

# The Cronkite Journal

2009-2010

WALTER CRONKITE SCHOOL OF JOURNALISM AND MASS COMMUNICATION

## A New Era Begins

INSIDE:

Reynolds Business Journalism Specialization Launches

Carnegie-Knight News21 Project Breaks Barriers

Students Finish First in Hearst, SPJ Again

New Phoenix Home Dedicated



ALSO INSIDE: LIVE ELECTION NIGHT COVERAGE ON PBS • NBC's BRIAN WILLIAMS IS NEWEST CRONKITE AWARD WINNER





# Stay Connected to the Cronkite School

How can you stay connected with the fastest-growing and most exciting journalism school in the country?

## Cronkite on the Web | [cronkite.asu.edu](http://cronkite.asu.edu)

Our multimedia Web site featuring details on all Cronkite programs, faculty and student work is updated regularly by the Cronkite leadership team.

## Cronkite on Facebook | [facebook.com](https://www.facebook.com/cronkite.asu) search

## Walter Cronkite School of Journalism and Mass Communication

Dean Gilger updates our Facebook community with the latest news from the Cronkite School. Search on Walter Cronkite School of Journalism and Mass Communication.

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Dean Callahan posts daily updates each morning on news, information and tidbits about the Cronkite School.

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Our RSS feed provides easy access to all Cronkite press releases. [cronkite.asu.edu](http://cronkite.asu.edu), select RSS Newsfeed at bottom right.

## Cronkite Event Calendar | [cronkite.asu.edu/events/all](http://cronkite.asu.edu/events/all)

Our calendar details the 100-plus events held each year by the Cronkite School, including our “Must See Mondays” speaker series and “Cronkite Night at the Movies” on Wednesdays.

## Cronkite School Newsletter | [cronkite.asu.edu](http://cronkite.asu.edu)

The Cronkite School distributes an electronic newsletter each month with news and events. [cronkite.asu.edu](http://cronkite.asu.edu), select Cronkite E-Newsletter on bottom left.

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Above: A net sculpture dominates Civic Space park opposite the Cronkite building. Photo by Evan Wyloge

Front cover: (Top) News21 students gather along the U.S.-Mexico border for a reporting project. Photo by Evan Wyloge; (Bottom, left) Students work in the Cronkite News Service newsroom on election night. Photo by Tom Story; (Bottom, right) Erika Flores of Cronkite NewsWatch gives the latest election results. Photo by Tom Story

Back cover: Emily Graham prepares to go live with a report on election night. Photo by Tom Story

# Forum Provides Window to School

**T**he First Amendment Forum is the perfect place to experience the new Cronkite School in action.

It also provides a peek into the future of journalism education, a future that embraces a spirit of innovation and entrepreneurship necessary to navigate an exciting new digital future while upholding the traditional values of great journalism—accuracy, fairness and objectivity—embodied so magnificently by our namesake and guiding light, Walter Cronkite.

A visitor's first impression of The First Amendment Forum is that this—above all else—is a space of and about news. CNN, BBC and Cronkite NewsWatch, which now airs nightly via our PBS partner Eight/KAET, play nearly around the clock on the 16-by-9-foot Sony high-definition TV.

The Forum transforms when the news of the day becomes the news of the year or, in some cases, of a generation. In the first year in our new downtown Phoenix home, hundreds of students, faculty, friends, supporters and public officials packed all three Forum levels to experience together the presidential debates, election night, Super Bowl and the presidential inauguration.

The Forum also is a place where news is made. This is where we have hosted former Supreme Court Justice Sandra Day O'Connor, Gov. Jan Brewer, Mayor Phil Gordon, the Phoenix City Council and the Arizona Board of Regents.

But the Forum provides much more than a culture of news. It is where people come to be inspired by some of the leading

journalism minds of our times. Leonard Downie Jr., the school's newest faculty member who as executive editor led The Washington Post to more Pulitzer Prizes than any editor in history, made his Cronkite debut at a Forum event. Professor Aaron Brown held a packed Forum audience spellbound as he spoke about covering the Sept. 11 terrorist attacks for CNN. And this year, the school welcomes alumnae Julie Cart, who won a Pulitzer for her coverage of the California wildfires for the Los Angeles Times.

The Forum also is a place where the fundamental principles of free speech and a free press are celebrated and practiced every day. Inspirational quotations about a free press adorn the walls, and public events explore First Amendment issues. This year, the popular and controversial sheriff of Maricopa County, Joe Arpaio, will face a panel of Cronkite professors to discuss the complex relationship between the government and the news media.

Innovation, a hallmark of the new Cronkite School, also is on display in the Forum. This year, a group of advanced students will showcase their in-depth multimedia projects conducted as part of the Carnegie-Knight News21 journalism initiative, a 12-university, \$7.5 million experiment in digital media innovation operated by Cronkite. And Andrew Leckey, the school's first Donald W. Reynolds Endowed Chair in Business Journalism, will talk about the growing importance of business and economics coverage.

The Cronkite School prides itself on its strong connections to the news

industry, and the Forum has allowed us to host gatherings for the Society of Professional Journalists, Arizona Newspapers Association and the nation's largest high school journalism organization. In March, the Forum will host the national convention of the Society of American Business Editors and Writers, which is moving to Cronkite.

The Forum also is home to some of the many awards our extraordinary students win each year. The most recent include the Hearst Journalism Awards (Cronkite students finished first for the second time in three years), SPJ's Mark of Excellence Awards (Cronkite finished first for a record fourth consecutive year) and the prestigious Robert F. Kennedy Journalism Award.

But perhaps the most exciting aspect of this extraordinary space has nothing to do with visiting Pulitzer winners, student innovations, seminal news events or major national conferences. It is the everyday interactions and collaborations—some planned, others serendipitous—among students, faculty and visiting professionals. The future of journalism will hinge in no small part on our ability to find new and innovative ways to attract audiences. And in The First Amendment Forum, you'll hear those discussions every day.

We hope you'll come by and see for yourself the new Cronkite School. In the process, you just may get a glimpse of the future of journalism.

Dean Christopher Callahan



Photo by Molly J. Smith





# Inspired Leadership Builds Success

The participation of President Barack Obama in our spring 2009 commencement exercises underscored his recognition of the critical importance of higher education in the highly competitive global knowledge economy. When the president addressed more than 70,000 members of the Arizona State University academic community, including our graduating class numbering more than 9,000, he was especially excited about our newly established program to ensure that resident undergraduates from families with annual incomes below \$60,000 admitted as incoming freshmen would be able to graduate with baccalaureate degrees debt free. We estimate that this year the President Barack Obama Scholars program will allow approximately 1,600 freshmen an opportunity to attain their educational objectives. Our success in offering access regardless of financial need is easily one of the most significant achievements in the history of the institution.

As one of 16 unique colleges and schools that comprise an academic federation distributed across four campuses, the Cronkite School is integral to our objective of advancing discovery, creativity and innovation with the explicit intent to be of service to Arizona, our nation and the world. Dean Christopher Callahan has succeeded in positioning the school as a national leader in innovative, entrepreneurial journalism. Under his

inspired leadership, the school has garnered important national recognition and investment from such organizations as the Carnegie Corporation of New York and the John S. and James L. Knight Foundation and launched exciting transdisciplinary initiatives that position the school squarely in the vanguard of the next generation of digital media solutions. Its emerging stature is underscored by the growing numbers of distinguished scholars and leading practitioners recruited to its faculty and record numbers of students honored with national scholarships and awards.

Since last August, when the school occupied its spectacular new state-of-the-art media complex, the new building has been an unrivaled platform to advance teaching, research, scholarship and professional practice in all aspects of journalism, communications and the media. The complex anchors our newest campus in the heart of the historic urban core of the metropolitan region. 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.

Our observance last year of our 50th



Photo by Tom Story

anniversary as a comprehensive university underscores the meteoric trajectory of accomplishment that has led ASU to become at once the nation's youngest and largest major research institution. In assuming the task of pioneering the foundational model for the New American University—an institution committed to academic excellence, inclusiveness to a broad demographic and maximum societal impact—we focus our efforts on improving the quality of life and quality of place for Arizonans even as we search for solutions to the major challenges of our time. As you will discover in the pages of this issue, the Cronkite School is an integral aspect of the dynamism and aspiration that mark our enterprise.

President Michael M. Crow

The school has ... launched exciting transdisciplinary initiatives that position the school squarely in the vanguard of the next generation of digital media solutions.

Photo by Bill Timmerman





# A Cronkite Celebration: New Building Opens a New Era

BY KIRSTEN KEANE  
PHOTOS BY JEFFREY LOWMAN

**O**n April 27, 1984, the Arizona Board of Regents changed the name of the journalism program at Arizona State University to honor former CBS News anchor Walter Cronkite. And so the Walter Cronkite School of Journalism and Mass Communication was born.

Twenty-five years later, on Nov. 20, 2009, regents joined Cronkite students, faculty, staff, alumni, officials, news industry leaders, friends and family to dedicate the school's new home in downtown Phoenix. And so another new era was born.



“To me, it’s so important that the school of journalism is downtown because it is part of the fabric of the city.”

— Steven Ehrlich  
Building architect

“What would you imagine the school of journalism for the 21st century American democracy to look like, feel like and be like?” ASU President Michael Crow asked the crowd packed onto all three levels of The First Amendment Forum. “Well, you’re sitting in it right now.”

The building dedication was the last milestone of a five-year effort to bring the Cronkite School to downtown Phoenix. In 2003, Crow and Phoenix Mayor Phil Gordon began discussing moving the journalism school into the heart of America’s fifth-largest city with the creation of a downtown ASU campus.

A \$223 million bond was approved by Phoenix voters in 2006 by a 2-1 margin. The largest single chunk—\$71 million—was set aside for the construction of the Cronkite building. The project was completed in record time: 18 months from groundbreaking to opening.

“We really think this is going to be the most important catalyst for our city,” Gordon said about the new partnership between the city of Phoenix and ASU. The mayor added that the Cronkite School is the “perfect laboratory to be learning and experiencing in.”

The dedication ceremony, which also featured addresses by Board of Regents Chairman Robert Bulla and Cronkite School Dean Christopher Callahan, was just one of more than 30 events



Frank Russell Chair for the Business of Journalism  
Tim McGuire leads a panel discussion about ethics in a digital media age.

Right: Panelists include faculty members Retha Hill, Dan Gillmor and Chris Anderson.





## CRONKITE MISSES BUILDING DEDICATION, CRONKITE WEEK CELEBRATIONS

Walter Cronkite was unable to attend the November 2008 dedication of the new Cronkite School building and the Cronkite Week activities celebrating the school's new home and its 25th year. It was the first time the former CBS News anchor was unable to attend the annual luncheon ceremony for the Walter Cronkite Award for Excellence in Journalism.

He wrote the following letter to his students, alumni, friends and colleagues at the Cronkite School. Dean Christopher Callahan read the letter at the building dedication ceremony in The First Amendment Forum. It is reprinted here:

"There are no words to tell you how disappointed I am that I will not be there in person to celebrate these extraordinary events with all of my Arizona friends and colleagues. At the young age of 92, while I still am enjoying life immensely with my family and friends, I am unable at this time to make the long trip to join you.

During this past quarter-century, I have been privileged to witness the progress of our journalism program at Arizona State as it has grown into a national powerhouse. Now, with our new building and the many national journalism programs and centers at the school, it is only a matter of time before everyone realizes what I already know: Arizona State University has become the finest journalism school in the land.

I trust you all know how thrilled and appreciative I am of this endeavor. Mayor Gordon and President Crow, your leadership made this dream become a reality, and our new home is now the envy of journalism schools everywhere."



1.

1. Cronkite Award winner Jim Lehrer (left) talks with Aaron Brown, the Walter Cronkite Professor of Journalism, after a panel.
2. Lisa Stone (left) of BlogHer.com listens while Gary Kebbel (center) of the John S. and James L. Knight Foundation makes a point about the changes taking place in journalism.
3. More than 100 people fill the Cronkite Theater for a session on The Future of TV Journalism in Our Democracy.
4. (From left) Brian Grow, a senior writer at BusinessWeek, and investigative reporters James Steele and Donald Barlett talk about the importance of business journalism in the 21st century.
5. A panel dissects media coverage of the 2008 presidential campaign. Panelists (from left) are Cronkite faculty members Sue Green, Tim McGuire, Jason Manning and Rick Rodriguez.
6. Kwang-Wu Kim, dean of the ASU Herberger College of the Arts, leads a session on the art for the Cronkite building and Civic Space park.



2.

during the five-day Cronkite Week extravaganza that celebrated both the new building and the 25th year of the school. Each day focused on a different theme: the history of journalism, journalism values, the new downtown home and the future of news.

Events included panels and discussions with leading media professionals, tours of the new building and receptions honoring donors and contributors. Topics included diversity, ethics, the 2008 presidential election, new media challenges and the First Amendment in the digital age. The building's architects talked about their design vision for the school, and Dean Kwang-Wu Kim of the Herberger College of the Arts interviewed the artists who created the public artworks located in the park across from the school and in the Cronkite School's main stairwell.

"I found all of the panels to be informative, but I particularly enjoyed the panel on investigative business



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6.





journalism,” said graduating senior Erika Pearson. “Although I was a public relations major, watching the panel made me want to change to print or broadcast just to do investigative pieces like the journalists on the panel.”

Many of the speakers during Cronkite Week are nationally recognized for their contributions to journalism. Media experts included Cronkite faculty members Aaron Brown, Walter Cronkite Professor of Journalism and former lead anchor for CNN; Dan Gillmor, director of the Knight Center for Digital Media Entrepreneurship and Kauffman Professor of Journalism; and Retha Hill, director of the New Media Innovation Lab and former vice president for content at BET Interactive. Outside panelists included ABC News correspondent Bob Woodruff, Jim Lehrer and Robert MacNeil of PBS, CBS 5 (KPHO) news anchor Catherine Anaya and Gary Kebbel, journalism program director for the John



## NEW CRONKITE HOME DESIGNED, BUILT IN RECORD TIME

BY MATT CULBERTSON

Designing and building the new Cronkite School home was symbolic of the spirit of journalism itself—a fast, efficient process that produced a dynamic and artistic result, the architects say.

“We all, I think, are aware journalism is a changing territory,” Steven Ehrlich told students, faculty and community members in November during the Cronkite Week celebration. “This building is ... emblematic of journalism.”

Ehrlich said the design and construction of the \$71 million building—18 months from groundbreaking to opening—was by far the fastest that his firm, Los Angeles-based Steven Ehrlich Architects, had ever put together a project of such magnitude.

The timeline required excellent and constant communication among the designers, the school and the construction team, said Mathew Chaney, an Ehrlich associate who played an integral role in the building’s design.

“We really had to engage with the entire team,” he said. “We’d literally be sitting in meetings with this group of about 20 people, collectively redesigning the building.”

Ehrlich said because of the magnitude of the proposal for the new building, the first thing his firm had to do was determine if the timeline was even feasible. “Was this actually possible?” he asked.

The journalism school’s new home was designed not only for world-class journalism education but also as a central component of the vision for the future of ASU and the city of Phoenix, Ehrlich said.

“To me, it’s so important that the school of journalism is downtown because it is part of the fabric of the city,” he said. “It becomes this new impetus for further development and activity in the city.”

He added that there were many goals for the new building’s atmosphere and feel.

“Christopher Callahan, the dean of the School of Journalism and Mass Communication, had very specific visions,” Ehrlich said. Those included fostering a community that would encourage serendipitous interaction among students and faculty.

“He wanted something less tangible,” Ehrlich said. “He wanted to create a gathering place.”

To accommodate those goals, Ehrlich’s team designed The First Amendment Forum, the centerpiece of the new Cronkite building, created for school events and spontaneous interaction.

“The forum is the heart and soul of the school,” he said. “It’s where the school can celebrate the chance encounter.”

Junior Megan Pantak, who listened to Ehrlich speak about the building, said she appreciates how The First Amendment Forum brings the community of journalism faculty and students together. She added that she was impressed with the new building’s speed of construction and quality of design.

“The school was taken very seriously by everyone,” she said. “The result was a very professional ... atmosphere.”

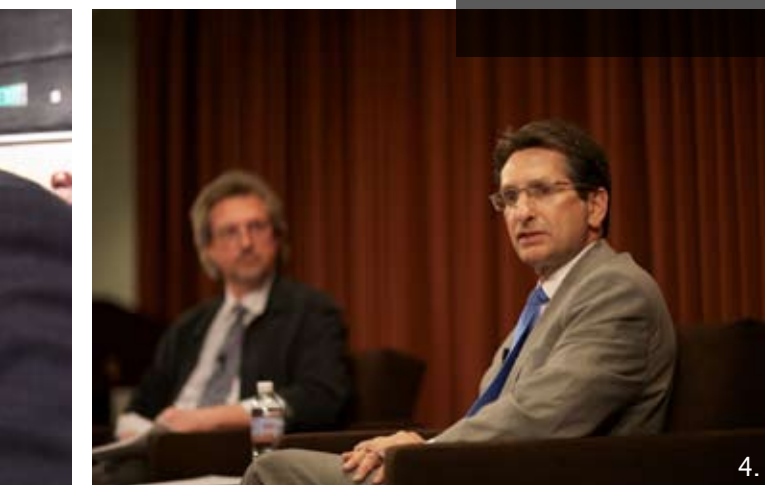
While Pantak was initially skeptical about the Cronkite School’s move downtown, she said, the new home has won her over.

“It’s a gorgeous building,” she said. “We have the best resources available to us.”



1. Cronkite Dean Christopher Callahan welcomes guests at the dedication of the Marguerite and Jack Clifford Gallery.
2. Gil Klein, former Washington correspondent and National Press Club president, shows the documentary “100 Years of Journalism.”
3. Dean Christopher Callahan (right) hands an award to Jay Dellostretto, vice president of Sales for Sony Electronics’ Broadcast and Professional Company.
4. Professor Joseph Russomanno (left) and media attorney David Bodney of Steptoe & Johnson LLP, discuss the latest challenges in First Amendment law.

1.



4.

S. and James L. Knight Foundation in Miami.

“I really enjoyed Cronkite Week,” said senior Zac Humphrey. “It was really interesting and enlightening to be able to listen to some of our own professors talk on their areas of specialty instead of what they talk about in class every day.”

Not only was the building itself officially dedicated during Cronkite Week, the school also dedicated the Marguerite and Jack Clifford Gallery, home to hundreds of journalism artifacts donated by media organizations, faculty, individual collectors and Cronkite himself.

The week also marked the dedication of the Sony Television Studio, where students practice the art of broadcast journalism with state-of-the-art high-definition equipment that has become the envy of television stations across Arizona.

Cronkite Week culminated with the more than 1,100-person





This page: The First Amendment Forum fills with students, faculty, staff, public officials and other friends of the school during the dedication ceremony.

Opposite page, top: Robert MacNeil spends time at the school after receiving the Cronkite Award at the 25th Walter Cronkite Award Luncheon.

Opposite page, bottom: Cronkite Award winners Jim Lehrer (left) and former PBS partner Robert MacNeil (right) talk with ASU President Michael Crow during the building celebration. Photos by Tom Story

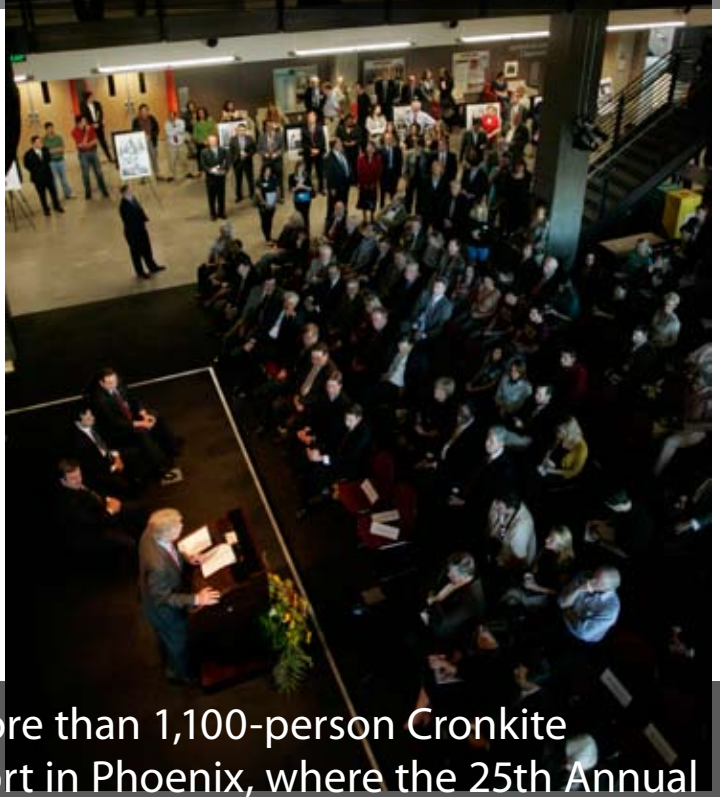
Cronkite Luncheon at the Arizona Biltmore Resort in Phoenix, where the 25th Annual Walter Cronkite Award for Excellence in Journalism was presented to Jim Lehrer and Robert MacNeil of PBS' "The MacNeil/Lehrer NewsHour." Lehrer and MacNeil spent a full day visiting the broadcast studios, imparting their expertise and working with students.

