

The Cronkite Journal

2008-2009

WALTER CRONKITE SCHOOL OF JOURNALISM AND MASS COMMUNICATION

A J-School for the 21st Century



Inside:
New Cronkite Building Opens
Latino Specialization Launches
News21 Redefines Journalism
Clifford Gallery Showcases History

There's no ALUMNI without U

Activate your lifelong connection to ASU with a membership to the ASU Alumni Association. Receive invitations to Cronkite chapter and university events, news that pertains to you, as well as many other benefits. Call 1-800-ALUMNUS or go to asu.edu/alumni for more information and to join today.



THE CRONKITE JOURNAL

Editor
Kristin Gilger

Art Director
Linda O'Neal Davis

Copy Editor
Steve Elliott

Cronkite Magazine
Class Instructor
Anita Malik

Web site
cronkite.asu.edu

STUDENT WRITERS

Becky Bartkowski
Ashley M. Biggers
Cristina Boccio
Emily Bratkovich
Samuel Burke
Ryan Calhoun
Carolyn Carver
Matthew Culbertson
Tessa Darling
Stephanie Dembrowski
Allison Denny
Leah Duran
Abby Fotis
Amanda Fruzynski
Philip Haldiman
Bettina Hansen

Kelsey Hazlewood
Tatiana Hensley
James Kindle
Ryan Kost
Jordan LaPier
Ryan Lorenzo
Kasia Marciszewska
Kelly McGrath
Matt Mullarkey-Toner
Leigh Munsil
Kristyna Murphy
Sarah Owen
Michelle Price
Andre F. Radzischewski
Jourdan Rassas
Nikki Renner

STUDENT PHOTOGRAPHERS

Deanna Dent
Bettina Hansen
Ryan Kost
Ashley Lowery
Jeffrey Lowman
Kaitlin Ochenrider
Dan O'Connor
Ryan A. Ruiz
Courtney Sargent
Jillian Sloan
Tiffany Tcheng
Megan Thomas

Text from this publication may not be used without permission. Persons wishing to reprint any portion of The Cronkite Journal are required to write in advance for permission. Address inquiries to The Cronkite Journal at the address below.
Copyright © 2006 The Cronkite Journal.



Cronkite School of Journalism and Mass Communication
ASU
555 N. Central Ave.
Phoenix, AZ 85004-1248



FEATURES

4 Our New Home

The Cronkite School moves from Tempe to its new \$71 million home in downtown Phoenix.

19 Our New Campus

The Downtown Phoenix Campus grows from a sketch on a napkin to a 15-acre campus.

31 Our New City

Downtown Phoenix offers a range of activities and opportunities for students.

41 Carnegie-Knight News21 Initiative

The Cronkite School is leading 12 universities in a bold, national experiment in digital media.

43 Latino Specialization

A new journalism program covers Latino communities and U.S.-Mexico transnational issues.

45 Knight Center

The Knight Center for Digital Media Entrepreneurship teaches students the value of innovation and risk.

49 Stardust High School Program

The Stardust High School Program is building digital newsrooms in schools across the state.

56 ABC News on Campus

ABC News opens a bureau in the new Cronkite building led by journalism students.

57 Master's Degree Program

The first class of full-time professional master's students begins studies at the school.

70 International Reporting Projects

Cronkite students travel to Mexico and South Africa for in-depth reporting experiences.

85 The Cronkite Award

Jim Lehrer and Robert MacNeil of PBS are the 2008 recipients of the Walter Cronkite Award for Excellence in Journalism.

90 Diversity Research

The Cronkite School produces two major journalism diversity projects.

DEPARTMENTS

2 Letter from the Dean

3 Letter from the President

41 New Programs

59 New People

67 Departures

70 Students

86 Schatt Lecture

88 Convocation

90 Faculty

94 Adjunct Faculty

96 Visitors to the School

101 In Memoriam

102 Alumni

108 Growing the Cronkite School

Cover photo by Deanna Dent

Cronkite NewsWatch students Karlene Chavis (left) and Amber Dixon prior to three hours of election night coverage, take time for a photo shoot for The Cronkite Journal magazine.

New Building Sets Stage for Success

The past, present and future of journalism are all coming together in our magnificent new home in downtown Phoenix.

A mere 18 months after Walter Cronkite stood shovel in hand to break ground, we opened the doors to the six-story, \$71 million journalism education complex that many are describing as the finest in the nation. With five times the space of our home for the previous 35 years, Stauffer Hall, the new Cronkite building features state-of-the-art newsrooms, fully mediated classrooms, digital computer labs, TV studios and control rooms and a design focused on the future of journalism.

The First Amendment Forum, the multi-level heart of the building, has become the social, professional and intellectual hub that we envisioned. Students watch breaking news on the giant high-definition TV during the day and gather in the evening to chat with media leaders. Cronkite Night at the Movies, featuring classic movies with journalism themes, has already become a Forum staple.

The Cronkite Theater creates an intimate feeling, yet can hold up to 150 students or event-goers, while the Cronkite News Service is a model for the collaborative newsroom of the 21st century. TV executives who visit the Cronkite NewsWatch newsroom, studio and control room say they are on a par with the networks and major market stations. And glass walls throughout the building make the journalism process transparent for students, visitors and passersby alike.

While in many ways the quintessential 21st century communications complex, the new Cronkite building also emphasizes the most important values and traditions of journalism past.

The words to the First Amendment are emblazoned — floor-to-ceiling — on all six floors. Those 45 words are our intellectual cornerstone, and we want to make sure every student, faculty and visitor remembers that each and every day.

The Jack and Marguerite Clifford Gallery pays tribute to the industry's past by displaying artifacts from the TV, radio and newspaper industries in addition to

memorabilia from the illustrious career of our namesake, Walter Cronkite.

Across the hall from the Clifford Gallery are displays of a growing number of Hearst Foundation awards. Cronkite has finished in the Hearst Awards Top 10 for a record seven consecutive years and took first nationally in the Society of Professional Journalists' Mark of Excellence contest for the third year in a row.

On the fourth floor, visitors will find a portrait gallery honoring the winners of the Walter Cronkite Award for Excellence in Journalism. The PBS duo of Robert MacNeil and Jim Lehrer are the recipients in this, the 25th year of the award.

And throughout the building, quotations from great journalists and free press advocates — from Jefferson to Pulitzer to Cronkite — adorn the walls to inspire the next generation of journalists.

While the present and past take center stage, this is a building — and a school — designed for the future.

The Knight Center for Digital Media Entrepreneurship is a groundbreaking program created to inspire the next great innovations in journalism. Next door is the Gannett New Media Innovation Lab, which serves as a digital research and development institute.

The Carnegie-Knight News21 Initiative, a collaboration of 12 major U.S. universities, is now based at the Cronkite School. News21 fellows from places such as Columbia, Northwestern and USC will work under the leadership of the Cronkite School to create a new kind of journalism that is both in-depth and highly experimental.

And we plan to vastly expand the reach of the Donald W. Reynolds National Center for Business Journalism and create a specialty in coverage of business and the economy — arguably the most important and complex issues facing our nation.

All of these exciting initiatives are happening not just in a spectacular new facility, but in the center of the nation's fifth-largest city. The promise of this unprecedented university-city partnership, conceived and championed by President Michael Crow and Phoenix Mayor Phil Gordon, is already being seen in our first

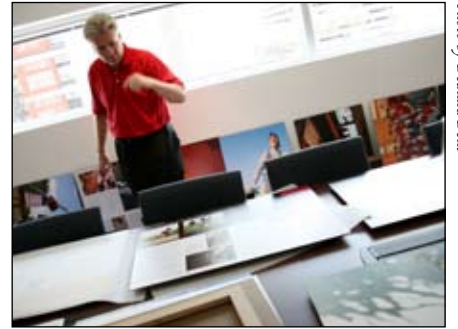


Photo by Deanna Dent

Cronkite School Dean Christopher Callahan selects artwork for the new building.

months downtown. Student journalists are covering events at City Hall, county, state and federal agencies and major sporting and cultural venues. Our partnerships with media companies around the Valley have grown as the distance between us in most cases is now blocks instead of miles.

When I first came to ASU in 2005, we said our goal was to be the finest professional journalism in the country. We had many ingredients already in place, including great students and terrific faculty. Since then we've added more top faculty members, most recently former CNN anchor Aaron Brown, former Sacramento Bee Editor Rick Rodriguez and digital media leaders Dan Gillmor and Jody Brannon, and created dynamic new programs such as the Knight Center, News21, Cronkite News Service and the Reynolds Center. We also are receiving support at the highest levels. Foundations, alumni, individual donors and news companies — inspired by the Cronkite School's vision for the future of journalism education — have invested more than \$20 million in our school in the past three years.

The biggest missing piece of puzzle was a first-class learning environment in a major metropolitan city. With our new home now in place and off to a great start, our future is truly limitless.

Please enjoy the stories in this latest edition of The Cronkite Journal, created by our students under the leadership of Assistant Dean Kristin Gilger and Art Director Linda Davis, and drop me a line with your comments and suggestions at ccallahan@asu.edu.

Dean Christopher Callahan

Cronkite School Advances ASU Mission

The commitment of Arizona State University to the principles of the First Amendment and the advancement of the Fourth Estate is nowhere more fully integrated than in the Walter Cronkite School of Journalism and Mass Communication.

While journalism has been taught at ASU since 1931, the reconstitution of the Cronkite School as an independent academic entity in 2005 marked the transformation of an excellent journalism program into one of the preeminent professional journalism schools in the nation.

The reconceptualization of the school occurs during a decade of unprecedented change and decisive maturation for the university. This year ASU commemorates its 50th anniversary as a comprehensive university. I am confident that 50 years ago few would have predicted its emergence as a world-class research institution committed to teaching, discovery, creativity and innovation. Nor would anyone have imagined that ASU would pioneer a new model for the American research university. The paradigm of the “New American University” that we are advancing seeks to challenge the conventional wisdom on higher education.

As you will discover in the pages of this issue of *The Cronkite Journal*, the emerging stature of the Cronkite School is underscored by the growing numbers of distinguished scholars and leading practitioners on its faculty and the record numbers of students honored with national scholarships and awards.

Under the inspired direction of founding Dean Christopher Callahan, the school has during the past several years garnered important national recognition and investment from such organizations as the Donald W. Reynolds Foundation, the Carnegie Corp. of New York and the John S. and James L. Knight Foundation. With such exciting transdisciplinary initiatives as the New Media Innovation Lab and the Knight Center for Digital Media Entrepreneurship, the Cronkite School stands squarely in the vanguard of the next generation of digital media solutions.

And with the Donald W. Reynolds National Center for Business Journalism, the school is now home to one of our nation’s leading programs in that sector.

Among the milestones of the past year, none rivals the opening in August of a spectacular new world-class building for the Cronkite School. This state-of-the-art media complex anchors our newest campus, in the heart of the historic urban core of the metropolitan region, and constitutes an unrivaled platform for groundbreaking transdisciplinary teaching, research, scholarship and professional practice.

While the unique cluster of colleges and schools on the Downtown Phoenix Campus have in common a focus on the public mission of ASU, the Cronkite School offers unique advantages to those in journalism and communications, including invaluable access to the nexus of Arizona government, business and industry and especially the national media resources of our nation’s fifth-largest city.

These advances occur in the context of growing international recognition for the excellence of ASU. *Newsweek* terms our ambitious institutional reconceptualization “one of the most radical redesigns in higher learning since the modern research university took shape in 19th-century Germany.” And according to an April 2007 editorial from the leading international scientific journal *Nature*, questions about the future of the contemporary research university are being examined “nowhere more searchingly than at Arizona State University.”

In more strictly quantitative assessments, ASU ranked 93rd among the top 100 universities globally and 52nd among U.S. universities in the authoritative 2008 Academic Ranking of World Universities, conducted by the Institute of Higher Education, Shanghai Jiao Tong University. The indicators of the Jiao Tong methodology weight academic quality as a function of the scientific and scholarly contributions of faculty, including research citations and output as measured by publication in leading journals.

According to the National Science



Photo by Tom Story

Foundation, in terms of research-related spending, ASU now ranks among the top 20 leading research universities without a medical school. And finally, in the 2009 edition of “America’s Best Colleges,” U.S. News and World Report named ASU one of the “Best National Universities” for the second year in a row, and Princeton Review identified it as one of the nation’s “greenest” universities.

At once the youngest and the largest of the roughly 150 public and private research universities in our nation, ASU rejects the notion that excellence and access cannot be achieved in a single institution. Our mission is to serve the citizens of Arizona through an institution that combines the highest levels of academic excellence, inclusiveness to a broad demographic and maximum societal impact.

Although we are first and foremost committed to educating Arizona students, we are equally a cutting-edge discovery enterprise, focused on finding solutions to the most pressing problems that confront global society. Our academic community is helping to build a sustainable environment and economy for Arizona, leveraging our region’s competitive advantages through strategic global engagement and tackling the major challenges of our age.

As one of 23 unique schools and colleges that comprise our academic federation distributed across four campuses, the Cronkite School is integral to our overarching objective of advancing societal transformation and improving the human condition. We welcome you to glimpse both our accomplishments and our objectives in the pages of this journal.

President Michael M. Crow

Building Features Practical Details.....

The Walter Cronkite School of Journalism and Mass Communication entered a new chapter in its history in 2008, moving from its longtime home in Stauffer Hall on the Tempe campus to a \$71 million building in downtown Phoenix.

It was like moving from the basement to the penthouse.

"This is arguably the best journalism building in the country," said Cronkite School Dean Christopher Callahan from his office overlooking what will become a downtown park.

Callahan was referring to the state-of-the-art technology that can be found in virtually every room of

A welder works in the interior stairwell on the south side of the building in October 2007.

Photo by Ashley Lowery

Senior Associate Dean Marianne Barrett (center) and Kelly Carr (right) of the Donald W. Reynolds Center for Business Journalism don hard hats in preparation for a building tour.

Photo by Deanna Dent

...Dramatic Design



On the first day of school, a student passes by the windows that were commissioned as the building's art in the south stairwell.

Photo by Deanna Dent

Cronkite faculty and staff tour the building during construction.

Photo by Deanna Dent

the new six-story building on the corner of Central Avenue and Taylor Mall. But the best, he said, means a lot more than just the latest technological wizardry.

It means enough room under one roof so that all Cronkite classes and the faculty who teach those classes can share the same space.

It means a location in the heart of downtown Phoenix that gives students easy access to newsmakers and internships at major media outlets and that serves as a gathering place for area journalists, whether they are teaching classes or attending a lecture.

It means a building designed to create a sense of community and encourage interaction among the faculty, staff, students and public.

And it means a school that fits into a larger vision of the university and the city of Phoenix — a mission intent on creating a vibrant urban center in downtown Phoenix.

ASU President Michael Crow and Phoenix Mayor Phil Gordon said they are convinced that the



OUR NEW HOME

Cronkite School and the other schools now clustered on the Downtown Phoenix Campus will help revitalize the city's historic core by bringing scores of people, ideas and activities to the area.

"I see it as one of the most important things we're doing," Crow said.

When Crow talks about the Downtown Phoenix Campus, he uses phrases like "public mission" "economic and societal transformation" and "strengthening democracy."

A strong school of journalism, he said, is essential to the free flow of information that sustains democracy. And that, he said, is especially true at a time when the journalism profession is under so much stress as readers and revenue move from traditional media like newspapers and television stations to the Internet.

"We're operating in a world where information is moving around in nanoseconds," he said. "None of us have an idea where journalism is headed."

Callahan said the new Cronkite building will help the school educate the next generation of journalists who will invent the industry's future. The building is home to a range of new programs and initiatives — the Carnegie-Knight News21 Journalism Initiative, the Donald W. Reynolds National Center for Business Journalism, the New Media Innovation Lab and the Knight Center for Digital Media Entrepreneurship among them — all of which focus on how to do great journalism in new ways.

Students are taught in fully mediated classrooms in which instructors can access information across platforms at the touch of a screen. They work in state-of-the-art newsrooms where they practice marrying words with video, sound and photos. They have access to dozens of editing bays to prepare news packages for online and television. And on the sixth floor of the building, they have one of the most advanced television newsrooms and studios in the country.

"It's amazing," said senior Rory Stern, who works on the crew of Cronkite NewsWatch, the school's award-winning student newscast. "We're as technologically advanced as you can get. No matter where we go, we'll be prepared."

Sue Green, who directs broadcast students in another professional program, Cronkite News Service, said the new



Six stories
110 feet tall
235,733 square feet



\$71 million
150-seat theater-style auditorium



Two TV studios
Seven digital computer labs

Photos by Bill Timmerman

facilities mean that students for the first time "can tie together all the different platforms, from print to online to broadcast ... and really work with each other." In doing so, she said, they will build skills that are essential in today's media world.

Callahan acknowledged that technology changes so fast it may be only a matter of months before some things become outdated. But a new student program fee gives the school the resources to stay up to date, he said.



The new building was constructed around open spaces such as The First Amendment Forum, seen here from the mezzanine.

Photo by Bill Timmerman

Seven working
newsrooms

Eight/KAET,
76,326
square feet



Electronic
news ticker

Two-story
public forum



Ground-floor
retail

12
university
classrooms

Photos by Deanna Dent



Students are reminded of the First Amendment on every floor of the building.



Cronkite School Dean Christopher Callahan explains the layout of the school to faculty and staff.

Photos by Deanna Dent

"We didn't want to build a building that would wow everyone for a year and then fall behind," he said. "We wanted a facility that will last for decades."

Designing with Purpose

From the time ground was broken on the new building in February 2007 to move-in 17 months later, Callahan was a regular on the building site.

He would huddle over building plans with the architects and designers and then don a hard hat to walk the construction site.

"He's been very hands-on (with) this building every step of the way," said Tamra Wagner, project coordinator for HDR, the building's executive architect. "He knew exactly what he wanted."

Callahan had a hand in almost every detail of the building — from the way the interior was laid out to the selection of chairs for the classrooms.

Before delving into the project, he visited other journalism schools around the country, touring their facilities and getting ideas. He also drew inspiration from Harvard University's John F. Kennedy School of Government, where he got his master's degree in public administration. The school is built around an open forum that encourages the free exchange of ideas among students and faculty.

In the Cronkite building, that concept became the principle around which the interior of the school was built. Starting on the second floor of the building — the Cronkite School's main floor — The First Amendment Forum rises two stories. It is open on

three sides, with views down into the forum from the third floor and a mezzanine between the two floors.

The result is a space that is at once utilitarian and beautiful, Callahan said.

"We really designed this building around the concept of serendipitous interaction among students and faculty," he said. "The more of that we can have, the richer their experience will be."

Other aspects of the building's design aren't as dramatic, but they're just as important, said architect Steven Ehrlich. For example, large windows in the school's newsrooms create a connection between the public and those inside the building.

"It's not just looking out, it's giving the public the ability to look in," Ehrlich said. "It's a two-way kind of dialogue" — and an appropriate statement about the role of journalism in a democracy, he said.

The exterior of the building also was designed with journalism in mind. The copper and orange facing imitates a radio frequency spectrum, and instead of hiding satellite dishes for Eight/KAET, Arizona's PBS affiliate with whom the Cronkite School shares the building, they are positioned so they can be clearly seen.

Other elements of the building's design are purely practical, said Mathew Chaney, an associate of Steven Ehrlich Architects. He said that literally everything in the building — from loading docks and elevators to the wiring and strength of floors — was designed so that the school can keep up with changing technologies.

"If a new sort of broadcast technology comes along or spaces



This last photo from a time-lapse camera trained on the new Cronkite building was taken at the end of October 2008.

Photo by Time Lapse Technologies

need to be reconfigured, that infrastructure is in place,” he said.

Building with Speed

In spite of its size and complexity, the Cronkite School was built with breathtaking speed, according to the architects, designers and builders who worked on the project.

Contracts on the building were awarded in October 2006, and ground was broken in February 2007 in a ceremony that included Walter Cronkite, the legendary CBS News anchor for whom the school is named.

Unless you work in construction, you don’t realize how fast that is, Chaney said. “We pretty much had four months (from getting the contract) until we had to break ground on the building,” he said. Companies typically have a year to get everything in place before construction begins.

To make it happen, the contractor and the architects employed a process called “design-build,” which means that the architects designed the building to a budget — and made changes on the fly.

“We had to process many, many, many design ideas for this project very quickly,” Chaney said.

Foundation work on the ground floor began in April 2007, and the building was substantially completed by May 30, 2008, said project director Terry Abair of Sundt, the general contractor for the building.

Furniture was moved into the building on June 1 of that year, and ASU staff members began moving into their new offices July 21. From then until the first day of classes on Aug. 25, it was a race to the finish.

But aside from a few signs on doors and some finishing work on Taylor Mall adjacent to the building, students walked into a completed building.

Finishing such a large project so quickly — and on budget — was nothing short of remarkable, said Mike Jackson, principal at the Phoenix office of HDR.

He said he thinks it was “the first project that actually was built on time and on budget pretty much in the history of the city of

Eight/KAET Shares Building with School

The fifth floor of the new Cronkite building as well as part of the fourth and sixth floors will be the new home of Eight/KAET, Arizona’s PBS affiliate.

Cronkite and KAET were neighbors for 35 years on the Tempe campus, their two buildings connected by a breezeway.

In fall 2008, KAET office and administrative staff began moving into the building it will share with the Cronkite School. The rest of the station’s operations are scheduled to move in early 2009, when the station will begin broadcasting out of

its new facilities in downtown Phoenix.

KAET has been part of the ASU community since 1961. With more than 1.3 million viewers each week, KAET consistently ranks among the most-viewed public television stations per capita in the country, according to the station’s Web site.

In addition to airing programs distributed nationally by PBS, KAET produces its own award-winning programs, including HORIZON, a nightly public affairs program; HORIZONTE, a

program that examines Latino issues in the state; and The Arizona Collection, a series that focuses on the people, places and history of Arizona.

KAET also provides educational outreach programs to Arizona schoolchildren and to adults who are working to get their high school diplomas or improve their literacy. The station also offers internships and jobs to ASU students, many of them from the Cronkite School.

Phoenix or Arizona State University.”

The building was paid for by a \$878.5 million bond issue passed by Phoenix voters in March 2006. The bond package included \$223 million for ASU to build a downtown Phoenix campus.

The Cronkite building was the first to be built from the ground up on the new campus, but it wasn't the only major construction project under way.

At the same time, Taylor Place, a residential hall for students, was being built next door to the Cronkite School under a private-public partnership. The first tower of that two-tower building also was completed in time for the start of the fall 2008 semester.

The next step: the completion of the Metro light rail project. The new high-speed rail, which will take riders from the ASU Tempe campus to downtown Phoenix in about 20 minutes, is due to open just before the end of 2008.

While more buildings are coming — a second building for the College of Nursing & Healthcare Innovation is to be completed in 2009 — the major pieces of the new Downtown Phoenix Campus are in place.

And Ehrlich, for one, likes what he sees.

The Cronkite School already has become “a harbinger of energy and activity,” he said.

“It's a terrific building that creates and reinforces urbanity. It becomes part of the fabric of downtown,” he said. “There's light rail, there's the civic space across the street, there's Taylor Mall (and) there's the emerging downtown campus.”

Student Matthew Culbertson contributed to this report.



The first floor of the building features a lobby as well as university classrooms.

Photo by Bill Timmerman

Cronkite Week Marks Opening



The Cronkite building is officially dedicated during a week of special activities open to the public.

Monday, Nov. 17 — A Look Back: Journalism History and Traditions

- 100 Years of Journalism: A National Press Club Documentary with Gil Klein, former Washington correspondent and National Press Club president
- U.S. Presidents through the Photojournalist's Lens: An Associated Press Exhibit with J. David Ake, Washington photo editor, The Associated Press
- Cronkite School in Year 25: A Conversation with Dean Christopher Callahan

Tuesday, Nov. 18 — Journalism Values in Today's Changing Media Landscape

- Latinos and the News: Covering a Rapidly Changing America, moderated by Richard Ruelas, reporter for The Arizona Republic.
- Diversity: The UNITY Research Projects with Steve Doig, Knight Chair in Journalism, and Assistant Dean Kristin Gilger.
- Ethics: New Challenges in a Digital Age, moderated by Tim McGuire, Frank Russell Chair and former editor of the Minneapolis Star Tribune.
- Free Press: The First Amendment in the Digital Age with Professor Joseph Russomanno and media attorney David Bodney of Steptoe & Johnson LLP.
- The Press and Politics in America: Dissecting Coverage of the 2008 Election, moderated by Steve Elliott, print director of Cronkite News Service and former AP Phoenix bureau chief.

Wednesday, Nov. 19 — Our New Home

- Dedication of the Marguerite and Jack Clifford Gallery
- Dedication of the Sony Television Studio

- Interview with the Artists. Dean Kwang-Wu Kim of the Herberger College of the Arts interviews artists Janet Echelman and Paul Deeb.
- Interview with the Architects, Steven Ehrlich and Mathew Chaney.

Thursday, Nov. 20 — The Future of News

- Grand Opening Celebration with ASU President Michael Crow, Phoenix Mayor Phil Gordon and Walter Cronkite
- Business Journalism in the 21st Century, a panel featuring the Pulitzer Prize-winning investigative reporting team of Donald Barlett and James Steele, plus the winners of the 2008 Barlett and Steele Award in Investigative Business Journalism.
- Digital Media and the Future of Journalism panel with Lisa Stone, co-founder of BlogHer.com; Kinsey Wilson, executive editor, USA TODAY and USATODAY.com; and Gary Kebbel, Journalism Program Director for the John S. and James L. Knight Foundation.
- Tackling the Digital Media Challenges, moderated by Dean Christopher Callahan.

Friday, Nov. 21 — The Cronkite Award

- The 25th Walter Cronkite Award Luncheon honoring 2008 Cronkite Award recipients Jim Lehrer and Robert MacNeil
- The Future of TV Journalism in Our Democracy. Aaron Brown, Walter Cronkite Professor of Journalism and former lead anchor for CNN, hosts a conversation with Lehrer and MacNeil.

For more information, visit cronkite.asu.edu/about/events.



Forum Binds School Together

By James Kindle

What the ancient Romans had in their forums 2,000 years ago was open spaces for gathering, debating and exchanging goods and conversation.

What they didn't have were multiple plasma screen TVs, a state-of-the-art sound system and a 16-foot-by-9-foot high-definition television.

But when the new Cronkite School opened this fall, old met new in the building's central forum. And much like the Roman forums, the space became the geographic and symbolic center of ASU's journalism community.

"All points lead to or from the forum," Cronkite School Dean Christopher Callahan said. "It's hard to go somewhere in the building without going through the forum or interacting with the forum in some way."

The idea for the forum, Callahan said, actually came from a contemporary source: the forum at the Kennedy School of Government at Harvard University, where Callahan attended graduate school.

"We sort of took that notion of multi-tiered space," Callahan said. "You can interact with the space in a number of ways."

Callahan discussed his idea with the building's designers, California-based Steven Ehrlich Architects, who immediately liked the idea of a bold, open space that "flows with the rest of the building,"

said Mathew Chaney, an associate at the architectural firm.

The result: a 40-foot-by-60-foot space that rises two stories from the second floor to a vent-wood ceiling. The vent-wood, a pre-fabricated, slotted wood product, absorbs sound and adds warmth to the otherwise cool concrete building, architect Steven Ehrlich said.

The forum is open to the third floor of the building, with a mezzanine on one end directly across from the large-screen TV and connected above and below by a large, steel stairwell.

On the third floor, hallways open up to the forum, with classrooms on either side. This large open area allows views of the screen or stage from all three levels.

The main floor of the forum is framed by the glass-walled Student Resources Center and Library on one side and several classroom auditoriums on the other.

On the third floor, above the large-screen television, is a seminar room with glass windows through which passersby can read Walter Cronkite's famous sign-off: "And that's the way it is" inscribed on the wall.

Words, of course, are important to a journalism school, and Callahan said he thought a lot about what words should be associated with the forum. The name of the most prominent part of the building needed to capture the most important values of the school.

Callahan already had decided to have the

language of the First Amendment painted on the walls of every floor of the building, and the next step was easy: The forum would be called The First Amendment Forum.

The use of the space reflects the name. The forum is the place for all of the school's main events — lectures and speeches, panel discussions and movie nights featuring journalism classics from "Citizen Kane" to "All the President's Men."

It can be converted into an open space for conferences, meetings, receptions and banquets, such as the Arizona Newspapers Association's annual conference this fall, which recognized the best newspaper work



of the year, including work to preserve free speech.

The forum also has become what Ehrlich described as the building's "main living room." Students pull up comfortable lounge chairs to form groups of two or 20 for conversations and study sessions.

"We really designed this building around the concept of serendipitous interaction among students and faculty," Callahan said. "The more of that we can have, the richer their experience will be."

In some ways, the design was a reaction to the lack of that kind of space in the school's former home in Tempe's Stauffer Hall, where there just wasn't room for people to gather, Callahan said.

"The only time you passed somebody was on the stairwell," he said. "There was no place to sit. There was no place to hang. There was no place to commonly interact."

Ehrlich said he had something else in mind when designing the forum: "People as spectacle." It's easy to sit on the mezzanine or stand in the hall overlooking the forum and watch the activity, he said.

It's also easy to watch the news.

Along the mezzanine level hang five high-definition television sets, and at the front of the forum is what may be the largest HD rear-projection television in the Valley. The large screen displays a steady stream of news from CNN and other news sources.

The channels have to be programmed, Callahan said, meaning no one gets control of a giant remote.

But all work and no play would make this

"All points lead to or from the forum."

— Cronkite School Dean Christopher Callahan

giant TV a dull screen. So on weekends, the TV is turned over to sports lovers who can watch professional and college games.

"What does that have to do with journalism? Nothing," Callahan said. "But it's Saturday. We want to make sure students are not only working hard but playing hard."

One other piece of technology distinguishes the forum: Three fixed cameras can record a speech or panel discussion and record it or stream it to other parts of the building, Callahan said.

"Hopefully, we're going to be doing an awful lot of that," he said.

The dramatic openness of the space and the way it is being used satisfies Chaney that The First Amendment Forum has become exactly what its designers had in mind.

"It's creating a forum in that true sense," he said. "There are a lot of layers of activity ... (that) reinforce the idea of open dialogue within that space."

"Visitors will see Chris Callahan's educational vision in there right away."

Opposite page: A mezzanine overlooks The First Amendment Forum.

This page: The forum is a place for students to socialize during the day, and it becomes a lecture hall and movie theater at night.



Photo by Deanna Dent



Photo by Bill Timmerman



Photo by Deanna Dent

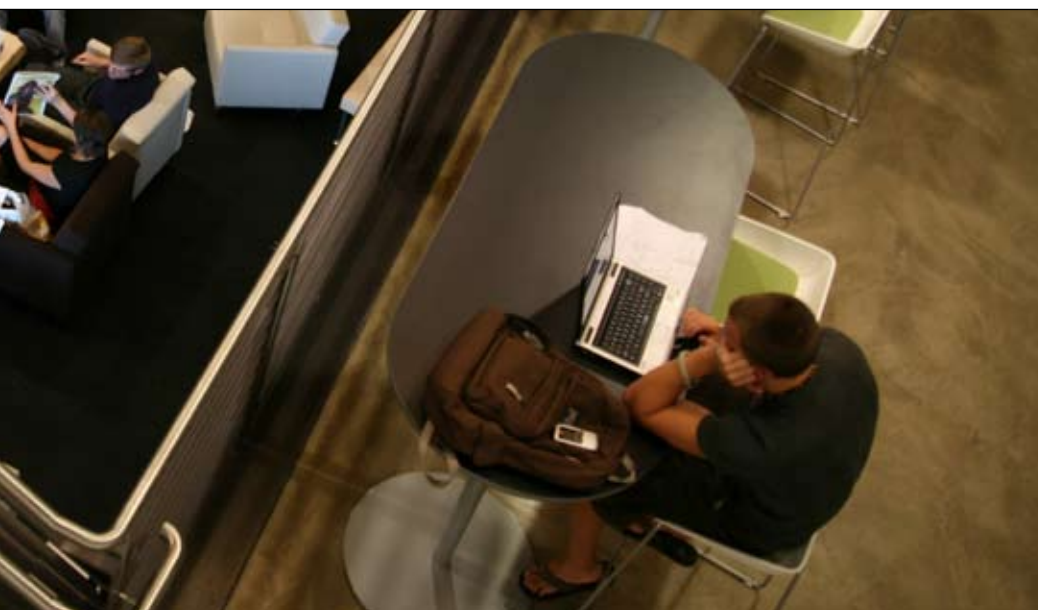
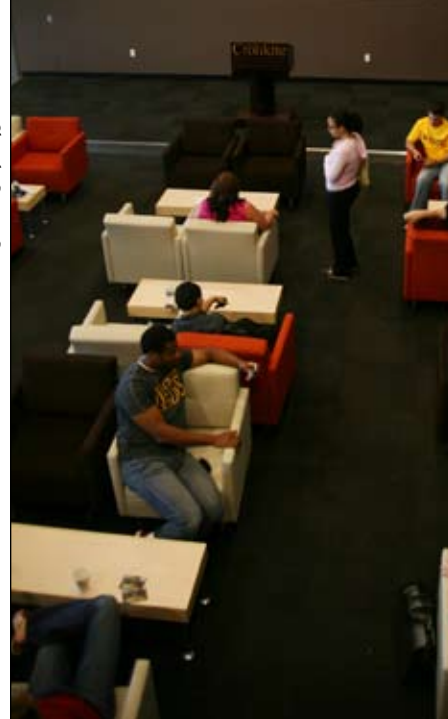


Photo by Deanna Dent





Cliffords Help Preserve Journalism's Past

By Becky Bartkowski

Jack and Marguerite Clifford's names and portrait are front and center in the Cronkite School's new gallery space dedicated to journalism history.

But Jack Clifford is perfectly clear that the gallery is really about someone else altogether.

"Nobody's going to go there because Jack Clifford's picture is on that wall," he said with a laugh. But they may come because they're curious about the school's namesake or the history of their chosen field.

Clifford, a television executive and founder of the Food Network, said he wants to be sure that all Cronkite students know why the school was named for Walter Cronkite.

Items from Cronkite's storied career will be displayed in the 1,500-square-foot, glass-enclosed gallery. Other artifacts represent the history of the news media and the Cronkite School.

The gallery was placed in one of the most visible locations in the building — on the second floor next to The First Amendment Forum, the main public gathering place for the school.

"We wanted the gallery to be in a spot where people would see it and wander in to look at the exhibits," said Cronkite School Dean Christopher Callahan.

Some of the items — such as metal plates from printing presses, old typewriters

and an Associated Press teletype machine — are things that Cronkite students have never seen, said Callahan, who himself collects vintage typewriters. "It will be fun for our students to see how journalists used to work," he said.

The gallery is set up very much like a small museum, Callahan said, with items displayed in glass cases and on the walls. Video excerpts of key moments in journalism history may be incorporated later.

The gallery was to be officially dedicated Nov. 19 during Cronkite Week, which celebrates the opening of the new building.

The job of getting the gallery ready for the opening fell to Cronkite Professor John Craft, who, as the school's senior faculty member, has witnessed some of the history that will be commemorated in the space.

Craft worked with Linda Davis, the school's lead graphic artist, to choose items for display, including a microphone used by Edward R. Murrow in 1938 to broadcast a report from Vienna, which was under threat from Nazi forces.

Other items include a collection of early radios; a Phoenix Gazette street sales box with a copy of the last issue of the paper from 1997 inside; early mini-cam equipment used by the news department of KOOL-TV, the forerunner of KSAZ-TV in Phoenix; and a carbon microphone used in the 1920s by KDKA, Pittsburgh, the first commercial radio station.

A number of individuals and media organizations, including the House of Broadcasting Inc., contributed items.

Craft said the artifacts will "help us know where we have come from in order to better know where we should go in the future."

Clifford said it's important to him that journalism history — and Walter Cronkite's role in it — be remembered.

"(Cronkite) was and continues to be the gold standard in journalism," Clifford said. "I am proud to call him a friend."

Clifford's friendship with Cronkite began years ago when they were introduced at a CBS affiliates meeting. Every year when Cronkite comes to Phoenix for the annual Cronkite Awards Luncheon, Clifford and Cronkite renew that friendship.

"He and I get together for a private B.S. session," Clifford said. "He's a very sweet, lovable and decent man."

Bethany Taylor, the school's director of development who worked with Clifford to get the gallery established, said she's excited to see the gallery become a reality.

"We want to make sure for generations to come that students will have a full understanding of who Walter is and what he means to the field of journalism," she said.

Keridwen Cornelius and Kristin Gilger contributed to this report.

Named Rooms Prominent in Building

Scattered throughout the Cronkite School's new building are the names of the people and companies that help make a Cronkite education special.

They have contributed more than \$2.6 million to help fund digital equipment and specialized student programs in the new school.

In recognition of the gifts, the school has named, in perpetuity, rooms in the new building in honor of the donors.

Traditionally, such gifts help pay for the construction of new university buildings. But the \$71 million cost of the Cronkite School was paid for by a bond that Phoenix voters approved by a 2-1 margin in 2006.

"We are enormously fortunate that — due to the vision of Mayor Phil Gordon, the Phoenix City Council and the residents of the city — we could use these generous gifts for state-of-the-art digital media equipment and special hands-on programs for our students," said Cronkite School Dean Christopher Callahan.

The Marguerite and Jack Clifford Gallery

A glass-enclosed display area on the second floor of the building, this gallery will serve as a kind of journalism museum where the public can view artifacts representing the history of the news media, the Cronkite School and the career of the school's namesake, longtime CBS News anchor Walter Cronkite.

Jack Clifford, a television executive who created the Food Network, has been a longtime supporter of the Cronkite School.

The Sony Television Studio

This state-of-the-art, high-definition television studio is located on the sixth floor of the new building. It is available to all Cronkite students, allowing them to produce their own news packages and television shows even as freshmen.

The Sony Corp. was founded in 1946 in Tokyo as an audio, video, information and communications technology company.

The Donald W. Reynolds Leadership Suite

The leadership suite is the home to the Cronkite School's administrative offices. It includes a main reception area and 11 offices for the school's deans and directors as well as the business staff.

Donald W. Reynolds was a media entrepreneur who owned more than 100 businesses, including newspapers, radio and television stations and outdoor advertising concerns. The foundation that carries his name supports a variety of programs that support journalism, quality of life and health care.

The Cronkite School also is home to the Donald W. Reynolds National Center for Business Journalism, which offers training and other resources to improve business journalism across the country.

The Gannett New Media Innovation Lab

This research and development space is located in the digital media wing on the second floor of the Cronkite building.

It is home to the New Media Innovation Lab, a two-year-old program that conducts research and develops new media products for media clients, most notably the Gannett Co. Inc. The lab attracts students from not only journalism but engineering, business and graphic design who have developed digital applications for Gannett papers across the country.

Gannett is an international news company that publishes 85 daily newspapers across the country, including The Arizona Republic as well as KPNX-Channel 12 in Phoenix and 22 other television stations.

The azcentral.com Classroom

This fully mediated classroom is adjacent to The First Amendment Forum on the second floor of the Cronkite building. It is one of two 65-seat classrooms in the school.

Azcentral.com, owned by the Gannett Co. Inc., has more visitors than any other local news and information Web site in the Phoenix market, reaching one out of three online adults every month.

Azcentral also partners with the Cronkite School on a multimedia reporting class in which students report breaking news for azcentral.com. under the direction of a Cronkite School Arizona Republic Editor-in-Residence.

The Weather Central Terrace

This sixth-floor terrace adjacent to the Cronkite NewsWatch newsroom is an ideal place for broadcast students to do live weather and other outdoor reports overlooking downtown



Marguerite and Jack Clifford Gallery

Photo by Katie Burke



Sony Television Studio

Photo by Deanna Dent



Weather Central Terrace

Photo by Jeffrey Lowman

Phoenix.

Weather Central Inc., a leader in state-of-the-art weather, news, traffic and sports digital broadcast technologies, also provides the Cronkite School with cutting-edge satellite, graphics and mapping technologies that enable students to produce professional weather reports on Cronkite NewsWatch, the school's award-winning evening newscast.

Weather Central, founded in 1974 by broadcasters and meteorologists based in Madison, Wis., provides professional on-air, online and print weather systems and forecasting utilizing dynamic weather graphics, precise forecast models and data and patented technology.

The Thomson Grass Valley TV Engineering Suite

This suite on the school's sixth floor houses the school's engineering team and sophisticated broadcast news technology infrastructure.

Grass Valley, a subsidiary of Thomson, is a France-based technology production company that specializes in equipment for the film and broadcast markets.

The Christine Devine Conference Room

Christine Devine has been a lead anchor in Los Angeles for more than 16 years. An Arizona native, she graduated from the Cronkite School in 1987 and worked at stations in Texas and Arizona before going to Los Angeles. She is a 2001 inductee into the Cronkite Alumni Hall of Fame.

The conference room in her name is located inside the Cronkite News Service multi-platform newsroom and is used for student news meetings and interviews.

The Autoscript Equipment Room

Broadcast, photography and online students frequent this equipment checkout room next to the Cronkite NewsWatch studios on the sixth floor of the building.

Students have access to a range of digital video cameras, tripods and other gear as well as audio recorders and photography equipment.

Established in the United Kingdom in 1984, Autoscript is a global company that provides teleprompters used throughout the world in studios and newsrooms.

Clear-Com Communications Cronkite News Service TV Director's Office

This office in the Cronkite News Service newsroom on the second floor of the building is home to Sue Green, CNS broadcast director. Each semester, Green oversees students who report and prepare news packages for distribution to television stations around the state.

Clear-Com is a global leader of professional communication solutions for broadcast, live performance, military, government and commercial markets.

Dotts Family Dean's Office

The Dotts Family Dean's Office is part of the Donald W. Reynolds Leadership Suite and home of Cronkite School Dean Christopher Callahan.

Don Dotts graduated from ASU's journalism program in 1958. He went on to work at ASU for 41 years, including 26 years as executive director of the ASU Alumni Association. His wife, Annis, son David and daughter Deborah also graduated from ASU.

The KNXV-TV/Scripps Howard Foundation News Director's Office

This office on the sixth floor of the building is where Cronkite News Director Mark Lodato oversees the school's award-winning television newscast, NewsWatch.

KNXV-Channel 15 is the award-winning ABC affiliate in Phoenix owned by the E.W. Scripps Co.

The Andrew Leckey Editing Bay and The Cody and Casey Callahan Editing Bay

These editing bays are among the Cronkite building's state-of-the-art editing rooms for students. They are equipped with the video editing system Final Cut Pro, The Associated Press news management system ENPS and the school's central video server, used for video playback. They are located in the Cronkite News Service newsroom on the second floor of the building.

Andrew Leckey is the director of the Donald W. Reynolds National Center for Business Journalism, located at the Cronkite School. The Callahan editing bay is named after the sons of Cronkite School Dean Christopher Callahan and his wife, Jean.

Student Leigh Munsil contributed to this report.



Christine Devine Conference Room
Photo by Bill Timmerman



Donald W. Reynolds Leadership Suite
Photo by Bettina Hansen



Editing Bays
Photo by Deanna Dent

Art Adds Light, Motion to Cronkite Building

By Allison Denny

While the state-of-the-art television studios and computer labs are getting a lot of attention from visitors to the new Cronkite School building in downtown Phoenix, it's the building's artwork — an unusual experiment in light and motion — that captures their fancy.

The artwork, designed by Paul Deeb of Vox Arts in Baltimore, is a five-story light sculpture that replaces what would be ordinary windows in the main stairwell on the south side of the building.

Deeb used clear thread and metal fragments sandwiched between sheets of frosted glass to create what he calls a passive solar light engine. As the sun heats the space between the panes, the thread and fragments move, creating an effect like clouds or waves swirling between the panes of glass. At night, the windows are lit from within, offering dramatic views to passersby on Central Avenue, First Street and Taylor Mall.

"It's a beautiful piece of art that is constantly changing," Cronkite School Dean Christopher Callahan said. "But it also serves as a kind of shade so that the sun coming in the windows doesn't heat up the building so much."

Cronkite student Robert Lundberg is equally appreciative. "I especially like the way it makes you feel like it might be raining outside," he said. "It has the aesthetic of a waterfall, but you're not wasting water."

Deeb said the windows actually move hot air away from the building through convection. "It's cooling the building in a really green, eco-friendly way," he said. "Art is a by-product of that."

Deeb was chosen from among 178 applicants from around the world who submitted proposals for artwork for the

1,200-square-foot stair tower that faces Taylor Mall. Four were chosen to present their proposals to the Phoenix Art Commission. The panel recommended Deeb.

Terry Abair of Sundt, the general contractor for the building, said Deeb's piece was the clear choice because of how well it integrates into the building.

"We're usually trying to figure out, if art is a part of the project, how to get the person to see it as part of the building," Abair said. In many cases, public art becomes just an add-on, he said.

Abair said he also liked the fact that unlike statues or murals, the window art changes daily and seasonally. "A metal sculpture would be the same every day; pretty soon you'd stop looking at it," he said.

Deeb is known for using unconventional materials in his art. For the Cronkite School piece, he used German-made metal reflectors that hang from Teflon thread — the same kind used on the International Space Station.

When he was searching for materials to use in the glasswork, Deeb said he contacted scientists and engineers. "I started talking to them, and they thought that I was just a lunatic," he said. "Now ... they want to see how the piece turned out."

Deeb said the artwork will display the most intricate patterns during the winter months and in the late afternoons when the sun is lower in the sky and the sunlight shines more directly into it.

Because Arizona's sun is so intense, Deeb had to take special care to ensure that the temperature inside the glass doesn't get too high. A fan was installed at the top of the windows to suck hot air out, and an exhaust vent closes if winds get too strong.

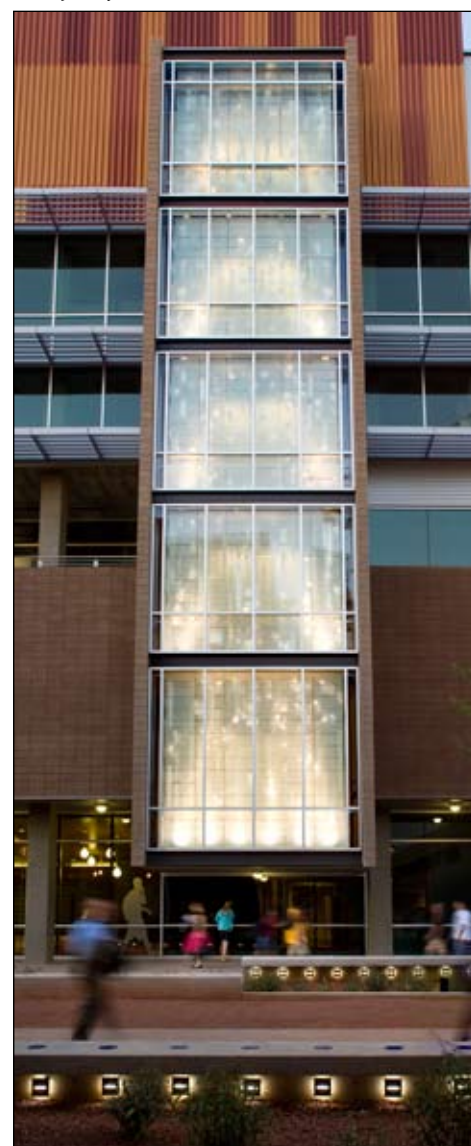
Installation of the piece took about five weeks. The cost was included in the



Artist Paul Deeb designed a five-story light sculpture for the new Cronkite building.

Top photos courtesy of Paul Deeb

Bottom photo by Bill Timmerman



\$71 million price tag for the building in compliance with a city ordinance that stipulates that 1 percent of the money spent for construction of public buildings must be used for public art.

Architect Knows Deserts

By James Kindle

Steven Ehrlich, the first architect sent to Marrakech, Morocco, as part of the Peace Corps in 1969, learned about the unique architectural challenges a hot, arid climate presents, and he gained an appreciation for the use of local, earth-conscious materials.

But since starting the firm that bears his name 1980, Ehrlich hadn't brought his knowledge to the Sonoran Desert or anywhere else in Arizona.

Until now.

In their first project in the Grand Canyon State, Ehrlich and his staff served as the design architects for the new Cronkite building, seeking to bring their concept of indigenous-culture and climate-sensitive building — an idea Ehrlich has coined as “multicultural modernism” — to Phoenix's desert cityscape.

Prior to starting his Culver City, Calif.-based firm, Steven Ehrlich Architects, Ehrlich spent six years in west and north Africa, two of them with the Peace Corps.

He said these experiences and subsequent trips to the Middle East gave him an appreciation for the importance of free speech and a free press — an understanding that would inform his work with exposed, transparent materials on the Cronkite building.

Photo by Deanna Dent

The trips also gave Ehrlich a now-trademark appreciation for designing buildings that employ local materials and values but incorporate worldwide influences and stewardship — something Ehrlich describes as “this kind of ever-evolving philosophy of ‘How can something be global and local simultaneously?’”

Cronkite School Dean Christopher Callahan said Ehrlich's global experience is evident in all of the architect's structures, and the new journalism building is no exception.

