.

Hill and a new team of students continued working out of the Computing Commons during the 2007-08 academic year and will move in fall 2008 to the new Cronkite building in downtown

By Tara Brite

MEDIA INNOVATOR TAKES CHARGE OF LAB

Digital media leader and innovator Retha Hill is the new head of the Cronkite School's New Media Innovation Lab.

Hill moved to ASU from Washington, D.C., where she was vice president for content for BET Interactive, the online unit of Black Entertainment Television. She started at BET in 1999 as the founding chief editorial officer of BET.com, the award-winning Web site that is the most visited African-American site on the Internet. Hill also played a key role in launching The Washington Post's first Internet news operation.

She replaced Tom Mohr, the former Knight Ridder Digital president who led the lab during its first year.

As lab director, Hill leads a group of about 15 students each semester from journalism, computer engineering, business and design. She holds the faculty

rank of professor of practice.

"Retha Hill possesses the extraordinary combination of an industry leader who treasures the most important values of great journalism, a natural teacher, a charismatic leader and a true digital media innovator," said Cronkite Dean Christopher Callahan. "We're thrilled she is joining the Cronkite School."

Before joining BET, Hill was executive producer for special projects at washingtonpost.com, developing new products for The Washington Post's Web site.

A graduate of Wayne State University in Detroit, she started her journalism career as a reporter at the Detroit Free Press in 1983. She went to The Charlotte Observer in 1984. Three years later she was hired by The Washington Post as a metro reporter.

Earlier this year, Hill was honored in

Washington by the National Association of Minority Media Executives as the recipient of the New Media Catalyst Award. She also has been an adjunct professor at the University of Maryland's

Philip Merrill College of Journalism and president of The Washington Association of Black Journalists.

"The media industry is evolving and the innovation lab will be a fabulous resource in helping editors and media leaders think through all the changes," Hill said.



Retha Hill

Phoenix.

The lab will work closely with the new Knight Center for Digital Media Entrepreneurship. The Knight Center will foster digital media products from individual students and small student teams.

Reaching the hard-to-reach

A few months after the lab opened, it was already clear how big a task the media innovation team had taken on.

More than 1,000 surveys sat stacked in a corner. Whiteboards covered with data lined the walls.

The data consisted primarily of search queries for 630,000 America Online users. Mohr and his students extracted 21 million queries from the data and ranked the 1,000 most frequently used keywords on a scale of one to five, with one the least likely to have been entered by someone 18 to 24 and five the most likely. Keywords in the "most likely" category included social networking sites such as MySpace and Facebook.

The team then studied how young people use the Web and what sites they most often visit.

Over the course of three weeks, 100 ASU students visited the lab so that their Web usage could be observed. Members of the innovation team recorded every move to see how these young people navigate Web

sites and what problems they most often encountered.

With all of this information, the team grouped technology users into six categories:

- "Creators" are online innovators who write blogs, create Web sites and hack into other sites.

- "Socials" frequent social-networking sites such as MySpace and Facebook. They also send text messages and crave instant communication.

- "Gamers" use technology to connect with other people worldwide to play computer games such as World of Warcraft and Final Fantasy.

- "Utilitarians" turn to the Internet for practical purposes, such as shopping online and doing research.

- "Information hounds" use the Internet to get their news from newspaper Web sites or Google or Yahoo.

- "Unplugged" do not use technology very often. They are rare among 18 to 24 year-olds.

Mohr said he hopes the findings will be useful to Gannett's newspaper Web sites. "Destination sites have to fight hard to get noticed," he said.

Their futures may depend on it. According to the Newspaper Association of America, daily newspaper circulation has been decreasing since the 1980s, in part

because of competition from television, radio and the Internet. The biggest rival is the Internet, which has affected classified advertising as well. Annual newspaper classified revenues decreased from \$19.6 billion in 2000 to \$17.3 billion in 2005, according to the NAA. Some analysts attribute this decline to Web sites like Craigslist, where advertisers can post products and services for free.

Newspaper Web sites reach nearly 54 million people, according to the NAA. Forty percent of visitors are between the ages of 18 and 34, and it's these young people who online newspapers are targeting to expand their readership.

From lab to reality

As Chris Sheppard stood in front of a media law class and described ASU's New Media Innovation Lab, the 50-plus students listened at the same time as they fired off e-mails from their laptops and text messages from their cell phones.

Sheppard understands why this is. Young people like the ones in this class are connected by cell phones or other mobile devices. And they're reshaping technology — and the news — in dramatic ways.

"The news function is being reinvented like never before," Sheppard said.

Sheppard, a Cronkite School graduate

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NEW PROGRAMS

NEW MEDIA INNOVATION LAB INAUGURAL CLASS, 2006-07

Vaishnavi Bobjee, engineering, graduate student

Lisa Brunsvold, Spanish, undergraduate

Sam Castro, design, undergraduate

Debjani Chakravarty, journalism, graduate student

Ljiljana Ciric, journalism, undergraduate

Sam Gavin, journalism, undergraduate

Nicole Girard, journalism, graduate student

Deepack Kamalanathan, electrical engineering, graduate student

Harsh Kapoor, computer science, graduate student

Devi Krishnamurthy, design, graduate student

Deviki Gupta, marketing, undergraduate

Hillary Lewis, marketing, undergraduate

Anjan Kumar Meenakshisundaram, computer science and engineering, graduate student

Gita Muthuvinashiappan, engineering, graduate student

Kaushik Krishna Raghuraman, electrical engineering, graduate student

Christopher Sheppard, journalism, graduate student

Marlena Shirley, marketing, undergraduate

Mithra Vankipuram, computer science and engineering, graduate student

Brandon Wong, journalism, undergraduate

Le Xu, computer science, graduate student



Photo by Ryan A. Ruiz

New Media Innovation Lab students at work.

Mohr pioneers new media lab

By Tara Brite

Tom Mohr ran one of the nation's largest online news media operations before coming to ASU as the founding director of the New Media Innovation Lab.

It was a switch that he savored.

With his laptop perched on his knees and his BlackBerry hanging off his right hip, he fit right in with the college students he worked with.

As the lab's director, Mohr oversaw the lab's first projects to research and develop new digital media products.

Mohr, who grew up outside of Toronto, was raised with newspapers — his father was the top marketing and sales executive at the Toronto Star. After receiving his bachelor's degree in political science from Queen's University in Kingston, Ontario, and an MBA from the University of California, Berkeley, Mohr chose the business side of newspapers. He took a job as director of marketing and sales at The Bakersfield Californian, then moved to the Minneapolis Star Tribune, where he eventually became the senior vice

president of marketing and sales.

After brief stints at a technology startup in Minneapolis and time as vice president of advertising at The (Nashville) Tennessean, Mohr took over as president of Knight Ridder Digital in San Jose, Calif. He operated 30 company Web sites that generated an average of 11 million visitors a month.

When Knight Ridder Inc. was sold to The McClatchy Co. in July 2006, Mohr came to ASU — at first intending to stay just one semester but then extending his stay to two. Mohr said that while he loved his time at ASU it was time to return full time to his family in San Jose. He is currently the president and CEO of SaveLeads, a start-up company that offers Web services to automotive dealers and manufacturers — what Mohr calls his “entrepreneurial passion.”

NEW MEDIA LAB FROM P. 13

student, was part of the inaugural class of the media innovation lab in fall 2006 and returned in the spring semester as the Web site project manager.

Following the research project in the fall, the spring class decided to put what it had learned to a test.

They developed and launched www.tunedig.com, a Web site designed to connect music fans and bands in the Phoenix metropolitan area. The site posts selected songs from local bands, provides schedules of art and music events and allows users to compile personalized playlists of songs by local musicians. Bands and fans can use the site to exchange information about themselves and their

musical tastes and offer reviews of recordings and performances.

The students were divided into small groups to do the work. An engineering team wrote the code and constructed the site; the bands and venues team hit the streets, attending local shows and meeting bands and their managers to get the word out about the site; a product team designed the content features for the site; and a graphics team did the design work.

To kick off the Web site, the group threw a two-day bash on the ASU Tempe campus in April featuring local bands and free pizza.

Mohr said putting together a new Web site in just one semester was “a thrill.”

Cronkite team breaking news for azcentral

Photo by Courtney Sargent



The spring 2007 multimedia reporting class is shown on the 10th-floor balcony of The Arizona Republic building in downtown Phoenix. Instructor Aric Johnson is in front row, right.

By Sally Filler

In The Arizona Republic newsroom, they're known as "Team Sparky." The students in the Cronkite School's multimedia reporting class laugh about the label, but they aren't laughing when it comes to the statistics they are piling up for the Republic's Web site, azcentral.com. They're growing.

In less than two semesters, the students' work, which consists mostly of breaking news for the Web site, reached nearly 5 million page views, according to Aric Johnson, the Cronkite School's first Arizona Republic editor-in-residence, who directs the program. That accounts for more than 5 percent of all article traffic on the Web site, which includes all wire service stories and staff-written pieces.

Fifteen Cronkite sophomores and juniors participated in the program in spring 2007 and six more in the summer. Another 15 students were slated for the program in fall 2007.

The seeds of the project were planted in December 2005, when the Republic approached the Cronkite School for student

workers to beef up online coverage of traffic on the roads, at shopping malls and at the airport over the holidays. The students' continuous updates proved so successful that, six months later, Republic Executive Editor Randy Lovely, Editor-in-Chief Ward Bushee, Cronkite Dean Christopher Callahan and Assistant Dean Kristin Gilger got together to talk about ways to keep the concept alive.

The program they developed is the first joint venture of its kind between a metropolitan newspaper and a journalism school.

The multimedia class was developed with the goal of giving students a hands-on experience reporting breaking news and doing multimedia. The students selected for the program receive both academic credit and get paid by the Republic. They work two full days a week in one of the Republic newsrooms around the Valley, filing breaking stories and news updates for the Web site. Many of their stories also end up in print editions of the paper.

Johnson, who has served in various

The multimedia reporting program is the first joint venture of its kind between a major metropolitan newspaper and a journalism school.

editing roles for the Republic, serves as both the students' teacher and editor.

"It's pretty much a dream job," he said, because it allows him to combine his two loves: teaching and journalism.

Johnson expects a lot from his class. The students typically turn in about five stories each day, he said, and "90 percent of these stories wouldn't have gotten done if these



Photos by Randy Reid

Kelsey Hazelwood, a Cronkite sophomore, gets advice on a story from Editor-in-Residence Aric Johnson.

students didn't do them."

The work is generating more interest on the Web site than anyone expected. When spring 2007 semester students hit a high of 600,000 page views in one month, editors thought they'd peaked. But in the summer, the numbers just kept climbing; page views topped the 1 million mark in June, Johnson said.

One of the biggest stories was done by Becky Bartkowski, who wrote about a Queen Creek teenager who had been killed. That story, Johnson said, generated 70,000 page views.

Junior Kirsten Keane, who took the class this spring, said she used to be the kind of person who covered her eyes during episodes of the popular television show "CSI."

Fifteen minutes into her second day on the job, she was sent to a murder scene. "I'm very squeamish, and I was supposed to get pictures," she said.

Keane did it, but it was her knowledge of MySpace.com that really helped her distinguish herself on the story. She tracked down friends of the 19-year-old victim on the social networking Web site. Her technique was unfamiliar to other reporters, so Republic editors asked her to write a MySpace tutorial, which was sent to Gannett Co. Inc. headquarters to share with sister papers all over the country. (See

"MySpace 101").

In addition to working as reporters, the students gathered several times each semester to hear from newsmakers such as Tempe Mayor Hugh Hallman and Barbara Rodriguez Mundell, presiding judge of the Maricopa County Court. They also met with seasoned Republic reporters to learn from their experiences.

During one such session, the students peppered police reporters Judi Villa and Senta Scarborough with questions: Can you call a police department's public information officer on his cell phone? How often should you call back? Can you ever cross the yellow tape at a crime scene?

Johnson said the students are intensely competitive. "They're bright and energetic ... They really want to be the best they can," he said. "The most you have to worry about is keeping them focused, keeping them on target, making sure that they're learning."

Republic Managing Editor John Leach called the program a big success. "The students' stories have been a great addition to azcentral.com and the Republic, and the students have gained valuable real-world experience," he said.

Assistan Dean Gilger said she knew from the beginning that the class was going to be a good experience for the students. "I just didn't know how good. They're learning



Kelsey Hazelwood works in the newsroom of The Arizona Republic.

how to cover breaking news, what it's like in a newsroom, how to work on deadline and how to work with an editor."

The students also are learning to do photo slideshows and were to begin tackling video.

Sophomore Michael Struening, who took the class in spring 2007, said he gained practical knowledge that he couldn't have gotten anywhere else. "You get stories in the paper that you might not have otherwise had the chance to do," he said. Plus, "Just working here, you make so many contacts."

And that's a win for Team Sparky.

MySpace 101

Multimedia reporting class student Kirsten Keane tracked down a source through MySpace and shared her technique with other reporters at The Arizona Republic and other Gannett newspapers. Her tutorial began this way:

On Wednesday, Jan. 24, 2007, I walked into The Arizona Republic's Mesa newsroom to begin my second day. Expecting to peruse police reports, my highlighter was uncapped and ready.

About two minutes later, however, Mesa editor Dan Shearer assigned me to help cover the homicide of a 19-year-old pregnant woman, Amanda McElroy. I was sent to the scene with a camera to take photos for azcentral.com. But I also came back with two sources and quotes to add to the story being developed by reporter Senta Scarborough.

Throughout the morning, Scarborough and I posted updates online as we kept trying to find sources close to the victim. Another reporter thought to see if McElroy

By Kirsten Keane

had a profile on MySpace, but most people in the Mesa newsroom were not familiar with how the site works. As the youngest person in the room and an admitted MySpace user, I was asked to see what I could find.

We found McElroy's profile and messaged all of her MySpace friends. We apologized for perhaps being the first to break the bad news to them. We asked them to call us to shed a little light on the person McElroy was.

A short time later, I received a call from McElroy's best friend. She was crying. She had heard the news before receiving my message but was willing to share some background on McElroy. Her quotes were the next online update for the story and part of the story that ran in the next day's Republic.

ARIC JOHNSON



Aric Johnson
Editor-in-Residence

As the Cronkite School's first Arizona Republic editor-in-residence, Aric Johnson oversees students in a multimedia reporting class in which they report breaking news for azcentral.com, Arizona's most viewed news Web site.

Johnson, 41, joined the Cronkite School in January and was on loan to the school for the remainder of the year.

"I am thrilled to be a part of this new venture," Johnson said. "I feel strongly this can benefit the community and the students. The Arizona Republic and ASU are leading the way by creating a model that could be used across the nation."

Johnson came to the Republic in 2002 to serve as an assistant business editor. He has also held posts as education editor and editor of the Tempe Republic. Before joining the Republic, Johnson was a reporter and editor at The Fresno Bee and the Reno Gazette-Journal.

He is active in the Asian American Journalists Association and served this year as editor of the student newspaper during the organization's annual convention in Hawaii.

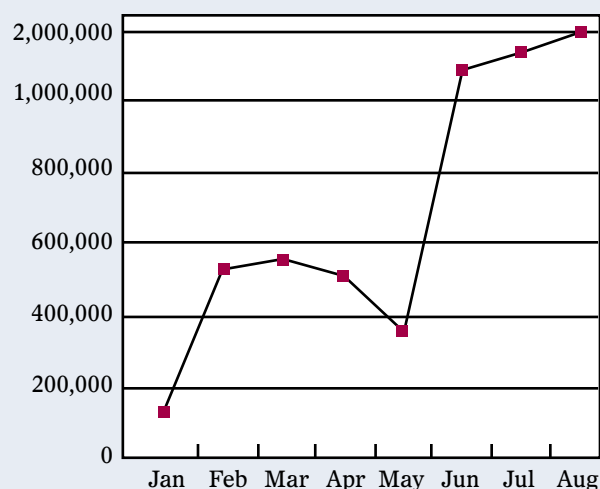
Johnson received his bachelor's degree in journalism from the University of Southern California. He completed the Maynard Management Program at Northwestern University's Kellogg Graduate School of Management and the Asian American Journalists Association's Executive Leadership Program.

Johnson and his wife live in Gilbert with their 4-year-old son.

ASU PROGRAM TRAFFIC ON AZCENTRAL.COM

Since the multimedia reporting students began work in January 2007, traffic on azcentral.com has steadily grown.

Page views of the students' work, January through August 2007



New Knight entrepreneurship center to foster digital media innovation

Students will have the chance to invent innovative new media products at the Knight Center for Digital Media Entrepreneurship

The Cronkite School is building a new center devoted to the development of new media entrepreneurship under a major grant from the John S. and James L. Knight Foundation

The Knight Center for Digital Media Entrepreneurship will open in late 2007.

The three-year, \$552,000 Knight gift matches dollar-for-dollar a grant earlier this year from the Ewing Marion Kauffman Foundation, part of a \$5 million Kauffman grant to ASU's University as Entrepreneur program.

The Knight grant, unveiled at the Editor & Publisher/Mediaweek Interactive Media Conference and Trade Show in Miami, is part of the foundation's new Knight News Challenge. The challenge is designed to nurture "innovative ideas for using digital news and information to build and bind community in specific geographic areas," according to the foundation.

"We want to spur discovery of how digital platforms can be used to disseminate news and information on a timely basis within a defined geographic space, and thereby build and bind community," said Knight Foundation President and CEO Alberto Ibarguen. "That's what newspapers and local television stations used to do in the 20th century, and it's something that our communities still need today."

The Knight News Challenge funded 25 individuals, companies and universities. The largest grants went to the Media Lab and Comparative Media Studies Program at the Massachusetts Institute of Technology, journalist/Web developer Adrian Holovaty, VillageSoup in Maine, MTV, Northwestern University's Medill School of Journalism and the Cronkite School.

ASU President Michael M. Crow said the center is particularly significant because it was created through the vision of both the Knight Foundation and Kauffman Foundation, which he described as "two of the nation's great forward-thinking philanthropic organizations."

"Communication is undergoing a technological revolution," Crow said. "The Knight Center will give our students creative and entrepreneurial skills to help lead the changing media industry and provide a setting where they can invent their own innovative digital products."

"We want to spur discovery of how digital platforms can be used."

– Alberto Ibarguen
Knight Foundation president and CEO

At the center, students from journalism, computer engineering, design and business will work to create innovative new media products and learn how to be digital entrepreneurs. Under the supervision of the lab director, the students will work on individual projects that they hope to develop into online products and services.

Cronkite School Dean Christopher Callahan said the center is unique in its approach and mission.

"Emerging technologies, new methods of storytelling, interactivity with news



Alberto Ibarguen
Knight Foundation President

Photo courtesy of Knight Foundation

consumers and innovative ways of thinking about the news all give promise for a better news media future, a future that can engage news consumers, build communities and increase participation in the democracy," he said. "The Knight Center will harness that promise and develop innovative new products while growing a cadre of talented young entrepreneurs trained to meet the news needs of a new generation."

The center will be housed on the Tempe campus for one year, then move to the digital media wing of the Cronkite School's new state-of-the-art complex in downtown Phoenix in August 2008.

The center's director will work closely with the New Media Innovation Lab, a research and development institute established last year at the Cronkite School that collaborates with major media companies on digital product development.

The grant is the Knight Foundation's second major gift to the Cronkite School. In 1995, the foundation gave the school \$1.5 million to create the Knight Chair in Journalism. Knight Chair Stephen Doig, a Pulitzer-winning journalist who specializes in computer-assisted reporting, will work closely with the Knight Center.

About the Knight Foundation

The John S. and James L. Knight Foundation promotes journalism excellence worldwide through a wide variety of grants and investments.

The foundation, founded in 1950, is named for John S. and James L. Knight, the Akron, Ohio, brothers who founded Knight Newspapers, forerunner of the Knight-Ridder newspaper company, and later the Miami-based Knight Foundation.

The foundation has invested heavily in journalism education, including the establishment of journalism fellowship programs at prominent universities and endowed chairs at the nation's top journalism schools. Professor Stephen Doig, a Pulitzer-winning journalist who specializes in computer-assisted reporting, holds the Knight Chair in Journalism at the Cronkite School.

Most recently, the foundation launched the \$5 million Carnegie-Knight Initiative on the Future of Journalism Education with five leading American research universities to revitalize schools of journalism.

Other current initiatives:

- News and newsroom diversity, which includes a high school program to encourage young people to consider careers as journalists and an annual newsroom diversity report through the American Society of Newspapers Editors. The Cronkite School's Doig is one of two journalists who prepare the annual report measuring the progress of newspapers in

diversifying their newsrooms.

- Newsroom training and education to address training needs in newsroom. Grants have gone to Associated Press Managing Editors to train middle managers and to the Poynter Institute for Media Studies to launch News University, an e-learning program for journalists.

- Press freedoms and freedom of information. Programs include free press endeavors in Latin America as well as the Knight International Press Fellowships for U.S. journalists to work with their counterparts overseas. Grants support the Committee to Protect Journalists and the Reporters Committee for Freedom of the Press.

For more information, go to www.knightfdn.org.



Eric Newton
Vice President/
Journalism Program

Photo courtesy of Knight Foundation

THE KNIGHT CHALLENGE



Gary Kebbel
Journalism Program Officer

Photo courtesy of Knight Foundation

The Knight Foundation is putting up \$25 million over five years to encourage innovative ideas for using the Internet to help citizens better connect with their communities.

In 2007, 25 individuals, companies and universities were awarded \$10 million in grant money through the Knight Brothers 21st Century News Challenge.

Everyone from news company executives to "hackers with a dream" were encouraged to apply with ideas for prototypes, products and leadership initiatives. Grants ranging \$25,000 to \$5 million were awarded in spring 2007.

The Cronkite School received \$552,000 — the Challenge's sixth-largest grant — to create an incubator where students will learn how to create and launch digital media products.

For a complete list of winners, go to www.newschallenge.org and click on "Winners."

About the Kauffman Foundation

One of the largest foundations in the United States, the Ewing Marion Kauffman Foundation was established by the late entrepreneur and philanthropist Ewing Marion Kauffman.

In the 1950s Kauffman founded a pharmaceutical company, Marion Laboratories Inc. He went on to own the Kansas City Royals baseball team and, in the 1960s, to found the foundation in his name.

The mission of the Kauffman Foundation is to promote entrepreneurship and educate youth in the United States and around the world.

The foundation's Web site explains its goals this way: "We work with leading educators, researchers and other partners to further understanding of the powerful economic impact of entrepreneurship, to train the nation's next generation of entrepreneurial leaders, to develop and disseminate proven programs that enhance entrepreneurial skills and abilities, and to improve the environment in which entrepreneurs start and grow businesses."

For more information, go to www.kauffman.org/foundation.

You invent it. We fund it!

\$5 Million



Got a big idea for building community through news, information and digital media?

Get the money to make it real.

Anybody can apply!

Knight News Challenge

SIGN UP!
www.newschallenge.org

An initiative of the John S. and James L. Knight Foundation
Application deadline: October 15, 2007.

Courtesy of Knight Foundation

NewsWatch students cover election night *live*

By Lorena Salido Alvarez

The camera will roll in five seconds. The lights are shining in your eyes. Your legs are shaking a bit, but you're trying to remain professional.

"And you're on!"

That was what Cronkite students experienced on election night November 2006 when they reported live in a first-of-its-kind transmission for Cronkite NewsWatch. The three-hour show aired on Cox Cable Channel 11 in Mesa and Tempe and on Eight/KAET's Digital Channel.

"Basically, we produced more news than any commercial station" on the Arizona elections that night, said Cronkite News Director Mark Lodato.

The election night program was just one of the many additions at NewsWatch over the past year. One of the biggest changes: The newscast, which for years aired once a week, is now produced live three times a week, with a goal of taking it to five nights a week in 2008.

In addition, more student work is coming to NewsWatch through a partnership with Cronkite News Service, which puts broadcast students to work covering news of interest around the state. And student work is getting national air time through another partnership with MSNBC.

Newsgathering also has improved, Lodato said, with new production and planning software. But the most exciting developments have been those like election night that "give students the most real-world scenarios they can get," Lodato said.

And real world it was.

NewsWatch students are accustomed to delivering scripted, 30-minute newscasts, so the opportunity to do live reporting was

both exciting and scary.

Senior Evan Doherty, who reported vote totals, said the first time he went on, he was shaking a little bit. "But after I got done, I realized it was just like any kind of stand-up," he said. "Just the whole idea of going live — it's fast paced; it's interactive; it's pretty exciting for all of us."

Another senior, Douglas Morehouse, co-directed the show from the Tempe campus with fellow senior Laura Aguilar. "You had to be on your feet," Morehouse said. "It's more spontaneous."

The show focused on the races for Arizona governor, U.S. Senate and the three U.S. congressional seats in the Valley as well as a long list of ballot propositions. Constant feeds from CNN and AP provided up-to-the-minute information.

Students fanned out to state headquarters for the Republican and Democratic parties and election central in downtown Phoenix Civic Plaza Convention Center.

A rented satellite truck was parked at the civic plaza so students could send live shots to Studio C at Eight/KAET every 10 to 20 minutes. Despite many days of planning, audio problems bedeviled Studio C at the beginning of the newscast. "As soon as the show started, all plans went out the window," Morehouse said. "We were doing it on the fly."

For example, senior Hannah Mullins was conducting interviews at the Democratic Party headquarters when she learned that



(Above) Cronkite NewsWatch student Javier Nieto does a live stand-up on election night.
(Inset) Hannah Mullins interviews Arizona Gov. Janet Napolitano.

Gov. Janet Napolitano had agreed to do an interview with her. "I was thrown into a situation with strict deadlines and big obstacles," Mullins said. "You just can't learn those lessons from a textbook."

Sue Green, NewsWatch's executive producer and broadcast director of the Cronkite News Service, said students were "pushing the limits," straining the equipment by trying to get live shots from so many different locations. "We did a really good job working around our limitations," she said.

When it was over, one of the show's anchors, senior Hailey Frances, said the experience was invaluable. "We did things we've never done before ... [but] after a while, my co-anchor and I were just saying 'OK, don't put commercials on. We'll just keep going,' so we were that comfortable."

Those are the kinds of comments Lodato likes to hear.

NewsWatch's main goal, he said, is to prepare students for every kind of situation they'll face as professional journalists. It provides "a very similar circumstance so that [students] will get used to deadline pressure and covering real news stories," he said.

NewsWatch students go national

By Lorena Salido Alvarez

MSNBC anchor Rita Cosby was firing questions in her husky voice about one of the most controversial issues facing the country – illegal immigration and, specifically, whether illegal immigrants would have to pay out-of-state tuition to attend college in Arizona.

If Cronkite senior Hailey Frances was nervous, you couldn't detect it.

Frances smoothly summarized the opposing points of view on the issue and talked about a student she had met who wouldn't be able to return to school if tuition jumped \$11,000 a year. She was rewarded with a "good job" from Cosby.

Frances was the first Cronkite student to be featured live on MSNBC in fall 2006 under a new partnership with the national news network. Shortly after her appearance, MSNBC did another live interview with a Cronkite graduate student Betsy Gessell about a story that she had done on photo cameras being used to catch speeders on the Loop 101 in Scottsdale.

Both stories were first aired on Cronkite NewsWatch, the school's award-winning newscast. After the broadcast, they also were featured on the network's Web site, msnbc.com.

"This is the kind of opportunity a 10-year veteran reporter would look forward to, so to have Cronkite School students appear live before a national audience is a fantastic endorsement of our program," said Cronkite News Director Mark Lodato.

Lodato said the partnership began with an e-mail promoting the program "MSNBC on Campus" and requesting his students' best work. He sent a list of "major stories around the metro area with a little bit of campus twist."

At first, Lodato thought MSNBC would run the complete packages. As it turned out, the network wanted to air live reports while footage of the students' work appeared in the background.

The students received a list of questions beforehand so they could prepare their answers. The interviews were reported live from the NewsWatch studio in Eight/KAET's facilities next to Stauffer Hall,



MSNBC anchor Rita Cosby quizzes NewsWatch student Sade Malloy.



Hailey Frances on MSNBC.

where the school's satellite uplink made it easy to transmit the packages to MSNBC in Secaucus, N.J., Lodato said.

Since those first broadcasts, NewsWatch students have made more than 15 appearances on MSNBC, more than any other school, Lodato said. About a dozen schools have been featured on the program.

Senior Amanda Goodman went on the air to discuss a profile she did on an injured U.S. soldier who had returned to Yuma, Ariz., from Iraq. Doctors had to remove a third of his brain.

Another Cronkite student, senior Ashley McNamee, got an internship at MSNBC this summer after her report this spring on an infestation of roof rats in the Valley.

"I was really nervous," McNamee said. "I definitely didn't want to screw up on national TV."

Senior Sade Malloy reported last fall on the 3+1+1 formula that helps airplane passengers remember they're allowed to carry only three ounces of liquids, gels or aerosols in a quart-sized bag.

"I was stoked! Who wouldn't be? It's a national news station!" Malloy said.

NEW PROGRAMS

TV STATIONS DONATE SETS

Two sets that have been familiar backdrops at Phoenix television stations are getting a new life at the Cronkite School.

KPHO-TV Channel 5, the CBS affiliate in Phoenix, was upgrading its news set when Mark Lodato, director of the Cronkite NewsWatch, heard about it. Lodato made a phone call, and now student anchors do their 30-minute thrice-weekly newscast in front of the set, which features the Phoenix skyline.

KPHO General Manager Steve Hammel said it took him about half a second to agree to Lodato's proposal. "We have a strong belief that better educated and trained journalism students will help all journalism and the broadcast industry," he said.