"The thing that surprised me most was how much time Jim and Robin spent with our students," the dean said. "These are busy guys, and for them to take that kind of time with our students was very unexpected and very cool."

Cronkite faculty and staff worked around the clock in the weeks prior to Cronkite Week to make sure the building and the technology were ready to impress. With hundreds of guests expected throughout the week, ranging from public officials to alumni, it was a challenge to organize and execute such a large event in the midst of the regular semester schedule.

"The period around the Cronkite Luncheon is always an inspiring but hectic time as the school has so many people from the inside and outside coming in who are media experts," said Professor John Craft, the school's most senior faculty member. "This year, because of the 25-year anniversary and the dedication of the new building, preparation for Cronkite Week was more intensive than ever before."

Craft, curator of the new Marguerite and Jack Clifford Gallery, rushed to fill the 1,500-square-foot space with historic newspapers



Cronkite Week culminated with the more than 1,100-person Cronkite Luncheon at the Arizona Biltmore Resort in Phoenix, where the 25th Annual Walter Cronkite Award for Excellence in Journalism was presented to Jim Lehrer and Robert MacNeil of PBS' "The MacNeil/Lehrer NewsHour."





## CRONKITE WEEK AGENDA

**MONDAY, NOV. 17**

**A LOOK BACK: JOURNALISM HISTORY AND TRADITIONS**  
**100 Years of Journalism: A National Press Club Documentary**  
 Followed by a conversation with Gil Klein, former Washington correspondent and National Press Club president

**U.S. Presidents Through the Photojournalist's Lens: An Associated Press Exhibit**

Featuring J. David Ake, Washington photo editor, The Associated Press

**Reception**

Reception honoring the Cronkite Endowment Board, Cronkite faculty and Cronkite staff

**Cronkite School in Year 25: A Conversation with Dean Christopher Callahan on the Past, Present and Future of Our School**

**Airing of "American Masters: Walter Cronkite"**

A PBS documentary on the career of our namesake

**TUESDAY, NOV. 18**

**JOURNALISM VALUES IN TODAY'S CHANGING MEDIA LANDSCAPE**

**Latinos and the News: Covering a Rapidly Changing America**

Richard Ruelas, reporter for The Arizona Republic, moderates a panel featuring Rick Rodriguez, Carnegie Professor of Journalism and former Sacramento Bee executive editor, and members of the Arizona Latino Media Association.

**Diversity: The UNITY Research Projects**

Stephen Doig, Knight Chair in Journalism, and Assistant Dean Kristin Gilger present findings from two major research projects conducted by the Cronkite School for UNITY: Journalists of Color, Inc.

**Ethics: New Challenges in a Digital Age**

Tim McGuire, Frank Russell Chair and former editor of the Minneapolis Star Tribune, moderates a panel featuring Chris Anderson, Edith Gaylord Visiting Professor in Journalism Ethics and former publisher of The Orange County Register, Dan Gillmor,

director of the Knight Center for Digital Media Entrepreneurship and Kauffman Professor of Journalism, and Retha Hill, director of the New Media Innovation Lab and former vice president for content at BET Interactive.

**Free Press: The First Amendment in the Digital Age**

Professor Joseph Russomanno and media attorney David Bodney of Steptoe & Johnson LLP discuss the latest challenges in First Amendment law.

**The Press and Politics in America: Dissecting Coverage of the 2008 Election**

Steve Elliott, print director of Cronkite News Service and former AP Phoenix bureau chief, moderates a panel with Susan Green, broadcast director of Cronkite News Service and former managing editor of 12 News (KNXV), Jason Manning, director of ASU Student Media and former political editor of washingtonpost.com, Tim McGuire, Frank Russell Chair and former editor of the Minneapolis Star Tribune, and Rick Rodriguez, Carnegie Professor of Journalism and former Sacramento Bee executive editor.

**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, designer of Sky Bloom, the public art for the Downtown Civic Space Park, and Paul Deeb, whose work with use of light as material is featured in the building.

**Interview with the Architects**

Local architect Wendell Burnette interviews building architects Steven Ehrlich and Mathew Chaney.

**THURSDAY, NOV. 20**

**THE FUTURE OF NEWS**

**Grand Opening Celebration**

Grand opening with ASU President Michael Crow and Phoenix Mayor Phil Gordon.

**Guided Tours of New Building**

Tour begins at the second floor elevator bank.

**Business Journalism in the 21st Century**

Andrew Leckey, director of the Donald W. Reynolds National Center for Business Journalism, moderates 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**

Dan Gillmor, director of the Knight Center for Digital Media Entrepreneurship, moderates a 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. Sponsored by Sue Clark-Johnson

**Tackling the Digital Media Challenges**

Dean Christopher Callahan of the Cronkite School moderates a panel featuring Jody Brannon, News21 national coordinator and former senior editor at MSN.com, Retha Hill, director of the New Media Innovation Lab and former vice president for content at BET Interactive, Dan Gillmor, director of the Knight Center for Digital Media Entrepreneurship.

**FRIDAY, NOV. 21**

**THE CRONKITE AWARD**

**The 25th Walter Cronkite Award Luncheon**

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 2008 Cronkite Award recipients Jim Lehrer and Robert MacNeil.



and antique broadcast and printing artifacts in time for the gallery's opening during Cronkite Week.

The building, with more than 100,000 square feet dedicated exclusively to the journalism school, includes two television studios and control rooms, five digital newsrooms, two new media development laboratories, seven computer labs, dozens of digital editing bays and many more amenities to teach the journalists of tomorrow in an increasingly technologically advanced world.

The Cronkite building also is a testament to the First Amendment. Those 45 powerful words are emblazoned—floor to ceiling—on the walls by the elevators on each of the six levels. And in the spirit of the public square, the building's First Amendment Forum is where students “practice and celebrate our freedom of speech and freedom of the press each and every day,” Callahan said.

The building also is home to one of the country's largest PBS stations, Eight/KAET, and the Donald W. Reynolds National Center for Business Journalism and the future home to the national headquarters of the Society of American Business Editors and Writers.

During the dedication ceremony, Callahan read a letter to the crowd from Cronkite, who was unable to attend the festivities. The former CBS News anchor said his namesake school “has grown into a national powerhouse.”

“Now, with our new building and the many national journalism programs and centers at the school, it is only a matter of time before everyone realizes what I already know: Arizona State University has become the finest journalism school in the land,” Cronkite wrote.

At the ceremony, speakers talked about changes in the economy and technology of the newspaper world and the progress of the Cronkite School through its first 25 years.

“This school may well become America's No. 1 journalism school,” Regent Bulla said. “Walter Cronkite was the man America trusted, and his school will produce disciples of that trust. America needs that more than ever.”



# The First Amendment Forum

## Centerpiece of New School

BY ILSE INZUNZA

CONGRESS SHALL MAKE NO LAW RESPECTING AN ESTABLISHMENT OF  
RELIGION, OR PROHIBITING THE FREE EXERCISE THEREOF; OR ABRIDGING  
THE FREEDOM OF SPEECH, OR OF THE PRESS; OR THE RIGHT OF THE PEOPLE  
PEACEABLY TO ASSEMBLE, AND TO PETITION THE GOVERNMENT FOR A  
REDRESS OF GRIEVANCES.

Above: The forum regularly fills up for events such as this panel discussion on press and politics, held during Cronkite Week. Photo by Jeffrey Lowman

Left: The forum's 16-by-9-foot television screen typically shows news programs during the day and can be used to simulcast programs from other parts of the building. Photo by Jeffrey Lowman





The Cronkite School's First Amendment Forum is the hub of activity and the centerpiece of the new building, a place where students mingle, study and interact with faculty and visiting professionals during casual daytime get-togethers and nightly public events.

The 40-by-60-foot, two-story open space spans from the second floor to the third floor, with a sleek steel-and-concrete stairwell that connects the floors and a mezzanine seating area in between.

The main area features pumpkin orange, ivory and chocolate armchairs that can be easily rearranged in front of a stage, a podium and a 16-by-9-foot, high-definition Sony television screen that broadcasts CNN and other news programs throughout the day.

Cronkite School Dean Christopher Callahan wanted the Forum to be to the "anti-Stauffer Hall," the school's former home on the Tempe campus characterized by its highly compartmentalized design that made planned or spontaneous gatherings nearly impossible.

Designed by Steven Ehrlich Architects of Los Angeles, the Forum was inspired by a similar space in the John F. Kennedy School of Government at Harvard University, where Callahan received his graduate degree. The First Amendment Forum, though, is twice the size of its Harvard counterpart.

"We wanted a highly interactive, flexible, collaborative space that would engage students and encourage meetings and

The main area features pumpkin orange, ivory and chocolate armchairs that can be easily rearranged in front of a stage, podium and 16-by-9-foot, high-definition Sony television screen that broadcasts CNN and other news programs throughout the day.

gatherings of all kinds," the dean said.

It was an innovative concept, but since no previous gathering area existed in the school's prior home, faculty and administrators wondered how students would adapt to using the space, said Leah Miller, the school's former director of student life.

"The very first day of classes that area was full," Miller said. "Seeing (students) comfortable right away was so heartwarming, and it showed the space had worked."

Much like the Forum's structure, its purposes are multi-tiered. To Callahan, the Forum is the most important space in the school, a place "where we practice and celebrate our freedom of speech and freedom of the press each and every day."

The First Amendment of the U.S. Constitution is found on every





This page  
Above, left: News director Joe Hengemuehler of ABC15 (KNXV) greets students during a media career night in the Forum.

Above, right: Students stop by the CBS 5 (KPHO) table during Media Career Night. Photos by Morgan Bellinger

Below: The Forum is a popular place for students to gather to watch national events unfold on the big screen or to host their own events, such as an Academy Awards party.



wall of the school and serves as a reminder to all students of how central the First Amendment is to the profession of journalism.

"The First Amendment is the intellectual cornerstone of the Cronkite School," Callahan said. "And our new home reflects its central importance to what we do, who we are and what we teach every day."

Senior Theresa Dillon said she found herself in The First Amendment Forum almost every day between classes. She liked the wheels on the bottom of the chairs, which make it easy for her to either work alone or arrange study group sessions with friends.

"It very much catered to the students," Dillon said.

Miller agreed. She said the Forum "takes different shapes by the way seating is arranged."

For a 9/11-roundtable discussion with Professor Aaron Brown, the seating was arranged in a half circle for a more intimate and quiet feel. When receptions take place in the Forum the room is cleared and rented tables replace the chairs to make a banquet area.

For special events, all three levels of the Forum fill up, sometimes with several hundred students, faculty and guests. Callahan described the space as "electric" during both the historic 2008 presidential election night and the Super Bowl that featured the hometown Arizona Cardinals. Other events that packed the Forum in its first year included the televised presidential and vice presidential debates and the inauguration of President Barack Obama.

Phoenix Mayor Phil Gordon held a City Council meeting in the Forum, and the state's governor and attorney general and a Supreme Court justice all made Forum appearances during the inaugural year.

The Forum also became home to new Cronkite School weekly events. A new speakers series, Must See Monday, was launched by Career

Services Director Michael Wong and featured professionals ranging from Pulitzer Prize-winning journalists to big-name local news anchors. Must See Mondays, like most Forum events, are free and open to the public.

On Wednesday evenings, the smell of freshly popped popcorn permeates the Forum for Cronkite Night at the Movies, which features journalism-themed films such as "Shattered Glass," "All the President's Men" and "Citizen Kane."

During National Freedom of Speech Week, the movie of choice was "The People vs. Larry Flynt." Although the film is graphic in nature, Miller recalled feeling justified in showing such a film because of the arena.

"There's never a fear of showing a film or the fear of a guest speaker saying something that could be offensive because it's the First Amendment Forum," Miller said. "I believe that name gives you the feeling that you're safe."

The Forum also is home to purely social events. Last winter, it was transformed into a dance floor for a freshman winter formal, and on another night it hosted ASU's hip-hop dance coalition.

The red carpet is no stranger to the Forum either. It was rolled out for the Academy Awards party when students channeled their inner divas and dressed to impress as they watched the Oscars.

And every weekend, students enjoy major sporting events such as college and NFL football on the big screen and Wii tournaments on Wii Will Rock You nights.

"Did we think we were going to be playing Wii on Saturday nights?" the dean said. "No. But I love that we are."

Miller said the space undergoes a metamorphosis almost every night.

"It's amazing what you can transform it into, and it's based around the students' ideas and thoughts when we want to do an event," she said.





For special events, all three levels of the Forum fill up, sometimes with several hundred students, faculty and guests. ...Other events that packed the Forum in its first year included the televised presidential and vice presidential debates and the inauguration of President Barack Obama.



Above: The ASU Hip-Hop Coalition performs in the Forum. Photo by Luis C. Lopez

Below: Students meet potential employers and pick up tips on how to get ready for their careers during Media Career Night in the Forum. Photo by Morgan Bellinger





# School's Profile Rises Nationally

## NY Times Features Cronkite School in Story on Future of Journalism Education

BY ALLISON CARLTON

**W**ith a new state-of-the-art home, groundbreaking new professional programs and new star faculty, the Cronkite School's national profile rose dramatically this past year.

The building and forward-thinking curriculum are attracting students from all over, and in record numbers. The freshman class was up 50 percent to more than 270 this year. Many of the new students are from out of state. And experienced students led the school to sweep the major national journalism contests.

The Cronkite School has been named the headquarters for national journalism programs, including the Society of American Business Editors and Writers and the Carnegie-Knight News21 digital media initiative.

The school itself also has been in the media spotlight. In April, The New York Times published a lengthy feature story looking at how Cronkite is preparing students for the future of journalism by reinventing its curriculum and raising the bar on how journalists can connect with their audiences.

School leaders said the rise in Cronkite's national profile can be attributed to its focus on leading the way for a rapidly changing news industry.

### New Home with Digital Vision

Last August, the doors opened to the new \$71 million Cronkite building. Its features include seven digital newsrooms and media incubators, seven other computer labs, the Sony TV Studio, the Cronkite NewsWatch studio, two studios for Eight?KAET, 17 fully mediated classrooms, nearly 1,000 classroom seats and 280 digital workstations for students.

"This is an extraordinary complex that is unmatched in

journalism education today," Cronkite Dean Christopher Callahan said. "We will be able to not only teach tomorrow's great journalists, but we will help redefine the news industry in the digital era through hands-on learning, innovative experimental centers and a spirit of invention and entrepreneurship."

At the Cronkite School students are learning to become backpack journalists through immersion in all aspects of the field, including writing articles, shooting and editing video and producing multimedia packages. The school's digitally advanced environment was even featured in a video by Apple.

"The curriculum is very digital-media focused, and a lot of other schools are still trying to figure that out," Assistant Dean Kristin Gilger said.

### Notable faculty and guests

Not only has the school's building and curriculum been transformed, but the Cronkite faculty also has doubled in the last three years. Notable additions include longtime Washington Post Editor Leonard Downie Jr. and former CNN anchor Aaron Brown.

In March, Linda Austin, editor and vice president of the Lexington (Ky.) Herald-Leader and former business editor of the Philadelphia Inquirer, was named the new executive director of the Donald W. Reynolds National Center for Business Journalism.

Many of the Cronkite School's faculty members have garnered attention and media awards for their own journalism work, too.

Steve Doig, a Pulitzer Prize winner who is the Knight Chair in Journalism, used his computer-assisted reporting skills to help media outlets count the crowd at President Barack Obama's inauguration ceremony. He wrote an article, "How Big Will Inaugural

The Arizona Republic  
Viewpoints, Nov. 16, 2008

School leaders said the rise in Cronkite's national profile can be attributed to its focus on leading the way for a rapidly changing news industry.

**GOP NEEDS LEADERS**  
As voters cast their vote, the GOP ship is in peril.

**Options**  
VOTES IN PERIL  
Robert F. Kennedy Jr. is the GOP's best bet to lead the U.S. election.

## VIEWPOINTS

SUNDAY, NOVEMBER 16, 2008 THE ARIZONA REPUBLIC VIEWPOINTS.AZCENTRAL.COM SECTION 9

**TEACHING THE JOURNALISTS OF TOMORROW**

**G**rowing up in the heart of the news industry, the Cronkite School of Journalism & Mass Communication is preparing students for the future of journalism. The school's curriculum is designed to be forward-thinking, focusing on digital media and hands-on learning. The school's building, a \$71 million state-of-the-art complex, opened last August. It features seven digital newsrooms and media incubators, seven other computer labs, the Sony TV Studio, the Cronkite NewsWatch studio, two studios for Eight?KAET, 17 fully mediated classrooms, nearly 1,000 classroom seats and 280 digital workstations for students.

**Recalling school's beginning**

The school's history is rooted in the legacy of its founder, Frank B. Rowland, who founded the first journalism school in the United States in 1913. The school has a long tradition of excellence in journalism education, and its graduates have gone on to become some of the most prominent journalists in the industry.

**GOP reduced to begging Dems not to hurt economy**

The Republican Party is in a desperate position, with its base eroding and its leadership in disarray. The party's current strategy is to beg Democrats not to pass any legislation that might hurt the economy. This is a desperate plea, as the economy is in a state of crisis, and the Republican Party is the only party that stands in the way of any meaningful recovery.



Crowd Be? Do the Math,” that was featured on MSNBC.com.

Professor John Craft was the winner of the first Jack Clifford Broadcast Educator of the Year Award, given by the Arizona Broadcasters Association.

Throughout the school year, top industry professionals visited the school to present lectures and answer student questions at the Must See Mondays speakers series. Last spring's guests included CBS 5 (KPHO) anchors Catherine Anaya and Kent Dana; Mark Hinojosa, director of new media for The Detroit News; FOX 10 (KSAZ) anchor John Hook; Renée C. Byer, winner of the 2007 Pulitzer Prize for feature photography; and other prominent local and national journalists.

### Student awards

Another reason national interest in the school has been rising is the quality work produced by Cronkite students.

For the second time in three years, the Cronkite School finished first in the Hearst Journalism Awards, considered the Pulitzer Prizes of college journalism.

The school also dominated the Society of Professional Journalists' Mark of Excellence competition, finishing first for the fourth consecutive year. In the regional SPJ contest, the school finished first for the ninth consecutive year with 39 awards—almost four times the number won by the second-place school.

In April, Ethel Kennedy, the widow of Robert F. Kennedy, called Assistant Dean Gilger to let her know that the “Divided Families” student project had won the Robert F. Kennedy Journalism Award for the college print category. The project documented families divided by the Arizona-Mexico border with the help of a Howard G. Buffett Foundation grant.

The students' stories and photographs were printed in a magazine distributed by the Cronkite School and appeared in a number of newspapers throughout the state that subscribe to Cronkite News Service. Phoenix Magazine devoted eight pages in its July 2008 issue to one of the stories, which was about U.S. children stranded in a Mexican orphanage.

Three students were honored in the Emmy Awards given by the Rocky Mountain Southwest Chapter of the National Academy of Television Arts and Sciences. Their award-winning documentary, which followed Muslim students at ASU as they observed Ramadan, won in the student production category.

Cronkite students also dominated the student magazine contest sponsored by the magazine division of the Association for Education in Journalism and Mass Communication, taking first place for the second year in a row with a total of nine awards.

A Cronkite junior came in first in a national public service announcement contest. The PSA was honored by the National Association of Broadcasters Education Foundation, the McCormick Foundation and the Broadcast Education Association.

And for the second year in a row, a Cronkite senior was named one of the top 10 journalism students in the country by the Scripps



www.nytimes.com, April 14, 2009

Howard Foundation.

After students graduate, the Cronkite School continues to take pride in their work.

Julie Cart, a 1980 graduate and member of the Cronkite School Alumni Hall of Fame, won this year's Pulitzer Prize for Explanatory Reporting for a powerful Los Angeles Times series on fighting wildfires.