“He draws from very different architectural cultures and he brings those to bear, and I think our building is reflective of that,” Callahan said.

This international knowledge is counterbalanced by an emphasis on locality. So, in designing the Cronkite building, Ehrlich incorporated locally produced materials such as concrete and concrete masonry. He chose exterior colors that complimented the desert environment and climate. And he designed the radio frequency charts-inspired steel roof structure that sits atop the building, glowing in fiery reds and oranges, said Patti Rhee, an associate with the firm.

But the building's placement in the desert wasn't the only thing designers had to take into account in an effort to make the building reflect its surroundings. There also was downtown Phoenix to consider, she said. And that's what prompted the

inclusion of retail space on the first floor, the prominent column entrance on the building's southwest corner and strong indoor-outdoor connections through glass exteriors and shaded outdoor areas.

“Understanding our context with this yet-to-be-realized downtown campus that was sort of being planned and built (at the same time) was a challenge and an exciting opportunity to really be one of the first ground-up buildings on the downtown campus,” said Mathew Chaney, an associate at Ehrlich's firm who led the design team for the Cronkite building.

His job required Chaney to split his weeks between the Arizona Biltmore Resort & Spa in Phoenix and his home in California and to become acclimated to the Valley's notoriously hot summers.

“It is warm there; I noticed that,” he said.

Former university architect Rod McCoy sat on the committee that hired the team on which Ehrlich was the design architect. He said the team's logistical capabilities and creative expertise were the main reasons they got the job.

“You have a team that you really think, ‘They get it. They really understand ... the civic gestures, the urban design gestures, the technology of a journalism school.’ And they have the size and the expertise to work really quickly, because we had to work very quickly,” he said.



Steven Ehrlich
Photo by Deanna Dent

McCoy said it is the shortest span in which ASU has ever completed a building.

But this was no simple classroom building. A journalism building, Ehrlich thought, should have extra “porosity — the ability not only for students to see out ... but for people to look in.”

Ehrlich wanted a building where students could not only look out but people could look in.

For example, the newsrooms on the second floor that hold professional programs, such as Cronkite News Service, have large glass windows, allowing people on the street to see the activity inside and allowing students to see the city they cover.

And a large electronic ticker on the outside of the building displays a constant stream of news and announcements.

“This is not an enclaved building,” Ehrlich said. “This is an inviting building with integrated technology,”

Ehrlich and other team members sound almost affectionate about their first Arizona canvas. Ehrlich even calls the building’s explosively colorful metal box roof his “bouquet for downtown Phoenix.”

And he hopes that the students, academics and community leaders who will be flowing into his building will help revitalize the city’s historic core.

“I think this building will be a positive addition to downtown, even a positive harbinger of what’s to come downtown,” he said. “It’s all part of, in a sense, urban renewal.”

Their first trip to the Arizona desert proved fertile for Steven Ehrlich Architects. The firm is at work on the newest Interdisciplinary Science and Technology Building on ASU’s Tempe campus, working once again with Sundt construction and executive architect HDR.

But with the completion of that building still years away, Ehrlich said he’s glad to see the Cronkite building already full of students and faculty.

“What we’re really trying to do is make those connections, make the building help people connect with each other,” he said. “If we’ve done that, then we’ll be happy, and I think it’s going to happen.”

Cronkite Building: “High-Wire Act”

By James Kindle

To listen to the executive architect talk about it, completing the Cronkite building was a bit like a high-wire act with no safety net.

“If we’d screwed up and classes started (before the building was complete), it would’ve been a big disaster,” said Mike Jackson, principal at the Phoenix office of HDR, which served as the project’s executive architect.

HDR, an architectural, engineering and consulting firm, was part of the design-build team responsible for the Cronkite School, along with Steven Ehrlich Architects and general contractor Sundt construction.

HDR had worked on high-profile projects in the Valley before. It did planning work on Metro Light Rail and helped develop the first TGen biotechnology campus in downtown Phoenix.

But the Cronkite project was something altogether different. It was high profile in that it was the first ground-up building on the new Downtown Phoenix Campus. And there was no wiggle room in either the \$55.5 million bricks-and-mortar budget or in the time-frame in which the work had to be done.

The team was given 20 months from the day it was awarded the contract to complete the building — the tightest deadline ever for a ground-up university building, according to former university architect Ron McCoy.

In other words, as Jackson put it, it was a high-wire act.

But when the building opened to students on Aug. 25, the act ended in success.

Jackson said he thinks it was “the first project that actually was built on time and on budget pretty much in the history of the city of Phoenix or Arizona State University.”

In order to pull it off, the team began holding collaborative meetings at HDR’s Biltmore-area office the day after being awarded the contract in mid-October 2006. There was “terrific amount of overlap” between contractors and architects in all facets of the design process, Jackson said.

The team employed a non-traditional design-build process — new for HDR and stipulated by the city of Phoenix — in which the general contractor, in this case Sundt, collaborated with the architects to design to a budget, as opposed to a design-bid-build system in which an architect takes bids from contractors for work and budgets often fluctuate.

Jackson said that in another first for the nearly 50-year-old Phoenix office of the nationwide company, HDR used a three-dimensional computerized building informational model of the entire Cronkite building during the planning stages.

In the process, HDR learned a lot, Jackson said.

“I think we’ll take more away from this project in terms of the process ... and apply it to other projects,” he said.

Builders Work at Whirlwind Pace

1,985 cubic yards concrete
336 24-by-24-inch concrete columns
4.9 megawatts electrical power
33 tons embedded steel members
115 tons steel 6th-floor structure
160 miles electrical wiring
650 tons reinforcing steel
59,983 manhours

Photo by Ashley Lowery

By Sarah Owen

For much of the past year, Francisco Yescas's day began before sunrise.

It was usually before 4:30 a.m. when he left his Buckeye house and headed for downtown Phoenix to join the construction crew on the Cronkite building.

The Arizona native has been working in construction for nearly half his life, since he was 17 years old. For the past nine years, he has worked for Performance Contracting Inc., a subcontractor on the Cronkite building project.

Yescas oversaw a crew of framers and drywallers. They were some of the first to start work, erecting the building's interior and exterior framing with steel studs and later installing drywall as the building took shape in what had been a parking lot.

The pace of the construction project was full tilt. Workers had just over 13 months to construct the building.

Ground was broken for the project in February 2007, and foundation work on the ground floor began in April. The building was substantially completed by May 30, 2008, said project director Terry Abair of Sundt, the general contractor for the project. Furniture was moved into the building on June 1, and ASU staff members began moving into their new offices July 21.

It was Sundt's promise to finish the job quickly that won it the contract, Abair said.

"The other two (finalists) said the project would be very difficult to accomplish in the time that they were allowed," he said. "We were selected basically because not only did we tell them we could hit the deadline, but we had a plan of how we would do it, and we had a team in place so we could hit the ground running."

Sundt's final interview with the selection committee was on a Friday afternoon, Abair said. On Monday morning, his team started



Terry Abair of Sundt construction prepares to lead a building tour.

Photo by Deanna Dent

work.

That team included some of the best and most highly sought-after subcontractors in the business, Abair said, including University Mechanical and Engineering Contractors Inc., K T Fabrication Inc., Kearny Electric Inc. and Sun Eagle Corp.

"Most jobs you go to, there will be a whole line of trailers for all the subcontractors," Abair said. "This job, we're all in this one trailer. The drywall is next door to me and the mechanical and electrical guys are across the hall."

At the height of the project, workers totaled as many as 325.

Like Yescas, Abair arrived at the site before the sun rose each morning. And like the rest of the crew, he stayed until the day's projects were finished — five, six and sometimes seven days a week.

When the building was completed, Abair partially retired after more than 30 years with Sundt. He said he won't miss the long hours, but he will miss being part of the teamwork that makes Sundt, an employee-owned Tempe company, successful.

"Basically, construction is about money and people," Abair said. "But the money's worthless without the people. Sundt gets the project started, but it's the people that put the project together, from the craftsmen to the managers, the superintendents and the engineers. Most of what goes into a building, the end user never even sees."

Campus Grew from Sketch on Napkin

By Sarah Owen

Four years ago, ASU's presence in downtown Phoenix was largely limited to community and government outreach programs.

But ASU President Michael Crow and Phoenix Mayor Phil Gordon had other ideas.

With the Tempe campus overflowing with students, ASU needed space to grow. And Crow wanted that growth to be in an urban setting, where the university would be truly embedded in the "cultural, social and physical setting of an urban downtown in the 21st century."

As for Phoenix, its downtown had come a long way with the addition of major sports, art and musical venues, but it still tended to be a place that mostly shut down at 6 p.m. when office workers went home.

The answer, Crow and Gordon agreed, was a Phoenix campus that would be a catalyst for downtown, attracting new businesses, new life and new residents to the city's core.

The two sketched out their plan on a napkin, and a few months later when Richard Stanley arrived at ASU in January 2004 as senior vice president and university planner, he was assigned to work with the city to make the campus a reality.

The city and ASU held a series of public

meetings and considered several tracts of land in downtown Phoenix. Eventually, the parameters became clear: The new campus would occupy about 15 acres bounded by First Avenue on the west, Third Street on the east, Fillmore Street on the north and Polk Street on the south.

The city spent nearly \$100 million to buy land, but there was still a long way to go, Stanley said.

"We needed Phoenix to come up with the money to build the buildings," he said. "We didn't have the ability to build from scratch or substantially renovate buildings."

Neither did the city. The partners agreed that the project would have to be financed by a public bond issue that would cover not just the ASU campus but a variety of other public projects touching on downtown, said David Cavazos, a deputy city manager.

In March 2006, 66 percent of Phoenix voters endorsed a \$878.5 million bond package that included \$223 million for a new downtown campus. It was the largest bond ever approved for educational purposes in Arizona. It also was the first time that a city bond issue would pay for major construction projects for a state university.

While the bond issue was highly unusual, Cavazos said city officials were convinced that it was the single best way to transform downtown Phoenix.

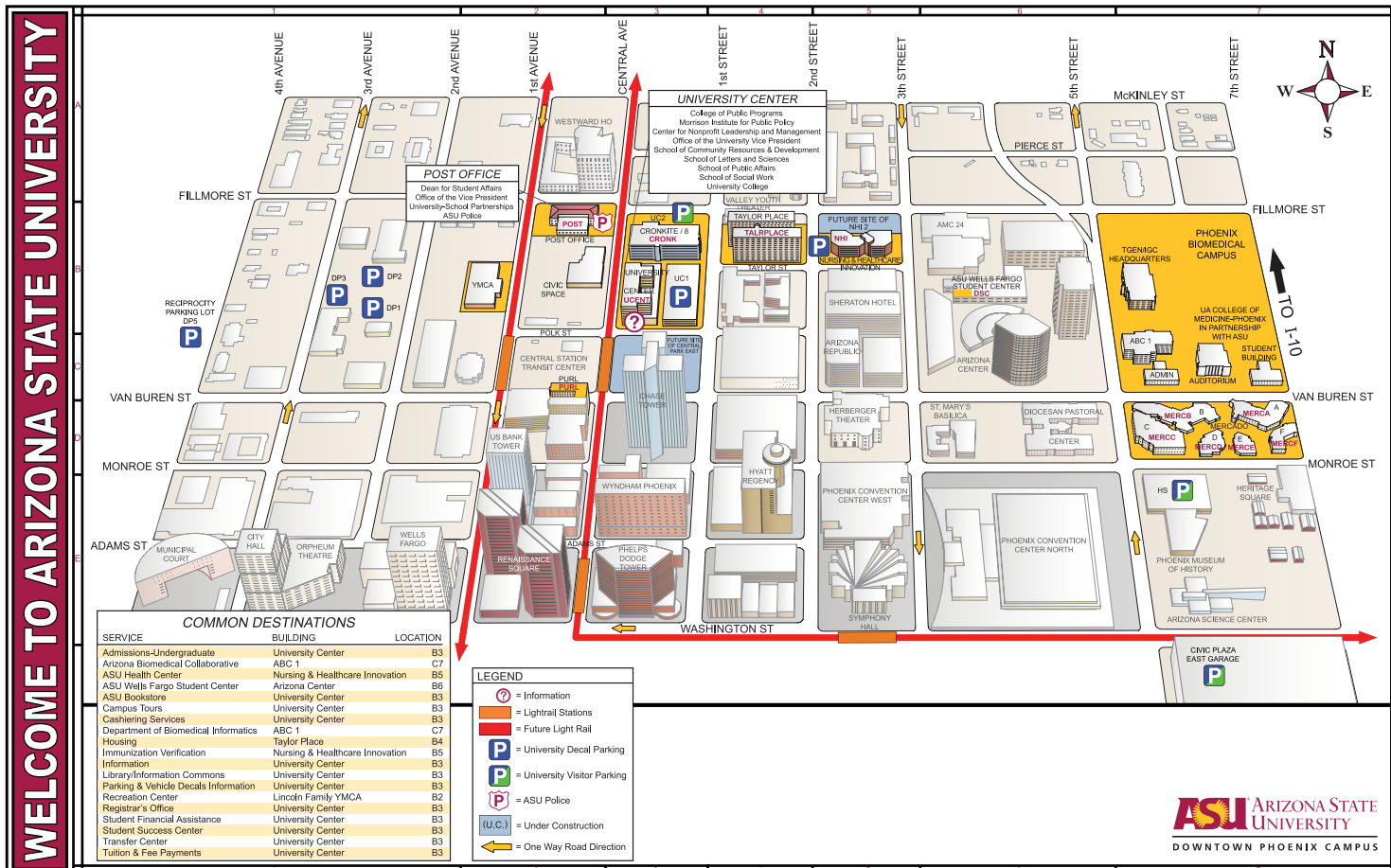


Top: The Cronkite School offers views to the north of Phoenix Mountain Preserve and uptown Phoenix. Above: Taylor Place brings residents to downtown Phoenix.

Photos by Bettina Hansen

"We wanted a truly integrated downtown" that included both education and economic development, he said. "Those are two of the biggest goals of the city."

With the bond issue in hand, renovations began to convert office buildings for the College of Nursing & Healthcare Innovation and the University Center, a



general-use facility for classes and offices.

The first building to be constructed from the ground up was the \$71 million Cronkite building, which also is home to Eight/KAET. A second building for the College of Nursing & Healthcare Innovation was under construction next to the existing building at 500 N. 3rd St.

At the same time, construction began on a residence hall for ASU students under a public-private partnership, and a light rail project that passes directly through the downtown campus was nearing completion.

"We went from zero to 60" in a very short time, said Wellington "Duke" Reiter, former dean of the ASU College of Design, who was on the planning team for the new downtown campus.

"It's amazing how quickly it all happened. When we started this, I said to people, 'This is a grand experiment.' ASU has never tried to sell an urban experience. It's going to attract a whole different kind of student — people who want to be part of a city."

Reiter said his primary goal was to create a campus that was truly urban. He told the architects, "Dream as much as you can about what it can be."

In addition to the ASU money, the bond issue included funds for a variety of other downtown projects, including a 2.7-acre green space across Central Avenue from the new building, and Taylor Mall, a three-block pedestrian mall through the new campus.

Money also was set aside for developing more downtown biotechnology labs, creating a wireless broadband zone throughout the central business district and building the University of Arizona's proposed Phoenix medical school, among other projects.

Even with all the progress, Reiter said the transformation of downtown Phoenix is far from complete.

"It's still an experiment," he said. One of the challenges is "how to be a good neighbor," he said. "Our campus should contribute to the greater civic good."

"To be frank," Reiter said, "Phoenix is not a city in the conventional sense. It's a constellation where you have to connect all the little stars of Mesa, Tempe, Scottsdale and Phoenix. There was not a heart of the city. Putting a university downtown guarantees a real downtown."



A view of downtown Phoenix from the third floor of the Cronkite building.

Photo by Ashley Lowery

Schools Share Downtown Campus

By Leigh Munsil

ASU junior Edward Jensen loves the city of Phoenix, and as an urban and metropolitan studies major he knows a lot about cities.

"I've been to other cities and just haven't felt an attachment, a connection," he said. "The things you hear about downtown Phoenix — that was downtown Phoenix in the '90s. Phoenix has evolved."

That evolution makes Phoenix a perfect place for the College of Public Programs' urban and metropolitan studies students — or "urbanites" as they like to call themselves.

"The city around us is our lab," Jensen said.



Top: The Cronkite School was built next to University Center, which houses University College and the College of Public Programs.

Photo by Deanna Dent

Above: The College of Nursing & Healthcare Innovation is one of four colleges on the downtown campus.

Photo by Bettina Hansen

The College of Public Programs is one of four colleges, including the Cronkite School, based on the Downtown Phoenix Campus. The others are the College of Nursing & Healthcare Innovation and University College, which offers a variety of liberal arts classes for students who haven't decided on a major or want to do interdisciplinary studies.

The three colleges were the first to move from ASU's Tempe campus to downtown Phoenix, making the transition in 2006.

"(The moving process) was pretty intense," said Debra Friedman, vice president and dean of the College of Public Programs. "It was a big move, and there was a lot of excitement around it."

Starting with about 6,200 students in 2006 when the downtown campus was created, the number of students grew to about 8,400 in fall 2008, according to ASU enrollment numbers. About half of those students take classes downtown at any one time, and about 1,300 of the total are journalism majors.

Frederick Corey, dean of the University College and director of the School of Letters and Sciences, said Cronkite students can take all of their required general studies classes at the downtown campus. Some are geared specifically to Cronkite students, he said. For example, some sections of English, Spanish and biology are set up just for Cronkite students, with professors keeping in mind how the subjects can be applied to journalism.

Corey said it makes sense for the journalism school to be in downtown Phoenix, close to City Hall, courthouses and athletics. "It's cliché, I know, but news happens in the heart of the city," he said.

In the same way, it's logical for nursing students to be close to many hospitals and medical facilities in central Phoenix and for students who are majoring in social work, public affairs and urban issues to be close to government centers and an urban population, he said.

Friedman said being downtown gives her students more opportunities than a traditional college campus to apply what they learn in the classroom. "There's something incredibly special about being downtown," she said.

That makes sense to Jimmy Tran, a nursing junior, but what he really likes about being on the downtown campus is the smaller size. The Tempe campus, he said, sometimes felt overwhelming and segmented.

"Everybody here is friendly," he said. "It's a community."

Another nursing student, senior Leticia Medina, said that what she appreciates most about going to school in downtown Phoenix is the shorter commute from her home in Laveen.

Medina said she considers Phoenix to be crowded, but in a different way than Tempe. "It's not just us — ASU — down here; there are all these other businesses," she said. "We're just beginning."

"Beginning" is a word that Corey also uses when he talks about the downtown campus.

"What's happening in downtown Phoenix right now will endure for hundreds of years," he said. "Years from now, students will wonder what it was like when this campus was being built."

Reiter Credited With Shaping Downtown Campus

By Michelle Price

Wellington “Duke” Reiter practices design the way others practice religion or politics.

It’s ingrained in every aspect of his life — from the sleek lines of the furniture in his office to the building of a new ASU campus in the heart of Phoenix.

“There is no such thing as design in a vacuum,” he said.

Before he left his post as dean of ASU’s College of Design in mid-2008 to become president of the School of the Art Institute of Chicago, Reiter had overseen if not the transformation of Phoenix then at least the beginnings of a metamorphosis.

The new Cronkite building and a residence hall for students were nearing completion, and other projects on the downtown campus, including construction of a building for the College of Nursing & Healthcare Innovation, were starting.

When Reiter was hired to head the School of the Art Institute of Chicago, officials specifically cited his work in downtown Phoenix. “In addition to his academic role, Reiter was instrumental in shaping a new university campus in the heart of downtown Phoenix that unites progressive academic, architectural and public art agendas,” the school said in a release.

Phoenix Mayor Phil Gordon also attributes much of the success of the downtown campus to Reiter. Reiter was the one who took the ideas that Gordon and ASU President Michael Crow had for the campus “and put them into words that people could see,” Gordon said.

“He was able to build consensus. I firmly believe we would not be anywhere near the point we are (without Reiter).”

Before coming to ASU in 2003, Reiter was an associate professor at the Massachusetts Institute of Technology in Boston and principal of the architecture and design firm Urban Instruments.

He had built a reputation as an innovative designer for his work on urban

monuments and civic infrastructure, including a project at the Raleigh-Durham Airport commemorating the 100th anniversary of the Wright Brothers’ historic flight.

Shortly after arriving in Phoenix, Reiter was assigned the downtown project. He was armed with little more than a notion that the region needed to evolve from an archipelago of suburban islands with competing urban centers into a coordinated whole. What was needed, he said, was a thriving downtown for a thriving urban area.

One way to do that: Build a campus that would not only bring thousands of students, faculty and staff downtown each day, but one that would keep them there at night.

“Nobody knew how many buildings it would take, where those buildings would be, what they would look like,” Reiter said.

One of his first moves was to take advantage of the talent and knowledge in the local architectural community. He brought in four architecture firms, gave them a few guidelines and essentially turned them loose, said Patrick Panetta of ASU’s University Real Estate Development Office.

“You can imagine the differences and the different opinions the different architects might have and how that would work together,” Panetta said. “But he managed to sort of conduct this symphony of architects into a plan that we took a lot of good things from.”

Reiter brought to the role his interests in architecture, art and urban design.

“He operates across a very broad spectrum, from being very interested in the materiality of architecture to being very interested in cities,” said Alex Krieger, a professor at the Graduate School of Design at Harvard, which Reiter attended.

But it is Reiter’s ability to communicate that has always impressed Krieger the most.

Krieger remembers one project that he and Reiter collaborated on in Pittsburgh. The project was being presented at a public



Photo courtesy of ASU College of Design

“He operates across a being very interested architecture to being

meeting, and things weren’t going well, he said. Reiter jumped up and starting explaining the sketches to the group, and within 20 minutes he had turned the crowd around.

“He’s able to bring people together around common issues very well,” Krieger said.

Reiter said his path to design was a natural outgrowth of an early love of drawing. Growing up in Canton, Ohio, he “drew everything,” he said.

When he was a senior in high school, he entered and won a home builder’s design competition. The design wasn’t “particularly distinguished,” Reiter said, but it did have solar panels — an innovation at the time.

Eager to escape the suburbs, Reiter chose to go to college at Tulane University in New Orleans. “The architecture is



very broad spectrum, from
in the materiality of
very interested in cities.”

— Harvard Professor Alex Krieger

unlike any other place, the culture, the music, the food,” he said. “The notion that cities actually have a life of their own — actually have a personality — came through really strong in New Orleans.”

He stayed in the city after graduation to work on a design team for the 1984 Louisiana World Exposition. Not only did the project teach Reiter how to capture the essence of a city in design, but he met his future wife, Patricia, who also was working on the team.

After the two married, they continued to work together. Patricia ran the business side of their company, Urban Instruments, while Reiter was lead designer.

“It’s sort of like working in Michelangelo’s studio,” Patricia Reiter said. “He’s so skilled at that part of creating things that it’s sort of intimidating.”

The two continued their collaboration at



Top: Wellington “Duke” Reiter speaks to a group of architects and students at the DeBartolo Architects “Works and Ideas” lecture.

Photo courtesy of ASU College of Design

Above: A view of the Cronkite School from Central Avenue.

Photo by Bill Timmerman

ASU, where Patricia Reiter worked at the ASU Foundation on university initiatives while her husband ran the College of Design.

Richard Fitzgerald, a director with the Boston Society of Architects, described Reiter as a Renaissance man in the world of architecture.

“I think his work reflects the essence of the ideal architect, which is awareness of the entire world and how the problem he’s addressing fits into that awareness,” Fitzgerald said. “His context is very large



Taylor Mall takes pedestrians through the center of the new campus.

Photo by Bill Timmerman

— he’s always thinking in bigger terms.”

Jack DeBartolo Jr. of Phoenix-based DeBartolo Architects said Reiter brings an unusual level of “design integration” to his work. He is an artist, architect, administrator, communicator and urban planner, all rolled into one.

“You put that many things together at the excellence level,” DeBartolo said. “And you have a Duke.”

Students Experience High-Rise Living

By Allison Denny

The perks of urban living are now synonymous with ASU thanks to Taylor Place, a new residence hall located just across the street from the Cronkite School.

The hall consists of two 13-story towers between First and Second streets on Taylor Street. At a total of 366,800 square feet, it will house nearly 1,300 students when completed.

The first tower, with 744 beds, was ready in time for the fall 2008 semester. The second, which houses an additional 544 beds, is slated for completion in fall 2009.

The hall is a private-public collaboration between ASU, the city of Phoenix, the Arizona Board of Regents and private developers, including Capstone Development Corp., which develops and manages student housing nationwide, and Austin Commercial construction company.

The ground floor features a dining hall, a 4,000-square-foot shaded garden, a mail center and staff offices as well as 10,000 square feet of retail space, which includes a Starbucks. A second-floor roof terrace overlooks the shade garden.

"Students can get food from the dining hall or do their homework out there. It's just an outdoor place to hang out," said Taylor Place spokeswoman Mary Bankhead.

The residence hall also houses a 600-square-foot gym, a 24-hour security desk and digital display bulletin boards. Each floor has a small meeting room, vending area, lounge and screened porch; every other floor has a study area.

The firm that designed the building, SmithGroup, touts its many green features, from glazed windows and the use of regionally manufactured concrete and recycled materials to low-flow shower heads and faucets. Condensation from the fan coil in each room is collected and utilized for on-site irrigation.

Connecting the towers are exterior bridges made up of outdoor patio areas where students can study, eat or relax.

Students say they appreciate all of those amenities, but the biggest hits so far seem to deal with more practical concerns, such as bathrooms and laundry.

Students especially like the laundry notification system that sends them a text message when their loads are done and the fact that they don't have to share a bathroom with an entire floor.

"A lot of other dorms at other schools were old, and you had to share a bathroom with three or four people — or the whole floor," freshman Rudy Rivas told a reporter from The Arizona Republic when he moved into the dorm in August. At Taylor Place, he only has to share a bathroom with his roommate.

The Cronkite School encourages its students to live in Taylor Place, said Kristin Gilger, the school's assistant dean. Research shows that students who live on campus participate more in school activities, do better academically and stay in school longer,

Continued to page 26



Downtown Phoenix's first student residential hall will house nearly 1,300 students when it is fully completed in fall 2009.

Photo by Deanna Dent

Below, top: A patio at the entrance to Taylor Place provides students with an outdoor eating area fronting First Street.

Photo by Deanna Dent

Below, bottom: Broadcast freshman Samantha Egan enjoys the Taylor Place patio.

Photo by Bettina Hansen





Photo by Bettina Hansen

Phoenix Landmark Slated to Become Student Union

By Cristina Boccio

A Phoenix landmark is being converted into a student union for the Downtown Phoenix Campus.

The Post Office, located at 522 N. Central Ave., just across the street from the Cronkite School's building, opened in 1936. For many years, it served as the home for federal government offices such as the FBI and the Department of Agriculture. And for more than three decades it has been the home of the U.S. Post Office serving downtown Phoenix.

The postal service continues its operations on the first floor of the three-story building, while the rest of the space has been turned over to ASU, said Patrick Panetta, assistant director of university real estate development at ASU.

Already, the building houses student services such as advocacy rights, career services and student engagement. Several administrators as well as ASU police have offices in the building.

Panetta said major renovation work will start on the building in early 2009 and continue until 2010.

Tentative plans call for a lounge with games, food and retail outlets, courtyards and patios, meeting space and student offices. The south side of the building will open onto Downtown Civic Space Park, which will feature a sloped lawn, street plaza and space for outdoor events.

While the building won't be nearly the size of the Tempe campus' Memorial Union, it will have some of the same feel, Panetta said.

"It will be the place where students come to eat and play pool,



A mural in the lobby of the U.S. Post Office was commissioned during the Depression.



The U.S. Post Office has served as the home for federal government offices and provided downtown postal services for many years.

Photos by Bettina Hansen

watch TV, relax and enjoy all the amenities we will have in store for the students,” he said.

Until the renovations are completed, ASU will continue to use a space at the nearby Arizona Center as a temporary student union, Panetta said.

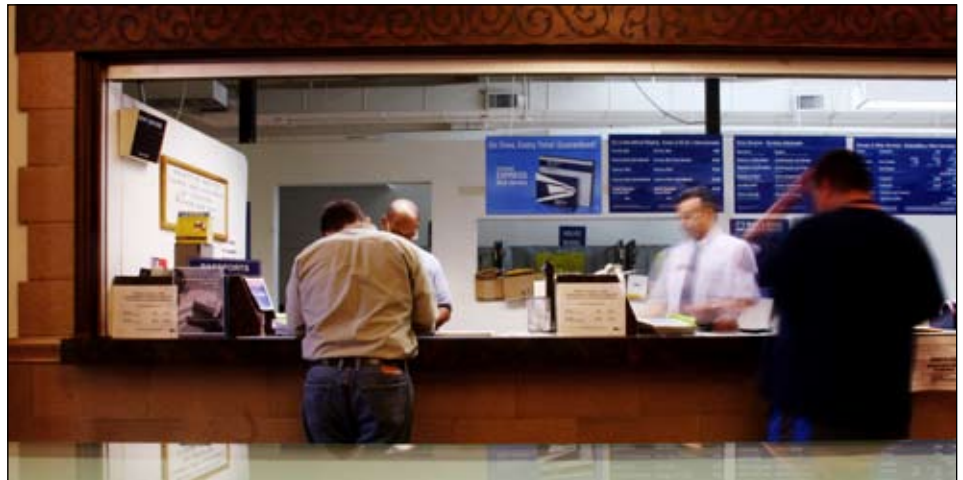
Because the building is historic — it was listed on the National Register of Historic Places in 1983 — the renovations must be done in such a way as to preserve the most important aspects of the building, said Jeremy Legg, Phoenix program manager responsible for the development and construction of the downtown campus.

The university is free to change interior walls and room sizes, Legg said.

However, there are some things that can’t be changed “like the historic elements — the post office boxes, outside (of the building) and murals,” Legg said. The original light fixtures also will be preserved.

The building features walk-up service windows used by the postal service, stained glass windows, old heaters on the upper levels and crown lighting fixtures.

Two years after it opened, the U.S. Treasury Department commissioned artists Laverne Black and Oscar E. Berninghaus to paint two murals in the lobby. The murals depict Native Americans, Spanish conquistadors and



The U.S. Post Office will continue serving customers after the building is converted into a student union.
Photo by Bettina Hansen

cowboys as well as western landscapes.

Built as part of a Depression-era federal construction program, the brick and terracotta structure is the only federal building from the period remaining in the city, according to the city of Phoenix’s Web site.

Panetta said the city will spend about \$4 million to acquire and renovate the building. “The city also agreed to build a new building for USPS, since they didn’t need all the space that the old post office held,” he said.

The \$4 million will come from a \$878.5 million bond issue approved by Phoenix

voters in 2006 for the downtown campus.

Meanwhile, ASU is leasing the building for \$1 a year until the city bonds are paid off, Panetta said. At that point, ASU will take ownership of the building.

Cassandra Aska, director for student engagement for the downtown campus, already has her office in the building. She said she appreciates the beauty of the building — and she likes working in downtown Phoenix.

“I like it very much,” Aska said. “It provides a unique atmosphere, which I think people enjoy.”

Continued from page 24

she said.

In addition, because all Cronkite freshmen who apply for residence hall space are assigned to Taylor Place, journalism students have a sense of community that wasn’t possible when they were spread out in different dorms all over the Tempe campus, Gilger said.

“It’s a community of Cronkite students who feel really connected to each other,” she said. “ASU is such a huge place that this is our opportunity to make it feel much smaller.”

To further encourage a sense of community, Taylor Place has a floor designated for students from Barrett, The Honors College, and one for students in Cronkite Village, a living-learning residential community for Cronkite freshmen.

But it isn’t just freshmen who are attracted to the dorm.

Public relations student Christina Parma decided to leave her Tempe apartment and move into Taylor Place for her senior year. She said she likes dorm living because she meets so many new people, and she likes living so close to where most of her classes are held. She also likes the idea of living in downtown Phoenix.

“For me, it’s going to be a cool experience,” Parma said. “I think it’ll be cool living in a big city.”

Gilger said having so many students living downtown will benefit the city economically and will help make downtown Phoenix a more vibrant place. “It’s a big payoff both for ASU and



Journalism freshman Lauren Guidas (left) is joined for lunch by public relations freshman Kori Skurja in the Taylor Place cafeteria.

Photo by Bettina Hansen

the city to have hundreds of students living there,” she said.

When Taylor Place opened in August, ASU President Michael Crow noted that the hall “is our first urban residence hall setting of any size and significance” and it’s a “fabulous opportunity” for students to live and learn in the heart of downtown Phoenix.

Gilger agreed. “A lot of people are getting into urban living,” she said. “I think it would be very cool to live right next to my school in a high-rise with a view of the city.”

For Recreation, Students Head to the ‘Y’

By Leigh Munsil

Wearing a gray ASU Sun Devils T-shirt and carrying a white iPod, Kaitlyn March jogs the three blocks from her classroom building to the downtown Phoenix YMCA.

The freshman nursing undergraduate works out at the facility twice a day, once at around 5:30 a.m. and again when she finishes classes in the afternoon.

“It’s very convenient,” March said. “And it’s nice down here. It’s very low key.”

Through a partnership with ASU, the Lincoln Family Phoenix Downtown YMCA serves as the downtown campus recreation center, said Norma Salas, director of communications for the Valley of the Sun YMCA.

Students get a free membership — valued at \$43 a month for an adult over the age of 18. All they have to do is sign up using their ASU Sun Card.

Once a member, students can choose from more than 40 weekly class offerings, including calisthenics, cycling, cardio kickboxing, muscle conditioning, Pilates, yoga, ballet, belly dancing and a Brazilian dance called Capoeira.

Since volunteers teach most of the classes, they change quarterly, but many are offered year-round.

The facility also boasts two cardiovascular training centers, a newly renovated weight-training area, a group exercise area, a full gymnasium, indoor pool, cycling studio, dry sauna, steam room, spa, lockers, two racquetball courts, an outdoor track and child care for children 12 and under.

To relieve muscle tension after a difficult workout, there are Swedish massage, sports massage and shiatsu. And for those who don’t want to be away from their computers for too long, there’s a

wireless Internet café in the lobby.

For competitors, the adult basketball league is a big draw, as is competitive badminton, which is offered for beginning and advanced players.

The indoor heated pool is where the YMCA offers personal and group swimming classes, lap and open swimming, triathlon training, water aerobics and water safety and CPR classes.

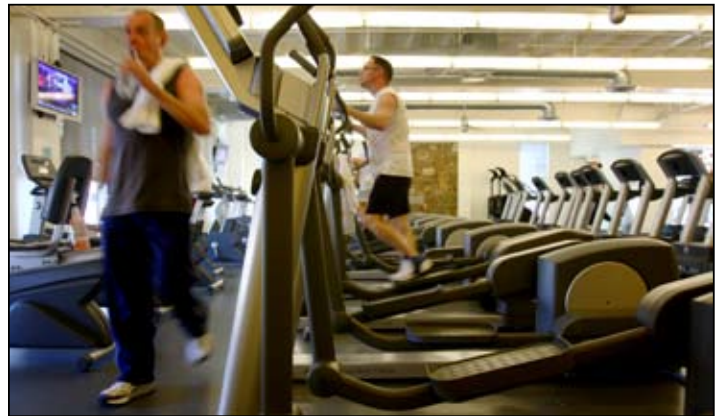
The pool and hot tub facility can be rented for \$100 an hour for birthday or office parties, and lifeguards are provided.

Not every inch of the facility is used for workouts and play. The remainder of the seven-story building is a traditional YMCA hotel, Salas said.

The downtown YMCA also hosts a teen dropout recovery program, a women’s resource center, children’s after-school programs and a youth and teen center.

ASU students can get free memberships at the Valley of the Sun YMCA.

Photos by Bettina Hansen



Civic Park Promises Green Relief

By Ryan Kost

I want to show you something. Right here in downtown Phoenix. It's a hot, uncomfortable, can't-we-go-inside-where-there-is-air-conditioning-summer day.

Just wait. You have to see this.

We're at the intersection of Fillmore Street and Central Avenue. We're facing south toward Van Buren Street.

What do you see?

Those orange and white construction cones? The upturned earth and discarded walkways? That weird metal thing — maybe a misshapen basketball hoop — hanging in the sky?

Look past it; let all that noise disappear.

It won't be long until this place is completely changed — until dirt becomes grass and hoop becomes art — and you're no longer standing at a construction site; you're standing at the edge of the new Downtown Civic Space Park.

"I see it as being a real gathering place, certainly for the students and certainly for the community at large," Jo Marie McDonald, vice president of the Phoenix Community Alliance, said by phone from her office in Phoenix. "I can see it from here, and I think it's just going to be a wonderful community amenity."

Come spring 2009, this swatch of land — 2.7 acres in all — will have been converted into a \$30 million park, a green space in an otherwise concrete-heavy downtown. There will be large grassy areas, water features, game tables and public seating; there will be areas for students who want to set up tables and promote causes, just as they do outside the Memorial Union in Tempe.

If all goes according to plan, it will become a destination, a miniature Chicago Millennium Park. For some, like McDonald, it is even more than that. It is a promise of a new Phoenix.

McDonald and other longtime Phoenix residents have been waiting decades for this park. And she, for one, doesn't doubt that it will do what it is supposed to: Connect the scattered city core and make downtown a destination. "It's like anything else; It's a momentum thing," she said.

Phoenix could shed its reputation as a dull commuter city if people get out of their cars and explore a little more, she added. "There are wonderful little jewels we haven't found."

Think diners and galleries and boutiques. The reason people haven't found them, McDonald said, is that they aren't walking around.

This park, and others like it, could change that.



Phoenix has set aside 2.7 acres for a downtown park.

Photo courtesy of University Real Estate Development office, ASU

"People like to have a place to sit and relax, and it's also a comfort zone," she said. "This is a huge connector. It's a destination."

The idea of a grand civic space is nothing new. Phoenix long has been itching for something to attract people, said Phil Richards, chairman of the Phoenix Parks and Recreation Board.

Gears began moving when ASU showed interest in establishing a downtown campus, and a park sounded like a good inducement.

Originally, Richards said, the core green space was to be much bigger. That would have been nice, but it's beside the point now. "I don't care if it's a quarter-acre park," Richards said. "A park is a community value, a lifestyle issue."

Any noncommercial park is a boon for a city, he said, especially in central Phoenix where there is no signature green space.

Unlike downtown Phoenix's Patriot's Square Park, which never really became a communal center for a variety of reasons (no shade and concrete seating, to name two), "the civic space is being built to entice people," Richards said. "This is a central space that's going to invite (you) to ... come out of your house and interface with people."

It was this notion of community, of something dramatic on the horizon, that attracted Boston-area artist Janet Echelman to the desert to design a large-scale sculpture to anchor the park.

"It seemed like an important civic opportunity," Echelman said of the project, which she called "a very serious gesture to turn this into a different downtown."

As she drew up her pitch for the public art display and discussed it with community members and leaders, one question seemed to constantly bubble to the surface: "What creates a sense of community and civic life? We're trying to really create a place that people want to be," she said.

Ed Lebow, director of Phoenix's public art program, said the





By Nikki Renner

Comfort, nature and a bit of history. Those three elements best describe what planners had in mind when they designed Taylor Mall, a three-block, landscaped walkway that passes through the heart of the Downtown Phoenix Campus.

The \$5 million project, funded by the city of Phoenix, unifies the campus by creating a pedestrian walkway along Taylor Street from Central Avenue to Third Street, passing by both the Cronkite School's building and the Taylor Place residential hall.

Filled with trees, benches, mosaic sidewalks and lighting, the mall provides a respite from the skyscrapers and traffic that surround it.

Landscape architect Roger Socha of Ten Eyck Landscape Architects in Phoenix said "calming features" include the selection of plants, the texture of sidewalks and even the use of paving materials that resemble patterns in nature.

Palo brea trees, which grow to around 35 feet, line both sides of the walkway and will provide shade, and ground cover and plants will add color, Socha said.

"Most of these plants don't need to be touched," he said. "Plants are going to bring comfort for pedestrians but also bring a touch of nature to the environment that they're in."

In addition, mosaic panels are embedded within the sidewalk, and concrete

benches with embedded lights that shine both upward and downward add "a really cool effect" to the mall, said Jeremy Legg, program manager for Phoenix's Downtown Development Office.

Taylor Mall Beckons Pedestrians

"It's a really attractive, unifying piece for the campus," Legg said. "We want (students) to feel that they're part of something more than just the bricks and mortar."

The most unexpected feature, however, is swales in the ground that will carry water runoff during rainstorms.

"When it starts to rain, cisterns will fill up so there will be pooling and percolating by some of the benches. This will also recharge the groundwater source," Legg said.

Water is a consistent theme in the landscaping of the downtown campus because it fits the history of the area, Socha said.

"There used to be a canal close in alignment to where Taylor Street is, just south of Taylor, called Phoenix Baths," Socha said. "The idea of these three blocks was to find a way to bring as much comfort and nature into the campus (as possible)

while also telling a story to express a little bit of the history of what Phoenix was."

One of the challenges architects faced was creating a pedestrian mall along a city street, said former ASU architect Ron McCoy, who acted as an adviser on the project.

"The challenge here is that (the mall) is three blocks long with two blocks still being a city street," McCoy said. "You have to design it in a way that allows traffic and provides a limited amount of street parking. You're trying to create something that is both a campus mall and a city street."

Planners ended up closing Central Avenue to First Street to traffic and narrowing First to Third streets to one lane.

A pedestrian crosswalk will be built connecting Taylor Mall to the Downtown Civic Space Park, a green space directly across Central Avenue from the Cronkite School.

Esther Blue, a Cronkite junior, said she's looking forward to the completion of the mall and park.

"It looks really nice," she said. "I think a lot of people who stay downtown between classes will be hanging out there doing homework."

Legg said he's excited about the nearly finished project as well.

"I think every campus needs something more than a place for students to sit and go to lectures," he said. "Taylor Mall will truly be the spine of the campus."

art slated for the project — which includes much more than just Echelman's sculpture — will help the city reach that goal.

"I think artists should be involved in affecting the look and feel of the city," he said. "Bit by bit you can begin to develop a real fabric of urban design."

Lebow said the park will be "a nexus of activity. It's a change in the nature of who we are as city. You just look at what's going on — we're building a city."

The Downtown Civic Space Park represents an important collective effort, said Beatrice Moore of the Phoenix Community

Alliance.

"I saw a lot of different factions come together to support it," she said. "This time people got very organized, and they networked and they got some really strong voices from different parts of the community. That was a good thing, I think. It's kind of a turning point in a way."

That's what Moore sees when she looks at this swath of land. There are the reservations, the worries, but also the hope.

Take another look. What do you see?

Coils are her Calling Card

By Ryan Kost

Janet Echelman is an artist. Every bit of her persona reinforces that notion: her splashy, almost-but-not-quite-tie-dyed Paris shirt. Her short, curly, dark hair tipped with bits of bleach. Her electric-green glasses. And then, of course, she gets excited when she talks about art.

On a recent afternoon in her Boston-area studio, Echelman ran through pictures of creations similar to the one she is designing for the Downtown Civic Space Park, situated along Central Avenue across from the Cronkite School.

To describe her studio is easy enough: It's a white cube. In one corner she has an easel propped up. A painting sits on it — an abstract thing made of boxes. Schematics hug two studio walls. It's hard to tell if they are for her Phoenix project or some other creation. And then there are the clear, plastic boxes filled with colored cords.

These coils are her calling card. They're the essential components of the net artwork she exhibits — and has come to be known for — all over the world.

It is an artwork born of equal parts desperation and imagination.

Just over a decade ago, in a small Indian fishing village, Echelman found herself with a problem. She had come to India on a Fulbright lectureship; before she left, she packed her art and supplies. She arrived. The art did not.

The problem, though, was greater than that. She had committed to a large exhibition in Mumbai, India, formerly Bombay.

"I realized," she said, "I wasn't going to be able to make my prints." So she turned to local handicrafts: chair caning, block printing, bronze casting. But as the

exhibition drew closer, all she had to show was a few small pieces of bronze — hardly enough for an entire exhibition.

That's the desperation part. Here's where imagination comes in: One evening, while walking along the moonlit beach, the waves — and maybe fate — gave her an idea.

Fishermen, returning from a day at sea, were trolling their nets behind them. Echelman saw something in these nets, a sort of oxymoron, an interesting juxtaposition. They were great yet small. Full but utterly empty.

She used the nets to build her first sculpture.

They were "a metaphor of a way of being," she said. "They're about adapting."

That philosophy has spilled into her Phoenix piece and others. "None of them are static or stationary. They all adapt or change with time" — as will, she hopes, people's impression of the piece.

Not long ago, Echelman's work sparked a bit of a controversy; Phoenix nearly pulled the plug. A sampling of headlines from *The Arizona Republic*:

"Phoenix public art generates awe, controversy"

"Civic Space art doesn't fit Phoenix"

"Phoenix ditches \$2.4 million public-art project for park"

And finally, after art supporters cried out in her defense: "Phoenix public art project gets new life"

"There were very high expectations, which is very daunting for an artist," Echelman said.

But what exactly is the thing that will float high above the park, that thing that may eventually define the Phoenix skyline? That thing that is 100 feet wide and 100 feet tall and is estimated to cost \$2.5 million?

That depends, it seems, on whom you ask.



Janet Echelman designed the artwork that is under construction at the downtown park. The coils will be wrapped with netting.

Photo courtesy of Janet Echelman

Some would say it looks like a trampoline, others a storm cell, a jellyfish or a desert flower in bloom. And then there are those who would call it a mistake and those who would call it one of Phoenix's greatest successes.

Really, though, it's all of these things — and none of them.

Echelman refuses to define her creation. What it is, she said, is up to the individual.

"I would never say that it is a ..." Echelman said, and then paused. "It's a work of art, and it's meant to be open. This should be something you can't compartmentalize. It should evolve.

"I would like people to have an individual relationship with the sculpture."

Echelman offers only a few hints about what went into imagining the Phoenix piece.

"I looked a lot at weather patterns, storms in Phoenix," she said. She also took a trip to the Desert Botanical Garden. She found beauty in "how the natural flowers adapt to minimal water" and their "great effort to produce one flower."

But that's as far as she'll go in explaining how it was that the signature piece of art for the Downtown Civic Space Park came to be a collection of jumbled fibers that shudder, shake and transform with the wind.



Downtown Phoenix Surprises Students

When Cronkite School graduate student Samuel Burke set out to explore downtown Phoenix, he was a little skeptical about whether it could measure up to Mill Avenue in downtown Tempe, the entertainment and eating hot spot for generations of ASU students. What he found surprised him.

By Samuel Burke

Like a lot of students who only venture into downtown Phoenix for the occasional baseball or basketball game, I had my doubts about what kind of after-class life would be available to ASU students near the new downtown campus.

That was before I actually spent some time there.

As it turns out, downtown Phoenix is filled with shops, restaurants, museums, gardens, theaters, businesses, sports venues, media outlets and government offices. And if the construction cranes cluttering the skyline are any indication, there's lots more coming.

In the center of it all are the new Cronkite School and Taylor Place, a residence hall that will house 1,300 students in two 12-story towers when construction is fully completed in 2009.

So, what will students do when they close their textbooks? Plenty.

Students already have carved out some regular hangouts. On the top of the list is the Arizona Center — an open-air mall just a few blocks from campus. If you're coming from the Cronkite School, you walk through a garden filled with palm trees. Here students like to hang out on the wooden benches overlooking a fountain.

Inside the center are a coffee shop, a slew of other restaurants and shops that cater to tourists with everything Arizona.

This is also where you'll find Café Roma. The owner, from Italy, is known for coming out from behind the counter and striking up conversations with students, who say they enjoy her Italian accent as well as the laid-back atmosphere and inexpensive food.

Just one flight above Café Roma is the ASU Wells Fargo Student Center, a great place to take a break and get involved in student life. The student center has a movie room complete with gigantic beanbags, ping pong and pool tables, Play Station 3 and board games. There's a decent sound system, and the center hosts frequent karaoke blowouts, talent shows and dinner nights as well as Friday night movies shown on an enormous plasma TV.

The center is also the place to schedule a meeting room and to get information about housing, job and volunteer opportunities, scholarships and social gatherings.

Not into playing pool? There's always the Arizona Science Center. Before striking it off as too ... educational ... consider this: The center hosts an "Adults' Night Out" once a month so you can watch an IMAX film and visit some pretty cool exhibits and the planetarium without the distraction of a bunch of fourth-graders on a field trip.