After the school's new building opens in downtown Phoenix, that set will become a training facility for students, and NewsWatch will switch to a second backdrop donated by KPNX-TV Channel 12, the NBC affiliate.

KPNX General Manager John Misner, who like Hammel is a member of the Cronkite Endowment Board, championed the Channel 12 donation.

"It's large and beautiful and in great shape," Lodato said. The set depicts a desert scene and is large enough so that both anchors and reporters can use it as a backdrop during a newscast. The set is so big that it has to be installed before the roof of the building is put on. A crane will lift it to its home on the sixth floor of the building, which will house the TV studio.

Chief engineer Jim Dove said the set will add credibility to the students' work. "It'll set us apart from other schools."

— Lorena Salido Alvarez



Photo by Ryan A. Ruiz

KPHO-TV donated its old set to NewsWatch.

Broadcast pioneer gives back to the Cronkite School

Jack Clifford is a man you wish you could switch on like a radio and listen to for hours by the fire.

The former media executive can recount from first-hand experience most of the major developments in broadcast journalism over the past 50 years. He was a pioneer in radio programming and a television innovator, creating the Food Network and cultivating the rise of cable television.

Clifford recently endowed the Cronkite School's broadcast journalism program with \$500,000 — the largest donation from an individual in the school's history. He also is spearheading a campaign to raise \$5 million for the school's broadcast news program.

But to hear him speak, you'd think he was the one receiving a gift.

"This is an opportunity that doesn't come too often to guys my age, and I want to take advantage of it," he said.

In Clifford's mind, his involvement in the school is a chance to do what he loves best — champion journalism, which he calls "the greatest business in the world."

"I believe deeply that the Fourth Estate's role is to keep democracy alive," he said. "Without an honest, free, hard-working Fourth Estate, we will not have a democracy."

Clifford was born in 1933 in Gary, Ind., and grew up in rural Michigan. He was a talented athlete but an indifferent student from a family of modest means, and he never expected to advance beyond an hourly wage and a 9-to-5 job.

"I thought I wasn't worth anything," he said.

What he didn't take into account was his sister, Rosie, who "has always been my champion," and a high school principal who talked him into going to college.

He enrolled at Western Michigan University in Kalamazoo, where he took a



Marguerite Clifford, Walter Cronkite and Jack Clifford share a history in broadcast news and a deep commitment to the Cronkite School.

Photo by Bethany Taylor

radio production class.

One night, due to a convergence of luck, mistaken identity (the producer at first thought he was the broadcast professor) and a plucky knack for promoting himself, Clifford got a shot at deejaying an all-night regional radio show.

He was, he recalled, completely unprepared and totally terrified. But it wasn't long before he got the bug. "I would rather have been at that radio station than anywhere in the world," he said.

And he discovered that "if you fall in love with something and really try, you can become really good at it."

Over the next three years, Clifford introduced weekend news segments and interviews into the traditional rock-around-the-clock programming, and listeners loved it.

Radio was the dominant medium of the time, but Clifford soon was lured into television, thanks, again, to his sister.

In 1957 he took a propeller plane 13 hours from Chicago to then-remote Phoenix to visit his parents and his sister, who had earned her Ph.D. at ASU. Rosie told him he should stay and that if he went downtown and auditioned for a TV job, he'd get hired.

"Whatever my big sister told me to do, I did," Clifford said. After making a

By Keridwen Cornelius

"If you fall in love with something and really try, you can become really good at it."

– Jack Clifford

Former media executive

wrong turn on his way to KTAR-TV (then Channel 12) and finding himself at KTVK-TV (Channel 3) instead, he was hired that afternoon as the station's first sports director.

At the young and understaffed KTVK, Clifford learned to do a lot more than sports. He directed and operated the camera for several other programs, wrote copy, acted in commercials and even dressed up as "Jungle Jack" to host a children's show.

But the job required that he work nights, and that kept him away from his new wife, Marguerite, who taught school. So he decided to leave the air and try the sales department.



Jack Clifford, Walter Cronkite and Dean Christopher Callahan during a recent visit.

At the time, television was a fledgling industry, and Clifford had to do a lot of persuading to get businesses to buy time. He found success, he said, by asking himself: "What does the client want to achieve?" Not, "What do you want to sell?"

Five years later, he applied for a sales position at KTAR, and, apparently turning on the correct street this time, got the job. Within six years, he was vice president and general sales manager. Within eight years, he was the station's president and, at age 35, the youngest general manager of a TV station in the country.

He said he doubled profits the first year by putting the clients' interests first and initiating a profit-sharing plan for employees.

He stayed until 1974, when he moved on to similar jobs at television stations in Atlanta and Sacramento, Calif., until landing in Rhode Island with the Providence Journal Co., where he was executive vice president.

"It was the best thing I ever did," he said. "I took that little company and made it into the 65th-largest media company in the world."

Clifford developed the company's electronic media business into one of the nation's largest broadcast TV, cable television and TV programming companies. He founded the America's Health Network (now Fox Health), Northwest Cable News and the Food Network, which today boasts 80 million subscribers.

"I wish I still owned it," Clifford said with a smile.

But his own fortune was set. The company eventually went public, and in

1997, at the age of 64, Clifford retired and moved back to Arizona, "and I've been working my tail off ever since," he joked.

He consults for several major broadcast corporations, is a regular guest lecturer at the Cronkite School and serves on the school's endowment board. During a recent visit to Professor John Craft's media management class, he told students that besides journalism, his real passion is ballroom dancing.

In fact, he and Marguerite are both champion ballroom dancers. "I dance every day — you should see me do the tango," he teased the class. "You girls would pass out."

Because the most important women in his life — his wife and sister — both graduated from ASU, Clifford feels attached to the university. He's also a close friend of Walter Cronkite and sees in the Cronkite School "a great opportunity to develop ... the finest journalism school in the country."

Cronkite School Dean Christopher Callahan said Clifford "has been a true friend to the school. He has selflessly given of his time and expertise ... His support, advice and friendship are simply invaluable."

In recognition of his contributions, Callahan named Clifford the 2006 recipient of the Dean's Award for Outstanding Service.

Clifford said the accolades are nice, but what it's really about is the journalism.

"Every day when I went down there (to work), it was going to be another day of service," he said. "That's what media is all about."

NEW PROGRAMS

EIGHT AIRS STUDENT WORKS

A 30-minute primetime special on Eight/KAET, Arizona's public television station, showcased the work of the Cronkite School's advanced TV news students.

"The Best of Cronkite NewsWatch" featured award-winning stories from the past year that aired on the school's student-produced evening newscast.

The May 15 special included segments from NewsWatch's three hours of live election night coverage, reports from Mexico on Arizona Gov. Janet Napolitano's meetings with the nation's new president, an in-depth feature on victims of polygamy in Colorado City, Ariz., stories from the state Legislature and an examination of border enforcement in Yuma, Ariz.

The special was anchored by Cronkite alumnus John Hook of KSAZ-TV Channel 10 from the Cronkite NewsWatch studio at Eight/KAET, which is adjacent to the Cronkite School on the Tempe campus.

Greg Giczi, general manager of Eight/KAET, conceived of the idea for the annual showcase special, which started last year.

"It was an honor for Eight, Arizona PBS, to present this program, which showcases the work of students from one of the best journalism schools in the country," Giczi said.

Eight, which is operated by ASU, is one of the largest PBS stations in the country, with 1.3 million weekly viewers.



NewsWatch students work out of a newsroom in the basement of Stauffer Hall.

Cronkite School first in Hearst awards



Photos by Jeremiah Armenta

These feature photos of young people who work in the fields near San Luis, Mexico, were among the photographs that senior Jeremiah Armenta submitted in the Hearst competition.

By Kristi Eaton

Winning first in the nation in the annual Hearst Journalism Awards felt like winning a Pulitzer Prize for the Cronkite School this year.

And by college journalism standards, it was. The Hearst Awards, often referred to as the Pulitzers of college journalism, honor the best writing, photography and broadcast work done by college journalists each year.

This year's victory follows two consecutive second-place finishes and marks the school's sixth-consecutive top 10 finish in the prestigious competition.

But that was just the beginning.

The 2006-07 academic year will go down as one of the best ever for Cronkite School students, who also won major awards in competitions sponsored by the Broadcast Education Association, the National Press Photographers Association and the Society of Professional Journalists, among others.

Cronkite School Dean Christopher Callahan said the number and quality of the awards "was very overwhelming. It's a marvelous testament to our students ... and to the faculty members who work with the students and who coordinate the entries."

The first step in the annual Hearst contest is a series of monthly competitions. Students who place in those competitions accumulate points, and the schools with the most points are ranked at the end of the year. This year Cronkite students placed first in broadcast news, third in writing and seventh in photography for the most points overall. The school received \$12,500 in prize money, and an equal amount was distributed among the student winners.

In addition, students vie to compete in the Hearst National Championships in San Francisco. About two dozen of the nation's top journalism students were selected to represent their schools in the championship based on their performances in the monthly

Student photographer Deanna Dent placed in the Hearst competition and won an Alexia Award for excellence in photography, in part for her photographs of ASU student Kimi Serna, a member of the Gila River Indian Community. (Right) Serna puts drops in her mother's eye.

(Below) Serna is framed in the doorway of a traditional house on the reservation.



Photos by Deanna Dent



HEARST WINNERS

Cronkite School students placing in this year's Hearst Journalism Awards competition:

Television Feature Reporting

Elias Johnson, Manson, Iowa, first
Hailey Frances, Scottsdale, Ariz., 11th

Television News Reporting

Amanda Goodman, Yuma, Ariz., second
Hailey Frances, Scottsdale, Ariz., 17th

Radio News Reporting

Martha Castaneda, Glendale, Ariz., third
Molly O'Brien, Renton, Wash., sixth

Radio Feature Reporting

Justin Karp, Santa Clara, Calif., 15th
Laura Kennedy, Phoenix, 16th

Portrait/Personality and Feature Photography

Deanna Dent, Tempe, Ariz., fourth
Jeremiah Armenta, Phoenix, eighth

News and Sports Photography

Jeremiah Armenta, Phoenix, 15th

Picture Story/Series Photography

Jeremiah Armenta, Phoenix, 17th

Personality/Profile Writing

Tatiana Hensley, Londrina, Brazil, first
Kyle Odegard, Gilbert, Ariz., second

Sports Writing

James Schmehl, Troy, Mich., 13th

Spot News Writing

Samantha Novick, Chandler, Ariz., second
Carolyn Carver, Glenwood Springs, Colo., 16th

Feature Writing

James Kindle, Riverton, Wyo., 17th tie

contests. The finalists included four Cronkite students — the most from any university.

The students were assigned stories to cover during an intensive, week-long face-off held in San Francisco in June. Their work was judged by professional journalists.

Cronkite students competing this year were May graduates Elias Johnson and Amanda Goodman in the television reporting category, graduate Martha Castaneda in radio reporting and senior Tatiana Hensley in the print journalism category.

Johnson, who now works as a reporter for KDSM-TV (FOX) in Des Moines, Iowa, took first place nationally in the championships for his story on the 40th anniversary of the "Summer of Love" in San Francisco. His first-place story also was honored for Best Use of Television for News Coverage.

Goodman took third place in television reporting in the championship round.

"The Hearst Awards are the gold standard for college journalism, and our students always do well, but this year their performance was exceptional," Callahan said. "We could not be more proud of them."

Hensley said the pressure of competing in the national finals was intense.

"I have never felt any pressure like it. It was almost like participating in an



Cronkite students Amanda Goodman, Martha Castaneda, Elias Johnson and Tatiana Hensley competed in the Hearst championships in San Francisco.

episode of 'Amazing Race,' or better yet, 'Writing Race,'" she quipped. "It was an unforgettable week ... I would do it all over again in heartbeat."

More than 100 accredited journalism schools around the country compete in the annual Hearst Awards program, established by the William Randolph Hearst Foundation in 1960 to provide support, encouragement and assistance to journalism education at the college and university level. The program distributed more than \$500,000 in awards this year to students and schools.

Other schools competing in this year's championships included The Pennsylvania State University, University of Memphis, University of Kentucky, University of Nebraska-Lincoln, University of Missouri and Western Kentucky University.

BEST OF CRONKITE

This is the beginning of senior Tatiana Hensley's story that won her first place in the Hearst personality/profile monthly competition and a spot in the national championships.

The full story can be read at www.azcentral.com/specials/special01.

BOLLES: CAUTIOUS MAN, DEDICATED JOURNALIST

By Tatiana Hensley

For years, he would place a piece of Scotch tape on the hood of his car when he left it, just to be sure no one tampered with the engine. Don Bolles eventually got tired of the tape, and in any event, it wouldn't have helped him detect the bomb that was fastened under his car on the day he was killed in 1976.

It was one of the ironies of his life that Bolles, the careful reporter who was rarely fooled by anyone was unprepared for what was awaiting him at a downtown Phoenix hotel on the day of the attack. But it's only one of many ironies.

Thirty years after his death, the picture that emerges of Bolles is a contradictory one: A man who friends say valued family above all else, but who often had little time for seven children and two marriages; a great investigative reporter whose real goal was to write humor columns; the down-home Arizona newspaperman without a single national award to his name who became an icon of courage to a nation of journalists.

Bolles is one of only a handful of American journalists who have been attacked and killed in this country in retaliation for their work. His death prompted the first and only investigation by journalists coming together from all over the country in a single show of support and unity.

And the Bolles' saga will take center stage at the newly reopened Newseum in Washington, D.C., a museum honoring the work of journalists. ... While the exhibit, which will feature a video about Bolles and the remnants of his car, will serve to further cement Bolles' place in journalism history, it does not answer one question that has been largely neglected over the past 30 years: Who was Don Bolles?

Students rack up awards in national, regional contests

By Kristi Eaton

The 2006-07 academic year will go down as one of the best ever for Cronkite School students who, in addition to the Hearst awards, won major awards in competitions sponsored by the Broadcast Education Association, the National Press Photographers Association and the Society of Professional Journalists.

The school's students finished first in the Society of Professional Journalists' national awards contest for the second consecutive year and swept the SPJ regional competition for the seventh year in a row.

Similarly, students swept the regional Best of the West competition for the second straight year.

One of the biggest individual honors went to Ian Schwartz, a 2006 Cronkite School graduate who became the first student to win back-to-back awards as the nation's best collegiate TV news reporter, an award given by the Broadcast Education Association.

In addition to the Hearst competition, the major awards won by Cronkite students included:

Society of Professional Journalists

Cronkite students finished first in the 2006 national SPJ awards contest for the second consecutive year, winning 10 Mark of Excellence Awards, including four first-place prizes.

Cronkite students were honored in photography, radio and television, and dominated the online journalism categories. Of seven online media categories, Cronkite students took first place in three and were national finalists in two others.

On the broadcast side, ASU NewsWatch won first place

nationally, as did Schwartz in TV feature reporting and another graduate, Will Pitts, for radio news reporting.

In the regional SPJ contest, Cronkite students won 35 awards — nearly 40 percent of the total — and swept four categories.

Students finished first in 17 categories, including print, television, radio and online reporting and photography. The region includes Arizona, California and Nevada.

Fourteen Cronkite students were to move on to national judging to determine the nation's top winners for 2007.

Cronkite students placed first in all seven online categories, including best in-depth reporting project, feature reporting, sports reporting and opinion and commentary. The Cronkite Zine, produced by Assistant Professor Carol Schwalbe's online media class, was named best all-around independent online student publication. The ASU Web Devil, the online partner of The State Press, ASU's student newspaper, received first place for best affiliated Web site. Additionally, Cronkite students swept the online news reporting category, taking all three top places.

In broadcast, students won a total of 20 awards, which included six first-place awards, and swept four categories, taking first, second and third places in radio news reporting, TV sports reporting, TV feature photography and TV news photography.



Ian Schwartz was named the nation's best collegiate TV news reporter.



Will Pitts won first place nationally in radio news reporting.

Broadcast Education Association

Schwartz won the BEA's Best of Festival Television News Reporting award, the highest student recognition in the nationwide contest. His story, "Meth Houses," investigated methamphetamine residue left in houses and the lax enforcement of an Arizona law meant to protect new homeowners from the residue. Schwartz, who now reports for WHOI-TV (ABC) in Peoria, Ill., previously won for stories about parking fee increases at Sky Harbor International Airport and race car competitions. His award follows four consecutive years in which a Cronkite School student has won the nation's Best Radio Reporter or Best Television Reporter award from the BEA.

Overall, Cronkite students took eight awards in the annual competition, including first places for Elias Johnson in radio sports reporting, Justin Karp in radio sports reporting and Nick Oviedo for best TV sports anchor.



Nick Oviedo was named best TV sports anchor.

National Press Photographers Association

Two Cronkite broadcast students swept the first student awards given by the National Press Photographers Association. Johnson finished first in the in-depth category and Schwartz scored first and second in the weekly assignments category. The two categories are the first student awards in the association's annual Best of Photojournalism competition.

Best of the West

Cronkite students took seven awards in the Best of the West competition, which honors the best newspaper reporting in the Western states. The contest is administered by First Amendment Funding Inc., an Arizona nonprofit corporation dedicated to promoting freedom of information.

Cronkite graduate Beth Cochran won first place in sports reporting, and graduates Megan Irwin and Matthew Ekstrom took first place in feature writing. Other students placed in feature writing, general reporting and sports reporting.

Association for Education in Journalism and Mass Communication

Cronkite students won six awards in the annual AEJMC Student Magazine Awards contest, the most of any school except the University of Kansas and Northwestern University.

Senior Ryan Kost took first in investigation and analysis, and senior Anya Britzius was first in the category of service and information. Other students placed in service and information, people and first person. The Devil's Tale, a product of Schwalbe's online media class, took second place.

NASA Means Business Competition

Public relations students under the direction of Associate Professor Fran Matera won the grand prize for the fourth year in a row in the NASA Means Business competition, in which students develop a strategic plan and public service announcements to interest young people in space exploration.

Maggie Awards

"Children of the Borderlands," a photo essay produced by five advanced photojournalism students, was a finalist in the Western Publication Association's 56th annual Maggie Awards, which honor the best in print and online magazine publishing in the western states.

Alexia Award

Photojournalism student Deanna Dent won an Alexia Award, given by the Alexia Foundation for World Peace, for her photos of an ASU student who is also a member of the Gila River Indian Community as well as other photos.



AEJMC Student Magazine Awards, second place: The Devil's Tale.



SPJ Mark of Excellence Awards, second place, Online In-Depth Reporting: "Dying for the Story."



SPJ Mark of Excellence Awards, first place, Online In-Depth Reporting: "Autism Arizona."

Students fill a news void

Focus on state issues



Photo by Ashley Paul

A Cronkite News Service camera captures an interview.

It's an especially busy morning at the Cronkite News Service bureau in downtown Phoenix.

Donald Butler, director of the Arizona Department of Agriculture, will drop by in less than an hour for a group interview.

Steve Elliott, print director for CNS, holds a final strategy session with students on what kinds of questions they will ask, while his broadcast counterpart, Sue Green, helps a student set up video equipment in the conference room where the interview will take place.

Butler arrives, and the students spend the next hour talking with him about the state of agriculture in Arizona. Asked what the state can do to keep agriculture strong in the long-run, Butler quips, "I guess the easy answer would be to stop putting concrete down on good farmland."

There are no easy answers, Butler says, except that growers will move elsewhere, such as Mexico, as development encroaches on farmland in central Arizona.

After Butler leaves, Elliott and his students discuss what they will write, and in a few hours, a story is sent out to nearly 30 client newspapers around Arizona.

The Arizona Daily Star in Tucson uses it as a centerpiece in its business section. The

Arizona Republic runs it on the business section front. And some of the material will be used later in CNS broadcast packages on drought and agriculture that will be sent out to television stations around the state.

Hand-on experience

Launched in spring 2007, CNS is the Cronkite School's news wire service. Its mission: Give students intensive, hands-on reporting experience and provide newspapers and TV stations all over Arizona with news about public policy issues.

CNS helps fill a long-standing need for more reporting on public policy in the state. "It always adds to journalism in Arizona to have more stories about issues facing the state," said John Leach, managing editor/news and digital media for The Arizona Republic. "The Cronkite News Service's stories have contributed to that news coverage for our readers."

The actions of the state Legislature and government agencies affect everyone in Arizona, yet smaller newspapers often don't focus on them because they can't afford to station reporters in Phoenix.

"We're far away in Bullhead City, and the CNS has been providing us with

By Debjani Chakravarty

"... the experience I've gained covering the Legislature is matchless."

– Leah Duran
CNS student

valuable coverage from Phoenix," said Wayne Agner, managing editor of the Mohave Valley Daily News.

Andy Ramirez, managing editor of KNXV-TV Channel 15 in Phoenix, said at first he wasn't sure what to expect from CNS. "We've been able to use various stories because they have been so well produced," he said. "Overall, Cronkite News Service is a terrific resource."

A wide range of topics

In the first semester, CNS broadcast students produced packages on everything

from a controversy over using men on practice squads for women's basketball teams at colleges around the country to illegal immigration and how the state plans to deal with avian influenza, or bird flu.

Green said most of the state's stations used at least portions of the students' packages on air.

Print reporters wrote about rural water policy, military benefits, access to public records and the condition of state parks. The work received hundreds of placements in online and print editions of newspapers all over the state.

Instant credibility

Mentoring the students are CNS' founding directors — Elliott, a former Associated Press executive with 19 years of print news experience, and Green, the former managing editor of KNXV in Phoenix, a 21-year veteran of the TV news industry.

"Their names gave instant credibility to our news service," said Dean Christopher Callahan. "The speed and efficiency with which Steve and Sue have gotten the service up and running is amazing — and yet just like them."

To apply for the program, students



Photo by Ryan A. Ruiz

Cronkite News Service students (from right) Mike Meyer, Samantha M. Novick and David Biscobing work on stories in the newsroom at the ASU Downtown Phoenix Campus.

submit a portfolio to Green or Elliott. Students are selected based on their application, a faculty reference and clips or tapes. Students commit to working at least two full days a week and receive academic credit for their work.

CNS students — who totaled 11 during the spring semester — work out of a sixth-

floor newsroom at the University Center on ASU's new Downtown Phoenix Campus. The newsroom will move into the Cronkite School's new building in fall 2008.

During the spring semester, CNS student Leah Duran didn't have a car, so she rode the shuttle downtown from the Tempe campus. Sometimes she walked or took a

CNS reporters interview U.S. Rep. Ed Pastor, D-Ariz., in the service's bureau. (From left to right) Pastor, Dennis Mitchell, Leah Duran and Brian Indrelunas.



Photo by Mark Altman



Senior Iris Hermosillo runs through a practice take in the Cronkite News Service's studio space overlooking Phoenix from the University Center.

bus to cover her assignments.

Despite the logistical challenges, "I'd give anything to be at CNS again and again," she said. "I work here two days a week, and the experience I've gained covering the Legislature is matchless."

Another member of the inaugural class, Brian Indrelunas, said he learned more at CNS than in any of his professional experiences. "I'm now covering issues that matter to citizens directly," he said. "We're getting a taste of hard news, being thrown right into legislative processes."

Learning resourcefulness

The students got to know their way around the Capitol and developed contacts with lawmakers, agency officials and staff members. And they learned to be resourceful in order to get the news out.

The bureau didn't have a staff photographer, so print students took their own pictures or talked photographers into helping them out. They sent stories via AP's satellite to eight large newspapers in the state and posted them on a Web site for smaller papers.

Broadcast students did live satellite feeds on Tuesdays and Thursdays to stations across the state. On Tuesdays, Wednesdays and Thursdays, the CNS students appeared on Cronkite NewsWatch, the school's award-winning 30-minute newscast.

Green said one of her goals is to post broadcast stories online so stations can look at them whenever they want and download them directly into their newsrooms.

One of the benefits of CNS, Green and Elliott said, is that broadcast and print students work together, sharing story ideas, sources and the occasional ride. A broadcast reporter and a print reporter drove to Lake Havasu City together to cover a story on new city ordinance targeting excessive drinking.

Elliott and Green agreed that CNS' first semester was a success. "It's a smash hit," Elliott said.

A screenshot of the Cronkite News Service website. The header includes the Cronkite logo, "SCHOOL OF JOURNALISM AND MASS COMMUNICATION", and the ASU Arizona State University logo. The main content area is titled "Cronkite News Service" and "BC-CNS-News Digest (9-11)". It features a list of pages (About CNS, Contact Us, Photos, Linking This Site, RSS, Spring 2007 Content), categories (Daily News, Weekly Specials, Weekend Specials, Stories With Photos, Business News, Sports, Analysis), archives (September 2007, August 2007), a search bar, Cronkite School Links, RSS Feeds, and a Meta section. The main article is titled "BC-CNS-Elser vs. Carey, SBE" and "IT'S JUST BUSINESS: ASU GOES HEAD-TO-HEAD WITH ARU FOR VALLEY MBA". The article text discusses the competition between ASU and ARU for the Valley MBA program, mentioning that ASU's W.P. Carey School of Business is the winner. The article is dated Monday, September 10, 2007, and is written by Stephanie Sanchez.

Cronkite News Service advisories are sent out to newspapers and television stations around the state to alert editors to the student work that is available to them. CNS stories can be accessed at: cronkitenews.asu.edu.

CNS students cover governor's Mexico trip

When Gov. Janet Napolitano traveled to Mexico City in February to meet Mexican President Felipe Calderone, two Cronkite students went along to cover the event.

Cronkite News Service had just started satellite feeds that week, said Sue Green, the broadcast director for CNS, and "we thought it was a great way for us to launch CNS."

Green checked with several stations to see if they would use the footage and when they said, "Yes," students Holly Morgan and Iris Hermosillo were tapped for the assignment.

"Before I knew it, we were on a plane," Hermosillo said. "It was intimidating at first, but once we were there, everything fell into place. It felt great."

The Univision station in Phoenix, KTVW Channel 33, helped out by arranging for a driver for the student crew and offering to feed the tape out of Mexico City, Green said.

"Our goal was to try to get something for the stations for Friday evening after the governor had her meeting with President Calderone, but lo and behold, when I spoke with Iris and Holly early Friday morning, they had already gotten the sit-down interview with the governor that morning at the hotel."

Green and Mark Lodato, news director for Cronkite NewsWatch, were able to get the video fed out of the ABC bureau in Mexico

City back to the Valley and then to local stations.

The story aired on KPHO-TV Channel 5, KNNX-TV Channel 15 and KSAZ-TV Channel 10 in Phoenix.

"It was a great way for stations that had not sent crews to Mexico City to still be able to cover the event with video we had shot," Green said. "It was also a great way to make an impression, to let stations know that we were serious about our news coverage and would go wherever the story takes us."

It also was a great learning experience for the students.

"It was the high point in my career in CNS," Hermosillo said.

"I'm used to doing weather and the lighter stories. For me, covering the governor in a foreign country was a big deal."



CNS student Holly Morgan in Mexico City.



Iris Hermosillo reporting from Mexico City.

ARIZONA'S BALD EAGLES GET CARE

The following is an excerpt from a CNS story that was distributed to newspapers around the state this spring.

A federal decision on whether the bald eagle will keep its status as a threatened species will have little impact in Arizona, the man who oversees the state's bald eagle management efforts says.

"We're going to keep on doing the same things that we're doing now," said James Driscoll, raptor management coordinator for the Arizona Game and Fish Department.

Those efforts, which Driscoll said have kept Arizona's bald eagle population growing in recent years, include having workers watch most bald eagle nests full-time during breeding season and tagging and tracking eagles.

It was the latter that brought officials and journalists this week to a cliff overlooking Lake Pleasant north of Phoenix, where a bald eagle biologist rappelled down to retrieve a male eaglet a little more than a month old.

"He fought me a little bit," Kenneth Jacobson said. "That's pretty typical. There's usually a bit of a scuffle in the nest."

*By Brian Indrelunas
Cronkite News Service*

Fellow biologist Kyle McCarty then pulled the bird up the cliff in a bag and wrapped a numbered band around its leg as its parents circled overhead.

"If we read this band in the future, we know where it was born and who its parents were," he said.

McCarty also weighed the bird and measured its legs, wings, beak and tail as David Janssen held it. Janssen is a professional nestwatcher who keeps an eye on Arizona eaglets throughout the breeding season.

"This is the first time I've ever held an eagle, even though I've been doing this for two years," Janssen said. "What surprised me the most was how relaxed the eagle was in my grip."

Driscoll said the eaglet is the offspring of a male eagle that had been one of the state's most productive breeders in the 1990s and a new female eagle that wasn't wearing one of the state's numbered bands.

The young eagle only has a 30 percent chance of living to the species' breeding age of 4 or 5, but after reaching it Arizona



CNS print reporter Brian Indrelunas holds a month-old bald eagle while covering a state Game and Fish Department tracking program that has helped the species recover in Arizona.

eagles have about an 88 percent chance of living another year, Driscoll said.

He said the state's survival rate is similar to others nationwide, but Arizona has paid special attention to its bald eagles because they could be wiped out more easily than eagle populations elsewhere in the U.S. ...

Cronkite School focuses efforts on high school journalism

Photo by Ryan A. Ruiz

The Cronkite School is reaching out to high schools with a new director and an array of new programs.

This summer, the school hired its first director of high school programs and hosted the Reynolds High School Journalism Institute, a two-week fellowship program for 33 high school journalism instructors from around the country.

Other new outreach programs in the planning stages include a Cronkite news van that will travel to high schools around the state to interest students in journalism and a program to help selected Arizona high schools develop journalism programs.

"The Cronkite School has a rich tradition of working with young high school journalists, and we're going to build on that," said Dean Christopher Callahan. "We're committed to helping Arizona high schools create innovative journalism programs that will not only be instrumental in improving the writing and interpersonal skills of their students, but also will inspire those students to graduate from high school and attend college."