### Immersion programs

Students learn and hone the skills they need to publish award-winning work in a curriculum that sets the standard and increases the level of excellence required for the next generation of journalism. At the Cronkite School, hands-on learning allows students to fully immerse themselves in true journalism environments.

Cronkite News Service is a concentrated program that provides undergraduate and graduate students an opportunity to work in a daily newsroom, reporting on issues involving the state government and public policy. The packages they produce are picked up by dozens of news outlets throughout Arizona.

The News21 initiative, which involves 12 universities, recently moved its headquarters to the Cronkite School. The initiative is focused on finding ways to produce powerful, in-depth journalism in new and innovative ways.

Cronkite NewsWatch is the award-winning TV newscast produced by advanced broadcast students. Four times a week, students air a live, 30-minute program that is delivered to hundreds of thousands of Arizona homes on multiple channels. A Spanish-language version airs twice a month.

Last year, ABC News chose Cronkite as one of five schools to include in its ABC News on Campus program, which has a paid student staff reporting and producing regional news for ABC's various digital and broadcast platforms.

In the New Media Innovation Lab, journalism students collaborate with students from business, computer engineering and design to help media companies create new multimedia products. Students have been working on projects for the Gannett Co. Inc. to research how younger audiences consume news and information.

Multimedia products are created in the Knight Center for Digital Media Entrepreneurship, which is funded by the John S. and James L. Knight Foundation and the Ewing Marion Kauffman Foundation. Students also learn the business side of digital media.

### Looking ahead


The Cronkite School is positioning itself to educate students on topics that will continue to be in the media spotlight.

There is a new Latino specialization to help educate students on how to report on this rapidly growing community and related issues, as well as a business journalism specialization to help students cover complex business and economic topics.

The Society of American Business Editors and Writers Inc., the world's leading association of financial journalists with 3,300 members, announced that it was moving its national headquarters to the Cronkite School.

“This was a tremendously exciting year for all of us at the Cronkite School,” Callahan said. “And we plan to continue to grow the school with more innovative programs and faculty members to give students the very best journalism education.”





When visitors walk through the doors of the Marguerite and Jack Clifford Gallery, they are surrounded by more than 100 years of history.

Student Erick O'Donnell uses his cell phone to take a picture of historical newspapers presented in the gallery. Photo by Shannon O'Connor

# Clifford Gallery Pays Tribute to Journalism's Past

BY SHANNON O'CONNOR AND JEFFREY LOWMAN

There are artifacts such as a microphone used by CBS newsman Edward R. Murrow, an Associated Press teletype and typewriters dating back to 1886. Every glass display case in the room holds dozens of items, each telling of the growth and change of not only the world we live in today but the world of journalism that chronicled it.

"We want our students to have some sense of our field," said Dean Christopher Callahan, who arrived at the Cronkite School in 2005 with the idea to build a memorial, such as the gallery, to the history of journalism. "Too often we think that the world started when we started paying attention to the world, and, in fact, journalism has a rich history."

The glass-fronted gallery is located on the second floor of the new Cronkite School, right behind The First Amendment Forum. It was named for Jack Clifford, the founder of the Food Network and 50-year veteran of the television industry, and his late wife, Marguerite. Clifford, a longtime Cronkite School supporter, wanted to highlight the history of journalism and to honor the legacy of his professional idol and school namesake, Walter Cronkite.

"He was my hero," Clifford said. "I wanted to build something to let everybody know who Walter Cronkite is." Clifford and Cronkite developed a close friendship in recent years through their work with the school.

The Clifford Gallery opened Nov. 19 during the school's Cronkite Week celebration. Due to a tight construction schedule, the school had only a few months to collect and display artifacts before the grand opening.

Professor John Craft, a close friend of Clifford's and a journalism historian, was named curator of the gallery.

Reaching out to media organizations, individual collectors, Cronkite faculty members and the Scottsdale-based House of Broadcasting, Craft quickly collected hundreds of items for the Clifford Gallery.

"So many people have contributed," Craft said. "The items in here are worthy of Walter's and Jack's name."

Linda Davis, the school's graphic designer, organized the room's layout to best display the artifacts and the history of each branch of journalism.

"John and Linda are the perfect team for the Clifford Gallery," Callahan said. "John's knowledge of journalism's history and his contacts across the region are unparalleled and invaluable in creating a significant collection in a remarkably short period of time. And Linda is a gifted and enormously creative designer and visual thinker who really is responsible for the look and feel not just of the gallery but the entire building."

The south wall of the gallery is a large glass window that allows students and visitors to peer in. The east wall is lined with various models of typewriters, cameras, microphones, radios and audio systems.

The north wall displays different models of television equipment, illustrating the transformation of video technology over the years.

But the west wall is Clifford's pride and joy. It is dedicated to the work of Walter Cronkite. Items on display include books from Cronkite's private collection, newspapers from historic events that





Above: Visitors browse during the gallery's November opening.

Right: Visitors sign the gallery's guest book.

Bottom: Professor John Craft (left) congratulates the gallery's namesake, Jack Clifford.



"I like how thorough and descriptive it is," O'Donnell said. "It's kind of a thrill to see the old shouting headlines (like) 'Man on Moon.'"

Callahan called the gallery opening just the beginning, as Craft continues to lead the school's efforts to expand the collection by searching for rare and historic artifacts.

"It is a daily work in progress," the dean said. "Our problem, I think, is that we will have too much."

Callahan said the gallery is always open during regular business hours to encourage visitors. "It will be a success if I see students in here all the time," he said.

Cronkite reported on, such as the moon landing and the assassination of President John F. Kennedy, his CBS News typewriter and even some of his trademark pipes.

Together, the artifacts form a timeline of the Cronkite legacy. Craft said it's important to have and share the legacy with students, since it has been nearly 30 years since Cronkite stepped down from the anchor chair at the "CBS Evening News."

"Jack was very interested in seeing that Cronkite's name (and) some of his work were preserved and, rightly so, in the school that bears his name," Craft said.

Next to each artifact in the gallery sits a folded piece of beige paper telling of the artifact's origin and model type and who donated or loaned it to the gallery. Items include treasures from Craft's personal collection.

"Some of the things in here were my grandfather's and mother's," said Jennifer Craft-Hurst, Craft's daughter, as she walked around the gallery with her 11-month-old daughter, Abbie, in a stroller. "I'm really proud of him (Craft). It's really special to the family."

At the dedication ceremony, Clifford was the first person to enter the gallery. He officially opened the gallery by carefully placing a typewriter from his personal collection—an 1886 Corona 3—into a display case as students and visitors looked on.

"Our history needs to be out there where people can see it," Craft said.

Cronkite freshman Erick O'Donnell took pictures with his cell phone of old newspapers at the gallery's opening. He said he found it interesting to see how cameras and televisions have evolved just like telephones and the Internet—something he said he may not ever have seen it if it was not for the Clifford Gallery.



# Digital Technology in New Cronkite Building Best in Country

BY CAITLIN TORRES

The phrase “fully equipped” doesn’t do justice to the state-of-the-art digital technology seen throughout the Cronkite School’s building. New equipment includes 580 Apple computers, 68 Sony high-definition televisions and monitors, 50 Apple computer servers with 144 terabytes of space, 23 HD classroom projectors, 14 digital computer newsrooms and labs, two TV control rooms and studios and a 9-by-16-foot Sony HD TV.

With close to \$8 million invested and partnerships with 11 technology manufacturers in place, the new Cronkite School is considered the nation’s most sophisticated journalism education complex.

“We are so impressed by the school’s technology infrastructure, not only for journalism’s current production and distribution model but also for what we think it will be in the future,” said John Misner, general manager of 12 News (KPNX) in Phoenix and the incoming president of the Cronkite School Endowment Board.

John Green, executive producer for special programming and development at ABC News in New York, said the new Cronkite facilities “are sleek and sophisticated and rival some of the finest and most sophisticated setups I’ve seen at ... major market stations and even at some national networks.”

Dean Christopher Callahan wanted technology to better prepare students for the future, and he wanted it to be the best.

“Anything you can do in journalism, you can do it here and better here,” Callahan said.

Chief engineer Jim Dove is the school’s technology guru. Callahan came to Dove with the task of designing the building’s technology to make it the best journalism school in the country.

“I remember as the building was going up, we were designing the interior,” Dove said. “So there was only the slab down for the fourth floor—it wasn’t even a complete building—and I was taking people in with hardhats, explaining our plan to them. It was fast.”

Visitors get a glimpse of the powerful technology before they even enter the building. Above the main entrance flashes a Times Square-style news ticker that scrolls the latest Associated Press headlines in bold red letters visible from blocks away.

The second floor opens up into The First Amendment Forum, the hub of activity at the Cronkite School, where students hang out in front of a giant TV that airs the latest news from CNN and other newscasts throughout the day.

The Forum’s TV is used for more than just watching the news. The huge high-definition, rear-projection screen also is used for Wii competitions, special events such as election night and President Barack Obama’s inauguration and sporting events ranging from the Super Bowl to a full slate of Sun Devil games.

Five other HD TVs in the Forum play alternate channels—typically CNN, CNN Headline News, ESPN, FOX News and MSNBC. They are controlled by a digital touch-screen remote, about the size of a miniature laptop.

The Forum is also known for Cronkite Night at the Movies on Wednesdays. Students who live across the street in Taylor Place

sometimes come in their pajamas and fill the Forum, waiting for a popcorn machine to serve up a snack for movie-watching.

Other public events in The First Amendment Forum and just down the hall in the Cronkite Theater can reach a much broader audience through live video feeds from three HD robotic cameras in each room to any television in the building or to the outside world through the school’s satellite uplink.

Cameras, microphones and projector screens are located in every classroom. Professors can use the technology for webinars, PowerPoint slideshows, videos, the Internet and television.

Seven digital lab classrooms each have 21 iMac computers, which can run both Mac and Windows operating systems through Parallels Desktop. The computers also boast the latest software, including Final Cut Pro for audio and visual editing, Dove said.

Sasan Pouretezadi, the school’s IT director, helped choose the computers and software.

“The students are exposed to the very latest in audio and visual editing through professional products and tools that are only found in professional environments,” Pouretezadi said.

TV and radio broadcast studios are housed within the Cronkite School. One TV studio on the sixth floor is devoted to Cronkite NewsWatch, the school’s award-winning, 30-minute nightly newscast. The other is open to younger students to produce their own shows for campus cable or YouTube.

Inside and outside the building, power boxes are available for students to go live on the newscast, and there are dozens of editing bays throughout the building for student use 15 hours a day.



The Technical Operations Center is the control center for broadcast operations.  
Photo by Bill Timmerman

# Jim Dove: Visionary Behind New School's Technology

BY CAITLIN TORRES

Jim Dove was given a seemingly impossible task: Design and bring to life the most sophisticated, forward-looking digital technology available for the new Cronkite building. And do it all within 18 months.

Luckily for the school, he succeeded.

The Cronkite School's chief engineer is responsible for what many say is the most technologically advanced journalism education complex in the world. He designed the building's technology, helped develop partnerships with top manufacturers and oversaw the installation of the building's many complex digital features.

"This is a technological masterpiece, and the artist is Jim Dove," said Dean Christopher Callahan. "Jim's understanding of the needs of our students and faculty—both today and in the future—combined with his expertise in the very latest technologies is really an unbeatable combination. We're so fortunate that we had Jim, his passion for our school, his tireless work ethic and his extraordinary vision to make this dream a reality."

Dove's office is on the sixth floor of the building he helped create. A wall in his office is covered with framed awards from his work with ESPN. In his desk, he has the first camera he ever used when he was a child and his first 8mm film—reminders of his roots.

Dove grew up in Lakeland, Minn., the youngest of six. He traveled a lot with his family and made home videos for fun when he was young. In high school he played hockey and baseball.

"I mostly focused on the sports I played. My classes were my second focus," Dove said with a laugh.

In his first year of college, Dove decided he would go back to his early passion of filming. Instead of playing sports, he recorded the games. Using a 16mm camera, he traveled with different sports teams, filming games and learning how to edit film.

A friend of Dove's father introduced him to the production manager of WEAU-TV in Eau Claire, Wis., 75 miles from where he grew up.

As Dove waited to speak with the production manager, he could hear him on the phone.

"Oh. Really? Well, congratulations. That's great," the production manager said sarcastically as he hung up the phone.

Dove told the production manager that he was interested in a job.

He told Dove, "Good, I just got off the phone with the guy who quit. When can you start?"

"That was my opening," Dove recalled.

Dove was introduced to the world of production and engineering at WEAU, but after two years he was ready for a major life change. He hopped on his motorcycle and left for Arizona with nothing but



his bike and \$100.

He took the first job he could get at a Marie Callender's restaurant and started going to Arizona

Technical Institute, where he earned a degree in engineering.

In 1984, Dove took a job with Eight/KAET, the ASU-owned PBS station, where he worked as a production engineer while also taking care of the Cronkite School's TV studio. In 1994, he became the school's first engineer.

In addition to his job at ASU, Dove has freelanced for ESPN since 1991. He is a key member of ESPN's teams for "Monday Night Football" and "Sunday Night Baseball."

Dove "has brought so much to ESPN; he has done some amazing work with specialty edits. And no matter what deadline is set out for him, he gets the job done," said Jay Rothman, ESPN's senior coordinating producer of NFL coverage and "Monday Night Football."

Dove has received a number of awards as a result of his involvement with ESPN, including an Emmy for his production work for the show "Speedworld."

Today, Dove oversees all broadcast technical operations at the Cronkite School.

"This was by far my biggest accomplishment in all my years of work in television engineering," Dove said. "The most rewarding part, though, is to see the success of students and how the technology and faculty have helped a lot of students enter the marketplace."



Above: Jim Dove takes a seat behind the control board in the Sony Instructional TV Studio. Photo by Jeffrey Lowman

Below: Dove directs Walter Cronkite prior to a broadcast for Eight/KAET.



# ASU and Phoenix Creating Dynamic New Metropolitan Center

BY JAMES KING

Arizona State University and the city of Phoenix are changing the landscape of downtown, reinventing the metropolitan area as a hub for education, commerce, culture and entertainment. A tight-knit urban campus in the heart of the nation's fifth-largest city gives students access to all the resources a big city has to offer while maintaining a close sense of community.

The idea for a major ASU presence in downtown Phoenix came from Mayor Phil Gordon, who was looking for ways to energize the urban core of his city, and ASU President Michael Crow, who wanted a new campus that would be able to easily access the business, cultural and media connections of a major metropolitan city.

In 2006, Phoenix residents overwhelmingly approved the duo's plan to set aside \$223 million to help develop a downtown ASU campus.

"ASU and Phoenix have a unique relationship," said Cronkite School Dean Christopher Callahan. "For Phoenix and ASU to get together to create a brand new campus in the middle of downtown ... is incredibly significant" and unprecedented.

The W.K. Kellogg Foundation, an organization dedicated to improving future communities' quality of life, recently recognized the historic partnership between the city and ASU

with an Outreach Scholarship W.K. Kellogg Foundation Engagement Award.

Matt Pool, owner of Matt's Big Breakfast, a popular restaurant only two blocks from the heart of the emerging downtown campus, said the impact has been enormous.

"We've always done pretty well, but there was not a lot going on in this neighborhood," Pool said. "Now we're seeing a completely different customer base. We see a lot of professors, students, construction workers. It's awesome; this will be a great section of the city."

The massive construction projects that anchor the renovation of downtown Phoenix and the partnership with the university have brought significant revenue to the state's economy. For example, a piece of municipal art that was built in the new downtown Civic Space, a park located across Central Avenue from the new Cronkite building, brought more than 100 jobs to the area and pumped \$1.5 million into the local economy through Arizona contractors and construction companies hired to assemble the piece.

Upon completion of the downtown campus,



ASU officials expect to have close to 15,000 students taking the bulk of their classes on the downtown campus in 1.5 million square feet of academic facilities. It is anticipated that more than 4,000 students will live in downtown student housing facilities.

Downtown Phoenix offers students, residents and visitors alike a broad range of activities, from major athletic competitions to entertainment and cultural excursions.

Within two miles of the downtown campus there are eight museums, five art galleries, two professional sports arenas, more than 60 restaurants and several theaters and concert halls, many of which offer ASU student discounts.



Above: An expanded College of Nursing and Health Innovation building opens this fall. Photo by Jeffrey Lowman



Left: The Metro offers discounted fares to ASU students, faculty and staff. Photo by Megan Martin

## Museums

Phoenix is home to the Heard Museum, one of the foremost American Indian museums in the world. Founded in 1929, the Heard has 10 exhibition galleries focusing on American Indian art and culture of the Southwest. The museum is located about two miles north of the downtown campus, has convenient access to the Metro and offers a discounted rate of \$5 admission for students.

The Phoenix Art Museum, also located along the light rail path, recently completed a \$50 million expansion. The museum houses a collection of modern and traditional art, primarily by Southwestern artists. It is home to The Ullman Center for the Art of Philip C. Curtis, an Arizona artist who focused on surrealist landscapes and was the founding director of the museum. The museum offers students a discounted rate of \$8 for admission.

Just a few blocks south of campus is the Heritage and Science Park, a city-run park that is home to multiple educational and historical exhibits as well as popular restaurants. Some of the park's attractions include the Phoenix Museum of History, a public center for historic preservation called the Rosson House Museum and the Arizona Science Center. The science center has more than 350 permanent exhibits, an IMAX theater and a planetarium as well as a wealth of educational programs for students, children and other visitors.

## Sports

Also located just a few blocks south of the ASU campus are the city's major professional sports venues.

Chase Field, home of the Arizona Diamondbacks baseball team, is a state-of-the-art facility. Opened in 1998, Chase Field has some of the most unusual features of any professional stadium. A retractable roof and a swimming pool in right-center field help fans beat Arizona's intense summer heat. In 2007, the stadium installed a 136-by-46-foot, high-definition LED scoreboard located above center field. The screen is one of the most advanced devices of its kind. The stadium also hosts several other events, such as international soccer matches and the Monster Jam truck rally.

A block to the west of Chase Field stands US Airways Center, home of the Phoenix Suns, the city's NBA team, and the Phoenix Mercury, the WNBA team. In 2009, the arena hosted the NBA All-Star game, an

exciting weekend for Phoenicians and a nice boost for the local economy.

Basketball aside, US Airways Center also has featured many other acts, including the Ringling Bros. and Barnum & Bailey circus, singer Beyoncé's "I am..." World Tour and the punk-rock band Green Day.

## Theater

The Dodge Theatre, located a few blocks southwest of the downtown campus, attracts some of the biggest names in music, theater and comedy. The theater has hosted the likes of comedian Jerry Seinfeld, the Moscow Ballet and the rock band The Killers.

The Orpheum Theatre, also just a few blocks from the downtown campus, is the city's premier stage for both dramatic and musical productions. Built in 1929, the Orpheum has been an important cultural landmark for the city. After more than 50 years, the theater was on the verge of ruin until the city purchased it in 1984 in an effort to preserve some of Phoenix's historic buildings. The Orpheum underwent a \$14 million renovation in 1997.

## On the horizon

With revitalization efforts ongoing throughout downtown Phoenix, there are still several projects on the horizon for the city and university.

The final phase of the downtown Civic Space includes the conversion of the historic Phoenix post office into a student union for the downtown campus. The post office, located on the north side of Civic Space, is a 97,000-square-foot, tri-level building. While the university currently uses the second floor of the building for administrative offices, Richard Stanley, senior vice president and university planner for ASU, said the goal for the building goes well beyond the current use.

Stanley said the city of Phoenix is in the final stages of purchasing the building from the federal government. Once that transaction is completed, the city and the university will hire a design firm to lay out the student union, which will continue to have a postal service retail window.

Stanley said ultimately ASU hopes to connect the south side of the building, which is currently a loading dock, with the north end of the Civic Space to create a seamless, efficient use of the entire area.



# The New Phoenix

BY JAMES KING

As downtown Phoenix continues its transformation, merchants and a new breed of residents drawn, in part, by the addition of ASU's downtown campus are turning the area into a 24-hour attraction.

Cronkite School Dean Christopher Callahan said one of the problems downtown had in the past was having little to offer people after the workday.

"This is a really big city—the fifth-biggest in the country—and the rap on Phoenix was that it didn't have a post-5 p.m. environment," Callahan said. "For cities to thrive, they need to be 24/7 operations. People would work downtown but go to the outlying cities to live and do things."

But that is changing.

First Friday, an event held on the first Friday of each month, is a celebration of Phoenix's growing art community and the businesses and public who support it.

Organized by the nonprofit group Artlink, the event has taken on a life of its own, expanding exponentially over the past decade. In 1998, First Friday had 13 spaces open along its short "art walk." Today, there are more than 100, attracting thousands of art lovers, people watchers and those who just like to have a good time.