Another hit with students is the outdoor public market, held on Wednesday evenings and Saturday mornings at the corner of Central Avenue and McKinley Street. The market features fresh

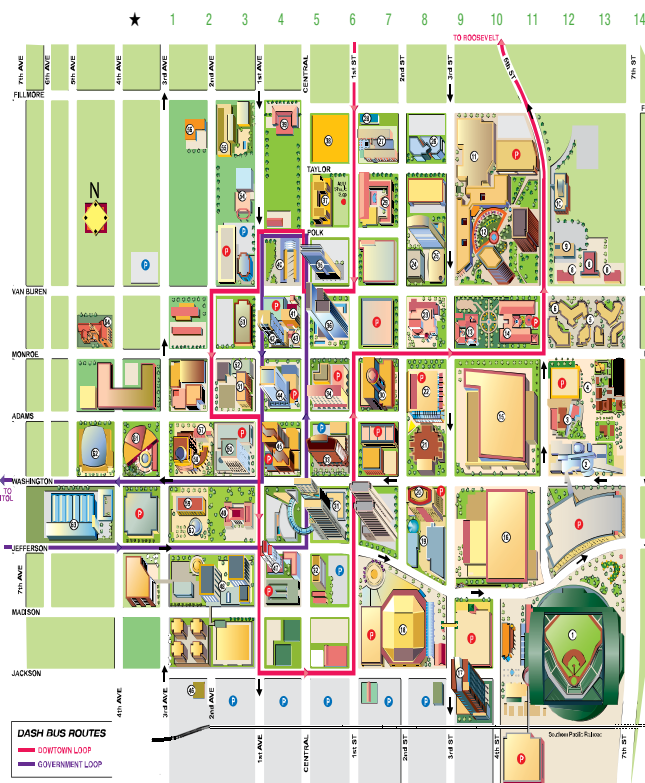
Top: The downtown Phoenix skyline at dusk.

Photo by Randy Bailey

Bottom: Café Roma is popular with students.

Photo by Deanna Dent





PARKING
To help you find one of the thousands of parking spots in Copper Square, just look for the parking banners hung on light poles throughout the area.

Map courtesy of Copper Square

COPPER SQUARE
www.coppersquare.com

- 1- Chase Field
- 2- Arizona Science Center
- 3- Phoenix Museum of History
- 4- Heritage Square
- 5- ASU Mercado
- 6- Copper Square Innovation Center
- 7- Garden Copper Square
- 8- US Air Corps of Medicine/Phoenix
- 9- Arizona Diamond-Back Coliseum
- 10- KDOT Gen Headquarters
- 11- H&M 24/7
- 12- Shop of the Arizona Center
- 13- St. Mary's Hospital
- 14- University Hospital Center
- 15- Phoenix Convention Center North (under construction)
- 16- Phoenix Convention Center South
- 17- Summit at Copper Square
- 18- US Airways Center
- 19- Collier Center
- 20- Bank of America
- 21- Symphony Hall
- 22- Phoenix Convention Center West
- 23- Interlock Hotel Center
- 24- Arizona Republic
- 25- Sheraton Hotel (under construction)
- 26- ASU College of Nursing & HealthCare Innovation
- 27- ASU Student Housing (under construction)
- 28- ASU Youth Theatre
- 29- ASU Residential Commons
- 30- Light Regency
- 31- CitySquare (under construction)
- 32- Banker Building
- 33- One North Central
- 34- Wyndham Phoenix
- 35- Central Park East (under construction)
- 36- Chase Tower
- 37- ASU University Center
- 38- ASU School of Journalism (KNET) (under construction)
- 39- West Office
- 40- Central Station Transit Center
- 41- Security Building
- 42- ASU (under construction)
- 43- Sun Capital Hotel
- 44- US Bank Tower
- 45- Paramount Square
- 46- Carnegie Museum
- 47- LaVie Center
- 48- Superior Court Complex
- 49- Historic City Hall
- 50- Valley Forge
- 51- Orpheum Theatre
- 52- Orpheum Theatre
- 53- Orpheum Theatre
- 54- Orpheum Theatre
- 55- Orpheum Theatre
- 56- Orpheum Theatre
- 57- Orpheum Theatre
- 58- Orpheum Theatre
- 59- Orpheum Theatre
- 60- Orpheum Theatre
- 61- Orpheum Theatre
- 62- Orpheum Theatre
- 63- Orpheum Theatre
- 64- Orpheum Theatre
- 65- Orpheum Theatre
- 66- Orpheum Theatre
- 67- Orpheum Theatre
- 68- Orpheum Theatre
- 69- Orpheum Theatre
- 70- Orpheum Theatre
- 71- Orpheum Theatre
- 72- Orpheum Theatre
- 73- Orpheum Theatre
- 74- Orpheum Theatre
- 75- Orpheum Theatre
- 76- Orpheum Theatre
- 77- Orpheum Theatre
- 78- Orpheum Theatre
- 79- Orpheum Theatre
- 80- Orpheum Theatre
- 81- Orpheum Theatre
- 82- Orpheum Theatre
- 83- Orpheum Theatre
- 84- Orpheum Theatre
- 85- Orpheum Theatre
- 86- Orpheum Theatre
- 87- Orpheum Theatre
- 88- Orpheum Theatre
- 89- Orpheum Theatre
- 90- Orpheum Theatre
- 91- Orpheum Theatre
- 92- Orpheum Theatre
- 93- Orpheum Theatre
- 94- Orpheum Theatre
- 95- Orpheum Theatre
- 96- Orpheum Theatre
- 97- Orpheum Theatre
- 98- Orpheum Theatre
- 99- Orpheum Theatre
- 100- Orpheum Theatre

STRUCTURE PARKING
SURFACE PARKING
ONE WAY STREET

For DASH hours and route information, please contact:
The Copper Square Ambassadors at 602-452-1500
or visit www.coppersquare.com

Copper Square Downtown Phoenix:

- Covers roughly half a square mile
- Includes 600,000 square feet of retail space, with another 300,000 square feet of new retail expected within the next two years
- Is home to about 9,000 residents
- Is the work destination for more than 83,000 employees, including 6,000 who work for the county, 3,600 who work for the city and 800 who work for the federal government
- Is visited by 6 million people a year

Downtown Phoenix Boasts:



Two sports arenas — Chase Field and US Airways Center

Three of the five tallest skyscrapers in Arizona — the Chase Tower, US Bank Center and 44 Monroe

Three major hotels

27 entertainment and cultural attractions

90 restaurants and bars

Nine banks

10,621 theater seats

3,391,799 sports tickets sold per year (2006)



Photos by Deanna Dent

produce and other foods as well as handicrafts, jewelry and live music.

As soon as you're downtown, you see the big sports stadiums, but buying tickets to professional sporting events doesn't always fit a college student's budget. ASU downtowners have found a solution: the T.G.I. Friday's inside Chase Field. Students can get in free, order a meal and watch a game. Even when the Diamondbacks aren't playing, it's a great place to eat, hang out and enjoy the view from the big windows overlooking the field.

Other favorite student spots are AJ's Scoops, an ice cream shop with big couches right above Majerle's Sports Grill near Washington Avenue and Second Street; Carly's Bistro, a small restaurant with live music near Roosevelt Avenue and First Street; and Cibo, a pizzeria on Fifth Avenue and Fillmore Street.

Even before the downtown campus opened, ASU students discovered First Fridays, advertised as the largest monthly art walk in the United States. Roughly 100 art venues open their doors to the public free of charge. Hundreds of people pack the galleries, studios and art spaces spread out from Indian School Road to Buchanan Street and from 12th Street to 17th Avenue. There's a free shuttle service if it's too hot to walk.

Speaking of getting around, most people think you need a car in Phoenix, but it's not necessarily true for downtowners. The DASH transportation system offers free buses and shuttles throughout downtown — running from 6:30 a.m. until 8 p.m.

Now what was that about Mill Avenue?

Once you get to downtown Phoenix, you'll never look back.

Central City Alive with Projects

By Bethany Taylor

The Cronkite School has moved to downtown Phoenix during a period of rapid growth and development. In addition to the creation of ASU's new Downtown Phoenix Campus, the city is experiencing a rapid proliferation of new entertainment, business, residential and bioscience buildings. Here are some developments near the new Cronkite building:

- CityScape, a mixed-use development combining residential, retail, hotel, office and public park space, is scheduled to open its first phase in late 2009. The largest private investment project in downtown Phoenix, CityScape seeks to make the central city a destination for tourism, entertainment and shopping. The boundaries for CityScape will be First Avenue on the west, First Street on the east, Washington Street on the north and Jefferson Street on the south.
- Renovations have begun on the former Professional Building on Central Avenue and Monroe Street to make it into Hotel Monroe, a 144-room boutique hotel. Retail and restaurant space are to be included in the hotel.
- Planning is under way for the Jackson Street Entertainment District, which will be located on Jackson Street between Fourth Street and Central Avenue. The district will be a mix of live music and entertainment venues, retail space and residential development with the goal of creating a 24/7 environment.
- In December 2008, the Metro light rail line will begin

operating. The light rail, which will run from 19th Avenue north of Camelback Road in Phoenix to Main Street east of Dobson Road in Mesa, is scheduled to run approximately 20 hours a day, seven days a week. It will connect the ASU's Downtown Phoenix and Tempe campuses.

- One Central Park East will house office and retail space. The 26-story building will be located at the corner of Central Avenue and Van Buren Street and is scheduled to open in late 2009.
- The second phase of construction for the Phoenix Convention Center, located at Third Street and Washington Street, is scheduled to be completed in late 2008. The convention center will be more than 2 million square feet and include five exhibit halls, 43 meeting rooms, three ballrooms and outdoor terraces. It will host approximately 275 events a year, attracting more than 900,000 visitors to downtown Phoenix.
- The 31-story Sheraton Phoenix Downtown Hotel opened in fall 2008 with 1,000 guest rooms, along with 80,000 square feet of meeting space and 45,000 square feet of ballrooms. The hotel is located on Third Street and Monroe Avenue.
- The University of Arizona College of Medicine-Phoenix in partnership with ASU opened in 2006 at Van Buren Avenue and Fifth Street. The college has received funding from the state Legislature to finance additional construction, which may include educational and research buildings.
- With more than 25 new condominium projects that have either opened in the last year or are scheduled to open in the coming years, downtown Phoenix also is becoming the home of an increasing number of residents. Condo projects include:
 - Copper Pointe — 179 units
 - 44 Monroe — 201 units
 - McKinley Row — 32 units
 - Omega — 214 units
 - Portland Place — 250 units
 - The Summit at Copper Square — 165 units

Light rail will connect the Phoenix and Tempe campuses.



The second phase of the Phoenix Convention Center is under construction.



Top photo by Bettina Hansen
Bottom photo courtesy of Phoenix Convention Center

Arizona Center

Until a full-fledged student center is completed in the U.S. Post Office building across from the Cronkite School, students have a place to gather just a few blocks away at the Arizona Center.

The ASU Wells Fargo Student Center is located on the second floor of the Arizona Center, right above the AMC Theatres at 400 E. Van Buren Street.

Students can drop in to watch a show on the plasma TV or to play ping pong, pool, Play Station 3 and other games.

The center hosts a series of

events during the semester, including dinner nights, movie nights, coffee house-style gatherings, karaoke, crafts and games and talent shows.

The center also offers students meeting space and is home to the Downtown Student Government Advisory Board, student organizations and an off-campus housing office.

During the semester, the student center is open from 10 a.m. to 10 p.m. on weekdays and from noon to 7 p.m. on weekends.

Copper Square Ambassadors

They wear orange shirts and walk or ride their bicycles all around downtown Phoenix. And they answer questions — lots of questions.

By Samuel Burke

The Copper Square Ambassadors, a service of the city of Phoenix, are the roving concierge service for downtown. They help tourists find hotels, ATMs and shops, but they also help people who live or work in the area. They know where parking is available and what construction to avoid.

They carry maps, business directories and schedules of everything that is happening downtown and can provide directions and recommendations to theater productions, concerts and sporting events as well as places to eat or shop.

The ambassadors also help keep Copper Square safe. They are trained in first aid and CPR. And, like Neighborhood Watch, they keep their eyes open for trouble. When asked, ambassadors will escort anyone to or from their destinations in the evening.

The ambassadors are on duty 365 days a year. They work weekdays from 6:30 a.m. to 11 p.m. and Saturdays and Sundays from 8 a.m. to 11 p.m.

Don't see an orange shirt? Just call 602.495.1500 and one will be right over.



Top: Copper Square ambassadors rove downtown Phoenix, looking for people to help.

Center: Copper Square ambassador Nicole Heimberger (left) gives directions to Dinu Leonte, who was attending a conference in Phoenix.

Photos by Deanna Dent

Museums Within Two Miles of Campus

Heard Museum

2301 N. Central Ave.,
1.3 miles from campus

Phoenix Art Museum

1625 N. Central Ave.,
.8 miles from campus

Phoenix Museum of History

105 N. Fifth Ave.,
.8 miles from campus

Arizona Mining and Mineral Museum

1502 W. Washington St.,
1.5 miles from campus

Arizona Capitol Museum

1700 W. Washington St.,
1.8 miles from campus

Arizona Doll and Toy Museum

602 E. Adams St.,
.9 miles from campus

Arizona African Art Museum

400 N. Fifth St.,
.7 miles from campus

Museo Chicano

147 E. Adams St.,
.5 miles from campus

Arizona Hall of Fame Museum

1101 W. Washington St.,
1.3 miles from campus

Phoenix Police Museum

101 S. Central Ave.,
.7 miles from campus

Museums Display Arizona Art, History

By Sarah Owen

Students with a cultural bent don't have far to go to find a museum in downtown Phoenix. In fact, they can find 10 of them within two miles of campus.

The venues range from the Phoenix Art Museum, the largest art museum in the Southwest, to the tiny Museo Chicano, with changing exhibits on the culture of Latinos.

Kathryn Blake, director of education at the Phoenix Art Museum, has watched the city and museum grow alongside one another during the 16 years she has spent in the Valley. Blake said she thinks the museum is a reflection of the community.

"We're a young city with a young institution," she said. "And we have a lot of opportunity because we are so young. I think we ought to celebrate that."

The museum, which opened in 1959, completed an expansion in November 2006, adding more than 40,000 square feet to the interior and a sculpture garden on the grounds. The museum boasts extensive collections of American, Asian, European, modern and contemporary Latin American and Western American art, along with fashion and photography collections.

"When people come here, they're always surprised by what they see," Blake said. "And maybe that's what sets us apart — that possible surprise."

Visitors to the Heard Museum are similarly surprised by its extensive collection of American Indian arts and artifacts, said spokeswoman Kate Crowley.

"We do a lot of contemporary exhibits," Crowley said. "A lot of people, if they haven't been here since fourth grade, they don't realize that. Cultures are always changing; cultures are living. They're not static, and we're not just a history museum."

The Phoenix landmark was built more than 75 years ago to house the personal collections of Phoenix residents Dwight and Maie Heard. The museum is now more than eight times the size of the original structure, built in 1929.

The Heard has received international recognition for its collections, educational programs and Native American festivals. The art collections range from traditional to modern and include pottery, fashion and jewelry. Most of the art is from the 19th and 20th centuries and was created by artists between the ages of 20 and 40, Crowley said.

"A lot of the artists here, their parents were artists and their grandparents were artists," she said. "There's such a rich history."

Another form of Arizona history is preserved at the Arizona Mining and Mineral Museum, which commemorates the mining industry that helped build Arizona. The museum traces its origin back to the first Arizona State Fair, held in 1884. More than 3,000 minerals, rocks, fossils and mining artifacts are on exhibit.

Crowley said the downtown area has a vibrant and growing arts scene, and the museums are an integral part of it.

"The museums make for a great cultural stop for people," she said. "Phoenix is just ripe for stuff to do, especially if you're into the arts."



Top: The main entrance to the Heard Museum

Bottom: The waterfall in the Phoenix Art Museum plaza

Photos courtesy of Heard Museum and Phoenix Art Museum

Musical Offerings Range from Classical to Freak

By Leigh Munsil

A freak rock concert. A Broadway show. A classical symphony. Disney on Ice.

Downtown Phoenix's music scene has something to satisfy almost every taste — all within walking distance of the Downtown Phoenix Campus.

The major musical venues and their offerings include:

- **Orpheum Theatre**, Second Avenue and Adams Street. This historic theater, built in 1929, is the only remaining example of theater palace architecture in Phoenix. Originally used for vaudeville acts, it was used as a movie theater for four decades, earning the nickname the “Grand Dame of Movie Theaters.” After falling into disrepair, the city of Phoenix purchased the theater in 1984 and began a 12-year, \$14.5 million restoration. The Orpheum is the home of the Phoenix Metropolitan Opera and also hosts ballet, plays, dance, music concerts, graduations and private events. The 1,364-seat theater is listed on the National Register of Historic Places. It is a little more than a half-mile from the downtown campus.

- **Phoenix Symphony Hall**, Second Street and Adams Street. Home to the Phoenix Symphony, Arizona Opera and Ballet Arizona, Symphony Hall features touring Broadway shows and popular entertainers. The hall also is home to an art collection donated by Phoenix residents and includes hand-blown Venetian light sculptures, four tapestries modeled after Navajo sand paintings and the largest piece of machine-made embroidery in the world, the Grand Drape. Built in 1972, the hall underwent an \$18.5 million renovation in 2001. It is a little more than a half-mile from the downtown campus.

- **Dodge Theatre**, Fourth Avenue and Washington Street. The Dodge often features nationally touring comedians as well as big name musical acts such as Alicia Keys, Lyle Lovett and James Taylor. It also hosts family stages shows and even boxing. The theater has retractable walls that allow it to change size to accommodate different performances. The theater seats up to 5,000 and is less than a mile from the downtown campus.

- **US Airways Center**, First Street and Jefferson Street. Most recognizable as the home of the Phoenix Suns, the US Airways Center also plays host to national acts such as Disney on Ice as



Top: The Orpheum Theatre is a historic Phoenix landmark. Right: The Dodge Theatre hosts comedians and musical acts. Bottom: Phoenix Symphony Hall features Broadway shows.

Photos courtesy of the Orpheum Theatre, Dodge Theatre and Phoenix Symphony Hall



well as big-name performers. Some of the big acts to hit the stage in recent months are Billy Joel, Tim McGraw, Marc Anthony and Barbra Streisand. The center is a just over a half-mile walk from the downtown campus.

- **Trunk Space**. Located at Grand Avenue north of Roosevelt Street, this is a place where the concert experience is so intimate that fans can look musicians directly in the eye. The average attendance at a concert is 30 people. Dubbed an “art space” rather than a concert venue by its co-owner, who goes only by the name JRC, the Trunk Space offers a more peculiar and particular entertainment experience than others in Phoenix, he said. If a band sounds like something that could be heard on commercial radio or MTV, it won't be found here. Experimental, avant-garde, underground, noise music and freak folk are a few of the genres regularly featured at the Trunk Space, which is less than a mile and a half from ASU.



Sport Fans Relish Downtown Phoenix

By Tatiana Hensley

Diamondbacks

The Arizona Diamondbacks play in the National League West Division of Major League Baseball. The team was launched in 1998 and in 2001 became the youngest franchise to win the World Series. The Diamondbacks attract more than 2.5 million fans each season. Tickets range from \$5 to \$215, and the university's Sun Card is accepted. For information, visit www.azdiamondbacks.com.

Mercury

The 2007 WNBA champions, the Mercury began in 1997 as one of the league's original eight teams. In 2007 the team won its first championship. The Mercury has some of the top talent in women's basketball, including guards Diana Taurasi and Cappie Pondexter, who represented the United States in the 2008 Olympics. Single-game tickets run as little as \$10. For more information, go to www.wnba.com/mercury.

Rattlers

The Arizona Rattlers, one of 17 teams in the Arena Football League, won the Arena Football Championship in 1994 and 1997. The team formed in 1991 and quickly gained a fan base, in part because the coach was former Dallas Cowboys star Danny White, a favorite of Arizona fans since he played football for ASU. During the 2008 season, the Rattlers created a stir by promising to make the playoffs or give season-ticket holders their money back. Season ticket prices generally run \$45 to \$936. For more information, go to www.azrattlers.com.

Suns

Members of the Pacific Division of the NBA's Western Conference, the Suns have been generally successful since they began play as an expansion team in 1968. The team has posted 18 seasons with more than 50 wins, made eight trips to the Western Conference Finals and advanced to the NBA Finals in 1976 and 1993. Still, fans are waiting for their first NBA title. Standout players include Steve Nash, Shaquille O'Neal and Amare Stoudemire. Single game tickets run anywhere from \$20 to \$885. For information, go to www.nba.com/suns.

Phoenix's sports epicenter is just down the street from the Cronkite School, a quick stroll south on Central Avenue to the corner of Jefferson Street.

First stop: the US Airways Center. With its enormous glass walls, a 12-by-20-foot video screen and more than 14,000 square feet of indoor space, the arena is home to professional men's and women's basketball as well as men's hockey and arena football.

During the men's basketball season, the arena becomes "The Purple Palace," filled with fans cheering for the NBA's Phoenix Suns. The name becomes "The Snake Pit" during the Arizona Rattlers' indoor football season.

Also sharing the arena are the Phoenix Mercury, the 2007 Women's National Basketball Association champions, and the Phoenix Roadrunners professional hockey team.

Up next is Chase Field, the home of the 2001 World Series champions, the Arizona Diamondbacks. The ballpark, which is 1,100 feet above sea level, is the second-highest facility in major league baseball, second only to Coors Field in Denver.

But the ballpark is probably most recognizable by its retractable roof and signature swimming pool just beyond center field.

Alex Cawley, a broadcast student who is an avid Suns fan, said Cronkite's new

downtown location is a great place for fans and sports journalists alike.

"You are so much closer to the fan atmosphere," he said. "If it is an earlier game, there are people standing outside. As opposed to the Tempe campus where you have to drive, you can literally walk."

Derrick Hall, Diamondbacks president and a Cronkite School alumnus, said having the Cronkite School in downtown Phoenix will mean more energy, liveliness — and undoubtedly more sports fans.

The Diamondbacks are trying to make sure that ASU students, faculty and staff are among those new fans by offering special promotions, such as one in September that featured discounted tickets, ASU President Michael Crow throwing out the first pitch, ASU students singing the national anthem and prizes for those who wore their gold ASU T-shirts.

"We will create more jobs, benefit our local businesses and, hopefully, sell more D-back tickets," Hall said.



Top: The Diamondbacks call Chase Field home.

Bottom: The US Airways Center hosts professional basketball and arena football.

Photos by Deanna Dent

Light Rail to Link Downtown, Tempe

By Emily Bratkovich

Transportation in the Valley is about to change. With gas prices hovering around \$3 a gallon, ASU students, faculty and staff are eagerly awaiting the opening of the first phase of the Valley's Metro light rail during the last days of 2008.

"I can't wait for the light rail to open," said Cronkite School student Britney Ihrig. "It's going to save me an incredible amount of money on gas, and it will make commuting to the downtown campus from Tempe very easy."

The 20-mile starter line will run from uptown Phoenix through downtown and east to Tempe and Mesa. It will connect passengers to popular destinations such as ASU's downtown and Tempe campuses, Chase Field and the US Airways Center as well as many businesses, museums and shopping centers.

Hillary Foose, public information officer, said the route was selected because it is the area of highest travel in the region.

"With Phoenix being the fifth-largest city in the nation, we need to provide citizens with other mobility options," she said. "Whether it is a student commuting between campuses, a professional commuting to work or an avid sports fan going to a game, Metro creates a seamless mode of transit for all Valley residents."

ASU students are expected to make up about 25 percent of the ridership of the new light rail system, according to Amy Washburn, Metro public information specialist.

For most passengers, the cost for a single ride will be \$1.25, while the price for a day pass will be \$2.50. But for ASU students traveling between the downtown and Tempe campuses, the ride will be free, Foose said. Students will simply have to present their ASU Sun Card to the Parking and Transit Service to receive an ASU U-Pass card.

"It will be great for students who live at the Tempe campus, especially out-of-state students who are here without a car," said Amy Brooks, a Cronkite School senior. "Now

they can go out and see the rest of the city, not just what's around campus. There is so much more in Arizona than just Tempe."

Light rail planning began in 2004 after voters, frustrated with traffic congestion in the Valley, passed Proposition 400 to build a regional transportation system, including high-capacity transit. The project was awarded \$587 million by the federal government, with the rest of the \$1.4 billion project being paid for by taxes from cities along the route.

The train will travel up to 55 mph and operate 18 to 20 hours a day, seven days a week. Passengers will be able to catch a train every 10 minutes during peak hours and every 20 minutes during off-peak hours at night and on weekends, according to Metro's Web site.

Officials estimate it will take about 20 to 25 minutes for ASU students to get from the downtown campus to Tempe or vice versa.

Foose said passengers will ride in comfort. All the cars are air-conditioned and easily accessible, with no steps, lifts or ramps.

"Each light rail vehicle can comfortably carry 175 passengers, and commonly you will see three trains linked to carry 525 passengers at one time," she said. "The system ultimately has the capacity to carry up to 15,000 people per hour, which is comparable to a six-lane freeway."

And that will mean significantly less traffic congestion in the Valley, Foose said.

Ridership was projected using regional travel demand forecasting provided by the Maricopa Association of Governments. Metro officials also looked at what happened in cities like Dallas, Denver, Salt Lake City and Minneapolis.

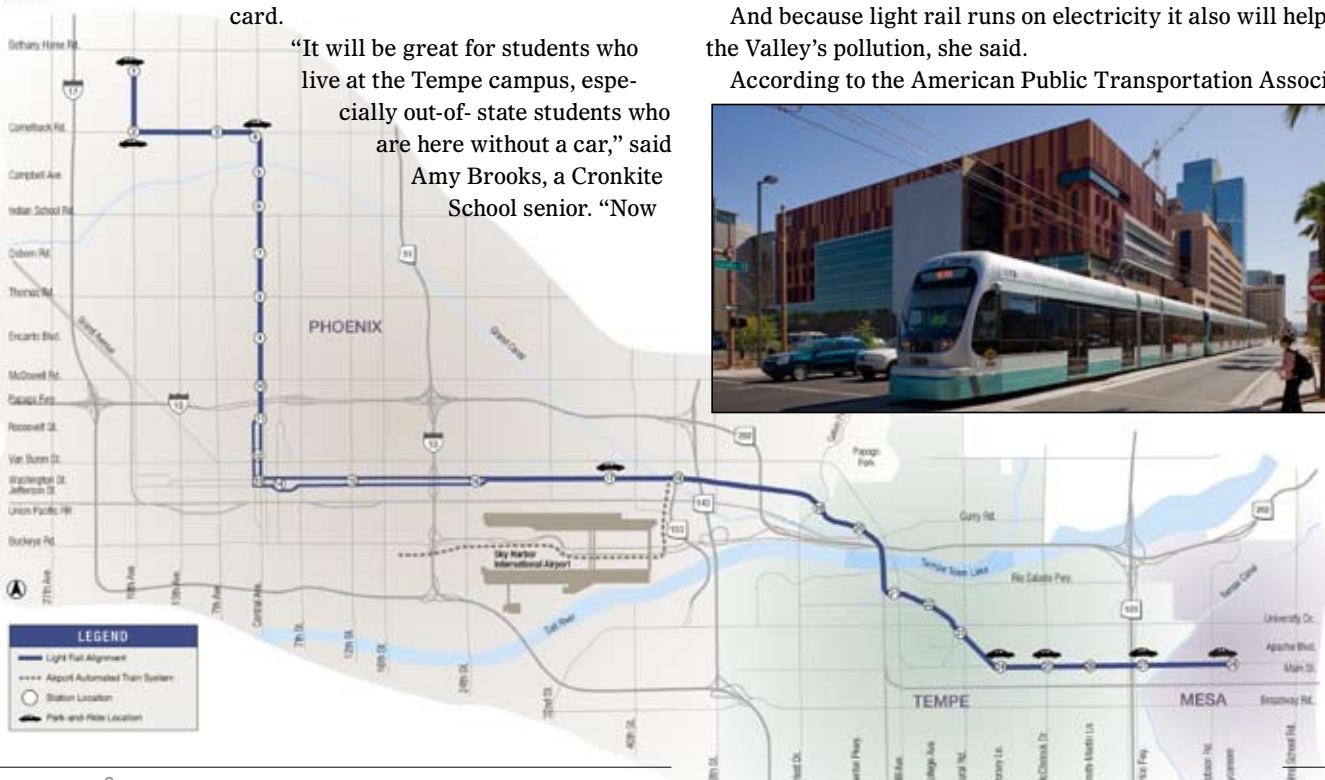
"Ridership on each of these systems has exceeded original projections, sometimes double, triple or quadruple the original projections," Foose said.

And because light rail runs on electricity it also will help reduce the Valley's pollution, she said.

According to the American Public Transportation Association,



Photo by Bill Timmerman





Internships Just Minutes from School

By Allison Denny

Leeann Skoda (left) and Erin Kozack intern at The Arizona Republic.
Photo by Bettina Hansen

The Downtown Phoenix Campus puts journalism students right where they should be: smack in the center of one of the nation's largest media markets.

In fact, the Cronkite School is closer to more major metropolitan news operations — newspaper, TV, radio and online — than any journalism school in the country, said Dean Christopher Callahan.

And that, he said, is critically important in a discipline in which high-quality professional internships during college are essential for future success.

Just blocks away from the new Cronkite building are The Arizona Republic, the nation's 10th-largest daily newspaper; its Web site, azcentral.com; and the Phoenix Business Journal — all of which offer internships to ASU students.

KPNX-Channel 12, the region's NBC affiliate, FOX 10/KSAZ-TV, the local FOX television affiliate, FOX Sports Arizona and KOOL FM, the CBS Radio affiliate, are all within a mile of campus.

Other daily news operations are within a few miles, and the university-operated public television station, Eight/KAET, will be in the same building as the Cronkite School.

Being in the center of downtown Phoenix also puts public relations students close to city and state agencies and major public relations firms.

Mike Wong, director of career services at the Cronkite School,

helps place between 130 and 170 students in internships each semester. The move to downtown Phoenix provides students more opportunities for internships and cuts the commute for most, Wong said.

"Conceivably, students could ride their bikes, walk or take a quick bus ride to any of their internships," he said.

That sounds good to Cronkite student Jamil Donith, who spent 14 hours a week at his internship at KMVA, Movin' 97.5, on North Seventh Street in Phoenix and nearly the same amount of time commuting. He said he sometimes spent hours in traffic.

"It was unbelievable," Donith said. "Being closer to where the internships are is definitely a good thing."

Cronkite student Michael Tucker couldn't agree more.

Tucker spent part of his second semester at ASU at Eight/KAET interning for the public affairs program "Horizon."

Having an internship on campus was ideal, he said. "I have a really busy schedule. If I had to drive, it would take away from my work because I'd have to dedicate time to going back and forth."

But Tucker welcomes the move to downtown Phoenix for more than reasons of convenience.

"To be in the proximity of so many media outlets ... is prime," he said. "It's exciting."

a single person commuting alone by car who switches a 20-mile round trip commute to existing public transportation can reduce his or her annual carbon dioxide emissions by 4,800 pounds a year, equal to a 10 percent reduction in greenhouse gases produced by a typical two-adult, two-car household.

That appeals to ASU junior Jennifer Stephens.

"I think that it's wonderful to spread the word of living green to transportation," Stephens said. "The more green living we can implement, the better for everyone in

the long run."

ASU student Brooks said getting people out of their cars will help prevent Phoenix from turning "into another L.A. — congested and polluted."

One of the 28 light rail stops is just steps from the Cronkite School on Central Avenue. That stop, like others, will include shaded canopies, drinking fountains, landscaping and artwork. It also will be well lit and equipped with security cameras and emergency call boxes. Metro will employ roaming security personnel.

"Metro is working hard to ensure that

students feel safe at stations and on trains," Washburn said.

Once the first 20 miles of light rail is up and running, Metro will turn its attention to building an additional 37 miles. By 2025, the system will extend into west and northwest Phoenix, Glendale, south Tempe and downtown Mesa.

Freshman Deena Schneider knows that she'll be long gone from ASU by then, but she said, "It will be great for people who do not live near any of (current) stations. It will only provide even greater opportunities to all Arizona residents."

Mayor Puts Energy into Downtown

By Ashley M. Biggers

In the 1960s, a teenage Phil Gordon would hop a city bus and ride from his family's home near Central High School into downtown Phoenix for Saturday matinees at the Fox Theater.

The ride would take him into the area that would become the focal point of his administration 30 years later as mayor of Phoenix, a city with one of the fastest-growing urban centers in the United States.

After graduating from Arizona State University's law school a decade later, Gordon was drawn back to downtown. He said he fell in love with the city's historic buildings and "got to know downtown block by block and building by building."

But he also saw that the area was slowly sinking. Businesses were leaving and buildings weren't being taken care of — a point that was driven home when he represented a client whose property was being condemned.

Gordon went to City Hall and began negotiating on his client's behalf. The case had the unintended consequence of inspiring his political career. He said he found that he "loved the way that city government worked. It was nonpartisan and was there to get things done."

Still, Gordon didn't enter politics directly until 1996, when he served as chief of staff for Mayor Skip Rimsza. A year later, he was elected to the Phoenix City Council, a seat he would keep until he ran for mayor in 2003.

As a city councilman, Gordon championed expanding the downtown convention center and preserving the historic Phoenix Union High School. He also chaired the bond committee to finance the Children's Museum of Phoenix and the Arizona Science Center, both located downtown.

He was elected mayor in 2003 and again in 2007, with the redevelopment of downtown Phoenix as a major priority.

"The vision I had for downtown is the vision everybody has for a neighborhood — for it to be a safe place to work and live," Gordon said.

It was also a vision with ASU at the center of it.

Gordon wanted a full-fledged ASU campus in downtown Phoenix. He saw it as a way to bring an immediate, large influx of people downtown and to galvanize the building of residences and businesses to support them.

Gordon has always been a big believer in education as a catalyst for change. He said his grandfather, who immigrated to the United States from Lithuania when he was 13, made sure of that. Gordon grew up hearing stories about how his grandfather sent his wife to school with their children to make certain they were working hard enough.

"He told me to not only go to college, but also to go to graduate school so I could be the best at whatever I wanted to be — no matter what that was," Gordon said.

"I decided I wanted to build the future on education."

Gordon and ASU President Michael Crow initially sketched out their plan for what would become ASU's downtown campus and its light rail connection to Tempe on a dinner napkin during Gordon's first mayoral campaign,

according to Scott Phelps, director of communications for the mayor's office.

Gordon and Crow championed a bond issue to finance the plan, and in March 2006 Phoenix voters approved \$223 million for ASU's downtown campus.

"(We) share the same view of the future potential for Phoenix and the need to think on a grander and global scale," Crow said.

Since passage of the bond issue, downtown Phoenix has seen a burst of development unlike any other in the country, according to Dave Roderique, president and CEO of the Downtown Phoenix Partnership, a nonprofit economic development agency.

"In an extremely short time, we've seen a major turnaround in downtown," he said. "The [expansion of the] convention center, the light rail project, the new 1,000-room Sheraton hotel, the new medical school — literally across the board, there's activity happening in every sector in downtown. It's an exciting time."

Phelps said Gordon has been at the center of that whirlwind.

"I have worked for every mayor since Paul Johnson in 1990," he said. "Nothing comes close to what you're seeing now from Mayor Gordon."

Gordon wakes at 4 a.m. every day and hardly pauses until late at night — thanks in part to the numerous espresso drinks he sips throughout the day. He is such a regular at the Starbucks near City Hall that he has a Starbucks apron with his name embroidered on it.

John Chan, director of the downtown development office and the person charged with carrying out the mayor's initiatives, said it's hard to keep up with his boss. "He has so many ideas that as soon as you follow one, he's already three ideas down the road," Chan said.

Chan said Gordon's approach to downtown redevelopment was different from a score of others that came before it. Those proposals invariably focused on bringing in one or two big projects, but Gordon had much more in mind.

"It's not about creating a project here or there," Chan said. "It's about creating a critical mass, about people being educated here, living here, working here and shopping here."

Gordon said he hopes that the next generation of Phoenicians, his own four children among them, will know downtown Phoenix as the place where the future governor of Arizona found his or her passion for public service, where young entrepreneurs created the next Fortune 500 company and where the future Pulitzer Prize-winner wrote his or her first article.

"I hope downtown will be the center of ideas that create companies, jobs and an economy that keeps the city healthy," he said.



Phoenix Mayor Phil Gordon

Photo courtesy of Phoenix Mayor's Office

Cronkite Directs Carnegie-Knight News21 Journalism Initiative

Seeking to change the way journalism is taught in the United States, Carnegie Corp. of New York and the John S. and James L. Knight Foundation are investing heavily in the Cronkite School.

In 2008, the school received a \$7.5 million grant to direct a bold, experimental digital media program that involves 12 leading universities across the United States. The grant is the largest in the history of the Cronkite School.

The News21 initiative, which the foundations hope will help redefine journalism education and prepare a new generation of journalists capable of reshaping the struggling news industry, is headquartered at the Cronkite School's new building in downtown Phoenix.

The national News21 program is directed by Jody Brannon, a digital media leader who has held top editing positions at MSN.com, USATODAY.com and washingtonpost.com.

The Cronkite School also will operate one of the initiative's eight digital media "incubator" sites. As part of the incubator program, advanced journalism students will travel the country to produce in-depth news coverage on critical issues facing the nation and then experiment with innovative digital methods to distribute the news on multiple platforms. The 2008-09 topic, "American Tapestry," will center on exploring the demographics of a changing nation.

The News21 program started in 2006 with incubators at the University of California, Berkeley, Columbia University, Northwestern University and the University of Southern California.

Under the three-year grant to ASU, four new incubators are being created at the Cronkite School, the University of Maryland at College Park, the University of North Carolina at Chapel Hill and Syracuse University. In addition, four other Carnegie-Knight

schools — the University of Missouri at Columbia, the University of Nebraska at Lincoln, the University of Texas at Austin and the John F. Kennedy School of Government at Harvard University — will send students to the eight incubators.

"Although traditional models of newspaper, radio and local television news dissemination are severely challenged," said Alberto Ibarguen, president and CEO of the Knight Foundation. "Every community in this democracy continues to have a core need for reliable information, news that informs and news that helps build the common language that builds community. That need will not go away and provides hope for future journalists.

"They will tell those stories with traditional, verification-journalism values but on multiple platforms and structures influenced by new technology. Journalism can train them to do that and, in that sense, journalism schools have a once-in-a-lifetime opportunity to lead the industry. Carnegie and Knight want them to succeed."

Students participating in News21 incubators during the summer already have produced experimental reporting on seldom-covered but important stories, and their work has been published or broadcast by news organizations, including The New York Times, San Francisco Chronicle, The Miami Herald, L.A. Weekly, Forbes.com, The Associated Press, Canadian Broadcasting Corp. and CNN.

Future student-produced reports will be published on NPR.org, the incubator's current national news partner, as well as at newsinitiative.org.

The summer fellowships, open to students at each of the 12 Carnegie-Knight schools, are preceded by a semester of self-guided research and intensive seminar work with professors

Carnegie Corp. of New York

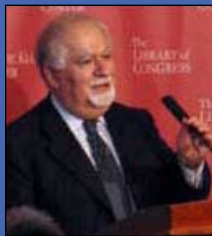
Carnegie Corp. of New York was created by Andrew Carnegie in 1911 to promote "the advancement and diffusion of knowledge and understanding," according to the corporation's Web site.

For almost 100 years the corporation has focused on international peace and advancing education and knowledge.

As a private grant-making foundation, the corporation committed to investing more than \$100 million in 2008 to fulfill Carnegie's mission "to do real and permanent good in this world."

The Carnegie Corp. teamed up with the John S. and James L. Knight Foundation in 2005 to create an initiative aimed at revitalizing and enriching journalism education across the country.

For more information, visit www.carnegie.org.



Vartan Gregorian,
Carnegie Corp.
President

Photo courtesy of Library of Congress

The Knight Foundation

The John S. and James L. Knight Foundation is the world's leader in philanthropic support of journalism. Its awards include journalism fellowships and endowed chairs at the nation's top journalism schools, including the Cronkite School.

In 2006, the foundation launched the Knight News Challenge. The five-year, \$25 million challenge is designed to encourage new uses of digital media to transform community news.

The foundation has partnered with the Carnegie Corp. of New York to create the Carnegie-Knight Initiative on the Future of Journalism Education, investing more than \$11 million in the expansion of a national initiative to adapt journalism education to the challenges of a struggling news industry.

For more information, visit www.knightfoundation.org.



Alberto Ibarguen,
Knight Foundation
President

Photo courtesy of Knight Foundation

Digital Media Pioneer Leads News21

Jody Brannon held top editing positions at MSN.com, USATODAY.com and washingtonpost.com before coming to the Cronkite School in 2008 to direct the national News21 initiative.

Brannon entered the world of digital media in its infancy, starting as a copy editor for The Washington Post's first online initiative, Digital Ink, in April 1995. She rose to become manager of news and production and later managing editor of washingtonpost.com.

She also served as executive producer at Washington Post and Newsweek Interactive and executive producer at USATODAY.com before joining MSN.com as senior home page editor and ombudsman in New York and Seattle.

Under her direction, multimedia news staffs won national awards from the Online News Association, Editor & Publisher, the Newspaper Association of America, the National Press Photographers Association, Associated Press Managing Editors and the National Press Foundation.

Prior to her career in digital media, Brannon worked in magazines and newspapers, primarily as a reporter and editor at

The News Tribune of Tacoma, Wash., and The Seattle Times.

Brannon has journalism degrees from Seattle University and American University and a doctoral degree in mass communication from the University of Maryland, where she studied the early days of multimedia journalism. She regularly taught journalism courses at the University of Maryland, Pacific Lutheran University, Seattle University and American University.

She is on the board of directors of the Online News Association and the advisory board of the Knight-Batten Awards for Innovations in Journalism.

In her new position, Brannon coordinates the efforts of 12 universities at which student fellows develop in-depth multimedia projects that stretch the use of the medium.

"These young journalists, guided by so many seasoned educators and the deans at their respective schools, are poised to prove the future of journalism is bright," Brannon said. "The fellows will focus on telling important stories in new ways, blending learning and teaching styles, new and proven.

"I'm excited about doing what I can to ensure some next-gen approaches will have resonance for decades to come, thanks to the Carnegie-Knight commitment."

who are experts in the students' fields of inquiry. During the summer, students report their stories and produce material for publication or broadcast across a number of platforms.

News21 is the latest digital news program at the Cronkite School, which has taken a national leadership role in preparing students for the dramatic changes in the news industry triggered by the digital revolution.

Cronkite already is home to the Knight Center for Digital Media

Entrepreneurship, in which students learn to create and launch their own online news products; the New Media Innovation Lab, which serves as a research and development lab for news companies looking for digital solutions; and the azcentral.com Multimedia Reporting Program, a partnership with The Arizona Republic in which students cover breaking news in multiple media for the Web site of the nation's 10th-largest newspaper.

"News21 is precisely the kind of innovative, unconventional and intensive

learning experience that journalism schools desperately need to not only help educate the next generation of journalists but to find solutions to help the news industry evolve in the digital world," said Cronkite School Dean Christopher Callahan.

"It is a great honor to help build on the first three years of News21 with an expanded group of schools."

Visit News21 at www.newsinitiative.org.

Specialization Puts Latino Issues First

The Cronkite School is launching a new journalism specialization on covering Latino communities and U.S.-Mexico transnational issues.

The multidisciplinary program includes a seminar to help students understand the cultural, historical, political, legal, economic, religious and sociological dimensions of Latino life in the United States and U.S.-Mexico transnational issues, featuring top faculty and experts from a wide variety of disciplines.

Students also will take a new field course in which they will delve into critical Latino issues and meet with experts during trips to Mexico. And they will take Latino courses across multiple disciplines outside of the Cronkite School and do an in-depth project at Cronkite News Service.

The program is headed by Rick Rodriguez, former executive editor at the Sacramento Bee, who is the school's first Carnegie Professor specializing in Latino and transnational news coverage.

The Carnegie Professor is part of the Carnegie-Knight Journalism Initiative to improve journalism education at 12 universities. The program is funded by the Carnegie Corp. of New York and the John S. and James L. Knight Foundation.

The Carnegie-Knight grants are used to “expand the intellectual horizons of journalism students, in large part by harnessing the tremendous subject matter expertise that resides in each of the universities,” according to a joint statement from the foundations.

“Today’s journalists must be steeped in experience and deeply knowledgeable about the subjects they report on,” said Carnegie Corp. President Vartan Gregorian. “To understand the underlying ideas and possible ramifications of import, even truly transformative events, requires that journalists be trained and informed enough to deal with complex, nuanced information with a richness and depth”

Cronkite School Dean Christopher Callahan pointed out that the rapidly changing demographics of the United States require more nuanced and sophisticated reporting.

“By 2050, minorities will make up half of the U.S. population,” he said. “We believe there is a critical need to develop a cadre of young journalists who can draw on a deep reservoir of knowledge from multiple disciplines — history, sociology, political science, economics, art, culture, religion, law — to create powerful, sophisticated and insightful journalism about these increasingly important stories.”

Callahan said the new journalism specialization builds on existing programs and a long-standing commitment to prepare student journalists to cover Latino issues.

Since 2005, Cronkite students have produced three major projects related to Mexico and the U.S.-Mexico border. For the first, students traveled to Monterrey, Mexico, to prepare a report on the economics of the region and its importance to Arizona. The articles and photographs appeared in The State Press, ASU’s student newspaper, The Arizona Republic and azcentral.com.

In 2006, a group of photojournalism students produced a series of photo documentaries focusing on children of the borderlands region in Arizona and Mexico. Their work was featured in a Cronkite School magazine and in several Valley publications, including The Arizona Republic.



Top: Student photographer Courtney Sargent captures images along the border.

Photo by Ashley Lowery

Bottom: The U.S.-Mexico border is the focus of student reporting projects.

Photo by Ryan A. Ruiz

In 2007-08, another group of Cronkite students produced an in-depth multimedia reporting project exploring how families are divided by the U.S.-Mexico border. The work was published in a Cronkite magazine, online at the Cronkitezone Web site and as a half-hour special for Cronkite NewsWatch, the school’s student-produced newscast. In addition, one of the main stories was featured in Phoenix Magazine, and newspapers throughout the state picked up other stories through Cronkite News Service.

Rodriguez led a group of selected students in another multimedia reporting project in fall 2008 on the efforts to build a fence along the U.S.-Mexico border.



Rodriguez Helps Students Tell Stories

Photo by Bettina Hansen

By Kristyna Murphy

In some ways, what Rick Rodriguez did as editor of the Sacramento Bee isn't all that different from what he's doing at the Cronkite School.

It's all about telling stories.

Rodriguez is the Cronkite School's first Carnegie Professor, charged with developing a new journalism specialization in Latino and U.S.-Mexico transnational issues.

The idea behind the position, created under a grant from the Carnegie Corp. of New York and the John S. and James L. Knight Foundation, is to give students deep knowledge and experience covering some of the most transformative issues of our day, including Latino immigration and the U.S.-Mexico border.

For Rodriguez, that means telling stories that resonate with people.

"The people who can master storytelling — online, with video or words, in magazines or newspapers — these are going to be the great journalists of the future," Rodriguez said. "And to me the idea — the challenge — of trying to mold some of those great storytellers of the future is exciting."

Rodriguez traces his love of stories to his childhood in Salinas, Calif., where he devoured about 90 books a year.

He also would listen to sports on the radio and write down box scores. The next day he would go to the paper to see if he had been accurate.

"I was already checking at 8 whether or not I'd do accurate reporting," he said with a laugh.

At 18, Rodriguez took a 10-cent-an-hour pay cut to go from working at a Mexican tortilla company to being a copy boy for The Salinas Californian. When United Farm Workers leader César Chávez organized farm workers in the early 1970s, Rodriguez covered the story as a reporter in Salinas. Even then, he had a sense that he was watching history in the making.

"It really made me grow up because you're seeing all these issues and people in much more sophisticated, much more in-depth ways," he said. "And you knew (the people) superficially as the parents of the guy you used to throw passes to on the football field or the parents of somebody whose friend was dating their

daughter, and all of a sudden you're knowing them on a business level. It's a very different thing."

A few years later Rodriguez would learn another lesson about journalism. He was living in Mexico and writing for the McClatchy Co.'s Fresno Bee when he did a story about a nurse who cared for people whose drinking water had been contaminated. It was one in a long series of articles, and Rodriguez didn't think much about it until he got a call from a Rotary International attorney who told him his story had influenced the organization to send potable water to people all over the world.

"That's the beauty of journalism," Rodriguez said. "You can touch things and change people's lives and meet people you will never meet. It reminds me of how much good the power of the pen can do."

Rodriguez went on to become the managing editor and then executive editor of the Sacramento Bee, another McClatchy newspaper. He was the first Latino president of the American Society of Newspaper Editors.

"He has been a huge champion for diversity in the industry," said Gregory Favre, one of Rodriguez's mentors and a former editor of the Sacramento Bee. "He made sure everyone in the community was represented in the newspaper."

Favre said he has no doubt that Rodriguez will inspire his students to do great journalism.

"He has a vast well of experience to share," Favre said. "Everyone who comes in contact with him should take advantage of it."

Cronkite School Professor Tim McGuire, the Frank Russell Chair for the Business of Journalism and a close friend to Rodriguez, said Rodriguez brings to the classroom something else required of great journalists: passion for the craft.

"He's full of verve and excitement and enthusiasm for life, and it's all embodied in his laugh," McGuire said.