Callahan said that while studies show that students who study journalism do better in both high school and college, many high school journalism programs have fallen by the wayside, the victim of budget cuts and other priorities. The problem, he said, is

particularly acute in schools with high minority populations, which are the least likely to publish student papers.

The media industry also has a stake, Callahan said. A majority of journalists become interested in the profession through exposure to their high school newspaper, so reaching minority students early will eventually create a larger pool of candidates for media companies, he said.

The new Cronkite programs are in addition to a number of established programs that reach out to area high schools. They include: the Summer High School Broadcast Institute, a program for high school students funded by the Arizona Broadcasters Association; the Scripps Howard Foundation and the National Academy of Television Arts and Sciences; and the Summer High School Print Journalism Institute, a print program sponsored by Phoenix attorney Tom Chauncey.

In addition, the school hosts two daylong workshops each year for high school students: the Arizona Interscholastic Press Association Fall Convention, which also includes high school journalism advisers; and the High School Journalism Workshop, sponsored each spring with the Arizona Latino Media Association.

High school journalism teachers from across the country attending the Reynolds High School Journalism Institute gather in front of Old Main at ASU.

School names first director of high school programs

Anita Luera, a longtime journalist and past president of the Arizona Latino Media Association, joined the Cronkite School in June as the first director of high school journalism programs.

Luera oversees an expanding array of high school programs, including national training institutes for high school journalism teachers and students. She also leads the school's outreach programs to high schools around the region that are working to develop and improve their journalism programs. The position is made possible in part by a new grant from the Scripps Howard Foundation.

"We are extremely pleased to have Anita, a terrific journalist with deep roots in our community, to serve as our first director," said Cronkite School Dean Christopher Callahan.

Luera was born and raised in Phoenix, where she and her husband raised two sons. She holds a bachelor's degree in journalism from ASU.

Before coming to the Cronkite School, Luera served in leadership roles at Valle del Sol, one of Arizona's largest nonprofit, community-based organizations offering counseling, substance abuse, support services and leadership development programs. She was in charge of leadership development and the Hispanic Leadership Institute, focusing on Latino professionals working in business, education and nonprofit organizations in Maricopa County.

Luera also brings to the position 27 years of television news experience. She served as community relations coordinator at KPNX-TV Channel 12 for seven years, organizing and producing such community projects as the Season for Sharing holiday fund drive and the Walk to End Domestic Violence. Prior to that, she was the producer of KPNX's award-winning 5 p.m. news broadcast.

Before joining KPNX in 1992, Luera was the first woman news director at a Phoenix television news station, running the news department for Spanish-language Univision affiliate, KTVW Channel 33. She

also served as news producer at KTSP-TV, now KSAZ-TV Channel 10.

"I am extremely excited to be returning to school after 30 years in the media and professional world."

Luera said. "I may bring years of broadcast media experience back with me, but the opportunity to learn is even greater."

Luera said she will focus much of her outreach on minority populations, which are underrepresented in today's professional newsrooms. The place to find and nurture these future journalists, she said, is in high schools, since that is where many future journalists discover their passion for the profession.

Luera has long been active in Arizona's Latino community. She has served as treasurer and past president of the Arizona Latino Media Association and has helped plan and coordinate that organization's annual high school journalism workshop at the Cronkite School.

Luera serves on the board of Valley Leadership, a leadership development program for Arizonans involved in public and community service, and the ASU Downtown Phoenix Campus Community Advisory Committee. She is a member of the National Association of Hispanic Journalists and was the planning chair for the NAHJ convention that brought 2,000 Latino journalists to Phoenix in 2001.

She is also the recipient of numerous awards, including the 2004 Valle del Sol's Profiles of Success Rosa Carrillo Torres Humanitarian Award, a 2004 National Academy of Television Arts and Sciences Silver Circle Award, the 2001 YWCA Tribute to Women Communicator Award and a 1995 Emmy award for Journalistic Enterprise Newscast Production as well as awards for Best Newscast in 1994 and 1984 from the Arizona Associated Press Broadcasters.



Anita Luera

LATINO WORKSHOP

By Nicole Romanoff

It's raining hard and a local dam is threatening to overflow. Area residents have to get out, and it's your job to tell them how.

That was the scenario presented to would-be journalists from Valley high schools who covered a mock press conference as part of the 10th annual High School Journalism Workshop at the Cronkite School in March.

More than 50 students participated in the daylong workshop, sponsored by the Arizona Latino Media Association and the Cronkite School to give high school students a taste of real-world journalism and to acquaint them with the opportunities available at the Cronkite School.

"This, for us, is an exciting way to get young people into the profession of journalism," said Anita Luera, a member of the ALMA board of directors and the Cronkite School's new director of high school programs.

The students got to choose between the mock press conference and an interview with ASU cross-country champion Aaron Aguayo, and were given one hour to write a 400-word story. A panel of professionals judged the stories and awarded prizes.

The first-place prize, a laptop computer, went to Ironwood High School senior Sara Hernandez, who said the toughest part of the competition was cutting her story from 928 words to 400.

ipod Shuffles were awarded to second- and third-place winners Brandon Russell from Mesa High School and Cecilia De la Fuente from Salpointe Cathlic High School in Tucson.

De la Fuente, features editor of her school paper, said she usually has three weeks to write a story but found the one-hour deadline exhilarating. "It kept me on my toes," she said.

Students also met with ASU journalism students and professional journalists as well as a representative from ASU's undergraduate admissions office, who talked about what it takes to go to college.

Reynolds program teaches the teachers



Photo by Ryan A. Ruiz

Tim McGuire, Frank Russell Chair for the Business of Journalism (right), speaks about the future of journalism during the Reynolds High School Journalism Institute.

By Tara Brite

When Donald Parker returned to New Orleans after Hurricane Katrina, he knew his students would need to write about what they had been through.

The civics teacher helped launch *The Charger Times*, the first student publication at O. Perry Walker Charter High School in more than five years.

"I think I did a pretty good job at school, but I made it up," Parker said. "I felt like I'm not skilled enough to do it."

That's why Parker applied to the Reynolds High School Journalism Institute, a program created by the Donald W. Reynolds Foundation and the American Society of Newspaper Editors that is designed to nurture and train high school journalism advisers across the country.

"I got the brochure [for the institute], and it fulfilled everything I wanted to accomplish that year," Parker said. "Reynolds was the answer. It was my rescue."

The journalism institute began in 2000 as an ASNE initiative. This year's institutes, which were held at three universities around the country, including ASU, were funded by a grant from the

Donald W. Reynolds Foundation.

The intensive program drew 33 high school journalism advisers from Arizona, Florida, Hawaii, Minnesota, North Carolina, Texas and other states to the Tempe campus in June. The teachers were competitively selected.

They attended sessions and panel discussions on everything from newspaper design and photography to scholastic press freedoms and diversity in high school newspapers.

They heard from industry leaders such as Charlotte Hall, editor of the Orlando (Fla.) *Sentinel*; Pauline Arrillaga, national writer for *The Associated Press*; Randy Lovely, executive editor of *The Arizona Republic*; Mark Goodman, executive director of the Student Press Law Center; Peter Bhatia, executive editor of *The Oregonian* in Portland, Ore.; and Gregory Favre, a former editor and distinguished fellow of journalism values for the Poynter Institute for Media Studies in St. Petersburg, Fla.

The teachers also visited *The Arizona Republic*, where they shadowed reporters,

"Each teacher influences thousands of students."

– Diana Mitsu Klos

Senior project director for ASNE

editors and mobile journalists to learn about work at a daily paper, and they toured the news operation at Phoenix ABC affiliate KNXV-TV Channel 15.

Cronkite faculty led a number of sessions for the teachers, and Alan Weintraut, the 2006 Dow Jones Teacher of the Year, from Annandale High School in Annandale, Va., provided instruction and mentoring throughout the institute.

Led by Steve Elliott, head of ASU's Cronkite News Service and a former Associated Press bureau chief, the group also published its own online newspaper, putting into practice many of the principles and skills learned during the institute.



Alan Weintraut, the 2006 Dow Jones Teacher of the Year (above), teaches digital photography basics.

"It was a terrific and inspiring group to work with, not just for me but for everyone who helped make the institute a success," Elliott said. "In addition to learning about the larger world of journalism, I hope participants took away how essential their work is to the professional media, to college journalism programs and to society in general."

Diana Mitsu Klos, senior project director for ASNE, has supervised the high school institutes around the country since the program began seven years ago. "This intensive program is effective — the vast majority of our alumni remain on the front lines teaching and advising," she said. "Each teacher influences thousands of students — not only fledgling journalists, but the entire school community. By increasing and dramatically improving independent, high quality scholastic media, we help all teens become more discerning news consumers and impart a message that the First Amendment is relevant, precious and worth protecting."

Nancy Thompson, journalism adviser for Camelback High School in Phoenix, said that what she learned at the institute will help her improve the writing, technology and visual impact of her high school's newspaper.

"I can take it to a whole new level," she said.

Parker said he especially valued the visits to media outlets in the Valley. "It was



Peter Bhatia, executive editor for The Oregonian, speaks about diversity.

an incredible experience to look into the operations of news organizations," he said.

He said the institute taught him everything he needs to improve his high school's journalism program. The hard part, he said, will be putting it all to work when he gets back home to New Orleans.

"I have homework to do when I get back," he said.

SUPPORTING HIGH SCHOOL PROGRAMS

The Cronkite School's high school programs are supported by a number of companies and individuals who have made commitments to improving and nurturing high school journalism programs.

- The Donald W. Reynolds Foundation provides funding for the Reynolds Center High School Journalism Institute for high school journalism teachers from around the country.
- Phoenix attorney Tom Chauncey, a long-time Cronkite School supporter and member of the Cronkite Endowment Board, funded this year's Summer High School Print Journalism Institute.
- The Scripps Howard Foundation contributes funding to the Summer High School Broadcast Institute and for the position of director of high school programs.
- The Arizona Broadcasters Association helps fund the Summer High School Broadcast Institute.
- The National Academy of Television Arts and Sciences helps finance the Summer High School Broadcast Institute.
- The American Society of Newspapers Editors runs the Reynolds High School Journalism Institute.



Production specialist Brian Snyder (center) shows high school students how to use camera equipment during the Summer Broadcast Institute.

HIGH SCHOOL PROGRAMS

High school institutes inspire careers

Two summer programs train journalists of the future



Photos by Ryan A. Ruiz

Jim Dove, the Cronkite School's chief broadcast engineer (right), and Cronkite TV Production Manager Jim Rush (back left), shows high school students Gitzel Puente (left) and Armando Mendoza how to create news graphics.

When Jettie Vanderveen was a junior in high school, her journalism teacher suggested she apply for the Summer High School Print Journalism Institute, sponsored by the Cronkite School each year for high school students interested in the field.

She did — and for two weeks in that summer of 2005, she learned the basics of reporting and writing for print and online media.

She had so much fun that the next year, she applied for a twin program, the Summer High School Broadcast Institute, and spent another two weeks at ASU, this time focusing on broadcast reporting and production.

Still, that wasn't the end of it.

After graduating from high school, Vanderveen began her journalism studies at the Cronkite School. And she returned to the broadcast institute as a student counselor for the summer 2007 program.

"I'm working on possibly becoming the print counselor for next year," Vanderveen joked. "Then I'd have it all under my belt."

Vanderveen is one of hundreds of students who have gotten their starts



Students in the print program design a front page for their newspaper.

in journalism through the Cronkite summer institutes, which marked a 20th anniversary this year. The print program began in 1987, and the broadcast program was added 10 years later.

This year marked another milestone for the institutes — it was the first time that students were accepted from out of state. Of the 34 students who participated in the print and broadcast programs, three came from California, Texas and Florida.

And then there was Sofia Morales, a high school student from Guatemala City.



The Arizona Republic's Andrew Long shows students Web sites.

Morales said she read about the summer institutes while surfing the Internet, trying to find something to do over her summer vacation. "I've always been interested in writing, and I considered maybe majoring in journalism in college," she said.

The institute was a great place to make friends and "learn a lot of stuff I didn't know," she said.

That "stuff" included conducting interviews, writing stories and headlines, designing pages and making ethical decisions. Students also visited with editors

By Tara Brite

Photos by Ryan A. Ruiz



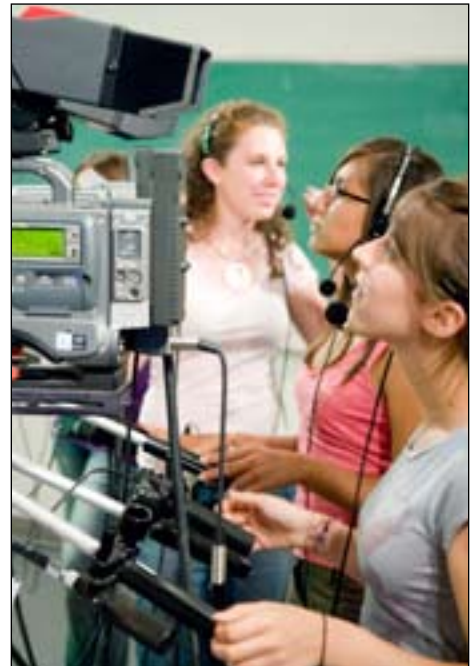
Associate Professor Craig Allen (center) talks with students in the Summer Broadcast Institute.



ASU journalism senior Tara Brite (right) helps high school student Tessa Otero with her story.



High school students practice stand-up interviews outside the Cronkite School.



Students produce a live newscast in the Cronkite NewsWatch studio.

and attended a news meeting at The Arizona Republic, toured KNXV-TV Channel 15 and a local printing plant, and produced their own newspaper.

Broadcast students, under the direction of Cronkite Associate Professor Craig Allen, learned how to write, report, edit and use video equipment. They put those skills to work by producing their own newscast. They also visited the press box at Chase Field, home of the Arizona Diamondbacks; radio station KTAR; KTVK-TV Channel 3 and the KNXV studio.

Katie York, a junior at Show Low High School in Arizona, said her favorite part of the broadcast institute was taking a tour and watching a live newscast at the Channel 3 studio in Phoenix.

York said she wants to be a film director someday but would like to try journalism first, so her experience at the institute was extremely valuable. "It's a really good thing to try out for high school students wanting to get a little into journalism," she said.

Both the print and broadcast programs draw on journalism professionals from throughout the Valley to teach students the fundamentals and to talk to them about careers in journalism.

"I met people I still talk to today for advice and will hopefully

talk to when it comes time to get a job in the media world," Vanderveen said.

Kristin Gilger, the Cronkite School's assistant dean for professional programs, said many of the students who attend the summer programs end up coming to the Cronkite School and, because they've had "a head start," they often end up being involved and highly successful students.

But first, they take their skills back to their high schools. Most come to the institutes as juniors, and many serve in leadership roles at their schools' publications during their final year in high school.

"We send them back with the tools they need to teach their staffs and improve their publications," Gilger said. "We also hope that we send them back with a real desire to return to us and become journalists one day."

For more information on the Cronkite Summer Journalism Institutes, visit cronkite.asu.edu/beyond/hs.

This story was reported by Tara Brite, a graduate of the summer print institute in 2002, who served as a student counselor for the 2006 and 2007 programs.

Top college students get a head start on broadcast careers

Photo by Ryan A. Ruiz



Iris Hermosillo of ASU, Alex Villareal of the University of North Carolina and Randy Wimbley of Memphis University on the KPHO set.

Early in 2007, the Cronkite School teamed up with the Meredith Corp. and KPHO-TV Channel 5 to host 12 of the nation's top minority broadcast students in a weeklong fellowship program.

The students, from universities across the country, spent a week working with Cronkite faculty and professional reporters, producers, editors and videographers from the CBS affiliate.

They spent much of their time in the KPHO newsroom and on the road researching and reporting their stories. KPHO professionals offered instruction on live reporting, developing winning story ideas and broadcast ethics. They also gave advice on how to find a job and shared their professional experiences, good and bad.

The students did a lot more than listen, though. They created news packages and produced and wrote a 30-minute newscast on deadline. As a result, they left the fellowship with a highly polished tape showcasing their work.

"Because of this fellowship I'm feeling a lot more confident about landing that



A KPHO producer assists Howard University's Amanda Nebhardt in the control room.

first job," said Kathy Park, a student at the University of Maryland.

For Cronkite student Sade Malloy, the highlight of the week was the morning newscast. "Everyone was hilarious," she said with a laugh. "The work environment was great."

This year's participants were chosen from a pool of more than 50 applicants. Selected students represented Howard University, the University of North Carolina, University of Maryland, Bowling

By Nicole Romanoff



University of North Carolina student Jessica Floyd works on a story.

Green State University, University of Memphis and ASU. The students received stipends covering travel, lodging and meals.

Mark Lodato, news director of Cronkite NewsWatch, directed the program and assisted in the selection process. According to Lodato, the fellowship creates a valuable partnership between the university and KPHO, and also offers KPHO and the Meredith Corp. a pipeline to talented students who soon will be entering the

THE MEREDITH CORP.

Meredith is a publicly traded media and marketing company founded in 1902 when Edwin Thomas Meredith began publishing *Successful Farming* magazine.

The company publishes books and magazines and owns and operates 14 television stations in top-25 markets across the country, including Phoenix, Atlanta and Portland. It also runs integrated marketing and interactive media businesses.

Publications include two of America's most popular magazines, *Better Homes and Gardens*, and *Ladies' Home Journal* as well as two dozen other subscription magazines and about 200 special interest publications.

Meredith also has dozens of Web sites and a book publishing business. Books include the best-selling *Better Homes and Gardens Cookbook* and a line of do-it-yourself titles it produces in conjunction with The Home Depot. A division of the company publishes Spanish-language books.

The company, headquartered in Des Moines, Iowa, also operates a foundation that supports arts and culture, human services and journalism education, primarily through selected journalism schools around the country.

For more information, visit www.meredith.com.

"I'm feeling a lot
more confident about
landing that **first job.**"

— Kathy Park
Student, University of Maryland



Fellows Jessica Floyd and Kendall Jones of University of Memphis serve as anchors.



Kendall Jones prepares to report live from the roof of KPHO.



Students take turns on the anchor desk.



ASU's Iris Hermosillo does a weather forecast.

profession.

Paul Karpowicz, president of Meredith's Broadcasting Group, said it was a great way to preview talented students, and it also taught students "what it takes to get a job in broadcast journalism."

He said the program went so well that it's coming back in 2008. It was "an easy decision to sponsor the program again," he said.

Steve Hammel, the general manager of KPHO, developed the idea for the

fellowship program.

Kendall Jones, a participant from the University of Memphis, said he wouldn't have been able to come without the financial support sponsors provided. And he found that the \$2,000 stipend made him work harder because it meant that the company sponsors had invested in him.

"The experience itself was life-altering," he added. "The whole program was so phenomenal. I wish I could go back and do it again."



Paul Karpowicz
President of Meredith
Corp. Broadcasting Group

Tom Brokaw receives Cronkite Award



Photo by Tom Story

Tom Brokaw addresses students, faculty and staff at the Galvin Playhouse.

Tom Brokaw doesn't miss his seat in front of the camera.

The former "NBC Nightly News" anchor, who retired in 2004 after more than 20 years on the air, said he always preferred reporting the news on the ground, where it was happening.

"Believe me, the least interesting part of the job is to present the news on-air," said the retired 66-year-old anchor. "The greatest satisfaction comes from getting our hands on the material and preparing it for TV."

Brokaw was the 2006 recipient of the Walter Cronkite Award for Excellence in Journalism. He accepted the award in November 2006 before more than 1,200 students, faculty and community leaders.

It was the 23rd time that the Cronkite School has given the award. Previous recipients have included such media notables as Bob Woodward, Bill Moyers and Cokie Roberts.

Before handing him the award, former CBS News anchor Walter Cronkite said that listing Brokaw's achievements is staggering. "Frankly, your success begins to bore me," he quipped.

"Now you sit down and let me talk," Brokaw retorted.

Brokaw said he was honored to receive an award from a towering figure in journalism – and from someone whom he considers a friend. "Thanks for being able

to call you a friend, Walter," he said.

Brokaw spoke about humorous times with Cronkite, his life as a retired anchor, the war in Iraq and the "Greatest Generation," the generation that fought World II.

He also talked about the way the Internet is redefining journalism, calling the information revolution the second "Big Bang." "We as journalists are still grappling with how to deal with it," he said.

Brokaw recalled his teenage years in South Dakota, when he'd rush home to watch European football matches on TV. "There was no Internet back then and certainly no TiVo," he said.

Despite changes in delivery, the basic tools of journalism remain the same. "You still have to learn how to write and organize material in a coherent form," he said. "Then you can present it on a BlackBerry or online."

Brokaw said he admires young people for how quickly they adapt to new technology and use it to achieve success. But those who impress him most are people like a young surgeon he met in Somalia. The surgeon had been living in the United States but volunteered to go back to his country with the nonprofit Doctors Without Borders. "Such people are not living virtual lives. They're for real," Brokaw said.

By Sonu Munshi

"If you start at a lower level, you can make big mistakes there and learn from them before moving up."

– Tom Brokaw

"Welcome to a world in which war is not a video game, where genocide is not eliminated with a delete button and you won't find the answer to global poverty in 'Tools' or 'Help.'"

Brokaw recalled a visit to the Walter Reed Army Medical Center in Washington, D.C., where he grew disheartened at seeing the injured soldiers, mostly from working class backgrounds, some without even a high school education. He urged the audience to acknowledge their sacrifices.

"We need to think about our men and women who are in alien territory, hearing an alien language, with families back home living in perpetual fear," he said.

BROKAW P. 43

Walter Cronkite on war, the media and trust

When Walter Cronkite comes to ASU, it's usually for a big event, such as the annual Cronkite Luncheon.

But he rarely leaves without spending time with students.

During his visit to ASU in November 2006 to present the annual award in his name, Cronkite invited students to spend an hour with him asking questions. About 200 students took him up on it, crowding into ASU's Carson Ballroom in Old Main and peppering him with questions about everything from war coverage to the future of journalism.

The best way for journalists to report a war is to be on the front lines, as he was for the 1944 Allied landings in Normandy, Cronkite said. "Otherwise there may be a gap in the way history is written."

Cronkite lamented the growing focus on entertainment in news broadcasts as well as declining newspaper readership. "If I knew how to turn that around for the newspaper industry, I'd be making millions of dollars," he said.

Although he's a devoted reader of The New York Times, Cronkite said he jumps "from one medium to another, depending on what kind of news I'm interested in." He occasionally posts to blogs like huffingtonpost.com, but he said lack of

By Sonu Munshi

editing makes them unreliable. "To my mind, every reporter must have an editor in his loop. Otherwise too many errors can creep in."

Ultimately, Cronkite told the students, technology can't overshadow journalistic principles. "Learn to report and write well," he said. "Honesty, accuracy and fairness will never be out of fashion. A journalist graduating from my school must always get the facts straight."

Journalism junior Melody Orak arrived early for the question-and-answer session and wasn't disappointed. "He's THE Walter Cronkite," she said. "There's no way I would have missed this."

Kenny Quihuis, a 58-year-old journalism graduate student, remembers watching Cronkite in the days when families planned their dinner around the 6:30 p.m. CBS newscast. "He spoke so freely on issues that matter," Quihuis said. "He truly is a living legend."

Still, the journalist known as "the most trusted man in America" deflected a question about which reporter or anchor he trusts the most these days. "Oh, golly, that's a tough one," he said. "The nation is blessed with many great journalists."

And that's the way it was.



Photos by Tom Story

Walter Cronkite visits with the journalism faculty before meeting with students at the Carson Ballroom in Old Main.



Cronkite Dean Christopher Callahan (left) moderates a session with Walter Cronkite for students.



Walter Cronkite gathers with Cronkite Village students during his visit to campus in November.

2007 AWARDS LUNCHEON

The 2007 Cronkite Luncheon will be held Nov. 12, 2007, at the Arizona Biltmore in Phoenix. For information on individual tickets and table sponsorships, contact Bethany Taylor at 480.727.9444 or visit cronkite.asu.edu/walter/luncheon.

Jane Pauley

Longtime television broadcaster
to receive 2007 Cronkite Award

Jane Pauley, the longtime popular anchor of NBC's "Today" show and founding co-host of "Dateline NBC," is the 2007 recipient of the Walter Cronkite Award for Excellence in Journalism.

Pauley will receive the award, given annually by the Cronkite School, at a luncheon ceremony Nov. 12 at the Arizona Biltmore in Phoenix.

"I have long been a great admirer of Jane Pauley, whose career embodies the very essence of this award," Cronkite said. "She is an award-winning journalist and journalism pioneer. Her standard of excellence as a news anchor and her in-depth interviews have earned her the respect of colleagues with whom she's worked — and those of us who wish we had."

By Sonu Munshi

Pauley is the 25th recipient of the award.

"What an honor to receive an award that bears the name Walter Cronkite," Pauley said. "When I was just starting out in broadcast journalism, that name — more than any other — was synonymous with a passion for the truth, authoritative reporting and bedrock integrity. It still is."

The Indiana University political science graduate began her career as a TV reporter in Indianapolis in 1972 and within three years became the first female evening news anchor at WMAQ in Chicago.

From 1976 to 1990 she was co-host of "The Today Show,"

helping to launch it into first place in the morning news show ratings. Her co-host was Brokaw, the 2006 Cronkite Award recipient, and later Bryant Gumbel.

Pauley also anchored the weekend edition of “NBC Nightly News,” appeared as a regular substitute for Brokaw on “NBC Nightly News” and hosted “Time and Again” — a retrospective news program on MSNBC — as well as a weekly newsmagazine, “Real Life with Jane Pauley.”

For more than a decade, Pauley anchored “Dateline NBC” with co-host Stone Phillips, appearing as many as four nights a week on the NBC primetime schedule. In 2004 she returned to television with “The Jane Pauley Show.”

A member of the Broadcast and Cable Hall of Fame, Pauley has been honored with multiple Emmy Awards, the Edward

R. Murrow Award for outstanding achievement, the Radio and Television News Directors Association’s Paul White Award for lifetime contribution to electronic journalism, the Gracie Allen Award for outstanding achievement by an individual from American Women in Radio and Television, and the first international Matrix Award from the Association for Women in Communication.

Pauley is recognized as a powerful advocate in the field of mental health. In her memoir, the New York Times’ bestseller “Skywriting: a Life Out of the Blue,” Pauley wrote candidly about being diagnosed with mental illness at the age of 50 after medical treatment for hives triggered a previously unrecognized vulnerability to bipolar depression.

“We are thrilled Jane Pauley is the 2007 recipient of the Walter Cronkite Award,”



PhotocourtesyofJanePauley

said Cronkite School Dean Christopher Callahan. “Ms. Pauley’s extraordinary career has touched millions of Americans over the years, and she has served as a wonderful role model to countless young women seeking careers in TV news.”



Photo by Tom Story

Walter Cronkite and Tom Brokaw share a laugh at the awards ceremony.

BROKAW FROM P. 40

Cronkite senior Megan Barilla said that she was impressed by what Brokaw said. “It was humbling to see how he used this platform to speak about our troops and not himself,” she said.

Jacquie Dorrance, a member of the ASU Foundation Board of Trustees, said that hearing Brokaw’s speech was “a powerful reminder for us all to move forward together on a common plane. It is up to us to nurture the legacy of the ‘Greatest Generation’ by loving our country and never stop giving back.”

At the Tempe campus earlier that day, Brokaw talked directly to journalism students. He warned them that while many broadcast students aspire to be anchors, it’s not as glamorous as it sounds.

“It isn’t about staying in fancy hotels in exotic countries,” he said. “I’m still carrying parasites from all my years of reporting in Africa.”

The best way to become a successful foreign correspondent, he said, is not to be choosy early in your career, he told students. “If you start at a lower level, you can make big mistakes there and learn from them before moving up.”

Brokaw started his own journalism career in 1962 at KTIV-TV in Sioux City, Iowa, 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 follow 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.

He said that while interviewing people like Nelson Mandela, Mikhail Gorbachev and, yes, “even Bruce Springsteen,” was fun, it paled in comparison to watching young American relief workers helping earthquake victims in Pakistan or listening to a young Mongolian tribesman describe his 20-mile horseback ride in freezing weather to cast a vote.

Journalism senior Ljubinka Slaveska said, “Listening to him bring us down to the level of just being human beings at the end of the day. That’s powerful stuff.”

At the awards luncheon, Brokaw drove home his point about how journalists are never bigger than the story by describing a visit to an exclusive restaurant with his wife, Meredith, when he was thinking of stepping down from the “NBC Nightly News” a few years ago.

“My wife asked me if I’d be able to get used to (doing without) some of the perks, like getting a good table at a restaurant or tickets to big sporting events,” he said. “I told her with typical anchorman hubris, ‘Surely people will remember me.’”

Just then, a waiter approached them. He leaned over and said, “We’re so excited you’re here tonight. This is a new restaurant and for a huge guest to come in here ... Mr. Koppel, we never miss ‘Nightline.’”

Brokaw’s wife turned to him with a smirk on her face and said, “Good luck, Mr. Koppel.”

First Schatt lecture focuses on future of newspapers



(From left to right) Assistant Dean Kristin Gilger moderates a panel discussion with James Crutchfield, Jennie Buckner and Tim McGuire at Gammage Auditorium.

Newspapers won't die, but they will have to change. So say the industry experts who were part of the inaugural Paul J. Schatt Memorial Lecture.

"This is a time of transition," said panelist Jim Crutchfield, former publisher of the Akron Beacon Journal who held the Edith Kinney Gaylord Visiting Professor in Journalism Ethics in the Cronkite School. "Newspapers are going to have to change ... how we publish and ... what we publish without going away from our core values."