"First Friday, which has been around for a while, is incredible now," Callahan said. "When I was driving by one night, it was mobbed. And it wasn't just one strip; it was all the little side streets. It's a very different environment."

First Friday is symbolic of the direction the city is going. Phoenix has begun to attract a young, dynamic demographic that is changing the city from the inside out.

May Cronkite graduate Liz McKernan lives in downtown Phoenix and said the city is becoming a great place for the young—or the young at heart.

"Living downtown is great because I'm walking distance from



anything and everything I need to do," she said. "Downtown is just more relaxed than other places I've lived. It's a completely different vibe; it's more mature and fun. I'm only a few blocks away from a light rail stop, too, so getting over to Tempe to see friends is never a problem."

Whether living on campus or in an off-campus house or apartment, downtown gives students the chance to be a part of a big city. ASU's new campus is giving Phoenix new life while, simultaneously, the city is giving ASU students an exciting and productive atmosphere in which to be a student.

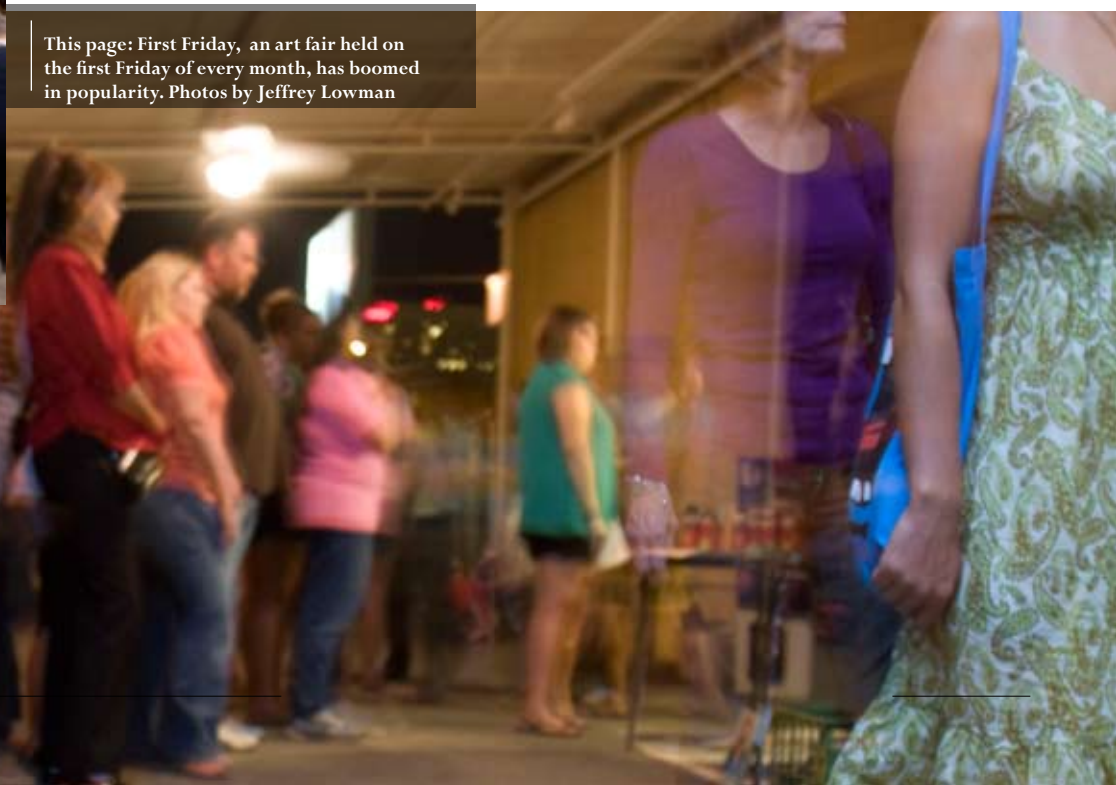
Just blocks from the downtown campus are many of Arizona's largest news outlets: The Arizona Republic, 12 News (KPNX), FOX 10 (KSAZ) and others. And City Hall, the courthouses and other government buildings are all walking distance for aspiring journalists to cover major news.

Cronkite senior Jose Suarez-Fraska said downtown is the only place he would want to live—right in the heart of a vibrant, evolving city.

"There's a lot going on all the time," he said. "We're in middle of everything, and it's awesome to be a part of a city that's always changing."



This page: First Friday, an art fair held on the first Friday of every month, has boomed in popularity. Photos by Jeffrey Lowman



# Light Rail Connects Phoenix and Tempe

BY JAMES KING

**T**he Metro system is up and running, and Cronkite students and faculty are taking full advantage of discounted fares and the convenience of mass transit.

With the Cronkite School's move to downtown Phoenix, the light rail provides students and faculty with a direct line from Mesa to north-central Phoenix, with stops that include ASU's Tempe campus and the doorstep of the Cronkite School's new downtown home.

The light rail began operation in December 2008. Construction began in 2005 as part of the Valley Metro public transit system. The 20-mile starter line cost \$1.4 billion of local, state and federal money, and the final product looks like a clean, modern version of an old, East Coast trolley system.

The light rail platforms feature art from both local and national artists as part of a \$6.3 million public art program. More than 25 artists contributed ideas and their own personal styles to the designs of the light rail's 29 stations. The pieces are diverse, many made of cast bronze, carved stone and welded steel, and done in styles ranging from contemporary to classical.

The interiors of the trains are spacious, clean and provide plenty of room to sit or stand. Each train is equipped with a bike rack, a convenient feature for students who want to ride between the stations and their homes or classes.

Cronkite student Scarlett Heydt, from Bloomington, Ind., was a freshman in 2008-2009 and, therefore, was among the first students to live in the downtown Taylor Place residence hall.

Like some other students, Heydt was hesitant at first to move downtown because she feared being disconnected from the Tempe campus and missing out on a traditional college experience.

Heydt was pleasantly surprised by the sense of community on the downtown campus and the ability to get to Tempe with ease.

As a reporter for The State Press, Heydt needed to get to the Tempe campus for weekly budget meetings and to see friends who lived on or near the Tempe campus. She did not have a car, and found the light rail to be the answer to her travel needs.

"I use the light rail every day, even now that I don't take classes in Tempe anymore," Heydt said. "I like being in Tempe. ... A lot of my friends are there, so it's nice to be able to go there when I want to."

Cronkite student Rheyenne Weaver lived in Tempe her sophomore year but took the majority of her classes downtown. Like Heydt, Weaver did not have a car and relied heavily on public transportation.

"I'm downtown every day, and I used to take the ASU shuttle to get there," she said. "The shuttle was like a 20-minute walk from my dorm. The light rail is right in front of my building."

Weaver said because of the shuttle schedule, she could be stuck waiting for a half-hour. The light rail comes every 10 to 15 minutes.

Cronkite faculty members also find the light rail a convenient option for their commutes.

Professor Steve Doig, the school's Knight Chair in Journalism, bought his house in south Tempe when he started at the school nearly 10 years ago. When the Cronkite School was located in Tempe, Doig would often ride his motorcycle the short 10-minute ride. When the school moved downtown, Doig said he did not want to deal with traffic or parking downtown.

Doig and his wife moved to a condo on Tempe Town Lake, with a light rail stop just a few blocks away.

Photo by Bill Timmerman







## New in '09?

BY JAMES KING

As the downtown campus landscape continues to evolve, 2009 saw several major additions. Here are the highlights:

- Students returned to campus in January able to ride the new Metro. The 20-mile, \$1.4 billion project stretches from east Mesa to Tempe and through downtown Phoenix. For the many students who take classes at both ASU's Phoenix and Tempe campuses, the light rail has made the commute fast and convenient while keeping the two campuses connected.

- In March, the city and ASU unveiled the downtown Civic Space, a 3-acre park across Central Avenue from the new Cronkite building. The Civic Space is a public park with open space, art, water features and shade. The park already has hosted concerts, movies and university events. On the south side of the park, the historic 1926 A.E. England Building has been renovated to house park employees and meeting space and retail.



## Civic Space Provides Tranquil Spot in Middle of City

The Civic Space serves as a calming feature in the midst of a bustling, vibrant city.

The 3-acre park, which opened in March across the street from the Cronkite building, gives students, faculty and downtown residents and workers a relaxing place to take their lunch breaks, read or just lie in the grass. The sprawling, tree-dotted lawn is often filled with students throwing Frisbees, talking with friends or studying.

On the south end of the park, the historic 1926 A.E. England Building has an outdoor eating area where students can take advantage of the wireless Internet access available throughout the park.

On the park's northern border, the historic Phoenix post office will be converted into the student union for the downtown campus.

The centerpiece of the new park is a 100-foot-tall sculpture created by artist Janet Echelman. The sculpture, which Echelman titled "Her Secret is Patience," is one of many pieces she has designed all over the world.

Echelman said her art is intended to respond to a city's environmental forces. In Phoenix's case, the force she aimed to

capture is the desert wind. As wind passes through the sculpture and the flexible mesh netting sways and pulsates, the sculpture makes the desert wind visible, Echelman said. The sculpture is illuminated at night, creating a dramatic effect.

Cronkite student Nick Kosmider said it's nice to have a place downtown to relax. Kosmider, who lives several miles from campus, said it's often impractical for him to go home between classes. The Civic Space has given him a new alternative.

"There used to just be nothing here," Kosmider said. "It's nice now. There are usually people hanging out or reading; it gives it the feel of a nice college campus."



Student turn out for the first movie night at the downtown Civic Space. Photo by Erik Hilburn/The State Press

• The past year also saw the opening of the second phase of the new College of Nursing and Health Innovation building on the southwest corner of Fillmore and Third streets. The five-story, 84,000-square-foot structure features new classrooms and a 200-seat auditorium. The building is another example of the unique partnership

between the city and the university: One floor is dedicated to city of Phoenix offices.

• The second tower of the Taylor Place student housing complex opened in August, adding 550 beds. In total, Taylor Place will house nearly 1,300 students as well

as providing space for meeting rooms, restaurants and other retail enterprises. The 13-story, dual-tower complex has a patio garden as well as large, screened-in porch areas on each floor.



# Taylor Place: Dorm Living for the 21st Century

BY ANDRE F. RADZISCHEWSKI

If new residents moving into Taylor Place thought they'd pulled up at the wrong building, one couldn't really blame them.

After all, the traditional college dorm doesn't come with a roof terrace with skyline views of the city or laundry machines that send text messages when a load is done.

But Taylor Place isn't your traditional residence hall.

The dual-tower complex across the street from the Cronkite School sets new standards in concept, design and amenities.

"It's almost like a boutique hotel," said Mark Kranz, a design principal for the Phoenix office of SmithGroup, the architectural firm that designed Taylor Place. Kranz led a team of more than a dozen architects, three interior designers and 16 engineers who designed Taylor Place for Birmingham, Ala.-based Capstone Development Corp.

Capstone, in close collaboration with ASU, owns and operates the buildings. The company offers university housing in 25 states, totaling more than 31,000 beds on 54 campuses.

Patrick Panetta, ASU's assistant director of real estate development, said Taylor Place, which can house up to 1,294 students on 12 residential floors, is the first step toward 3,000 to 4,000 beds envisioned for the downtown campus.

He said the university wanted state-of-the-art facilities that were equal to or better than new residence halls built on the Tempe campus.



Caroline Porter, a freshman, sits on her bed in Taylor Place.  
Photo by Kara Horowitz



The design, Kranz said, was shaped by four core principles: First, Taylor Place is meant to contribute to the vitality of downtown Phoenix street life.

"The goal was for this to be a very urban residential community," Kranz said.

Second, its front features shade-making elements, one of the major things Kranz said downtown Phoenix is lacking.

Third, Taylor Place aims to architecturally connect the existing ASU buildings downtown in order to create a coherent atmosphere across the new campus.

"The goal was to create ... an identifiable university brand," Kranz said.

Finally, Taylor Place is specifically designed to be both a daytime and nighttime building in an effort to make downtown Phoenix a round-the-clock destination. Major student spaces are painted in a variety of colors, creating a "provocative" visual effect when illuminated, Kranz said.

"Every city in America is trying to revitalize their downtown," he said. "There has to be a contribution at night."

Kranz said he wanted to design a building different from the typical large college dormitory, which has "a tendency to be fairly claustrophobic." He created student lounges with communicating stairs that join together even- and odd-numbered floors, open-air bridges that connect the two towers and a 3,500-square-foot shade garden. The ground floor features a Starbucks coffee shop, a cafeteria and a convenience store. More retail will soon follow.

"It looks like you're living in an upscale high-rise, but you're actually living in a dorm," said Ashley Sherman.

Although she had recently switched her major to political science, which is located on the Tempe campus, Sherman said she had no plans to move east.

"I prefer smaller campuses," she said. The light rail has made it easy for her to get to her Tempe classes, she said.

Sherman said her favorite amenity at Taylor Place is the student lounges, which feature TVs, computer rooms and study space.

"I feel like the architects went out of their way to create communal spaces for students," she said.

Every floor has a laundry room equipped with futuristic washers and driers that send residents text messages when they are available and when a load is finished.

Beyond inviting spaces, ASU staff and community advisers care





Left: Porter looks from the third floor of Taylor Place. Photo by Kara Horowitz

Bottom: Ashley Martinez (right) takes a break with friends MaKayla Harp and Adonis Harp after a tour of Taylor Place. Photos by Lauren Proper

for Taylor Place residents around the clock. Tutoring is available, and weekly events aim to build community, said Taylor Place coordinator Jennifer Doty.

Taylor Place “can be your home away from the fast-paced Tempe lifestyle,” Doty said. And, thanks to the light rail, “you can have the best of both worlds.”

Beth Wischnia, a journalism and political science double major from Austin, Texas, said she likes the quiet environment and dedicated students in Taylor Place.

“It’s a good atmosphere to be a successful student,” Wischnia said. “I think if I lived in Tempe, my grades would be worse.”

Taylor Place also was built with the environment in mind. Putting a priority on sustainability is in line with one of the university’s core principles, Panetta said.

The buildings’ north-south orientation aims to lessen the effects of the Arizona heat. Drought-tolerant plants need less watering, and much of the plants’ water comes from condensation from the air-conditioning system.

For journalism majors who live in Taylor Place, being able to walk across First Street into their school’s new building makes life a lot easier, said Cronkite Dean Christopher Callahan.

“We do so many things that are hands-on,” Callahan said. “It’s important for students to have easy access.”

But the proximity may be as much of a benefit to the school as it is to the students themselves, he said.

“I see students way more than I ever saw them in Tempe,” Callahan said. “(Faculty members) feel much more connected to the students.”





# Cronkite Village: Living and Learning Together

BY ANDRE F. RADZISCHEWSKI  
PHOTOS COURTESY OF CRONKITE VILLAGE

Every Monday afternoon, Josh Frigerio made an astounding transformation—from college freshman to television producer.

Frigerio was one of the leaders of CVTV, a newscast produced by Cronkite Village, the school's living-learning community.

But Cronkite Villagers don't just produce their own TV program, radio show and Web site. The students, who live together on the second floor of the Taylor Place residence hall, tour news organizations, invite guest speakers and host and attend journalism and social events.

"You get the whole (Cronkite School) experience ... with a little bit extra," Frigerio said.

Cronkite Village is an elite group of students, selected from applicants whose high school records speak to their talents and initiative, said Leah Miller, who headed the program as the school's director of student life.

Miller is herself a Cronkite alumna who, when she transferred to ASU in 1987, found her anxiety lessened when she met like-minded peers at the school's radio station.

"When you first start out in college, it's a scary deal," Miller said.

Today, incoming students can get to know one another on the Cronkite Village's Facebook group before they ever meet in person.

Cronkite Village students bond so quickly, "it's immediate friendships," Miller said.

Participants take a special Cronkite School course and go on trips as a group across the neighborhood—be it to get a glimpse of The Arizona Republic newsroom down the street or to play hide-and-seek at the YMCA just a few blocks away.

Rudy Rivas said he really enjoyed being part of the Cronkite Village community.

"We're just a big family," he said.

His favorite activities included a trip to an Arizona Diamondbacks baseball game at Chase Field—another site within walking distance—and the studios of 12 News (KPNX), the local NBC affiliate.

"You notice there aren't very many students in college who get to go on field trips," Miller tells her students, reminding them that they are not average college freshmen.

Miller recalled a party that students threw for the Academy Awards, complete with tuxedos and gowns, paparazzi and a red carpet.

"They wanted it to be glitz and glamour," she said. "We've had some pretty grand parties."

The Village has become so popular that membership has nearly doubled. Sixty students signed up for this fall. And some students move on to be peer mentors after they complete their freshman year.

Eight student leaders—six sophomores and two juniors—helped Miller run the program last year. One of them, Gitzel Puente, joined Cronkite Village in 2007, when it was still housed at McClintock Hall on the Tempe campus.

"I fell in love with the program," she said. "I wanted to share the experience that I had with my mentees."

Her favorite memory is when she and other participants got to meet the school's namesake, Walter Cronkite.

"He was so humble ... and he gave us great tips," Puente said. "It's a privilege to be in Cronkite Village."

Working for CVTV helped Puente score an internship with Telemundo, the Spanish-language TV station.

Other Cronkite Villagers, such as Daryl Bjoraas, said they are certain that the community will help them beyond making friends.

"Cronkite Village really lays the groundwork for what you want to do," Bjoraas said.

## FRIENDSHIPS THAT LAST A LIFETIME





# CONNECT WITH THE COMMUNITY



Above: Cronkite Villagers take in an Arizona Diamondbacks game.

Below: Villagers participate in numerous events each semester—some, like a Cronkite Village Formal, are just for fun and others help them adjust to school and learn about journalism.







# STUDENT AWARDS



Examples of award-winning student work from 2008-2009.



It's really not big news anymore when Cronkite students sweep collegiate journalism competitions. They've been doing it consistently for years now. But this past year was extraordinary—even by the standards of these extraordinary young journalists.

Cronkite students dominated the nation's two biggest college journalism contests. They finished No. 1 in the Hearst Journalism Awards—for the second time in three years—and first in the Society of Professional Journalists' Mark of Excellence competition for an amazing fourth consecutive year.

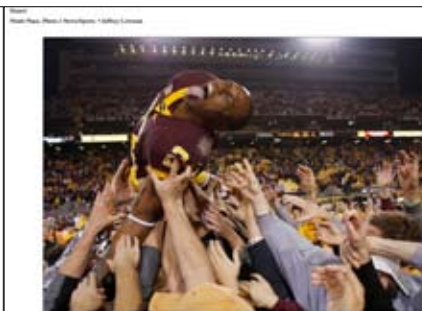
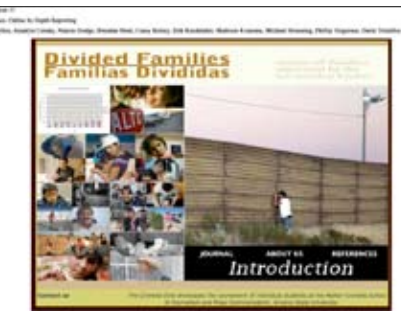
But the litany of journalism honors doesn't end there. For the

first time, a team of Cronkite students won the prestigious Robert F. Kennedy Journalism Award for an exploration of families divided by the U.S.-Mexico border. Ethel Kennedy, the widow of former Sen. Robert F. Kennedy, personally called the school to tell Assistant Dean Kristin Gilger the great news and to tell her how much she admired the students' sophisticated and probing work.

Cronkite students also took home a wide variety of other national and regional awards for their work in public relations, magazine journalism, broadcast news and digital media.









## Cronkite Students Win International RFK Award

A Cronkite team exploring how families are divided by the U.S.-Mexico border won the prestigious Robert F. Kennedy Journalism Award.

The project, "Divided Families," won in the college print journalism category. It traces the stories of families who are separated as a result of both legal and illegal immigration and explores the social consequences of public immigration policy.

In announcing the award, Ethel Kennedy, the widow of Sen. Robert F. Kennedy and founder of the Robert F. Kennedy Center for Justice and Human Rights, described the Cronkite stories as "moving and wonderfully done."

"It's good for the rest of us to know what (families on both sides of the border) are going through and the pain of separation," she said. Kennedy personally called Assistant Dean Kristin Gilger at the school to tell her about the award and her admiration for the students' powerful and eye-opening work.

Kennedy gave the award to Gilger, who led the 17-student team, and graduating senior Deanna Dent at a ceremony May 28 at George Washington University in Washington, D.C. The center also gave professional awards in nine categories. Other winners of the 41st annual RFK Journalism Awards included The New York Times, The Washington Post and National Public Radio.