Rodriguez said he's learning to be a teacher in the same way that he learned to be a journalist — by doing.

"I've made mistakes in every job that I've done, but to me those are the learning experiences," he said. "You go back and you might regret some of the things that you've done. But then you learn and you grow, and I always think that even if it's a difficult period, you ultimately grow from it and get stronger."



Knight Center Embraces the Future

By Amanda Fruzynski

Students in the Cronkite School Knight Center for Digital Media Entrepreneurship are inventing their own futures.

In the process, they will help invent the future of journalism, according to Dan Gillmor, the digital media innovator who is the founding director of the center.

The Knight Center was established in 2007 with a \$552,000 grant from the John S. and James L. Knight Foundation, matching a grant from the Ewing Marion Kauffman Foundation. Devoted to the development of new media entrepreneurship and the creation of innovative digital media products, it is located in the digital media wing of the Cronkite School's new state-of-the-art complex in downtown Phoenix.

The center's purpose can be summed up in two words: risk and innovation, said Gillmor, the school's first Kauffman Professor of Digital Media Entrepreneurship.

"We want to help students both appreciate the value of risk taking in the media and journalism spheres and help them to start up and create some of their own products and services," he said.

That's an unusual mission in the world of education and journalism, according to Cronkite School Dean Christopher Callahan.

"We're marrying two things that are incredibly important to

Professors Dan Gillmor and CJ Cornell conduct class in the new Knight Center for Digital Media Entrepreneurship.

Photo by Jeffrey Lowman

journalists — digital media and entrepreneurship," he said. "It's one of the very few programs where a student can come up with an idea, go to the lab and have help from some of the best and brightest people. It's your idea that you're bringing to the center. I think that's unique."

Gillmor got things started with a class in entrepreneurial thinking, teaching students how to take a digital media idea from the pre-incubator stage to a working prototype. Students heard from new media experts such as Reid Hoffman, founder of the networking site LinkedIn, and traveled to Silicon Valley to visit media entrepreneurs. They also created a prototype Web site for the Knight Center at startupmedia.org.

The fall 2008 class worked to develop a political fact-checking site on local elections that involves campaigns and voters.

Gillmor and CJ Cornell, who joined the center in mid-2008 as the school's first Entrepreneur in Residence, also identified a half dozen students with promising ideas and began working with them individually to develop their ideas into viable products and services. The projects range from a Phoenix City Wiki to a site about the Valley's new light rail system and corridor.

Cronkite graduate student Joshua Sprague took Gillmor's class,

The Knight Foundation

The John S. and James L. Knight Foundation is the world's leader in philanthropic support of journalism. The awards include journalism fellowship programs and endowed chairs at the nation's top journalism schools, including the Cronkite School.

In 2006, the foundation launched the Knight News Challenge. The five-year, \$25 million challenge is designed to encourage new uses of digital media to transform community news.

The foundation has partnered with the Carnegie Corp. of New York to create the Carnegie-Knight Initiative on the Future of Journalism Education, investing more than \$11 million in the expansion of a national initiative to adapt journalism education to the challenges of a struggling news industry.

For more information on the Knight Foundation, visit www.knightfoundation.org.

The Kauffman Foundation

The Ewing Marion Kauffman Foundation was launched in the mid-1960s by Ewing Marion Kauffman, a philanthropist and entrepreneur, and has grown to become the 30th largest foundation in the country.

It is the only large American foundation to focus on entrepreneurship, awarding grants and providing guidance for entrepreneurial leaders around the world.

In 2006, the Kauffman Foundation awarded ASU a \$5 million grant for its University as Entrepreneur program, part of which supports the Cronkite School's Knight Center for Digital Media Entrepreneurship.

For more information on the foundation, based in Kansas City, Mo., visit www.kauffman.org.

Entrepreneurship Expands at ASU

By Amanda Fruzynski

The Knight Center for Digital Media Entrepreneurship at the Cronkite School is part of a much larger entrepreneurial effort at ASU.

Kimberly Loui, assistant vice president and executive director of university initiatives, heads a team of staff and students whose goal is to advance entrepreneurship at the university. She defines entrepreneurship as “creative risk-taking,” adding, “It’s about being resourceful, being innovative in your approach and looking for a way to make an impact.”

ASU’s entrepreneurial efforts began at the W.P. Carey School of Business and quickly expanded to the colleges of nursing, design, engineering, law and journalism, Loui said. They include working with GlobalResolve to create water purification systems for developing countries and with InnovationSpace, a lab for design, engineering and business students to develop product designs that are both economical and socially responsible.

“Entrepreneurship is university-wide at ASU. It’s highly cooperative and multi-disciplined,” Loui said.

It’s also a concept that students readily embrace, she said. “When I talk to students, they really believe they can change the world,” she said.

Loui believes that journalism is in the midst of “forced entrepreneurship” as old business models are being challenged.

Dan Gillmor, director of the Knight Center at ASU, agreed that journalism needs a healthy dose of entrepreneurship “not to save journalism but to invent the next generation of journalism businesses and products.”

And, like Loui, Gillmor knows that these entrepreneurs must be willing to take risks and fail.

“It would be great if some students’ ideas go on to success as actual (new media) startups, but it’s not a problem to fail,” he said. “Trying something that doesn’t succeed should be something people take pride in. Failure is part of the game of being an entrepreneur.”

then stayed on to work on an individual project at the Knight Center.

“Dan’s class was the first to offer good ideas for how to use my tech and journalism skills outside of traditional media,” Sprague said in an e-mail. “Now I’m creating a Web startup as my capstone project.”

Cornell, whose expertise is in the business aspects of launching and sustaining new products and services, said, “ASU is pioneering the future of media and writing the new rules for the journalist as entrepreneur.”

He and Gillmor said they’re looking forward to seeing the kinds of projects the students will create.

That’s precisely what the Knight Foundation had in mind when it issued its News Challenge in 2007, asking individuals and companies from across the country to submit innovative ideas for creating digital news and information.

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.

Gillmor said it’s appropriate that one of the grants went to ASU, which “obviously understands the value of entrepreneurship,

of moving quickly, of taking risks, of being a university that’s part of the digital age as well as retaining the values and traditions that are part of any excellent university.”

While the center’s efforts are focused on journalism, it embraces other disciplines within the university.

“Traditionally, journalism has been very segmented, but the Knight Center is designed to bring in students from other areas, such as business or computer design,” Callahan said. “That experience will be beneficial when students graduate and go out into the world with connections.”

Gillmor said that while he encourages his students to break down old boundaries, he doesn’t want them to forget what journalism is all about.

“The fundamental principles of accuracy and fairness, those are unchanging,” he said. “But the tactics that we use to help people understand the world around them have to change radically.”

Gillmor said he hopes the Knight Center will help students discover their own futures in a rapidly changing industry.

“Students are going to be facing a very different marketplace. There’s a certain scary part of that, but there’s never been a better time for people to invent their own jobs,” he said. “I’m jealous.”

Right: Graduate students Yvonne Zusel (left) and Cody Shotwell are part of the Knight program.

Photo by Jeffrey Lowman

Bottom: Gillmor leads students in a discussion about entrepreneurial thinking.

Photo by Bettina Hansen



Entrepreneurial Spirit Defines Gillmor

By Amanda Fruzynski

As the inaugural director of the Knight Center for Digital Media Entrepreneurship at ASU, Dan Gillmor is ambitious for his students.

He wants them to transform their own careers and, in the process, contribute to the transformation of the business of journalism.

Gillmor, who holds the title of Kaufman Professor of Digital Media Entrepreneurship, brings to his post knowledge of both traditional and new media as well as an entrepreneurial spirit that he has tested in his own digital ventures.

"It's hard to put into context how much of a major figure Dan is in the world of digital media," said Cronkite School Dean Christopher Callahan. "If you had to pick a half dozen people who have been pioneers in it, he would be on the list."

Gillmor literally wrote the book on citizen media with "We the Media: Grassroots Journalism By the People, For the People" in 2004. The book, which has been translated into six languages, generated a national conversation about the role of ordinary citizens in reporting and commenting on the news.

He has been an early stage investor in several new media startups, including Silicon Valley-based Wikia Inc., founded by Wikipedia founder Jimmy Wales, and Seismic, a Web video

company. Gillmor is co-founder of the Helsinki-based Dopplr, a travel-related startup that recently received angel funding, and an upcoming media-related nonprofit venture called Media Critic.

He also advised on the launches of the nonprofit blog aggregator Global Voices Online and the news source assessor NewsTrust.

As a longtime Silicon Valley journalist, Gillmor wrote a popular business and technology column for the San Jose Mercury News and launched a weblog in 1999, a site believed to have been the first mainstream journalism blog.

Gillmor, in his typically understated way, sums up his experience this way: "I've had some first-hand experience, both positive and negative."

In fact, it's the negative experiences that have taught him the most, he said.

When he left the Mercury News in 2005, he began working on several grassroots media projects, including Bayosphere, a for-profit citizen media effort that did not achieve critical mass and was subsequently sold. He counts that failure as by far the most valuable learning experience of his career.

He expects his students to learn in the same way.

"If we're not failing at least some of the time, we're not doing something right," he said. "What I hope students get out of the experience is an appreciation of the few boundaries of digital



Photo by Bettina Hansen

Cronkite Names First Entrepreneur in Residence



Digital media entrepreneur CJ Cornell is the Cronkite School's first Entrepreneur in Residence at the new Knight Center for Digital Media Entrepreneurship.

Cornell, originally from Long Island, N.Y., has two decades of experience developing ventures in video, cable television and online media in Silicon Valley and Los Angeles.

He works with students in the Knight Center, helping them plan, develop and launch new media products, along with Dan Gillmor, a leader in new media and citizen-based journalism who is the founding director of the Knight Center.

Cornell's expertise is the business of launching and sustaining new products and services, Gillmor said. He will "help them turn their ideas into sustainable products and services."

Cornell serves as a board member or adviser to six digital media ventures involved in the creation of advanced digital video channels for targeted audiences. He is a recognized innovator in new video, music and user-generated products and tools for the Web, TV and other consumer platforms.

A periodic lecturer at San Jose State University's Graduate School of Business on business, entrepreneurship and venture capital, Cornell has written numerous articles and papers on media and television strategy and technology.

He received his bachelor's degree in electrical/mechanical engineering from SUNY Stony Brook in New York, his master's degree in management from the New York Institute of Technology in finance and business, and his Ph.D. in marketing from Columbus University in Daphne, Ala.

media and an appreciation of what goes into entrepreneurship."

As digital media becomes more widespread and less expensive, Gillmor sees more and more opportunities for journalists to become entrepreneurs. "The cost of trying a new project is trending to zero. That's an incredible opportunity," he said.

This openness to projects and creativity is one of Gillmor's greatest strengths, Callahan said. "He has many great ideas about directions and projects, but also the confidence in his own abilities to let students' ideas bubble to the surface. Dan is outstanding at allowing students to explore their own ideas, not to simply dictate what they are going to do."

In addition to teaching and running the Knight Center, Gillmor keeps up a grueling travel schedule. He speaks frequently at conferences and major universities around the world on media and technology topics. He serves on a number of national and international boards, including the California First Amendment Coalition, the Knight New Media Center at the University of Southern California and the University of California, Berkeley, Global Voices Online and NewsTrust.

He also keeps up his involvement with the Center for Citizen Media, which is affiliated with ASU and the Graduate School of Journalism at the University of California, Berkeley, where he lectured in online journalism, and the Berkman Center for Internet & Society at the Harvard University Law School, where he is a fellow.

And he continues to write in blogs and other media and work on a new book about



Top: Students brainstorm an idea at the Knight Center.

Bottom: Dan Gillmor and CJ Cornell collaborate.

Photos by Jeffrey Lowman

digital media literacy.

"It's unbelievable," Callahan said. "Dan is known around the world as one of the leading experts in digital media and everybody knows he is here. That is just building the reputation of the school in tremendous ways."

Gillmor calls his work at the Knight Center "an ideal extension of the work I've been doing."

"We're still in the early days of this incredible shift in the media landscape. Innovation is a global affair now, and students are perfectly positioned to take the most advantage of it," he said. "We've barely begun to scrape the surface."



CJ Cornell (left) and Dan Gillmor lead Knight Center projects.

Photo by Jeffrey Lowman

Stardust Program Creates Newsrooms in High Schools

By Tatiana Hensley

Students at five Arizona high schools are covering news and publishing it on school Web sites thanks to a new Cronkite School program that is building multimedia newsrooms in underserved high schools.

The Stardust High School Journalism Program is the latest Cronkite School effort to improve and support high school journalism. And it may just be the most unusual.

Cronkite School Dean Christopher Callahan said he believes it is the first university-based initiative in the country to create newsrooms in high schools.

The grant targets schools with large minority populations that do not have school newspapers or viable journalism programs. Those are the schools that often don't have the resources to publish school newspapers, Callahan said.

Under the program, the Cronkite School equips newsrooms at each school with Mac computers, scanners, video cameras, lights, microphones, digital cameras, and software necessary for publishing an online newspaper that also can be published as a print product. Cronkite staff members install the equipment and manage servers that host schools' Web sites as well as provide teacher training and support.

The innovative program is funded by the Stardust Foundation, a nonprofit corporation based in Scottsdale that provides grants to organizations that impact family and neighborhood stability.

Under the two-year grant, multimedia newsrooms will be installed at 10 Arizona high schools.

The first schools selected for the program were Buckeye Union High School, Coolidge High School, Douglas High School, Miami High School and Snowflake High School. Newsrooms were set up at the schools during the summer of 2008, and classes began in the fall, with more than 150 students learning skills such

as writing, reporting, grammar, editing, page design, Web production, videography, photography and journalism ethics and values.

The second five schools will join the program in 2009.

Program director Dave Cornelius, who came to the Cronkite School after a long career in high school journalism, said one of the things that make the program unique is its multimedia emphasis.

"Students will learn how to write for items that are going to be read, write for items that are going to be seen, write for items that are going to be heard and put it all in a format that is suitable for the Web. They are creating for Web media," he said.

Today's journalists have to be able to cross media platforms and work quickly and accurately, Cornelius said.

Not all of the students in the program will end up in journalism, said Don McDonald, student technology director at Miami High School east of Phoenix, but they will learn skills that will help them no matter what they decide to do.

"They will learn about deadlines, how important it is to meet goals and complete

what they start," McDonald said. He also hopes they will become better writers — and that they will do better on the state AIMS test, which Arizona high school students must pass before they graduate.

"My hope for these students is that they succeed in their future whatever they choose and (they understand) how important education will be in their future," McDonald said.

Cornelius said one of his hopes for the program is that it helps students perform better in school — and stay longer.

"We want to encourage them to go on to post-secondary training," he said. "That is one of the things we will be doing — following the students" to see how well they do.

Anita Luera, director of the Cronkite Institute for High School Journalism, which includes the Stardust program, said she sees many struggling journalism programs as she travels around the state.

Some programs are hard-pressed to publish just one or two newspapers a year, and some do little more than broadcast school announcements, she said. Sometimes broadcast equipment collects



Dave Cornelius (right) encourages Cecily Ethelboih, 17, during a visit to Miami High School.

Photo by Deanna Dent

The Stardust Foundation

The Stardust Foundation is a nonprofit corporation founded by local philanthropist and civic leader Jerry Bisgrove in 1993.

Headquartered in Scottsdale, the foundation focuses its efforts on the family, housing, education, health care, bioscience, community engagement and jobs. Its goal is “neighborhood stability, greater community enrichment and a world-class state,” according to the foundation’s Web site.

Foundation grants include \$25 million to the Valley of the Sun United Way and \$7.5 million for cancer, autism and bipolar disorder research at three major Valley biomedical, health care and support organizations.

A grant recently awarded to the Cronkite School brings journalism programs to high schools in underserved areas.

“Stardust values the opportunity to expose more students to careers in journalism,” Bisgrove said. “The communication skills they will learn in this program will be useful to them, regardless of their chosen profession. In today’s fast-paced, information-driven world, effective communication is vital to achieving success in all facets of one’s life.”

For more information on the foundation, visit www.stardustco.com.

“We are now **doing more** in high school journalism than any J-school in the nation ...”

— Cronkite School Dean
Christopher Callahan



Cornelius (center) works with students in the newspaper class at Miami High School.

Photos by Deanna Dent

dust because there are no instructors trained to use it.

“Many teachers are searching for help, guidance and ideas on how to make their programs better,” Luera said. “The Stardust program is one way we can help.”

At Coolidge High School, about 55 miles southeast of Phoenix, the school’s journalism program has been limited to a yearbook class. Under the Stardust program, Coolidge added an introductory journalism class for sophomores and advanced classes in digital media, newspaper, yearbook and broadcast journalism, said Principal Keith Greer.

“We knew there was technology out there that we weren’t afforded because we’re a rural school,” Greer said. “This program enables us to compete at a much higher level.”

Cornelius said teachers in the program get technical training, training in basic journalism skills and help with lesson plans and innovative teaching techniques. He also plans to connect the schools with journalism professionals willing to provide help and mentoring.

The program underscores the Cronkite School’s commitment to high school journalism, Callahan said.

“We are now doing more in high school journalism than any J-school in the



Senior Cory Grinder, 17 (left) and Jesse Cuellar, 17, are part of the Miami High School Stardust program.

nation and spending nearly a half a million dollars a year in private contributions to support these initiatives,” he said.

If Cornelius has his way, the program will get even bigger.

“My vision is to ultimately have a converged high school newsroom in every high school in the state of Arizona,” he said. The schools would feed content into a high school wire service like The Associated Press or CNN, so that students from Phoenix and students from Tuba City could share their work.

“That’s huge, especially to schools that are rural and have been isolated,” Cornelius said. “All of a sudden, this is a portal to the rest of the world.”

Cornelius to Students: “Show up. Do your best.”

By Tatiana Hensley

He's a classically trained musician who toured for 15 years as a singer and songwriter.

He's written, produced and recorded music for television and film.

And he trains wild mustangs in his spare time.

But Dave Cornelius is best known as an educator, and that suits him just fine.

In six years at Arcadia High School, Cornelius built what is widely regarded as the state's premier high school broadcast journalism program. In 2007, his students won more than 50 state, regional and national broadcast awards and were awarded over \$1 million in merit scholarships. All went to college.

Cornelius was racking up awards for himself as well: the Association of Career and Technical Educators Program of the Year award, the Arizona Department of Education Spotlight on Success Award for Innovative Partnerships and the Everyday Heroes Cox Technology in Education Award.

He was the guy other schools called when they were trying to upgrade their equipment or launch a new broadcast or media arts program, said Cronkite School Dean Christopher Callahan.

“Dave is widely regarded as the major force behind quality broadcast education in Arizona high schools,” Callahan said.

Cornelius left all of that in early 2008 to launch a new Cronkite School initiative to create multimedia journalism programs in underserved Arizona high schools.

As director of the Stardust High School Journalism Program, Cornelius is responsible for everything from identifying needy schools to installing computer equipment and training teachers.

Building a program from scratch and making it grow is exactly what Cornelius does best.

Arcadia High School graduate Alissa Irei, who met Cornelius when she was a sophomore in 2002, said, “Mr. C has always been passionate about what he does. He knows how to inspire people, and he

always pushed us to be the best versions of ourselves.”

Years later, she easily ticks off the important lessons he taught her and other students: Always work as hard or harder than anybody else. Develop relationships with people in your field. Show up. Do your best, then move on. Don't dwell on past successes or failures, and don't rest on your laurels.

Cornelius said his teaching philosophy boils down to one word: expectations.

“Too often we don't have high enough expectations,” he said. “When you raise expectations, students will generally exceed them regardless of how high they are. They just need to be empowered and equipped.”

Cornelius jokes about writing a book called, “Everything I Needed to Know About Teenagers I Learned From Wild Horses.”

“I have two wild mustangs that I am in the process of training — or they are training me. I am not sure which it is

sometimes,” he said with a laugh.

Teaching is a little like that.

“Our challenge as teachers is to develop students' abilities, encourage their innate curiosity, challenge their natural intelligence, channel their energy and get rid of their bad habits without breaking their spirit. How do we do that?”

His answer: “Challenge them, expect them to succeed and then be there to support them.”

Brian Snyder, who worked at several high schools before becoming a production specialist and teacher in the Cronkite School, said he has no doubt that Cornelius will achieve exactly what he has set out to do with the Stardust program.

“He built the best broadcast program in the state at Arcadia High School, and now he will take that knowledge and help those schools that have been chosen to build their multimedia programs,” Snyder said. “I know that he will not rest until this program is a complete success.”



High School Teachers Learn at Reynolds Institute

Elizabeth Anderson oversees The Eagle Eye, a quarterly newspaper serving New Town High School's 200-plus students on an American Indian reservation in North Dakota.

Joye Oakley advises the Tiger Tribune, which publishes 2,000 copies monthly for students at Norman High School in Norman, Okla.

Anderson is in her third year teaching journalism. Oakley has done so for a decade and has been teaching for more than 20 years. Yet they face many of the same challenges as they seek to educate students about journalism.

For Anderson and Oakley and for many others like them, teaching high school journalism can be a lonely and frustrating experience. Many advisers are English teachers who got the job because they had journalism courses in college. Some have no journalism experience.

As they teach budding journalists, scrape for money, computers and software and handle other courses, such as English and

yearbook, many advisers find themselves at odds with school administrators intolerant of a free campus press and uneducated about the rights of student journalists.

Enter the Reynolds High School Journalism Institute, designed to nurture and train journalism advisers from across the country.

Each summer, the institute, made possible by the Donald W. Reynolds Foundation and operated by the American Society of Newspaper Editors, holds intensive training programs at top journalism schools around the country.

Anderson and Oakley were among 35 educators who came to ASU for two weeks in summer 2008, the second year the Cronkite School participated in the program. Both left rejuvenated.

"I feel like a real journalism teacher," Anderson wrote in her assessment of the institute. "This experience will help me create a program worthy of our excellent students!"

The institute has been "the experience

of my later life as a teacher," Oakley wrote. "I don't plan to retire soon, but I can see the end from here. Coming to a close, my teaching requires tune-ups now and then to keep me contemporary. This institute is just what I needed."

Steve Elliott, former Phoenix bureau chief for The Associated Press and now director of the print Cronkite News Service, directs the Cronkite School's two-week program.

He describes it as a "journalism boot camp" aimed at teaching basic journalism skills in reporting, writing, First Amendment rights and responsibilities, multimedia, grammar and AP style. Teachers are sent out to report and write their own stories and take photos for the institute's online publication. They spend a day with staff members at The Arizona Republic. They learn to shoot and edit video, study design and desktop publishing

Participants in the 2008 ASNE Reynolds Journalism Institute spent two weeks at ASU.

Photo by Kaitlin Ochenrider



and participate in sessions on ethics and diversity.

They also hear from industry greats and leaders in Arizona's journalism community. The 2008 program featured three former ASNE presidents: Gregory Favre, distinguished fellow of journalism values for the Poynter Institute for Media Studies in St. Petersburg, Fla.; Tim McGuire, Frank Russell Chair for the Business of Journalism at the Cronkite School; and Rick Rodriguez, the Cronkite School's first Carnegie Professor specializing in Latino and transnational news coverage.

Jeff Kocur, who advises the Royal Blade, serving the 2,100 students at Hopkins High School in Minnetonka, Minn., said he was impressed with the speakers' expertise and professionalism.

"This was a fantastic experience that has rejuvenated me," Kocur wrote. "I am really excited to head back into my classroom. I think it will completely change the tenor and structure of my classroom."

Lori Hart, who advises the CS Press at Cactus Shadows High School in Cave Creek, Ariz., with a student body of 1,600, wrote: "Everything about this institute is professional, relevant and inspiring."

Diana Mitsu Klos, senior project director for ASNE, said a total of 163 teachers from 39 states completed the teacher training at five journalism schools in summer 2008.

She said the teachers were selected from a competitive field of 400 applicants, the largest number of candidates in the program's eight-year history. ASNE's recruitment includes intensive outreach



Cronkite Professor Tim McGuire speaks to Reynolds Institute teachers.

Photos by Kaitlin Ochenrider



Carnegie Professor Rick Rodriguez leads a discussion on diversity at the institute.



Marge Ansel of Willows High School in Orland, Calif., listens to Rodriguez's advice.

to schools in urban and rural areas where journalism programs are most under stress.

Since 2001, 1,269 high school teachers have completed the institute, and most continue to teach journalism and/or advise student media, Klos said.

The teachers institutes are funded from 2007 through 2009 by a three-year, \$2.3 million grant from the Donald W. Reynolds Foundation. In summer 2009, ASU's program moves to the Cronkite School's new home in downtown Phoenix.

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.

The foundation has invested heavily in programs to enhance the quality and integrity of journalism, focusing particularly on better training of journalists who serve smaller communities and on business journalism. The

foundation also supports programs to improve aging and quality of life, cardiovascular research, charitable food distribution, women's shelters and community centers.

Reynolds was the founder and principal owner of the Donrey Media Group, which he grew from two small newspapers to more than 100 businesses, including newspapers, radio and television stations and outdoor advertising.

For more information, visit www.dwreynolds.org.

ASNE

The American Society of Newspaper Editors is the principal organization of the top editors at daily newspapers.

Founded in 1922 as a nonprofit organization, ASNE focuses on professional development and journalism-related issues, including the First Amendment, diversity in newsroom staffing and coverage, journalism education, editorial innovation and credibility.

Its programs include readership training seminars, international journalism exchanges and a program to put high school journalism teachers in newsrooms to update their knowledge and understanding of the challenges newspapers face.

For more information on ASNE's high school programs, visit www.highschooljournalism.org.

Luera Takes Journalism on the Road

By Tatiana Hensley

Anita Luera is hard to miss. She's the one driving the Ford Escape hybrid plastered with photos of Cronkite School students.

She's on her way to a local high school, armed with a vehicle full of broadcast equipment, intent on igniting a love of journalism in the younger generation.

Luera, an experienced television news journalist and the former community relations coordinator at KPNX-Channel 12, is the Cronkite School's first director of high school programs.

She heads up the Cronkite Institute for High School Journalism, a consortium of national and local programs designed to support and train high school journalism teachers and students. Among the programs are the Reynolds High School Journalism Institute, a two-week fellowship program for 35 high school journalism instructors from around the country, and two full-immersion summer programs for high school students interested in journalism.

But the part of her job that really keeps her moving is a special outreach program that takes her to high schools around the state.

With the support of the Scripps Howard Foundation and the ASU Foundation's Women & Philanthropy program, the Cronkite School equipped a hybrid SUV with a television camera, microphones, audio recorders and backdrops. Luera takes the equipment — and her expertise — to high schools, visiting classes and job fairs and talking to students about journalism.

She's especially interested in spreading the word to minority students. She has seen for herself how underrepresented minorities are in the industry, and she has spent much of her professional life trying to shift the balance.

Luera was the first woman news director at a Phoenix television station, running the news department for Spanish-language Univision affiliate, KTVW-Channel 33. She served as a newscast producer and community relations coordinator at KPNX, the NBC

affiliate in Phoenix, for 10 years and also worked at KOOL-TV, now FOX 10.

"I realized what a huge difference the media makes in a community," she said "I also saw a lack of diversity and a lack of younger people coming into the business."

She started getting involved in a number of community organizations, including the Arizona Latino Media Association, which she eventually headed; Valley Leadership, a leadership-development program for Arizonans involved in public and community service; the National Association of Hispanic Journalists; the ASU President's Minority Advisory Council; and the Multicultural Advisory Committee of the Great Phoenix Convention and Visitors Bureau.

As president of ALMA, she was one of the driving forces behind the organization's annual high school journalism workshop at the Cronkite School.

Luera explains her volunteerism this way: "All of us had busy jobs and schedules, but I realized if working Latino journalists didn't start encouraging younger kids to get involved in the industry, we weren't going to change the diversity of the workplace. We had to do more."

Luera, who is rarely seen without her maroon or gold Cronkite shirts, said coming to the Cronkite School gave her the chance to do full time what she had been doing after hours for years — getting talented young people interested in the industry she loves.

Her calling card is the camera: Students love to pick up a microphone and step in front of a camera. Luera plays back the video to nervous laughter, then explains that in the real world, journalists' tapes are edited down to the best few minutes.

She gives them confidence that they can do it, too.

After a Luera trip to St. Michael Indian School near Window Rock, Ariz., a number of students who had never thought of journalism as a career were intrigued by the idea, said journalism teacher Joan Levitt.

"Journalism offers a wonderful opportunity to combine interest

Photo: Tom Story

Cronkite School Reaches High Schools

The Cronkite School does more high school outreach than any other journalism school in the country, according to Dean Christopher Callahan.

The school has 2 1/2 full-time employees dedicated to high school programs and spends nearly half-a-million dollars a year raised from private contributions for high school programs. In addition to the Reynolds High School Journalism Institute and the Stardust High School Journalism program, the efforts include:

Cronkite on the Move

Anita Luera, the school's director of high school programs, takes the Cronkite School to high schools around the state. She travels in a special Cronkite School SUV equipped with a television camera, microphones, audio recorders, a portable anchor desk and displays so students can experience being on camera.

The ASU Foundation's Women & Philanthropy program funded the purchase of the vehicle. The outreach program also is funded by a grant from the Scripps Howard Foundation, the corporate foundation of the E.W. Scripps Co.

Summer High School Broadcast Institute

Each summer for the past 10 years, high school students interested in broadcast careers have come to the Cronkite School for two weeks of intensive training.

The 16 students selected for the program live on campus and attend sessions on writing, reporting, videography and editing under the direction of Cronkite School faculty. The students also anchor, report, write, produce and direct a newscast as well as visit leading radio and television stations in the Phoenix area.

The institute is funded by the Arizona Broadcasters Association, the Scripps Howard Foundation and the Rocky Mountain Southwest Chapter of the National Academy of Television Arts and Sciences.

Summer High School Print Journalism Institute

This two-week residential boot camp for print high school students celebrated its 20th year in 2008.

The 18 students selected for the program each summer live on campus and attend classes in editing, layout, writing, reporting, interviewing and ethics taught by Cronkite School faculty. The students also report, write and photograph for their own newspaper, visit local media outlets and hear from media professionals.

The institute is funded by the Chauncey Foundation, the Arizona



Top: High School Journalism Institute students visit The Arizona Republic.

Photo by Deanna Dent



Left: High School Print Institute students (left to right) Hannah Nunez, Ellie Feliz-Boyle, Shela Hidalgo and Shelby Noble.

Photo by Tashia Glenn

Newspapers Association and Signature Offset printing company.

Conventions and Workshops

Each fall, the Cronkite School sponsors the annual Arizona Interscholastic Press Association conference, which brings hundreds of the state's high school journalists to campus for a day of workshops, speakers and exposure to a college campus.

In addition, the school supports daylong workshops each year for high school students, working closely with the Arizona Latino Media Association and the Arizona Indian Education Association.

In spring 2009, the school will be a sponsor of the Journalism Education Association and National Scholastic Press Association conference, the country's largest single gathering of high school journalism advisers and their students. The school will host workshops, speaking events and a reception for journalism advisers.

in the world around us with writing," Levitt said. "Plus, the advances in technology offer more choices for students."

Freshman Erica Rodriguez said she came to the Cronkite School in part because of the experience she had in one of the school's summer journalism programs, guided by Luera.

"What stood out the most to me was that she wanted to help us to learn as much as we could, to get more of a grown-up experience," Rodriguez said. "She did not treat us like little high schoolers; she wanted us to get the real deal."

Luera grew up in central Phoenix, one of

11 children. Her father, Ovisiano Favela, was a liquor store clerk with only a couple of years of formal education. He used to tell his children that he learned to read "by reading the whiskey bottles," Luera said.

Her mother, Anita Favela, ironed clothes for the nuns at St. Agnes Elementary, where Luera and her brothers and sisters went to school, and worked in the school cafeteria in exchange for lunches and tuition for her children. Both of her parents were intent on their children getting an education — and they did. All 11 graduated from college; eight of them, including Luera, graduated from ASU.

Luera said many high school students don't have the kind of support that she had growing up. "Some are seniors and have no idea that by this time they should have decided on and applied to college," she said.

"I answer their questions, and I try to help them decide their paths," she said. "Everyone is a different challenge, and I have to figure out where they are in their learning and do they have a passion."

"When their eyes light up, that's when I know I've made a difference."

Julie Newberg and Kristin Gilger contributed to this report.

Cronkite Students Report for ABC News

By Leah Duran

Five Cronkite broadcast majors don't have to wait until after they graduate to make the network news: Their packages already are being aired by ABC News.

The network's news division chose five top journalism schools to host student-run news bureaus to produce stories for national ABC news programs under a new ABC News on Campus program.

The ABC bureau opened in the new Cronkite building in fall 2008, with broadcast journalism senior Emily Graham as the school's first ABC bureau chief. She leads a team of students who work about 20 hours a week generating content for ABC News' various digital and broadcast platforms, including "Good Morning America," "World News with Charles Gibson," "Nightline," "ABC News NOW," ABCNEWS.com, mtvU, ABC News Radio and News-One.

Much of the content the students produce is aimed at 18- to 25-year-olds, Graham said.

"The new bureau allows us to show the rest of the country what's going on in our worlds and explain why it matters," said Graham, former assignment editor of Cronkite NewsWatch, the school's award-winning student-produced television newscast. "It's a great opportunity not only for me but also for advancing the name and exposing the talent that the Cronkite School has."

Graham starts each weekday with a 7:15 a.m. conference call to ABC New York, during which she pitches stories for that day. Then she sends her reporters — Ryan Calhoun, Frank Morales, Jen Wahl and Josh Zuber — off to report the news.

Graham's role is a critical one, said Sue Green, broadcast director of the school's Cronkite News Service who oversees the bureau's operations. "She has to learn to recognize the type of story ABC might be interested in as well as the strengths of her reporters. She has to be organized enough to be able to keep track of their progress, make sure they are getting scripts in for approval, make sure the pieces get edited, and then make sure the final product is delivered to New York."

Graham, who was 19 when the program started, supervises students who are older than she is. "She has managed to gain their respect by showing them she is willing to work even harder than they are," Green said.

In the first week of the program, the Cronkite bureau put out eight news packages, Green said — more than twice as many as any other bureau.

Several of the debut stories focused on politics in the wake of the two national political conventions, including one that profiled three members of one family who all have different views of the presidential election and another on a 100-year-old man who recently became a citizen and is voting for the first time in November.

During the first month of the bureau's operations, the students produced 15 broadcast packages and two print stories, plus they did a live talk-back with an ABC anchor in New York, Green said.



The ABC News on Campus team consists of (from left) Jen Wahl, Frank Morales, Josh Zuber, Ryan Calhoun and Emily Graham.



Emily Graham (left) directs a staff of four, including Josh Zuber.



Josh Zuber (left) and Frank Morales report for ABC News on Campus.
Photos by Deanna Dent

"ABC News could not be happier with its partnership with ASU," John Green, executive producer, said in an e-mail. "The students from the Walter Cronkite School participating in the ABC News on Campus program have impressed us with their energy and reporting skills, having contributed dozens of digital and broadcast reports to our network platforms in the first few months of the program."

The students' stories are available at www.abcnewsontampus.com. The site features video, articles, slideshows and sections such as a "Campus Chatter" blog and "On Campus Sound Off," where participants can see their comments posted, and a sports section called "ABC's Wide World of College Sports."

In addition, ABC News NOW, ABC's 24-hour digital network, plans a show called "ABC News NOW On Campus," a weekly half-hour program that will center around reporting from the ABC News on Campus bureaus.

ABC News provides an annual stipend to students as well as digital video cameras, computers and editing software.

Each bureau also receives extensive training, which began this summer when representatives from ABC visited each site. The student bureau chiefs and faculty advisers also will travel to ABC News headquarters twice a year.

The other partner schools are Syracuse University's S.I. Newhouse School of Public Communications, the University of Florida's College of Journalism and Communications, the University of North Carolina's School of Journalism and Mass Communication and the College of Communication at the University of Texas.

Honors Students Pursue Joint Degrees

By Allison Denny

Two degrees in four years.

That's a pretty appealing proposition for ASU honors students who want to get both a bachelor's and master's degree in journalism.

Under the new joint degree program, students can get a Bachelor of Arts in Journalism and Mass Communications and a Master of Mass Communication concurrently. They take 144 credit hours instead of the usual 120, and 36 of those hours have to be graduate-level coursework in journalism.

The Cronkite School is only the second journalism school in the country to offer the dual degree program, Dean Christopher Callahan said. The other is Northwestern's Medill School of Journalism.

Broadcast journalism sophomore Taryn Brady said Callahan approached a group of honors freshmen last year to gauge their interest in such a program.

"He really was encouraging us to think about it," she said. "That's what originally got me interested — he seemed so excited about it, and it got me excited. Right then and there I decided I was going to do it."

Students in the program must maintain a cumulative grade-point average of at least 3.25, and they have to remain in good standing with Barrett, the Honors College.

That isn't easy when you're taking graduate-level classes and when most of your undergraduate classes are honors sections, Brady said.

"I'm going to have to work harder," she said. "And it's not just workload; it's also what they expect of you and the quality of work



Students Shayna Schuman (left) and Colton Stone (center) are among the honors students who have the option of pursuing joint bachelor's and master's degrees.
Photo by Deanna Dent

they expect of you — that makes a huge difference. In a normal class I never had to work to get an A. In an honors class I always have to work to get an A."

Brady, like many honors students, had a lot of college credits coming out of high school, but she said most of hers won't apply toward the dual degrees. She said she'll have to take at least 18 credits a semester to earn the two journalism degrees plus complete a minor in meteorology.

Still, Brady thinks it will be worth it because she'll be able to get a master's degree without the financial burden of paying for additional years of schooling.

"I want to get all my schooling done and paid for by [my] scholarship," she said. "And I didn't want to go to school for longer than

Mid-Career Master's Offered

Recognizing that some journalism professionals want to take a different direction at mid-career, the Cronkite School launched a mid-career Master of Mass Communication program in fall 2008.

The program is designed specifically for journalists and communications professionals with substantial professional experience who are seeking to develop new and useful skills and knowledge that will help them accomplish specific career goals, according to Cronkite School Dean Christopher Callahan.

Each student's course of study is highly individualized and interdisciplinary, with coursework tailored to the student's goals. For example, a veteran journalist interested in First Amendment applications in the newsroom may combine traditional courses in journalism ethics and law with courses in the law school.

Or, a student interested in digital media entrepreneurship may combine new media courses in the Cronkite School with graduate classes in the W.P. Carey School of Business. Or, a general assignment reporter who wants to specialize in health and science reporting may take journalism reporting and writing courses as well as courses in the natural sciences.

Each student accepted into the program is paired with a member of the Cronkite faculty who will help develop an appropriate program of study and provide one-on-one guidance and mentorship, Callahan said.

The first person admitted to the program is Amanda J. Crawford, an award-winning journalist whose writing has appeared in newspapers and magazines nationwide. Crawford worked as a political reporter for The Arizona Republic, where she



Amanda J. Crawford

covered state agencies and the state Legislature, and as a reporter for The (Baltimore) Sun.

She has won several major state journalism awards and in 2007 was a finalist for the prestigious Livingston Award, which recognizes the best journalism in the nation by reporters under 35. She also teaches news writing and reporting in the Cronkite School.

Photo by Deanna Dent

Master's Program Goes Full Time

The Cronkite School welcomed its first class of full-time professional master's program students in fall 2008.

Twenty-four students from around the country arrived on campus to begin the 15-month program with a semester-long multimedia camp immersing them in the skills of news writing and reporting for print, broadcast and online media. The students also take a media law class in their first semester and spend time getting acquainted with the school's various professional programs, from which they will choose a final semester experience.

The students are a "wonderfully diverse and interesting group," said Cronkite School Dean Christopher Callahan. "They range in age from 21 to 41. We have majors from English, business,

psychology, sociology, anthropology, engineering, political science, communications, international studies and history. They have studied at schools as far away as Smith, Emory and the UK to right here at ASU. Nearly half are from out of state.

"We have students interested in print, broadcast, multimedia and PR. It's an absolutely terrific cohort to start our new program."

Tim McGuire, professor and Frank Russell Chair for the Business of Journalism at the Cronkite School, is mentoring the group. McGuire said in an e-mail that his goal is to "help these graduate students understand the sweep and impact" of a rapidly changing media environment and figure out how those changes fit with their personal career goals.

Among the students is Ayli Meyer, who immigrated with her family to the United States from South Africa when she was a child.

She graduated from American Jewish University in Los Angeles with a degree in literature, communications and media in 2007. She said her experiences on her college newspaper and interning for FOX News in New York City developed her interest in journalism.

"I survived four months and hated almost every minute of the New York part but loved working in live broadcast news," she wrote in a graduate student blog. "I am very excited and scared, but I know ASU is going to be great."

Aarti Kapoor is from Singapore. She earned a Bachelor of Laws degree from the University of Wolverhampton in the United Kingdom but a few years later decided to pursue her real passion of journalism. She earned a graduate diploma in journalism from the University of Queensland in Brisbane, Australia, in 2000.

She said she came to ASU to "learn more about new media technologies and the latest trends in journalism, as I hope to apply these skills in my future career."

Elizabeth Shell, from Chandler, began a master's program in political science, intent on using her skill in the Arabic language to "land a job in international relations and then become the U.S. secretary of state."

"However, three months into the political science program, I came to the very, very difficult conclusion that it was not for me. ... I love writing and believe terribly in the importance of educating people on what's going on in the world, past and present events included. It's only when we have the correct information that we can make educated decisions, believe in the struggle of our neighbor and continue evolving into decent human beings. So, journalism."

Ayli Meyer of South Africa joined the Cronkite program after getting her undergraduate degree from American Jewish University in Los Angeles.



Justin McHeffey earned his undergraduate degree in anthropology from the University of Montana before coming to the Cronkite School.



Adriane Goetz is working on her master's degree after receiving a bachelor's in sociology from ASU.

Photos by Jeffrey Lowman



four years, but I did want something more than a bachelor's."

Print journalism student Tessa Muggeridge hadn't seriously considered pursuing a graduate degree until she heard about the Cronkite School's dual program.

"When this opportunity presented itself I couldn't say no to it," said Muggeridge, whose tuition is covered by scholarships.

Callahan said one of the big advantages of the dual degree program is that students will have more opportunities to participate

in the school's in-depth professional programs, including Cronkite News Service, Cronkite NewsWatch, the Knight Center for Digital Media Entrepreneurship, the New Media Innovation Lab, a public relations lab and a new Carnegie-Knight News21 program that focuses on digital media experimentation and in-depth journalism.

Honors student Lauren Gambino said she recognizes that experience is everything in journalism, so she decided to enroll in the program even though she was a little

hesitant about "cramming everything into four years."

She hopes that the extra classes and programs will help her land a job writing for a travel magazine after graduation. "It would give me that added bonus over the competition," she said. At the minimum, the combined program cuts out those extra years she would have had to spend in graduate school.

"I think it's a really cool program," Gambino said.

Brown Discovers ‘Plan A’ at ASU

By Leigh Munsil

As he stood on a rooftop in New York City and watched the World Trade Center towers collapse on Sept. 11, 2001, CNN anchor Aaron Brown put aside his emotions as a New Yorker, as a father, as a neighbor.

At that moment he had a job to do.

Brown had joined CNN just a few months earlier and served as anchor only two times before that tragic day when he calmly described the scene in New York to millions of Americans watching in horror.

“I’m a reporter,” said Brown, now the Cronkite School’s inaugural Walter Cronkite Professor of Journalism. “That’s my DNA. But I’m not just a reporter: I’m a citizen; I’m a New Yorker; I’m a father. And the citizen and the New Yorker and the father were angry and heartbroken at what was going on.”

At the same time, as a reporter Brown was prepared to cover the tragedy.

“The reporter in me had spent a lifetime preparing for that moment,” he said. “It would be dishonest to say that I wasn’t exhilarated.”

As a result, Brown said he feels “bipolar” looking back at Sept. 11 because of the conflict between his personal emotions and his instincts as a journalist.

“In fact, that is a reporter’s lot,” Brown said. “A reporter lives in a strangely ambivalent world. No one wishes for horrible things

to happen, but the reporter also, when the horrible thing happens, wants a piece of it.”

Brown said he knew he wanted to be a television news anchor ever since he was 14 years old and watched Walter Cronkite’s coverage of the assassination of President John F. Kennedy.

Now he often tells students that they need to wake up in the morning and tell themselves that they can be whatever it is they want. Brown said it worked for him: He would tell himself that he was a network news anchor years before the rest of the world recognized it.

After a stint in the U.S. Coast Guard, Brown talked his way into his first radio job and then called the Seattle television station that he wanted to work for every week until the station finally offered him a spot working weekends. He did not always sound like a traditional television newsman, but he had a strong passion for the job and a knack for telling stories.

He eventually did get that network anchor job he always wanted. He was one of the first anchors of ABC’s overnight newscast “World News Now.” Later he anchored “World News Tonight Saturday” and worked as a correspondent for “World News Tonight with Peter Jennings.”

Brown served as the anchor of CNN’s flagship show “NewsNight” from 2001 to 2005.

He joined the Cronkite School in January 2008 after coming to ASU as the John J. Rhodes Chair in Public Policy and American Institutions, a one-semester visiting lecturer position at Barrett,



Photos by Betina Hansen

Brown Gives Goldwater Lecture

By Stephanie Dembrowski

The United States doesn't suffer from a shortage of opinions. It suffers from a shortage of facts.

"And we live in a time when we can't even agree on what the facts are."

That's how Walter Cronkite Professor of Journalism Aaron Brown summarized the state of the press and politics during the 2008 Barry M. Goldwater lecture at the Virginia C. Piper Auditorium in downtown Phoenix.

The topic for the annual lecture, sponsored by the Arizona Historical Foundation and the Cronkite School, was tailor-made for Brown, former CNN news anchor and longtime television journalist who has covered most of the major political developments and breaking news stories of the past two decades.

Brown said that while there is a lot of good political reporting, much of it, especially on television, is too opinionated.

"Opinions are easy and, compared to reporting, cheap," he said. "Facts are more complicated. They don't necessarily line up in a way that supports our hearts."

The result is public disenchantment with the news media and the political system, Brown said.

"Too often both TV and many papers have taken the most extreme voices on every issue, faced them off and called them balanced reporting," he said, "But most of America lives somewhere in between."

"The middle, the grayness of so many of our new challenges, isn't quite as snappy as a sound bite from Ann Coulter or Michael Moore. The impact of this, I fear, leaves too many people disgusted with the process."

Brown suggested that the viewing and reading public have the power to bring about change: They can "vote with their remotes."

Former U.S. Senator Barry M. Goldwater started the lecture series in his name more than 25 years ago. Each year lecturers speak on topics related to political, legal or business history, reflecting the Arizona Historical Foundation's policy priorities.



Brown takes a question from a student at the Goldwater Lecture.

Photo courtesy of the Arizona Historical Society

The Honors College.

"Aaron Brown is a master of the kind of high-quality, thoughtful, in-depth, objective journalism that was the hallmark of the great Walter Cronkite for so many years," ASU President Michael Crow said when Brown was hired. "We are confident Aaron will be a leading national voice on the future of journalism and play a significant role in helping us reach our goal of making the Cronkite School the finest and most inclusive professional journalism program in the country."

Cronkite himself played an active role in recruiting Brown to the school.

"He's a terrific journalist with high ideals and great integrity," Cronkite said at the time. "His passion for our profession and his commitment to its highest standards of objectivity and fairness has been the hallmark of his work — and will be a source of great inspiration for our students."

Brown — who never earned a college degree himself — has a newsman's approach to teaching. He basically conducts class as he would an on-air interview, asking difficult questions with an empathetic tone and coaxing sophisticated and memorable responses from students.

"This group, they have been remarkable in many ways, not the least of which is their willingness to talk about difficult things," Brown said about his spring 2008 class. "That I have created an environment where they can do that and feel comfortable doing that is a huge victory

for me."

Junior print journalism major Andre Radzischewski used to watch Brown on CNN's "NewsNight" and said it is Brown's experience at the top of the business that makes him a good teacher.

"It takes a certain type of command to engage viewers on a nightly basis," Radzischewski said. "I think it's not so different from what it takes to engage students on a daily basis."

While sitting at the head of the classroom is fulfilling, Brown said he sometimes feels a twinge about the stories he would like to report on — for example, the 2008 presidential election.

"I miss it some days, but there are a lot of things I miss, you know?" Brown said. "I miss eating really highly caloric hamburgers."

In May 2008, Brown had the chance to return to television as anchor for PBS's "Wide Angle," a weekly public affairs series with a global focus.

Still, Brown said he is happiest in the classroom these days.

"I'm comfortable with the chapter of life that I'm in," he said. "This chapter is not my fallback position; it's my plan A. This is what I want to do. This is what I want to get good at. This is where I know I have lots of room to improve."

"Life, for me, really is about scaling walls — and this is a good mountain to try and scale."

Amanda J. Crawford contributed to this report.

Carpenter Shares Enthusiasm for New Media with Students

By Tatiana Hensley

Serena Carpenter doesn't just teach skills in her online media classes. The 33-year-old South Dakota native wants to inspire others to embrace the new medium.