The lecture series, made possible by a gift from Schatt's widow, Laura Schatt, and The Arizona Republic, features prominent journalists exploring topics that were important to Schatt, a former Arizona Republic editor and longtime faculty associate in the Cronkite School who died in 2005. The Cronkite School plans to hold the Schatt Lecture each spring.

The first lecture, "Newspapers Under Siege: Ethics on the Firing Line," tackled the question of how the newspaper industry can survive a period of rapid change while retaining the ethics and standards that define it.

Panelists included three prominent journalists: Crutchfield; Tim McGuire, former editor and senior vice president of the Minneapolis Star Tribune who holds the Frank Russell Chair in the Business of Journalism at the Cronkite School; and Jennie Buckner, a longtime newspaper industry leader who was editor

By Keridwen Cornelius

of The Charlotte Observer in Charlotte, N.C. The moderator was Kristin Gilger, assistant dean in the Cronkite School and former deputy managing editor at The Arizona Republic.

About 200 students, faculty, Republic staff and members of the community attended the lecture at Gammage auditorium.

Schatt's longtime friend Richard de Uriarte, an editorial writer at the Republic, opened the lecture with a spirited description of Paul Schatt's career. Schatt "had full confidence in young reporters," de Uriarte said. "This lecture series is just a continuation of a lifetime commitment to his twin passions: journalism and students."

Panelists said they believe newspapers will be around for many years to come, but, as McGuire put it: "Whether or not it will be in a 13- by-21-inch sheet delivered daily to customers' hands is a more complicated question."

McGuire said newspapers have not effectively put a dollar sign on their content. "We have to find where we add value," he said.

The strength of newspapers is the "feet on the street gathering content," he added. "Reporters can dig up stories that bloggers and citizen journalists can't. In an age when new headlines pop up on the Internet with every mouse click, reporters must delve deep and

PAUL SCHATT



Paul Schatt

Paul Schatt was a high school student when his Boy Scout troop took a journalism class at The Arizona Republic taught by Don Bolles, an investigative reporter who was later killed in a car bombing.

He never turned back.

Schatt got a job as a copy boy at The Republic and worked at the paper while getting his degree in political science and English at ASU. He graduated to reporting for the Republic, and over the next five decades served as city hall reporter, columnist, urban affairs editor, metro editor, magazine editor, associate editor, editorial page editor and opinions editor for the Southeast Valley community sections.

In 1975, Schatt agreed to teach a Reporting Public Affairs class at the Cronkite School — something he would continue doing for 30 years.

Schatt's students remember an instructor who delivered an intense and practical course that improved their writing while instilling in them a keen understanding of the inner workings of local and state governments. His students regularly traveled off campus to cover city, county and state governments and explore public records.

Students' only complaint about Schatt's class was the starting time — 7:40 a.m. twice a week.

Still, "I loved his class," Cronkite alumnae Sheryl Bottner, who took the class in 1994, wrote in an online guest book after Schatt's death. "He made me work; he improved my skills; he made me laugh ..."

Schatt died Nov. 18, 2005, three weeks after heart surgery. He was 60.

**"If we give up our ethics
... there will be no reason
to believe us and no
reason to buy us."**

— James Crutchfield

Former publisher, Akron Beacon Journal

deliver reliable information readers can't find elsewhere."

Buckner leveled with the audience: "I don't think newspapers will die. I certainly don't think journalism will die. But some newspapers have — and more will if we don't wake up and smell the coffee."

Buckner noted that newspapers have not been successful when they merely repurpose their content on the Web. She advocated playing to the strengths of both platforms.

"Let's differentiate the two and let newsprint do what newsprint does really well," while innovating and using young staffers to experiment with online capabilities, she said.

All the panelists agreed that no matter where technological advancements and shifting reader expectations lead journalism, ethics will be the polestar that guides the industry to success.

"If we give up our ethics, we'll be toast," said Crutchfield, director of Student Media at ASU. "There will be no reason to believe us and no reason to buy us."

In a time of cutbacks and caution, the newspapers that triumph will be those with daring, ambition and high standards, both

in terms of principles and excellence, the panelists said.

"The thing that will make newspapers ... succeed will be ambition from people who are living it," Buckner said. "Here we are tonight celebrating the life of somebody who had great visions for what journalism could be."

She said it's up to today's student journalists to determine if that vision will survive. "Students: It's your time," she said. "You get to invent the future."

Laura Schatt said she was pleased with the lecture — and the fact that so many students attended.

Her husband "inspired many students and fellow journalists with his keen sense of issues and ethics," she said. "The Paul J. Schatt Lecture Series will ensure that Paul's passion for the pursuit of truth and freedom of information will live on."

THE DONALD W. REYNOLDS FOUNDATION

The Donald W. Reynolds Foundation is a national philanthropic organization founded in 1954 by the late media entrepreneur for whom it is named.

Headquartered in Las Vegas, it is one of the largest private foundations in the United States.

Reynolds was the founder and principal owners of the Donrey Media Group, which he created in 1940 with the purchase of the Okmulgee (Okla.) Daily Times and the Southwest (Ark.) Times Record.

During his lifetime, Reynolds owned and operated more than 100 businesses, including newspapers, radio and television stations and outdoor advertising.

The foundation funds a variety of national programs that support aging and quality of life issues, cardiovascular research and journalism training. It also funds programs such as charitable food distribution, women's shelters and community centers at a regional level.

The foundation has invested heavily in journalism education programs across the country, creating the Donald W. Reynolds Journalism Institute at the University of Missouri School of Journalism, a Donald W. Reynolds Nieman Fellowship in Community Journalism at Harvard University, and the Donald W. Reynolds Center for Business Journalism at ASU.

The foundation also funds training for high school journalism advisers through a grant to the American Society of Newspaper Editors. Each summer, high school advisers are invited to a college campus for two weeks of intensive training and support. One of the three 2007 institutes took place at ASU.

For more information, go to www.dwreynolds.org.

Reynolds Center goal: improving business journalism



Andrew Leckey directs the Donald W. Reynolds National Center for Business Journalism at ASU.

Business journalism is the fast track for today's ambitious journalists, and the Cronkite School is helping to set the pace.

"Journalists who can not only write but handle numbers are twice as valuable to news organizations," said Andrew Leckey, director of the Donald W. Reynolds National Center for Business Journalism. "Our goal is to provide training to improve the quality of business journalism in America."

The Reynolds Center moved to the Cronkite School from the American Press Institute in Reston, Va., in July 2006. The three-year, \$3.5 million grant was the largest gift in the school's history.

According to Steve Anderson, president of the Las Vegas-based Donald W. Reynolds Foundation, an added incentive for moving to ASU, besides a quality school and committed administration, was the Cronkite School's new building. When the

By Kenny Quihuis

school moves to downtown Phoenix in fall 2008, the Reynolds Center will have plenty of room to expand its programs.

The center provides excellent resources and new ideas in business journalism. For example, in 2007 it initiated the Barlett & Steele Awards in Investigative Business Journalism, which carry the name of the prominent investigative team that has won two Pulitzer Prizes. First place will receive \$5,000 and the runner-up \$2,000.

The Reynolds Foundation, funded by the late media entrepreneur Donald W. Reynolds, launched the center in 2003 after surveys found that journalists needed specialized training in business reporting. At the time, scandals involving Enron and WorldCom attracted national attention and spotlighted the need for well-trained business reporters.



Photo by Tom Story

Former “NBC Nightly News” anchor Tom Brokaw and Fred W. Smith, chairman of the Donald W. Reynolds Foundation, visit during the Cronkite Luncheon in Phoenix.

Since then 6,000 journalists from across the country have taken the Reynolds Center’s free one-day workshops, online week-long seminars and one-hour tutorials. Anyone may sign up for the free tutorials at BusinessJournalism.org.

The center hosts free daylong workshops around the country for working journalists. Joan Concilio, who now heads the Internet operation for the York (Pa.) Daily Record, attended the first workshop back in Harrisburg, Pa., in November 2003. “They boiled down a lot of technical knowledge into understandable terms, then they helped all of us who attended find ways to tell stories about real people that those business issues affected,” she said.

In January 2007 the Reynolds Center added a weeklong Business Journalism Professor Seminar, which was held at the Cronkite School. Dennis Herrick, who teaches a media management class at the University of New Mexico, discovered that “definitions are used differently” by corporations, so a journalist must read financial material carefully. When journalists lack sufficient knowledge about a subject, they can “pass on misunderstanding.”

Len Barcoucky, a reporter for the Pittsburgh Post-Gazette and adjunct faculty member at the University of Pittsburgh, said he “loved the seminar” because it offered him “a hundred ideas for incorporating different kinds of assignments” into his business writing course. Barcoucky has rewritten his course description to emphasize that basic business writing skills can pay off, especially during personnel cutbacks.

Responding to numerous journalist requests, the center recently announced a second week-long seminar, “Strictly Financial,” to run concurrently with the Business Journalism Professors Seminar at ASU in January. It is designed to meet the demand for more in-depth training in the complex numbers that drive corporate America.



The Reynolds Center also sponsors research in areas related to business journalism and offers internships and scholarships for journalism students interested in business reporting.

A study about blogging, released in April and conducted by Cronkite School Knight Chair Stephen Doig, found that three-fourths of the country’s biggest newspapers blog about business-related topics. Although blogs deliver information more quickly, the journalists who write them said it takes time away from their regular reporting.

“Newspapers, reporters and businesses are grappling with the pros and cons of blogging,” Leckey said. “Our practical research was designed to see how widespread blogging on business topics actually is, what’s propelling it and how it affects the overall news process.”

In summer 2007, the center offered seven internships for students at major publications around the country. Annalyn Censky, a Cronkite School undergraduate, was one of the seven students selected for an internship, dividing her time between The Business Journal in Phoenix and the Reynolds Center.

“I’m very excited to learn from this internship experience,” said Censky, whose byline was prominent both in print and online throughout the summer.

Another new program will award eight scholarships of \$4,000 each to juniors or graduate students concentrating in business journalism. The awards begin in fall 2008.

Leckey has big plans for Reynolds Center at ASU

After interviewing Donald Trump one wintry day in Chicago, business journalist Andrew Leckey discovered that he and the tycoon had accidentally swapped overcoats. A very formal exchange of coats several hours later, Leckey said he “experienced an overwhelming desire to put a down payment on the Sears Tower.”

By mixing anecdotes with wit and passion, Leckey shows journalism students how writing about business can be both interesting and important. “Business is in everything,” he said. From a story about an injured football player in *The Wall Street Journal* to a video about iPod fads on CNBC, business affects people’s lives and livelihoods.

Leckey directs the Donald W. Reynolds National Center for Business Journalism, which moved to ASU in July 2006. The center operates as part of the Cronkite School.

Since the Reynolds Center’s founding in 2003, more than 6,000 journalists from 1,200 newsrooms nationwide have participated in its workshops, online seminars and self-guided online tutorials. These programs, held at publications and universities across the country, are open to journalists who want to improve their business and financial news coverage.

Leckey’s passion for business journalism encompasses both print and broadcast. He has authored or edited 10 financial books, writes a syndicated investment column and worked as a TV business reporter and anchor.

Leckey traces his interest in journalism to his childhood in Chicago, where he was an editor at his high school newspaper. He also wrote a sports column for the local suburban daily, which featured his first picture byline. He was smitten.

After receiving a master’s degree in print journalism from the University of Missouri School of Journalism in 1975, Leckey landed his first job, at *The Oregon Statesman* in Salem. He started as a general assignment reporter, but after two months he became the business editor when his predecessor resigned.

A series Leckey organized and co-wrote about the need to overhaul Oregon’s public utilities won top honors in the INGAA-Missouri National Business Journalism Awards. “I was still a pipsqueak, but I was very motivated to organize and get it going,” Leckey said of the project.

After a year in Oregon, he joined *The Phoenix Gazette* as statehouse reporter, with an emphasis on economic and social welfare issues. As a result of his writing, in 1975 he was selected as a Knight-Bagehot Fellow in Economics and Business Journalism at Columbia University. This prestigious fellowship provides a full scholarship and stipend for a year of graduate study.

After his fellowship, Leckey returned to Chicago as a business reporter and syndicated columnist for the *Chicago Sun-Times*. When he’d see people on the bus reading his column, he’d think, “Hey, that’s me. You’re reading me.”

Leckey moved to the *Chicago Tribune* five years later. He also was on television as a business reporter for WLS-TV, the ABC



As director of the Reynolds Center, Andrew Leckey plans to change business journalism one student at a time.

By Carley Partridge

station in Chicago, for a decade. After a yearlong fellowship at Columbia studying the Internet, he became a news anchor for CNBC for five years.

Leckey began teaching in 1999 at University of California-Berkeley’s Graduate School of Journalism, where he launched the Bloomberg Business Journalism Program. He also was series editor of the Random House annual anthology of “The Best Business Stories of the Year.”

Three years later, he moved to the East Coast as a visiting professor for a year at Boston University’s College of Communication, where he taught and structured its M.A. program in business journalism.

REYNOLDS CENTER STAFF



Jonathan Higuera



Melissa Weimer



Kanupriya Vashisht



Jacalyn Sponberg



Kevin Sweeney

The Reynolds Center headquarters staff that keeps its many programs running boasts three graduates of the Cronkite School: Deputy Director Jonathan Higuera (B.A., 1985); Program Manager Melissa Weimer (B.A., 1992); and Associate Web Editor Kanupriya Vashisht (M.A., 2006).

Higuera helps manage day-to-day operations, coordinates workshops at national conventions and makes key workshop presentations. A former business reporter for The Arizona Republic, Higuera also has reported for the Arizona Daily Star and the Tucson Citizen in Tucson, Ariz. While in Tucson, he completed a master's degree in Mexican-American studies at the University of Arizona.

Higuera is president of the Arizona Latino Media Association and former vice president for print of the National Association of Hispanic Journalists.

Weimer handles the extensive financial and budgetary aspects of an organization whose presenters, hosts and attendees are spread nationwide.

Vashisht writes and edits for BusinessJournalism.org and handles a variety of additional duties that include contests and workshop presentations.

Rounding out the staff are Web Managing Editor and Marketing Director Kevin Sweeney, who is in charge of BusinessJournalism.org, disseminating news of the center and presenting the image of the center nationwide, and Program Coordinator Jacalyn Sponberg, who handles national registrations and workshop materials.

In 2003 Leckey headed to the American Press Institute in Reston, Va., as the founding director of the Reynolds Center. A grant from the Donald W. Reynolds Foundation funded this ambitious effort to improve the quality of business journalism in the United States.

Leckey's passion and experience make him the best business journalism teacher in the country, according to Cronkite School Dean Christopher Callahan. While at the University of Maryland, Callahan provided interns for the Reynolds Center.

"He's truly the expert of experts," Callahan said. "To have someone of that stature is of great benefit to our students. There's not a beat you can think about without business or economics being behind it."

Leckey has big plans for the Reynolds Center at ASU. In January 2007 a dozen university educators came to Tempe as

fellows in its first Business Journalism Professors Seminar. A week of intensive training equipped the participants to set up a business journalism program at their own schools. An additional weeklong January seminar, Strictly Financials, is designed to allow working journalists to understand numbers.

Leckey also wants to take the message of the Reynolds Center on the road. "I personally would like to bring the center and ASU around the country," he said.

Leckey plans to change business journalism one student at a time. "I'm as excited about [business journalism] now as I was when I came out of school," he said. "I wish this information was available to me back then."

Leckey said young people are better equipped for business journalism than their elders. "They've grown up in a changing environment. The new

**"He's truly
the expert of experts."**

– Christopher Callahan
Dean, Cronkite School

generations are more into technology and have seen so many changes in their lives, whereas with the previous generations, change was much slower. I think that change is exciting."

Leckey is working with the Cronkite School leadership to develop a business journalism specialization at ASU.

Cronkite curriculum gets a facelift

Undergraduate and graduate curricula at the Cronkite School have undergone seismic shifts in the past year to better prepare the journalists and communications professionals of the 21st century through a blend of core journalism values and highly focused practical skills for the digital age. Here's a look at each new course of study:

The undergraduate program

New Cronkite journalism students now enroll in a revamped and rigorous curriculum that focuses heavily on the core values of traditional journalism and immerses students in the specialized, hands-on skills needed to succeed in today's digital media world.

"The old curriculum was like five different silos, where there was not a lot of base knowledge," said Dean Christopher Callahan. In fact, there were only a handful of core courses that all Cronkite students had to take. Under the new curriculum, students will now take 28 credits in common: four core values classes, four basic skills courses, a multimedia class and a required internship.

Students will take one seminar-style class each year, learning about the most important values of great journalism. Freshmen will start with Principles and History of Journalism. Callahan is teaching the first offering of this course with Assistant Dean Kristin Gilger and Assistant Professor Bill Silcock. Sophomores will experience a new class in journalism ethics and diversity while juniors will study media law, which has long been a required class.

Seniors will take another new class in the business and future of journalism. Callahan said this class will prepare students for the job market by showing them how media organizations work, how they're structured and where recent graduates fit in. "We're in an industry which is arguably in its most exciting phase ever, (but) in a real state of flux. Let's look at some of the issues and changes and

what impact they will have," he said.

Basic skills classes include a one-credit grammar class, beginning news reporting and writing, intermediate reporting and writing and print editing (for print and public relations students) or TV videography and editing (for broadcast students).

And a required introductory course in multimedia journalism will expose students to the fastest-growing area of news coverage.

After completing their basic skills courses, students can specialize in broadcast news, print journalism, multimedia journalism or public relations.

While required for all new students starting in fall 2007, the previous year's freshmen were given the option of studying under the new curriculum. Almost all of them opted for the new course of study. Said freshman Corey Long: "The new curriculum is current and applies to the journalism of today."

Finally, the required internship for credit will give students the real-world experience Callahan said they need to succeed. "When people ask, 'Do you have to do an internship here to do well?' I tell them 'Absolutely not. You need to do three. You need to do five. You need to have multiple experiences.'"

With Mike Wong as the school's first full-time director of career services, the Cronkite School is better prepared than ever before

By Stephanie Berger

Faculty Associate Tom Blodgett teaches a beginning news writing class.



Photo by Ryan A. Ruiz

to help students find internships and jobs. “What better way is there to supplement your classroom education than to actually be working in a newsroom, a firm, an agency or a studio?” Wong said.

The graduate program

A senior-level capstone option for undergraduates is the cornerstone of the new graduate curriculum. Under the new 15-month master’s professional program, graduate students spend their final semester in one of a series of full-immersion professional programs. They include:

- Cronkite NewsWatch, the three-times-a-week evening newscast that airs on cable TV across the Valley
- Cronkite News Service, the public affairs reporting program that provides stories for daily newspapers, TV stations and Web sites across the region
- The Knight Center for Digital Media Entrepreneurship, where students develop their own online news products
- And a new public relations experience that will start in August 2008

Graduate students enter the 36-credit, full-time program in the fall semester. They enroll in an eight-hour “boot camp” experience to learn the basic journalistic skills of news reporting, writing, production, multimedia storytelling and interviewing and take another course on media law.

In the spring semester, master’s students enroll in a six-credit symposium, “21st Century Media Organization and Entrepreneurship,” which will concentrate on the future of journalism, the future of media business organizations and entrepreneurship, digital media, online solutions to popular media problems and media innovation. Students also will enroll in an advanced skills course and a class focusing on advanced journalistic research methods such as computer-assisted reporting.

That semester leads students in the master’s class to the nine-credit full-immersion experience in their final semester, along with a seminar on journalism ethics, principles and diversity.

The school also is planning a flexible mid-career master’s program for experienced journalists and communication professionals.

“The 15-month professional master’s program is dramatically different in scope, focus and intensity from our old, largely part-time program that had few required core courses and few graduate-only classes,” Callahan said. “The intensive, full-immersion and forward-looking nature of our new program will make the Cronkite School’s master’s program competitive with the very best professional master’s programs nationally.”

Callahan credited the innovative program design to Professor Tim McGuire, the school’s Frank Russell Chair in the Business of Journalism, who led the graduate curriculum design team.

“Tim has an extraordinary perspective as a longtime top newspaper editor and a leading national voice on the future of journalism,” the dean said.

McGuire said that the committee believes it has developed a specialized graduate journalism curriculum unlike any other. “Immersion craft instruction, an innovative approach to teaching students how to navigate a dramatically different 21st-century media environment and practical experience in the Cronkite School’s numerous hands-on laboratory programs make this an exciting, groundbreaking graduate curriculum,” he said.

The process

McGuire was part of a highly collaborate process in the creation of both the graduate and undergraduate programs. For the undergraduate curriculum design, the dean established six teams to study different components of the journalism program: basic skills, advanced skills, values, standards, liberal arts studies and a journalism minor. The eight to 10 members on each team included full-time faculty, part-time faculty, journalism professionals, academic advisers and undergraduate students. Each team held open meetings to discuss the various issues and proposals before formulating a draft plan. The faculty unanimously approved the full plan in 2006.

The following year, the school went through a similar process for the graduate program. That team’s proposal was unanimously approved by the faculty in 2007, to take effect in August 2008.



Photo by Ryan A. Ruiz

Standards have been raised in skills classes.

The standards

Along with the new curricula come a series of new standards for Cronkite School students. Students in skills class now face among the most rigorous standards in the nation. In an effort to mirror the unbending deadlines and factual accuracy of the very best professional newsrooms, a factual error in a Cronkite School story or a missed deadline — even if just by one minute — now results in an automatic failing grade for that assignment.

“The goal of the Cronkite School is to produce great journalists and communication professionals,” Callahan said. “We want our classroom standards to reflect the standards of the nation’s best newsrooms.”

The school also is taking a much harsher approach in cases of academic integrity violations, including plagiarism and fabrication. Under a new Cronkite policy, any student found to have plagiarized, fabricated or otherwise violated the university’s academic integrity code will be expelled from the school.

“No excuses. No exceptions. Zero tolerance,” Callahan said. “There’s simply no place in journalism — and therefore in the Cronkite School of Journalism — for unethical behavior.”

Student radio station turns 25

Photo by Alicia Garcia

Erik Kieckhafer runs the board for the "Bottom of the 6th" sports show on The Blaze.

By Kelley Emenecker

Welcome to the program "Back to the Future: A History Lesson" on KASC The Blaze 1260 AM.

The host, Cronkite sophomore Ben Benya, focuses on a different aspect of rock 'n' roll history during each show. Today's theme, which Benya calls "The Almighty Ax," focuses on guitar riffs and solos from notable lead guitarists such as Eric Clapton, Eddie Van Halen and Jimi Hendrix.

Benya may not have realized it when he launched the program in January 2007, but "Back to the Future: A History Lesson," is more than apt in a year in which The Blaze celebrates its 25th anniversary.

Since 1982, ASU's student-run radio station has nurtured generations of radio broadcasters. The station, which turns 25 on Oct. 18, will celebrate with a concert series and tailgating events prior to home football games and a weekly radio show highlighting 25 years of broadcasting.

"We have students who now work for MTV, Disney, VH1 and ESPN," said Leah Miller Collins, who has been The Blaze's professional adviser since 2000. "One of our former sports directors is the voice of the Minnesota Timberwolves' radio broadcast, plus we have air talent and people doing promotions across the country."

Chris Potter, who graduated from the

Cronkite School in 1991, is now a creative director for ABC Radio Networks. Until The Blaze's launch, he said, "there was no outlet for freaks like us who loved radio more than television. KASR (the original call letters for The Blaze) was our training ground for radio, whether we knew it or not."

For many students, Potter said, The Blaze "was a great place to fulfill their deep-seated fantasy" of working in radio.

He remembers one Thanksgiving when he and another student kept the station going for 72 hours straight. "We were just college students who couldn't even give up the radio station for three days. We brought in sleeping bags. The Arizona Republic and four local television stations covered it. The first time we flipped the switch [to go on-air], we were dressed in tuxedos for the pictures."

The Blaze began as part of a Cronkite initiative to train students for careers in radio and to provide the campus with information, news and music. Frederic Leigh, now associate dean for student affairs in the Cronkite School, was hired in 1979 to develop the first college radio program in Arizona.

The first broadcast of what was then

KASR was on Oct. 18, 1982, and its signal was so weak that it reached a sum total of nine residence halls on campus.

Leigh said the station has come a long way since those days, although the signal still only reaches the Tempe campus. "The sound has improved dramatically and approaches a professional sound, especially the newscasts," he said.

That professional quality has netted Blaze students many awards, including dozens over the years in the Hearst Journalism Awards competition, which recognizes the best work in college journalism.

But it isn't only the thrill of doing news that has drawn students to the station.

"Some people worked there because they liked the music," said Paul Hornstein, a 1989 Cronkite alumnus and the first student station manager. "Unless you were the sports department; then you didn't like the music."

Cronkite senior Matt Shelton, a sports enthusiast, created "Devil's Dugout," a 30-minute show highlighting Sun Devil baseball. Shelton designed the broadcast for his senior capstone project. "I started my own ASU baseball show from scratch," he said. "I do the interviews, talk to the

BLAZE MILESTONES

1979 Student group proposes 3,000-watt FM station. Frequencies explored, but ultimately, none is secured in the Phoenix market.

1982 Faculty adviser Frederic Leigh develops the first college radio

station in Arizona – KASR Alternative 660 AM, which broadcasts for the first time Oct. 18 to nine campus residence halls.

1985 KASR broadcasts live Sun Devil home football games.

1986 KASR changes its frequency to 680 AM.

1987 Station launches "Guest DJ Week" tradition.

Paul Hornstein is appointed first student station manager.

managers and everything.”

Pitching program ideas, selecting content, conducting interviews and taking responsibility for a regular timeslot are all part of managing a radio station. John Koch, The Blaze’s production director and a Cronkite senior production student, said KASC operates just like any other station. “It’s good practice,” he said.

For many years, KASC has broadcast from a transmitter atop the Engineering Center. Since the station is not licensed, Federal Communications Commission policies allow it to broadcast on any unused frequency as long as it doesn’t interfere with a licensed station’s transmission and is heard just on campus.

As a result, The Blaze has had to update its call letters and broadcast frequency several times over the years. In 1986 the station’s frequency was moved to 680 AM because of interference with a Navajo station, and 10 years later, it moved to 1260 AM for the same reason. In 2000 the station’s call letters were changed to KASC because there was a licensed KASR station in Arkansas. At about that time, the students also adopted the name “The Blaze.”

Those who don’t live near campus can hear broadcasts online at www.theblaze1260.com.

When the Cronkite School moves to downtown Phoenix in fall 2008, The Blaze will stay put in the University Towers on the Tempe campus. News will be broadcast from a studio in the new journalism building to the University Towers studio through a satellite feed.

Even with these changes, the station will continue traditions like Guest DJ Week and Campus Crawl, said Miller Collins. Guest DJ Week features prominent alumni, university leaders and local celebrities serving as disc jockey. During the three-day Campus Crawl, local bands play on campus and The Blaze broadcasts the



Leah Miller Collins, adviser to The Blaze, with Carrie Shipp and Robin Wilson of the Gin Blossoms in 1989.



(From left) Associate Dean Frederic Leigh and adviser Leah Miller Collins with the 2001-02 student staff.



The “Poast Toasties” band plays at a Blaze event in 2005.

music live.

The Blaze has a long tradition of playing at least two songs from local bands every hour. As a result, the station has helped propel groups like Jimmy Eat World and the Gin Blossoms to national popularity.

“It is a testament to what this station means to the community when we can call a member of the Gin Blossoms or Jimmy Eat World to come by, and they react the same,” Miller Collins said. Their response?

“For the Blaze? Of course!”

STATION MANAGERS

1987 – 1988	Paul Hornstein
1988 – 1989	Mike Mesic
1989 – 1990	Leah Miller Collins
1990 – 1991	Christine Pointner
1991 – 1992	Pamela Aylesworth
1992 – 1993	Robert Gabriel
1993 – 1994	Mike Wolfberg
1994 – 1995	Brent Milner
1995 – 1996	Jennifer Bingman
1996 – 1997	Jake Buffington
1997 – 1998	Richard Hotchkiss Keane
1998 – 1999	Ben Overbaugh
1999 – 2000	Rachel Bingman
2000 – 2001	Jana Dobos
2001 – 2002	Steve Gonzalez
2002 – 2003	Nick Matzke
2003 – 2004	Michael Bauer
2004 – 2005	Jonathan Hutcheson
2005 – 2006	Tony Jackson
2006 – 2007	Justin Karp
2007 – 2008	Sam Eshelman



Ben Overbaugh, station manager, in 1998-99.

BLAZE MILESTONES

1993 Broadcasts expand to 24 hours a day.
1994 Broadcasts reach entire campus through AM transmitter.
1996 KASR moves again – this time from 680 AM to 1260 AM.
1999 Students adopt the name “The Blaze.”

1999 Station begins streaming online.
2000 Call letters are changed to KASC.
2006 Sun Devil soccer games are broadcast.
2007 The Blaze turns 25.

Students document changes on reservation



Photographer Deanna Dent makes a portrait of Kimi Serna, a tribal member and ASU student.

Photo by Ashley Lowery

Many of the students in the Cronkite School's Depth Reporting class had never set foot on the Gila River Indian Community reservation, except, perhaps, to visit a casino.

That changed dramatically last fall when students undertook a team reporting project that sought to document the economic transformation that has taken place on the reservation since the first casinos were built there 12 years ago.

Nine students, under the direction of Assistant Dean Kristin Gilger and faculty associate Judy Nichols, made numerous trips to the reservation, interviewed dozens of residents and took hundreds of pictures over the course of four months.