The bronze bust of the late senator and U.S. attorney general is now displayed in the reception area of the Donald W. Reynolds Leadership Suite in the new Cronkite building.

The RFK Journalism Awards program honors outstanding reporting on issues that reflect Robert F. Kennedy's concerns, including human rights, social justice and the power of individual

## ROBERT F. KENNEDY JOURNALISM AWARD

Above: The bronze Robert F. Kennedy Journalism Award is on display in the Donald W. Reynolds Leadership Suite in the Cronkite building.

action in the United States and around the world. Winning pieces examined the causes, conditions and remedies of injustice and analyze relevant public policies and attitudes. The winning entries were selected by a panel of 40 judges over several rounds.

The Divided Families project was the work of 17 students in the Cronkite School's In-Depth Reporting class. Students made more than 30 trips to the border, deep into Mexico and to various parts of Arizona to report, record and photograph their stories. The class was taught by Gilger and faculty associate Robert Sherwood. Cronkite News Service

Director Steve Elliott also supervised some of the students' work.

The students' stories and photographs were printed in a magazine distributed by the Cronkite School and appeared in newspapers throughout the state that subscribe to Cronkite News Service. Phoenix Magazine devoted eight pages to one of the stories, about U.S. children stranded in a Mexican orphanage, in its July 2008 issue.

Cronkite students who were part of the project were Dent, Adrian Barrera, Leah Duran, Branden Eastwood, Kristi Eaton, Brian Indrelunas, Ryan Kost, Jordan LaPier, Angela Hong-Anh-Le, Ashley Lowery, Ryan





Ethel Kennedy with Deanna Dent (left) and Assistant Dean Kristin Gilger (right) at the RFK Journalism Awards ceremony in Washington, D.C. Photo courtesy of Taylor Kennedy

**“It’s good for the rest of us to know what (families on both sides of the border) are going through and the pain of separation.”**

— Ethel Kennedy

A. Ruiz, Codie Sanchez, Courtney Sargent, Amanda Soares, Michael Struening, Teana Wagner and Aja Viafora.

Their work was supported by a grant from the Howard G. Buffett Foundation, an Illinois-based nonprofit founded by the international photojournalist, author, environmentalist and philanthropist. Buffett is a key supporter of the Cronkite School's depth reporting and photojournalism programs.

The other college winner of this year's RFK award was WMUC, the University of Maryland's student radio station, for a project on campus rape.

The Robert F. Kennedy Journalism Awards were founded by a group of journalists covering RFK's 1968 presidential campaign. Kennedy was assassinated during that campaign.

The Robert F. Kennedy Center for Justice and Human Rights was founded the same year by Kennedy's family and friends as a living memorial to carry forward his vision of a more just and peaceful world. Today the impact of the RFK Center extends around the globe, through cutting-edge programs promoting human rights and social justice and empowering new generations of leaders.

## Deanna Dent: Visual Storyteller

STORY BY LUIS C. LOPEZ

Deanna Dent was in Mexico City doing what she loves—searching for people to tell a great story through compelling images. This time, she was looking for people who go on pilgrimages to the Basilica of Our Lady of Guadalupe to have their statues of the Virgin Mary blessed. Dent met up with a group who had walked together from the small rural town of Chalma, about 40 miles southwest of Mexico City. She asked if she could join them on their trip home and—without having a way to get back to Mexico City—jumped on their bus. The reporting trip turned into a powerful Web-based photo slideshow.

This is how Dent does journalism: She boldly seeks out unique stories and the people to help her tell them—wherever it may take her.

“If you are drawn to journalism, it is not because you want pretty pictures; it is ... to tell good stories,” Dent said.

Dent has won national awards from the Hearst Foundation, the Society of Professional Journalists and the Roy W. Howard National Collegiate Reporting Competition. She was a Scripps Howard Top 10 Scholar and a Chips Quinn Scholar. She graduated in May with a bachelor's degree in journalism and fine arts and was one of the Cronkite School's three Outstanding Undergraduate Award winners.

“What makes her such a good journalist is that she can find stories,” Assistant Dean Kristin Gilger said when introducing Dent to Pulitzer Prize-winning photojournalist Renee C. Byer of the Sacramento Bee during Byer's visit to the Cronkite School.

Dent, along with 16 other Cronkite students, produced the “Divided Families” project, which won the 2009 Robert F. Kennedy Journalism Award. She told the story of three American children stuck in a Mexican orphanage and their struggle to reunite with their

grandmother in Lake Havasu, Ariz.

Dent said she is interested in immigration issues, in part because of her background: her mother is Colombian and her father is American.

“With this (orphan) story, it was nice because it was clear these three children should be in the United States,” Dent said. “It was a good story to work on because you feel like anything you say is going to help bring attention to this problem.” The story was published by Phoenix Magazine.

Dent was born in Phoenix and graduated from the New School for the Arts in Scottsdale in 2002. After high school, Dent didn't know what she wanted to study, so she enrolled at Mesa Community College to give herself time to explore various options without falling behind on her general requirements. After two years, Dent transferred to Arizona State University and majored in fine arts with a concentration in photography.

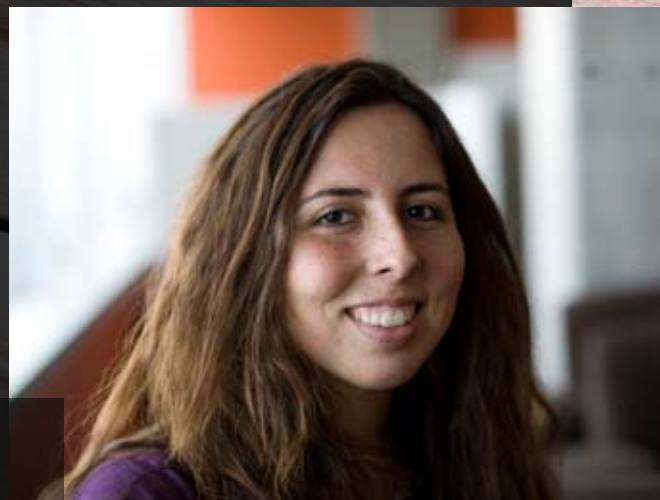
In 2006, Dent was a photographer for The State Press. Gilger, who at that time was director of Student Media, asked her if she would shoot pictures for a project about the Gila River Indian Community. After seeing Dent's work, Gilger suggested that she study journalism.

“She is such a great talent that I wanted her in our program,” Gilger said.

Dent said it is people's unique stories that make photojournalism fresh and interesting for her.

“There're so many different stories and experiences that are always new,” she said.

Deanna Dent is one of the school's top award winners. Photo by Evan Wyloge Background photo by Deanna Dent







Student photographer Bettina Hansen placed in the Hearst Journalism Awards with these photos, among others.

# Cronkite Sweeps Hearst and SPJ

## First in Hearst for Second Time in Three Years

The Cronkite School finished first in the nation in the Hearst Journalism Awards, the prestigious national competition often called the Pulitzer Prizes of college journalism.

Cronkite now has won the Hearst competition twice in the past three years and finished first or second in four of the past five years.

"This is the result of incredibly passionate, smart and dedicated students working closely with inspiring faculty members," said Cronkite Dean Christopher Callahan. "We are tremendously proud of our students winning this prestigious national competition."

The Cronkite School finished first by competing in a broad range of categories on a variety of platforms—multimedia, photojournalism, print, radio and television. Cronkite finished second in broadcast news, fourth in print and 10th in photojournalism.

Rounding out the top 10 were the University of Kansas, Syracuse University, the University of Florida, the University of North Carolina, the University of Missouri, Western Kentucky University, Northwestern University, San Francisco State University and the University of Montana.

More than 100 accredited journalism schools around the country compete in the annual Hearst Journalism Awards. The student work is judged by professional journalists.

Meanwhile, four of the top Cronkite winners were flown to San Francisco in June to compete in the Hearst national championships.

Sophomore Colton Shone won the national championship in radio reporting. Shone was awarded \$5,000.

Other Cronkite students who were finalists in the Hearst championships were seniors Jill Galus in radio and Amber Dixon and Liz McKernan in television. They each won \$1,500.

The Hearst program was established by the William Randolph Hearst Foundation in 1960 to provide support, encouragement and assistance to journalism education at the college and university levels. The program distributes more than \$550,000 in scholarships and grants annually.

Career Services Director Mike Wong and Assistant Dean Kristin Gilger coordinate the Hearst Journalism Awards for the Cronkite School.



Above: Student Andrew Pentis was honored for his profile of ASU pitcher Josh Satow in The State Press.

Below: Hearst Journalism Award winners (from left to right) Jill Galus, Colton Shone, Amber Dixon and Liz McKernan compete in the Hearst championships in San Francisco.





## First in SPJ for Fourth Straight Year

For a remarkable fourth consecutive year, Cronkite students won more awards than students from any other school in the country in the highly competitive Society of Professional Journalists intercollegiate news contest.

Cronkite students dominated the 2008 Mark of Excellence competition with 10 awards. The University of Maryland finished second with seven awards, followed by Minnesota State University and the University of North Carolina with six each.

Cronkite students took five first-place awards—more than any other school in the country—and were national finalists in five categories encompassing broadcast, online and print journalism.

“Our Cronkite students are producing some of the nation’s best college journalism across all media platforms,” said Cronkite School Dean Christopher

Callahan. “And they are performing at the highest levels year after year. We couldn’t be prouder of them.”

SPJ received more than 3,600 entries in 39 categories. Winners in each category from SPJ’s 12 regions competed in the national contest. Cronkite students dominated Region 11 with 39 awards, including 15 first-place winners.

“These Mark of Excellence Awards winners are some of the best journalists coming out of colleges today,” said Neil Ralston, SPJ’s vice president for campus chapter affairs. “I believe they represent a lot of hope for the future of journalism in America, and SPJ is honored to recognize them for their excellent work.”

The student journalists were recognized Aug. 28 at the Mark of Excellence Luncheon at the 2009 SPJ national convention in Indianapolis.

### CRONKITE SWEEPS INTERNATIONAL NEWS AWARDS

Cronkite students swept a contest that honors the best of global news coverage.

The three ASU winners of the awards, given by the International Communication Division of the Association for Education in Journalism and Mass Communication, were all students of Associate Professor Carol Schwalbe, who specializes in multimedia journalism and magazine writing.

Contest coordinator Sandy Rao, professor and associate director for graduate studies at Texas State University, said this is the first time all three winners have been from the same university. “We truly appreciate (the Cronkite School’s) efforts in training young people in international journalism,” she said. “Understanding the multicultural, multidimensional world that we live in has never been more important.”

Cronkite student Dan O’Connor took first place for “Finding a Home,” a story about a Congolese community living in a United Nations’ disaster relief camp in South Africa. The men fled political and economic strife in the Congo only to be the subjects of violence and threats by



“South Africa: At the Crossroads of Hate and Hope” is published in the Cronkite Zine, the school’s on-line student magazine.

South Africans who banished them from their new communities.

O’Connor was part of a group studying last summer under Schwalbe in a special course that focused on covering immigrants living in South Africa. The program was funded by the Howard G. Buffett Foundation.

Another of the students on the South Africa project, James Kindle, took second in the international journalism competition for “Scarred,” which documented the story of Sehlule Ngwenya, who fled the violence and economic hardships of her native Zimbabwe.

The third-place winner was Annalyn R. Censky for her story, “Ostrich—The Other ‘Green’ Meat,” which she wrote for Schwalbe’s advanced online media class.

#### Feature Writing

Ryan Kost, third  
James Kindle, 13th

#### Personality/ Profile Writing

James Kindle, fifth  
Lillie Brower, 11th

#### In-Depth Writing

Clarice Wziatek, 11th  
William Hennigan, 14th

#### Spot News Writing

Jonathan J. Cooper, 11th

#### Sports Writing

Alex Espinoza, 17th

#### Radio Feature Reporting

Joe “JW” Cox, second  
Colton Shone, fourth

#### Radio News Reporting

Jill Galus, fifth  
Elena Difiore, sixth

#### Television Feature Reporting

Liz McKernan, first

#### Television News Reporting

Amber Dixon, fifth

#### Photojournalism News and Sports

Bettina Hansen, 7th  
Jeffrey Lowman, 9th

#### Photojournalism Picture Story/Series

Deanna Dent, 21st

#### Multimedia

Jillian Sloan, 12th

#### National Winners:

##### All-Around Independent Online Student Publication

Cronkite Depth Reporting and Online Media classes for “Cronkite Zine”

##### General News Photography

Deanna Dent, “Border Orphans”

##### Online Feature Reporting

Ryan Kost, “U.S. Children Stuck in Mexican Orphanages”

##### Online In-Depth Reporting

Cronkite Depth Reporting and Online Media classes, “Divided Families”

##### Television Feature Photography

Amber Dixon, “Dairy in the City”

#### Finalists:

##### Best Affiliated Web Site

The State Press

##### Online News Reporting

Alison Denny, Matthew Burrows and Michael Shawn Tucker, “ASU Crime”

##### Television Feature

Amber Dixon, “Dairy in the City”

##### Television In-Depth Reporting

Amanda Soares, “Children of the Borderlands”

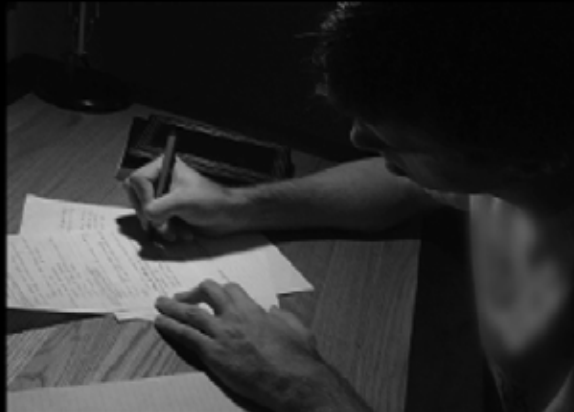
##### Television Sports Photography

Michael Seiden, “Fighting for Redemption”

HEARST AWARDS

SPJ AWARDS





Freedom of speech,

says more than what we believe.

# IT DEFINES

## Junior Wins National PSA Contest

**A** Cronkite junior won a national public service announcement contest that spotlights the importance of free speech.

Christie Roshau's 30-second television spot won top honors from the National Association of Broadcasters Education Foundation, the McCormick Foundation and the Broadcast Education Association.

Roshau's PSA bested 54 other entries, several of which were submitted by student teams rather than individuals. Undergraduate and graduate students from across the country competed on the basis of originality of style, artistic vision and novel presentation as well as innovative use of graphics, animation and special effects.

Roshau enlisted the help of friends who played drums and danced on the 30-second spot.

"What I wanted to show is that our actions—how we live our life, how we treat others, how we interact with those around us, what we are passionate about, what we do with our lives—speak louder than words," she said. "Freedom of speech is more than saying what we believe; it's living for what we believe in."

Judges from the sponsoring organizations and television and radio stations were impressed with the PSA's "seamless and effective integration of pictures, sound and music as well as the originality of its concept that free speech is more than just words," said Paula Edgerton, project manager of the

A student's award-winning PSA promotes freedom of speech in a 30-second television spot.

"Freedom of speech is more than saying what we believe; it's living for what we believe in."

— Christie Roshau  
Cronkite student

National Association of Broadcasters Education Foundation in Washington, D.C.

Mike Wong, the Cronkite School's director of career services, said the work showcased Roshau's "skills and creativity in producing a visual message on the all-important topic of freedom of speech. Christie produced this PSA under deadline pressure. She conceptualized it, wrote it, shot it and edited it."

Six PSAs were honored in radio and television categories and are being made available to radio and TV stations across the country. Roshau received \$3,000 for her first-place finish.



# WHO WE ARE

## OTHER STUDENT AWARDS

### Public Awareness Campaign

Cronkite students took second in the national Collegiate STD Awareness Month campaign contest for their work creating a public awareness campaign that warns of the dangers of sexually transmitted diseases.

The award was given by the Centers for Disease Control and Prevention and the National Center for HIV/AIDS, Hepatitis, STD and TB Prevention.

Graduate students Ashley Panter, Katie Charland and Chrissy Koczenasz created the campaign in the Cronkite public relations lab under the direction of Assistant Professor Xu Wu. He said the award was especially meaningful because it came in the lab's first semester of operation. It is proof that "we can compete with any school at the national level," Wu said.

### Best of the West Award

Andrew Prentis won the Best of the West collegiate award for sports reporting. His story, "Letting go of it all," profiles ASU pitcher Josh Satow. Judge Corydon Ireland of the Harvard University Gazette said, "The writer draws a series of pictures that created a you-are-there feeling, listening alongside the reporter. Good writing and the clipped, neat, short paragraphs kept the narrative moving."

The Best of the West contest gives three collegiate journalism awards—for sports writing, feature writing and general reporting. It is one of the West's most

prestigious contests, drawing nearly 2,000 entries each year from journalists in the 13 states from the Rockies west to Alaska and Hawaii.

### Robert Novak Collegiate Journalism Award

James Kindle took second place in the national Robert Novak Collegiate Journalism Award, which recognizes excellence in collegiate reporting that demonstrates an understanding of the basic ideas that support a free society.

Kindle was part of a group of students who went to South Africa to report on the lives of immigrants. He wrote about a Zimbabwean woman who was beaten, raped and nearly killed for her political activism, refugees from Angola who fled their country because of violence and now live in a displacement camp and a high-rise apartment building where people from dozens of nationalities struggle to live in peace.

The award is one of three sponsored by the Institute on Political Journalism, the collegiate journalism program of The Fund for American Studies. Kindle won \$2,500.

The South Africa project also won a place in the **Webby Awards'** student category.

"South Africa: At the Crossroads of Hate and Hope" is the work of 10 Cronkite students and two professors—Carol Schwalbe and Susan Green—who traveled to South Africa this summer to document the lives of immigrants. The work was funded through a generous grant from the Howard G. Buffett Foundation.

## STUDENTS WIN NATIONAL MAGAZINE AWARDS

For the third year in a row, Cronkite students came out on top in a national magazine contest.

Students won a total of seven awards in the contest sponsored by the Magazine Division of the Association for Education in Journalism and Mass Communication, tying with Northwestern University and Drake University. Cronkite won more awards than any other school in the country in each of the last two years.

This year, Cronkite students took two first-place awards in the contest and for the second year in a row swept the Specialized Business Press Article category.

"HealthE: Environments, Elements, Experiences," a health magazine created by a magazine class taught by Associate Professor Carol Schwalbe, won awards for magazine design and editorial content.

This year's competition attracted 232 entries from 23 universities in the United States and Canada. Judges were publishers, editors and writers for consumer and specialized business magazines.

AEJMC is the nation's leading journalism education organization.

## AEJMC WINNERS

### Specialized Business Press Article:

First: W. J. Hennigan, "Maquiladoras' Uphill Battle"

Second: James Kindle, "Where David Waits"

Third: Celeste Sepessy, "Fowl Play"

### Consumer Magazine Article—Feature:

First: James Kindle, "No Refuge"

### Consumer Magazine Article—Service and Information:

Second: Marilyn Hawkes, "A Gift from the Heart: Leaving an Ethical Road Map"

### Single Issue of an Ongoing Print Magazine—Design:

Honorable Mention: Joshua Schoonover, editor, HealthE: Environments, Elements, Experiences

### Single Issue of an Ongoing Print Magazine—Editorial:

Honorable Mention: Joshua Schoonover, editor, HealthE: Environments, Elements, Experiences

# News21 Initiative Sets Out to Change Journalism

**The Cronkite School is the new headquarters for a groundbreaking national initiative to change the future of journalism.**

Put students in newsrooms led by experienced journalists. Steep them in their subject matter and give them the resources to go out and report stories around the country.

Tell them their charge is to experiment with new ways to tell stories on the Web.

This is exactly what more than 90 top journalism students across the country experienced this summer in the national News21 initiative. The students produced more than 60 innovative multimedia projects that are being distributed to news outlets around the country.

Funded by the Carnegie Corporation of New York and the John S. and James L. Knight Foundation, the program's goals are as ambitious as the student projects: to change the way journalism is taught in the United States and train a new generation of journalists capable of reshaping the news industry.

The Cronkite School serves as the national headquarters for the initiative, which includes the nation's top journalism schools. The school received a \$7.5 million grant, the largest in the school's history, to run the program.

During the 2008-2009 school year, students across the country participated in intensive seminars that explored topics related to changing demographics in the United States. Cronkite students studied Latino culture under the direction of Rick Rodriguez, the school's Carnegie Professor of Journalism, and a cohort of Latino specialists from across the university.