"People need to open their eyes a little more to see where the future is going," Carpenter said.

Carpenter joined the Cronkite School as an assistant professor in fall 2007 after earning her Ph.D. from Michigan State University. A former broadcast journalist who also worked in advertising, she has spent much of her academic career focused on multimedia reporting and online journalism. She recently launched a blog (www.serenacarpenter.com) on scholarly research conducted on digital media.

Assistant Professor Leslie-Jean Thornton said Carpenter, one of the school's youngest faculty members, has been a valuable addition to the Cronkite faculty.

"(She) brings expertise and shares the appreciation that was already here for the emerging Web culture and genre," Thornton said. "The enjoyment and knowledge she shares is infectious."

Carpenter grew up in the tiny town of Fairfax, S.D. Her parents ran a farm and ranch. Carpenter spent every afternoon milking cows and her weekends doing other chores around the farm. After graduating from high school (class size: 22), she decided to join the Army National Guard.

"The only thing I dreamed of was experiencing something outside the invisible walls of Fairfax," Carpenter said.

After completing training for the Guard, she enrolled at South Dakota State University, where she studied communications and theater with a concentration in radio, television and film. She also went to work for KSFY-TV in Sioux Falls, S.D., starting out as a "one-person band," reporting stories and shooting video. She left the Guard in 1999, after serving for six years.

While in Sioux Falls, Carpenter met her future husband. They moved to Minneapolis, where she got a job selling

television and radio advertising. But after a few years, she decided it wasn't for her. She remembered how inspired she had been by her college professors and decided she wanted to go into academia.

In 2003, Carpenter earned a master's degree in journalism with an emphasis in college-level education from the University of Nebraska-Lincoln. She then enrolled at Michigan State University, where she did her dissertation on online citizen journalism and online newspaper stories.

Carpenter said she found that there were a lot of assumptions about the value of citizen journalism and little research on the topic. She studied online citizen journalism sites, such as blogs and community news sites staffed with volunteers, and found that they often did a better job encouraging community engagement than traditional newspaper sites.

"The main reason citizen journalism springs up is because of a dissatisfaction with the traditional media," she said. "What they are trying to do is fill a void."

Carpenter's most recent research analyzes the value of reader comments on television, newspaper and blog sites.

Carpenter's husband, Scott, said his

wife is "one of the most driven people I have ever met — someone always striving to be better and to learn more."

Her students see that dedication, too. Scotty Daniels, a broadcast junior, said Carpenter is a tough teacher, but he learned a lot in her class.

"(Carpenter) is really involved with online journalism, and I can tell she knows a lot about the new way journalism" is evolving, he said.

Carpenter is mostly self-taught when it comes to software skills, which include a dizzying array of video and Web editing software, blogging applications and content management systems, and there is always some new technology to learn. She calls herself an "online addict" and regularly reads about 50 blogs about technology and online storytelling.

So what does she think the future of journalism holds?

"I hope my students will go out and define the future for us," she said. "We need to encourage them not to be fearful of doing that."

Amanda J. Crawford contributed to this report.



Photo by Britta Hansen

New Media Innovator Leads Lab

By Bettina Hansen

Retha Hill is a professional pioneer. She helped launch The Washington Post's first Internet news operation and went on to serve as vice president for content at BET Interactive, the content-rich online unit she helped create for Black Entertainment Television.

Now Hill brings her experience dating back to the early days of the Web to the Cronkite School's New Media Innovation Lab, where journalism and technology unite to create new digital media products.

Hill, a graduate of Wayne State University in Detroit, got her start in journalism in a very traditional role: writing obituaries at the Detroit Free Press.

"It was a great way to start. I still have a stack of letters people wrote me," she said. "I liked the interactivity even back then."

Next came a job at The Charlotte Observer as a political reporter and then as a metro reporter for The Washington Post. But when online media began to emerge in the early 1990s, Hill was immediately drawn to it.

"I got the bug," she said. "I wanted to be a pioneer. I wanted to do this online thing."

Hill volunteered to help launch Digital Ink, the early Internet version of The Washington Post, in 1995. Almost immediately, the news forced innovation in a way that no one had planned. Three days after the launch of the site, the Alfred P. Murrah Federal

Building in Oklahoma City was bombed.

"All of a sudden, in the middle of the day, (more than) a hundred people were killed," Hill said, and readers turned to the Internet for minute-by-minute updates. Later that year, Hill and her staff faced another big challenge when the Million Man March descended on Washington, D.C. Without laptops or portable Internet devices, interns literally ran note cards from reporters to pay phones — the only way to simulate instantaneous communication.

"We had to fake it," Hill said. "We knew what we wanted to do, but we didn't have the tools."

Hill's experience "is just amazing," said Dana Khraiche, a journalism and political science major who worked at the New Media Innovation Lab for two semesters. "She always has a story to tell. You learn so much from her."

In journalism, students are taught to follow a lot of rules, but in the lab students are encouraged to take risks and be creative, Khraiche said. Hill "teases you with an idea, and you want to work for it. ... Here, we literally just destroy the box."

Vivian Llodra, who worked for Hill at BET.com, described Hill as the ideal boss, the kind who welcomes debate and dialogue. Llodra said Hill used to joke that she could come to work wearing a diaper on her head, provided she had a good reason for doing it.

"Because she is so enthusiastic about helping and grooming others, people are automatically drawn to her," Llodra said. "She takes joy and pride in helping people blossom."

Hill said she loved her job at BET, but the demands of the 24-hour news cycle began to take their toll. The turning point came when music icon James Brown died on Christmas Day 2006. It was the first Christmas her young son would remember, but Brown's death was a big story for BET, so Hill spent most of the day working from home.

"We took a break for 45 minutes to open presents," she recalled. "The thing about news is that it is news, and you have to do it when it's fresh."

In August 2007, Hill moved west to take over the New Media Innovation Lab. She said she was drawn to the more regular work hours, but what really appealed to her was the chance to mentor young journalists.

"It's a lot like working at a startup Internet company," she said.

The lab does new media research and development for media companies, most notably the Gannett Co. Inc., the nation's largest newspaper company. Each semester, the lab's 15 or so students — from journalism, computer engineering, business and design — research and develop digital media strategies and products. Some of the projects have included a Facebook high school sports application, a sustainability game and an entertainment site.

While her students may be on the cutting edge of new media, Hill continually reminds them that technology is not the point — telling good stories is.

"It's easy to get caught up in the bells and whistles," she said. But at the end of the day, the message is simple: "It's about good journalism."

Amanda J. Crawford contributed to this report.



Photo by Bettina Hansen

Gilpin Brings Global Experience to Public Relations Teaching

By Kasia Marciszewska

Dawn Gilpin was living in Italy doing freelance translations of technical legal documents and brochures when she found a new career.

Many of the documents she had to translate were poorly conceived and written, so she began working with clients to develop their own communications programs.

The move launched her career in public relations — a field in which she eventually earned a Ph.D.

Gilpin grew up in the Midwest and first lived abroad while in high school, spending a year in Australia. The experience changed her life. She lived with an Italian host family in Australia and decided to pursue her undergraduate degree in Italian at Vassar College in Poughkeepsie, N.Y.

As a college student, Gilpin spent two summers working in Germany and a year studying at the University of Bologna in Italy. After graduating, she decided to move to Italy — a place she would call home for more than 16 years.

Living abroad for so many years left an indelible mark on Gilpin.

“I grew up in the Midwest, so it was a big deal for people to go abroad,” she said. “It exposed me at a young age to international experiences; I realized what it’s like to live in other countries, to be sensitive and aware of a lot of things.”

Gilpin loved living in Bologna, and her business was growing, but she wanted something more. She realized she needed more formal training and decided to pursue an advanced degree.

But Gilpin found that very few schools in Europe offered the kind of communication program she wanted, so she enrolled in an online program at the University of Memphis, majoring in journalism and public relations. Because of the time difference between Tennessee and Italy, she often had to wake up at 2 a.m. to take part in her online courses.

“When you go to graduate school you have to really, really love what you’re doing; otherwise it will kill you,” she said with a laugh.

For her master’s thesis, Gilpin used theories of complexity taken from the physical sciences and applied them to organizational crises. The work was published in 2008 as Gilpin’s first book and included examples of crises such as NASA’s Challenger spacecraft disaster and an E. coli contamination of spinach in the United States.

Gilpin said her research showed that organizations are not set up for dealing with crises. Her work encourages organizations and institutions to restructure and “embrace uncertainty instead of trying to control it.”

After earning her master’s degree in 2002, Gilpin realized that if she wanted to continue her education she would have to leave Italy. It was a difficult decision, but she eventually decided to move across the globe to begin work on her Ph.D. at Temple University in Philadelphia.

For her dissertation, Gilpin continued her research in complexity theory and also delved into social and semantic network analysis — how institutions are linked together and



Photo by Deana Dent

similarities and differences in how they communicate issues to each other and the public. She completed her Ph.D. in May 2008.

It was Gilpin’s global experience that first caught the eye of Cronkite faculty during a search for a new public relations professor, Senior Associate Dean Marianne Barrett said.

“She’s got a great combination of professional experience and academic training,” Barrett said. “I know Dawn will help us build a stellar public relations programs that will enable us to attract more top students and faculty.”

Xu Wu, an assistant professor in the Cronkite School who also teaches public relations, said Gilpin’s rich cross-cultural work experiences make her an exciting addition to the Cronkite School.

“Her background showcases the best possible combination of research capability and hands-on practical experiences for a PR professor,” he said.

Gilpin arrived in Phoenix in June 2008 to find that her air conditioner was broken, as was her shower. Gilpin — accustomed to dealing with the unexpected in strange, new places — quickly recovered.

Phoenix is “an exciting, new place,” she said. “If you had told me six years ago that I’d have a Ph.D. and be sitting in Arizona, I’d have thought you were crazy. I’m excited to be a part of the growth of the Cronkite School and Phoenix as well. Because my research is so unique, not all places would have the resources to pursue that kind of work. Here I will be able to do that (and) help build this new program.

“In hindsight, my weird, meandering career path has been very useful to me,” she said.

Amanda J. Crawford contributed to this report.

Students Learn Ethics from Veteran

By Allison Denny

It was election night 2000 and Ellen Soeteber was in the newsroom of the South Florida Sun-Sentinel trying to decide whether to call George Bush the winner.

Every other major newspaper in the state was calling a winner, but Soeteber, the managing editor of the Sun-Sentinel, kept thinking about another presidential race — the one in 1948.

When you've spent years directing election coverage at the Chicago Tribune, as Soeteber had done, "Those words 'Dewey defeats Truman' are etched inside your brain," she said, referring to the infamous headline on the botched election call made by the Tribune in 1948. No editor at any paper wants to repeat that kind of mistake — but especially not a Tribune editor, she said.

As other Florida newspapers frantically put out wee-hour late editions backing off of their early pronouncements for Bush, Soeteber's Sun-Sentinel stayed steady with a "cliffhanger" too-close-to-call banner headline.

That is among the lessons the veteran editor shared with students during the spring 2008 semester, which she spent at the Cronkite School as the second Edith Kinney Gaylord Visiting Professor in Journalism Ethics.

Soeteber brought to her classes more than 30 years of newsroom experience, including five as the top editor at the St. Louis Post-Dispatch. She also held high-level editing positions at the Chicago Tribune before going to the Tribune-owned Sun-Sentinel in Fort Lauderdale, Fla.

At the Cronkite School, Soeteber taught Journalism Ethics and Diversity, a course required of all Cronkite students.

Greg Lindsay, a senior who took the class, said Soeteber chal-

lenged her students.

"I feel like her background in journalism and as a prominent journalist really added a lot to the class," Lindsay said. Soeteber didn't accept "just the easy common-sense answers. It was, 'Why is that correct?'"

But even for a veteran like Soeteber, ethics proved a challenging subject.

"In ethics, there are a lot of times where there's no simple answer," Soeteber said. "It's a process of thinking."

A 1972 graduate of Northwestern University's Medill School of Journalism, Soeteber started her journalism career as what was then called a "copy boy" at the Chicago Daily News. Her duties ranged from clerical tasks to running to the nearby Billy Goat Tavern at night to buy beer for reporters.

"They called me 'Ms. Boy' in the office," she said with a laugh.

Still, Soeteber said she entered journalism at the right time, when newsrooms finally were opening up for women. "There are women 10 years older than me who never would have been able to get the opportunities I did," she said.

Soeteber spent 20 years at the Tribune, rising through the ranks from reporter and copy editor to associate managing editor and deputy editorial page editor before becoming managing editor of the Sun-Sentinel in 1994.

Seven years later, the East St. Louis, Ill., native returned home, becoming just the sixth person — and the only woman — to hold the top editing job at the St. Louis Post-Dispatch in the history of the newspaper, which was founded by Joseph Pulitzer in 1878.

"It was the paper that inspired me to go into journalism in the first place," she said.

Arnie Robbins, current editor of the Post-Dispatch, served as

Photo by Bettina Hansen

Anderson New Gaylord Professor

Photo courtesy of N. Christian Anderson



Former Orange County Register editor and publisher N. Christian Anderson III — the only American newspaper executive to win top awards as both publisher and editor — joined the Cronkite School in fall 2008 as the third Edith Kinney Gaylord Visiting Professor in Journalism Ethics.

As a visiting professor, Anderson was assigned two journalism ethics courses at the Cronkite School.

“It’s very stimulating to work with students who are thinking about the future of journalism,” Anderson said. “I am enjoying it very much.”

Anderson, 58, was named Publisher of the Year by Editor & Publisher magazine in 2007. In 1989, he was named Newspaper Editor of the Year by the National Press Foundation.

Cronkite School Dean Christopher Callahan called Anderson “one of the most innovative newsroom leaders of his generation.”

Anderson got his start in journalism in the eighth grade when he went to work at the tiny weekly paper in his hometown of Heppner, Ore., writing sports stories and working as a “printer’s devil,” cleaning and melting down lead type. Later, when he was a summer intern at the paper, the publisher died suddenly, and Anderson stepped in and ran the paper for the rest of the summer.

“It changed my life forever, having that responsibility,” he said.

After graduating from Oregon State University, Anderson worked in various editing roles at newspapers in Albany, Ore., and Walla Walla, Wash., and then at The Seattle Times.

He became editor of the Register in 1980 at the age of 30 and is credited with turning the newspaper into one of the nation’s largest and most respected. That transformation started with establishing an identity for Orange County itself, Anderson said.

“We were locked in a very fierce battle with the Los Angeles Times,” he recalled. “I said, ‘Folks, we are going to redefine how we view this place ... When people think about Orange County, they will think about us as the source for their news.’”

The Register soon won its first Pulitzer Prize, for photo coverage of the 1984 Summer Olympics. Five years later, the newspaper won the Pulitzer for specialized reporting for its investigation of night goggles used by the military.

In 1990, Anderson became executive editor of Freedom Newspapers Inc., the media corporation that owns the Register. Two years later, he was named the newspaper’s executive vice president and associate publisher.

Anderson left the Register in 1994 to become publisher of the Colorado Springs Gazette. He returned to the Register as publisher and chief executive officer five years later. In 2001, he became president of Freedom Metro Information — overseeing the Register and the Gazette as well as the East Valley Tribune in Mesa and the Daily News-Sun of Sun City. He stepped down from those positions in September 2007.

Amanda J. Crawford contributed to this report.

managing editor during Soeteber’s time at the paper.

“She was demanding; she was tough; she was fair,” Robbins said. He said Soeteber’s aggressive style brought up the caliber of journalism at the paper. “She set a high bar,” he said. “She was a very good newswoman. She admired and wanted good reporting and aggressive reporting.”

Soeteber led a major overhaul of the newspaper’s coverage and design that resulted in 14,000 new home-delivery subscriptions. It was a big move for a newspaper that hadn’t changed substantially in decades.

She also established the paper’s first ethics policy and a new, strict corrections policy. And she launched a diversity campaign that increased minority representation in the newsroom by 30 percent. The more diverse a newsroom, the more diverse are the ideas that are brought to the table, she said.

Soeteber resigned from the Post-Dispatch in December 2005 after the paper

Ethics and Excellence in Journalism Foundation

The Edith Kinney Gaylord Visiting Professorship in Journalism Ethics was established at the Cronkite School in 2006 through a grant from the Ethics and Excellence in Journalism Foundation.

The foundation was established 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, wanted to support projects

and research that promote excellence in journalism and encourage high ethical standards.

The foundation, based in Oklahoma City, funds numerous programs, including professional development opportunities for mid-career journalists from developing countries, the Newsroom Leadership Conference for news directors, the training of investigative journalists and public forums on press, politics and public policy.

was sold by the Pulitzer family and the staff size was cut.

The child of teachers — her grandmothers and parents all taught — Soeteber said the transition to the classroom felt natural. “I’m not doing anything different now than I did in the newsroom,”

she said. “In a sense, I’ve been teaching all my career.”

Soeteber was the Cronkite School’s second Gaylord Professor. The first was former Akron Beacon Journal Publisher James Crutchfield.

New Staff Keeps School Running

Alvin L. Bridges III

Bridges joined the Cronkite School in April 2008 as lead technical support analyst after seven years at Pearson Technology in Chandler.

Bridges, who is completing his degree in computer science at ASU, is a Dell-certified server and desktop technician, a Microsoft certified systems engineer and an Apple-certified repair technician.



Alex Garcia

Garcia, technical support analyst associate, started out as a student worker in the school's information technology department.

In July 2008, he became a part of the full-time staff, providing desktop support for staff, faculty and students. He also attends school part time to complete his degree.



P.F. Lengel

Lengel, who joined the Cronkite School in July 2007, is the school's academic transition adviser, working with non-majors who are trying to meet the school's stringent admission standards.

Lengel has been an adviser at ASU since 1998. She received the 2001 College of Liberal Arts and Sciences Dean's Award for Excellence in Advising — an award for which she was nominated three additional times.

Lengel received her bachelor's and master's degrees in religious studies from ASU in 1998 and 2000, respectively.



Megan Calcote

Calcote worked in college residential life while a student at the University of Arizona. She received her bachelor's degree in English and creative writing in 2007.

She joined the Cronkite School in July 2008 as administrative assistant in the school's main office.



Tashia Glenn

Glenn joined the Cronkite School as an administrative assistant in the Career Services office in September 2007. She assists with the school's internship, career and high school programs.

Glenn had previously worked at the International Programs Office and the Herberger College of the Arts.



Cindy Coffman

The Cronkite School is the third stop for Coffman during her 10 years at ASU.

Before coming to the school as business operations manager in July 2008, she worked in the business offices of the College of Extended Education and the College of Public Programs.

Coffman earned both her bachelor's and master's degrees in business administration from Creighton University in Omaha, Neb. She worked for the Union Pacific Railroad in Omaha before moving to Phoenix in 1995.



Jim Jacoby

Jacoby took over as broadcast production manager of NewsWatch in mid-2008 after the retirement of longtime production manager Jim Rush.

He spent eight years at Eight/KAET, where he was an Emmy award-winning editor and Emmy-nominated director.

Jacoby, a Cronkite School alumnus, received his bachelor's degree from ASU in 1992. He previously worked at two television stations in Phoenix.



Beth Landish

A native of Wisconsin, Landish spent eight years in the U.S. Army and worked for Marquette University Law School in Milwaukee.

She came to ASU as MBA program coordinator for the W. P. Carey School of Business and earned her degree in interdisciplinary studies from ASU.

She moved to the Cronkite School in February 2008 as one of four undergraduate academic advisers.



Linda O'Neal Davis

Davis, lead graphic designer, joined the school in January 2008 after eight years at ASU Student Media.

Davis designs materials and publications, including The Cronkite Journal, for the school. She created many of the visual elements in the new Cronkite School building.

Davis received her bachelor's degree from ASU in 1996 and earned a second degree from the Art Institute of Phoenix shortly after.



Brad Longwell

Longwell, the newest member of the advising team, joined the school in May 2008.

Longwell received his bachelor's degree in mass communication from Illinois State University in 1980 and worked at a mid-market television station and then in Chicago at a video post-production house. Longwell has a master's degree in counselor education from Northeastern Illinois University. He moved to Phoenix in 2001 to help start a small computer special effects business, but in 2004 he joined the University of Phoenix as an academic counselor.



Deborah Smith

In addition to advising students, Smith coordinates orientation for incoming freshman and is developing a training program for new advisers in the Cronkite School.

Smith came to the school in July 2007 from Albany, N.Y., where she worked for Excelsior College as an academic adviser. She also was an academic adviser for the College of Liberal Arts & Sciences at the University of North Florida in Jacksonville and worked at the College of Saint Rose, also in Albany.

Smith received a bachelor's degree in English literature in 1998 and a master's degree in education in 1999 from the College of Saint Rose.



Watson: “I’m Going to Miss the People”

By Sarah Owen

George Watson’s tenure at ASU can best be described by the Lakota Sioux word “wakonse,” which roughly translates as “to influence, to inspire and to teach.”

Every year beginning in 1992, Watson directed a four-day Wakonse retreat at a camp in Payson, bringing together college and university instructors who wanted to improve their teaching. It was a measure of his dedication to the craft.

“When I teach, I’m so involved in it that it takes up more time than I suppose we’re supposed to let it take,” he said. “But to me, that’s the most important part of what I do. I’ve found it immensely rewarding.”

Watson retired from ASU after 39 years at the university and 14 years at the Cronkite School.

He came to ASU directly out of Duke University in 1969 and for his first 25 years at the university taught in the political science department. He moved to the Cronkite School in 1995 to teach statistics, media research methods and media and politics — courses that have regularly been offered as part of ASU’s distance learning instructional television and Web-based curriculum.

“There was a little bit greater sense of purpose in the Cronkite School,” Watson said. “The students really knew what they were going to do with their degree. And I liked the applied aspect of the Cronkite School — I liked doing things that I thought were going to have an impact on people’s lives.”

Watson didn’t always know he wanted to teach. As an undergraduate student, his goal was to become president of the

United States by the year 2000. A professor gently advised him that he might find something else he liked to do.

“So I started teaching in grad school,” Watson said. “I just kind of gravitated toward that and never looked back.”

Former student Jodie Milam, who works in the university’s Hayden Library, remembers taking one of Watson’s political science classes in 1969.

“He was so enthusiastic,” she said. “You know how you only remember, say, two or three of your teachers, and they were the ones that really impressed you? I still remember him.”

Milam said she was an education major who wasn’t all that interested in politics or government or history: “I was going to be an elementary school teacher. But he made it very interesting.”

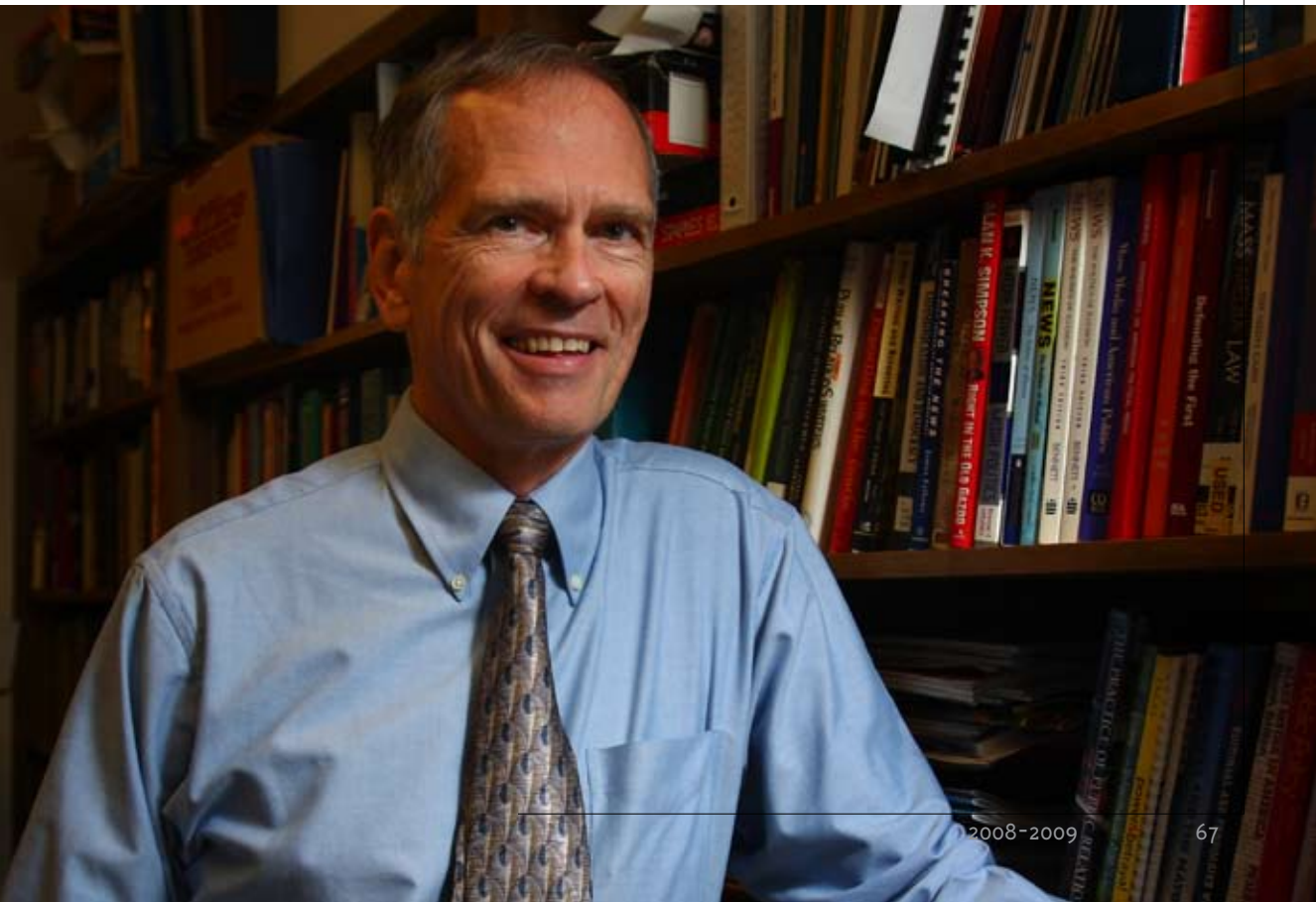
Watson taught his final research methods class in spring 2007 but remained involved in ASU’s Academic Senate, serving as president of the Downtown Phoenix Campus assembly. He was president of the ASU faculty assembly in 2002-03.

Over the years, Watson became an expert on the U.S. Supreme Court, co-authoring a book on the politics of appointments to the court and maintaining a Web site on the topic. He also co-authored texts in research methods and statistics.

In 2008, Watson decided to make his retirement permanent. He moved to the Oregon coast, where he plans to work on a couple of books and devote more time to his Web site.

“And I want to learn to play the piano and the organ,” he said. “But I’m going to miss a lot of things. The more I think about it, the more I realize I’m going to miss, first and foremost, the people — there’s just no doubt I’m going to miss the people.”

Photo by Bettina Hansen



Merrill Retires; Will Continue Poll

By Sarah Owen

Bruce Merrill is best known as a political pollster and researcher in political behavior.

He is frequently quoted on television, the radio and in newspapers, interpreting the latest results of his Cronkite/Eight Poll, a statewide monthly survey of Arizona voters that gauges public opinion on a wide variety of political and social issues.

But what most people don't know about Merrill is that what he really loves to do is paint.

His wife, Janis Merrill, describes his work as impressionistic. In truth, she said, it's a bit on the wild side.

"I'm not interested in painting a mountain," Merrill said. "I'm more interested in trying to get at the essence of the mountain, what's the mountain do for us as human beings. I'd like to paint what it is about a mountain that captures our inner soul."

Merrill, 70, retired from the Cronkite School in May 2008 after 35 years of teaching. He will continue to conduct the nationally recognized Cronkite poll, which he created in 1990.

Merrill plans to write a novel, travel, operate two restaurants, continue doing political consulting and spend more time with his grandchildren — as well as paint as much as he can.

"I just decided maybe it's time to let other people come and teach," he said. "I have a daughter who has a Ph.D. in environmental economics, and she's going to save the world for us. I look at my daughter and say, 'You know what, maybe it's time for your generation to take control and say here's what we want

"I just decided maybe
it's time to let other people
come and **teach ...**"

— Professor Emeritus Bruce Merrill

the world to look like.' She's the one who's going to be living in the world."

Merrill joined the ASU political science faculty in 1971. He moved to the Cronkite School in 1988 and over the years taught graduate research methods, public opinion, media and politics and a class in political communication and American political film, a course he created and developed.

Cronkite graduate Jeff Mitchell said students will miss Merrill's energy and his passion for truth.

"He was great because he has a youthful spirit and he was real frank in his opinions," said Mitchell, who took Merrill's media and politics class two years ago. "No matter what was going on in the world, those positive and negative realities were both explored. And that's what I liked about the class: It was honest.

"In those three hours, once a week, I always felt like I learned something important."

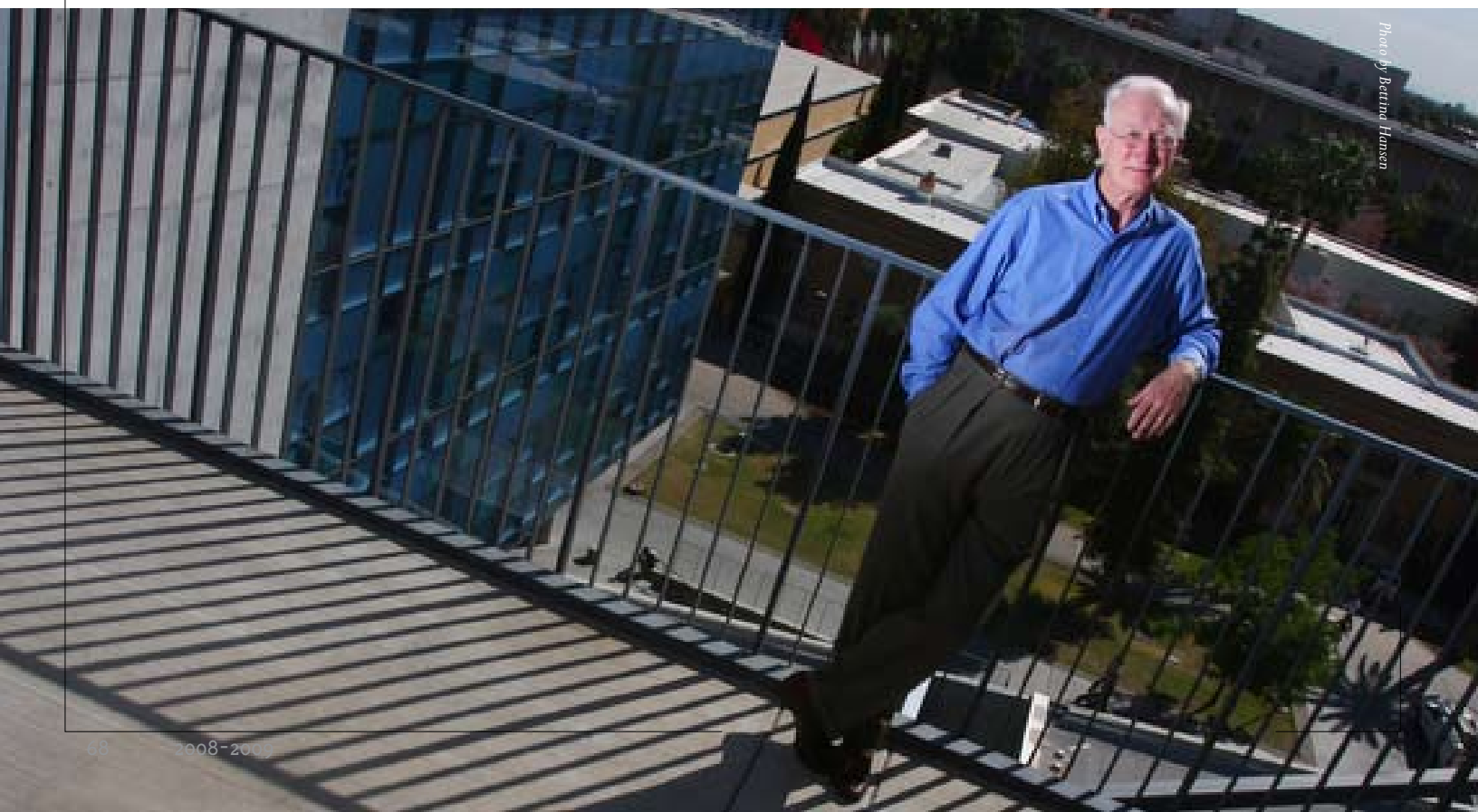


Photo by Bettina Hansen

Rush Makes Quiet Exit

After almost 10 years at the Cronkite School, Jim Rush retired in May 2008.

Rush didn't want anyone to make a fuss about his leaving, and he declined requests for interviews. He always preferred to be behind the scenes, a role he fulfilled at NewsWatch, the school's award-winning student newscast.

As technical instructor and broadcast production manager for NewsWatch, Rush was known for his patience and quiet enthusiasm.

"Jim wasn't showy. He was always there for the students and quietly did his job in a professional way, and the students and I truly appreciated that," said Mike Wong, former news director who is now the Cronkite School's director of career services. "Many of those students are now in the industry, and I'm sure they are using the things Jim taught them in their work today."

Rush started working with NewsWatch in 2000 when the program aired once a week, and he helped expand it to three times a week. He also edited videos for the annual Walter Cronkite Award for Excellence luncheon honoring various journalism greats.

"He was indispensable," said News Director Mark Lodato. "Talk to any of our NewsWatch alums, and they'll be the first to tell you that it was Jim's expertise and patience that helped them succeed."

Rush began his 26-year broadcast career at KTVK-Channel 3, Phoenix, where he worked in studio and field production with the nationally syndicated show "PM Magazine." He then moved to Desert Video Productions as a director and writer and, finally, to

Eight/KAET, ASU's public television station.

While at KAET, Rush served as a director and producer. He also began teaching production classes in the Cronkite School. He moved to the school full time in 1999.

During his first seven years at the school, Rush was one of two broadcast engineers supplying technical assistance to students and faculty, converting the school's editing platform from linear tape editing to non-linear computer editing and maintaining Studio C, where student newscasts were created.

Rush's work has been honored with the Rocky Mountain Emmy, the Telly Award and awards from The Associated Press.

Rush said he was planning to spend part of his retirement in Montana taking care of his elderly father-in-law.

The son of an Iowa veterinarian, Rush served in the U.S. Army in Germany as a military policeman and desk sergeant. He graduated magna cum laude from the Cronkite School in 1981.



Right: Jim Rush consults with Walter Cronkite during the taping of a video.

Photo by Scott Troyano

Bottom: Rush spent countless hours in the NewsWatch control room.

Cronkite School file photo



Students Report on Families Divided by U.S.-Mexico Border

By Leah Munsil

For one jam-packed semester, a group of advanced Cronkite students spent as much time in Mexico and along the U.S.-Mexico border as they did in the classroom.

The student reporters, videographers and photographers made more than 30 trips to the border, deep into Mexico and to various parts of Arizona to find and tell the stories of divided families. They produced 23 stories, hundreds of photographs and nearly a dozen video packages.

Their work has been featured in publications across the state, including Phoenix Magazine, the Arizona Capitol Times, The Sun of Yuma and the White Mountain Independent. In addition, the Cronkite School published a special magazine devoted to the project, and Cronkite NewsWatch, the school's award-winning student newscast, produced a half-hour special on the project that was aired in spring 2008.

"Divided Families" was funded by the Howard G. Buffett Foundation, an Illinois-based nonprofit organization founded by the international photojournalist, author, environmentalist and philanthropist. It's the second Cronkite School borderlands project that Buffett's foundation has supported. In 2006, the foundation underwrote "Children of the Borderlands," a project in which students produced photo documentaries depicting the lives of children along the U.S.-Mexico border.

Students said the "Divided Families" project helped them improve their reporting and gave them new insights about the debate over immigrants and immigration.

"It gave me an opportunity to learn investigative journalism ... to take on something that required a large investment of time and research," said Jordan LaPier, a May 2008 graduate. "I believe having that opportunity has made me a much more well-rounded journalist."

Another student, Codie Sanchez, said she saw "the gritty reality of the situation along the U.S.-Mexico border. I will never forget my experience there; it is something every student — no, every person — should see firsthand."

Cronkite School Dean Christopher Callahan said Sanchez is correct: Young journalists need to understand immigration and border issues in order to become the kind of professionals who will be able to "create powerful, sophisticated and insightful journalism about these increasingly important stories."

The "Divided Families" project was supervised by Cronkite Assistant Dean Kristin Gilger and Robert Sherwood, a former reporter for The Arizona Republic.

Gilger said the students discovered some amazing stories. They found elderly people abandoned in senior citizens homes along the border when their families crossed into the United



From left: Jordan LaPier, Amanda Soares and Ian Lee report from the border.
Photo by Mark Lodato



Courtney Sargent shows youngsters in Ixtapan de la Sal, Mexico, their photos.
Photo by Ashley Lowery



Deanna Dent photographs children at an orphanage in Imuris, Mexico.
Photo by Ryan Kost



Teana Wagner (white shirt, center) joins a procession in Durango, Mexico.
Photo by Ashley Lowery



Right: Student Deanna Dent's story and photos focus on a family divided by the border.



Left: Courtney Sargent's photographs tell the story of senior citizens abandoned by their families along the border.

States. They talked to Border Patrol agents toiling miles from their families. They attended a sorrowful memorial service for a woman who lost her life trying to reunite her family and witnessed a joyful videoconference that brought two sides of a family together again.

A story about U.S. children abandoned in a Mexican orphanage, written by Ryan Kost and photographed by Deanna Dent, was featured in an eight-page spread in Phoenix Magazine's July issue.

The project was largely reported in fall 2007 and was turned over that spring to an advanced online media class taught by Associate Professor Carol Schwalbe. Using Flash and other programs, her students created a Web presentation for the project that was published on Cronkitezone, the school's online student magazine.

Schwalbe said it was a chance for students to learn how to tell stories using multiple approaches. And that will help students land jobs after graduation.

"(Employers) want to see that students are more than a one-note samba," she said.

Gilger said the project purposefully brought together students with different interests and skills to work in a multimedia environment.

"The Cronkite School is really a leader nationally in digital media, and this is a good example of how our students do meaningful, in-depth journalism and present it in new and interesting ways," she said.

The project can be viewed at cronkitezone.asu.edu/spring2008.

South Africa Teaches Students to “Really Report”

By Leigh Munsil and Julie Newberg

As a journalism student, Jen Wahl had come to rely on her cell phone and car to get the story. That changed when she began reporting in South Africa as part of a Cronkite School international reporting project

Wahl said she had to learn how to “really report” by getting to people however she could and asking them to tell their stories.

Wahl was one of 10 Cronkite students who spent two weeks in South Africa during summer 2008, documenting the lives of immigrants.

From their base at the University of Witwatersrand in Johannesburg, the students traveled by train and bus to the Zimbabwe border, by cab to a Methodist church that had opened its doors to refugees and the homeless, by foot to a Catholic soup kitchen and by car to homes and schools, orphanages and poverty-stricken townships. The students also reported about foreigners

no longer welcome in South Africa who had fled to United Nations displacement camps.

The project, which included photojournalism students from the University of Nebraska–Lincoln and journalism students from the University of the Witwatersrand, was supported by a grant from the Howard G. Buffett Foundation. The nonprofit organization was founded by Buffett, a philanthropist and photographer who has traveled the world documenting poverty and nature. The Buffett donation covered tuition for students, air travel, ground transportation, accommodations and meals.

The Cronkite students were led by Associate Professor Carol Schwalbe, who teaches online journalism and magazine writing, and Sue Green, broadcast director of Cronkite News Service. Both have extensive professional experience — Schwalbe as an editor at National Geographic magazine and Green as a news producer at television stations in Phoenix, Los Angeles, New York and Washington, D.C.

The students, who were enrolled in a summer special projects class, prepared for the trip by researching the region's border and immigration issues and working in teams made up of writers, videographers and photographers.

Still, South Africa was challenging, Schwalbe said. The students faced cultural and language differences, “slippery statistics and tight-mouthed officials,” she said. They interviewed people who feared for their lives, and they worried about their own safety.

Just getting around was sometimes a monumental task.

Cronkite graduate student Keridwen Cornelius described the challenges in a blog that she and other students wrote during the trip. “We navigated by an unusual set of landmarks: ‘Turn right where we heard the music;’ ‘Turn left at the river of garbage’ and ‘When you see the roosters and the house that looks like a garage, we’re there.’”

Schwalbe said she wanted students to “think and report like multimedia reporters.” Print students took photos and recorded audio, photojournalists recorded audio and shot video and broadcast students wrote stories and created multimedia projects.

Student Dan O'Connor said he was primarily interested in print journalism before making the trip. But in South Africa, he “took some photos, did some writing and even shot some video. The trip ultimately taught me how to view reporting three-dimensionally,” he said.

Another student, Jillian Sloan, said the project changed her career path from the “I-think-I-might-want-to-do-this feeling of broadcast journalism to the liberating possibilities of multimedia on the Web.”

In the end, Schwalbe said the trip convinced her more than ever of the importance of giving journalism students the opportunity to report overseas. “The students have learned so much about themselves, pushing their limits and reporting under difficult circumstances,” she said.

The students' work can be viewed at cronkite.asu.edu/southafrica.

Top right: A boy plays in a displacement camp in Midrand, a suburb of Johannesburg.

Photo by Tiffany Tchong

Right: Residents fill the Johannesburg Central Methodist Church for a Friday night service.

Photo by Dan O'Connor

Bottom left: Walking is the main form of transportation in Diepsloot, South Africa.

Photo by Jillian Sloan

Bottom right: Children attend Soweto Saturday School in Johannesburg.

Photo by Tiffany Tchong



TV Stations, Newspapers Welcome CNS Stories

By Leah Duran

Reporters are answering phones, banging away on keyboards, editing video and consulting with their editors, always with an eye on the clock.

It's a typical day in the newsroom of Cronkite News Service, one of the school's full-immersion professional programs.

The Cronkite School's wire service has made a name for itself in Arizona journalism since it began in spring 2007 under the direction of former Associated Press bureau chief Steve Elliott and his broadcast counterpart, Susan Green, former managing editor of ABC15 in Phoenix.

Elliott's students have had hundreds of articles printed in the 30 newspapers across the state that have signed up for the CNS service. And video packages produced by CNS broadcast students have received airtime in the Phoenix and Yuma markets, Green said. All stories also air three days a week on Cronkite NewsWatch, the school's award-winning 30-minute newscast.

Green and Elliott share an expansive newsroom in the Cronkite School's new downtown Phoenix building, with large windows overlooking Central Avenue.

The newsroom was designed to be highly visible both within the building and to people passing by, said Cronkite School Dean Christopher Callahan. "We want people to look up and see all this activity and get the sense that there's something really going on here that's different from a regular academic classroom," he said.

CNS students say the experience is like an internship or other professional experience, except that they're also getting rigorous training from Green and Elliott in an environment that puts learning first.

"It's been very intense, but it's taught me things I'd never learn in a (regular) classroom," said broadcast student Michelle Ashworth. "You have to be thrown



Top: CNS director Sue Green (center) conducts a meeting in the Christine Devine Conference Room.

Photo by Bill Timmerman

Right: Newspapers around the state display CNS stories.



out there and make the mistakes. It's been a phenomenal experience."

All broadcast and print students work at least two days a week, producing hard news and enterprise stories on deadline.

"Our motto has consistently been that we try to be where everybody else isn't," Elliott said. "I find it heartening that as newspapers face challenges of tight news holes, what we're providing them is of value and they are making space for our content in the print edition and online."

This year, Elliott is turning his crew into daily news multimedia reporters, producing video and photos for online packages to go along with their text stories.

CNS print student Daniel Quigley shot and edited video to accompany a story on a bill that would require insurance companies to cover treatment for autism.

"Steve handed me a camera one day and said, 'Hey, do you want to try some video?'" Quigley said.

Elliott's students often take pictures while on assignment. Smaller newspapers such as the family-owned and operated Casa Grande Dispatch welcome the extra art.

"The writers are doing a pretty good job with photos," Donovan Kramer Jr., associate publisher and managing editor of the Casa Grande Dispatch, said in an e-mail. "I believe this will be a more important skill as newspapers move onto the Internet and need video and possibly more photos for illustration."

On the broadcast side, CNS students have covered stories around the state, Green said. For example, they traveled with Phoenix CBS affiliate KPHO to Kingman, Ariz., to cover polygamist

Warren Jeffs' trial, and they partnered with KSWT News 13 in Yuma to cover presidential candidate John McCain's primary in Phoenix.

"Those are the opportunities we look for to get our students experience," Green said.

CNS students are taught well, said Andy Ramirez, managing editor of ABC15.

"They are aggressive and put their students in real-life situations," Ramirez said in an e-mail interview. "Our reporters run into ASU students at news conferences and at breaking news. They cover a lot of ground."

Broadcast student Megan Jurgemeyer said one of her biggest challenges was making government news interesting. When she covered the Legislature, she reminded herself that "these bills aren't just (affecting) politicians sitting in a room — they affect real people."

Legislative and other state government coverage is especially popular with smaller newspapers and stations that lack the resources to report on-site at the State Capitol. A CNS series on a proposed registration fee for off-highway vehicles received good play in the Arizona Capitol Times, which has a four-person staff.

"(CNS) allowed us to do a more in-depth job of covering issues we're trying to concentrate on instead of being pulled in eight different directions (trying) to cover everything," said Arizona Capitol Times'



CNS reporter Michael Martinez interviews Jesse "The Body" Ventura, former Minnesota governor.

Photo by Megan Thomas

Managing Editor Matthew Bunk. "We get to rely on these guys a little bit."

The stories about off-road vehicles also ran in The Sun, a Yuma paper that looks to CNS for coverage of legislative issues that affect rural areas, said Associate Editor John Vaughn.

"All in all, CNS does a very commendable job," Vaughn said in an e-mail. "The students are good writers, capable of dissecting and breaking down issues so they're understandable and relevant to readers."

Lori Baker, an editor at The Arizona Republic, said the state's largest newspaper published almost 100 stories and photos from Cronkite News Service during the

program's first year.

"Cronkite News Service has been a great program," she wrote. "We find the service to be valuable in filling some of the gaps in coverage that arise because our own reporters can't be everywhere at once."

Lawmakers also take heed of the service's coverage, said Barrett Marson, director of communication for the Arizona House of Representatives.

"Because the students from CNS get their stories into not just papers across the state but some of the larger papers across the state — the East Valley Tribune and The Arizona Republic, in particular — I think (legislators) pay a lot of attention ...," Marson said.

ABC Airs Student Work

By Leah Duran

Each week, television viewers can tune in to ABC15 in Phoenix and catch the best stories produced by ASU Cronkite students.

Under a partnership that began in fall 2007 between the school's Cronkite News Service bureau and the network television affiliate, KNXV-TV airs one student report weekly on its 6 p.m. Saturday newscast.

Since Phoenix is the nation's 12th-largest media market, it is difficult to get a major television news station to commit to air student packages, said Sue Green, broadcast director of the Cronkite News Service.

"(ABC15) has been really open to doing things with us," said Green, former managing editor at the station. "It's huge

for students to say, 'Hey, we're on the air in Phoenix.' It's a big deal."

Student reports have covered the difficulties authorities encounter trying to identify illegal immigrants who die while crossing the desert into Arizona, attacks on Border Patrol agents, a Girl Scout program in an Arizona prison and efforts to ban a rodeo event known as horse tripping. One notable story focused on Republican presidential candidate John McCain's ranch in Cornville, Ariz.

ABC15 also aired footage shot by students of the 2007 Memorial Union fire on the ASU Tempe campus and the Border Governors Conference in Sonora, Mexico, according to ABC15 Managing Editor Andy Ramirez.

"CNS does a great job of giving us a

great selection of features, breaking news and political news," Ramirez said in an e-mail. "Many viewers were amazed that we would run student-produced stories. Once viewers see the types of stories ASU is producing, they quickly find out why."

Ramirez and ABC15 News Director Joe Hengemuehler critique each of the CNS stories sent to the station.

Although ABC15 benefits from sharing video, "the benefit is really for the student," Ramirez said. "I cannot think of a television station in a top 20 market that provides such a wonderful opportunity to journalism students. Our hope is that the program continues to give students an outlet for the future of journalism that ASU and ABC15 are shaping."



Top: Jacinta Ryan (left) and Matt Pagel anchor at Cronkite NewsWatch. Forefront: Stephanie Angelakis monitors a show from the control room.

Photos by Jeffrey Lowman

NewsWatch Thrives in New Home

By Jordan LaPier

How do you improve one of the best student newscasts in the nation?

Students in Cronkite NewsWatch, the school's award-winning student newscast, might have asked that question before moving into their new space on the sixth floor of the Cronkite building in downtown Phoenix, but they're not asking any longer.

The new facility has brand new cameras, a state-of-the-art control board and "flat screen TVs everywhere you look," said senior Rory Stern, who helps produce the newscast. "We're as technologically advanced as you can get. No matter where we go, we'll be prepared."