Their work was published over three days in June 2007 in the East Valley Tribune, and the entire project – 14 stories, five slide shows, two videos and an audio file of the Pima language — was published on the Tribune's Web site at www.eastvalleytribune.com/page/gilariver.

The instructors said they chose the project because it has been undercovered by the media and it would stretch students' reporting and photography skills.

"We knew it would be tough — both because of the distances involved and the cultural differences," Gilger said. "But we also knew that it would be a tremendously rewarding experience, and it was.

"Every time we encountered a difficulty or delays, Judy and I would tell the students, 'It's hard, but it's all going to turn out.'"

Nichols, director of communications at ASU's Sandra Day O'Connor College of Law, used to cover Native American issues for The Arizona Republic and brought a wealth of contacts and knowledge to the project.

To kick off the class, Nichols set up a panel that included experts on several tribes to speak to the class. One of them was the Gila River Indian Community's director of economic development, who

said she would be willing to help the students with story ideas and sources.

"We thought it'd be a great help in finding and interviewing the right people," Nichols said.

After students researched story ideas, they visited the Gila River Indian Community to become familiar with the community and find sources. They met with a judge at the courthouse and the manager of Gila River Farms.

The students were amazed at how vast the reservation is and how sparsely developed — no strip malls or Wal-Marts; only a lone gas station near Interstate 10.

Katie Ruark, who graduated from the Cronkite School in May, volunteered to write an overview for the package that describes how much the community has grown in money, power and influence — and why.

"Tribal members have a lot of pride in themselves for what they have achieved, and that will make them even more

By Laurie Woofert



Reporter Regina McCabe talks to tribal member Roland Stewart about traditional housing on the Gila River reservation.

successful,” she said.

In pictures and words, photographer Deanna Dent and writer Brent Ruffner told the story of Kimi Serna, a tribal member who lived in two worlds — the ASU campus, where she was a student, and on the reservation with her mother.

“Kimi really opened up and let us come to her house and talk with her and her family,” Ruffner said.

Photojournalist Ashley Lowery’s assignment to document a multi-generational household was vastly different from anything else she had tried.

“Most of the time I’m moving very fast and getting stories out on deadline,” she said. “But with this project, I have moved at a much slower pace and appreciate the work and the sources that much more.”

Lowery learned that on the reservation, she had to slow down to earn her subjects’ trust. “Outside, it’s just quick and easy; people want to be photographed,” she said. “There, it seems they really think about it first.”

Ljiljana Ciric spent many hours with Gila River artist Amil Pedro, who has benefited from one of the community’s programs to encourage members to become entrepreneurs. She watched as he created arrowheads out of heat-treated chert stone, admired his hand-painted gourds and even



Regina McCabe inspects a traditional sandwich mud house on the reservation.

learned to throw one of his hand-carved spears.

“Every time I went to the reservation was a reward for me,” Ciric said. “I met great people and never had a problem arranging an interview.”

Graduate student Regina McCabe wrote about housing on the reservation and the tribe’s decisions to run public services itself rather than relying on the federal government.

A member of the Navajo Nation, McCabe said she thought she knew a lot about Native Americans, but she learned much more — “not only about the setbacks but, most important, about the triumphs for them, and for me — a new self-awareness and hope.”



Deanna Dent photographs a worker on the Gila River Farms.



Ljiljana Ciric interviews artist Amil Pedro.

Photos by Ashley Lowery

Student work displayed at IRE

Journalists remember Don Bolles

The work of Cronkite School student journalists was front and center at the 2007 Investigative Reporters and Editors conference held in Phoenix.

A student project on the 30th anniversary of the murder of one of IRE's founding members, Don Bolles, was reprinted and distributed at the conference, which drew nearly 1,000 journalists from around the country. The students' work also was displayed in a series of posters on exhibit at the conference.

The work complemented the theme of the conference, "Remembering the Arizona Project," commemorating the 30th anniversary of the IRE's groundbreaking work in 1976, when journalists from all over the country came to Phoenix to finish the work that Bolles' had started.

Bolles, an investigative reporter for The Arizona Republic, was killed after a remote-controlled bomb exploded under his car in a downtown Phoenix parking lot. It is widely believed that he was killed in retaliation for his work exposing organized crime and political corruption.

The students, members of Assistant Dean Kristin Gilger's Depth Reporting class, spent a semester examining Bolles' legacy and that of the Arizona Project. They also polled IRE members for a story on the state of investigative reporting today.

The Arizona Republic published nearly 200 inches of the student project last summer on the 30th anniversary of Bolles' death.

The Cronkite School was a primary sponsor of the national convention.

Gilger moderated a panel on the Arizona Project and participated in a panel on teaching investigative journalism.

Knight Chair Steve Doig, a longtime IRE board member, taught two sessions on investigative reporting techniques, and TV News Director Mark Lodato served on a panel on how local television stations can pursue investigations.

In addition, Andrew Leckey, director of the Donald W. Reynolds National Center for Business Journalism, headquartered at the Cronkite School, moderated a panel on investigative business journalism. The Reynolds Center was also a sponsor of the conference.

More than two dozen Cronkite students attended, serving as volunteer workers and attending sessions.

"IRE is one of the most important journalism organizations in the United States, and its conference is arguably the best and most useful for working reporters and editors seeking to produce meaningful, in-depth journalism," said Cronkite School Dean Christopher Callahan. "We are honored to have helped sponsor this year's IRE conference in our hometown."

The students' entire Bolles project can be viewed at www.azcentral.com/specials/special01/.



Posters designed by Linda O'Neal



Class explores business of immigration

By Kenny Quihuis

A group of Cronkite graduate students has a lot more than grades to show for their work in one class this spring. They have an entire project that is reaching a national audience.

The students, who took a magazine writing class taught by Assistant Professor Carol Schwalbe, produced a package of stories and photos on the business of immigration.

The students wrote about the proposed federal guest worker program, policies that affect the labor force and consumer prices, the high rate of immigration self-employment and the financial pitfalls that face undocumented workers.

But most of all, they tried to put a human face on the hotly debated topic of the role immigration plays in the economy, writing stories about both legal and illegal immigrants and the economic decisions they make.

The students were aided by the Donald W. Reynolds National Center for Business Journalism, based at the Cronkite School.

Reynolds Center Director Andrew Leckey talked with the class about how to write a business story, and Deputy Director Jonathan Higuera helped the students find sources and gave them feedback.

"I enjoyed sharing my skills as a reporter and sending students out on their journey. I could see myself in them," Higuera said. "And we got some very good content for our Web site too."

The class also got advice and help from Arizona Republic reporter Daniel Gonzalez, who shared what he has learned about immigration, and Dawn McLaren, a research economist at ASU's JPMorgan Chase Economic Outlook Center, who stressed the importance of finding impartial sources and accurate numbers.

Several of the stories explored the lives of undocumented immigrants. Student Sally Filler described the "epic and amazing" tale of a modern Irish immigrant. Ciaran Ó Murchú entered the United States legally with a temporary visa, but, when it expired, he made a fateful decision to stay. Homelessness, hunger and even an earthquake tested his self-reliance.

Filler said Ciaran Ó Murchú's story is "parallel to that of my own Irish ancestors and one that has the potential to captivate the reader."

In his profile of a South American couple, Jake Geller described how the IRS allows undocumented workers to file tax returns while ignoring their illegal status.

Other stories focused on legal immigrants. Ashley Biggers showed how members of one Latino family rely on each other to launch and ensure the survival of their small businesses. They're among an emerging group of entrepreneurs who, in the face of increasing immigration regulation, have created their own brand of financial independence. "In terms of reporting," Biggers said, "my business story developed my ability to think creatively about where to find sources and how to cultivate them."

The students were especially excited to see their work on the Reynolds Center Web site. As student Kelly Emeneker put it: "This class has made me excited about writing and seeing my words in print."

Their stories are posted on the center's Web site at www.BusinessJournalism.org.



Photo by Ashley Biggers

Cosmetic store owner and immigrant Eva Rivas-Crus runs a thriving business.



Photo by Jonathan Higuera

The restaurant industry has strongly endorsed a federal guest-worker program.

Aaron Brown moves from CNN to the classroom



Aaron Brown, the former anchor of "NewsNight" on CNN, was the John J. Rhodes Chair in Public Policy and American Institutions at ASU.

Television viewers would hardly recognize the man who used to be suited and stern on "NewsNight with Aaron Brown." Clad in jeans and an untucked, buttoned-down oxford shirt with rolled-up sleeves, Brown seems to thrive in the classroom.

The former CNN lead anchor spent the spring 2007 semester teaching a new course, "Turning Points in Television News History," with Bill Silcock, an assistant professor at the Cronkite School. The course covered pivotal moments in the history of TV news – everything from Edward R. Murrow's earliest TV reports and the assassination of John F. Kennedy to the wars in Vietnam and Iraq.

Brown also delivered a major public lecture on the state of American journalism and keynoted the school's spring convocation ceremony.

Brown came to ASU as the 2007 John J. Rhodes Chair in Public Policy and American Institutions for the Barrett Honors College.

He was a logical choice for the chair, said Mark Jacobs, dean of the Barrett Honors College. "When we think of distinguished people to fill this chair, it's easy to see journalism and the role of journalism as absolutely central and critical to a democratic society."

Brown was anchor and managing editor of "NewsNight" on CNN from 2001 to November 2005. During his 30-year career, he

By Sally Filler

covered the Vietnam protests, Watergate, the beginning of the Iraq war and the Sept. 11, 2001, attacks. On the air a half hour after the first attack on the World Trade Center, Brown delivered his reports from a rooftop in lower Manhattan. His coverage earned him the coveted Edward R. Murrow Award.

Silcock said he was a little star-struck at first by his co-teacher. "The second time we met, we spoke for about three hours," Silcock said. "I spoke for 20 minutes, and he spoke for two hours and 40 minutes. He is living, breathing history."

Brown and Silcock chronologically explored key historical events that shaped broadcast news, using a combination of videos and lectures.

Ashley McNamee, a broadcast news senior, said Brown's first-person accounts of many of the events they studied made it easier for her to remember the class material. "You're walking away with more than just the history because it's someone else's experience," she said. "It gives you an idea of what it's going to be like when you're out there."

Brown commented on his ASU experience during two conversations this spring. The following are excerpts from those interviews.



Photo by Tom Story

On his teaching style

"I'm like the anti-parent. I tell students they can be anything. Their parents worry that they'll get hurt. My mother still worries about that too. I told one kid about the quote my mom gave The New York Times: 'I'm proud of him. I wish he'd get into something more stable.' I was 56.

"I've been reporting for 30 years. I just want students to believe anything is possible. If they doubt it, all they have to do is look at my life. With way less — less education and less privilege — somehow it worked out."

On the best and worst aspects of teaching

"I don't have much teaching experience, and that in some ways is the best and the worst. It's all new to me. There's a tremendous degree of inventing this as we go. Sometimes it seems to work terrifically well, but sometimes I look at the session afterward and think, 'I wish I'd done....'

"From a content point of view, it's an exercise in discovery. I'm trying to convey a sense of excitement about the medium and how history has shaped it. I just want my students to learn, which is what college ought to be. I love these kids. I find them interesting, smart and really good. I find them a credit to the university."

On his concerns about students

"They know — and they won't be shocked to read this — that I have great concerns about their writing. I think this has a lot to do with problems in pre-college education and some to do with the need that young people have to sound smarter in the way they write. They confuse compound illiterate sentences with sounding really smart. They think if you use simple, declarative, clear, concise sentences, you can't possibly be smart.

"Maybe someday I'd like to teach a writing class. I might take five or 10 kids and teach them the one thing about television writing I know, which is to make it sound the way you'd say it. It's

amazing how hard that little thing is for them."

On the best and the worst of journalism

"One example of the best was The Washington Post's exposé on the appalling treatment of wounded troops returning from Iraq who ended up at Walter Reed (Army Medical Center in Washington, D.C.). It's when they're just healing that the system forgets them. We send these kids to war, and they come home damaged. The government lies about the number of people who are actually injured and damaged, and we don't treat them very well.

"Now the worst aspect of journalism, in my humble opinion, is cable at its frightening worst — and the perfect example is the over-the-top, endless Anna Nicole Smith crap. But television is a democracy run by the remote control. That type of thing is on TV because people watch it, and I have the ratings to prove it.

"When journalists in broadcast or print deal with the issues that matter and the audience cares, that's the best of times. When television mostly — and newspapers more and more — deal with the least significant but fun stuff, it doesn't mean anything. It's just mind candy. That's what audiences want, and that's what news organizations deliver.

"When people ask me (and they ask me this all the time) 'Do you miss it?' I say, 'Anna Nicole Smith. There but for the grace of God...'. I just don't want to do that. I'm too old. I've worked too hard. I believe too much in my craft to spend any more time in my life doing stuff that I know ultimately I'd be embarrassed by."

On his future

"The only plan I have for next year is to not make a definite plan. I don't want to chase yesterday's sunrise."



Aaron Brown



Photo by Ryan A. Ruiz

Former publisher comes for a visit, stays

By Jake Geller

Former Akron Beacon Journal Publisher Jim Crutchfield came to ASU in January 2007 to teach a journalism ethics class, intending to stay one semester as the school's first Edith Gaylord Visiting Professor in Journalism Ethics.

But before the semester was out, he had signed on as the new director of Student Media and the Weil Family Professor of Journalism in the Cronkite School. He is now teaching and running the Student Media operation, which includes The State Press, the ASU Web Devil and SDTV-Channel 2.

It was Tim McGuire, the Frank Russell Chair in the Business of Journalism at the Cronkite School, who suggested bringing Crutchfield to ASU. Knight Ridder, the corporate owner of the Akron Beacon Journal, was being sold, and Crutchfield was stepping down as publisher.

At the same time, the Cronkite School was seeking the right person to fill the Gaylord professorship and teach a new course in journalism ethics and diversity.

"There was a really high-profile person out there, a guy with incredible integrity,"

McGuire said. "He's a powerful and important personality, but he has a quiet coolness about him that (I thought) would work well with students too."

Dean Christopher Callahan said Crutchfield is the most highly qualified student media director in the country. He has been a reporter, teacher, managing editor, editor, circulation sales director, general manager and publisher. He even did a stint as press secretary to Sen. Carl Levin, D-Mich.

A graduate of Duquesne University in Pittsburgh, Crutchfield started his career as a reporter for The Pittsburgh Press in 1968, not long after the race riots triggered by the assassination of Martin Luther King Jr. "That wasn't a coincidence," he said. "I was the first black reporter at that newspaper."

He went on to the Pittsburgh Post-Gazette as a reporter and then to reporting and editing positions at the Detroit Free Press, where he rose to deputy managing editor.

Over the next two decades, he moved around the country, serving as managing editor of the Akron Beacon Journal in Ohio, executive editor of the Press-Telegram in Long Beach, Calif., and director of single copy sales and distribution for The Philadelphia Inquirer and the Philadelphia Daily News.

He returned to Akron in 2000 as the Beacon Journal's general manager and was appointed president and publisher the following year, becoming one of the nation's only African-American publishers of a major metropolitan newspaper.

Crutchfield said he pursued journalism because he wanted to make a difference. "I wasn't terribly happy with what I saw in newspapers," he said. "I didn't see very much of myself or my neighborhood. I wanted to do a better job than I saw."

Crutchfield said his upbringing shaped his ethical values. His mother — "a good Baptist" — and the church taught him to "make the world a better place," he said.

Applying those values to journalism

would sometimes prove challenging, however. In 1996, when he was executive editor of the Press-Telegram, he was faced with a decision on whether to publish graphic pictures of a shooting victim in a special section documenting the human and financial toll of a fatal shooting.

The pictures and descriptions revealed the brutality of a single bullet, and Crutchfield worried that it would be too much for his readers — and their children. He decided to cover the section with a special wrapper that warned of its graphic nature and told readers why it was being published.

That year the Dart Award for Excellence in Reporting on Victims of Violence recognized the series as one “that best portrays victims and their experiences with accuracy, insight and sensitivity while illustrating the effects of violence on victims’ lives and the process of recovery from emotional trauma.”

Crutchfield said that making ethical decisions is hard. But the news industry needs leaders “who aren’t afraid to take a stand ... who can weigh the conflicting ethical values and not be afraid to stand up and say, ‘That’s the direction we’re going.’”

Crutchfield said he’s looking forward to continuing to teach in the Cronkite School as the Weil Family Professor of Journalism. The endowed position honors Louis “Chip” Weil, the former publisher of The Arizona Republic and chairman and chief executive officer of Central Newspapers Inc.

Crutchfield also hopes to transform Student Media at ASU into a laboratory for



Photo by Ryan A. Ruiz

Jim Crutchfield teaches ethics in spring 2007.

new ways of doing journalism. “This is a great transitional time in journalism, and I think that Student Media at Arizona State University is a good place to try to figure out how we can get this right for the 21st century,” he said.

When Crutchfield arrived at ASU, Ryan Kost was editor of the student newspaper. He said Crutchfield took the time to visit the newsroom and ask about the operation.

He “actually cared to learn more about us,” Kost said.

As Student Media director, Crutchfield “brings a new energy, a new perspective, a really comprehensive perspective into the organization as a whole,” Kost said.

THE WEIL PROFESSORSHIP

The Weil Family Professor of Journalism was established by Louis “Chip” Weil, former publisher of The Arizona Republic and chairman and chief executive officer of Central Newspapers Inc.

Weil and his wife, Daryl, created the endowed professorship at the Cronkite School to support “outstanding faculty who will impact the country’s future journalists.”

He retired in 2000 after a career that also included positions as publisher of Time magazine and The Detroit News.

Weil remains an active supporter of the



Louis “Chip” Weil
Former publisher of
The Arizona Republic

Cronkite School and was instrumental in recruiting former CNN anchor Aaron Brown to ASU to serve in spring 2007 as the John J. Rhodes Chair in Public Policy and American Institutions at the Barrett Honors College.

THE GAYLORD FOUNDATION



Edith Gaylord

The Ethics and Excellence in Journalism Foundation was founded in 1982 by Edith Kinney Gaylord, a pioneering newswoman who served as a Washington correspondent more than 60 years ago when the capital’s press corps was dominated by men.

Gaylord, the daughter of Daily Oklahoman Publisher E.K. Gaylord, had “a lifelong passion for covering the news,” Robert J. Ross, president and chief executive officer of the Ethics and Excellence in Journalism Foundation, has written. She wanted to support projects and research that promote excellence in journalism and encourage high ethical standards.

The foundation, based in Oklahoma City, has funded numerous programs, including: professional development opportunities for mid-career print journalists from developing countries; the Newsroom Leadership Conference, an annual conference for news directors that provides intensive training in ethical decision making; public forums on press, politics and public policy; the training of investigative journalists; and numerous projects at colleges and universities.

The Edith Kinney Gaylord Visiting Professorship in Journalism Ethics was established at the Cronkite School in 2007 through a grant from the foundation. It is the first visiting professorship to bear Edith Gaylord’s name.

From the Ethics and Excellence in Journalism Foundation, www.journalismfoundation.org.



Assistant Dean Kristin Gilger helps Summer Journalism Institute students plan their newspaper.

Gilger brings 'can do' attitude to Cronkite School

By Keridwen Cornelius

The first time I met Kristin Gilger, I was apprehensive. And then intrigued, and then impressed. This is, after all, a woman described as “tough when she needs to be” and “a strong presence.”

A woman who overcame a difficult upbringing to become a top editor at several newspapers, who set high standards and resolutely fought for her reporters and who once phoned in a story to her editor — *while she was in labor*.

Gilger stepped up to the newly created position of assistant dean for professional programs at the Cronkite School in late 2006 after nearly five years as director of ASU Student Media. She brings with her a wealth of experience as a journalist, along with a determination to help make the Cronkite School the best journalism school in the country.

“Kristin is a nationally recognized news leader who has been an enormous asset to the Cronkite School ... through her teaching and her work with Student Media,” said Dean Christopher Callahan.

“She’s very passionate about media, where the school’s going and all areas of her job — and there are a lot of them,” said Gilger’s spring 2007 graduate assistant, Nicole Romanoff.

For four months, until a new director of Student Media could be found, Gilger juggled her current and former positions, dashing back and forth between two offices.

Sitting in one office stacked with issues of *The State Press* and wearing a maroon turtleneck, Gilger looks ASU through and through. Her computer is dotted with so many icons it resembles a military map. She double-clicks on one and downloads a laundry list of her duties as assistant dean. These include supervising the school’s multiplying professional programs, such as Cronkite News Service and a multimedia reporting program at *The Arizona*

Republic. She also recruits and supports adjunct faculty members, coordinates print journalism internships and student contests and produces the magazine you hold in your hands.

Despite her hectic schedule, Gilger manages to find time for everyone who comes to her for assistance, fielding phone calls about broken video cameras and lost paperwork and dropping what she’s doing to listen to harried professors and befuddled students.

“She really gets things done,” said adjunct professor Christine Mason Elliott. “You can go to her with a problem and she’ll immediately help you find a solution.”

This can-do attitude and talent for tackling any task that comes her way has been a constant in Gilger’s award-winning career.

Throw a dart on a map, and chances are you’ll hit a place where Gilger has reported, edited or lectured. She launched her career as a farm reporter at the St. Cloud (Minn.) *Times*, despite knowing next to nothing about farming. She had done a stint with the Department of Agricultural Communications while in graduate school at the University of Nebraska, so the newspaper’s editor assumed she knew enough to write about cattle feed and dairy price supports, and she didn’t give them reason to doubt it.

“I said, ‘Sure, I can do it.’”

After three years at the paper, she and her husband, Gary, fled the frigid weather for South Carolina, where a total lack of experience didn’t stop her from getting hired as layout editor for the Charleston, S.C., newspaper’s feature section. “They asked me, ‘Can you do newspaper design?’ and I said ‘Oh, sure,’ and they said, ‘Come in tomorrow for a tryout.’ So I went out that night and



Assistant Dean Kristin Gilger (far right) moderates a panel discussion at the Paul J. Schatt Memorial Lecture.



Kristin Gilger

bought a book on newspaper design and went in the next day and designed pages for them," she said. She was hired.

In 1983 she joined The Times-Picayune in New Orleans. Over the next 10 years, she would be a bureau chief, assistant to the editor and suburban editor. She won the National Headliner Award for Public Service in Journalism for editing a controversial year-long project on race relations in New Orleans.

It was also here that, up against a deadline, she phoned in a story between contractions just hours before giving birth to her second child. Her only complaint? The reporter who took the dictation was so flustered he forgot to put her byline on it.

But everything that made the Big Easy an exhilarating place to be a journalist made it a less-than-ideal place to raise children. So she and her family set off for wholesome Salem, Ore., and a new job as managing editor of the Statesman Journal.

There she wrote one of the most defining and indelible stories of her career — a first-person piece about her own family that was part of a year-long series on alcoholism. For the story, she interviewed her mother, a recovering alcoholic, and three siblings about what it was like for them growing up in a household beset by alcoholism.

Her mother didn't speak to her for months, but the community response was "overwhelming," Gilger said. "It seemed to me that everyone I met had a similar story to tell, and in the end, it was good for my family too. They needed to talk about what had happened."

In 1999 she moved to The Arizona Republic, becoming deputy managing editor for news and overseeing a team of more than 100 reporters and editors.

"I think the production level of the staff increased a lot under her," said Mason Elliott, who worked with Gilger at the Republic.

"She set very high standards. She really tried to raise the bar in terms of what was worthy of page one, and when she felt those stories were worthy, she fought for them."

Three years later, Gilger got a call about an opening as director of ASU Student Media — a position that hadn't been up for grabs in 15 years.

"I always thought I'd like to go to a university," Gilger said, so she took the job.

Under her guidance, Student Media, made up of The State Press, the ASU Web Devil and a closed-circuit cable TV station, garnered national awards in the Hearst intercollegiate journalism competition, the Society for Professional Journalists' Mark of Excellence contest and the EPpy awards for Best College Newspaper Internet Service.

Gilger also stepped into the classroom, teaching depth reporting to advanced journalism students who have done major projects on the economic ties between Mexico and the United States, the 30th anniversary of the murder of Phoenix journalist Don Bolles, and, most recently, the economic transformation of the Gila River Indian Community.

She has also conducted journalism workshops on newspaper management all over the United States and as far away as Bangladesh.

Gilger said that the skills she learned as an editor transfer well to the classroom or the training room. "If you're a good editor in the newsroom, you're essentially a teacher," she said.

Gilger's decision to take on the role of assistant dean was propelled by "a chance to be a part of a school that's really taking off." She said the school laid a solid foundation years ago, producing scores of high-caliber journalists, "but we're stepping it up about 10 notches."

Ryan Kost, 2006-07 editor of The State Press, said Gilger has been "an inspiration and a help to so many people. So many people are grateful to have known her."

Mark Lodato invigorates NewsWatch



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

By Kelley Emeneker

In the basement studio of Stauffer Hall, another edition of Cronkite NewsWatch is about to begin. The lights go up, and the cameras come on. Anchors begin rehearsing their lines as the production team makes last-minute changes to the script.

It's three weeks into the spring semester, and already the students seem confident and prepared.

That's in large part thanks to Mark Lodato, who joined the Cronkite School in fall 2006 as news director for NewsWatch, the school's award-winning student newscast, which airs three times each week across much of the Valley via Cox Communications cable.

It's Lodato's job to turn students from insecure novices into confident TV journalists. He does it during newscasts by whispering suggestions about tightening the focus of the camera on the anchor or improving the way the script is read.

After each show, he dissects the students' performances, telling them when they did something wrong, but always finding something to praise.

Lindsey Gay, a graduate student and associate producer of NewsWatch in spring 2007, said she admires what Lodato is able to accomplish.

"He's got 25 people going, 'Mark, Mark, Mark,' all day, and he manages it well," she said. "He's one of you, a co-worker, but still maintains the division between professor and friend. He rolls up his sleeves and helps you. If we don't have enough volunteers, he's there running a camera."

Many of the advanced undergraduate broadcast students and

graduate students who take NewsWatch view the experience as more like a job than a class.

Lodato "doesn't treat you like a student, but like a co-worker," said senior Brandon Wong. "He's pretty strict with us and keeps us in line," yet he "knows how to have fun."

Jim Dove, senior broadcast engineer for the Cronkite School, who has been with NewsWatch since its founding in 1984, said Lodato "has made the NewsWatch experience much more like a job. He has people busy."

For another evaluation of the program, Lodato turns to his wife, Valery, who was an executive producer at KPHO-TV Channel 5 in Phoenix when he also worked there. He tapes the NewsWatch show and watches it with her at home.

"I get some interesting feedback ... from the writing and graphic look to the student performances," he said.

Lodato met Valery while he was reporting at WINK-TV in Fort Myers, Fla. "It's funny because people would drive by your news van and wink at you [because of the name]," he said with a laugh.

Lodato also laughs when he talks about interacting with his students.

He laughs when making jokes about why he moved to the Valley the first time — "because Phoenix was not Fort Myers."

And he laughs when describing how he plays Batman to his 5-year-old son's Penguin. "Tyler has a vivid imagination, so we often pretend we're superheroes," Lodato said. "Sometimes we even

Photos by Ryan A. Ruiz



Lodato (center) jokes with Cronkite NewsWatch students before a live broadcast.



Lodato (right) helps Cronkite NewsWatch director Noelle Paul prepare for a show.

think we've discovered dinosaur bones and start excavating."

Lodato doesn't know where he got his sense of humor, but he does know where he got interested in journalism — at Menlo-Atherton High School in Menlo Park, Calif.

"They had a 100-watt radio station," he said. "I literally walked in the door one day thinking, 'This could be kind of cool.'"

There was only one job at the station — disc jockey — because no one was interested in news and sports. "I found being a DJ horrendously frightening because I didn't exactly know what to do when the song would stop," Lodato said.

So he and a classmate went out and sold ads for the station. With the money they raised, they bought equipment to broadcast school basketball games. He was hooked.

When it came time for college, Lodato looked for a school with a strong broadcast news program and chose the University of Missouri, where he worked on the student newscast.

After graduation, he went to work as a general assignment reporter at WINK in Fort Myers. Three years later, he joined KNXV-TV Channel 15, the ABC affiliate in Phoenix. He left the Valley in 1997 to report and anchor for WUSA-TV in Washington, D.C.

By 2000 Lodato had joined the faculty of the Philip Merrill College of Journalism at the University of Maryland, where he designed and directed an award-winning student newscast. There he worked closely



Lodato's second home is in Stauffer Hall's Studio C.

with Christopher Callahan, the Cronkite School dean who was the associate dean at Maryland.

Three years later, Lodato returned to Phoenix to report for KPHO.

During his first stint in Phoenix, Lodato taught broadcast news reporting at the Cronkite School. "[The Cronkite School] is where I got my teaching start as an adjunct," he said. "It kind of gave me the bug — the teaching bug as opposed to the on-the-air bug"

Lodato said he tries to strike a balance as a teacher and journalist. "I'm trying to put out a quality product every night we

do a newscast, but at the same time, it's also important for students to do their own work. It's also important sometimes for students to fail and to learn from that."

Senior Molly O'Brien, a NewsWatch reporter and anchor, said she imagines it must be frustrating for Lodato to "come from having perfection in the field to working with students who have never done this before."

But Lodato doesn't see it that way.

"We're sending students out to cover real news stories every day," he said. "I can teach them along the way how to make their stories better."

Sue Green: A teacher with a mission

Photo by Ryan A. Ruiz



Sue Green operates the broadcast division of Cronkite News Service from the University Center at ASU's downtown Phoenix campus.

Sue Green is a woman on a mission. As founding director of the broadcast side of the Cronkite News Service and executive producer of Cronkite NewsWatch, Green is training her students in “the craft of telling unforgettable stories.”