At Columbia University, students studied the charter school movement, and at the University of California, Berkeley, they studied demographic shifts affecting urban communities.

Students in the seminars then applied for a summer "incubator" experience at the eight primary News21 schools. Those selected spent 10 weeks reporting in-depth on their topics and working on innovative ways to present their stories in digital media formats, said Jody Brannon, national News21 director and professor of practice at the Cronkite School.

Cronkite students produced projects that ranged from Latinos in the military to an investigation into the national E-Verify system, which allows employers to check the immigration status of their workers.

Their projects were presented in a variety of innovative ways. For example, a project on educational success stories among Latinos features a video player that allows users to access text and graphics without exiting the video. A story about the Virgin of Guadalupe is told in a visually intensive, non-linear format.

Their work is available at news21.com and also is slated to be published in newspapers and Web sites across the country.

Two of the Cronkite graduate students in the program, Chris Cameron of Chandler and Chrystall Kanyuck of Long Beach, Calif., said their News21 experiences helped them build skills that will set them apart from other young journalists.

"The News21 program was an amazing experience for me this summer," Cameron said in an e-mail. "While the ASU incubator allowed me to further develop my multimedia production skills, it also helped me to step outside of my normal reporting comfort zone and to really focus deeply on investigative storytelling."

Kanyuck said the program taught her a lot about what journalism can be.

"The high standards stretched me as a journalist and as a person, and the program gave me the opportunity to produce the kind of collaborative project journalism that many newsrooms don't have the budgets for in this economy," she said in an e-mail.

Jason Manning, who served as managing editor of the Cronkite School's News21 project this summer, said students traveled to Canada and throughout Mexico as well as to six states beyond





Above, clockwise: Cronkite News21 students Chris Cameron, David Kempa, Jeremy Pennycook, Christine Rogel, Elizabeth Shell, Evan Wyloge, Chrystall Kanyuck, Emily Graham, Travis Grabow, Deanna Dent. Photos by Deanna Dent

Opposite page: News21 Director Jody Brannon leads a seminar for News21 students from across the country at the Cronkite School. Photo by Luis C. Lopez

## Carnegie Corporation

Andrew Carnegie, one of the country's great industrialists and philanthropists, created the Carnegie Corporation of New York 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.

In 2005, the Carnegie Corporation teamed with the John S. and James L. Knight Foundation to create an initiative aimed at revitalizing and enriching journalism education across the country. A key component of this 12-school initiative is enriching university-level journalism curriculum by offering in-depth examination of complex subject matters.

For more information, visit [www.carnegie.org](http://www.carnegie.org).

## The Knight Foundation

Founded in 1950, the John S. and James L. Knight Foundation has grown from a modest foundation that supported local non-profit organizations into one of the nation's largest foundations and a world leader in philanthropic support of journalism.

The Knight Foundation has a long history of supporting journalism, funding programs that promote freedom of expression, improve journalism education and train working journalists. The foundation is also leading the way in encouraging media innovation. Its Knight News Challenge, a five-year, \$25 million initiative, is designed to encourage new uses of digital media to transform community news. The foundation has partnered with the Carnegie Corporation 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](http://www.knightfoundation.org).

## NEWS21 SCHOOLS

Arizona State University (headquarters)  
University of California, Berkeley  
Columbia University  
University of Maryland  
University of North Carolina  
Northwestern University  
University of Southern California  
Syracuse University

In addition, these schools sent students to the summer incubators: John F. Kennedy School of Government at Harvard University, University of Missouri at Columbia, University of Nebraska at Lincoln and University of Texas at Austin.

Arizona to pursue their stories.

"The experience was intense and incredibly demanding, but the team unanimously agreed that the result was well worth the effort," he said. "News21 offers a truly unique experience not available anywhere else."

News21 was started by the Knight and Carnegie foundations in 2006 with digital media incubators, or summer programs, at Columbia University, Northwestern University, University of Southern California and University of California, Berkeley. In 2008, the number of incubators was expanded to eight schools, including the Cronkite School. Four other associate schools contribute students to the summer incubator programs.

Brannon, who traveled the country this summer visiting the incubators and advising students on their work, said that for all of the students News21 was an unparalleled opportunity to "do a piece of journalism as deep and rich as any The New Yorker might provide. But instead of just text, it can actually engage the heart and soul by doing it in a multimedia format."

"The kind of journalism the News21 students produce is the kind that gets apathetic Americans to care about issues that they don't know they should care about," she said. "If we can make learning and caring and interacting fun for a different kind of person who doesn't feel engaged, that's a huge win."

Cronkite student Allison Carlton contributed to this report.

# Brannon Leads National Effort

Jody Brannon manages the News21 program from her home base at the Cronkite School. Photo by Luis C. Lopez

washingtonpost.com. He said she is an inspirational leader who has helped transform the news organizations she has worked with.

"Name the place—the Post, USA Today, Microsoft, the Online News Association, now ASU and News21—and so many people credit Jody with helping them move forward," Cooper said. "The Cronkite School has the right person to motivate and grow the program."

Brannon earned her doctoral degree in mass communication from the University of Maryland, where she worked with Cronkite School Dean Christopher Callahan, who was assistant dean at Maryland at the time.

It was her relationship with Callahan that led her to the Cronkite School. She was working at MSN in Seattle, where she moved to be near her mother, who was ill. After her mother's death in November 2007, Brannon considered opportunities in eight states and Washington, D.C., that would allow her to use her degree and work in new media.

Her answer came in June 2008 when Callahan called to offer her the position of national director of the News21 program.

"It was the right timing in my life, the right job," Brannon said. "I knew instinctively, instantly, that it was the one for me and that I believe in it."

Leslie Walker, the Knight Visiting Professor in Digital Innovation and News21 coordinator at Maryland's Philip Merrill College of Journalism, said she was thrilled to hear that Brannon would be directing the News21 program.

"Jody Brannon is helping taking the News21 program to new levels of innovation," Walker said. "There are very few people in the country who have her level of education and experience in digital journalism; I mean, who else has a Ph.D. in this stuff and worked in senior roles at MSN, USA Today.com and washingtonpost.com?"

Brannon said that she always knew she wanted to be a journalist and "I didn't care what kind as long as I was employed and I was happy and I was able to do my part ... as an information provider."

Becoming a digital media pioneer was far more accidental.

While working on her doctorate in 1995, Brannon said she responded to an ad for student copy editors at The Washington Post's new online news service, Digital Ink.

"I found myself working in digital media before it was really called that," she said. "The excitement of building something that allows people to experience content more completely, more richly, is what has always fueled me."

Retha Hill, director of the New Media Innovation Lab and a professor of practice at the Cronkite School, worked with Brannon at Digital Ink.

"Jody really pioneered what it meant to be a news content producer and supervisor," Hill said. "She literally slept at the office some days to keep up on breaking national news, all while she was working on her Ph.D."

As national director of News21, Brannon said she now has the chance to work with young journalists who are inventing the next generation of digital media.

"The tools will be getting better and more robust, and we'll all get smarter at using them," she said.

**"The tools will be getting better and more robust, and we'll all get smarter at using them."**

— Jody Brannon  
National News21 Director

BY ALLISON CARLTON

A faded suitcase sits in the corner of Jody Brannon's office on the third floor of the Cronkite building. It is one of many that support her nomadic lifestyle as the national director of the News21 initiative.

"I have multiple suitcases, depending on length of trip," Brannon said. "It's kind of a metaphor for life: Pick the right suitcase and live out of it."

After living in four states in two years, Brannon arrived at the Cronkite School in mid-2008 and settled into a condo about a mile from the school's building in downtown Phoenix. But she has yet to get rid of the suitcases. She still needs them for the many trips she makes to visit the schools that make up the News21 network.

This summer found Brannon in Chicago, Los Angeles, New York City and Syracuse, N.Y., as well as Washington, D.C., and Chapel Hill, N.C., advising News21 students on their projects.

She spent additional time on the road as chair of the Knight-Batten Awards for Innovations in Journalism and as a board member of the national Online News Association.

Brannon is a digital media pioneer who served in high-level positions at MSN.com, USA Today.com and washingtonpost.com. She also has worked at magazines and newspapers such as The News Tribune in Tacoma, Wash., and The Seattle Times.

Patrick Cooper, product innovation manager at USA Today, worked with Brannon at both USA Today.com and



BY JAMES KING

During Jason Manning's first year at the Cronkite School, he asked almost every student he came across if they remembered a world without the Internet. Most did not.



"I'm not that much older than a lot of the students," said Manning, who is 34. "That's how much things have changed in a very short period of time."

Manning left his job as politics editor for washingtonpost.com to come to the Cronkite School in 2008 and help students figure out the new media world and their place in it. He serves as director of student media, advising The State Press student newspaper, the ASU Web Devil and Sun Devil Television. He also teaches a freshman class and runs the newsroom for the News21 initiative, where Cronkite students do in-depth reporting projects and present them in innovative ways on the Web.

Manning grew up in a small north Florida town, the son of a police officer. But he caught the journalism bug early, and when it was time for college, he headed to the University of Florida to major in journalism and write for the student newspaper.

"I always liked to write, and I sort of gravitated in that direction," he said. "I also had an interest in politics and public affairs, and those things sort of matched me up well with journalism."

While at Florida, Manning discovered what would set him apart from traditional journalists.

"Florida had an interactive media lab, and this was the late '90s, when journalism schools were first grappling with the Web," he said. "So I got involved and learned basic HTML-type stuff."

Manning's introduction to the Web set in motion a career that did not exist just a decade earlier.

After graduating, Manning applied for jobs at several publications, big and small, all over the country. The only one to call him back was The Washington Post. The position was just a paid summer internship, but Manning jumped at the opportunity.

## From D.C. to Phoenix Manning Brings Web Savvy to Cronkite School

When it was over, he applied for a job at U.S. News & World Report and was hired as the editor of the education section of the magazine's Web site. U.S. News & World Report is known for its annual college rankings. Manning's role was finding innovative ways to display the information on the Internet.

After three years with the magazine, Manning left to take a job at PBS, working there for four years before heading back to the paper that had given him his start.

As the politics editor of the Post's Web site, Manning was at the heart of both the Post's political coverage—for which it is known—and the great leaps taking place on the Web. His job was to find interesting ways to present content and involve readers.

One of those projects was to develop an interactive issues quiz—"a blind test designed to show readers the issues they agreed on with each candidate," he said. "At the end of the quiz you were told which candidates you aligned with, given the issues."

Manning also got involved with the Post's internship program and discovered he had a passion for teaching. When he learned about the student media director position at ASU, he was intrigued.

"I had really great journalism professors who were inspiring to me, so I always thought in the back of my mind that it was something I wanted to

do," he said. "At the Washington Post one of my favorite things was working with interns and watching them get their careers started. Then I started hearing a lot of things about the Cronkite School and about (Dean) Chris Callahan and his vision. Also, my wife lived here and went to ASU, so there was a comfort level."

Amanda Chan, the spring 2009 editor-in-chief of The State Press, was a member of the search committee that vetted Manning, and after he was hired, she worked with him daily.

"He's always served as a good source of wisdom and advice, especially when it comes to areas with no exact right or wrong answer," Chan said. "He's taken good care not to overstep his bounds as an adviser to us students, instead offering up encouragement, comments and criticisms when necessary but never forcing us to cover (or not cover) a certain thing."

For his part, Manning said working with students has been a surprising and enjoyable experience.

"Remembering my own undergraduate years, I expected students to be jaded, guarded and cynical, and what I found was that students were sincere and earnest, willing to try new things and willing to commit themselves to a larger organization or larger cause," he said. "That's really surprising and refreshing, and it makes teaching and coaching and advising really rewarding."

# Carnegie Students Learn From Experts

STORY BY JENNA LEE THOMAS

PHOTOS BY LUIS C. LOPEZ

**W**hen Rick Rodriguez started planning

the Cronkite School's first Carnegie seminar in U.S.-Mexico transnational issues last year, he knew there was a lot he could teach students about Latinos in the United States.

Rodriguez, the former editor of California's Sacramento Bee newspaper, started out reporting on Latino issues in his hometown of Salinas, Calif., more than three decades ago. In the years that followed, he became one of the nation's most prominent Latino editors and an important advocate of diversity within the news industry.

But Rodriguez, the Cronkite School's Carnegie Professor of Journalism, also knew that ASU is rich in faculty who are leading experts on Latino issues. So when students arrived for their first day of class in January 2009, they were greeted with an impressive list of lecturers who would be helping Rodriguez guide their studies.

That list included Emmy award-winning independent filmmaker Paul Espinosa, policy and immigration scholar Lisa Magana and urban development specialist Francisco Lara-Valencia.

Barbara Robles, coordinator of the ASU Office of Latino Projects, had signed on to talk to students about Latino economics and entrepreneurship. Eugene Garcia, ASU vice president for education partnerships, agreed to share his expertise in language and bilingual development.

Then there were Maria Garcia Perez, social epidemiologist and demographer, and Daniel Ramirez, an expert in the religions of the Southwest borderlands.

And, finally, Rodriguez had signed on two of the most widely recognized names in Latino education as fellows for the seminar: author and anthropologist Carlos Velez-Ibanez, chair of ASU's Department of Transborder Chicano/a and Latina/o Studies, and Raul Yzaguirre, civil rights leader and former president of the National Council of La Raza, the leading Hispanic think tank in Washington, D.C. The two helped facilitate the seminar, contributing to the development of the course outline, lecturing to students and helping land other guest lecturers.

With a lineup like that, students couldn't help but learn, said graduate student Yvonne Zusel, who said she entered the seminar knowing very little about Latino culture or issues.

But Zusel said she recognized the growing importance of covering events and issues in nuanced ways for an increasingly

multicultural audience.

"It makes you stop and think intelligently about

what you want to tell," she said. "All reporters need to start thinking in this way."

Another graduate student in the seminar, Elizabeth Shell, said she enjoyed "being able to pick the brains" of the professors and speakers and interact with them during class discussions and lectures.

After each week's presentation, students discussed how they could take what they had learned and apply it to journalism. They came up with questions, source lists, possible story lines and ways to present the information in interesting ways on the Web.

A number of the students went on to the summer News21 program, a 10-week session during which they put their ideas to the test, reporting, writing and producing multimedia packages for the national Carnegie-Knight News21 journalism initiative.

Rodriguez, who also helped direct the ASU incubator, said the projects students produced would not have had nearly the heft they did without the seminar, which emphasized a mastery of the subject matter along with an innovative approach to digital storytelling.

"We are creating a prototype journalist of the future who can go deep into issues in more ways than one," he said.

Rodriguez said the students who went through the program are better equipped for the workforce. Students left prepared to "be versatile in a job market that demands versatility," he said.

The Cronkite School plans to hold the seminar each spring and fall.



Latino education specialist Eugene Garcia speaks to students in the Carnegie seminar.



# Rodriguez Develops Latino Specialization

Rick Rodriguez is the Cronkite School's first Carnegie Professor specializing in Latino and transnational news coverage.

The former executive editor of The Sacramento Bee in Sacramento, Calif., and the first Latino president of the American Society of News Editors, Rodriguez came to the Cronkite School in 2008 to develop a new cross-disciplinary specialization in the coverage of issues related to Latinos and the U.S.-Mexico border.



Rick Rodriguez

During his more than nine years as the Bee's top editor, Rodriguez's staff won many of the country's most prestigious journalism awards. They include the Pulitzer Prize for feature photography in 2007, a George Polk award for investigative reporting, the Robert F. Kennedy Journalism Award and the ASNE diversity writing award, among many others.

Rodriguez is known nationally as a champion of watchdog journalism and newsroom diversity. He made those issues his focus in 2005-2006, during his time as president of ASNE, the nation's largest organization of news editors.

A California native and Stanford University graduate, Rodriguez got his start in newspapers at the age of 18 when he was hired as a copy boy for The Salinas Californian, his hometown newspaper. He soon became a reporter for the paper, covering United Farm Workers leader César Chavez when he was organizing California's farm workers.

Rodriguez went on to work for The Fresno Bee and then The Sacramento Bee, where he served in many roles before becoming executive editor and senior vice president.

In addition to teaching the Carnegie seminar, Rodriguez teaches depth reporting at the Cronkite School and helps run the Cronkite summer program for the Carnegie-Knight News21 journalism initiative.

## THE CARNEGIE FELLOWS AND LECTURERS

Experts from across ASU contributed to the Carnegie seminar, serving as fellow faculty and guest speakers.

The co-facilitators were:

- Carlos Velez-Ibanez, chair of ASU's Department of Transborder Chicana/o Latina/o Studies;
- Raul Yzaguirre, executive director of ASU's Center for Community Development and Civil Rights and presidential professor of practice in community development.

The Carnegie fellows/lecturers were:

- Barbara Robles, associate professor, School of Social Work, who specializes in border economics;
- Lisa Magana, associate professor Transborder Chicana/o Latina/o Studies, whose specialty is immigration and Latino politics;

- Francisco Lara-Valencia, assistant professor, School of Geographical Sciences and Urban Planning, an expert in border urban planning;
- Paul Espinosa, professor, Transborder Chicana/o Latina/o Studies, a documentary filmmaker who specializes in transborder subjects;
- Maria Garcia Perez, assistant professor, Transborder Chicana/o Latina/o Studies, an expert in border health issues;
- Eugene Garcia, ASU vice president for education partnership, who specializes in Latino educational issues;
- Daniel Ramirez, assistant professor of religious studies, College of Liberal Arts and Sciences, whose specialty is religions of the Southwest borderlands and migration.



Border Patrol officer Jeremy Kittle prepares to head out on patrol near Yuma, Ariz., with his drug-sniffing dog. Photo by Deanna Dent

## Students Report Both Sides of the Border

**A**rizona is ground zero for the nation's debate on immigration. And one of the most concrete symbols of that debate is the 700 miles of fencing that the

U.S. government is building along the Arizona-Mexico border.

So when the Cronkite School's depth reporting class decided to focus on immigration as a topic for the fall 2008 semester, the fence was a natural place to start, said Carnegie Professor of Journalism Rick Rodriguez, who teaches the class.

The fence, he said, raised all kinds of questions about U.S. immigration policy, its enforcement and its cost.

Part of the fence, for example, is a "virtual fence" that consists of high-tech, infrared sensors that haven't worked as planned. That led student Jonathan Cooper to pore over hundreds of pages of federal documents and transcripts that allowed him to report that the fence was even more over budget than previously thought.

Cooper said the class was "a great opportunity to go way beyond the superficial rhetoric consuming the immigration debate and look closely at how an expensive government policy is affecting real people."

The students' reporting took them beyond the fence to tackle other controversial immigration-related issues, and they traveled throughout the borderlands to report and photograph their stories. They rode along with U.S. Border Patrol agents and accompanied humanitarian groups as they picked up garbage left by illegal immigrants. They spent time with members of the Minutemen, a group hailed by some as patriots and others as vigilantes, and with humanitarian groups like No More Deaths.

They spoke with landowners on whose property the fence was being built and business people who said tough new state anti-immigration laws, stricter enforcement of those laws and the slumping economy were hurting commerce.

Student Daniel Newhauser reported on the tensions immigration enforcement has created on the Tohono O'odham

tribal lands, which encompass a 75-mile stretch of border that is among the most active areas of human and drug smuggling.

And classmate William J. Hennigan delved into the state of the

maquiladora industry, the multinational manufacturing plants along the U.S.-Mexico border. The plants provide low-cost labor to multinational corporations, but not low enough, Hennigan found. He reported that increasing numbers of maquiladora jobs are being lost to China, where the labor costs are even lower than in Mexico.

Hennigan's story won first place for business reporting in a national student magazine competition sponsored by the Association for Education in Journalism and Mass Communication.

Kendall Wright, who wrote about the Minutemen after months of wrangling for access, said the experience taught her just how important objectivity can be.

"If I'd believed everything I read without meeting (the) volunteers down at the border, I might have guessed they were uneducated, racist, back-woods types," she wrote in a blog about the project. "But by trying to stay neutral, I was able to see that not all pre-judgments were correct. ... Coming into this project I was one type of journalist, but developing new skills and techniques has changed and challenged me."

Rafael Carranza, another of Rodriguez's students, said the project was "one of the most rewarding and toughest projects I've worked on. I had the chance to see firsthand how drug violence on the border affected the city of Nogales, and with every week that passed by, there was another shooting or another person with a story behind the violence. In the end, I learned that a story is not always going to turn out how you expect it or plan it and that ... eventually that will make it a better story."