Stern and other advanced students in the Cronkite School's broadcast journalism track spend their final one or two semesters in Cronkite NewsWatch, an intensive course that immerses them in a real-world newsroom two, three or four days a week.

The news program has a long record of success. For the 2007-08 school year, NewsWatch students were named the Best Collegiate News Team in America by the Broadcast Education Association and won nearly two dozen awards in the regional Society of Professional Journalist's awards program. In addition, NewsWatch students have contributed to a string of top placements nationally in the prestigious Hearst Awards.

Cronkite News Director Mark Lodato said the new space, at

about 5,000 square feet, dwarfs the old newsroom in the basement of Stauffer Hall on the Tempe campus and the studio next door.

The new studio, newsroom and control room are about 2,500 square feet, Lodato said. Students have access to six floor cameras and work in a completely digital environment "so that when individual pieces go on the air, they're played out of the central server," he said. "We're not running tapes around the building."

Other technological improvements include a wiring system that easily allows live reports from a number of locations within and outside the studio, including from an outdoor patio — the Weather Central Terrace — overlooking the city.

"I can put a reporter live on Central Avenue just by plugging in," Lodato said. "We have live drop locations all over the building, inside and out."

And while students have been shooting video on high-definition tapeless Sony XD cameras since spring 2008, the NewsWatch studio cameras are, for the first time, capable of broadcasting in high definition as well.

"As long as viewers are watching Cronkite NewsWatch on an HD-capable channel, it'll be a look that is frankly more advanced than some of the local broadcasts," Lodato said. Currently, only the local NBC and ABC affiliates, along with independent channel

Goodbye to Studio C

By Jordan LaPier

The final episode of Cronkite NewsWatch for spring 2008 also marked the last time that the show was broadcast from Studio C at Eight/KAET. The studio had been the home for student television productions for more than 30 years.

Cronkite Professor John Craft taught the first production classes in the studio when Stauffer Hall opened in 1973. He said when classes began in Stauffer Hall, no equipment had been moved into the studio.

"We had some old black-and-white TV cameras, and we put together a makeshift control room," he said. He competed with the noise of a construction crew building what would become the studio set during those first classes.

Craft couldn't count the number of shows that were produced in Studio C, although he said it was used regularly for student productions beginning in 1975.

Cronkite Career Services Director Mike Wong, who led NewsWatch for a number of years, remembers his time in Studio C with fondness. Wong recalled one time when Walter Cronkite made a surprise appearance right after the taping of NewsWatch. "The students were thrilled that he came by, and they all took a picture with him," he said.

Wong said the studio, which is about the size of a practice studio in the new building, provided a professional-level place for students to learn their craft, but it was the people who made it special. "Many former students cut their television news and production teeth in Studio C and are now working in the industry," he said.



Cronkite School file photo

Among those former students is Ian Schwartz, who now reports at WHOI-TV in Peoria, Ill. Schwartz said that his best memories of Studio C also are of the people he worked with.

"It was huddling up in a circle afterward to talk about the show. It reminded me of sitting on the pool deck during a swim meet, joking with friends, taking the time to laugh and getting valuable instruction from a teacher," he said.

Senior Matt Pagel sat behind the anchor desk along with co-anchor Julie Flannery for the final show in Studio C in May 2008. "It was such an honor not to just be a part of the last show, but to anchor it as well," he said.

"To be a part of the last show in the old studio and the first show in the new one will be something I will treasure for the rest of my life," Pagel said.

In addition to reporting the news of the day, that episode featured a look back at the 35-year history of the studio.

The final Tempe NewsWatch show also included a tribute to longtime production guru Jim Rush, who was a member of one of Craft's first classes in Studio C and who retired this spring after almost 10 years as the Cronkite School's equipment expert.

KTVK-Channel 3, broadcast local news in high definition.

The new facility will provide "the technological backbone" to compete even more strongly at a national level, Lodato said. "We have everything in place to really make this the best college newscast in the nation," he said.

Senior Liz McKernan, who reports and anchors for NewsWatch, said she loves all the new technology, but the best part of the show's new home is that communication is so much easier.

"The technology is leaps and bounds above what we had before, but the most important part for me is that it's so much easier to communicate with people, and communication is the key to putting on a newscast," she said.

"We have this huge, open room," she added. "The studio is right here, and I don't have to run to another building. I don't have to walk up two floors to check out a camera."

Senior Emily Graham, who spent the last two semesters with Cronkite NewsWatch,

said the new facility compares "product- and technology-wise with the leading stations in the Valley."

But Lodato said it's not enough to just improve the technology.

Students are doing more live reports, including election night coverage. They also filed live breaking news reports from Kingman, Ariz., and Rocky Point, Mexico.

In addition, KAET's "Eight World" digital channel began airing the show in fall 2008, and students began producing a Spanish-language newscast, Cronkite NewsWatch Espanol, every two weeks that is shown on Univision's TeleFutura network.

Lodato said the next step is to take the show to four days a week in January 2009.

McKernan said there's no comparison between the old NewsWatch and the new.

"Some of us, when we go to our first markets, we won't be working on equipment like this," she said, looking around the spacious newsroom with its Star Trek-like assignment desk and city views. "But as we move up, we can look back and know we

Where to Watch

NewsWatch can be viewed Tuesdays, Wednesdays and Thursdays at:

- KAET /Eight Digital (Cox Cable-Channel 88), 8 p.m.
- ASUtv (Cox Cable-Channel 116) live at 5 p.m. and repeated several times during the day.

NewsWatch Espanol can be viewed twice a month Saturdays on KFPH-Channel 35, Cox Cable-Channel 54 and DIRECTV-Channel 13, 6:30 a.m.

Please consult your television listings for more information.

will be comfortable with professional-level equipment in a place like this.

"I'm sure there will be times when we will wish we were back in the studio at ASU."

Kristin Gilger contributed to this report.

Students Develop New Media Products

By Allison Denny

Cronkite graduate student Joshua Sprague was drawn to the New Media Innovation Lab because it's a chance to not only stay ahead of the curve but to help invent the curve.

"We've branched into things that are brand new," he said. "Innovation means seeing what others aren't seeing yet."

Sprague works with other journalism students as well as students from engineering, business and design to research and develop new digital products for media clients.

The two-year-old lab moved from a corner of the Computing Commons on the Tempe campus to a new state-of-the-art newsroom in the Cronkite School's downtown Phoenix building in fall 2008. The lab is now situated between two other Cronkite full-immersion professional programs — the Knight Center for Digital Media Entrepreneurship and Cronkite News Service.

New Media Innovation Lab Director Retha Hill said it's a big advantage being in the Cronkite building — and being so close to the lab's main client, azcentral.com.

The lab has done a number of projects for azcentral.com and its corporate owner, the Gannett Co. Inc., which also owns The Arizona Republic, KPNX-Channel 12 and dozens of other newspapers and television stations around the country.

Students typically spend the fall semester researching and developing ideas, Hill said, and the spring semester creating prototypes of the products they've come up with.

During the 2007-08 school year, students broke into three groups. One was responsible for creating a high school sports widget for Facebook.com. The application allows team members, fans and family members to join virtual sports teams.

"In a lot of small towns and small communities, high school sports are the main thing," Hill said. "This is kind of taking that to the next level where you're using Facebook as a way for people to communicate with each other."

The Facebook application is being rolled out to Gannett newspapers nationally.

Another group worked on a news game that is both fun and underscores the importance of energy conservation. And the third worked on a prototype for an online entertainment show geared toward 18- to 24-year-olds.

Fall 2008 students are finishing up the news game and researching new ways to draw in and engage azcentral.com readers using such tools as podcasting, social networking and online gaming.

By bringing together students from different disciplines, the lab also "mimics what it's like to work in a startup company," said Hill, who spent eight years at BET Interactive, the online unit of Black Entertainment Television, before coming to ASU. "Students gain a really good understanding of what it's like to work in the real world (where) you have to be a jack of all trades, where you have to be able to speak the language of all the teams.

"It's not like we have a class where everybody's gathered around and I'm lecturing," she added. "It's hands-on experience. That's invaluable experience and the type of experience future employers would want to pay for."

Cronkite graduate Dana Khraiche, who worked in the lab for almost a year, said students learn another valuable lesson at the innovation lab: how to deliver a product that satisfies your client.

"Innovation is different from creativity," she said. "You have to do the research, such as surveys and content analysis, to see if your creativity is going to match what your client wants."

Sprague said working at the lab gave him new skills and let him indulge his passion for researching and coming up with new ideas.

"It's amazing to get paid and get credit for just brainstorming," he said.

Arizona Republic Editor Randy Lovely listens as students present ideas for azcentral.com.

Photo by Deanna Dent



Senior Christina Borrego edits a video for a New Media Innovation Lab project.

Photo by Bettina Hansen



Senior Matt Mullarkey-Toner makes a presentation to editors at azcentral.com.

Photo by Deanna Dent



Student Mike Olson works on a video project for the New Media Innovation Lab.

Photo by Bettina Hansen



Students Win Fistfuls of Awards

Cronkite School students won more than 100 regional and national awards during the 2007-08 school year, including first place nationally in the Society of Professional Journalists awards contest for the third year in a row.

The Cronkite School also won more awards than any other school in the nation in the Broadcast Education Association annual news reporting and interactive media contests. And the school placed in the top 10 in the national Hearst Journalism Awards program — the seventh consecutive year that the school has finished in the top 10 in the prestigious contest.

“Cronkite School students continue to set the bar for thoughtful, in-depth, highly professional journalism across all media platforms,” said Cronkite School Dean Christopher Callahan. “We believe we have the best journalism students in the United States.”

Hearst Journalism Awards

The Cronkite School finished in the top 10 for the seventh consecutive year in the Hearst Journalism Awards Program, with students placing in all contest categories — broadcast, multimedia, writing and photography.

Awards included those for TV news reporting, radio news reporting, feature writing, in-depth reporting and multimedia as well as two in photojournalism— for news/sports and picture story/series.

The school placed ninth overall, following a first-place finish nationally in 2006-07. More than 100 accredited journalism schools from around the country compete each year in the contest, often referred to as the Pulitzers of college journalism.

In addition, Cronkite student Bonnie Bolt was selected to participate in the Hearst national championships, which brings the nation's top journalism students to San Francisco to test their skills in an intensive, week-long face-off. Bolt, who graduated in May 2008, was the winner of a \$1,500 scholarship.

The Hearst Journalism Awards Program is supported by the William Randolph Hearst Foundation.

Society of Professional Journalists

Cronkite students tallied 51 awards in print, broadcast and online journalism in the regional SPJ Mark of Excellence competition, including 21 first-place winners — all of whom went on to compete in the national competition.

When he heard about the number of wins, Callahan quipped, “Are there even 51 awards in this contest?”

Cronkite students took home nearly half of all the awards given for the region, which includes Arizona, California, Nevada and Hawaii, and they were the only group to score first-place finishes across the board in broadcast, print and online. It was the eighth consecutive year that Cronkite dominated the regional competition.

Students did especially well in broadcast. The school's student-produced news program, Cronkite NewsWatch, was named Best TV Newscast, while individual students took first place in all nine

broadcast categories. Cronkite students also swept five TV categories, including in-depth, feature and sports reporting as well as news and sports photography.

Students won 14 awards in the online journalism categories and 13 in the print categories.

In the online journalism competition, Cronkite swept two categories, and the cronkitezone, an online Web site that showcases student work, was named Best All-Around Independent Student Publication.

In the print competition, students took six first places in breaking news reporting, general news reporting, feature writing, sports writing, general column writing and news photography.

The best regional work went on to national judging, where Cronkite students retained their top ranking. They won four first-place awards and were named national finalists in three other categories — the best showing of any university in the country.

And again, Cronkite students were recognized in all of the major categories — print, television, radio and online journalism.

“It is especially gratifying to see our students winning across all media platforms,” Callahan said.

Association for Education in Journalism and Mass Communication

Cronkite students won nine awards in the 2008 Student Magazine Contest, sponsored by the Magazine Division of the Association for Education in Journalism and Mass Communication.

It was the second year in a row that the school won more awards in the AEJMC contest than any other in the country.



Hearst
breaking
news photo
Deanna
Dent



Hearst
sports photo
Deanna Dent



Cronkite students
receive awards
at a spring 2008
dinner.

Photos by Deanna Dent



Zabihullah Noori is one of three students who produced a documentary that won several awards, including a student Emmy.

Photo by Deanna Dent

Keridwen Cornelius, who received her master's from the Cronkite School in May 2008, won three awards — the most given to any student in the country.

Students won in five consumer magazine article categories — for places, people, investigation and analysis, features and first person as well as in the category of specialized business press article.

Entries for the contest, which was judged by professionals in the magazine field, totaled nearly 300 from schools across the country.

Cronkite students won 13 awards in last year's contest.

AEJMC is the nation's leading journalism education organization. It is made up of about 3,500 journalism and mass communication faculty, administrators, students and media professionals from around the world.

Best of the West

ASU students won both feature writing awards in the student division of the Best of the West contest, considered the most prestigious journalism awards competition in the western United States.

Celeste Sepessy placed first for "Greek to Me," a first-person story about going through sorority rush. The story also placed in the national Hearst Awards contest.

Chase Kamp took second for his story, "Dying in the Digital Age," about how young people use social networking sites to memorialize loved ones who have died.

The Best of the West contest is administered by First Amendment Funding Inc., an Arizona nonprofit corporation, and recognizes both professional and student work. It draws more than 2,000 entries each year from journalists in the 13 states from the Rockies west to Alaska and Hawaii.

Broadcast Education Association

Cronkite students scooped up five first-place wins in the BEA's

Kost Named 'Top Ten' Student

By Kelsey Hazlewood

Ryan Kost had the choice in high school to take the yearbook class or be a part of the school newspaper. With the help of his adviser, he chose the paper, and the rest is history in the making.

The Scripps Howard Foundation named Kost one of the top 10 journalism students in the country for 2007. The award came with a \$10,000 scholarship.

Kost was judged on his professional portfolio, academic achievements, a personal essay and his interest in journalism as a career. A panel of broadcast, newspaper and television network professionals chose 10 recipients nationally.

The Cronkite School's nomination of Kost was an easy choice, said Dean Christopher Callahan. "Ryan has it all: extensive experience at student and professional publications, strong academic accomplishments and proven leadership abilities. We have no doubt that he'll go far in this profession."

A May 2008 graduate, Kost recently began reporting for The Associated Press in Portland, Ore.

While a student, Kost interned at The Boston Globe, The Arizona Republic, the East Valley Tribune, the Payson Roundup, Phoenix Magazine, The Oregonian in Portland, Ore., and The Tampa (Fla.) Tribune. He also served as editor of The State Press, ASU's daily student newspaper, during the 2006-07 school year.

His advice to other aspiring journalists: "Get an internship as soon as possible!"

Kost's work has been honored by the Society of Professional Journalists, the Best of the West journalism awards competition and the national Hearst Journalism Awards, among others. He also was honored as one of the Cronkite School's outstanding undergraduates, winning the Tribune Outstanding Print Student Award.

Kost said he was working at the Oregon State Capitol when he got the e-mail telling him he was a Top Ten Scholar.

"I'm pretty sure I made a scene," he said. "I was just so blown away by the foundation's generosity — and the fact that I'd actually won."

He credited his mentors at the Cronkite School. "A lot of this is due to their kind words," Kost said. "The school has given me a lot of opportunities."



Ryan Kost

One of the most influential people in his journalism career has been Cronkite Assistant Dean Kristin Gilger, Kost said. She persuaded him to apply for editor of The State Press before his senior year.

"He wasn't sure he was ready, but I was sure," Gilger said. "Ryan was a first-rate editor of the student newspaper, not just because he's a good journalist but because he's a good leader with a vision and a purpose. He loves journalism, and it shows in everything he does. I expect to hear great things about Ryan in the years to come."

The Scripps Howard Foundation is the philanthropic arm of the E.W. Scripps Co., a media enterprise with interests in national cable networks, newspaper publishing, broadcast television stations, electronic commerce, interactive media and licensing and syndication.

Photo by Deanna Dent

Five Students Honored by Gannett

Five Cronkite students were part of an award-winning team from The Arizona Republic and azcentral.com that won first place in this year's Best of Gannett Awards for breaking news coverage.

The newspaper and Web site were recognized for coverage of the July 2007 crash of two TV news helicopters that killed four. The helicopters were tracking a police pursuit of a car-theft suspect when they collided over a Phoenix park.

Coverage included dozens of eyewitness accounts, biographies of the pilots and journalists who were killed, slideshows of eyewitness accounts and video.

The coverage also placed third in spot news in the 2008 Best of the West contest, which recognizes the best work of newspapers in the western United States.

Cronkite students Becky Bartkowski, Kelsey Hazlewood, Jay Jenkins, Jennifer Kitson and Tiffany Tcheng were part of the reporting team. Tcheng and Jenkins were interns; the other students were members of a multimedia reporting class in which students report breaking news for the Republic and azcentral.com.

"There is no doubt the students played important roles in an effort that involved reporters from the Republic, La Voz, azcentral.com and KPNX," said the Cronkite School's Arizona Republic Editor-in-Residence Aric Johnson, who directs the multimedia reporting class. He said that when the news broke, Bartkowski headed to the crash site to call in updates for the main story. She also wrote a story about possible murder charges against the driver of the car that police and the news helicopters were chasing when the crash occurred.

Kitson tracked down the tail number of the KTVK-Channel 3 helicopter; Hazlewood got comments from the two television stations whose employees were involved in the crash; Jenkins contacted businesses near the crash site; and Tcheng gathered background information and wrote a sidebar about the history of the park, Johnson said.

In announcing the award, judges commented: "This was top-drawer work. Minutes after it happened, the story was on the azcentral.com Web site. Photos and videos were exceptionally strong. This was excellent breaking news coverage."

annual news reporting and interactive media contests and took home a total of 13 awards — more than any other school in the country.

Cronkite students also won two of the top honors given by the BEA: Best of Festival for the nation's top college TV reporter, the highest award given to an individual student, and Best News Team.

Cronkite students also swept the interactive multimedia group projects division of the BEA competition, taking first, second, third and honorable mention.

Elias Johnson, a May 2007 graduate, took home the BEA's top individual honor of Best of Festival for the nation's top college TV reporter. His pieces included a story about New Orleans one year after Hurricane Katrina and a story about a serial rapist in Chandler. It was the third year in a row that a Cronkite student was named the nation's top reporter.

In the BEA student documentary category, graduate Ray Gonzales won the Best of Festival Award for "Lessons in Loyalty," which tells the story of the internment of Japanese-Americans during World War II. It was the highest honor in the division and is one of the most prestigious awards given by the BEA.



Ray Gonzales

Emmy Awards

Gonzales' documentary about Japanese Americans during World War II also was nominated for an Emmy in the 2007-08 Rocky Mountain Emmy competition. The documentary won in the category of professional work.

The winning entry in the student category was "Holy Hungry in the Midst of Plenty." The student producers included Stjepan Alaupovic, Jamie Murdick and Zabihullah Noori. The three also won an international Telly Award for their program.

Other students nominated for their documentary work included Charles Choueire, Jasmine Hebeidar and Brad Faye. All of the work was done for Professor John Craft's documentary class.

The National Academy of Television Arts and Sciences hosts and sponsors the Emmy Awards for news and documentary, technology and engineering, community

service, sports, business and financial reporting as well as other categories.

Roy W. Howard National Collegiate Reporting Competition

Cronkite senior Deanna Dent was one of nine students in the country who won the 2008 Roy W. Howard National Collegiate Reporting Competition.

Her prize: a 13-day, all-expenses paid journalism study tour in Japan and South Korea in summer 2008.

Dent, who also was honored in the SPJ and Hearst competitions, was chosen based on a portfolio of her work and an essay on her interest in international affairs.

The competition is sponsored by the Scripps Howard Foundation, the philanthropic arm of the E. W. Scripps Co., in cooperation with the Indiana University School of Journalism.

Telly Awards & Videographer Awards

A documentary produced by three Cronkite students was recognized in national and international competitions.

"Holy Hunger in the Midst of Plenty" follows Muslim students at ASU as they observe Ramadan, a month-long religious observance emphasizing prayers, fasting, charity and self-examination.

The 15-minute student documentary, produced by Jamie Murdick, Stjepan Alaupovic and Zabihullah Noori, won a 2008 Bronze Telly Award as well as a Videographer Award of Distinction.

The Telly Award is one of the most prestigious awards given for video and film production, television programs and commercials and work created for the Web. The Cronkite School entry was honored in the category for documentary film work produced at schools, colleges and universities.

The Videographer Awards is an international awards program to honor talented individuals and companies in the video production field. Entries number in the thousands from all 50 states and multiple countries. The Cronkite School documentary, entered in the "Produced by Students" category, received the organization's highest award.

Cronkite student Kelsey Hazlewood contributed to this report.

PR Class Helps Crystal Darkness Campaign Reach Students

The plans were in place: For half an hour one evening in April 2008, nearly every network-affiliated and independent Arizona television station would simultaneously broadcast a powerful documentary warning against the dangers of crystal meth.

The stations had agreed to donate the 6:30 p.m. to 7 p.m. time slot and pre-empt their regularly scheduled programming in order to air the commercial-free program. It would be broadcast in English and Spanish.

Local philanthropist Jerry Colangelo, former owner of the Phoenix Suns; Art Brooks, president of the Arizona Broadcasters Association; and Gordon James, president of Gordon C. James Public Relations, agreed to help lead the effort. Local law enforcement agencies, schools, churches, businesses and recovery organizations all signed on to help.

Professionally trained volunteers were prepared to stand by to take phone calls from families and victims seeking help.

Everything was in place but one thing: How would the promoters get the target

audience of young people and their parents to tune in?

That's when John Misner, president and general manager of KPNX-Channel 12 in Phoenix, turned to the Cronkite School. Misner asked if the school would be willing to help figure out ways to reach high school and college students, in particular.

Cronkite Assistant Dean Kristin Gilger asked instructors teaching a capstone public relations class if they would take it on as a class project. Faculty associate Terri Thorson immediately agreed.

Thorson split her class into two groups. One was charged with developing ways to entice college-aged students to watch the program and the other to do the same for high-school-aged students.

The groups suggested unconventional techniques such as sending text messages to students and creating Facebook and MySpace pages about the television program. They also suggested encouraging schools to host viewing parties for students.

A local public relations company used some of the students' suggestions

and asked them to lead the ASU effort. Thorson's students created a Facebook page, which attracted interest from more than 200 students, Thorson said.

They also reached out to campus clubs, organizations and residence halls and sponsored an on-campus viewing party where students could come together to watch the program and discuss it.

"Crystal Darkness was an amazing experience, and I feel so lucky to have been given the opportunity to participate in such a ground-breaking event," said one of Thorson's students, Marlena Balderas. "Working on this campaign gave me a first-hand experience that could not be duplicated in a classroom."

ASU student Lauren Kawan, who attended the viewing party, said, "My eyes have been opened to this huge problem. I was unaware of how bad it was because I am here, in my college bubble. I feel empowered to do something and to make a change."

According to Nielsen ratings, more than a half a million Arizona households tuned in. And more than 1,200 individuals called for information and help the evening of the broadcast. Through print, television, radio and online media, the campaign created an estimated 2.5 million unique media impressions, and the hotline continues to receive calls for help and information months later, said Matthew Dutile of Gordon's public relations firm.

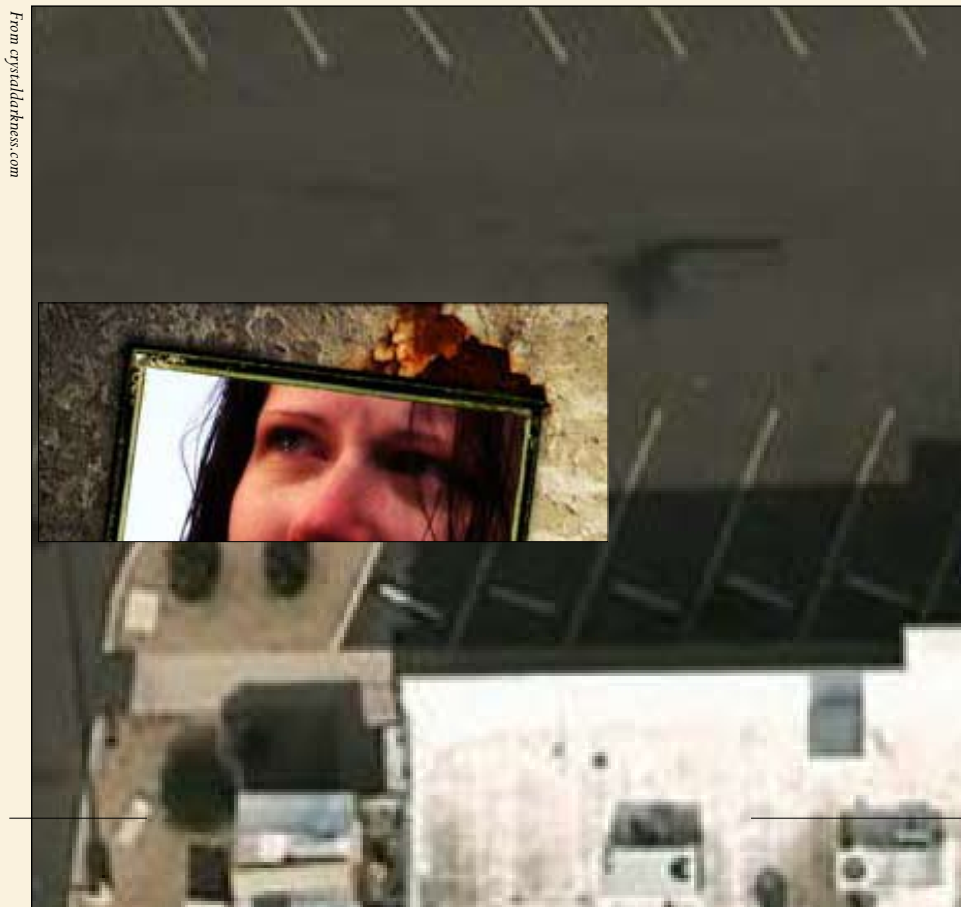
The Arizona Broadcasters Association received a Governor's Award Emmy for the program, Dutile said.

Chris Crockett, commander of the public affairs bureau for the Phoenix Police Department, said the students were invaluable in figuring out how to craft messages and reach other young people.

"They worked hard, and their ideas worked, too," he said.

To learn more about the Crystal Darkness Campaign, visit the campaign's Web site at www.crystaldarkness.com.

Students Hannah Dixon and Audrery Cassel contributed to this report.



From crystaldarkness.com



Reynolds Center and Cronkite School Unite in New Building

By Ryan Lorenzo and Tatiana Hensley

For the Donald W. Reynolds National Center for Business Journalism, the move to the downtown Phoenix campus meant more than just getting a brand new headquarters in the center of the Valley's business and media community.

It meant being in the same building with the rest of the Cronkite School for the first time.

The center, which promotes excellence in business journalism through workshops, training and other outreach efforts, was housed in West Hall on the Tempe campus for the first two years after it was moved to ASU from the American Press Institute in Reston, Va.

But moving downtown was always in the plan, said director Andrew Leckey. In fact, he said, it was a major selling point in the decision to relocate to ASU.

"When (ASU President) Michael Crow and Dean (Christopher) Callahan put together their proposal to us, they put a big emphasis on the new building," Leckey said.

"The new building represents the journalism of the future," he said. "It's like when Camden Yards opened up in Baltimore. Baseball stadiums since then have tried to replicate Camden Yards. I believe future journalism schools will replicate the new Cronkite building."

Callahan said having the Reynolds Center in the same building will promote more collaboration between Reynolds staff and the rest of the Cronkite staff and faculty — and that will lead to more ideas.

"There's a lot to be said for serendipitous interactions," he said. "A two-minute conversation can lead to a whole new project."

The center occupies a suite on the third floor of the building near the school's administrative offices.

"We wanted a high-profile space for the Reynolds Center," Callahan said. "It's one of the premium spots in the building."

The suite's design emphasizes teamwork. There are four offices



Director Andrew Leckey works in his office overlooking downtown Phoenix.
Photos by Deanna Dent

on one side and two offices on the opposite side with a conference room in between.

"We, by necessity, operate as a team, and this will make operating as a team easier," Leckey said.

Leckey's office is wired so broadcasts can be held directly from the office. That way, he can appear as a guest on a network program — something he has done frequently in the past — without having to trek to a studio.

There's an additional reason that Leckey said he's happy about the move. The new location puts the center in the midst of a thriving business and media community in Phoenix, the nation's fifth-largest city. That will make it easier to achieve a mission of improving business journalism — and it will make it easier to start a new academic concentration in business journalism in the Cronkite School sometime in the future.

The center is supported by a three-year, \$3.5 million grant from

the Donald W. Reynolds Foundation, one of the nation's largest foundations. Since its inception in 2003, more than 7,000 working journalists from around the country have taken part in its workshops and online seminars.

In addition, the center's BusinessJournalism.org Web site has become a daily read for journalists, Leckey said. The Web site features online seminars, podcasts from prominent business journalists, tips on covering business news and discussions on a variety of business topics.

The center has recently launched several new initiatives, including college scholarships for students interested in business journalism and an awards program to honor the best in investigative business journalism.

The inaugural Barlett & Steele Award in 2007 went to reporters at The New York Times for an international series on tainted Chinese goods and to The Sun of Baltimore for local coverage of unfair real estate taxes. The award is named after Don Barlett and Jim Steele, an investigative reporting duo who themselves have won numerous awards.

Leckey said the awards program is particularly energizing because "so much discussion now is on cutbacks and not doing as much as you once did. So it is really good to see that journalists who really care will take the time, and the publications and online sites will really



Jackie Sponberg is the program coordinator for the Reynolds Center.

Photo by Deanna Dent

take the time, to do a good job on something that makes a difference."

In fact, Leckey said, there has never been a greater need for strong business journalism.

"When there are economic issues, when there is stress on the country, when there is a political campaign ... the economy really comes to the fore," he said "It is important that people who write about the economy and write about businesses have a thorough understanding of what they are talking about."

Angela Gonzales, who has reported for the past 20 years at the Phoenix Business Journal, couldn't agree more. She received a fellowship for a weeklong training on business coverage in January 2008 and also took advantage of several free business journalism workshops.

"The Reynolds Center has provided a wealth of information, linking working journalists with other professionals and journalism professors nationwide," Gonzales said. "It's always great to hear their techniques and ideas."

2008 Barlett & Steele Award

Each year, the Donald W. Reynolds Center for Business Journalism honors the best in business journalism with the Barlett and Steele Awards, named for the two-time Pulitzer Prize-winning investigative business journalism team of Don Barlett and Jim Steele.

The awards, which began in 2007, encourage investigative business journalism with a first-place prize of \$5,000 and a runner-up prize of \$2,000.

Barlett and Steele have worked together for more than three decades. They are contributing editors to Vanity Fair.

The 2008 winners were BusinessWeek magazine and The

Seattle Times for first place and runner-up, respectively.

The "Business Week" entry revealed how large financial firms regularly collaborate with doctors and hospitals to turn unpaid medical bills into high-interest consumer debt. The Seattle Times uncovered thousands of purchases that the U.S. military has made in recent years due to congressional earmarks.

For more information, visit businessjournalism.org.



Reynolds Foundation

The Donald W. Reynolds Foundation is one of the largest private foundations in the United States.

Founded in 1954 by the late media entrepreneur for whom it is named, the foundation funds a variety of national programs that support journalism education, including the Donald W. Reynolds Center for Business Journalism at ASU, the Donald W. Reynolds Journalism Institute at the University of Missouri and a Nieman Fellowship in Community Journalism at Harvard University. The foundation also supports high school journalism through the Reynolds High School Journalism Institute, a program that brings high school journalism teachers to college campuses, including ASU, for summer training.

For more information, visit www.dwreynolds.org.



Fred W. Smith, chairman, Donald W. Reynolds Foundation

Photo by Tom Story

Journalists Applaud Jane Pauley

By Ryan Kost

Jane Pauley sounded downright humble as she accepted the 2007 Walter Cronkite Award for Excellence in Journalism.

"I'm no Walter Cronkite," she said as she recounted her rapid rise to co-host NBC's "The Today Show."

"I'm no Walter Cronkite," she said again when talking about her time anchoring the "NBC Nightly News" and "Dateline NBC."

But as she spoke, and as others spoke about her, it became clear that while Jane Pauley may be no Walter Cronkite, there's certainly no one else like Jane Pauley.

ASU Executive Vice President and Provost Elizabeth Capaldi introduced Pauley to a crowd of more than 1,100 journalists, community leaders, faculty and students as "one of the most popular and influential television journalists of our time."

"Jane Pauley's unique reporting style blends in-depth interviewing skills with a very real care and compassion," Capaldi said.

As the 24th recipient of the Walter Cronkite Award, the journalism school's most prestigious award, Pauley joins other industry notables, including Bob Woodward, Ben Bradlee, Bill Moyers, Katharine Graham and Ted Turner.

In her typically down-to-earth way, Pauley told the crowd at the Arizona Biltmore in Phoenix about her rise to prominence and offered advice to aspiring young journalists.

But first there was Cronkite, his familiar gravelly voice booming through loudspeakers as he narrated a video about Pauley. He spoke of her authenticity, her in-depth reporting skills, her wholesome on-air personality and the way she made interviewees feel comfortable.

When he finished, another message flickered into view. Tom Brokaw, Pauley's one-time co-host and last year's Walter Cronkite Award recipient, congratulated Pauley and talked about their "deep bond and lasting friendship."

"All the best, Jane," he said as he signed off.

Pauley then took the podium to a standing ovation. She started by telling her own story, beginning in 1972, a time when "dynamic forces were at work."

That's how she explains a five-year sprint during which she went from her first local television news job as a "temporary, probationary" employee to co-host of a national morning show at the age of 25.

"My life went from normal to famous overnight," she said. "If I had sprouted wings, it couldn't have felt any weirder."

Her journalism career began as a TV reporter in Indianapolis in 1972. She said she made her fair share of mistakes, having gone into news without formally studying the subject. She remembers one in particular.

In the midst of an election season, she set out to ask people: "How do you intend to vote on Nov. 9?"

The problem? The election was not being held on Nov. 9. What's worse, she remembers, is that while she may not have graduated with a degree in journalism, she did have one in political science.

Still, it didn't take long before those dynamic forces kicked in.



Top: Jane Pauley accepts the Cronkite Award from Walter Cronkite.

Bottom: Pauley speaks to a crowd of more than 1,100.

Photos by Tim Trumble

Just three years later, she was tapped to be the first female TV news anchor at WMAQ-TV in Chicago.

The media there were not kind to Pauley. One paper said she had the IQ of a cantaloupe. Another said the new anchor was nothing but a hood ornament.

But those behind the scenes knew better. Managers wondered if they'd be able to hold onto Pauley for more than a year once she debuted in one of the nation's most competitive TV markets.

They couldn't.

One year later, during a time when television stations were being pressured to hire women, Pauley stood in line waiting to audition for a co-anchor position on NBC's "The Today Show."

She was up against journalists who were older and much more experienced, but "against all odds and all logic, I won," she said. She joked that it was her youth, gender and hair that got her the job. "I had the trifecta," she said.

Pauley went on to anchor the weekend edition of "NBC Nightly News" and substituted regularly for Brokaw. She also hosted

**“My life went
from normal to famous
overnight.”**

— Jane Pauley

“Real Life with Jane Pauley” and anchored “Dateline NBC.”

Pauley later brought attention to bipolar disorder in 2004 when she talked candidly about her struggle with the illness in her autobiography, “Skywriting: A Life Out of the Blue.”

She noted how much journalism has changed during the time she has been in the profession — and how much it has stayed the same.

“Technology offers exciting tools, but don’t be distracted,” she said.

She also advised aspiring journalists to resist the temptation to cut corners. She likened some decisions being made in journalism today to a baseball team that, to increase its number of runs, decides to remove third base.

“That’s pretty much all I’ve got,” she told the crowd. “The rest is up to the next generation.”

“All of you will be making it up as you go along,” she said, “because the past no longer applies, and the future hasn’t been invented yet.”

Photo by Tim Trumble



2008 Cronkite Award Goes to Lehrer, MacNeil

Jim Lehrer and Robert MacNeil, the PBS news anchor tandem who epitomize the best of thought-provoking and in-depth broadcast journalism, are the 2008 recipients of the Walter Cronkite Award for Excellence in Journalism.

Cronkite and the school that bears his name were to honor Lehrer and MacNeil in Phoenix on Nov. 21.

The PBS duo first teamed up to cover the Senate Watergate hearings in 1973. Two years later, the newscast that would become “The MacNeil/Lehrer Report” was launched, and in 1983, it was expanded to “The MacNeil/Lehrer NewsHour,” the first 60-minute national TV evening newscast. MacNeil stepped down from the daily newscast in 1995. Lehrer continues to anchor “The NewsHour with Jim Lehrer.”

“Jim and Robin represent the kind of journalism that is too often missing from television news,” Cronkite said from his New York office. “Their brand of probing, in-depth, sophisticated and nuanced journalism stands in stark contrast to the shrill and superficial reporting sometimes found on TV today. It will be a great honor to give them our award.”

The former CBS News anchor said this year’s award has special significance: 2008 is the 25th year of the Cronkite Award.

The Cronkite Award luncheon will cap off a week of activities in November celebrating the Cronkite School’s move from its longtime home on the ASU Tempe campus to a new campus in downtown Phoenix.

Lehrer and MacNeil are only the second pair of co-winners in the history of the award. The first were CBS founder William Paley and former CBS President Frank Stanton, who were co-winners of the inaugural award in 1984.

Lehrer started his journalism career as a reporter for The Dallas Morning News and later the Dallas Times-Herald, writing a political column and then serving as city editor. He moved into television as executive director of public affairs and nightly news host at KERA-TV, the public television station in Dallas.

He first teamed with MacNeil in 1973



Jim Lehrer and Robert MacNeil shared the anchor desk at PBS for many years.
Photo courtesy of PBS.org

to provide continuous live coverage of the Senate Watergate hearings. In October 1975, PBS launched “The Robert MacNeil Report,” with Lehrer as the Washington correspondent. It was renamed “The MacNeil/Lehrer Report” the following year, ultimately winning more than 30 awards for journalistic excellence.

The newscast became “The NewsHour with Jim Lehrer” after his longtime partner stepped down from the daily newscast in 1995.

MacNeil’s career began at the Reuters news agency in London in 1955. Five years later, he entered TV as a London correspondent for NBC News, and in 1963, he joined NBC’s Washington bureau, covering the civil rights movement, the White House and the assassination of John F. Kennedy. He also worked for the BBC before joining PBS in 1971.

The journalists have won Emmys, George Foster Peabody Awards and Fred Friendly First Amendment Awards. They were jointly inducted into the Television Academy’s Hall of Fame in 1999.

They also are prolific authors. Lehrer has written 17 novels, three plays and two memoirs. MacNeil also has written fiction and nonfiction books.

The longtime partners continue to work together at the company they founded, MacNeil/Lehrer Productions, which produces The NewsHour in addition to documentaries, Web sites and interactive DVDs.

Schatt Panelists Speak Out for Women Journalists

By Tatiana Hensley and Tessa Darling

Wearing a jock strap can be a life-changing moment. It was for Susan Green.

Green, broadcast director of Cronkite News Service and a former broadcast news executive, wanted to play Little League baseball when she was young, but only boys were allowed. When Title IX passed in 1972, Green insisted on joining the all-boy baseball team.

The coach agreed, but only if she wore a jock strap.

"I was willing to play by what the rules were because I wanted it that bad; I was willing to do whatever it took," Green said. "That lesson set me up for the rest of my career."

Green was one of four women who spoke about how they broke barriers in journalism as part of the second annual Paul J. Schatt Memorial Lecture. The lecture, held each spring, is made possible by a gift from Schatt's widow, Laura Schatt, and The Arizona Republic.

The annual lecture features prominent journalists exploring issues that were important to Schatt, a former Arizona Republic editor and longtime faculty associate in the Cronkite School who died in 2005. The first lecture in 2007 focused on ethical issues facing today's journalists as the industry undergoes rapid change.

The topic of the spring 2008 event was "Breaking Barriers: Women Leaders in News." It featured Green; Catherine Anaya, nightly news anchor at KPHO-Channel 5 in Phoenix; Ellen Soeteber, former editor of the St. Louis Post Dispatch and the Edith Kinney Gaylord Visiting Professor in Journalism Ethics; and Julia Wallace, editor of the Atlanta Journal-Constitution.

Cronkite Assistant Dean Kristin Gilger moderated the panel.

"These women are the women who blazed the trail for you," Gilger told the audience of about 150 students, faculty, journalists and community members.

Soeteber said that when she started out as a journalist, "I thought I had to be tough or tougher than any guy. I had to swear like the guys. I had to be tough and never let them see me cry.

"I had to pretend to like pro football!" she added with a laugh.

Wallace said her first job in journalism was as a college intern. She earned \$20 a week less than the male intern, and women weren't allowed to smoke in the newsroom — they went to the women's restroom to light up.

Wallace said she unwittingly broke the ban — something panelists said women have to be willing to do.

"I don't care what the rules are," Green said. "If you got a good enough reason to break it, then do it."

Green said it's important for women to have the attitude that they belong in the newsroom. "The only ceiling I ever put on myself, I put there," she said. "If I have that 'I belong here' attitude, I will find a way to get to exactly where I want to be."

Anaya, a three-time Emmy Award winner, agreed that women sometimes create their own barriers. "The most important thing is to believe in yourself," she said.

Women also need to be willing to work extraordinarily hard, Anaya said. As a young journalist, Anaya said she spent as much time as possible in the newsroom, working extra hours and getting as much experience as she could.

"I think men have dominated the business for so long that they just naturally are given more credibility," she said. "And they are

**"The most important thing is to
believe in yourself."**

—Catherine Anaya

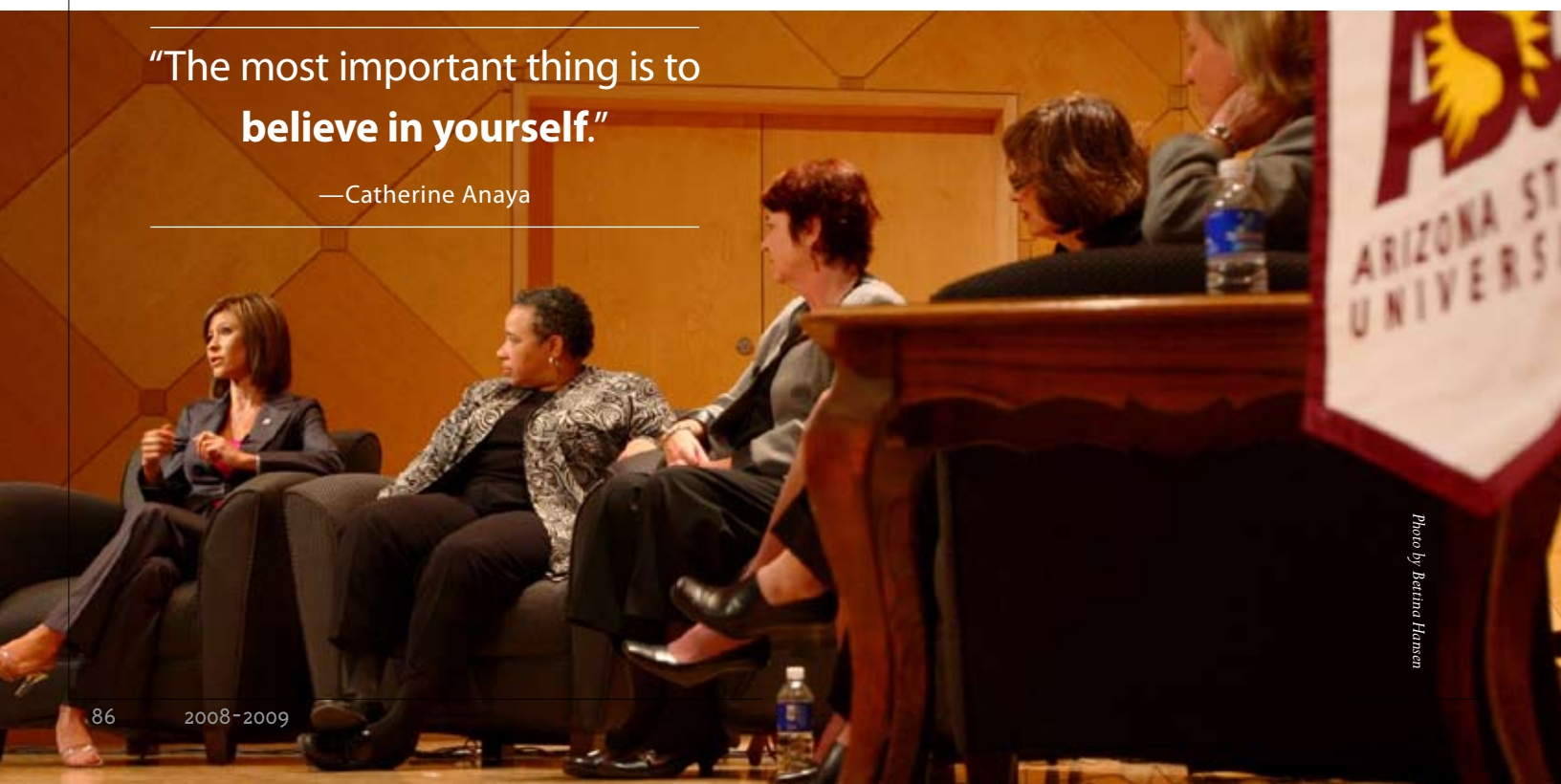


Photo by Bettina Hansen

Lecture Series Honors Schatt

Paul Schatt began his newspaper career as a copy boy at The Arizona Republic.

He was a student at Arizona State University at the time, studying political science and English, but he already knew that what he really wanted to be was a journalist.

After graduating, he landed a job at the Republic as a reporter 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 paper's Southeast Valley community sections.

In 1975, he agreed to teach a Reporting Public Affairs class at the Cronkite School. He would continue to teach that class for the next 30 years, training generations of Cronkite students in the inner workings of local and state governments and how to use public records. He pushed them to report and then report some more. And he made them laugh.

After Schatt's death on Nov. 18, 2005, his widow, Laura Schatt, established the lecture series in his name as a way to keep his memory and his legacy alive.



allowed to be on the air a lot longer." It's a battle she said she fights to this day.

Anaya warned that being a dedicated professional will almost inevitably take a toll on a woman's personal life, as it has her own.

"There's no such thing as having it all," she said.

Wallace said that any sacrifices she had to make are small compared to what most women have to face as they try to survive economically and keep their families together. "I feel very lucky," she said.

Wallace and the other panelists acknowledged the progress women have made in journalism.

While just 20 years ago women used to make up a small proportion of newsroom professionals, today they dominate most television newsrooms and make up 37

percent of newspaper newsroom staffs nationally.

At the Cronkite School, women account for 68 percent of all students, Gilger said.

The growing presence of women in newsrooms has made a difference, panelists said. Women have made newsrooms more diverse, and that has translated into news coverage that reflects a wider variety of interests and concerns.

"We speak for the voices that weren't being heard," Wallace said.

Panelists said there is little to hold back young women entering the field today.

"We've fought so hard to eliminate the barriers — I think everything is open to you," Green said.

"Every door is wide open, but you still have to work very hard and be smart," Soeteber added.

Anaya urged young women to "go into journalism for the right reasons." It's easy to focus on the glitz and the glamour of television, she said, but in reality there isn't a lot of glamour to the job.

Athia Hardt, who worked with Schatt at the Republic and was a friend, said Schatt not only thought women had a right to be in the newsroom, he welcomed them and frequently mentored them.

"This is this kind of discussion, the give and the take, the exploration of issues dealing with the media that Paul loved the most," she said.

Cronkite students Emily Bratkovitch and Jacqueline Pantos contributed to this report.

Left: The 2008 Schatt Lecture focused on women in journalism.

Below: Catherine Anaya of KPHO-Channel 5 says the profession takes a toll.

Photos by Bettina Hansen





Rodriguez Inspires Fall Graduates

The Cronkite School graduated 86 bachelor's students and eight master's students at its December 2007 convocation at Grady Gammage Memorial Auditorium on the Tempe campus.

Keynote speaker Rick Rodriguez, former executive editor of the Sacramento Bee and one of the nation's most prominent Latino journalists, told students that they have chosen the right profession.

He talked about how he got into journalism in his hometown of Salinas, Calif., taking a 10-cent-an-hour pay cut to go from a tortilla factory to a newsroom.

In exchange, he said, he got the chance to watch "history unfold." He covered César Chávez, who was making a bid to organize farm workers, many of them Mexicans in the country illegally.

"For me, it was an awakening of sorts, an opportunity at an early age to witness and to try to decipher the politics of power, labor, class and race," Rodriguez said. "Here was a profession that allowed me to do that, to be true to myself, to my ideals, to share what I knew about the world and what I saw."

Rodriguez, who later became the Cronkite School's first Carnegie Professor specializing in Latino and transnational news coverage, advised students to hold onto a "sturdy moral compass" as they

enter an industry that is undergoing breathtaking changes.