Storytelling is often lost in the technical bustle of producing newscasts, she said. She wants her students to handle narrative as skillfully as they shoot with a camera and edit video.

In her office at the ASU downtown Phoenix campus, Green appears relaxed, even though her phone rings incessantly with students asking for help and TV stations requesting satellite feeds. She greets everyone with a congenial, “Hey you!”

Cronkite News Service has already earned a reputation in Arizona for producing important stories about policy issues. The students’ stories are sent out to television stations around the state as live satellite feeds twice a week and appear on NewsWatch, the Cronkite School’s award-winning student newscast, three times a week.

Cronkite School Dean Christopher Callahan said he couldn’t believe how quickly Green got a success broadcast operation up and running. “The students at CNS have performed spectacularly, producing content on a regular basis that’s now being picked up by major TV stations across the state,” he said.

Before joining the Cronkite School in 2006, Green was the managing editor of KNXV-TV Channel 15 in Phoenix. She planned stories, assigned crews and managed the news desk, photographers and reporters.

During her 21-year career, she also held positions at television stations in Washington, D.C., Los Angeles and New York City. She

By Debjani Chakravarty

was executive producer at both WABC-TV in New York and WUSA-TV in Washington, D.C.

The winner of many professional awards and honors, Green’s hire gave CNS “instant credibility,” Callahan said.

Green said she got her first taste of broadcast news at age 10, when she hosted a weekly newscast at her experimental school in Victorville, Calif. She loved telling everyone what went on in school that week.

As a child, she lived in Virginia, Illinois and California, as well as Germany, Turkey and Spain. Her father, who was in the U.S. Air Force, “didn’t have enough stripes to be eligible for base housing, so I lived with my mother and brother and sisters in civilian neighborhoods, picking up new lifestyles, learning new languages,” she said.

That helped make her a better journalist.

“You can adapt to change fast, you can fit in instantly and you know that there are many sides to one story, many viewpoints, many cultures,” she said. “I couldn’t have asked for a better childhood.”

Green came to ASU in the early 1980s, still intent on being a broadcast journalist. At first, she thought she might want to do photography, but carrying all that heavy equipment discouraged her.

“I remember covering a courthouse trial as an intern, and my photographer said, ‘So you want to do this? Why don’t you carry



Green (center) checks on student broadcasters Elias Johnson (left) and Sade Malloy before taping a segment.

this up the stairs to the courtroom?’ And I almost couldn’t do it. I thought then that perhaps photography wasn’t quite the thing.”

Green said she learned to report during “an era of typewriters and gigantic computers with punch cards and DOS (Disk Operating System). Research meant sweating it out in the library with ‘physical’ books. With all the sophisticated facilities available to students in the school today, they have it easier than we did.”

She insists that her students learn about old technology, such as tape-to-tape editing and manual corrections on copy sheets. “I always tell my students not to put old school down,” she said. “Old school will sometimes come back and carry your butt through. It’s the basis of everything we do now.”

After graduating in 1985, Green sent her tapes to every major station in the country. Rejected time and again, she retained her part-time job as a graphic artist at KPNX-TV Channel 12 in Phoenix.

She remembers the day her news director told her, “You can’t make it as a reporter because you’re too fat.”

Green was indignant, but the news director told her that he had a plan: He wanted her to join a training program for future producers. After talking with her father, Green decided to join the training

program and try her hand at producing. She loved it.

Her career as a producer has brought her recognition and a deep sense of satisfaction, she said. “That’s why I tell my students to have a hard shell. In this business you can’t take things personally.”

Her students appreciate Green’s range and depth of experience. “It’s amazing to work with someone who has such extensive knowledge of so many markets,” said Brandon Wong, a senior with NewsWatch.

When her students are asked to describe Green, they come up with words like “passionate,” “taskmaster,” “bulldog” and “tough.” They said that under her direction they do better work than they ever thought they could.

Mark Lodato, the Cronkite School’s news director, said he couldn’t ask for a better colleague. “It’s great working with her because her zeal is infectious and her knowledge of broadcast impeccable,” he said.

Coming to ASU seemed like a natural transition, Green said. Many of the skills she learned as a producer at major television stations are the same skills she needs at CNS, she said.

One of them is teaching reporters how to write well — and write with compassion.

She knew she was getting close last



Green teaches her students to tell stories, not just manage technology.

semester when two of her students turned in stories that demonstrated they “understood the value of weaving human emotions into a story. I’ve been trying to tell them how important it is for a story to be compelling and well told. I think they finally got the point.”

Steve Elliott: Leading by example

**Former AP bureau chief
launches Cronkite News Service
for print students**

By Debjani Chakravarty

Steve Elliott doesn't just teach journalism. He practices it every day, along with the students who sign onto the intense experience that is Cronkite News Service.

Elliott leads the print side of Cronkite News Service, which began operating in spring 2007 at ASU's downtown campus. A 19-year veteran of The Associated Press, Elliott has served as bureau chief in Phoenix and director of internal communications in New York City, among other positions.

Decision-making, mentoring and running a news operation were a big part of his job at AP, so he said it was a "natural progression" for him to take charge of the Cronkite News Service as Professor Elliott.

The news service has already carved a niche for itself in Arizona with its reporting on public policy issues. Hundreds of the students' stories have appeared in dozens of newspapers and Web sites around the state, providing students with valuable clips and drawing praise from short-staffed editors who appreciate the extra coverage.

Getting the news service up and running in one semester was very much "like starting an entrepreneurial venture," Elliott said.

As the founding director of the print bureau, Elliott feels a deep sense of ownership in CNS and pride in his students. "Sense of ownership? Yes, to a fault," Elliott said as he displayed a thick bunch of clippings of CNS stories.

Student reporter Leah Duran said Elliott commands enormous respect among CNS students. "Had it not been for Professor Elliott, I wouldn't have done this," she said.

Student reporter Dennis Mitchell said he was drawn to the news service because he knew he could learn a lot from an experienced journalist like Elliott, and he hasn't been disappointed. In many ways, Elliott is their chief: He holds story conferences to be sure students are prepared for their assignments; he coaches and cajoles; and he demands excellence.

He also imparts pride and enthusiasm about what it means to be a journalist. "It's the best career one can have," Elliott tells



Cronkite News Service print director Steve Elliott works out of the University Center at ASU's downtown Phoenix campus.

his students. "You come in every day and do something different, something important. And you help your community in the process."

Elliott traces his interest in journalism to junior high, when he delivered newspapers in Phoenix, his hometown. Some families back then must have wondered what delayed the arrival of their Phoenix Gazette, the now-defunct afternoon partner of The Arizona Republic: Elliott had to read the front page before he let his customers in on the news.

Two of those news events remain etched in his memory: the deaths of two popes in close succession, leading to John Paul II's appointment in 1978, and the dramatic front page image of a jetliner going down in flames over San Diego that same year.

While in college, Elliott interned for the paper he used to deliver. At the Gazette, he was thrilled to work in the same building as Don Bolles, The Arizona Republic investigative reporter who was murdered for exposing organized crime in Arizona. To young Elliott, Bolles was a hero.

Elliott majored in journalism and religious studies at the University of Arizona. During his senior year, he took a semester off to work full time for The Associated Press in Honolulu.

It was 1987. Ferdinand Marcos, the exiled president of the Philippines, was living there, and Elliott and other reporters camped outside the house where Marcos was staying, hoping



(Second from left) Elliott joins Cronkite News Service student Brian Indrelunas and other CNS students for an interview with Donald Butler, director of the Arizona Department of Agriculture.

to get an interview. Rumors were circulating that Marcos had orchestrated a coup attempt in the Philippines and planned to return.

When Elliott interviewed Marcos on the second night of the media stakeout, his tape recorder failed. Nevertheless, he had taken enough notes to write a story that ran in many newspapers. A photograph he shot wound up on the front page of *The New York Times*.

After graduating in 1987, Elliott spent time as a reporter, sports writer and broadcast editor in Honolulu. He went on to hold local, state and national positions at AP, including editor and supervisor on the national desk (New York), news editor (Milwaukee), assistant bureau chief (San Francisco), news editor and bureau chief (Phoenix), deputy director of newspaper markets (New York) and director of internal communications (New York).

One of the most memorable moments in his career took place in 1988 when he traveled for the AP to Bikini Atoll in the Marshall Islands, where the United States had conducted nuclear tests from 1946 through the 1970s.

Elliott took a boat to the spot where a hydrogen bomb had exploded in 1954. He also spoke to people forgotten by history — Bikini islanders who had been evacuated from the atoll with the promise they could return someday.

Although that day still hasn't come, Bikini's leaders, U.S. officials and scientists did get together to discuss plans to make the atoll habitable.

The experience confirmed for Elliott that an AP career was an amazing way to see places that few others would ever have a chance to visit and to tell incredible stories about them.

In 1996 Elliott helped edit and supervise AP coverage of the Summer Olympics in Atlanta. One uneventful Friday night, he began getting phone calls from staff members and editors who had heard what sounded like an explosion in Centennial Olympic Park.

"Within five minutes a quiet, peaceful news center suddenly began to resemble the trading floor of the New York Stock Exchange," Elliott recalled.

As it became clear that a bomb had exploded and people were hurt, Elliott supervised the breaking story. Reporters shouted facts at him, and he dictated the story to an editor in New York.

"That night really crystallized what I loved about journalism and about being an editor dealing with real-time journalism," he said. "I realized once again the importance of being able to decide what to report and what not to, working against a deadline."

Some of Elliott's focus these days has shifted to home, where he and his wife, Christine Mason Elliott, care for their young son, Adam.

Mason Elliott was the page one editor of *The Arizona Republic* when she met Elliott in 2000. They married two years later. When Elliott moved to AP's New York office in 2003, she joined *The (Newark) Star-Ledger* as a wire editor.

In September 2006, when Adam was 6 weeks old, they returned to Arizona for Elliott's new job at the Cronkite School.

"Suddenly the baby became the center of my universe, causing a huge perspective shift," Elliott said.

It was time to come home.

New professor brings online expertise to Cronkite School

By Ashley McCausland Biggers



Like many doctoral students and future professors, Serena Carpenter owns shelves full of books.



Serena Carpenter

For Carpenter, though, the list of favorite Web sites from her Internet browser better reflects her passion. That list includes links to mainstream news Web sites in Michigan and to nontraditional news sites published by

private citizens, which are the subject of her dissertation.

Carpenter earned her Ph.D. in media and information studies at Michigan State University in May. Beginning in the fall, she began teaching online media, a new requirement for Cronkite School undergraduate students.

She also plans to continue her research in digital media at ASU.

Assistant Professor Xu Wu, a member of the search committee that recommended Carpenter, said she has a “radiant personality, top-notch research portfolio and impressive teaching skills. Possessing one category of these is not easy. Serena has them all.”

Associate Professor Joseph Russomanno said Carpenter brings something else to the school: experience in broadcast news. “Blending her expertise in both of these areas will benefit her and her students,”

he said.

Carpenter began gaining that experience in 1996 as a news intern at KDLT-TV in Sioux Falls, S.D., while earning her undergraduate degree in communication studies at South Dakota State University.

After graduation, she worked as a reporter for two years at KSFY-TV in Sioux Falls. She then earned her master’s degree at the University of Nebraska while reporting and producing stories for “Market Journal,” a Nebraska public television show.

Teaching was a natural progression for Carpenter. She said she envisioned herself in the classroom after one of her undergraduate professors suggested she had the talent for it. For the past three years at Michigan State, she taught everything from print journalism and public affairs reporting to video editing and, of course, online media.

The flexibility of the nonlinear digital editing process for broadcast inspired Carpenter to pursue online media. “I have so much more control over how the story is told.”

She helped to create the online media course for undergraduate and graduate students at Michigan State. “I stress continually that beyond the ‘wow factor,’ technology should be used to tell a better story,” she said.

Although Carpenter has never lived south of Interstate 80, she, her husband, Scott, and their three cats are looking

“Anyone can shovel content up on a Web page. It’s how the story is told that makes a difference.”

– Serena Carpenter

Assistant Professor, Cronkite School

forward to making Arizona home.

And she’s already planned how she — and her students — will bolster the Cronkite School’s reputation as a cutting-edge program in online journalism. “It’s not just skills students need,” she said. “Anyone can shovel content up on a Web page. It’s how the story is told that makes a difference.

“The journalist’s role in society is changing, and the younger people are helping define what that role is. They have the ability to be the leading people in the newsroom.”

Carpenter believes that broadcast news has the greatest ability to connect viewers to the human emotion of events. “There’s nothing like a visual to tell a story,” she said. “When you can see into someone’s eyes, you can really connect with the emotion of the story.”

New staff bolsters school

By Sally Filler and Emilia Arnold

Cecilia Contreras

Longtime ASU employee Cecilia Contreras joined the Cronkite School as business manager after holding a similar position in the College of Fine Arts. She previously worked in the College of Public Programs' development office, which coordinated the annual Cronkite Luncheon until the school became independent in 2005.

As business manager, Contreras pays bills, handles reimbursements for employee travel and buys office supplies, equipment and furniture. She also makes sure student employees get paid. But her big job each fall is the Cronkite Luncheon, the school's major fundraiser.

"I've always been amazed by the luncheon," Contreras said. "It starts with a zero balance, and then all the funding comes in. There's even money left over for scholarships and other things."

Contreras moved to the Valley from California in 1996. She earned a bachelor's degree in management from the University of Phoenix in 2000.

Contreras was hired when the school's former business manager, Patrick Hays, became director of fiscal and business services. Hays described Contreras as friendly, responsible and knowledgeable about the workings of ASU. Contreras, he said, "melded right in perfectly."

Kelli Kennedy

Kelli Kennedy prefers working behind the scenes.

"I like setting everything up, coordinating everything, making people look good," said the Cronkite School's first events coordinator.

The position was created to handle the growing number of major events the school hosts each year. Kennedy helps coordinate the annual Cronkite Luncheon, the annual Paul J. Schatt Memorial Lecture, the school's convocation ceremonies and the annual student awards banquet as well as dozens of other smaller events ranging from guest speakers to monthly meetings for Dean Christopher Callahan to meet and talk with students. She also works with the Cronkite Alumni Chapter.

Kennedy came to the Cronkite School from the ASU Foundation, where she worked on university outreach and engagement programs.

Kennedy earned her master's degree in public relations and her bachelor's degree in communications from Rowan University in Glassboro, N.J.

She grew up near the Jersey shore and still misses the ocean. "My father lives in Los Angeles, so I go to the beaches out there sometimes," she said. "It isn't the same as the Jersey shore, though."



Cecilia Contreras



Kelli Kennedy

Millie Christensen, assistant to the dean, said Kennedy has made a huge difference to the school. "We could probably all get T-shirts that say, 'We love Kelli,'" she said.

Mark Hiralez

Technical support analyst Mark Hiralez keeps the computers humming in the Cronkite School's labs and more than 50 faculty and staff offices.

"Our work never really ends," he said. "There's always more stuff to do."

That was precisely the reason that Hiralez' position was created, according to Sasan Pouretezadi, the Cronkite School's director of computer services, who for years had taken care of all the school's computer needs by himself.

Hiralez came to the Cronkite School in November 2006 from ASU Summer Sessions Study Abroad, where he also worked in information technology. Before that, he was a member of the IT team for ASU Residential Life.

Hiralez now commands the IT help desk at the Cronkite School. Assisted by two student workers, Hiralez responds to the frantic calls and e-mails from faculty and staff who can't get their computers to do what they want them to do.

"Even if you e-mail him at 9 p.m. with a problem, he responds right away with a solution," Assistant Professor Carol Schwalbe said.

Hiralez acquired his formal IT training at Scottsdale Community College and added to that with lots of on-the-job experience. He worked for the Creighton Elementary School District in Phoenix for 20 years before coming to ASU.

Pouretezadi said, "The reason we hired Mark had to do with his experience as well as his communication skills," he said. "Many times with IT personnel, you have one or the other, but trying to find someone who has both is important. Mark has both."

Sara Lyness

The newest member of the advising team joined the Cronkite School in May 2006.

Sara Lyness is one of four academic advisers who are responsible for guiding nearly 1,600 undergraduate students, making sure that they enroll in the correct classes and graduate on time.

Lyness came to the Cronkite School from the at ASU's College of Public Programs, where she was student services coordinator.

She received her bachelor's degree in Spanish from the University of Northern Iowa in 2001 and a master's degree in post-secondary education from the University of Northern Iowa in 2003. She moved to Phoenix and worked as a senior student



Mark Hiralez



Sara Lyness

THE STAFF

representative at Axia College, a division of the Apollo Group, which specializes in online education, before coming to ASU.

"I was in a job before where I didn't meet with as many students, and that was my reason to change," Lyness said. "I love helping people."

Lyness said she tries to be sure students know what their options are.

"If a student is asking whether or not to drop a class due to personal reasons, I will do my best to recommend options," she said. "Then I'll make sure I have covered all of their options by following up with our associate dean."

Senior Associate Dean Marianne Barrett, who supervises the advising staff, said, "Sara has been a wonderful addition to the Cronkite School's advising team, and I have appreciated the insight she has provided as the school looks to enhance its already top-notch academic services."

Lyness is the secretary of the ASU Council of Academic Advisers, a group of academic advisers on campus.

In her free time, she runs in road races and marathons. In 2006 she completed her first triathlon to raise money for the Leukemia and Lymphoma Society. She swam 1,000 meters in Tempe Town Lake,

biked 28 miles and ran 6.55 miles in just 3.5 hours.

Brian Snyder

Cronkite alumnus Brian Snyder returned to his alma mater in January as the production specialist for the Cronkite School.

He supports technology for Cronkite NewsWatch, the school's award-winning student newscast, and helps students edit their stories for broadcast. He also assists students in Intermediate Reporting and Writing, Television Reporting and Videography with Final Cut Pro, the nonlinear editing system developed by Apple Inc.

"Brian brings tremendous expertise to the Cronkite School," said Associate Professor Craig Allen, who works regularly with Snyder. "He's been especially important in our conversion to advanced video technology."

Snyder graduated from the Cronkite School in 1999 with a degree in broadcast journalism. His first job was as sports anchor at KLST-TV in San Angelo, Texas. Homesick after more than two years away, he and his wife moved back to the Valley in 2001.

But he had always wanted to teach,

so he took a job at Millennium High School in Goodyear, where he ran the student paper and taught journalism and English. From there he went to Dysart High School in the El Mirage and Surprise area, where he was in charge of TV production, the yearbook and student newspaper.

While he loved his years in high school journalism, Snyder said he knew that he wanted to return to the Cronkite School someday. He heard about the NewsWatch position through his contacts at the school.

"I've been lucky in my career, just staying in contact with people," he said. "I can't tell students that enough — just keep in contact with people. You never know what will happen down the road."

When he's not at the Cronkite School, Snyder works as a senior producer for Mighty One Productions, a Phoenix video production company, and with the Arizona Diamondbacks as a scoreboard operator.



Brian Snyder

DEPARTURES

Bruce Merrill

Bruce Merrill retired in May from the Cronkite School after 35 years at ASU.

But Merrill will continue to conduct the nationally recognized Cronkite/Eight Poll, which he created in 1990.

Merrill joined the ASU political science faculty in 1971, but his expertise as a researcher in political behavior and political media communications brought him to the Cronkite School in 1988. He founded the monthly statewide poll with KAET, the ASU-operated public television station, that surveys Arizona voters on a wide range of political and social issues.

In addition to conducting the poll, Merrill taught the Cronkite School's graduate research methods class and Applied Media Research, Political Communication and American Political Film, a course he created and developed.

Senior Associate Dean Marianne Barrett

described Merrill as "passionate about his teaching and dedicated to his students. He mentored thousands of students during his time at ASU and continues to do so as an emeritus faculty member."

Candice Anderson

After six years at the Cronkite School, Candice Anderson left to open a day care center for the elderly in Chandler.

Anderson, an office specialist senior, worked closely with Associate Dean Frederic Leigh in enrollment management and scholarships.

In announcing her departure, Cronkite School Dean Christopher Callahan said that Anderson not only performed "a wide array of duties for faculty, staff and students with great skill but helped to create a wonderfully positive atmosphere in our main office and throughout the school."

Karen Shannon

After 10 years of service, Karen Shannon recently retired from ASU.

Shannon worked for two Cronkite School directors, two acting directors and a dean during her tenure.

She was hired to work in the front office and "grew into an intricate part of the school," said Callahan in announcing her departure. "She was our ambassador — Karen truly had a smile in her voice."

Shannon remains in the Phoenix area, spending time with her family and doing some traveling.

Cronkite veterans receive promotions

Marianne Barrett

Marianne Barrett, who has been an associate dean in the Cronkite School since 2005, was promoted to senior associate dean and given new leadership responsibilities. She oversees academic operations for the school, which includes enrollment management, advising, graduate program, events and tenure-track faculty.



Marianne Barrett

Barrett joined the faculty in 1994 from Michigan State University, where she earned her Ph.D. in mass media. She earned a master's of professional studies in media administration from Syracuse University and was director of program scheduling for ESPN. Her teaching and research focus on media management, economics and policy.

Barrett was named a Frank Stanton Fellow by the International Radio and Television Society in 2002 for outstanding contributions to electronic media education. She became associate dean for academic affairs in 2005 and the following year was named the Louise Solheim Professor of Journalism.

"We simply would not have accomplished what we have in the past two years without Marianne," said Cronkite School Dean Christopher Callahan, "nor would we be able to continue our progress in the future."

Kathleen Burke

Kathleen Burke, who has cheerfully greeted visitors and students to the school since the fall of 2005, was promoted to office specialist senior. The change means that Burke, who used to handle front desk duties, now provides administrative support to Senior Associate Dean Barrett. She is in charge of the schools textbook orders and assists in classroom scheduling, among other duties.



Kathleen Burke

A native of Phoenix, Burke has a bachelor's degree in fine arts photography from ASU and is working on a second degree in art history. She hopes to eventually get a Ph.D. in art history.

Barrett said it will be hard to replace Burke at the front desk, "But this is a good move for Katie – and for me!"

Mary Cook

Mary Cook, who advised Cronkite students for 20 years, holds the new position of director of academic operations. Cook is responsible for enrollment management, which includes class scheduling, monitoring course registration and working with the College of Liberal Arts to ensure that Cronkite majors have the necessary courses when they move downtown. She reports to Senior Associate Dean Barrett.



Mary Cook

Cook began her ASU career as a student employee in the

Registrar's Office and also worked in the Graduation Office while earning her bachelor's degree. She received her degree in management in 1984 and a master's of education degree in higher and adult education in 1996.

She joined the Cronkite staff in 1987 and has received numerous awards for excellence in student service and advisement.

"I'll miss advising the students," Cook said, "but I'm ready for a new challenge."

Frederic Leigh

Associate Dean Frederic Leigh, who has handled just about every administrative task the Cronkite School has dished out in the past 20 years, is taking on a new challenge – recruitment and retention. Leigh will be in charge of special recruitment programs, tours and individual meetings with parents and prospective students. He also will coordinate and teach the Cronkite sections of a new freshmen course, ASU 101, which will introduce students to the university and the school.



Frederic Leigh

Leigh also will help coordinate the physical move of the school to its new location in downtown Phoenix in 2008 and continue to oversee operations of The Blaze, ASU's student-run radio station.

Leigh was named associate director of the school in 1987. Over the years, he has been responsible for faculty associates, student services administration, academic scheduling and equipment and space management.

Leigh previously taught broadcasting at the University of Nebraska and developed a fine arts radio station in Omaha, Neb. He co-authored "Electronic Media" and co-edited "Historical Dictionary of American Radio."

Jim Rush

As the television production manager for NewsWatch, the Cronkite School's award-winning student newscast, Jim Rush sees his job as "just making the show go."

He ensures that news packages conform to industry standards, maintains the studio and control room and oversees the camera and audio operators, technical directors and directors.



Jim Rush

Rush took on the new production manager role after more than seven years as one of the school's two broadcast engineers. He holds the faculty rank of lecturer.

Before coming to ASU in 1999, Rush had a long broadcast production career in Phoenix. He was on-air director/producer for KAET-TV Channel 8 for more than 10 years and a director/writer at KTVK-TV Channel 3, doing studio and field production for the nationally syndicated show "PM Magazine" in the 1980s.

Rush received an associate's degree in 1975 from White Bear Lake Community College in Minnesota and a bachelor's degree in journalism in 1982 from ASU.

Hearst visitors share expertise

The Cronkite School established the Hearst Visiting Professional Program in 1992 with the help of a generous grant from the William R. Hearst Foundation. Each year the school brings leading journalists to campus to talk to students and faculty.

This year's Hearst visitors included Keith Woods, dean of the faculty at the Poynter Institute in St. Petersburg, Fla; Ricardo Sandoval, a prize-winning reporter specializing in immigration

issues; and Christine Devine, weekday anchor for KTTV-TV, the Fox station in Los Angeles.

The Hearst Foundation was founded in 1945 by newspaper owner William Randolph Hearst. Based in New York City, the foundation supports programs in the areas of education, health, social service and culture. It also funds the annual Hearst Journalism Awards program for college journalists.

Christine Devine

Phoenix native Christine Devine has always dreamed of returning to the Valley as an anchor.

In April 2007 she came back to the Cronkite School — her alma mater — as a Hearst Visiting Professional. She's now an award-winning weekday anchor for KTTV-TV in Los Angeles, with eight Emmy awards.

In recognition of her successful career, Devine was inducted into the Cronkite Alumni Hall of Fame in 2001. The following year, she received an ASU Founders' Day alumni achievement award, one of the most prestigious awards given by the ASU Alumni Association.

"Look at which door opens for you because different doors may open up different cities that may take you where you didn't plan to be," Devine told students.

Devine graduated from the Cronkite School in 1987 and immediately went to work as an anchor at KLST-TV in San Angelo, Texas. Six months later, she took a job as morning anchor at KVOA-TV in Tucson, thinking it was one step closer to Phoenix. When a job didn't pan out in Phoenix two years later, she headed for Los Angeles. She started out as a weekend anchor at the Fox station and worked her way up to main anchor.

She said she believes that one of the reasons she got hired was that Fox wanted more minorities on the air, and Devine, whose heritage includes Caucasian, African-American and Latino, walked in at the right time. But, once hired, Devine said she had to prove herself. She told students that they have to be willing to do the



Christine Devine talks to students and faculty at the Memorial Union.

same — and that requires a lot of nights, weekends and long hours.

Devine credits the rest of her success to the Cronkite School, especially her professor and mentor, Ben Silver. A former CBS network correspondent and Cronkite School professor emeritus, Silver joined Devine for her day at the school.

During a visit to a broadcast news class, Devine reviewed students' resume tapes and gave them pointers on how to improve them. "It was good to have someone like her talk to us, actually look at what we do and give us good advice," said Lauren Haire, a broadcast journalism senior.

Ricardo Sandoval

Veteran journalist Ricardo Sandoval has spent most of his professional life reporting and writing about immigration.

It's a topic that Cronkite students can't afford to ignore, he said during a recent visit to ASU. Students who understand important regional issues and can report from the border "will have an increased edge," he said.

Most students have heard the adage "Follow the money," but Sandoval said they should do that as well as find the people affected by the news.

While working for the San Jose Mercury News in 1997, Sandoval said he and two other reporters investigated the significant amount of money that immigrants were wiring to families in Mexico. "Legally charged fees by companies that held a monopoly on

electronic remittances were unfairly high, and there was illegal theft and diversion of the money in Mexico," he said. "We followed the money — and put a human face on it."

That article, "Lost in Transit," won awards from the Overseas Press Club and the Inter American Press Association for reporting from Latin America.

Sandoval grew up in San Diego near the Mexico border. He developed a passion for journalism at age 12, when he helped launch The Kimball Scoops, a mimeographed newspaper at his elementary school. "I haven't really thought about doing anything else," he said.

He broke his first big story in 1981 at Humboldt State University in California, where he and another student reporter discovered

By Jake Geller

Photo by Ryan A. Ruiz

By Carley Partridge

Keith Woods

By Stephanie Berger

When Keith Woods is asked about diversity in the media, he asks a question of his own: What are your values as a journalist?

"That's the real question," he said. "These conversations are one and the same."

Woods spent two days with Cronkite School faculty and staff as well as student journalists. Woods is dean of the faculty at the Poynter Institute for Media Studies in St. Petersburg, Fla., which is dedicated to the continuing education of journalists. He frequently leads seminars on ethics, diversity and writing. He is a former sports writer, news reporter, city editor, editorial writer and columnist at The Times-Picayune in New Orleans.

During a meeting with the staff of The State Press, ASU's student newspaper, Woods asked more questions: Who is "in" and who is "out" when it comes to news coverage? "On your college campus, who gets covered a lot, and who gets covered a little?" Woods asked the students. "And why?"

Woods recommended looking for the "universal sameness of people." In this way, a story about Mexican border issues becomes a story about hope. "I don't know what it's like to cross a border illegally, but I do know what it's like to aspire to something more," he said.

Woods also spoke to more than 40 Cronkite faculty and staff members during a day-long retreat devoted to news diversity.

"What I tried to do with the professors was to drive the conversation about diversity beyond the typical 'Kumbaya' conversation that we tend to have," Woods said. "Everyone needs to realize that the issues are universal. Whether you're young or old, experienced or brand new, one race or ethnicity or the other, there's a piece of this work that's always in need of being done."

Assistant Dean Kristin Gilger, who worked with Woods at The Times-Picayune, said he frames diversity in a context that journalists can understand. "He gives people a language that is not confrontational that they can use to talk about issues of race and racism," she said.