The students' work can be viewed on the Cronkite Zine, [cronkitezine.asu.edu/spring2009](http://cronkitezine.asu.edu/spring2009), the school's online student magazine.





Ernesto Covaruggias Nuñez looks for glass bottles along the border fence near Nogales, Mexico. The crosses have been placed in memory of the migrants who have died in the desert trying to enter the United States. Photo by Bettina Hansen



Top: Carolina Valenzuela, 12, watches the sun set over her neighborhood in Nogales, Mexico. Bottom: A worker sweeps the grounds of a bus station in Nogales. Photos by Bettina Hansen

Top: Calle Internacional is the street that runs along the border fence in Agua Prieta, Mexico. Bottom: Border Patrol agents keep watch over the Imperial Sand Dunes between California's Imperial Valley and Yuma, Ariz. Photos by Deanna Dent

Cronkite student Jillian Sloan takes photos of children dancing at a school in the Soweto area of Johannesburg. Photo by Tiffany Tcheng



## Buffett Endowment Supports Photojournalism Projects

Long a supporter of the Cronkite School, international philanthropist Howard G. Buffett has established a \$1 million endowment to benefit the school's photojournalism efforts.

The Howard G. Buffett Foundation Photojournalism Endowment will ensure the continuation of a series of programs that began in 2006, giving students the opportunity to report on issues related to immigration and poverty in this country and abroad.

The endowment will provide funding for travel, photojournalism supplies and equipment and publications that showcase student work. It also will help bring professional photojournalists to campus to work with students on their projects.

"In today's world, words and photographs travel faster than anyone could have imagined a decade ago," Buffett said in an e-mail. "To maintain integrity in both the news and the images that represent these events, I believe it is critical to provide our future media representatives with a broad base of hands-on experience. My close association with the Cronkite School gave me the confidence to make this investment with ASU."

Over the past three years, Buffett has supported several Cronkite School reporting projects that emphasize visual communication. The first was in 2006 when he provided funding for a photojournalism project that documented the lives of children living along the U.S.-Mexico border. The work was

published in newspapers across Arizona and was featured in a magazine produced by the school. The students also prepared a public exhibition of their work.

A year later, another group of Cronkite students did a semester-long multimedia reporting project on families divided by the U.S.-Mexico border. Seventeen students made more than 30 trips to the border, around Arizona and deep into Mexico, filing 22 stories, hundreds of photographs and nearly a dozen video packages.

The stories ranged from a touching account of U.S.-born children stuck in a Mexican orphanage to a retirement home filled with elderly relatives of some of the thousands of people who illegally cross from Mexico into the United States each year, said Cronkite Assistant Dean Kristin Gilger, who helped direct the project.

The stories appeared in magazines, newspapers and Web sites around the state and earned the Cronkite School the prestigious Robert F. Kennedy Journalism Award, which honors outstanding reporting on human rights and social justice around the world. Students who worked on the project also won recognition from the Society of Professional Journalists and the Hearst Journalism Awards program.

Most recently, Buffett supported an international reporting experience for students in South Africa.

Ten Cronkite students and two professors traveled to Johannesburg last summer to tell the stories of that



## CRONKITE STUDENT WORK CROSSES BORDERS

From right, clockwise:

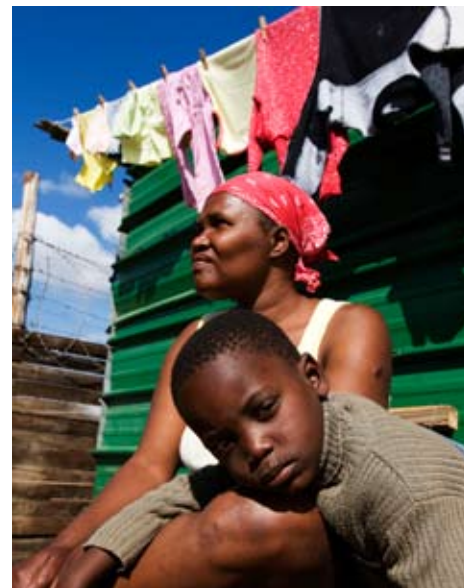
Five-year-old Miguel Perez climbs a wire fence outside of his home in San Luis, Mexico. Photo by Jeremiah Armenta

Zoleka Jimana and her son live in the South African shantytown of Diepsloot. Photo by Jillian Sloan

Twin sisters Lupita and Fatima Garay of Agua Prieta, Mexico, watch television, their family's sole luxury. Photo by Brandon Quester

Marcos, 24, was raised in Arizona but deported to Ixtapan de la Sal, Mexico, where he's struggling to adapt. Photo by Ashley Lowery

A child from the Democratic Republic of the Congo waits for food in a South African refugee camp. Photo by Dan O'Connor



nation's immigrants, who had been targeted by angry mobs blaming them for the country's economic woes.

During their two-week trip, the students traveled to schools, orphanages, poverty-stricken townships, churches and soup kitchens as well as to the Zimbabwe border and United Nations displacement camps.

When they returned, they created a Web site, "South Africa: At the Crossroads of Hate and Hope," which was named a 2009 Webby Award Official Honoree and was part of an entry that won the national Society of Professional Journalists' Mark of Excellence Award for Best Independent Online Student Publication. In addition, the students created a 30-minute documentary that aired on Eight/KAET, Arizona's PBS station.

Cronkite Dean Christopher Callahan said, "Projects like these have given students unmatched opportunities to go out and practice journalism in the real world."

The endowment, he said, will ensure that "students continue to get international reporting opportunities, and it will allow us to concentrate on building one of the nation's finest photojournalism programs."

Students who have participated in the Buffett-sponsored projects over the past three years say the experience changed their lives and helped shaped the kind of journalists they aspire to be.

Jen Wahl, who was part of the South Africa reporting group, wrote on a class blog that the trip "definitely wasn't easy, but I think it challenged all of us in a very healthy way. We created unique bonds that won't be broken and were given the opportu-

nity to help change lives halfway across the world. My hope is that our work will do the people of South Africa justice and move someone here to do something great that will make a difference in someone else's life."

Ryan Kost, who worked on the Divided Families project, said he was grateful for the opportunity to report internationally "on the kinds of stories that I thought I would only get to write after having invested several years in this field. It was one of the highlights of my education at the Cronkite School."

Buffett has long advocated giving students exposure to international journalism, particularly in border areas and where people struggle with poverty and conflict. One of the best ways to do this, he said, is through photography.

On his Web site, he describes photography as "more than an art form; it is a way to see the world, to experience nature in all of its forms, to learn about other people and to develop friendships in many countries."

Buffett, the son of billionaire investor Warren Buffett, has himself long been an avid photographer, traveling around the world to document nature and the conditions of people living in developing countries ranging from South Asia to Sub-Saharan Africa and Mexico.

His Illinois-based foundation, established in 1999, provides funding worldwide to humanitarian, conservation and education efforts. Two of the foundation's largest initiatives are to provide communities in Third World countries with access to safe water and to address issues relating to hunger by aiding agricultural resource management.

# Knight Center Helps Students Prepare for Digital Future

BY BECKY WASHINGTON

**A**lmost no one is sitting at their desks. Students cluster in groups around computers, talking with each other while an instructor walks the room, laptop cradled in his arms.

Welcome to the Knight Center for Digital Media Entrepreneurship. This is where Knight Center Director Dan Gillmor and CJ Cornell, the Cronkite School's entrepreneur in residence, teach their class in digital media entrepreneurship each semester.

As the business of journalism has changed, so has the way it is taught.

At the Knight Center, students from journalism, computer engineering, design and business develop viable ideas for new media businesses. And they learn how to think like entrepreneurs, how to manage risk and how to be their own boss.

Their guides are Gillmor and Cornell, themselves accomplished innovators and entrepreneurs.

Gillmor, the Kauffman Professor of Digital Media Entrepreneurship, started his journalism career as a reporter for the Detroit Free Press and the Kansas City Times. He joined the San Jose Mercury News in Silicon Valley during the early technology boom, writing a column for the newspaper and authoring one of the first blogs for a media company.

Gillmor also wrote "We the Media: Grassroots Journalism by the People, for the People," the first book to explain the rise and importance of citizen media. Gillmor went on to co-found Helsinki, Finland-based company Dopplr, a travel-related Internet service, and pursue other entrepreneurial projects.

Cornell began his career in engineering and technology, taking on projects in artificial intelligence and smart phones. He moved on to work as an executive for telecommunications and cable companies, eventually founding four high-tech firms and mentoring dozens of startup companies.

In addition to the digital media entrepreneurship class, the two supervise about a dozen independent study projects

"It's sort of like teaching survival training in the military. There's no step-by-step process already written, but they're going to know what to expect."

— CJ Cornell

Entrepreneur in residence

each semester, guiding students as they try to bring their own new media ideas to market.

Gillmor and Cornell serve as an almost physical pairing of the media and entrepreneurial worlds. You might say Gillmor is the Mac and Cornell is the PC (although Cornell insisted that this is not a reflection on his hipness).

"It's a funny dynamic," student Allison Denny said. "Sometimes they finish each other's sentences. Other times Dan stops and says, 'I don't think so.' It's different perspectives."

Cornell defines an entrepreneur as someone who identifies an opportunity to benefit a large group of people and then provides an unusual solution that is typically unclear, untried or risky.

"It's sort of like teaching survival training in the military," he said. "There's no step-by-step process already written, but they're going to know what to expect."

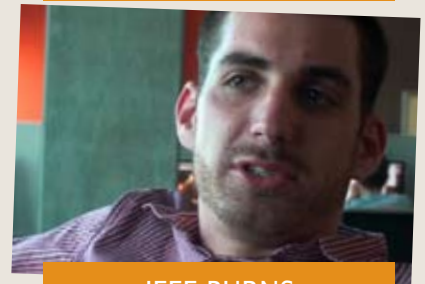
During the 2008 presidential election, the class worked on a fact-checking site for campaigns, AZFactCheck.org. The site laid out accusations made by Republicans and Democrats, shared the opinions of qualified analysts, laid out the facts and then left room for the public to comment and share information.

After the Metro light rail opened in late 2009, another group of students saw a market for information about entertainment options along the route. They compiled a database of options based on users' interests and then matched users with more dining and entertainment

## KNIGHT CENTER STUDENTS



ADRIANE GOETZ



JEFF BURNS



ELIZABETH SMITH



ALEX BARTCZAK

options based on proximity.

Cronkite student Rebecca Bartkowski said she particularly liked having a tangible project at the end of the semester.

"When you go to get a job you can't say, 'Here, look at this paper I wrote,'" Bartkowski said. "This is something I can show someone. I'm using the knowledge that I already have to create something real."

The center is funded by the John S.



and James L. Knight Foundation and the Ewing Marion Kauffman Foundation. It was created as the result of a Knight News Challenge grant awarded to the Cronkite School in 2007. The three-year, \$552,000 gift was one of the largest granted in the first year of the News Challenge. It is matched dollar for dollar by the Kaufman Foundation, part of a \$5 million gift to ASU for entrepreneurship programs.

Gillmor said entrepreneurial skills are increasingly essential for students who end up working in traditional media and those who will create new media startups.

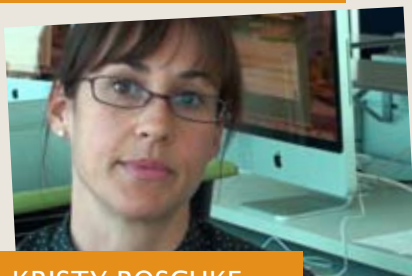
"Students need to be fluent in a variety of digital media forms and understand the trends that are redefining journalism, including media economics and product development, business and marketing," he said. "And they need to do this in a way that preserves journalism's best principles and practices."

He and Cornell describe the Knight Center as constantly changing as the ideas and needs of the students change.

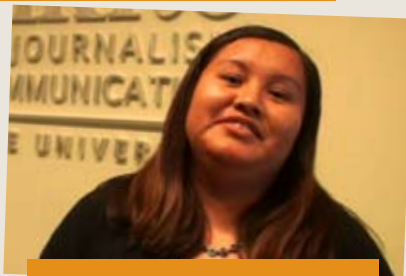
"Three years from now it probably won't resemble what it is now," Gillmor said. "But that's like most good ideas."



JEREMY PENNYCOOK



KRISTY ROSCHKE



SONJA SMITH

# Cronkite Student Project Wins Knight News Challenge

An innovative digital news project developed by two students in the Knight Center for Digital Media Entrepreneurship was among nine winners of the 2009 Knight Foundation News Challenge.

The project, which centers around Phoenix's new light rail system, was developed by ASU graduates Adam Klawonn and Aleksandra Chojnacka.

The two were awarded \$95,000 by the John S. and James L. Knight Foundation to further develop and launch their Web-based and mobile service, the Daily Phoenix.

The goal of the project is to help serve the new community that is aggregating around the Valley's light rail corridor by offering news and information stop by stop.

Klawonn and Chojnacka worked under the direction of Knight Center Director Dan Gillmor, the school's Kauffman Professor of Digital Media Entrepreneurship, and CJ Cornell, the center's entrepreneur in residence.

Klawonn said he was thrilled about the grant and grateful to Gillmor and Cornell "for helping us shape the idea" for the Daily Phoenix, which began as a class project.

The site will combine Web and mobile technologies to bring the downtown Phoenix area to life, with an emphasis on the light rail. "Basically, the Phoenix news market will have a new player in the media game, only with more bells and whistles than anything that currently exists for downtown folks," Klawonn said in a blog about the project.

Eric Newton, vice president for journalism programs at the Knight Foundation, said the light rail project stood out among those submitted.

"A lot of projects that have to do with digital media don't relate well to the places where people live, work and commute," he said. "We were very interested in the intersection of cyberspace and physical space."

Klawonn's and Chojnacka's project was among only nine funded by the Knight Center in a competition that drew



Adam Klawonn



Aleksandra Chojnacka

Their project was among only nine funded by the Knight Center in a competition that drew thousands of entries.

thousands of entries. Awards ranged from \$719,500 to \$10,000. The projects use crowd sourcing, mobile technology and digital investigative journalism to bring news and information to communities in new ways.

Chojnacka has a master's degree with a specialization in business administration specializing in strategic marketing from ASU's W. P. Carey School of Business. Prior to obtaining her MBA, Chojnacka worked as an account manager for a digital marketing firm, Acxiom Digital, where she managed e-mail marketing campaigns, online customer acquisitions and various online marketing efforts.

Klawonn, managing editor at Phoenix Magazine, is a Cronkite graduate and former reporter for The Arizona Republic and the San Diego Union-Tribune. He started the Web site ZonieReport.com in 2006 to cover statewide issues in Arizona and has taught as an adjunct faculty member at the Cronkite School.

# Companies Turn to New Media Innovation Lab

BY BECKY WASHINGTON

When the Gannett Co. Inc. wanted to develop a Facebook application so users could tag friends in stories and post them to their friends' Facebook pages, they turned to the Cronkite School's New Media Innovation Lab.

Students in the lab delivered an application that did exactly what Gannett wanted, and they learned valuable skills doing it.

That's the idea behind the New Media Innovation Lab, said director Retha Hill: Develop new media projects and conduct research to help the news industry while teaching students the skills they'll need to thrive in a rapidly changing digital media world.

"A lot of journalism students focus on the journalism," Hill said. "With the shifts and changes in new media, we have to think about the business too."

The idea for the lab came from ASU President Michael Crow and Sue Clark Johnson, former president of Gannett's newspaper division, who wanted a place where students from different disciplines would come together to work on projects for companies that would put those projects to immediate use.

The 16 students who were part of the lab

in spring 2009 were typical: four engineering students, one computer science student, one design student and 10 journalism students, collaborating with one another on several projects at a time.

This past year, for example, students developed an interactive "Jeopardy"-style game that tested users' energy awareness and worked on an interactive project that challenged myths about going "green."

In addition to working on technology applications, students do research and learn to work with clients, Hill said.

Businesses often come to the lab seeking a younger point of view. They know that students are tapped into technology and understand what other young people are interested in, Hill said.

Students have contributed to several major research studies exploring the news consumption habits of young people. A recent study focused on what new technologies young people are likely to adopt.

Keeping track of it all is Hill, who joined the Cronkite School in the summer of 2007 after a career in digital media. Hill helped launch The Washington Post's first Internet news operations and went on to serve as vice president for content for BET Interactive, the online division of Black

Entertainment Television.

She and the students, along with Web developer Caige Nichols, work out of a sparkling newsroom in the second-floor digital media wing of the Cronkite building. The newsroom boasts two large "smart" screens, roomy workspaces and an open environment that encourages collaboration.

Cronkite graduate student Yvonne Zusel said she spent more time in the lab than all her other classes combined.

"Part of the reason I came back to school was to learn the new media," she said. "I feel like I can talk much more comfortably (about) technology." After graduating in May 2009, Zusel landed a job in new media, working for a newspaper Web site in Columbia, S.C.

As an engineering student, Naresh Sukumari said he was comfortable with technology, but in the New Media Innovation Lab he was exposed to programs that he had never before touched. He appreciated being able to learn by doing, he said.

Cronkite School Dean Christopher Callahan said the innovation lab helps meet an important need for an industry that historically hasn't invested much in research and development. And that need, he said, is greater than ever as the industry undergoes massive change.

"This is a very real, focused research and development effort," he said. "Our students have an unparalleled experience, and they get to see the tangible impact of their innovations in the new media market."

"With the shifts and changes in new media, we have to think about the business too."

— Retha Hill

Director, New Media Innovation Lab

Businesses come to the lab seeking a younger voice, aware that the students are tapped into new technology.

Retha Hill consults with students in the New Media Innovation Lab.  
Photo by Luis C. Lopez



# Professionals Polish New Media Skills at Academy

BY CHRIS PIEL

Papers several inches thick covered most of Terry Greene Sterling's desk and the floor of her office at the Cronkite School. Two columns of sticky notes crawled up the wall across from her desk. On the floor, there were brightly colored files filled with the notes for her book about the lives of Latino migrants in Arizona.

"That's old school," said Sterling, the Cronkite School's writer-in-residence.

Then she pointed to her laptop, which pinged each time she received a new message via Twitter: "This is new school."

A few weeks earlier, Sterling, along with 27 other participants, had enrolled in the Cronkite New Media Academy, a 10-week Saturday program for professionals to develop their online media skills. Participants learned to set up a fully functional, multimedia-rich Web site using photos, video, graphics and social media.

Now, Sterling uses Twitter and writes a blog, [whitewoman-inbarrio.com](http://whitewoman-inbarrio.com), to build interest in her book prior to its release.

It all reminded her of the 1980s, when she had to make the transition from pen and paper to computer.

"I had to retrain for that, and now I have to retrain myself to be a journalist for the 21st century," she said.

The Cronkite School's first New Media Academy this summer attracted a full enrollment. Sessions were kept to a maximum of 20 people to ensure plenty of personal instruction, with more than half the group taking all 10 sessions and others registering for portions that they thought would be most helpful to them.

Participants learned how to design and develop a Web site, how to blog, how to edit and use photos on the Web and how to use social networking tools, create Web-based graphics, do audio for the Web and edit and use video on the Web.

The academy was so successful that the Cronkite School offered a second academy for this fall, said Cronkite School Assistant Dean Kristin Gilger.

"We didn't just want to teach people software applications," Gilger said. "We wanted to put that in the context of how do you use this in your job, in your new business, on your personal Web site, on your church Web site, on your non profit Web site."

One of the most popular classes was in social media, Gilger said. It was taught by Dawn Gilpin, Cronkite assistant professor of public relations and a social media expert.

Gilpin's goal was to show participants how Twitter, YouTube and Facebook, among other tools, can be used for professional purposes.

"It takes practice," Gilpin told her class in introducing Twitter. "It's not like learning an Olympic sport, but it takes a few weeks to catch on."

She demonstrated how to use symbols such as the @ and # to



Associate Professor Carol Schwalbe teaches how to prepare photos for the Web at the Cronkite New Media Academy. Photos by Jeffrey Lowman

tweet (the term used for sending a message on Twitter) more effectively. Then she encouraged her students to pass notes via Twitter.

To demonstrate, she sent her own tweet: "Just giving an example to #ASUNMA students." The "#ASUNMA" indicated that her message was intended for ASU New Media Academy Twitter users and demonstrated how to use the # symbol to tweet about a specific subject.

A few moments later the class followed suit.

"@drgilpin Am loving Tweetdeck! Nice and organized. #ASUNMA," participant Karen Mancini wrote.

Some students were skeptical about social networking, Gilpin said. But once they realized how they could use it to drive traffic to their blog, Web site or company, they became enthusiastic.