"The truth is that the industry is at a crossroads, for while we are searching for our future business models, we are also searching for our journalistic souls," he said. "For you students, this is a time to dream of what can be, not what has been, to dream of how you will fit into a future that is the most complex, the most challenging and the most exciting in the history of the news business."

Top: Associate Dean Frederic Leigh introduces Kappa Tau Alpha inductees.

Bottom: Rick Rodriguez gives the convocation address.

Photos by Ryan A. Ruiz



Student Awards

FALL 2007

Outstanding Graduate Student:

Sonu Munshi

Outstanding Undergraduate Students:

Ashley McNamee

Courtney Sargent

Nichole Szemerei

Highest Grade-point Average:

Hilary Griffith

Student Speaker:

Nichole Szemerei

SPRING 2008

Outstanding Graduate Students:

Keridwen Cornelius

Ashley Biggers

Outstanding Undergraduate Students:

Annalyn Censky

Benjamin Glicksman

Tiffany Tcheng

Marisa Freed

Patrick Schaefer

Highest Grade-point Average:

Lisa Hewitt

Matthew Storey

Alumni Association Outstanding Graduate:

Lauren Hengl

Channel 3 Outstanding Broadcast Student:

Jordan LaPier

Tribune Outstanding Print Student:

Ryan Kost

Student Speaker:

Victoria Cohen



Kappa Tau Alpha

Twenty-seven Cronkite students were inducted into Kappa Tau Alpha, the college honor society that recognizes academic excellence and promotes scholarship in journalism. The inductees represented the top 10 percent of their classes for the fall 2007 and spring 2008 semesters.

DECEMBER 2007 INDUCTEES

Delynn Bodine
Patricia Erika Borja
Briana Buxbaum
Anna Evenson
Hilary Griffith
Ashley McNamee
Courtney Stahl
Ashley Stubbs

MAY 2008 INDUCTEES

Andrea Aker
Annalyn Censky
Jane Christie
Laura Corrigan
Judith Crawford
Marisa Freed
Benjamin Glicksman
Lauren Hengl
Lisa Hewitt
Jacob Karp
Jordan LaPier
Brenna Morgan
Maria Ronan
Monis Rose
Patrick Schaefer
Sky Schaudt
Grayson Steinberg
Matthew Storey
Ashley White

Exhuberant Class Graduates in Last Tempe Ceremony

By Andre F. Radzischewski

The Cronkite School's last convocation on the Tempe campus also was one of its largest.

A total of 156 undergraduate and 17 graduate students graduated in a ceremony that was exuberant and sober by turns.

"You are an inspiring group of young women and men," Cronkite School Dean Christopher Callahan told the group, recalling the more than 100 regional and national journalism awards Cronkite students won in the previous year.

"Quite simply, we believe you are the best journalism students in the United States," he said. "You should feel confident that your Cronkite School education has prepared you well for the next stage of your life."

Keynote speaker Ellen Soeteber, former editor of the St. Louis Post-Dispatch and the Edith Kinney Gaylord Visiting Professor in Journalism Ethics at the Cronkite School, told the graduates they are entering the profession at a time of uncertainty but also great opportunity.



Ellen Soeteber gives the keynote address.

Photos by Deanna Dent

"Constant change is likely to be the one constant in your field of work — or any field of work," she said.

She encouraged them not to buy into the belief that news is out of fashion, adding that the intense interest in the 2008 presidential election discredits that notion. "More people than ever are getting news produced by a newspaper staff," she said.

The challenge, she said, is for newspapers to figure out how to be economically viable in a world dominated by the Internet.

She said it isn't the first time that the news industry has faced seismic changes brought on by new technology. When she graduated three decades ago, "the nation was in the midst of a recession ... and the communications business was in the midst of a dramatic transformation. Technology was changing how journalism was produced and delivered," she said.

"Does any of this sound familiar to you?"

New journalists entering the field must find ways to communicate with their own generation and the next, Soeteber said. "It's not just what your profession expects of you; it's what your nation needs of you."

Following the presentation of degrees, the Cronkite School honored top graduates, including Mathew Storey of Tucson.

"I just worked very hard," Storey said of his 4.1 grade-point average. Storey said he planned to return to ASU in the fall as a graduate assistant in the athletic department's media relations office.

Jeff Mitchell already had two business degrees under his belt and a full-time job when he began the Cronkite School's master's program.

"It was the best decision I've ever made," Mitchell said. "I have two degrees that I like. This is a degree that I love."

Diversity Research Underscores Cronkite Commitment

The Cronkite School produced two major journalism diversity projects in 2008, both of which were unveiled at the UNITY: Journalists of Color convention in Chicago, the world's largest gathering of journalists of color.

Funded by the McCormick Foundation, the projects consisted of a Web-based clearinghouse for research on news diversity issues and a census of ethnicity of the Washington press corps.

The projects underscore the Cronkite School's commitment to diversity, said Dean Christopher Callahan. "The school focuses heavily on journalism diversity issues via applied research and professional programs," he said. "Diversity has to figure into everything we do."

The UNITY/McCormick Foundation Electronic Clearinghouse for News Diversity Research contains more than 400 references to books, articles and reports that relate to diversity in journalism, provided in an easily searchable online database.

The clearinghouse project was headed by Professor Steve Doig, the Knight Chair in Journalism at the Cronkite School, who has conducted an annual newsroom diversity study funded by the John S. and

James L. Knight Foundation.

Doig, a national expert in computer-assisted reporting, said the database covers a wide range of topics about diversity, including newsroom staffing, news sources, journalism education and portrayals of minorities in the media. It references scholarly research, books, articles, professional reviews and journalism organization and foundation reports. While academic research is included, all abstracts are written in easy-to-understand language for the non-scholar.

Covering more than 60 years of research, the clearinghouse includes abstracts of everything from the 1947 report by the Hutchins Commission on Freedom of the Press to a new book about the growth of the African-American press in the United States.

UNITY President Karen Lincoln Michel said the clearinghouse is an important step in making certain that information about news diversity is readily available to a wide audience.

"Until now, information about news diversity has been scattered and easily overlooked," Michel said. "This



"We need a press corps in Washington, D.C., that reflects what America looks like."

— Karen Lincoln Michel

clearinghouse, with its critical data and important lessons, will help us make better decisions as an industry. We aren't going to be able to say: 'We didn't know.'"

The resulting database can be browsed, sorted, filtered and searched. The clearinghouse is available at cronkite.asu.edu/unity.

The second project, a census of the Washington press corps, followed up on a 2004 study conducted for UNITY by Callahan when he was at the University of Maryland.

The 2008 study found that only about 13 percent of the Washington daily newspaper press corps are journalists of color, slightly more than there were four years earlier. While there was improvement, UNITY officials said progress has been much slower than they had hoped.

"With the nation growing increasingly more diverse, we need a press corps in Washington, D.C., that reflects what America looks like," Michel, the UNITY president, said. "We represent a mere 13.1 percent of journalists pressing for



Cronkite School Assistant Dean Kristin Gilger headed up a study of diversity in the Washington press corps.

Photo by Bettina Hansen

Asian American Journalists Surveyed

A survey conducted by the Cronkite School for the Asian American Journalists Association revealed that members of the association worry that media consolidation and newsroom cutbacks will weaken the profession's commitment to diversity.

The survey was underwritten by the World Journal newspaper and conducted by Steve Doig, the Cronkite School's Knight Chair in Journalism. The results were released at the 2007 AAJA national convention.

"This study proves something we've long suspected," said Jam Sardar, AAJA national vice president for broadcast and a correspondent with the Comcast Network. "We're dedicated to giving people information they need to know about our communities, our cultures and our world. But the opportunity to perform this important public service is at risk. That's why it's incumbent upon everyone, particularly media owners and executives, to renew their commitment to diversity in this ever-changing corporate landscape."

More than three out of every four respondents said they have positive feelings about the journalism profession. But at least three out of every five said they expected that newsroom diversity would decrease "somewhat" or "considerably" because of media consolidation, buyouts and layoffs. And two-thirds said they foresee decreases in coverage of ethnic and racial minorities for the same reasons.

Founded in 1981, the Asian American Journalists Association is a national, nonprofit educational association based in San Francisco that has approximately 2,000 members.

Founded in 1976, World Journal is one of the largest daily newspapers in the United States. World Journal is published in New York, Los Angeles, San Francisco, Chicago, Houston, Toronto and Vancouver and widely distributed wherever there are Chinese Americans.



Knight Chair Steve Doig led diversity research.
Photo by Deanna Dent

answers from a federal government that serves a population nearly three times that size. UNITY considers the findings a call to action for media companies to reinvent their Washington news bureaus by staffing them with more journalists of color."

Improvement is needed not just in overall numbers but in the number of minority journalists in leadership positions and in the diversification of all news operations, big and small, she said.

The study showed that representation of journalists of color was lowest in top leadership positions. While there were three bureau chiefs of color in 2004 heading up major news operations in the nation's capital, there was just one in 2008 — Dean Baquet of The New York Times.

Additionally, nearly 80 percent of the newspapers with their own staffs in

Washington had no journalists of color working for them in professional roles.

The study also found:

- Among individual newspapers, USA Today made the biggest four-year gain in the number of journalists of color on its Washington staff. But other large newspapers, including The Dallas Morning News, the New York Daily News and the Houston Chronicle, reported no minority journalists covering Washington.

- Some Washington bureaus of the large newspaper chains, including Newhouse News Service and Gannett News Service, reported the most diverse staffs in Washington, but other chain bureaus, including Scripps Howard, Hearst, Media General and Copley, had among the least diverse newsrooms in Washington.

- Retention of minority journalists continues to be a concern. More than half of the journalists of color identified in the 2004 study were no longer part of the Washington press corps in 2008.

- Asian American journalists made the most progress proportionately in the Washington press corps since 2004, going from 1.9 percent to 3.2 percent of the total. There was one Native American journalist covering Washington for daily newspapers in 2008.

- Journalists of color surveyed described the Washington press corps as being out of touch with audiences back home and they attributed that, at least in part, to the lack of diversity in the Washington press corps.

- Of those surveyed, many expressed uncertainty about their long-term prospects as journalists. Almost 70 percent said they either don't plan to end up in journalism or they're uncertain whether they will finish their professional careers as journalists.

Kristin Gilger, assistant dean of the Cronkite School, was the project's lead researcher and authored the report.

Diversity Research Sponsors

- **The McCormick Foundation** is a nonprofit organization committed to making life better for children, communities and the country. Through its charitable grant-making programs, the foundation seeks to positively impact people's lives and advance the ideals of a free, democratic society.

- **UNITY: Journalists of Color Inc.** is an alliance of four major national journalism organizations: Asian American Journalists Association, National Association of Black Journalists, National Association of Hispanic Journalists and Native American Journalists Association. Its mission is to advocate quality news coverage about people of color and improve ethnic diversity in the nation's newsrooms.

Donald Godfrey

The Broadcast Education Association awarded Cronkite Professor Donald Godfrey its highest honor — the 2008 Distinguished Education Service Award.

The award goes each year to an individual who has made a significant and lasting contribution to electronic media education.

It was the second major award that Godfrey has received in the past two years. He was named a recipient of the 2007 Silver Circle Award by the National Academy of Television Arts and Sciences.



Godfrey, who has been a part of the Cronkite faculty since 1988, served on the BEA board of directors for eight years and as president from 1999-2000. He also is editor of the *Journal of Broadcasting & Electronic Media*, BEA's scholarly journal, which is considered one of the leading publications in the communication field.

The BEA is an association of professionals interested in teaching and research related to electronic media and multimedia enterprises.

Tim McGuire

Every week, Tim McGuire, the Frank Russell Chair for the Business of Journalism, weighs in on issues that journalists are debating — or issues he thinks they should be debating.



His blog on the business of journalism and media ethics has touched how journalists failed to adequately cover the mortgage crisis, coverage of the U.S. presidential campaign and the changing economics of the news business.

McGuire prods and probes journalists to think. About the business challenges the media face, he wrote: "What we're lacking right now is really philosophical thinking. If this is a seminal crisis, then we have to do some seminal thinking. And it really does have to be radical."

McGuire, former editor of the *Minneapolis Star Tribune* and past president of the American Society of Newspaper Editors, joined the Cronkite School in 2006.

The blog, "McGuire on Media," is available at cronkite.asu.edu/mcguireblog.

Faculty News and Notes

Associate Professor Craig Allen traveled to Miami to meet with the heads of Univision for his book on the history of Spanish-language television in the United States. Among the interviewees was Ray Rodriguez, Univision's president and CEO. It's the first time Rodriguez has ever agreed to an interview. Allen also finished filming a series of interviews for a documentary on President Dwight D. Eisenhower's use of the mass media.

Associate Dean Marianne Barrett was elected to a three-year term on the Association of Education in Journalism and Mass Communication Teaching Standards Committee. AEJMC is the nation's leading journalism education organization.

Associate Professor Sharon Bramlett-Solomon's article, "Race in Children's Television: Analysis of Nickelodeon's Commercials," was accepted for publication in the *Journal of Children and Media*.



Sharon Bramlett-Solomon

Bramlett-Solomon also presented two papers at the AEJMC convention.

Walter Cronkite Professor of Journalism Aaron Brown received an honorary doctorate from Macalester College in St. Paul, Minn. Brown returned to television in

summer 2008 as the host of the PBS public affairs program "Wide Angle."

Assistant Professor Serena Carpenter's paper, "Mobilizing the Online Public: An Examination of How Well U.S. Online Newspapers and Citizen Journalists Promote Community Engagement" was selected as one of the top four papers by the mass communication division of the National Communication Association.

Lecturer Mike Casavantes' chapter, "The Media in National Crisis 1914-1945," was published in *The Age of Mass Communication*, edited by David Sloan.

Associate Professor Mary-Lou Galician's media literacy work was featured in a St. Petersburg (Fla.) Times' article about the HBO show, "Tell Me You Love Me." Galician also serves on the advisory board for the new FactChecked.org Web site.

Assistant Dean Kristin Gilger was a presenter at the national Associated Press Managing Editors conference in Las Vegas.

Kauffman Professor Dan Gillmor's article on advocacy journalism was carried by the *San Francisco Chronicle*. An article he wrote questioning ABC News' reporting of the anthrax attacks also appeared in England's *Guardian* newspaper.

Assistant Professor Dawn Gilpin completed her doctoral work and received her Ph.D. from Temple University. She

is the lead author of the book "Crisis Management in a Complex World," published by Oxford University Press.

Cronkite News Service Broadcast Director Sue Green was a panelist on the "News Chopper Chases: Life or Death for Ratings?" session at the Broadcast Education Association's annual convention.

New Media Innovation Lab Director Retha Hill spoke at the Minority Media & Telecommunications Council held in Washington, D.C. She also was elected to the board of the National Association of Minority Media Executives.

Donald W. Reynolds National Center for Business Journalism Director Andrew Leckey spoke on "Hidden America: Uncovering Secrets from Enron to the Subprime Swoon" at the 2008 Arizona Freedom of Information Awards.

News Director Mark Lodato served on panels for the national Investigative Reporters and Editors conference and the Arizona League of Cities and Towns.

Associate Professor Fran Matera spent a year-long sabbatical working on research projects. She also served on the school's public relations search committee.

Professor Tim McGuire was a panelist on a conference about the future of journalism sponsored by the Carnegie-Knight Task Force in Cambridge, Mass. McGuire spoke on the economics of news and the prospects of new and old business models.

Two Promoted to Associate Professor

Cronkite School assistant professors Carol Schwalbe and Bill Silcock reached a major milestone in 2008 when they were promoted to associate professors with tenure.

When Schwalbe joined the Cronkite School in 2002, she was one of the first full-time new media specialists at a journalism school anywhere in the country. Since then, she has gained a national reputation as a teacher, researcher and new media pioneer.

Schwalbe's research centers on the role of images in shaping ideas and public opinion — an interest that grew out of her 30-year career with the National Geographic Society. Most recently, she has researched ethical concerns about publishing violent images and the visual framing of the Iraq War on the Internet. Her work has appeared in leading journals.

"Carol Schwalbe is remarkable in many ways, but what is particularly striking is the fact she taught herself research methods — no mean feat," said Senior Associate Dean Marianne Barrett.

Schwalbe's teaching has been recognized by the Association for Education in Journalism and Mass Communication, which twice awarded her its grand prize in the Great Ideas for Teachers competition. She is the recipient of the 2008 ASU Faculty Achievement Award for Excellence in Classroom Performance, one of two ASU professors selected for that award.

Her students have won some of journalism education's top awards, including those given by the Online News Association, the International Academy of Digital Arts and Sciences and the Society of Professional Journalists.

Dean Christopher Callahan described Schwalbe as "an imaginative, passionate and inspirational teacher whose innovative techniques have been recognized nationally at the highest levels of our discipline."

Silcock, or "Dr. Bill" as he is known to students, joined the Cronkite School in 2001 after earning his doctorate from the University of Missouri.

A former television anchor, producer and news director, Silcock taught at the University of Missouri and Brigham Young University. He received two Fulbright awards to study in Ireland and Sweden and has since trained journalists in 10 other countries.

At the Cronkite School, he is one of the cornerstones of the



Bill Silcock teaches broadcast classes.



Carol Schwalbe has won awards for teaching.

broadcast journalism faculty, teaching TV reporting, news producing and radio reporting.

Silcock's research has focused on newsroom culture, ethical decision-making in newsrooms and how journalists, especially TV newscast producers, determine what is news.

Silcock also has been recognized for his documentary work. He was the reporter and co-executive producer on "Backstage at a Presidential Debate: the Press, the Pundits and the People," which received an Award of Excellence from the Houston International Film Festival.

Callahan said Silcock "is a master teacher and first-rate scholar who brings an extraordinary depth of professional experience to both his research and his teaching."

Carnegie Professor of Journalism Rick Rodriguez was a panelist at a regional conference on immigration issues sponsored by the American Society of Newspaper Editors. He also participated in a workshop sponsored by the Society of Environmental Journalists.

Associate Professor Dennis Russell presented a paper, "The Culture of Emotional Paralysis: Existential Underpinnings of Michale Haneke's The Seventh Continent," at the Far West Popular Culture Association's annual convention in Las Vegas.

Associate Professor Joe Russomanno

spent a spring sabbatical researching and writing a major portion of a book project that integrates free speech theory and contemporary media analyses to examine how the Bush administration handles information.

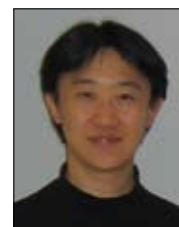
Professor Ed Sylvester developed a Web site to showcase the work of students in his science and medical writing classes. The project was funded by a grant from WorldNow and its founder and CEO Gary Gannaway.

Assistant Professor Leslie-Jean Thornton was named an AEJMC Great Ideas for Teachers Scholar for her work

on using Soundslides in the classroom.

Thornton also served as program chair and vice head of AEJMC's newspaper division.

Xu Wu spent summer 2008 in China conducting research and serving as a consultant on crisis management at the Beijing Olympics. He also was one of four keynote speakers at a seminar on the Olympics and non-traditional security issues and a presenter at the 10th annual China Communication Conference.



Xu Wu

Mathews Named Outstanding Associate

By Ryan Calhoun

When Wilma Mathews was introduced at the spring 2008 Cronkite School convocation, a cheer went up from the crowd of students gathered at ASU Gammage auditorium.

"When Wilma's name was called, everyone went nuts," said graduating senior Rollin Wood, a former student of Mathews'. "Nobody has anything bad to say about her."

Mathews, who has taught public relations classes in the school since 2006, was named the Cronkite School's Outstanding Faculty Associate for 2008. She received the award during a luncheon in April.

In presenting Mathews with the award, Cronkite Senior Associate Dean Marianne Barrett called Mathews "a knight in shining armor" for taking over a class in mid-semester when another instructor left.

She quickly got the class back on track, Wood said. "She was very assertive and confident in her teaching ability, which gave us confidence in her."

Mathews is consistently praised by students for her professionalism and her support, said Cronkite Assistant Dean Kristin Gilger. "They say that she's tough and demanding, but they always feel like she's on their side."

Mathews has long been a member of the International Association of Business



Wilma Mathews

Communicators, a global network of communications professionals with 16,000 members in 67 countries. She is one of just 55 members named an IABC Fellow. She also advises the Cronkite chapter of the Public Relations Student Society of America.

Mathews retired from her full-time job at ASU in 2007, but continues to teach — something she hopes to do for a long time.

"Teaching gives you instant gratification in the classroom and a lifetime legacy ... if you do it right," she said.

Mathews said she was surprised and honored at being chosen outstanding faculty associate.

"I'm humbled because there are 50 faculty associates in this school," she said. "All of them do a great job, and to be singled out is very humbling."

Adjunct Faculty Give School Professional Power

The Cronkite School's move to downtown Phoenix puts it in the middle of the Valley's media market and closer than ever to the dozens of professional journalists who teach part-time at the school.

That isn't the only advantage to being in downtown Phoenix, but it's a major one, said Cronkite School Dean Christopher Callahan.

Up to half of the school's classes each semester are taught by adjunct faculty, or faculty associates, Callahan said. They teach primarily skills classes, such as news writing and reporting and videography. The skills and experience that adjunct faculty bring to the classroom are critical in a professional journalism program, Callahan said: "Quite simply, we couldn't do it without them."

Cronkite public relations senior Amanda Debons said adjunct faculty give students a dose of reality. "They can say they were there," Debons said. "It makes the connection to the professional world way more real."

Instructor Earns 'Grammar Queen' Title

By Ryan Calhoun

At the Cronkite School, Andrea Decker is known as the "grammar queen." And it's not just because she's good at grammar. It's because she's so good at teaching it.

Decker teaches two freshman sections of "Grammar for Journalists," a one-credit class required of all Cronkite freshmen who have not demonstrated a proficiency in grammar.

Cronkite Assistant Dean Kristin Gilger said that while she was confident that Decker, a former editor at McMurtry, a custom publishing company in Phoenix,

knew her grammar, she was uncertain how students would react to the class.

"They have to take it on Fridays when they're not used to taking classes," she said. "And it's grammar — not a subject that most students embrace."

But a couple of visits to Decker's classes convinced Gilger that students were not only OK with the class — most of them loved it.

"She tells grammar jokes, and they actually laugh," Gilger said.

Cronkite student Charlsy Panzino said the class was far more fun than she ever thought a grammar class could be.

"She just made (the class) really



Andrea Decker

interesting," Panzino said. "I thought she was one of the best teachers I have ever had."

Decker was an ASU student herself not long ago. She earned her bachelor's degree

USA TODAY Reporter a Natural in Classroom

By Ryan Calhoun

Greg Boeck grew up going to University of Kentucky basketball games with his father, Larry Boeck, a sportswriter for The Courier-Journal, Kentucky's largest newspaper.

The younger Boeck's job was to run each page his father wrote to the Western Union operator, who filed the story to the newspaper office in Louisville.

His mother, Mary Boeck, wrote for the competing newspaper, The Louisville Times.

"I guess journalism was in my genes," Boeck said.

Boeck went on to write about sports for 38 years. He covered nine Olympics, eight World Series, seven Super Bowls, 16 Kentucky Derbys, 12 Breeders Cups, 12 college bowl games, five Final Fours, 13 NBA finals, six U.S. Tennis Opens, one Wimbledon, three PGA championships and two U.S. Open golf tournaments.

Boeck said those assignments produced many memorable moments, but he particularly remembers the 2006 Winter Olympics in the Italian Alps.

"My mode of travel to the press center was a ski lift," he said. "Tough job, but somebody had to do it."

Boeck started his career as a high

school sports writer for the Orlando (Fla.) Sentinel. He worked for the Rochester (N.Y.) Democrat & Chronicle before moving to USA TODAY in 1990. He was part of an award-winning team that exposed conflict-of-interest issues regarding U.S. Olympic Committee President Robert Helmick, who resigned.

Boeck was assigned to Phoenix as a bureau reporter for USA TODAY in 2000, covering the Phoenix Suns.

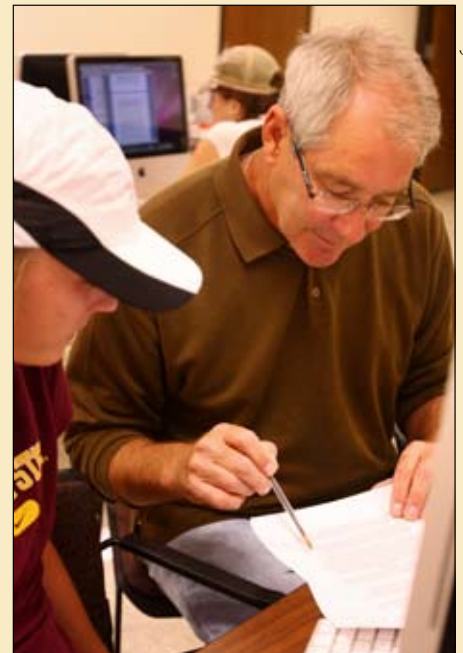
About halfway through his time at USA TODAY, Boeck's son, Scott, joined the paper's sports department.

"I think he is one of the best writers and reporters of all time," Scott Boeck said of his father. "My co-workers speak very highly of him. A lot of them worked with him for 15 to 20 years."

The senior Boeck took a buyout from USA TODAY in 2007, although he continues to freelance. He also joined the Cronkite School as a part-time instructor, teaching intermediate news writing and reporting.

"Teaching is as exhilarating as covering the U.S. hockey team's upset over the Soviet Union in the 1980 Olympics," Boeck said. "Only it's more rewarding preparing others for the work I enjoyed for four decades."

Public relations senior Amy Brooks said she was terrified when she signed up for Boeck's class in spring 2007. She had heard



Greg Boeck

that the class was time-consuming and difficult, but Boeck's approach soon put her at ease.

"He was still in the newsroom mindset," Brooks said. "You could tell that he was still like a professional in the business, not a teacher. You felt more like a colleague than a student."

Scott Boeck said he's not surprised in the least that his father is a good teacher.

"He gave me advice from the very beginning," Scott Boeck said. "He taught me the same things he has taught students at ASU. I think it's a blessing that he's become a teacher."

in music in 2000 and a Master of Fine Arts in creative writing in 2003.

She said she learned to love language from her parents,

"My parents had what they called the 'paragraph policy'," Decker said. "For a period of years in the '80s, when we wanted to watch television we had to write a persuasive paragraph explaining what we wanted to watch and why — and it had to be approved, with a signature, 10 minutes prior to show time."

Although she was interested in a lot of things — ballet, soccer, writing, drawing, music — she eventually settled on editing and writing, in part because she has rheumatoid arthritis, which she developed when she was 12.

"It could be said that (arthritis) limited my choices, as it knocked professional pianist out of the running," Decker quipped. "But it's also forced me to consider which of my talents are ones I can count on, no matter what shape my body is in."

After college, Decker took a job as a copy editor at a concept product design company in Mesa before landing a job as a copy editor in 2004 for McMurtry, which publishes magazines and specialty products. She was promoted to senior editor and

developed the company's style guide.

She also got involved in efforts to raise awareness and funds for arthritis research.

Over the years, she wrote articles, short stories and even a crossword puzzle, which she said is much more difficult than completing one. Her fiction and nonfiction have been published in a number of magazines.

But she felt like something was missing.

She began teaching classes at ASU, which convinced her that she wanted to be in the classroom full time.

In August 2008, she took a job teaching world literature to 10th and 12th graders at Phoenix Country Day School, an independent school in Paradise Valley. She also advises the yearbook.

But on Friday afternoons, Decker returns to ASU to teach grammar and creative writing.

The classroom is "where I belong, and it's where I intend to stay," she said. "No matter how I come in, I leave a classroom full of energy and ideas. The students and their questions and their comments and their energy make me feel like I can leap buildings. I learn from them, every day—and that's really at the heart of it."

Photo by Bettina Hansen

Hearst Professionals Visit School

Every year since 1992, leading journalists from around the country have visited the Cronkite School as Hearst Visiting Professionals, sharing their expertise with students and faculty.

Visitors during the 2007-08 academic year included Julia Wallace, editor of *The Atlanta Journal-Constitution*; Jason Manning, the politics editor at *washingtonpost.com*; and Susan Carroll, immigration reporter for the *Houston Chronicle*.

The visiting professionals program is supported by a generous grant from the William R. Hearst Foundation. The foundation was founded in 1945 by newspaper owner William Randolph Hearst. Based in New York City, it supports programs in the areas of education, health, social service and culture. It also funds the annual Hearst Journalism Awards program for college journalists.

Editor Reinvents AJC

By Abby Fotis and Kelly McGrath

Julia Wallace began her newspaper career as an intern at *The Atlanta Journal-Constitution* more than 25 years ago.

Today, she is the paper's editor.

The AJC, as it is known, is the flagship publication of Cox Enterprises Inc. and the largest newspaper in Georgia. Wallace is the first female editor in the paper's history.

Wallace was a Hearst Visiting Professional at the Cronkite School in spring 2008. She visited with students and faculty and participated in the second annual Paul J. Schatt Memorial Lecture.

In a television broadcast history class taught by former CNN news anchor Aaron Brown, Wallace talked about how her newspaper is adapting to a digital media world.

"We have to make big changes and be more aggressive on the Web," she said. "Digital is right now."

She said the AJC went through a "dramatic and ambitious" reorganization that separated the paper's digital and print staffs. "It is more than just name changes," she said. "Every process has changed."

But, she said, even more change is coming. She said newspapers have to reinvent their business models to survive.



Julia Wallace talks about changes at her newspaper.
Photo by Bettina Hanssen

"It is hard to know where it will end up," she said. "Print will continue to deteriorate, and we better prepare for it."

But she said she is confident that the Web has great economic potential.

One of Wallace's first newspaper jobs was as a reporter at *USA TODAY* when the paper started out in 1982. It was a paper that many predicted would fail.

What she learned there — to embrace innovation — has been a hallmark of her management style since at newspapers ranging from the *Chicago Sun-Times* to *The Statesman Journal* in Salem, Ore., and *The Arizona Republic*, where she was managing editor.

"What we do has so much value to so many people," Wallace said. "We need to make this work!"

Immigration Reporter Shares Expertise

Susan Carroll knows more about immigration and the border between Mexico and the southwestern United States than almost any other reporter in the country.

Carroll first began covering immigration in 2000 for the *Tucson*



Susan Carroll helps students in a depth reporting class.
Photo by Ryan A. Ruiz

Citizen, an afternoon newspaper in Tucson. She went on to cover immigration and the border for *The Arizona Republic*, opening the newspaper's Nogales bureau. In 2006, she was appointed immigration reporter for the *Houston Chronicle*.

So when instructors for a fall 2007 depth reporting class were seeking professional advice for students who were about to tackle a semester-long project on families divided by the U.S.-Mexico border, it was natural that they turned to Carroll.

One of the instructors, Cronkite School Assistant Dean Kristin Gilger, said she remembered Carroll's work in Arizona well, and she knew that Carroll had deep sources that could help the students. So she invited Carroll to visit the class as well as meet with faculty and other students interested in border issues.

"She did a great job helping students with sources, but she did far more than that," Gilger said. She also helped the students hone their ideas and gave them feedback on their stories.

For example, Carroll told students, "We often overlook the plight of legal immigrants, but their stories of separation can be

Web Politics Editor Visits, Decides to Stay On

By Jourdan Rassas

When Jason Manning visited the Cronkite School in the spring of 2008, he offered students a clear message: Written articles are only one method of telling a story.

Today's journalists have to be "platform agnostic," he said, quoting Arthur Ochs Sulzberger, Jr., publisher of The New York Times. In other words, they need to understand that it's the story that's important — not whether it's delivered in print or online, in words or on video, Manning said.

Manning spent a week at the school as a Hearst Visiting Professional, lecturing in online media classes and talking to Cronkite faculty. He liked it so much that a few months later, he accepted a job as director of Student Media at ASU. He also is teaching a journalism and technology class for Cronkite freshmen.

Manning had been living outside of Washington, D.C., working for The Washington Post as the politics editor at washingtonpost.com, but his wife's family is from Mesa. The couple liked the idea of being closer to relatives.

Manning said he also was impressed with the Cronkite School, which he said is "working on the right things in multimedia."

During his visit, he told Cronkite faculty that he wanted to come away with "three cool ideas" that he could apply at The Washington Post. Cronkite Professor Tim McGuire suggested something that explains to readers how super delegates are chosen for the national party conventions.

"We're on it," Manning replied.

Manning has a deep background in digital media. At the Post, he supervised a team of reporters, videographers, producers, bloggers and interns. Washingtonpost.com is third among all U.S. newspaper Web sites in usage, behind only The New York Times and USA TODAY.

Before joining washingtonpost.com in January 2006, Manning was an editor on the Web site of "The NewsHour with Jim Lehrer," focusing on national and political news. He also was education Web producer for U.S. News & World Report and an editor at



Jason Manning encourages students to model themselves after journalism greats.

Photos by Bettina Hansen

America Online.

He received his degree in journalism from the University of Florida's College of Journalism and Communication and holds a master's degree in history from George Mason University.

In every class he visited, Manning asked students who their journalistic heroes were. Student journalists need to model themselves after someone they admire, he said; they need a high standard to shoot for.

In faculty associate David Proffitt's online media class, he gave students some additional advice: "Do everything you can to get some sort of job in the industry, stay close to the industry, take a low-paying job even right out of school and keep your skills up because when it gets better, you'll be ready to move forward."

Lauren Misak, a student in Proffitt's class, said she appreciated Manning's honesty.

"He encouraged us to stay close to the journalism field because our hard work will pay off in the long run," she said.



compelling." Thousands of people who are trying to get legal status in the United States are held up by huge backlogs for background checks and other paperwork, she said.

She also suggested focusing on children who are frequently detained and separated from their families when the families attempt to enter the country illegally.

The students took much of Carroll's advice, and the project they produced, "Divided Families" has been featured in publications across the state, including Phoenix Magazine, the Arizona Capitol Times, the (Yuma) Sun and the White

Mountain Independent. In addition, the Cronkite School published a special 74-page magazine devoted to the project, and Cronkite NewsWatch, the school's award-winning student newscast, produced a half-hour special that aired in spring 2008.

The project can be viewed at cronkite.asu.edu/spring2008.

Carroll was twice named Arizona's Journalist of the Year by the Arizona Press Club. She also won first place for beat reporting in Arizona in 2001 and 2002 from the Associated Press Managing Editors, five outstanding reporting awards from Gannett Co. Inc. and numerous other

statewide honors. She graduated from the University of Arizona in 1999 with degrees in journalism and Spanish.

She also has been a panelist on border and immigration issues for Investigative Reporters and Editors and the Western Knight Center for Specialized Journalism.

"When I visited ASU, I was genuinely impressed with the students' ideas and their enthusiasm. But their final product exceeded my expectations," Carroll said. "It was encouraging to see a group of young journalists assemble such a great body of work on the border."

Cronkite School Says Goodbye to Stauffer

By Philip Haldiman

The forefathers of journalism used to tap away at a funny instrument to do their work. It is now a relic, and it's called a typewriter.

As recently as three years ago, Hunter S. Thompson was reportedly found dead with the word "counselor" centered on a plain white page in his typewriter in front of him. If this is true, he may have been the last person to practice journalism with a typewriter.

But this story is not about typewriters. Not really.

By the time this Word-created document reaches your eyes, the dust will be cleared and the windows shined for what may be the best-equipped journalism school facility in higher education.

The new Cronkite building, at six stories and 253,733 square feet, is nearly three times the size of its old home in Stauffer Hall. It makes the old Tempe haunt look small time. It's like, well, the difference between a personal computer and a typewriter.

When faculty and staff packed up their files, photos and awards and moved to their new home in downtown Phoenix this summer, few lamented leaving Stauffer, which had become overcrowded to the point that some faculty and staff were housed in little more than closets and others were spread out to whatever cubicles could be found in other corners of the campus.

The leave-taking should not be without note, though. The Cronkite School had a home in Stauffer Hall for 35 years.

It was 35 years during which the media industry saw massive changes, from the advent of computers to the proliferation of cable and the construction of the information superhighway. Thirty-five years during which thousands upon thousands of journalism students sat in hallways waiting for classes to begin, then slid into chairs and turned their expectant faces toward their teachers.

It began in 1971, when designs were being drawn for a journalism building on the Tempe campus. It would be named after Charles Stauffer, publisher of The

Arizona Republic in the 1950s and 1960s.

Joe Milner, who was chair of the journalism department at the time, said his office was in the School of Business building near the Student Union and the athletic field. It wasn't a bad spot, he said, given that he could watch Sun Devil baseball games without leaving his office.

The baseball team would relocate to Packard Stadium in 1974, not long after university officials started talking about moving the journalism department, then called the Department of Mass Communication.

"We had a choice of going to the third floor of the old administration building or to Language and Literature," Miller said. "I knew that central administration would eventually want all the space in the old administration building for themselves, so that's what I chose."

Sure enough, within a couple of years, Milner's prediction proved true — the administration was growing and journalism would have to move again. This time, it needed a lot more room.

"Students became very interested in radio and television in the 1950s, and then it exploded in the 1960s," said Bob Ellis, the first station manager at ASU's new public television station.

The television station also needed space, Ellis said. KAET was housed near the engineering building, working partially out of trailers.

It was time for a new building.

So Milner and Ellis went to ASU President G. Homer Durham with a plan to share a building that also would have room for the speech department. Durham gave the go-ahead to seek approval from the state Legislature.

Milner was determined that the building would be state-of-the-art. He traveled around the country visiting other journalism schools — Kent State and the University of Tennessee among them — to see what was possible.

The architects came up with three designs, and Milner said he picked the one that was "the most modern, the most



Associate Professor Bill Silcock prepares to move out of his office in Stauffer Hall.

Photos by Bettina Hansen

“It was a fantastic, new, state-of-the-art building, but we didn’t have enough money to buy furniture.”

— Professor John Craft

appealing.” It had long, narrow windows and a breezeway that connected the main building to Channel 8. The breezeway, especially, was considered very cutting edge, Milner said.

Originally, the facility was designed to house five studios — three for Channel 8 and two for the journalism department — but well into the project, funding was sliced, Ellis and Milner said. The number of classrooms was reduced and the studios



Advisers were housed in the basement of Stauffer.
Photo by Bettina Hansen

were cut to three.

Milner remembers an intense weekend working with architect Robert E. Lutz redesigning the basement and first and second floors — the floors the journalism school would inhabit for the next 35 years — to fit the new budget.

When the building opened in 1973, it could accommodate 450 students, but enrollment was already above that, Milner

said. “It was always too small.”

There wasn’t enough money to properly equip the building, either, Ellis said.

“We didn’t have underwriting or pledge drives back then,” he said. “Funding was through the university ... or it was nothing. So the building and the school were constantly playing catch-up. We never had enough money. Everything was borrowed, lots of the equipment.”

Cronkite Professor John Craft also was there from the beginning.

“It was a fantastic, new, state-of-the-art building, but we didn’t have enough money to buy furniture,” he said.

But for the first time, most journalism classes could be held in the same building, and there was room for the student newspaper and student organizations, Milner said. And when the school received accreditation for the first time later that year, it was the building that made the difference, he said.

It wasn’t long before the swell of students and faculty surpassed the capacity of the building. A few numbers: When the building opened, there were seven full-time faculty members. By the time of the move, there were 35. The number of journalism undergraduates stood at just over 450 when the building opened. By the time of the move, it was about 1,300.

Students and teachers learned to make do. For example, in the 1970s, Craft said his TV production class was basically taught in the shop of the PBS studio. By the time he was packing to move downtown,



Top: The supply room, mailroom and lunchroom shared the same space in Stauffer Hall.
Above: Room 232 held many newswriting classes over the years.

Photos by Bettina Hansen

he was teaching a class in his office. “No, I won’t miss that,” he said.

The building itself became a study in retrofitting. It was carved up and compartmentalized countless times in an effort to make things fit.

Cronkite Associate Dean Frederick Leigh started work in Stauffer Hall in 1979. “In the early 1980s, we ran out of space for faculty offices,” he said. “Part of the reporting lab in Room 137 was walled off and became office space for faculty.

Later the photojournalism wet lab was converted to a digital editing lab that became the newsroom for NewsWatch.

“I think we had probably easily outgrown the building by 1979,” Leigh said.

Meanwhile, the Cronkite staff did its best to keep the building’s technology up to date. And technology was changing fast.

“There were no computers, cell phones, Internet or VCRs in the early 1980s,” said Professor Ed Sylvester, a longtime Stauffer resident. “Then just before the summer session began in 1985 or ’86, all the

clunky, manual typewriters were replaced with Macintosh computers,” and three classrooms were retrofitted as computer labs.

Other things changed, too.

In 1979, the school got a new department chair — ElDean Bennett — and a new name — Journalism and Telecommunication.

In 1984, Walter Cronkite agreed to attach his name to the school.

And in 2004, ASU President Michael Crow announced that the Cronkite School would become an independent unit and be an integral part of a new campus in downtown Phoenix.

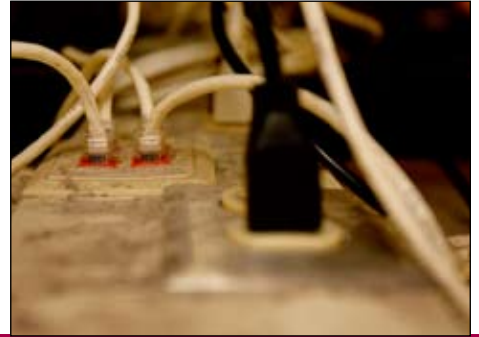
Milner said he sometimes misses the old days — Stauffer Hall included. But the changes, he said, are all for the good.

“I think the move downtown to the new building is a great move,” he said. “I wish I was part of it.”

Kristin Gilger contributed to this report.



Photos by Bettina Hansen



The Information Technology office in Stauffer Hall also housed the servers for the school.

Photos by Bettina Hansen

What Happens to Stauffer Now?

The space vacated by the Cronkite School in Stauffer Hall on the Tempe campus will be used as transitional space for programs and people displaced by building renovations, according to the Office of the University Architect.

A number of building renovations are planned on the Tempe campus, and as those projects get under way, departments may be moved to one or more of the three floors that the Cronkite School previously occupied in Stauffer, said Carrie West, architect junior.

The Tempe campus is so crowded that the additional space will be welcome, she said. The floors may be used as “swing space” for several years, she said. But ultimately, “some department, most likely academic” will probably occupy the space, she said.

The Hugh Downs School of Human Communication continues to occupy the top floors of the building.



Photos by Bettina Hansen

“He was one of those guys that would really own the room when he walked into it.”

— Former colleague Bill Miller

Jane Bergamo, Walter Cronkite and Ron Bergamo at the 2007 Cronkite Award Luncheon.



Bergamo Leaves Legacy of Laughter, Leadership

By Matt Mullarkey-Toner

On Jan. 6, 2008, Arizona lost an important and much-loved member of the journalism community when Ron Bergamo died in a Prescott car crash.

A longtime media executive, Bergamo, 64, was general manager and vice president of AZ-TV-Channel 27 in Phoenix, the only locally owned TV station in Arizona. He had just taken over as chair of the Cronkite School Endowment Board of Trustees.

During his long career, Bergamo was general manager of the CBS affiliate in Phoenix and was part owner and general manager for KWBA-TV in Tucson. He was a past chair of the Arizona Broadcasters Association and active in many civic groups and causes.

Journalists invariably described Bergamo as one of the most positive people they have ever known.

Win Holden, publisher of Arizona Highways magazine, worked with Bergamo for 28 years on projects such as Valley Big Brothers and Sisters. He said everybody in the broadcast industry knew him.

“He was always smiling and by far the most upbeat person that I have ever met,” Holden said.

Bethany Taylor, director of development for the Cronkite School, said Bergamo was a driving force for 20

years on the school’s endowment board, which is made up of media professionals who support and guide the school’s leadership.

“The thing about Ron was that he was always positive and optimistic,” Taylor said. “And he provided great counsel.”

According to a press release from AZ-TV, Bergamo was born in Phoenix and attended North High School. After getting his degree from the University of Arizona in 1969, he went to work for a Chicago advertising agency.

He moved into television a few years later, working at stations in Beaumont, Texas, and Wichita, Kan., before returning to Arizona as general manager of KTSP-Channel 10, then Phoenix’s CBS affiliate. He changed the call letters to KSAZ, which stood for “Spirit of Arizona” and was in charge for more than a decade, until the station’s purchase by FOX in the mid-1990s.

He was part owner and general manager of KWBA-TV in Tucson until partnering with Jack Londen in 2002 to launch AZ-TV in Phoenix. The station grew from a low-rated station featuring black-and-white reruns to a fast-growing home for contemporary comedy and local programming.

Bergamo was known as a champion of local, independent programming. In 2006 he signed a pact with the Phoenix

Coyotes making AZ-TV the over-the-air home for the hockey team.

Art Brooks, president and CEO of the Arizona Broadcasters Association, said Bergamo should be remembered as a great representative of all broadcasters and a good spokesman for the industry.

But, Brooks said, it is Bergamo’s quirky sense of humor that he’ll remember most.

“One time Ron went to a Grateful Dead concert and he showed me a hat that he had bought at the concert,” Brooks said. It was a normal cap except the back of it had a long, fake ponytail.

“Of course, Ron was bald,” Brooks, said, laughing.

Bill Miller, former president and general manager of KTVK-Channel 3 in Phoenix, said Bergamo was a friend as well as a business rival.

“Ron was general manager at Channel 10, and I was his counterpart at Channel 3,” Miller said. “It was interesting in that we spent our weeks working trying to kill each other, but that was all gone when we worked together at the Arizona Broadcasters Association.

“It was hard not to like a guy with such a broad, bright smile,” Miller said.

“He was one of those guys that would really own the room when he walked into it. The business and the world in general would be a much better place if Ron was still here.”

Classmates Reunite at Phoenix Magazine

By Carolyn Carver

When Adam Klawonn learned he had just been hired as the associate editor at Phoenix Magazine, he called an old friend from college.

"I hear we're getting the band back together," he told Stephanie Paterik, the magazine's managing editor and a colleague from their days on The State Press, ASU's student newspaper.

The "band" includes the person who hired both of them — Phoenix Magazine Editor Ashlea Deahl, another Cronkite School graduate. The three of them started their careers together in what State Press students have for years affectionately referred to as the "dungeon" in the basement of Matthews Center on the Tempe campus.

Deahl spent the better part of 10 semesters working for The State Press and the State Press Magazine, which she edited. She jokes that she probably holds



Stephanie Paterick, Ashlea Deahl and Adam Klawonn started out together as college journalists.

Photos by Deanna Dent

the record for longest time spent in the dungeon. And she remembers thinking that if she could just keep working for the magazine after graduation, she'd be perfectly happy.

"And that's kind of what I did," she said with a laugh. "This is kind of like working for a grown-up State Press Magazine."

At 29, Deahl is the youngest editor Phoenix Magazine has had in its more than 40 years as the largest city magazine in the Valley.

Shortly after taking over the magazine last year, Deahl launched a new look and added content. She said she was going for thoughtful and fun pieces with a more modern look.

"We want people to open the magazine up and see something surprising," she said.

Deahl's first exposure to Phoenix Magazine was as an intern during college. After graduating from the Cronkite School with a bachelor's degree in journalism, she took a job as an editor at McMurtry, a Phoenix custom publishing company, but she continued her association with the magazine, contributing freelance pieces.

In 2005 she moved to the magazine full time as the managing editor. She was only 25.

When she had the chance to build her own team, she turned to her former classmates.

Paterik was working as a business reporter for The Arizona Republic when Deahl approached her. Klawonn, who had gone on to report both in Phoenix and San Diego, Calif., after graduation, had been freelancing for the magazine for a year.

Klawonn said it was Paterik who hired

him at The State Press, and it was there that he learned the fundamentals of good journalism.

"We all learned how to report together," he said. "We all went out to learn more, then came back together."

"It's a perfect mix," Deahl said of her editorial team. "I didn't hire them because they are my friends; they're damn good at what they do."

But when the three gather around a granite conference table to brainstorm ideas for the magazine, their shared history quickly becomes apparent.

Paterik spills her Jamba Juice on the tan carpet, and while they try to clean it up Deahl recalls that Paterik used to bring the same kind of Jamba Juice to editorial meetings for The State Press.

"It's a Jamba Juice Catastrophe," Klawonn intones as he watches the other two clean up the spill.

All three remember with fondness the countless hours they spent in the newsroom and in classrooms together and the hours they spent at Casey Moore's in Tempe after meeting a tough deadline.

They have all signed on to help get The State Press Alumni Club off the ground. They hope to offer scholarships and networking opportunities for the next generations of State Pressers at ASU.

But for now, the three have put in a long day, and it's time to head home. First they'll stop for a drink — not at a hip Scottsdale bar, but back to where it all began — Casey Moore's.

"Old habits die hard, I guess," Deahl said.



Cronkite School Honors Chicago Broadcaster

By Andre F. Radzischewski

When Chicago TV icon and Cronkite School graduate Bob Petty paid a visit to his alma mater in November 2007, he barely recognized the “low-key, easy-going, very quiet” campus he remembered.