Ryan Kost, former editor-in-chief of The State Press, said the student paper has tried to expand its diversity coverage since Woods' visit. "Diversity is this kind of corny word, this buzzword," Kost said. "Some people think it's just another trend, but it's important that we try to cover all slices of life."



Keith Woods

that the university's basketball coach was allowing players to get credit for classes they didn't take. The probe led to the team's disbandment and the coach's resignation. "That was a lot of fun," Sandoval said with a grin.

After graduating in 1981 with a degree in journalism, Sandoval headed to rural Northern California. "Growing up with a family of eight brothers and sisters, I needed some peace and quiet," he joked.

For the next eight years, he wrote about agribusiness for newspapers in California, then moved to Mexico City to report for first the San Jose Mercury

News and then The Dallas Morning News. During that time he and his wife, Susan Ferriss, co-authored the book "The Fight in the Fields: Cesar Chavez and the Farmworkers' Movement."

After 25 years of reporting, Sandoval decided it was time to try editing. In 2006 he joined The Sacramento Bee as an assistant metro editor.

Sandoval said he plans to keep writing books and stories about Mexico and the United States. "For me [the border] is home," he said. "And that's anybody's dream, to be able to write about your home."

BOB GRAY

By Kelley Emeneker

Tell the truth. Tell good stories. Don't isolate text or photos — they need each other. This wisdom comes from Bob Gray, former design editor for National Geographic who visited the Cronkite School in April.

"There are ways to convey information in engaging and captivating ways without lying," he told the staff of The State Press. "People are coming to you because they trust you for information. If that's lost, you lose everything."

Gray worked for National Geographic magazine for seven years. Before that, he was at Sports Afield, The Magazine Group and National Geographic Traveler, where Carol Schwalbe, now an assistant professor at the Cronkite School, also worked.

Schwalbe told him about Cronkite senior Mary Alexandra Miller, who needed an adviser for her Barrett Honors College thesis, which involved developing a start-up magazine aimed at women attending college. Gray agreed to help, and, over the next few months, Miller peppered him with questions and floated prototypes and ideas by him. When the thesis was ready to present, the honors college brought Gray to Tempe to see the results in person and sit in on her thesis defense.

Miller said that when her interest in "College Girl" started to flag, Gray helped her to get going again. "He was enthusiastic about my vision, and it meant a lot," she said. "Working with [Gray] was a humbling experience. He's so knowledgeable."



Bob Gray

Gray has taught at the Corcoran College of Art and Design in Washington, D.C., The Center for Digital Imaging Arts at Boston University and the School of Visual Arts in New York. He hopes to continue sharing his knowledge and expertise with students.

He's also going to be challenging himself by turning consultant and telling stories on the Internet. "I wanted to get out and try something different, something challenging," he said. "Life shouldn't be the same vision indefinitely."

Cronkite Career Services makes a difference for students, alumni

One year into his new job as the first director of career services for the Cronkite School, Michael Wong can say one thing for certain: He's never bored.

Wong has organized numerous career events for students, ranging from a career fair featuring media professionals talking about career options to resume-writing workshops for students looking for that first internship or job.

Hundreds of students have come for advice to his office on the second floor of Stauffer, the one that was converted from an audio booth in the broadcast editing lab. Above his desk hangs a large sign: "Cronkite Career Services — Committed. Constructive. Connected."

In the excerpts below, Wong answers questions about Career Services and its role in the Cronkite School.

What does that sign "Committed. Constructive. Connected" mean?

"It means that we're committed to helping students, committed to seeing them gain professional experience, committed to seeing them succeed, committed to preparing them for the next level. We will offer constructive comments when they bring a resume in, an audition tape, a cover letter perhaps. And we are very connected to the industry. But not only are we connected to the industry, it is my personal goal to stay connected to our alumni."

How do you help alumni?

"Every week or two, our alums, whether they be in print, online, public relations or broadcasting, will receive job listings, resource information or career tips from my office. It is a way to help our former students who are looking for jobs, and it is way to stay connected to the people most important to us — the students."



Photo by Ryan A. Ruiz

ASU students talk with Off Madison Ave's Associate Director Carol Klimas about public relations during the Cronkite School's Media Career Night.

What are some of the big events you had this year for students?

"Back in October (2006), we held Media Career Night at the Memorial Union. It was a Wednesday evening event that featured 70 employers representing newspapers, magazines, online ventures, public relations and television and radio. Over 300 students showed up to speak with employers in a trade-show format. That was fun, and I believe it helped our students look into the many options of a career in media. It was neat to see former Cronkite students Syleste Rodriguez of 12 News, Tammy Vo from FOX 10, Mike Bauer of XTRA Sports, Jodie Lau of The Arizona Republic and Leah Hardesty of ASU Media Relations at the event speaking to our students."

What kind of career advice do you provide students?

"Most of the advice is about internships, but I also look at resume formats and cover letters and give suggestions. For broadcast students, I look at their audition tapes or give them suggestions on what to include on a tape. Sometimes students need very specific advice. I had a former student who

was working in a broadcast job — his first out of school — and making decent money. But he was having a bad experience in the workplace and wanted to quit in the worst way. He called me saying he was going to walk out and not give notice. I stopped him in his tracks and encouraged him to give the usual two weeks' notice and to be professional in how he handled the situation because it could come back to bite him one of these days. He gave two weeks' notice and thanked the company for the opportunity to work for them. We all need to be professional in the workplace. Sometimes I even look at TV contracts for students who are offered jobs. Really, I do! But I don't do windows."

How important are internships?

"Internships are huge here. Cronkite students get the best of both worlds — one part of their day might be spent in the classroom with a dynamic professor, and then, later that day, they go into the newsrooms, agencies and firms around the Valley to supplement their education through professional experience by way of internships.

In the fall 2006 semester, we placed



Love Bhatka (left), Cronkite School student, interviews with Abe Kwok, an editor at azcentral.com.



Photos by Ryan A. Ruiz

Students meet with employers at Media Career Night.

130 students in local internships. This past spring, about 170 students worked in internships, and, over the summer, we have many more students working at local and out-of-state internships. Under our new curriculum, students will be required to work at least one internship before they graduate. Most students will graduate with at least four internships on their resume. Hopefully, those will be four different internships because it's important that students get exposed to different newsrooms and different companies. And most important, you increase your chances of growing your professional network of contacts by interning at different companies. If you make 10 contacts at one company, then go to another company and make another 10 contacts, all of a sudden, you have 20 professional contacts out of two internships. You double that with two more internships, and now you're up to 40 contacts. Grow your network. It will help you somewhere down the line."

What are some of the companies that come to campus to interview students?

"We have more than 100 employers from media companies around the Valley come every semester to interview students for internships. But the two biggest employers we had this year were Gannett and ESPN. Representatives of ESPN were on campus in February to interview graduating seniors and those who were within a year of graduation. Gannett recruiters spent

two days here in mid-March to interview students for jobs, internships and the Gannett Talent Development Program. In addition to a dozen students who got individual interviews, about 50 students came to a "Meet Gannett" event held on the Coor Hall patio near the Cronkite School. Another out-of-state recruiter was George Rede of The Oregonian in Portland, Ore."

What other career events did you sponsor?

"In January (2007) four former Cronkite students were in town to talk about careers in sports and weather. Our panelists were Jared Aarons, sports reporter/anchor for KGAN-TV in Cedar Rapids, Iowa; Troy Barrett, a weatherman/reporter for KVIA-TV in El Paso, Texas; Dan Bubany, sports director for WHNS-TV in Greenville, S.C.; and Jeff Lasky, play-by-play broadcaster and director of media relations for the Lancaster JetHawks minor league baseball team in California. It was fun and informative and, personally, it made me proud to see our former students succeeding in the profession and giving back to the school by spending time with our current students. It doesn't get any better than that. In April we held a media workshop, a day full of panel discussions with professionals from the fields of public relations, print and broadcast. We had two former news directors fly in from Texas to talk about television contracts, how to negotiate them in a first job and what to look for. We also had Nicole Crites from

CBS 5 talk about that first job experience and newspaper columnist/radio talk show host David Leibowitz talk about holding down two different jobs in two different mediums."

What kind of feedback are you getting from students?

"It's been positive. I hear from students that they are glad we have a Career Services office. I got one e-mail from a former student, Gilbert Celaya, who thanked me for helping him land a job at ESPN. He said that if he had not walked into my office one day back in January of 2007, he would not be in Bristol today. Another student sent me a note saying that she attended a session on internships during which I mentioned an opportunity with the National Association of Hispanic Journalists. She ended up applying for the volunteer position and got it — making her one of 14 students across the U.S. to work on the television project at the national convention of NAHJ in San Jose, Calif. I really think I have the best job in the world. We have talented students, and it's easy to market them to different companies when our students bring so much to the table. The profession knows about, or is starting to take notice of, Cronkite School students, thanks in part to their consistent high achievements in national journalism competitions. Heading into year No. 2 for Career Services should be even more exciting."

Cronkite Hall of Fame

Susan Karis and Mary Kim Titla are the 38th and 39th members of the Cronkite School Alumni Hall of Fame. They were inducted in 2006 during the school's 23rd annual Walter Cronkite Award for Excellence in Journalism luncheon.

First Native American enters Hall of Fame

After a successful 20-year career in television news, Mary Kim Titla decided that what was really important were her sons and other Native American youth.

In 2005, with the help of her husband, John Mosley, she launched Native Youth Magazine.com., an online magazine that provides a place for native youth to read and discuss news, events and stories about Indian country.

Within a year of its launch, the site was averaging more than 1,100 visits a day and had won several awards, including first place for Best Web Site from the Native American Journalists Association, first place for Web creation/development from the Arizona Press Women's Association and third place from the National Press Women's Association in the same category among mainstream Web sites.

For her contributions to the field of journalism, Titla, who received her Master of Mass Communication from the Cronkite School in 1985, was inducted into the Cronkite School Alumni Hall of Fame.

Titla, a member of the San Carlos Apache Tribe, is in frequent contact with her writers, most of whom are teens and young adults. "Some of my writers have started out by telling their own personal stories," Titla said. "Many have dealt with adversity and have been able to help other young Native Americans, whether it be with drugs, alcohol abuse, teen dating violence or suicide."

Joshua Manriquez has worked with his aunt since she launched the Web site. He writes articles, posts photos, maintains the message board and attends events for the e-zine. Manriquez said he benefits from the time he spends with Titla, whom he describes as a woman of integrity.

Before launching the magazine, Titla, the first Native American television news reporter in Arizona, worked as a general assignment reporter at KPNX-TV Channel 12 in Phoenix and KVOA-TV in Tucson. For 20 years, she would be one of the few Native American TV news reporters in Arizona. "I represented a voice for Native Americans in the newsroom," Titla said. "Oftentimes minority group issues get overlooked. It's important for the mainstream media to have diverse newsrooms."

Titla said she has loved to write since she was a schoolgirl on

the San Carlos Apache reservation in southeastern Arizona. She decided to pursue that passion in college, earning a bachelor's degree in print journalism from the University of Oklahoma in 1982 and then going for her master's degree at ASU.

But she had a hard time finding a job in the print industry, so she became a newsroom receptionist for KTVK Channel 3 in Phoenix with aspirations to work her way up. After taking TV news writing classes, she nabbed her first reporting job at KVOA in Tucson. In 1993 she became a general assignment reporter for KPNX in Phoenix.

Over the next 14 years, her work won first-place awards for television news coverage from The Associated Press, the Arizona Press Club and the Native American Journalists Association.

Still, it didn't seem like enough. "I was at a point in my career where I lost the passion," Titla said. "I wanted to do something that I felt would be more meaningful, that combined the passions I have for journalism and working with native youth."

That's when she decided to develop Native Youth Magazine.com. Titla said the Native American community has embraced the e-zine, and she and her husband plan to start a print version and a half-hour television show in the next few years.

"It's nice that we as Native Americans can now explore the ways to tell our stories and document our histories, our culture and our language in a way we haven't had before," she said.

Titla is also the president and CEO of Titla Consulting, which specializes in media relations and motivational speaking. The company gives her a chance to use her talents as a writer and public speaker to educate and inspire native youth.

"I was born and raised on the reservation," she said. "My message is that if I can do it, you can do it too."

By Anya Britzius



Mary Kim Titla

Photo courtesy of Titla Consulting

MARY KIM TITLA CAREER MILESTONES

1982	University of Oklahoma: B.A. in print journalism	1985	Cronkite School: M.A. in mass communication		general assignment reporter
		1986	KTVK Channel 3, Phoenix: newsroom receptionist	2005	Native Youth Magazine.com: co-founder and publisher
		1987	KVOA News 4, Tucson: reporter	2006	Titla Consulting: founder
		1993	KPNX Channel 12 News, Phoenix:	2006	Cronkite School Alumni Hall of Fame

First radio professional named to Cronkite Hall of Fame

For years, Susan Karis attended the annual Cronkite Luncheon as a proud alumna and a member of the Cronkite Endowment Board of Trustees.

But in 2006 she stood in the spotlight when she was inducted into the Cronkite School Alumni Hall of Fame. She is the first radio professional to receive the honor.

Karis, executive vice president of operations for Clear Channel Radio's western region and a member of Clear Channel's national executive leadership team, has been called a "power player" in the radio industry. She smiled at the notion.

"I don't know that I would characterize myself that way," she said. "I would just say that I know what I want to accomplish, and I get it done."

Karis majored in broadcasting in ASU's Department of Journalism and Telecommunication. She graduated in 1980, four years before the department was elevated to school status and named in honor of Walter Cronkite.

"When I got out of college, broadcast television was one of my goals," Karis said. "But it was a little bit harder to break into that, so I ended up selling advertising for radio – and it was the best thing I ever did."

She sold radio ads in Los Angeles until she moved back to the Valley in 1983 as an account manager for Western Cities Broadcasting. She rose through the management ranks with Nationwide Communications, then Jacor Communications, until it merged with Clear Channel.

Promoted to her current position in 2006, Karis oversees the performance and profitability of radio stations in 78 markets throughout the western United States. She develops business and product plans for the radio operations in each of those markets.

Although Karis has won several industry awards, including Clear Channel's Radio Executive of the Year for the Sunbelt Region in 2004, she said that being named to the Cronkite Hall of Fame is the most meaningful honor she has received. "For me as an individual, it is recognition of where I came from and where I am today."

Karis was nominated by Bethany Taylor, the Cronkite School's director of



Susan Karis

By Emilia Arnold

development. "I work with Susan on the Cronkite Endowment Board and was always impressed with her eagerness to help and get involved with the school," Taylor said.

Carrie Rowe, an account executive with KEZ, a Clear Channel station in Phoenix, said she got to know Karis through a Cronkite School mentoring program during Rowe's first year at ASU. "The first night we met, we hit it off instantly," Rowe said. "I think the mentorship was only supposed to last a year, but when it was over she suggested we keep it going."

"I don't think there's anyone who deserves it [the award] more than she does," Rowe said. "If you say her name to anyone, the first thing out of their mouth is, 'She's such a great woman.'"

Rowe started out in print journalism, but after graduating in 2005 Karis suggested she go into sales. It turned out to be a perfect fit. "She's still definitely a mentor to me," Rowe said.

Karis gives back to the community as well. She's a board member of the Florence Crittenton Services of Arizona and a former board member and longtime supporter of the Valley of the Sun United Way.

Working with nonprofits has strengthened Karis' commitment to helping children. "It would be my goal that every child has the opportunity to grow up in a

HALL OF FAME

SUSAN KARIS CAREER MILESTONES

- 1980 Department of Journalism and Telecommunication, ASU: B.S. in broadcasting with a minor in advertising
- 1981 Roslin Radio Sales, Los Angeles and San Francisco: sales associate, account executive and manager
- 1983 Western Cities Broadcasting, KZZP-FM, Phoenix: account executive
- 1985 Nationwide Communications, Phoenix: local sales manager, general sales manager, also handling national sales
- 1998 Jacor Communications, Phoenix: director of sales
- 2004 Clear Channel's Radio Executive of the Year for the Sunbelt Region
- 2006 Clear Channel, western region: executive vice president of operations
- 2006 Cronkite School Alumni Hall of Fame

safe and healthy household and has the opportunity to have an education," she said.

Although Karis doesn't have a lot of free time, she likes to ski, play golf and hang out with her 9-year-old daughter, Lily. Balancing a high-powered career with motherhood isn't always easy.

"It's an ongoing challenge, and it's one that I will never be settled with," she said. "To the very end, I think I'll always be thinking I leaned too far one way or the other."

To help her balance both roles, Karis relies on a network of colleagues, family and close friends. "Hopefully [Lily] sees that she can do this too — have a career and be successful."

Cronkite alumni make connections

Going into its third year, the Cronkite Alumni Chapter has about 400 members and big plans for making the chapter a place to bring together old friends, meet new people, network and even find jobs.

One of the chapter's goals is to "focus on building a community," said the chapter's social committee co-chair, Yvette Roeder, who got her Master of Mass Communication in 2004 and who now handles public relations for Changing Hands Bookstore in Tempe.

"If someone can't help you directly, they can certainly point you in the right direction," said Melissa Werner, who received her bachelor's in journalism in 1989 and is now chapter president and director of university events at ASU.

Cronkite alumni used to be counted among the alumni from the College of Public Programs. But after the Cronkite School became independent in 2005, a separate alumni chapter was formed, said Kelli Kennedy, events coordinator for the Cronkite School who serves as liaison to the



A cutout of Sparky, the ASU mascot, greets visitors to the Cronkite Alumni Chapter homecoming booth.

By Jake Geller

alumni chapter.

Recent events included an alumni barbecue and a visit to The Arizona Republic's East Valley bureau. At the barbecue, alumni networked with graduating Cronkite seniors on the patio at ASU's Memorial Union.

The group also hosted a lunch at the Mesa office of The Arizona Republic. Frederic Leigh, Cronkite School associate dean, talked about the school's new home in downtown Phoenix.

Alumni plan to host "Cronkite at the Movies" nights for alumni to screen movies that have journalism themes and then discuss them. Members also will support Cronkite events, such as the Paul J. Schatt Memorial Lecture, held each spring, and host other activities, such as campus or college tours and social and family gatherings.

"We want to have a diverse selection of events to attract all sorts of alumni," Werner said.

Another goal is to create an informal network of alumni willing to mentor other Cronkite graduates. Eventually, that network might reach across the country

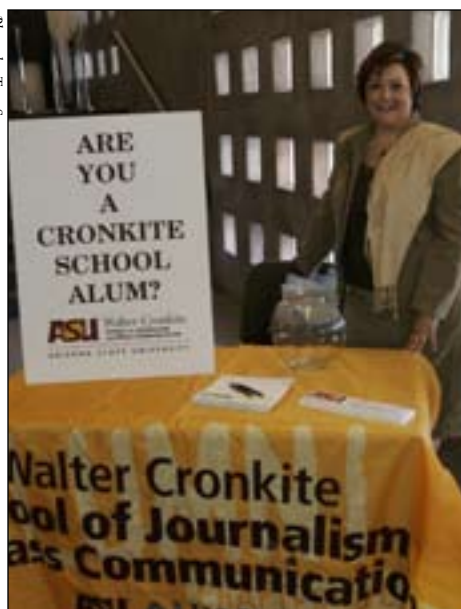
and around the world. "Grads should help beyond their school experience," Roeder said.

Social committee co-chair Becky Bracken, who got her bachelor's in journalism in 1998, said she joined the chapter because of her positive experience at the Cronkite School. As a student, she reported and edited for The State Press, ASU's student newspaper. She now works as program manager for KAET-TV, the public television station on campus.

Working with other alumni is an opportunity to give back to the school and make it even better, Bracken said. "This is an exciting time to be at ASU and an exciting time to be at the Cronkite School," she added.

Kennedy said interested alumni can get involved by joining the ASU Alumni Association (www.asu.edu/alumni), using the Cronkite Chapter code AA07.ASCNBQ. Varying levels of memberships are available. A portion of each membership fee comes back to the Cronkite chapter for its programs. Interested alumni also can get in touch with Werner at melissa.werner@asu.edu.

Photo by Tom Story



Melissa Werner, Cronkite Alumni Chapter president, hosts an alumni table during an event at the Galvin Playhouse.

Cronkite Class Notes

1960

GENE LUPTAK (B.A.) retired after more than 30 years as a newspaper reporter in Arizona and Wisconsin. He lives in Pinetop, Ariz., and is working on a second book of short stories, including interviews with Evangelist Billy Graham, George Burns and lion tamer Gunther Gebel-Williams.

1974

SHARON KELLY (B.A.) was recently featured as "KPHO's Legendary TV Director" on the Broadcasting Survivors Web site. In fall 2007, she was to produce and direct a new lifestyle show for KPHO-TV Channel 5 called "Better" in conjunction with Better Homes and Gardens magazine. She serves on the board of directors for the Arizona Music and Entertainment Hall of Fame.

1977

MIKE PADGETT (B.S.) is freelancing and traveling with his wife after nearly 30 years in the metro Phoenix newspaper industry.

1981

RADA (KRIVOSIC) TIERNEY (B.A.) left the broadcast industry after 18 years as a TV news producer in the Phoenix market. During that time, she won three Emmys. She recently launched her own public relations firm, RKT Communications, representing clients in the health and spa industries as well as a number of artists and jewelry designers.

1982

KELLY TAFT (B.A.) is communications manager for the Maricopa Association of Governments, a regional planning agency that provides a forum for analysis, discussion and resolution of regional issues such as transportation, human services and air quality. She is accredited in public relations and is a member and past president of the Public Relations Society of America.

1988

WENDY BLACK (M.M.C.) wrote "Back to the Future Homage," a winning script in the Independent Feature Project/Phoenix Homage Script Contest. It was also produced and aired on IFP's Screen Wars in Phoenix.

1992

CHRISTOPHER GRASSO (B.A.) owns Grasso Media LLC, which provides voiceovers, motivational speaking and consultation to radio stations. He is married to 1987 ASU graduate Mary Catherine (Tejada) Grasso.

1993

CHERYL GOODYEAR (B.A.) has been production coordinator/producer for Crew West Inc. for the past seven years. She is married to 1994 ASU graduate Edward Goodyear.



Cheryl Goodyear

1994

WINSTON MITCHELL (M.M.C.) serves as news director/producer of the half-hour PBS television program "Transit Transit News Magazine," which is broadcast and cablecast into 22 million homes in the New York tri-state area. He has been nominated for his third Emmy Award and has recently completed a book, "Station Break," which talks about his time working at "Eyewitness News" in New York City as a photojournalist and on a yacht charter business.

JAMIE NICPON (B.A., journalism) serves as managing editor for Interiors & Sources, a trade magazine distributed monthly to commercial design professionals.

LISA (MORRISSEY) SACKS (B.A.) is national sales manager at Cox Media Arizona.

1996

SETH KATZ (B.A.) is producer at "EXTRA" in Los Angeles.

1997

JEFF HAWKINS (B.A.) left the broadcast business in 2003 and works as an emergency nurse in Newport Beach, Calif.

2001

ADAM KLAWONN (B.A.) is associate editor of Phoenix Magazine, president of Forrest Media Inc. and an adjunct professor at the Cronkite School. He teaches online journalism and runs ZonieReport.com.



Adam Klawonn

TELL US ABOUT YOURSELF

If you're an alumnus of the Cronkite School, please let us know where you are and what you're doing simply by e-mailing us at cronkitealumni@asu.edu.

Be sure to include the year you graduated and your degree.

2002

CHRISTOPHER KERR (B.A.) recently began a new position with Cox Media as sales manager in automotive advertising, the company's largest advertiser category.

JODIE LAU (B.A.) serves as assistant news manager at The Arizona Republic. She also helped form The State Press Alumni Club, which assists current State Press students and acts as a networking tool for current and past students.



Jodie Lau

STEPHANIE PATERIK (B.A.) is managing editor of Phoenix Magazine.

JENNIFER VOGEL (B.A.) is a backpack journalist at KPNX-TV Channel 12 in Phoenix.

2003

MINDY LEE (B.A.) is a copy editor at 944 Magazine in Scottsdale. She is pursuing a master in mass communication from the Cronkite School.

NEELY OMOHUNDRO (B.A.) is marketing coordinator for Arcturis, an architectural design firm in St. Louis.

JESSICA WANKE (B.A.) works as a reporting assistant for National Public Radio's Jerusalem bureau. Following her one-year experience in the Middle East, she plans to pursue her Master of International Affairs at Columbia University.



Jessica Wanke

2004

TIM AGNE (B.A.) is an online news producer and video games blogger for www.mlive.com, a news Web site in Ann Arbor, Mich. He is engaged to Sara Thorson, a 2004 Cronkite School graduate.

NOAH AUSTIN (B.A.) designs features pages for the East Valley Life, Arts & Life and Travel sections of the East Valley Tribune in Mesa.

MICHAEL BAUER (B.A.) is the morning show producer at XTRA Sports 910AM (KGME). Known as "Jack" on the air, he produces the sports talk radio program "Bickley and MJ" that airs weekdays from 6 a.m. to 10 a.m. He spearheaded the Clear Channel Phoenix internship program to bring Cronkite School students to the station. He is also the in-game host for the Arizona Diamondbacks.

TYLER GRIFFIN (B.A.) is executive producer at Griffin Productions, a full-service, national award-winning video production company based outside of Seattle.

NIKKI HICKS (B.A.) was recently named a National Urban Fellow at CUNY Bernard Baruch School in New York City. The fellowship is a 14-month program through the National Urban Fellows Inc.

EMILY LYONS (B.A.) writes for regional and national health and lifestyle magazines as well as the health section of The Washington Post. She lives in Washington, D.C.

KATIE MOHS (B.A.) is a production assistant at Pink Sneakers Productions in Orlando, Fla. The company produces reality and entertainment programming for major networks.

TOM MURRAY (B.A.) is a reporter/anchor at WTMJ (NBC) in Milwaukee.

SARA THORSON

(B.A.) is pursuing a law degree at the University of Michigan in Ann Arbor. She expects to graduate with a J.D. in December 2008. She spent the past summer in two judicial internships, splitting her time between the chambers of Justice Robert P. Young Jr. of the Michigan Supreme Court in Detroit and Judge Neil V. Wake of the U.S. District Court in Phoenix. She is engaged to Tim Agne, a 2004 Cronkite School graduate.



Sara Thorson

2005

ADRIANA ALVARADO (B.A.) is an account coordinator at Barclay Communications in Phoenix. She works on a variety of consumer accounts, including Paradise Bakery and Arizona Highways Magazine.

CHRISTINA ANDERSON (B.A.) is a reporter at KOB-TV (NBC) in Medford, Ore.

SONIA BOONCHANASUKIT (B.A.) is host and producer of the show, "Best of Bangkok" for the Internet radio station RadioBangkok.net. She also works as an afternoon DJ/RJ for Lifestyle Radio FM88 in Bangkok, Thailand, and freelances for weekly and monthly magazines.



Sonia Boonchanasukit

LAUREN MANSENE (B.A.) is the communications coordinator for Sojourner Center, Arizona's largest domestic violence shelter. She is also an active member in the Phoenix chapter of the Public Relations Society of America.

REKHA MUDDARAJ (B.A.) is a reporter at KFMB-TV (CBS) in San Diego.

SARAH MUENCH (B.A.) is a mobile journalist, one of The Arizona Republic's new multimedia positions, which includes writing stories, taking photos and posting them online. She



Sarah Muench

and a team of other reporters won first place in the Arizona Press Club awards this year for a series of breaking news reports on the arrests of two serial shooters. She was chosen this year, along with a dozen other journalists nationwide, to attend an ASU journalism fellowship on immigration at the Arizona-Sonora border.

AMANDA MYERS (B.A.) is a reporter at The Associated Press in Phoenix.

DANIELLE PETERSON (B.A.) works as a photographer and reporter for the Canby Herald in Canby, Ore. She also started a wedding photography and portraiture business.

BRANDON QUESTER (B.A.) works as a staff photographer and reporter for the Wyoming Tribune-Eagle in Cheyenne, Wyo., covering the military and religion beats.



Brandon Quester

He plans to begin work on several long-term writing and photography projects dealing with Wyoming's military duties.

JACQUELINE SHOYEB (B.A.) is the Southeast Valley online manager for The Arizona Republic/azcentral.com.

CARINA SONN (B.A.) is a reporter at KOTV-TV (CBS/CW) in Tulsa, Okla.

KIMBERLY TAYLOR (B.A.) recently left Arizona Foothills magazine for an advertising account manager position at Chicago Magazine.

JESSICA WHITE (B.A.) is community relations coordinator in the Arizona Governor's Office for Children, Youth and Families.

2006

MICHAEL BARCIA (B.A.) is a video specialist for Mesa Public Schools.

BRYAN BURGAN (B.A.) works in production at ESPN in Bristol, Conn.

TYSON GRAHAM (B.A.) works in production at ESPN in Bristol, Conn.

AMANDA KEIM (B.A.) is an education reporter for the East Valley Tribune's Scottsdale edition.

KATIE RUARK (B.A.) moved to Indio, Calif., to work for The Desert Sun, a Gannett paper in Palm Springs, Calif., where she helped launch a new community section, The Palm Springs Sun.

IAN SCHWARTZ (B.A.) is a reporter at WHOI-TV (ABC) in Peoria, Ill.

CHRIS WRIGHT (M.M.C.) is a reporter at KOTV-TV (CBS/CW) in Tulsa, Okla.

KALEA YOSHIDA (M.M.C.) is a national writer for Metro News Source, a division of Westwood One.

JAMAR YOUNGER (B.A.) is a regional reporter for the Arizona Daily Star in Tucson, Ariz.

JENNA MAIO ZITO (B.A.) works in the special events department of the Oakland Athletics.

2007

LAURA AGUILAR (B.A.) is an editor at KNXV-TV Channel 15 in Phoenix.