“I was amazed. It was like being in Chicago’s Loop at lunchtime,” Petty said. “I got lost three times. I couldn’t find Old Main.”

Much has happened since Petty’s 1970 graduation, and not just in Tempe. Between then and now also lies a remarkable career in journalism, during which Petty ended up in the anchor chair of Chicago’s ABC 7, a major station in one of the nation’s biggest media markets.

For his accomplishments, the Cronkite School inducted Petty into its Alumni Hall of Fame in December 2007.

Petty was born in Memphis, Tenn., in 1940 and grew up just across the state line in Missouri. There was always a newspaper in his home, Petty said, and he had to be quiet when the news was on the radio.

“I’ve been a news junkie all my life,” he said.

He attended Lincoln University in Jefferson City, Mo., but soon headed west, first to Los Angeles, then to Phoenix.

“I’d always been curious about other parts of the country,” Petty said.

In 1965, he married Cora — a “Mesa girl,” as Petty puts it — and started a family.

Petty said he fell in love with the Valley of the Sun in part because he found that the color of his skin was no impediment. There was “no Jim Crow in Arizona,” he said.

In 1967, he enrolled full time at ASU. He was interested in radio and television production, but there was no such department at the time, so “I took all the print stuff,” Petty said.

He worked as a cameraman for Eight/KAET at ASU, and that helped him land a job with KOOL, then the local CBS affiliate, for which he worked in a variety of positions, including reporter, producer and weekend weatherman.

In 1971, Channel 7 Eyewitness News — a

network-owned ABC station in Chicago, which today is known as ABC 7 — offered him a job.

Leaving the Valley was not easy, Petty said, but he felt that he had to go.

“Phoenix is a good place to learn to be a journalist, but a lot of people move on to a larger market,” he said. “Chicago is a destination. That’s the news town of America.”

For a while, he was a cameraman, but then one day he accidentally loaded the film backward when taping the Illinois governor’s state-of-the-state address.

“I had the sound, but I had no pictures,” Petty said. “I think that may have been my last day behind the camera.”

But he soon found success in front of the camera, and for more than 30 years he worked for ABC 7 as an investigative reporter, talk show host, producer and weekend anchor.

When he retired in 2002, he was lauded by everybody from Chicago’s police chief to Mayor Richard M. Daley, said Jennifer Graves, ABC 7’s vice president and news director.

“He was a natural,” said Graves, Petty’s producer. “He was here to cover any story that came his way.”

Most of all, Graves said, she remembers Petty as a “consummate professional and gentleman.” “He really helped blaze the trail for minorities on television in Chicago,” she said.

Cronkite School Dean Christopher Callahan called Petty a leading figure in television news who set a standard for fair and balanced reporting. He said he hopes that, like other members of the school’s Hall of Fame, Petty will inspire students.

“Some of our students will walk by (the pictures of the honorees) and say, ‘Hey, I want to be on that wall someday,’” he said.

Petty said the recognition meant a great deal to him.

“It was wonderful to be honored in such a manner,” he said. “Good to know that one has not been forgotten.”



Bob Petty

Meet Derrick Hall

By Tatiana Hensley

Derrick Hall, a 1991 Cronkite graduate, has been president of the Arizona Diamondbacks since 2006. He has been with the team since 2005. Prior to coming to Arizona, Hall spent parts of 12 seasons with the Los Angeles Dodgers and also worked for KB Home, a Fortune 500 company based in Los Angeles.

What do you like most about downtown Phoenix?

I like the downtown growth and vision. We will soon have a downtown that rivals any other in the country with entertainment, dining, transportation and urban living. I have watched it begin to come alive, which is exciting for the Valley.



Derrick Hall

How has downtown Phoenix changed since you started with the D-backs?

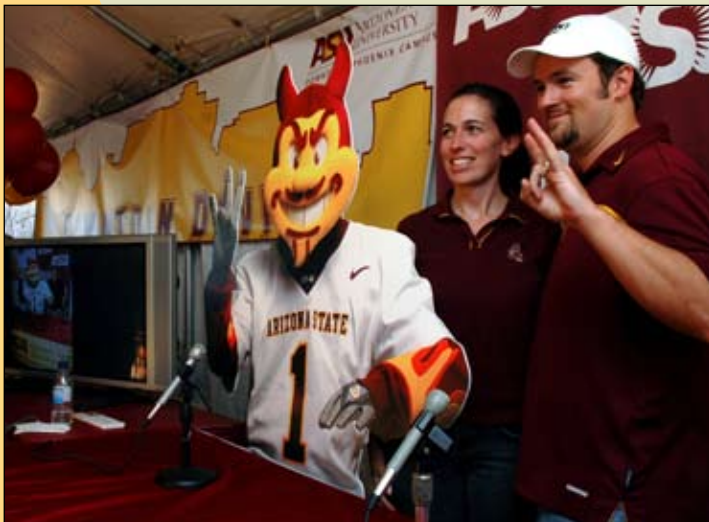
I refer back to the growth again. With new condos and hotels, we are seeing more people on the streets later in the day. This is good for all of our businesses. Additionally, we have watched light rail installation through the heart of downtown and are nearing completion on what will be the best convention center in America. With all of these improvements, people will want to come to downtown and stay downtown.

What is your favorite game-time snack?

I am a baseball traditionalist, so I have to say the hot dog. And our Diamondback Dog is off-the-charts good. We have a lot of unique options though, too. We have a stand called Taste of the Majors that allows our fans to sample ballpark food from all over the country. I highly recommend it.

What other sporting events do you attend?

I enjoy them all. I try to visit the Suns, Cards and Coyotes as often as possible. I am a huge supporter of all of the local teams and can’t wait until they’re all champs!



Cronkite School file photos

Cronkite Class Notes

1952

AL BATES (B.A.) recently published the book "Jack Swilling: Arizona's Most Lied About Pioneer," a biography of Jack Swilling, one of the founders of Phoenix.

1971

GARY SHAPIRO (B.S.) celebrated his 36th year as a Realtor with Coldwell Banker in Scottsdale. He has contributed more than 900 columns to the Tribune newspapers.



Gary Shapiro

1972

CARMEN WENDT (B.A.) was named to the Arizona Interscholastic Press Association Distinguished Adviser Hall of Fame. Wendt has advised the yearbook at Saguaro High School for the past 25 years and the school newspaper for the past 15 years while also teaching English. She is a former AIPA president, vice president and area coordinator and served for 10 years as state director of the Journalism Education Association.

1976

TIM RYAN (B.S.) anchors the morning news at KDFW-TV (FOX) in the Dallas/Fort Worth area.



Tim Ryan

1984

RANDY BAILEY (B.S.) was recently appointed chief marketing officer of Bailey, Blum CPAs PLLC in Tempe. Bailey has served as a reserve deputy with the Maricopa County Sheriff's Office for nine years and volunteers with the U.S. Forest Service in Prescott.



Randy Bailey

1986

JAY CRANDALL (B.A.) is executive producer of special projects for KTVK-Channel 3 in Phoenix.

1990

KIMBERLY MAUS (B.A.) is the weekday co-anchor of "Good Day Oregon" and the popular entertainment show "Better" on KPTV-TV (FOX) in Portland, Ore.



Kimberly Maus

1993

MIKE GERTZMAN (B.A.) is senior producer for CNN.comLive.

HEATHER STEIL (B.A.) is a Foreign Service officer serving at the U.S. Embassy in Bucharest, Romania. She was to be transferred to the U.S. Embassy in Baghdad.

1994

DEREK FRANCIS (B.A.) is morning anchor and Super Saver reporter for WZZM-TV (ABC) in Grand Rapids, Mich.

1996

BRANDY AGUILAR (B.A.) is a producer of special projects for KTVK-Channel 3 in Phoenix.

SETH KATZ (B.A.) is a producer for "EXTRA" in Los Angeles.

BABAK DEHGHANPISHEH (M.M.C.) covered Iraq regularly for the past five years before being named Baghdad bureau chief for Newsweek. In fall 2002, Dehghanpisheh was the lead reporter for "The War Crimes of Afghanistan," which won a National Headliner Award and was a finalist for the National Magazine Award for public service. Dehghanpisheh also won the Society of Publishers in Asia's Young Journalist Award in 2003 for his Afghanistan coverage. He has appeared regularly on CNN, MSNBC, FOX and NPR. He is spending a year at Stanford University as a John S. Knight Fellow.

TYSON MILANOVICH (B.A.) is a producer for "Good Evening Arizona" at KTVK-Channel 3 in Phoenix.

1997

AMIE AUSTIN (B.A.) is director at Heritage Makers, an online personal publishing company.

MATT GOLDBERG (B.A.) is lead investigative producer for KNBC-TV (NBC) in Los Angeles.

PETER PETERSON (B.A.) is ENG coordinator for KTVK-Channel 3 in Phoenix.

1998

JASON FARRELL (B.A.) is the public relations manager for Fender Musical Instruments Corp., one of the world's leading marketers, manufacturers and distributors of musical instruments.



Jason Farrell

ZACK IRWIN (B.A.) is network editor for CNN.com in Atlanta.

SETH LANDAU (B.A.) is writer, director and producer of independent feature films in Los Angeles. His current work includes the films "Take Out" and "Bryan Loves You."

HALE PARISEK (B.A.) is vice president and senior relationship manager for Sovereign Bank in Scottsdale.



Hale Parisek

1999

DAN SIEGEL (B.A.) is a producer for The Investigators, an investigative unit at ABC15 in Phoenix and has been nominated for five Rocky Mountain Emmy awards this year.

JOE SPACEK (B.A.) is a freelance associate producer for FOX News in New York City.

2000

CORRINA (COLLINS) SULLIVAN (B.A.) is the 10 p.m. anchor for WOFL-TV (FOX) in Orlando, Fla.

BLANCA ESPARZA (B.A.) is community relations coordinator for KTVK-Channel 3 in Phoenix.

DAVID FALLER (B.A.) works as an associate director for the NFL Network in Los Angeles.

SCOTT GRAYSON (B.A.) is sports director and anchor for WBOY-TV (NBC) in Morgantown, W. Va.

JEFF MOREAU (B.A.) is the main anchor at WHNS TV 9 (FOX) in Greenville, S.C.

JACLYN SINGER (B.A.) is an account executive at ABC15 in Phoenix.

2001

JEFF LASKY (B.A.) is play-by-play announcer for Montana State University and for the California-based Lancaster Jethawks, the new Class A affiliate of the Houston Astros baseball team.

RYAN O'DONNELL (B.A.) works as a reporter for WOAI-TV (NBC) in San Antonio.

JAYSON PETERS (B.A.) designs the front page and does graphics for the East Valley Tribune. He also authors the paper's "Nerdvana" blog.

TED RYBKA (M.M.C.) is director of sports media for the Gay and Lesbian Alliance Against Defamation (GLAAD) in New York City.

2002

JARED AARONS (B.A.) is sports director at KDSM-TV (FOX) in Des Moines, Iowa.

ALLISON ALEXANDER (B.A.) co-anchors "ABC 6 News" at 6 p.m. and 11 p.m. and "ABC 6 News First at Four" at WLNE-TV (ABC) in Providence, R.I.



Allison Alexander

DAN BUBANY (B.A.) anchors The Morning News at WHNS-TV (FOX) in Greenville, S.C.

BOB DENINNIS (B.A.) is a reporter for Fox 5 in Las Vegas.

SALLY MACDONALD (B.A.) is a reporter for KRIV-Channel (FOX) in Houston.

RYAN MCCAFFREY (B.A.) has spent the past five years on the staff of the Official Xbox Magazine, based in San Francisco, where he is a senior editor.

STEPHANIE PATERIK (B.A.) is the managing editor of Phoenix Magazine. She is marrying Chris Kahn, another Cronkite graduate, who received his M.M.C. in 2000, and works for The Associated Press in Phoenix.

SYLESTE RODRIGUEZ (B.A.) is a reporter and weekend morning anchor for KPNX-Channel 12, the NBC affiliate in Phoenix.

EVAN ROSENBLUM (B.A.) is the co-executive producer for "TMZ," a new first-run syndicated program.

SAMARUDDIN STEWART (M.M.C., B.A.) 1999) is managing photography editor for news and sports at AOL. In 2007 he was accepted as a fellow for the Knight Digital Media Center's seminar on online news. He also serves as co-chair for the Society of Professional Journalist's professional development committee.

2003

KATE BRANDT (B.A.) is Web site coordinator for the Arizona Cardinals.

JOSH DAVIS (B.A.) is a reporter for WMUR (ABC) in Manchester, N.H.

ANDREA FLATLEY (B.A.) is the producer of "KXLY 4 News at 11" for KXLY-TV (ABC) in Spokane, Wash.

ERIN HAWKSWORTH (B.A.) is a general assignment reporter for WFXT (FOX) in Boston.

JAKE KNAPP (B.A.) is a weekend sports anchor for KGUN-TV (ABC) in Tucson.

MICHELLE LAWLESS (B.A.) is a producer for "Good Evening Arizona" at KTVK-Channel 3 in Phoenix.

MINDY LEE (B.A.) is associate editor, AZ Magazine, a publication of The Arizona Republic in Phoenix.

VELIKA LOTWALA (B.A.) is marketing director at Phoenix Orthopedic Consultants in Phoenix.

JESSICA MORKERT (B.A.) is a reporter for KOIN-TV (CBS) in Portland, Ore.

KATHERINE MUNLEY (B.A.) is an associate producer for ABC News in New York City.

TOM MURRAY (B.A.) is a reporter/anchor for WTMJ-TV (NBC) in Milwaukee.

BRANDON RITTIMAN (B.A.) is a reporter for KTVN-TV (CBS) in Reno, Nev.

AMANDA STANZILIS (B.A.) is a general assignment reporter at KENS-TV (CBS) in San Antonio.

2004

MICHAEL BAUER (B.A.) is the morning show producer at KGME XTRA Sports 910 AM. He also is the in-arena host/emcee for the Arizona Diamondbacks at Chase Field in Phoenix.



Michael Bauer

KELLY BURKE (B.A.) is a sports reporter/anchor for KDRV-TV (NBC) in Medford, Ore.

MIRIAM JACOBS (B.A.) is producer and copy editor for MY 9 WWOR-TV in New York.

MATT JOHNSON (B.A.) is a producer for "Good Morning Arizona" at KTVK-Channel 3 in Phoenix.

EMILY MONTAGUE (B.A.) is public information officer for the Bullhead City Police Department.

SARAH MORGA (B.A.) is marketing director for the Western Arizona Regional Medical Center in Bullhead City.

JACQUELINE OBER (B.A.) is the 5:30 p.m. producer for "Good Evening Arizona" at KTVK-Channel 3 in Phoenix.

MARY STURGILL (M.M.C.) anchors the 5 p.m. and 6 p.m. newscasts for KIDK-TV (CBS) in Idaho Falls, Idaho.

ALEXIS VANCE (B.A.) is a general assignment reporter for FOX 10 in Phoenix.

2005

LIZ ADEOLA (B.A.) is a reporter for WAND-TV (NBC) in Decatur, Ill.

JEFF AGUILA (B.A.) is a videographer at KTVK-Channel 3 in Phoenix.

ADRIANA ALVARADO (B.A.) is a senior account coordinator at Barclay Communications in Phoenix.

LIANNA ARENAS (B.A.) is a producer for "Three on Your Side" at KTVK-Channel 3 in Phoenix.

DILLON COLLIER (B.A.) was promoted to sports director for WEYI TV (ABC) in Flint, Mich.

GABBY GONZALEZ (B.A.) is a reporter for KSWT-TV (CBS) in Yuma.

ARIEL GURIAN (B.A.) is a reporter and weekend anchor for WTVO-TV (FOX) in Rockford, Ill.

JONATHAN HAYWARD (B.A.) is video scoreboard and operations assistant for the Arizona Cardinals.

REKHA MUDDARAJ (B.A.) is a general assignment reporter for KFMB-TV (CBS) in San Diego.

WILLIAM PITTS (B.A.) works as a reporter for KREM-TV (CBS) in Spokane, Wash.

CARINA SONN (B.A.) is a reporter for FOX News based out of Chicago.

JEFF STENSLAND (B.A.) is a reporter for WPSD-TV (NBC) in Paducah, Ky.

KIMBERLY TAYLOR (B.A.) is an account manager at Chicago Magazine.

2006

ZAHID ARAB (B.A.) recently moved to Hawaii to become a general assignment reporter for KHNL-TV (NBC) in Honolulu.

RICHARD BEISSEL (B.A.) works as a photojournalist at KOLD-TV (CBS) in Tucson and was nominated for a Rocky Mountain Emmy award in the Program Feature category.

ERIN BELL (B.A.) is a segment producer for the morning show at KTVK-Channel 3 in Phoenix.

ANDREW BROWN (B.A.) works as a photojournalist at KOLD-TV (CBS) in Tucson and was nominated for a Rocky Mountain Emmy in the Environment-Special Program category.

MIKE DANIELS (B.A.) is a reporter/weekend anchor for KJCT-TV (ABC) in Grand Junction, Colo.

JEFF FRIEDMAN (B.A.) is a sports reporter/anchor for KTVM-TV (NBC) in Butte, Mont.

LINDSAY WALKER HARREL (B.A.) writes and edits for VerusMed, a Nashville-based medical news and issues company that publishes clinical briefs for physicians and industry news for pharmaceutical executives and sales representatives. She attends and reports on medical and pharmaceutical conferences.



Lindsay Walker Harrel

TRISHA HENDRICKS (B.A.) is a reporter and 5:30 p.m. and 10 p.m. anchor for KPAX-TV (CBS) in Missoula, Mont.

MICHIKO HOWLETT (B.A.) is weekend producer for "Good Morning Arizona" at KTVK-Channel 3 in Phoenix.

AMANDA KEIM (B.A.) is a reporter for the East Valley Tribune.

ERIC MILLER (B.A.) is a technician at Sportvision, a company that provides television viewing enhancements for professional sporting events.

CHRISTOPHER MONTANO (B.A.) is a creative scriptwriter for Audiomakers in Scottsdale. The company produces "on hold" telephone messages for businesses.

HANNAH MULLINS (B.A.) is a general assignment backpack journalist and Web producer at KPNX-Channel 12, the NBC affiliate in Phoenix.

CHARLIE O'BRIEN (B.A.) works for the Tampa Bay Buccaneers in Tampa, Fla., writing for the team's Web site.

JILL PEDDICORD (B.A.) works at KOLD-TV (CBS) in Tucson as a marketing producer and was nominated for a Rocky Mountain Emmy in the News Promotion category.

SAM SALZWEDEL (B.A.) works as a photojournalist for KOLD-TV (CBS) in Tucson.

JAMES SCHMEHL (B.A.) is a producer for Mlive.com, which provides news and information in Michigan.

IAN SCHWARTZ (B.A.) works as weekend anchor and weather reporter at WHOI-TV (ABC) in Peoria, Ill.



Ian Schwartz

KATIE USSIN (B.A.) is a reporter/anchor for KULR-TV (NBC) in Billings, Mont.

CHRIS WRIGHT (M.M.C.) is a reporter for KOTV (CBS) in Tulsa, Okla.

JAMAR YOUNGER (B.A.) covers law enforcement for the Arizona Daily Star in Tucson. Younger was one of four Star reporters honored in 2008 by the Arizona Newspapers Association with the Journalist Freedom of Information Award for an investigation of social promotion and grade inflation in some of the Tucson area's largest school districts.

2007

JEFFREY ARONSON (B.A.) is a production assistant at ESPN in Bristol, Conn.

EVAN DOHERTY (B.A.) is a weekend sports anchor at KVEW-TV (ABC) in Kennewick, Wash.

JESSICA DOUGLAS (B.A.) is a corporate communications representative for PetSmart.

HOLLY MORGAN DULL (B.A.) is a reporter/anchor at KCWY-TV (NBC) in Casper, Wyo.

LINDSAY (GAY) ROONEY (M.M.C.) is associate editor for MD & DI Magazine in Los Angeles. Medical Device and Diagnostic Industry is a monthly magazine for medical equipment manufacturers.

HAILEY FRANCES GINDLESPERGER (B.A.) is a reporter for WCAV-TV (CBS/ABC/FOX) in Charlottesville, Va.

AMANDA GOODMAN (B.A.) is a reporter/Web producer for WSAZ-TV (NBC) in Huntington, W.V.

LAUREN HAIRE (B.A.) is the morning show anchor and weather anchor at KKCO-TV (NBC) in Grand Junction, Colo.

NICK LOUGH (B.A.) is a reporter for KULR-TV (NBC) in Billings, Mont.

SADE MALLOY (B.A.) is a reporter for KIMA-TV (CBS) in Yakima, Wash.

ASHLEY MCNAMEE (B.A.) is a reporter for WHOI-TV (ABC) in Peoria, Ill.

SARA MILES (B.A.) is a reporter/weekend anchor for KIEM-TV (NBC) in Eureka, Calif.

KYLE ODEGARD (B.A.) is a sports writer for the East Valley Tribune.

DREW RUDNICK (B.A.) is the southeast New Mexico bureau reporter for KOAT-TV in Albuquerque, N.M.

RISSA SHAW (B.A.) is a reporter for KIEM-TV (NBC) in Eureka, Calif.

JASON SNAVELY (B.A.) is a sports reporter/anchor at KREX-TV (CBS) in Grand Junction, Colo.

NICHOLE SZEMEREI (B.A.) is a producer/reporter for KULR-TV (NBC) in Billings, Mont.

TYLER THOMPSON (B.A.) is an assistant editor with Hardball Magazine, a national amateur baseball magazine in Los Angeles.

2008

REBECCA ARMENDARIZ (B.A.) is a public relations specialist at Banner Good Samaritan Medical Center in Phoenix.

MICHELLE ASHWORTH (B.A.) is a reporter for KEZI-TV (ABC) in Eugene, Ore.

ASHLEY M. BIGGERS (M.M.C.) is the associate editor for New Mexico Magazine, the state's travel magazine published out of Santa Fe. She works both on magazine and Web content.

BONNIE BOLT (B.A.) works at Rose & Allyn Public Relations in Scottsdale.

TARA BRITE (B.A.) is teaching at an elementary school in New York City as part of the Teach for America program.

CAROLYN CARVER (B.S.) is a reporter for KTVL-TV (CBS) in Medford, Ore.

ANNALYN CENSKY (B.A.) is a Rotary Fellow at the University of Prague. She contributes articles to the Donald W. Reynolds National Center for Business Journalism's MarketWatch at businessjournalism.org.

KRISTI EATON (B.A.) is a general assignment reporter at The Saipan Tribune newspaper that serves Guam and Saipan.

KIRK FLATTER (B.A.) is a reporter for KDRV-TV (ABC) in Medford, Ore.

RYAN KOST (B.A.) is a reporter for The Associated Press in Portland, Ore. He spent the summer after graduation as an intern at The Boston Globe.

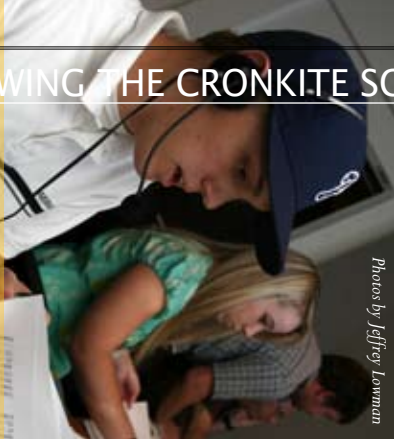
KATARINA KOVACEVIC (B.A.) is a communications coordinator for the Scottsdale Convention & Visitors Bureau.

ANNE MCCLOY (B.A.) is a reporter for KOBI (NBC) in Medford, Ore.

BRIAN WILKINS (B.A.) is a reporter for XTRA Sports 910 in Phoenix.

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 e-mail us at cronkitealumni@asu.edu. Be sure to include the year you graduated and your degree.



Photos by Jeffrey Lowman



Photos by Jeffrey Lowman



Photo by Amber Dixon

Thanking our Supporters

In the past year, generous individuals, businesses and foundations have contributed more than \$10.4 million to the Walter Cronkite School of Journalism and Mass Communication. This support has made it possible for the Cronkite School to offer the finest journalism education in the country and to help reshape the way that news will be reported in the future. We thank the donors on the following pages who chose to invest in the Cronkite School this year.

Giving Opportunities

Named gifts create a meaningful legacy and a continuing relationship with the Cronkite School. Gifts are used to recruit gifted faculty, provide scholarships and financial aid to talented and deserving students and deliver the extraordinary professional education for which the school is known.

Named giving opportunities include:

Named spaces in the new Cronkite building: Supporters can become an indelible part of the Cronkite School's new building in downtown Phoenix by making a gift that names a suite, studio, lab, office or classroom and simultaneously provide critical program funds to benefit students.

Endowed chairs or professorships: Investments in faculty chairs and professorships are used to attract and retain superior faculty as well as recognize achievements of excellent faculty over a lifetime of scholarly endeavor. Named chairs and professorships support the Cronkite School in delivering excellence

in teaching, research and service. An investment in an endowed chair or professorship supports the creation of new or expanded knowledge in the field of journalism and plays an instrumental role in training the next generations of journalists.

Scholarships or fellowships:

Scholarships and fellowships profoundly impact the lives of Cronkite School students by enabling them to immerse themselves in internships and professional journalism opportunities rather than work odd jobs to pay for college. Named scholarships or fellowships can be created either by making an annual donation to the Cronkite School or by created an endowed scholarship or fellowship.

*Consider supporting the
Cronkite School today.*

For more information, please contact
Bethany Taylor at 602.496.9444 or
bethany.taylor@asu.edu.

The Dean's Club

Mary O'Hanlon and Charles Artigue

Kay and Rhett Butler

Jean and Christopher Callahan

Kathy and Tom Chauncey

Jack Clifford

Araceli de Leon

Christine Devine '87

Jacquie and Bennett Dorrance

F. Dotts '57 and Donald Dotts '58

Elvira and Tom Espinoza

Martha and Edward Gay

Cheryl and Patrick Hays

Jennifer and Erik Hellum

Jeanne Herberger '89,'95, '00 and Gary Herberger

Carolyn and Win Holden

Susan Clark-Johnson and Samuel Johnson

Susan Karis '80

Andrew Leckey

Randy Lovely

Thelma and Timothy McGuire

Sandra and William Miller

Mary and John Morrison

Heidi and J. Patrick Nevin

Mary Nock '74 and John Nock II

Louis and Carleton Rosenburgh

Linda and Benjamin Silver

Louise Solheim '92

Janice Todd

Sharon and Donald Ulrich Jr.

Daryl and Louis Weil III

Dee and John Whiteman '63

John Zidich

Ellen Ziegler '78 and Michael Ziegler

The Dean's Club recognizes individuals who provide vital support to the Cronkite School, giving Dean Christopher Callahan the flexibility of allotting resources to the school's most critical needs.



Photo by Jeffery Lowman



Photo by Deanna Dent



Photo by Deanna Dent



Photo by Deanna Dent

GROWING THE CRONKITE SCHOOL

Donor Honor Roll

JULY 1, 2006 - JUNE 30, 2008

\$1,000,000 and above

Carnegie Corporation of New York
Donald W. Reynolds Foundation
John S. & James L. Knight Foundation

\$500,000 to \$999,999

Anonymous
Sony Corporation of America
Stardust Foundation

\$100,000 to \$499,999

American Society of Newspaper Editors
Jack Clifford
Evertz
EVS Broadcast Equipment
Weather Central

\$25,000 to \$99,999

Arizona Community Foundation
The Arizona Republic
Autoscript
Camera Dynamics, Inc.
Chyron Corporation
Clear-Com Communication Systems
Christine Devine '87
F. Dotts '57 and Donald Dotts '58
Ethics and Excellence in Journalism
Foundation
Gannett Foundation, Inc.
Grass Valley, Inc.
The Howard G. Buffett Foundation
McCormick Foundation
Meredith Corporation
Scripps Howard Foundation
Louise Solheim '92
Studer Professional Audio Equipment

GROWING THE CRONKITE SCHOOL

\$10,000 to \$24,999

12 News (KPNX-TV)

Arizona Broadcasters Association

Arizona Foundation for Educational
Advancement

Butler Family Foundation

Jean and Christopher Callahan

Chauncey Foundation

Clifford Consulting

Ernst & Young LLP

Karsten Manufacturing Corporation

KNXV-TV (Channel 15)

Mary O'Hanlon and Charles Artigue

Louise and Carleton Rosenburgh

Scripps Financial Service Center

Daryl and Louis Weil III

\$5,000 to \$9,999

1st National Bank of Arizona

ANA Advertising Services, Inc.

Arizona Broadcasters Association Foundation

Belo Management Services, Inc.

Bonneville International Corporation

Susan Clark-Johnson and Samuel Johnson

Clear Channel Worldwide

Jacquie and Bennett Dorrance

Ellen Glazer Ziegler Foundation

Jeanne Herberger '89 '95 '00 and

Gary Herberger

KurenT Inc.

Sandra and William Miller

Phoenix Newspapers, Inc.

Thunderbird Charities

Tribune/News Sun/Foothills News

William Randolph Hearst Foundation

Ellen Ziegler '78 and Michael Ziegler



Photo by Danna Dem



Photo by Danna Dem



Photo by Jeffrey Lawman



Photo by Danna Dem

\$1,000 to \$4,999

Arizona Cardinals
 Arizona Dept. of Transportation
 Arizona Diamondbacks
 Arizona Newspapers Association, Inc.
 Avnet, Inc.
 AZ–NM Cable Communications Association
 Barclay Communications, Inc.
 Marianne Barrett
 Blue Cross Blue Shield of Arizona
 Bushtex, Inc.
 The Business Journal
 Cable One, Inc.
 CBS Radio
 Cities West Publishing, Inc.
 City of Phoenix
 Clear Channel Radio
 Cox Communications, Inc.
 Cramer Krasselt
 Fiesta Events, Inc.
 Martha and Edward Gay
 Hardt & Associates, Inc.
 HDR Inc.
 Susan Karis '80
 KAZT, LLC
 KSLX Classic Radio
 La Voz, LLC
 The Lavidge Company
 Mary M. Media
 Thelma and Timothy McGuire
 MCM Publishing, LLC
 Manny Molina
 Molina Media Group, Inc.
 Mary and John Morrison
 National Academy of Television Arts and Sciences Arizona
 Heidi and J. Nevin
 Mary Nock '74 and John Nock II
 Open Student Television Network, Inc.
 Project Access, Inc.
 Salt River Project
 Linda and Benjamin Silver
 Skyview Satellite Networks, Inc.
 South Coast Apartment Association
 Steptoe & Johnson LLP
 Sundt Construction, Inc.
 Telemundo Arizona–NBCU
 Sharon and Donald Ulrich Jr.
 United States Golf Association Foundation, Inc.
 Univision Management Company
 Valley of the Sun United Way
 Dee and John Whiteman '63

\$1 to \$999

Access Venture Group, LLC
 Lita Ackerman '78
 Eugene Aguirre '05
 Sarah Alabdullah '05
 Sheri Albrecht '82
 Susan Albrecht '80
 Heather Allain '88
 Lisa Allan '78 and Mark Allan '78
 Julie Allen '06
 Alliance Bank of Arizona
 Leslie Anderson '93
 Mary Andreacchi '85
 Alyssa Andrews '84
 Paul Angel
 Maritza and Tedd Archabal '82
 Arizona Capitol Times
 Arizona Foundation for Women
 Arizona Native Scene
 The Artigue Group
 Gigi Asem '96, '96, '99
 A.T. Still University
 Jason Babiar '91
 Patrice Bailey-Juers '89 and Louis Juers
 Jennifer Baker '92 and Jeffrey Baker '90
 John Banaszewski '73
 Lynn Banks '79 and Bruce Banks
 Susan Barnett '82 and Norman Barnett
 Mark Barrack '79
 Andria Barrera '05
 Mary and James Barrett '61
 Bashas' Charitable Fund
 Jennifer Basinger '94 and David Basinger '91
 Andrea Beachkofsky '04
 Nancy Becker '87
 Derrick Beetso '00
 Bell Drapery Cleaners, Inc.
 Cassandra and Joel Benavides '00
 Diana and Marvin Bendau
 Renee Bender '96
 Steve Bender '84
 John Berg '96
 Cindy Berkman '89
 Jennifer Berkson '95 and David Berkson '92
 Brian Bernier '99
 Kristine and Douglas Berry '81
 Cathy Bez '75 and Joel Bez '75
 Jill Blanchette '85 and Gerald Blanchette
 Boeing Gift Matching Program
 Keith Bogart '98
 Kristin Bolster '07
 Melissa Bordow '85 and Scott Bordow '98
 Beth Bowen '79
 Colin Boyd '96
 Chris Brethwaite '87
 Molly Brill '90 and John Brill
 Amie Brockway '00
 Suanne Brownell '64 and David Brownell
 Lauren Bucci '90
 Jennifer Burke '97
 Thomas Burke '84
 Jennifer Burrows '95 and Michael Burrows
 Lance Burton '01
 Lindsay Butler '05
 Norma Cable '83 and John Cable '84

Kimberly Cafarelli '93 and Bruno Cafarelli
 Lisa Cambron '83
 Andrea Campbell '04
 Brian Campbell '98
 Casey Campbell '99
 Teresa Campbell '88
 Diane and Timothy Carlsgaard '84
 Rodrigo Caro '98
 Jo Carpentier '80
 Lauren Carper '04 and Austin Wicevich '02
 Kimberley Carr '01
 Linda Carr McThrall '76 and William McThrall
 Patricia Carras '88 and Jim Carras
 Steven Carriger
 Heather Cashman '96
 Cynthia Cerf '05
 Claudia and Rodney Chambers '73
 Anthony Chavez '97
 Jacqueline Chedid '06
 Jeffrey Chew '77
 Cynthia Choate '87
 Julie Christensen '95
 Lynn and Alan Christman '73
 Robert Clampett '63
 Lynn Clevenger and Robert Clevenger '71
 Victoria Clive '98
 Frederick Clow '83
 Robert Coffman III '86
 Susan Cohen '86 and Robert Cohen
 Angela Colbert '98 and Robert Colbert '98
 Cynthia Coldiron '00
 Nancy Cole Silverman '74 and Bruce Silverman
 Rosanne and Andrew Coloccia '88
 Claudine Consiglio '98
 Leslie Converse '85
 Gerd Corrigan '01 and Audun Taraldsen '97, '99
 Katie Crane '04
 Tori Curtis '94
 Sarah Cwiakala '92 and James Cwiakala Jr.
 Patricia Dade
 Sarah Dailey '04
 Tina Daunt '87
 Eric Davis '00
 Eric Davis
 Eric Davis '03
 Jessica Davis '06
 DC Ranch
 Austin De Bey '03
 Christine De Pauw '97
 Deborah Dellis '82 and Rusty Austerman '88
 Thomas Demane III '05
 Valerie Demetros '93
 Jessica Depaoli '07
 Angela Dominguez '05
 Jean and Mark Doud '92
 Annette and Kevin Dowell '84
 Monique Dubois '06
 Virginia Dude
 Deborah Dujanovic '89
 James Duncan '96
 Marla Duplicki '87

GROWING THE CRONKITE SCHOOL

Edmunds Family Foundation, Inc. Jane and Geoffrey Edmunds Sr. '63 Linda Eger '64 Robert Eger '64 Karen Eggen John Ehrhart '78 Kathryn Electona '05 Christine and Steven Elliott '03 Entravision Communications Corporation Richard Erdmann '77 Sherrie Erfort '93, '00 and Edward Erfort Gary Falkowitz '97 Lisa and Kelly Farland '89 Denise and Bobby Fetherolf '95 Jordan Fickess '04 Sue and James Fickess '95 Barbara Field '61 and Warren Field '61 Abbie Fink '86, '96 Shelley Flannery '04 Jason Fleit '04 Amy Foldesh '95 Catherine Foley '75 Jeanne Forbis '87 Allison Francis '04 Derek Francis '94 Jason Franz '04 Ian Fraser '98 Elizabeth Fredericks '05 Edward Freedlund '05 Nicole and Jason Friedlander '98 Ida and Richard Friedman '73 Richard Fugere '96 James Gaertner '79 Nancy and Leroy Gaintner '71, '75 Melia Ganley '82 Karen Garvey '82 Deborah Gauger '79 Maria and Matthew Gerson Lisa Giallanza '00 Candy and Geoffrey Gilbert '81 Ruthanne Gilbert '86 Elizabeth and David Gillies '84 Glendale Channel 11 Cathy Glenn '80 Mindy and Howard Goldstein '86 Laury Goll and Gary Emerson '76 Russell Gottesman '03 Barbara and Raymond Grace '79 Robert Greening Greenleaf Group, Inc. Jeff Grigsby '98 Lora Gumbrecht '79 and George Gumbrecht '80 Lynly Hall '03 Roberta Rose Hammond '93 and Darrel Hammond '93 Katherine Hanna '66 Sean Harding '91 Maria Haring '76 Lila Harnett Kristine Hart McIver '94 Mary and Paul Havill '76 Debra Hawkins Margraf '86 and Michael Margraf Patrick Hays Scott Heflin '92 Laraine Herman '77 and Ralph Herman '75	Vita Herman '03 Iris Hermosillo '07 Jonathan Higuera '85 Barbara and Richard Hill Nathan Hoelzen '98 Mary Hogue '85 Randall Holbrook '75 Stacy Holmstedt '96, '99 and Andrew Long Debra Hood '88 Adriane Hopkins-Grimaldi '92 Randall Horton '87 Mindy Hospenthal '91 and Mark Hospenthal Phyllis Hughes '68, '86 and Mark Hughes '66 Krystyana and Stanley Hurd Kara Hutchinson '03 Intel Foundation Kenton Ireland '75 Zachary Irwin '98 Amy Joffe '88 and Robert Joffe '86 Katherine Johns '77 and Jason Shaw '76 Joyce Johnson '00 Kevin Johnson '92 Terilee and Philip Johnson '70 Melissa Jones '78, '84, '00 Teresa Jones '71 Laura Jordan '81 and Michael Jordan '83 Latonya Jordan-Smith '98 Robin and Timothy Kaehr Stephanie Kahne '90 and Richard Kahne '91 Kara Kahnke '03 Cassie Kaldenbaugh '05 Ann Kaminski '95 Elizabeth Karabatsos Maurine Karabatsos '83 Selina Kataria '07 Maureen Keegan '85 Judy and Herb Kelhoffer Sharon Kelley '74 Eric Kerr '07 Carla and Christopher Kiernan '75 Cathy Kirk '87 Leesa Kirkland '99 Cheryl Klehr '77 Jennifer and Mark Klein '77 Francisca Koch '87 Rebecca Koepke '99 Tracy Kogut-Schwartz '86 and Richard Kogut Jessica Kohm '02 Shivaun Korfanta '88 and Craig Korfanta Erica Korpi '98 Deborah La Scala '81 Jodi Lammers '88 Matthew Laprairie '05 Sherrie Larrea '86 Latino Perspectives Media LLC Jodie Lau '02 Lori Lauersdorf '99 and Michael Lauersdorf '99 Michelle Lawless '03 Suzanne Lawrence '00 Blythe Lawton '96 Andrew Lehman '04 Kris Leifer '97	Marissa Leinart '88 Lanna Leonard '94 Marianne Lerdall '74 and Michael Lerdall '77 Scott Lerner '85 Sara Levine '92 Marjorie Lewis '78 and Charles Lewis Alicia and Lars Lifrak '92 Dorothy Lindsey '54 and George Lindsey John Liotta '90 Jerry Lipman '66 Melayna Lokosky '97 Kathleen and David Lucas '73 Anita Luera '77 and Eduardo Luera '75 Albert Maas '01 Anita Mabante-Leach '77 and Benny Leach Rochelle Mackey '59 Macy's, Inc Beth Marks '86 Christine Martinez '99 and Juan Martinez Krystel Martinez '05 Benicia Martin-Sorge '02 Deborah and J. Marvel Kirby Maus '90 Kathleen and Gerard McCabe '51 Colin McCandless '98 Joseph McCormac '03 Kelly McCullough '82, '91 Kaye McDaniel '88 and Darin McDaniel Robin McGhee '94 David McKibben '82 Michael McNerney '92 Helen and Alexander Mehawk Susan Mendez '98 Metro Logistics, LLC Connie Midey '72 and B. Cobb Deborah Milazzo '02 Alana Millstein '06 Joe Milner Jonathan Minder '99 Mary Mirasola '91 and Jeff Mirasola '90 Bradley Mitchell '03 Stuart Mitchell '92 Monarch Events, Inc. Emily Montague '04 Martin Montorfano '01 Kenneth Moore '86 Morgan Stanley Barbara Morgenstern '76 Marianne Moriarty '05 Jeffrey Morris '72 Ramin Mortazavi '97 Jyothsna Moudgal '92 and Lakshminarasimha Moudgal '87 Brooke Murphy '04 Theresa and Randy Murray '80 Nora Neibergall '84 and David Neibergall '80 Angela Nicholson '93 Sean Noble '96 Gordon Nobriga Jr. '88 Teena and Cary Noel '85 Cara North '99 Virginia Nosky '89 and Richard Nosky Shannon Novotne '05 Jacqueline Ober '04 A. O'Donnell '02
------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Gary Olmstead '63
 Shelley Olson '90 and Kevin Olson '90
 Patricia O'Shea '96 and William O'Shea
 Nicholas Oviedo '06
 Pace Pacific Corporation
 Phyllis Palacio '78
 Angela and Jeffrey Pankoff
 Jessica Parsons '94 and Jeffrey Parsons
 Jill Partridge '86, '86
 Charlene Patti '99
 June Payne '52
 Jane and Vincent Perla
 Gabriella Perri '07
 Todd Peterson '87
 Jessica and Adam Pfau '04
 The Phoenix Philanthropy Group, Inc.
 Britton Picciolini '94
 Arthur Pignotti '06
 Mark Pineiro '96
 Jennifer Pinner '05 and Obadiah Pinner
 Kevin Pitts '88
 Donna Pohle '80
 Randy Policar '02
 Carol Polombo '78 and Stephen Hoel '83
 Carol Poore '80, '96 and David Poore '93
 Holly Rasmusson '01
 Temre Reaves '98
 Jeffrey Reid '80
 Lynne Rhea '85 and Russell Rhea '85
 Celeste Rhyner '88
 Jack Richardson '05
 Laura Richardson '03 and Julio Fonseca Jr.
 Margot Richardson '93, '99 and Todd
 Richardson
 Paula Ridge '90
 Keith Ridler '91
 Ann and Daniel Rigby
 Caryl and Kevin Riley '81
 Leslie Roberts '83 and George Roberts, Jr.
 Laura and Neal Rockowitz
 Leslee Rogers '73 and Ronald Rogers
 Maria and Ernest Rollins '94
 Gina Romanello '96
 Allison and Gregory Rosenstein '89
 Nanette Ross '73
 Marla and Robert Rothfarb '90
 Carolyn Rovner '85 and Jeffrey Rovner '85
 Julie Rozwadowski '82
 Laura Rude '02
 Lisa Ryan '01
 Theodore Salcido '79
 Matthew Sallusti '96
 Margaret and Peter Samuels, Jr. '84
 Monica Samuels '98 and Michael Samuels
 '89
 Jason Schaefer '03
 Leslie Schaffer '76 and Dean Schaffer '75
 Pamela and Robert Schneider '73
 Kathleen and Harold Schwartz '69
 Mary and Patrick Sculley
 Jennifer Sedig '92
 Jill and Eloy Sedillo '79
 Kim Sertich '86 and Robert Sertich, Jr. '89
 William Settlemaier Jr. '76
 Carol Shanks '82 and Martin Shanks, Jr.
 Karen and Matthew Shannon
 Gary Shapiro '71

Maria Shelley '00
 Bradley Sherer '92
 Joan Sherwood '90 and Robert Sherwood
 '93
 Jacqueline Shoyeb '05
 Jaclyn Singer '01
 SK Communications
 Holly Skalka '00
 Amy Slade Tanner '91 and Jerry Tanner
 Margaret Slusarczyk '89 and Raymond
 Slusarczyk '80
 Thomas Sobel '92
 Stephen Soto '88
 Rachel Spooner '01
 Janice and John Spring
 Lance Spurzem '98
 State Farm Companies Foundation
 Heather Steil '93
 Carolyn and Richard Stein '75
 Erika Steiness '97 and Dennis Steiness
 Rebecca Steinmetz '01
 Paul Story '94
 Bessie Strategos '99
 Diane and Thomas Sullivan '82
 Linda Swain '79 and Dennis Swain
 Laura Swendseid '04
 Dana Tait '98, '06, '07 and Timothy Tait '98
 Loren Tapahe
 Bethany and Graham Taylor '00
 Patricia Taylor '85 and Jay Taylor '86
 TazMedia, Inc.
 Angela Theus '97
 Bruce Thoeny
 Victoria Thomas '89 and Christopher
 Thomas
 Connie Thompson '88 and Brian Thompson
 '83
 Dorothy Thompson '90
 Tyler Thompson '07
 Scott Thomson '90
 Debra Tish '84
 Philip Tortora '93
 Mark Trengove '78
 Leah Tupper '02
 Barbara Van Fleet '81
 Marilyn Vanier '63
 Nancy Veeneman '80
 Patricia Vekich '92 and John Vekich '92, '93
 Anthony Venditti '80
 Stephanie Venetis '04
 Ann Videan '81 and Robert Videan
 Robert Vizcarra '96
 Carole and Kent Voss '86
 Jennifer and Jeffrey Wagner '96
 Joshua Wagner '02
 Shamekia Walker '06
 Jeremy Wallace '97
 Michelle Walyuchow '98
 Jennifer Ward '07
 Janine Warell '83
 Ronald Wasserman '85
 Kristina Waters '99
 Erin Weissman '93
 Wells Fargo Foundation
 Dorrit White '67
 Christine Whitton '03
 Janice Williams '81

Linda Williams '81
 Suzanne Wilson '97
 Wallace Wilson '71
 Daniel Wing '04
 Jeffrey Winkler '87
 Robert Wischnia '72
 Allison Wohl '92
 Amy Wurth '98
 Elizabeth Wyner '03
 Xcel Energy Foundation
 Sel Yackley '62
 Kristin Yellico '93
 Elizabeth Young '88
 Erin Young '04
 Curtis Zachar '01
 Joanne and Robert Zache Sr. '64

Every effort has been made to ensure the accuracy of this list. If an error or omission has occurred, please contact the Walter Cronkite School of Journalism and Mass Communication at 602.496.5555 so that we can correct our records.

ALUMNI UPDATE FORM

Please help us update and maintain our files by filling out and returning this form to:

Walter Cronkite School of Journalism and Mass Communication - Alumni Update, 555 N. Central Ave., Phoenix, Ariz. 85004-1248.

Name: _____

Place of Employment: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: () _____

E-mail: _____

Don't be shy – Tell us what you're doing!

List personal and professional activities here: _____

If you would like to contribute to the Cronkite School, please fill out the form below.

ARIZONA STATE UNIVERSITY

The Walter Cronkite School of Journalism and Mass Communication

PLEDGE/GIFT FORM

We hope that you enjoyed reading about our students and faculty and other news about the school. We will continue providing opportunities for our students to enrich their academic experience at Arizona State University, but we need your help. The benefits to your community and to the program are boundless!

☐ Yes! I am pleased to support the Cronkite School at Arizona State University through a gift or pledge of:

____ \$1,000 ____ \$500 ____ \$250 ____ \$100 ____ Other (please specify amount)

I would like to direct my gift or pledge to the following account:

☐ The Dean's Investment Fund (Academic Enrichment Fund) (30001320).

Gifts to the Dean's Investment Fund allow the dean to allocate critical resources to the school's greatest immediate needs and for future growth opportunities. Your contribution may be used to support costs associated with creating new and innovative curricula, attracting world-class faculty or upgrading the school's equipment and facilities.

☐ Other _____

Please select payment method:

☐ Check (payable to ASU Foundation) ☐ Visa ☐ MasterCard ☐ Discover ☐ AMEX

Card Number: _____

Exp. Date: _____

Signature: _____

Date: _____

Name: _____

Address: _____

☐ My (or my spouse's) employer is a matching gift company. Name of the employer: _____

The full amount of your payment may be considered a charitable contribution. All funds will be deposited with the ASU Foundation, a separate nonprofit organization that exists to benefit ASU. Please mail your check and this pledge card to:

ASU Foundation, P.O. Box 2260, Tempe, AZ 85280-2260 (CDNGP8).

Thank you!

Your generous support is appreciated!

Cut along dotted lines. Detach and mail.

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 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, 235,733-square-foot structure is the 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 working 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, the ASU-operated public broadcasting station, will join the Cronkite School in the new complex.

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
Cronkite School today.***

Rendering by Steven Ehrlich Architects and HDR



ARIZONA STATE UNIVERSITY

555 N. Central Ave., Suite 302
Phoenix, Ariz. 85004-1248

Presorted Standard
U.S. Postage PAID
Arizona State University



WALTER
Cronkite
SCHOOL OF JOURNALISM
AND MASS COMMUNICATION
ARIZONA STATE UNIVERSITY



*A Tradition of Excellence,
Integrity and Innovation*



cronkite.asu.edu