LJILJANA CIRIC (B.A.) is a content producer at the East Valley Tribune, where she creates multimedia packages for the Web.

EVAN DOHERTY (B.A.) is weekend sports anchor at KVEW-TV (ABC) in Kennewick, Wash.

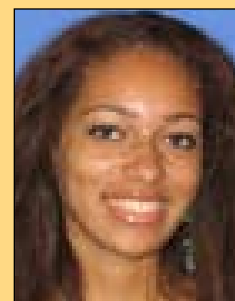
HOLLY DULL (B.A.) is a reporter at KCWY-TV (NBC) in Casper, Wyo.

HAILEY FRANCES GINDLESPERGER (B.A.) is a reporter at WCAU-TV (CBS/ABC/FOX) in Charlottesville, Va.

IRIS HERMOSILLO (B.A.) is weekend weather anchor/reporter at KSNF-TV in Joplin, Mo.

NICK LOUGH (B.A.) is a reporter at KULR-TV (NBC) in Billings, Mont.

SADE MALLOY (B.A.) is a reporter at KIMA-TV (CBS) in Yakima, Wash.



Sade Malloy

HANNAH MULLINS (B.A.) is a backpack journalist trainee at KPNX-TV Channel 12 in Phoenix.

CHARLIE O'BRIEN (B.A.) is a copy editor at the East Valley Tribune in Mesa.

CALLIE PARKINSON (B.A.) is a paralegal for Pak & Moring PLC in Scottsdale. She will be a first-year law student at ASU in fall 2007.

DREW RUDNICK (B.A.) is a reporter at KOAT-TV in Albuquerque, N.M.

JASON SNAVELY (B.A.) is a sports reporter and anchor at KREX-TV (CBS) in Grand Junction, Colo.

BRANDON VELASKI (B.A.) is a video editor at KTVK-TV Channel 3 in Phoenix.

BRANDON WONG (B.A.) works in production at ESPN in Bristol, Conn.

Bramlett-Solomon: outstanding educator

Associate Professor Sharon Bramlett-Solomon was named Outstanding Educator for 2007 by the newspaper division of the nation's leading journalism education organization.

The Association for Education in Journalism and Mass Communication award recognizes achievement in preparing journalism students, advancing journalism education and promoting career development.

A faculty member for more than 20 years, Bramlett-Solomon developed the "Race, Gender and Media" course at ASU. She also launched and advised ASU's Association of Multicultural Journalists, an organization that promotes academic excellence, diversity

in news hiring, inclusiveness in coverage and student work experience in campus and off-campus media jobs.

In nominating Bramlett-Solomon for the award, Cronkite School Dean Christopher Callahan wrote, "Sharon is tough, enthusiastic, fair, caring, knowledgeable, supportive, dedicated and passionate about her subject matter. She has served as mentor and guiding light to literally hundreds of journalism students at ASU, and she has been an important national voice on journalism diversity issues."



Godfrey receives award for broadcast service

In recognition of more than 25 years of service to the broadcast industry, Cronkite Professor Donald Godfrey received the 2007 Silver Circle Award from the National Academy of Television Arts and Sciences.

Godfrey, who has been part of the Cronkite faculty since 1988, was one of eight broadcasters to receive the 2007 award for major contributions to the television industry from the NATAS Rocky Mountain Southwest Chapter. Godfrey is the editor of the Journal of Broadcasting & Electronic Media, a national journal devoted to broadcast education and research. He has written or edited 10 books and numerous articles related to the broadcast industry and Mormon history.

Before coming to ASU, Godfrey worked in commercial radio, public and commercial television and corporate communications in Ogden, Utah, and Eugene, Ore., as well as Tucson, Phoenix and Seattle. He continues to do freelance writing, consulting and corporate work within the industry.

"Don has had a profound effect in steering students in their careers in broadcasting," said John Craft, a board member for the Rocky Mountain Southwest Chapter and a fellow professor in the Cronkite School. "He has made a difference both academically and in the profession."



FACULTY NEWS & NOTES

Craig Allen traveled to Los Angeles and San Antonio to conduct interviews and collect materials for his book on the history of Spanish-language television in the U.S.

Marianne Barrett was featured as one of the top 50 women business leaders in the Business Journal's annual supplement "Women in Business."

Serena Carpenter received her Ph.D. from Michigan State University. She is the lead author on an article on network news coverage of high-profile crimes, published in Journalism and Mass Communication Quarterly.

Mike Casavantes co-authored a book chapter, "The Media in National Crisis 1917-1945," in the second edition of The Age of Mass Communication.

John Craft has been instrumental in developing relationships between the Cronkite School and universities in Hermosillo, Mexico. In the last year, he visited Sonora four times and arranged three weeklong visits to Arizona for faculty and students.

Jim Crutchfield was the inaugural Edith Kinney Gaylord Visiting Professor of Journalism Ethics. He taught a section of Ethics and Diversity and a five-week course, "The Catch 22s of Journalism Ethics," as part of ASU's community enrichment programs.

Steve Doig spoke to investigative reporters and students in Brazil as part of a U.S. State Department-sponsored trip. He also conducted a survey for the Asian American Journalists Association.

Steve Elliott ran the Cronkite School's inaugural Reynolds Institute for High School Journalism Teachers. The two-week institute, funded by the Donald W. Reynolds

Foundation, was attended by 33 teachers from around the country.

Mary-Lou Galician met with professors and administrators from several European universities to discuss the adoption of her media literacy books and programs. She also accepted an invitation to serve on the board of advisers of FactCheckED.org.

Kristin Gilger led the Cronkite School at the Investigative Reporters and Editors conference in Phoenix and taught sessions for APME NewsTrain.

Sue Green was a featured panelist at a pair of Broadcast Education Association national convention sessions. She spoke on the best practices for teaching live reporting and provided tips for students preparing for careers as anchors and reporters.

Retha Hill, director of the school's New Media Innovation Lab, was elected to the board of the National Association of Minority Media Executives.

Schwalbe's research explores violent images

The publication of violent images and the visual framing of the Iraq war are the focus of Assistant Professor Carol Schwalbe's research.

Along with ASU colleague Bill Silcock and former Cronkite Professor Susan Keith of Rutgers University, Schwalbe's article, "Images in Ethics Codes in an Era of



Violence and Tragedy," led the fall 2006 edition of the Journal of Mass Media Ethics.

Schwalbe's articles also appeared in American Journalism and the Journal of Computer-Mediated Communication.

A former editor at National

Geographic magazine and National Geographic Traveler, Schwalbe came to ASU in 2002.

Her research also has addressed how students can be helped to improve their writing skills. The results include two articles in the Community College Journalist and a paper co-written with recent Cronkite School Master of Mass Communication graduate Anya Britzius. The latter was accepted for presentation at the annual Association for Education in Journalism and Mass Communication convention.

"This year has been especially noteworthy as Carol's research has been published in some of the top journals in the field," said Senior Associate Dean Marianne Barrett.

Silcock explores American news culture

Newsroom culture, ethical decision making and the impact of convergence on the television newsroom are key research interests for Assistant Professor Bill Silcock.

Silcock's research on transplanting the American news culture into an emerging democracy was published in Electronic News. A second article on videotape editors' practices in global newsrooms was selected as the lead article for Visual Quarterly.

Two of Silcock's articles on images of injury and death in the Iraq War that he wrote with Assistant Professor Carol Schwalbe and former Cronkite Professor Susan Keith of Rutgers University appeared in the Journal of Mass Media Ethics.

A former television anchor,

producer and news director, Silcock is a two-time Fulbright Scholar.

His latest project, "Hidden Borders," examines the differences between how English and Spanish-language television stations in Phoenix cover the same stories. This project is an outgrowth of Silcock's work with Master of Mass Communication graduate Lacey Chaffee.

Silcock began the year with the publication of a textbook on producing television news. The book has already been adopted by a number of journalism schools and has received a positive review in one of the discipline's top journals.



Frederic Leigh taught the Cronkite School's ASU 101 sessions, exposing students to opportunities in internships, NewsWatch, Student Media, Cronkite News Service and the New Media Innovation Lab.

Mark Lodato, through his work with KPHO CBS 5, spearheaded the Meredith-Cronkite Fellowship Program, providing broadcast training to minority undergraduate students from across the country.

Andrew Leckey discussed the sale of the Wall Street Journal on the NewsHour with Jim Lehrer. He also was quoted in a number of national and international publications.

Fran Matera led the ASPIRE team to its fourth consecutive win in the NASA Means Business Student Competition. The team includes students from ASU and the Art Institute of Phoenix.

Tim McGuire launched a blog on the business of journalism and media ethics

(<http://cronkite.asu.edu/mcguireblog>.) and was the keynote speaker for the Arizona Newspapers Association annual meeting and fall convention.

Bruce Merrill retired in May after almost 40 years of service to ASU. As an emeritus professor, he continues his work with the widely distributed Cronkite/Eight poll conducting monthly surveys on topics of interest to Arizona voters.

Dennis Russell published, "The Textual Confessional: Memoirs of Societal Taboos and Personal Dysfunctions" in the winter 2007 issue of Popular Culture Review. He also presented a paper on the films of Michael Haneke at a conference in Las Vegas.

Joe Russomanno led four Barrett Honors College students on a trip to the U.S. Supreme Court to witness oral arguments in a series of cases, including "Bong Hits 4 Jesus," a student free speech/First Amendment case.

Ed Sylvester was a featured speaker at the Arizona Hospital and Healthcare Association's 2007 Emerging Healthcare Leaders program on working with the media.

Leslie-Jean Thornton led two "Intro to Online Editing" sessions at the American Copy Editors Society national conference in Miami.

George Watson was a panelist at the Maricopa Community Colleges Center for Civic Participation's forum on legislation that would prohibit instructors in Arizona schools and colleges from advocating one side of an issue that is a matter of partisan controversy.

Xu Wu received the prestigious Chiang Ching-Kuo Junior Scholar Grant for a research project titled "Chinese Cyber Nationalism and its Political Implications: Reflections from Activists, Scholars and Policy Makers in China."

Adjunct faculty bring newsrooms to classrooms

They come to the Cronkite School from all over the Valley, bringing years of professional experience and insight to students who hope to one day be like them.

The Cronkite School simply couldn't operate without the dozens of faculty associates who teach classes each semester, said Kristin Gilger, assistant dean for professional programs. Moreover, students wouldn't benefit from exposure to professionals who bring their day-to-day newsroom experiences to the classroom.

"A lot of them make real sacrifices to teach," Gilger said. "They get up early and teach classes before going to their regular jobs; they stay late to teach night classes; and they spend a lot of time preparing, evaluating and mentoring our students."

In spring 2007, 36 journalism professionals taught classes ranging from news writing and editing to videography, photojournalism and public relations. More than 45 taught in the school in fall 2007.

Padilla teaches from practical experience

José Luis Padilla brought the real world into the classroom this spring when he teamed with Cronkite School Professor John Craft to teach a class in media management.

Padilla is a vice president and general manager for Univision, the leading Spanish-language media company in the United States, with stations in most major markets. He is responsible for the company's stations in Phoenix, Tucson, Flagstaff and Douglas, overseeing day-to-day operations, including local news and programming, advertising sales, on-air promotions, community relations and marketing.

Padilla said the course was an excellent way to expose students to all phases of running a TV station, from organizational behavior to finances and accounting. And it was a way to give back.

"Success is not defined by one's self but by what you give back ... to your family and community," he said.

Craft said it was rewarding to teach with someone with such rich management experience. "I would talk about theoretical concepts in broadcast management, and Jose Luis would put them into practical day-to-day decisions that he has had to make," Craft said. "Students reacted very well ... and they were particularly excited to go to (Univision Phoenix) Channel 33 and observe day-to-day operations in the station."

Padilla was born in Los Azulitos in the Mexican state of Jalisco. His father, Octaviano Padilla, worked in a hacienda for the Madrazo family, a well-known political clan with close ties to former Mexican President José López Portillo.

Thanks to Bracero, a program that allowed Mexicans to work in the United States harvesting crops, Padilla's father moved to Oxnard, Calif., in 1972. Two years later, his family joined him.

With financial aid from the Upward Bound program, young Padilla was able to attend school instead of working in the fields. In 1984 he enrolled at California State University, Northridge, and earned a degree in finance.

To pay his way through school, Padilla worked weekends as a production manager at Budweiser and interned with Telemundo, a U.S.-based Spanish language TV network. "There is where I discovered TV media, and I loved it," he said.

After graduating in 1989, Padilla joined the finance department at KCAL-TV in Los Angeles. "I did completely the opposite of what everyone expected of me," he said. "I'm the first family member

who worked in TV."

Padilla moved to KMEX-TV in Los Angeles in 1992 as a sales assistant and worked his way up to national sales coordinator and account executive. Six years later, he came to Arizona to work as local sales manager for Univision's KTVW Channel 33 in Phoenix and KUVE-TV Channel 42 in Tucson before being named general sales manager of Univision and TeleFutura's Arizona stations.

He was promoted to general manager of Univision's Arizona stations in 2005.

Today, his spacious office overlooks a small lake at the Univision complex in south Phoenix. Two TV sets mounted in the wall air Fox and CNN. A third split-screen simultaneously shows Univision, Telefutura and their competitors — Azteca América and Telemundo.

Nearby are a picture of him throwing the ceremonial pitch at an Arizona Diamondbacks game, a rock engraved with the message "Together everyone achieves more," and Mexican crafts, including an ironwood eagle and an orange-and-yellow calavera, or traditional clay skull.

Padilla said that while it was difficult to juggle teaching with his work at Univision, teaching the next generation of media managers and executives was too important to pass up. Plus, it was a way to spread the word about Spanish-language media.

"It's important for students to understand the magnitude of our Hispanic market and the role that Univision plays in this community," he said.

Padilla also sits on the Cronkite Endowment Board of Trustees, an advisory group of media executives, and is actively involved in the Upward Bound Program, which helps prepare high school students for college.

Tommy Nordlund, a broadcast journalism senior, said he was lucky to have Padilla as a teacher. "It's been a fantastic experience. He provides experience from the real world."



Jose Luis Padilla
Vice President, General
Manager for Univision

Republic columnist teaches opinion writing

If Ed Montini is not a household name, he's close. For more than 20 years, Montini has been a columnist for The Arizona Republic, commenting on local politics and people, the burning issues of the day and the tragedies that interrupt people's lives.

He is teaching a new class in the Cronkite School, sharing with students what he knows best — how to shape others' opinions by writing your own well.

Montini, a native of Pittsburgh, worked at newspapers in Pennsylvania and New Jersey before joining the Republic in 1980, first as a features writer, then, in 1986, as a columnist. He is the Republic's longest-running local columnist.

Last year, Montini approached Cronkite School Dean Christopher Callahan with a proposal to teach a class on opinion writing. He said he did it because "in a world of unfiltered blogs

and instantaneous delivery of facts, there is a danger that students will believe that commentary is simply a written version of talk radio — all shouting and indignation."

His goal, he said, is to teach students that a well-executed column isn't just about spewing opinion but about solid reporting and graceful writing.

Students will analyze and discuss the works of Mike Royko, Red Smith, Dave Barry, Jimmy Breslin, E.B. White, Jim Murray and A.M. Rosenthal, among others, Montini said. They also will write weekly columns of their own.



Ed Montini

GINSBURG NAMED OUTSTANDING FACULTY ASSOCIATE

Twenty years ago, Norman Ginsburg developed a new broadcast sales, marketing and promotion course for the Cronkite School.

He's been teaching it ever since.

In recognition of his many years of service, Ginsburg was named Outstanding Faculty Associate for 2007. He received the award during the annual faculty associate luncheon in April. In presenting him with the award, Cronkite School Associate Dean Frederic Leigh noted that Ginsburg also developed the school's paid broadcast internship program.

Through that program and his classes, Ginsburg has mentored hundreds of Cronkite students, who now make up the core of many sales and promotions departments at radio and television stations in the Valley and beyond, Leigh said.

"He has built solid and lasting relationships with virtually all of the broadcast stations in Phoenix," Leigh added. "His contributions to the Cronkite School will be felt for years to come."

Ginsburg came to the school in 1987 after more than 40 years in broadcast sales, marketing, advertising promotion and public relations in New York. He spent 26 years with CBS, where he headed the marketing department for the radio division.

One of Ginsburg's first positions was with Trans World Airlines in the public relations

department. The company was in the midst of a major strike and was considering moving its headquarters to Delaware. Ginsburg was asked if he would relocate. He said he couldn't "see a young, single guy in Delaware."

Soon after, he was walking down Madison Avenue in New York City when he ran into a friend who worked for the Mutual Broadcasting System. He went in for an interview and was hired in the co-op sales department. He worked there for two years before moving to the DuMont Television Network doing marketing and sales for the network and its company-owned stations in Pittsburgh, Washington and New York.

After six years with DuMont, Ginsburg opened his own agency, Creative Campaigns Inc., handling new business development. Even though business was pretty good, Ginsburg said he soon learned you can't do everything by yourself, so he took a job with NBC in the film division. Five years later, he moved to CBS, starting out in spot sales and working his way up. During his tenure at CBS, Ginsburg chaired the annual International Radio and Television Society's College Conference for two consecutive years.

In Arizona, he has been actively involved in the Arizona Broadcasters Association and was instrumental in the development of the ABA Hall of Fame.

Ginsburg's success in the classroom has



Associate faculty member Norman Ginsburg (left) accepts the 2007 Outstanding Faculty Associate Award from Professor John Craft.

been recognized previously. He was named educator of the year in both 2000 and 2001 by the American Marketing Association of Phoenix.

For Ginsburg, the real reward is seeing his former students succeed. He works hard to maintain a network of industry contacts, and he constantly adds new information to his courses.

His motto: "If you don't keep on top of it every day, you miss out."

Photo by Ryan A. Ruiz

FALL 2006 CONVOCATION

By Nicole Romanoff



Kenneth W. Lowe

The Cronkite School graduated 88 bachelor's students and 10 master's degree students at the December 2006 convocation ceremony.

Kenneth W. Lowe, president and chief executive officer of the E.W. Scripps Co., told graduates that it is an amazing time to start a career in communications.

"Our traditional media businesses are undergoing fundamental change, and the economics that support them are shifting to all of those new electronic platforms that consumers are using," said Lowe, who has more than 35 years of experience in the broadcast industry. "We — and by we, I mean the business of media as a whole — will be depending on the risk-takers of the world to identify and seize all of the opportunities that flourish in a world of constant change. My hope is that you'll be those risk-takers."

The convocation speaker was Brooke Brown, who overcame considerable obstacles to get her degree. Due to a disability that affects the clarity of her speech, Brown used a computerized communication tool on her wheelchair to assist in her address. But while the voice came from a computer, the words came from the heart.

"I have also been blessed with some wonderful people who have come to my rescue at all hours of the day and night," Brown wrote. "They are my team. They are the ones who have made it possible for me to be here today." She continued, "I ask you to nurture your own team. Make your team as strong and as big as possible so it will survive any kind of story."

The magna cum laude graduate also was honored as a Cronkite School Outstanding Undergraduate.

Brown to students: 'Be fearless'



Former CNN anchor Aaron Brown addresses Cronkite School graduates at the May 2007 convocation.

Being successful in the field of journalism requires persistence, hard work and, most important, a dedicated career goal, award-winning television journalist Aaron Brown told graduates at the May 2007 Cronkite School convocation.

"If you've already started to think about what you are going to do if Plan A doesn't work out, I guarantee that Plan A will not work out," Brown told the audience of more than 1,200 graduates, their families and friends. "You will slip into Plan B so fast you will never know what Plan A tasted like."

Brown, the longtime CNN anchor who served as the John J. Rhodes Chair in Public Policy and American Institutions at ASU during the spring semester, received a standing ovation.

A total of 197 students received bachelor's degrees and 15 received their master's degrees during the ceremony at Grady Gammage Memorial Auditorium.

Brown said he has known that he wanted to be a journalist since he was 13. Back then, he quipped, he was after one thing: Walter Cronkite's job.

In the years that followed, Brown worked as a television reporter and anchor for ABC News and CNN, covering the war in Bosnia and the Sept. 11 attacks. His work has earned him numerous awards, including the coveted Edward R. Murrow

By Samantha Novick



Graduates show off their diplomas to friends and family during the 2007 spring Cronkite School convocation at Grady Gammage Memorial Auditorium.

Award.

This was all possible, Brown said, because he had one plan: Plan A.

"My advice is simple and not realistic at all, but, with all due respect to your professors and parents, why not be a dreamer?" Brown said. "Why not chase that one goal, that one job, that one belief that is so far out there, so far beyond reach, that only a fool would chase it? Why not do that?"

Brown challenged the graduates to be unafraid of taking risks or attempting a less conventional career path. He told them to be fearless and stop worrying so much.

"Don't spend precious time on those who tell you what you cannot do or those who tell you what you should do," he said. "You



(Clockwise, from above) Senior Associate Dean Marianne Barrett helps Emeritus Professor Benjamin Silver before the convocation ceremony. Graduates line up to go on stage to receive their degrees. Stephanie Berger is recognized as an Outstanding Undergraduate Student.



Photos by Ryan A. Ruiz

decide. Take risks, reach for dreams. They are there, they can be had, and even if you fall down you will know that you have tried."

Brown said that when he entered the profession more than 30 years ago journalists wanted to change the world. He said there is still much work to be done.

"Go out there, starting now, and live your dreams exactly as you see them because this troubled world needs you to do it," he said. "Go live your dreams exactly as you feel them because if you don't, the world will be less good and you will be less happy."

Brown's comments came at the end of a year of great change and success for the Cronkite School, Dean Christopher Callahan told the crowd. The school won top honors in several national and regional competitions, launched new programs such as the New Media Innovation Lab and began construction on a new home in downtown Phoenix. In addition, seven

new professors were added to the Cronkite school faculty.

"We've faced incredible growth," Callahan said. "The future is indeed bright."

While many of the plans for the school won't be realized until it moves to its new location in downtown Phoenix, this year's graduates have been privileged to be among the first to take part in some of the changes, student convocation speaker Evan Doherty said.

"We've had some unforgettable times and learned some great things from some inspiring people," said Doherty, who was one of the first students to participate in the broadcast division of Cronkite News Service, which was launched this year.

"All in all, this experience prepared us all very well for our professional lives and our lives down the road."

Editor's Note: The writer was among those who received bachelor's degrees at the ceremony.

CRONKITE GRADUATES

OUTSTANDING STUDENT AWARDS

Fall 2006

Outstanding undergraduate students:

Brooke Brown
Charles O'Brien
Sara McElroy

Student speaker: Brooke Brown

Spring 2007

Outstanding undergraduate students:

Stephanie Berger
Justin Karp
Shannon Pagels

Outstanding graduate student:

Chris Sheppard

Student speaker: Evan Doherty

KAPPA TAU ALPHA

Twenty-three Cronkite School students were inducted into Kappa Tau Alpha, the national journalism student honor society, for the fall 2006 and spring 2007 semesters. The students, who represent the top 10 percent of the Cronkite School graduating class, were presented with medallions and honor cords. The inductees are:

Fall 2006

Tzitziki Cortes-Fraga
Emily Denniston
Loraine German
Amanda Giovetti
Kimberly Lerdall
Michael Lisi
Sara McElroy

Spring 2007

Andrea Balderrama
Stephanie Berger
Kathryn Burnett
Ljiljana Ciric
William Hayes
Kellyn Johnson
Michael McVean
Molly O'Brien
Shannon Pagels
Callie Parkinson
Noelle Paul
Melody Rodriguez
Monica Skrautvol
Ljubinka Slaveska
Tyler Thompson
Francesca Van Der Feltz
Mary Vinzant

GROWING THE CRONKITE SCHOOL

DEVINE GIVES BACK TO SCHOOL

Christine Devine, the Emmy Award-winning Los Angeles news anchor and 1987 Cronkite graduate, made a \$50,000 gift to help kick off a fund-raising campaign for the Cronkite School's new journalism education complex in downtown Phoenix.



Christine Devine

Devine's gift, the campaign's first from a Cronkite graduate, will go to the naming of the conference room in Cronkite News Service, the new building's showcase multimedia newsroom. In addition to naming the newsroom's conference room, Devine, a 2001 inductee of the Cronkite Alumni Hall of Fame, has created an endowed scholarship at the Cronkite School.

"It is only fitting that Christine is the first member of the Cronkite School alumni family to make a gift to the school's building campaign," said Cronkite School Dean Christopher Callahan. "She has always been a great supporter of the school and our students. We are enormously proud of the career success she has achieved and grateful that she has remained a close friend and great advocate of the Cronkite School over the years."

For more information on naming opportunities in the new building, please see page 91.

Crowders honor son's memory

By Nicole Romanoff

Troy Crowder, a retired Cronkite School professor, and his wife Betsy are honoring the life and spirit of their late son, a long-time photojournalist and 1980 Cronkite graduate, by creating a photojournalism endowment in his name.

Greg Crowder, a photojournalist at The Press-Enterprise in Riverside, Calif., died in 2005.

"Starting the endowment seemed like a really good way to memorialize our son," said Troy Crowder, a professor emeritus who also worked in the ASU Office of the President. "The endowment will be there forever."

Funds from the endowment will provide general support for the photojournalism program, including funding photojournalism equipment purchases and visits from photojournalism professionals.

In addition, a portion of the Greg Crowder Photojournalism Endowment will fund a photojournalism contest for Cronkite School students. The winner of the annual Greg Crowder Memorial Photojournalism Award will receive a \$1,000 prize, and the five finalists' photos will be displayed at the school each year.

"We are extremely honored that Troy and Betsy have chosen to support our photojournalism students as a way to celebrate Greg's life," Cronkite School Dean Christopher Callahan said. "It's a gift that will inspire photojournalism students here for generations to come."

While a student at ASU, Greg Crowder worked for The State Press, ASU's independent student newspaper, and interned with The Arizona Republic.

Crowder said one of his son's favorite instructors was Con Keyes, who taught photojournalism and now works as a photographer for the Los Angeles Times.



Troy and Betsy Crowder

Keyes said Greg Crowder was a kind and considerate person. "He was a no-nonsense professional who was held in high esteem by his peers and was loved by friends," Keyes said. "He took great pride in the success of those he worked with. Greg was not an 'I' person; he was a 'we' person."

Troy Crowder said that after graduating from ASU his son sat down with an atlas and a newspaper directory and identified West Coast cities where he wanted to work. He accepted an offer from The Press-Enterprise, where he worked until 2004. "It was a good atmosphere for photographers," his father said. "It was an extremely good place for him to work."

For Keyes, it meant that one of his favorite students would be just a short distance away. "While we began as teacher and student, the future held that we would become colleagues in the news business," Keyes said.

By setting up the endowment, Keyes said, the Crowders have helped ensure that future photojournalism students will have the same opportunities that Greg had.

"Greg would be very proud."

THE DEAN'S CLUB

Dean Christopher Callahan's vision for the Walter Cronkite School of Journalism and Mass Communication is to make it the best professional journalism school in the country.

Launched in May 2006, the Cronkite School Dean's Club brings together community leaders who are committed to advancing that vision. Through the

meaningful financial support and active community engagement of Cronkite School Dean's Club members, the school continues to evolve into widely respected journalism program recognized for its academic excellence and talented and inclusive student body.

The Dean's Club recognizes donors for their gifts and gives them the opportunity

to be more involved with the Cronkite School. Members are invited to events held specifically for Dean's Club members and receive special communications from the school throughout the year.

If you are interested in learning more about the Dean's Club, please contact Bethany Taylor at 480.727.9444 or bethany.taylor@asu.edu.

Join the Cronkite Legacy

ASU Walter Cronkite School of Journalism and Mass Communication

The Cronkite name stands for excellence, integrity and innovation. The Walter Cronkite School of Journalism and Mass Communication embodies the values of its namesake. With the school's historic move to the center of the Phoenix media market in fall 2008 comes your opportunity to help the Cronkite School become the country's premier professional journalism program.

A cutting-edge media education complex

The six-story, 223,000-square-foot structure will be a centerpiece of ASU's new downtown campus in the heart of Phoenix, the nation's fifth largest city. Highlights include:

- **Prime Location.** Closer to major media organizations than any journalism school in the nation.
- **Professional Environment.** Seven dynamic newsrooms devoted to all-day learning and real-life production and innovation in print, TV, radio, public relations and new media.
- **Public Forum.** A two-story public forum, the building's activity hub and site of events for students and nationally televised forums.
- **Spacious Classrooms.** Seven digital computer labs, two TV studios, a 150-seat theater and five fully wired classrooms.
- **Student Services.** A glass-enclosed student library, lounge and resource center, the center of the student services wing of the building.
- **PBS Partnership.** Eight/KAET-TV, the ASU-operated public broadcasting station, will join the Cronkite School in the new complex.

Nationally known for its immersive and innovative approach, the Cronkite School boasts 1,600 students and a faculty of award-winning journalists and media scholars. In 2007, Cronkite students won first place nationally in the Hearst Awards competition, the Pulitzers of college journalism.

Named giving opportunities recognize your support

Donors and supporters create a meaningful legacy and a continuing relationship with the Cronkite School through named giving opportunities. Your gift provides the resources that allow the Cronkite School to recruit gifted faculty, expand its commitment to access by providing scholarships and financial aid to talented and deserving students and deliver the extraordinary professional education for which the school is known.

*Consider supporting the
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Contact Bethany Taylor for more information: 480.727.9444 | bethany.taylor@asu.edu | <http://cronkite.asu.edu>

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Please help us update and maintain our files by filling out and returning this form to:

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ARIZONA STATE UNIVERSITY

The Walter Cronkite School of Journalism and Mass Communication

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