RuthAnn Hogue, a Web copywriter, teacher, author and master's degree student, joked that she has now become a "Twitter freak."

"What I gained from (Gilpin) is the reasoning behind social media—how you can use that sort of thing to your advantage in the business world," Hogue said.

She said she uses Twitter to discuss her master's studies on information systems, share ideas with other authors and learn about technology.

"I recommend (the academy) to anyone who's interested in being exposed to new things and technology," Hogue said. "You probably won't leave knowing everything there is to know about each of the programs, but you'll certainly know enough to know which ones you want to know more about."

For more information on the Cronkite New Media Academy, go to [cronkite.asu.edu/newmedia](http://cronkite.asu.edu/newmedia).



# Major Reynolds Gift Transforms Cronkite into Global Hub of Business Journalism

A \$5.34 million grant from the Donald W. Reynolds Foundation is making the Cronkite School a global center for business journalism education.

The gift from the Las Vegas-based foundation allowed the Cronkite School to create the Donald W. Reynolds Endowed Chair in Business Journalism, build a new specialization in business and economics journalism on both the undergraduate and graduate levels and continue the professional development work of the Donald W. Reynolds National Center for Business Journalism.

The Reynolds Foundation also announced the creation of two other business journalism chairs—at the University of Missouri-Columbia and the University of Nevada, Reno. Together with a previously created business journalism chair at Washington and Lee University in Lexington, Va., the senior professors will work with the Reynolds Center to improve media coverage of business and economic news nationally.

“The current worldwide financial crisis has shown clearly that journalists must be prepared to understand and interpret complex financial and economic issues,” said Fred W. Smith, chairman of the Donald W. Reynolds Foundation. “Consequently, our trustees have committed substantial funding to ensure that resources are in place to help professional journalists and university journalism students gain expertise in reporting on these issues.”

“With four Reynolds Chairs in Business Journalism in place and with the outstanding coordinating skills of the Reynolds National Center for Business Journalism, we envision this network of Reynolds-funded institutions providing real leadership in the effort to improve the quantity and quality

Karen Mracek (left) of the Des Moines Register takes part in a Reynolds Center seminar at the Cronkite School.

of business journalism across the country,” Smith said. “This increased flow of high-quality journalism on business topics will, we believe, be an important factor in helping citizens and public institutions make informed decisions about the tough economic challenges that confront all of us.”

Andrew Leckey, founding director of the Donald W. Reynolds National Center for Business Journalism and a longtime syndicated investment columnist for the Chicago Tribune and former CNBC anchor, was appointed as the inaugural Donald W. Reynolds Endowed Chair in Business Journalism at the Cronkite School. The tenured position carries the faculty rank of full professor.

ASU President Michael Crow, who has worked closely with Smith and the Reynolds Foundation, said the grant will play an important role in advancing ASU by focusing on such a critical global issue.

“At no time in our recent history has the need for good reporting and accurate news analysis of business trends and the health of the global economy been more apparent,” Crow said. “The Cronkite School has earned a national reputation for the quality of its student journalists and already has several national journalism centers. ASU is pleased to have the opportunity to be a global hub of business journalism education, and we thank the Donald W. Reynolds Foundation for these generous grants.”

The Reynolds Center, created by the foundation in 2003 and



**“The current worldwide financial crisis has shown clearly that journalists must be prepared to understand and interpret complex financial and economic issues.”**

—Fred W. Smith

Chairman, Donald W. Reynolds Foundation

charged with inspiring improvement in the quality of business journalism nationwide, received \$3,161,360 to continue its operations for another three years. The center was launched at the American Press Institute in Reston, Va., and moved to the Cronkite School in 2006.

The Reynolds Center, which now has received \$9,261,248 in operating support from the Donald W. Reynolds Foundation, has reached more than 7,000 working journalists, journalism educators and university students across the country with intensive one-day workshops, weeklong residential seminars for journalism educators and a variety of webinars and Web-based tutorials and seminars.

Its Web site, [BusinessJournalism.org](http://BusinessJournalism.org), is a popular destination for journalists and students seeking information about the latest concepts and techniques in business journalism.

This spring, Linda Austin, the former editor of the Lexington (Ky.) Herald-Leader, was named the new director of the Reynolds Center following a national search.

The four Reynolds business journalism chairs will work closely with the center. While each chair will carry out teaching, research and industry service work on his/her own campus, each also will participate in collaborative, cross-campus initiatives that include joint research about key business journalism issues, midcareer training of media professionals and development of new curricular concepts to encourage broader business journalism course offerings on campuses across the country.

The chairs' collaborative efforts will be overseen by Leckey, the newly appointed Reynolds Chair at ASU who also was named to the new position of president of the Reynolds Center.

The Reynolds Foundation has played an integral role in helping the Cronkite School grow into one of the premier professional journalism programs in the country. The foundation also funds the Reynolds High School Journalism Institute, which brings 35 high school journalism advisers from around the country to ASU each summer for intensive training and education programs.

The Reynolds Center is located on the third floor of the Cronkite building, adjacent to the Donald W. Reynolds Leadership Suite, which houses the offices of the school's deans and directors and is named in honor of the foundation.

“Chairman Smith, President Steven Anderson, journalism consultant Bill Winter and the entire Donald W. Reynolds Foundation team have played a pivotal role in our rise over the past three years,” said Cronkite Dean Christopher Callahan. “We are enormously thankful to the foundation's leaders for their great support of journalism education, especially in the field of business and economics journalism, which grows in importance every day.”

The Donald W. Reynolds Endowed Chair in Business Journalism is the third endowed chair at the Cronkite School,



Cronkite Award recipients Robert MacNeil (far left) and Jim Lehrer (far right) join Reynolds Foundation trustees Vice Chairman Wes Smith, Chairman Fred W. Smith and President Steven Anderson. Photo by Tom Story

## 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](http://www.dwreynolds.org).

joining the Knight Chair in Journalism, held by Pulitzer Prize-winning investigative reporter Steve Doig, and the Frank Russell Chair in the Business of Journalism, held by former Minneapolis Star Tribune Editor Tim McGuire.

The new gifts bring to \$77 million the total of grants made by the Reynolds Foundation through its journalism initiative over the past 10 years. Of that amount, nearly \$18 million has been targeted directly for the business journalism initiative.

# Linda Austin: New Executive Director of the Reynolds Center

BY ALISSA Fiset

**L**inda Austin, formerly the top editor of the Lexington Herald-Leader in Kentucky, is the new executive director of the Donald W. Reynolds National Center for Business Journalism.

Austin has worked for newspapers all over the globe, from North Carolina to Singapore. In her new role, she hopes to foster better business journalism through high-quality training, both at regional workshops and online at BusinessJournalism.org. She also holds the faculty rank of professor of practice, which means she will eventually teach at the Cronkite School.

Austin takes over from Andrew Leckey, who has moved into a new role as the Donald W. Reynolds Endowed Chair in Business Journalism at the Cronkite School and president of the Reynolds Center. Austin said she looks forward to training professionals and students to be better business journalists.

"It's the most incredible time for business journalism," she said. "There's never been a better time for fair, comprehensive business journalism."

Born in Charlotte, N.C., Austin's journalism career started in the sixth grade when she created a newspaper for her school. She also was editor of her junior high and high school yearbooks.

Austin enrolled at the University of North Carolina at Chapel Hill as a history major but soon switched to journalism and became the managing editor of the college paper, *The Daily Tar Heel*.

She went to work at the Winston-Salem Journal in North Carolina, where she covered education and worked as a general assignment reporter before moving to the Dallas Times Herald, where she started as an education reporter and eventually became assistant suburban editor and government editor.

Austin took a leave of absence after being selected as a Luce Scholar by the Henry Luce Foundation, a program named after the Time magazine founder that places young American professionals in jobs in Asia that are similar to their U.S. jobs. She traveled to Singapore to be the education reporter for *The Straits Times*.

"I developed an appreciation for freedoms we take for granted, like open records and open meetings," Austin said. "It's a completely different form of government; there is no First Amendment. A lot of things you appreciate more when you come back here."

After her return to the United States, Arlene Morgan recruited Austin to come to the Philadelphia Inquirer in 1987.

"She excelled at every project or challenge she was given," said Morgan, now associate dean of the Columbia University Graduate



Linda Austin is the new executive director of the Donald W. Reynolds National Center for Business Journalism.  
Photo by Jeffrey Lowman

School of Journalism. "Linda is a team player; she works well with people (and) is creative and eager" to learn.

After working on many different desks at the Inquirer, Austin moved to the business side of the newspaper. Named director of business development, she focused on finding new ways to bring in revenue. She started a monthly direct-mail magazine, *PhillyTech*, which covered technology news in the region.

In 1999, Austin moved back to North Carolina to become managing editor of the *News & Record* in Greensboro. In 2003, she was presented with a chance to achieve her lifelong goal to lead a newspaper when she was offered the editor position at *The News-Sentinel* in Fort Wayne, Ind.

"If I wanted to be an editor, I had better go do it," Austin said. In 2007, she made another big move, taking the job of editor of the Lexington Herald-Leader.

During her time at the Lexington paper, Austin focused on fostering watchdog reporting and driving digital innovation on the Herald-Leader's Web site, Kentucky.com. "It wasn't hard to figure out that the future of news was going to be a lot more electronic than it had been in the past," Austin said. "It was more about changing a mindset to think of the Web first."

Leckey, president and founding director of the Reynolds Center, said he believes Austin is the perfect person to succeed him as executive director of the center.

"Linda fully understands the importance of covering the world of money and the technological innovations required for leadership in the industry's future," Leckey said. "She will do an outstanding job of putting her talents to work in this exciting environment, and we all look forward to working with her."

Liza Gross, interim executive director at the International Women's Media Foundation who worked for the same media companies as Austin for several years, said Austin has the ability to turn ideas into reality.

"It is rare to find these two attributes in one individual, and Linda has them both," Gross said.



# Reynolds Center Mission: Improve Business Journalism

BY ALISSA FISET

The Donald W. Reynolds National Center for Business Journalism, which became part of the Cronkite School in 2006, seeks to improve the quality of business journalism by teaching journalists from all beats how to report business news.

More than 7,000 journalists from 1,200 newsrooms across the nation have participated in Reynolds Center's business journalism seminars and workshops since its inception in 2003.

Every January, two weeklong seminars are held at Cronkite. The Strictly Financial seminar trains 12 journalists interested in learning more about the financial side of business writing so they can take their knowledge back to their newsrooms.

The second seminar is for 12 journalism professors from universities across the United States. During the week, participants learn new tools to teach

business journalism to their students.

The Reynolds Center also holds daylong workshops 20 times a year in different locations around the United States. The eight-hour seminars focus on topics such as investigative business journalism and the craft of business writing. Program instructors have included CNN senior investigative producer Kathleen Johnston, John Emshwiller of The Wall Street Journal and Diana Henriques of The New York Times.

"The Reynolds Center programs have helped me develop the skills to cover business news ... with a confidence I didn't have before," said Denis Paiste, a business reporter for the Union Leader of Manchester, N.H. "It was an invaluable experience that helped me grapple with numerous business reporting challenges over the last year as the credit crisis unraveled."

Angela Gonzales, a reporter for the

Phoenix Business Journal, said the workshops are "a gold mine for journalists wanting to learn more about writing about business issues."

Seminars also can be taken online on topics ranging from covering private companies to writing about personal finance.

The daylong seminars and the online workshops are free. Those who attend three workshops receive a Certificate of Completion and become members of the Reynolds Center's Circle of Achievement.

The center also runs a popular Web site where journalists interested in learning about business coverage can take one-hour self-guided tutorials. The site—[BusinessJournalism.org](http://BusinessJournalism.org)—has blogs on which journalists can discuss business journalism topics with colleagues nationwide.

Each year, the Reynolds Center honors two outstanding news organizations by presenting them with the Barlett and Steele Awards for Investigative Business Journalism, named for the two-time Pulitzer Prize-winning journalists, Don Barlett and Jim Steele. The first-place prize of \$5,000 and a runner-up prize of \$2,000 are given to those who excel in print and online investigative business journalism.

The Reynolds Center also awards annual scholarships to students interested in business journalism.

"The Reynolds Center programs have helped me develop the skills to cover business news ... with a confidence I didn't have before."

— Denis Paiste

Reporter, Union Leader, Manchester, N.H.



This page: Business journalists gather at The Arizona Republic to learn how to better report business news.

# School Launches New Business Journalism Specialization

BY ALISSA Fiset

**T**he worlds of journalism and business—both at critical junctures—are coming together in a new program at the Cronkite School.

Thanks to a major grant from the Donald W. Reynolds Foundation, Cronkite undergraduate and graduate students will be able to add a business journalism specialization to their journalism degrees. Students in the specialization will attend business courses at Arizona State University's W.P. Carey School of Business in addition to specialized Cronkite classes.

"As the public loses faith in journalists, now is a great time to reestablish our credibility and reemphasize our critical role in society," said Cronkite graduate student Carol Legg. "We can't blow this chance. That's why the business journalism specialization is so important and is being introduced at the perfect time."

Legg, who received an undergraduate degree in finance from the Carey School, will be the first graduate student with the business journalism specialization. She is set to complete her degree in spring.

"In the business news niche, you need to go to the next level in terms of knowledge and skill," Legg said. "I feel the business journalism specialization will take me to that level."

The start of the business journalism specialization comes at a time when the public is particularly focused on finances due to the global economic downturn and financial market crises.

Business journalism "isn't something you should be afraid of," said Andrew Leckey, president of the Reynolds Center and the Donald W. Reynolds Endowed Chair in Business Journalism. "It's something that you really need to know. And your viewers and your readers, they need to know, too."

But without the proper training, it is difficult for students-turned-reporters to explain complex financial issues to their audiences.

"Business and economic reporting requires levels of sophistication above and beyond the basic levels of reporting," said Cronkite School Dean Christopher Callahan.

To prepare potential business journalists, students will enroll in two new courses: Issues in Coverage of Business and the Economy and Reporting on Business. Students will write stories dealing with both local and national business and economic topics.

Undergraduate students specializing in business journalism also will take four related business and economics courses at the Carey School. These classes include Accounting and Financial Analysis, Managerial Economics and Real Estate Fundamentals. Graduate students will take business courses such as Global Economics for Managers and Strategic Management.

There also will be a focus on helping students in the specialization find summer internships in business journalism



Top: Cronkite graduate Carol Legg combined her interests in business and journalism as an intern at CNBC this summer.



Middle: May graduate William Hennigan landed a job as a business reporter for the Los Angeles Times after his summer internship.



Bottom: Andrew Leckey (left) visits with Gu Binglin, president of China's Tsinghua University, which has a Global Business Journalism program.

at places such as Fortune magazine, Marketwatch.com and Reuters.

One Cronkite student, Carol Legg, was chosen for an internship for CNBC this summer and another, William Hennigan, went to the Los Angeles Times.

"I'm really working hard to have really solid internships in business journalism," Leckey said.

Graduate students in the program also have the opportunity to do graduate assistantships in the Reynolds Center, working directly with major news organizations. And all students can participate in a 14-day for-credit trip to a major world financial center during winter or summer break.

"I really hope Cronkite students take advantage of this opportunity," Legg said. "Understanding business is critical, even if you don't plan to be a business journalist."





# SABEW

## Business Journalism Association Moving to Cronkite School

**T**he Society of American Business Editors and Writers, the world's leading association of financial journalists with 3,300 members, is moving its national headquarters to the Cronkite School.

"The Cronkite School will be a fresh, dynamic new home for SABEW as it launches more aggressively into helping our members become better business journalists," said SABEW President Bernie Kohn, investigations editor at The Baltimore Sun. "We were impressed by the quality of the facilities at the Cronkite School and the accessibility of Phoenix to most of the national and international markets."

SABEW, created in 1964 to promote high quality business and economics coverage, has been located at the University of Missouri School of Journalism since 1984. The society sponsors an annual convention and specialized reporting conferences and confers the annual "Best in Business" awards for excellence in business journalism.

SABEW will join other major business journalism resources at the Cronkite School. In 2006, the Donald W. Reynolds National Center for Business Journalism moved to Cronkite. Last year, the school created the Donald W. Reynolds Endowed Chair in Business Journalism, and this year Cronkite is launching business journalism specializations at the undergraduate and graduate levels. The Reynolds Center, Reynolds Chair and business journalism curricula are supported by generous grants from the Donald W. Reynolds Foundation of Las Vegas.

"It is a great honor that SABEW chose to come to Arizona State and the Cronkite School," said Cronkite Dean Christopher Callahan. "The addition of SABEW— along with our Donald W. Reynolds National Center for Business Journalism, our new Reynolds Chair in Business Journalism and our new specializations in business journalism— makes the Cronkite School the worldwide center of business journalism education and training."

The Reynolds Center has worked closely with SABEW under the leadership of Andrew Leckey, the founding director of the center who is now the center's president and the school's inaugural Reynolds Endowed Chair.

"The Cronkite School will be a fresh, dynamic new home for SABEW as it launches more aggressively into helping our members become better business journalists."

—Bernie Kohn  
President, SABEW

"The Reynolds Center's goal of improving the quality of American business journalism through training fits well with SABEW's mission and ideals," Leckey said. "As a SABEW member myself, I welcome the organization to this state-of-the-art facility that will help all journalists tackle the present and future issues of business."

Kohn said the proximity to the Reynolds Center will offer SABEW "exciting possibilities for partnerships in training of journalists at levels ranging from undergraduate students to veteran professionals."

Callahan said SABEW was drawn in part by location— in the heart of the nation's fifth-largest city and one of its most vibrant, with easy access to a major airport. "The SABEW move is a testament to the city's growth and creativity under the leadership of Mayor Phil Gordon and the City Council," Callahan said.

SABEW will be housed in a suite on the fourth floor of the Cronkite building.

SABEW weighed proposals to remain at the University of Missouri or to move to ASU or the University of North Carolina. The executive board voted 4-2 to move to ASU, and the board of directors supported the move 13-3. The association's membership voted 33-29 at its annual meeting in Denver to approve the move to ASU.

The move to Phoenix is expected later this year. Next year's annual SABEW conference will be hosted by the Cronkite School.

# Cronkite NewsWatch Now on PBS Nightly

BY ANNIE WOODS

Studio lights shine on the Cronkite NewsWatch set where, in a few minutes, the evening newscast will commence. Anchors Amanda Wible and Frank Morales practice their lines. “Tonight’s top story: The 9-year-old St. Johns boy who was accused of two murders has reached a plea agreement,” Wible says.

The crew practices transitioning the cameras from the student anchors to Karlene Chavis, today’s weather reporter. In the control room, student producers and directors prepare the opening sequence, meticulously pressing buttons on the large control panel. They make sure the live feed from reporter Jeff Skrzypek, who is reporting a few blocks away in the heart of downtown Phoenix, is working correctly.

“Three, two, one ...”

Before each newscast, Cronkite NewsWatch participants transition from students to journalists. The program now airs for 30 minutes four times a week on Channel 8.3, one of the digital channels of Eight/KAET, the local PBS affiliate owned and operated by ASU.

Cronkite Dean Christopher Callahan said the Eight partnership gives Cronkite NewsWatch by far the deepest audience penetration of any student-produced newscast in the world.

“We are extremely fortunate to have the great support of the entire Eight team,” Callahan said. “Now, hundreds of thousands of new homes will have access to the strong content Cronkite students produce each week.” The Phoenix metropolitan area is the 12th-largest TV market in the country. Eight is seen across Arizona.

The past year was another historic one for Cronkite NewsWatch. On election night, NewsWatch aired 3.5 hours of live, continuous local election coverage, with multiple live locations and satellite trucks at both Democratic and Republic presidential campaign headquarters in Phoenix.

NewsWatch students helped lead the school to first place in both the Hearst Journalism Awards and the Society of Professional Journalists’ Mark of Excellence competition. It was the second first-place finish for Cronkite in Hearst in the past three years and the fourth consecutive first-place finish in the SPJ contest.

Members of NewsWatch and News Director Mark Lodato work together to create stories that reflect issues in Arizona and other

parts of the Southwest for every newscast. Each day’s broadcast usually covers hard news up front, then ventures into lighter material, such as features on a local store that sells jewelry to Academy Award-goers or how to get deals on Arizona Diamondbacks tickets.

“We like to leave people on a happy note,” Lodato said.

The NewsWatch program really took off after the move downtown last year. What used to be a small, crowded classroom in the basement of Stauffer Hall in Tempe with a makeshift newsroom that was “never intended to be a newsroom” now rivals major market professional TV stations, Lodato said.

“It’s just as advanced as many stations in town, which is a wonderful opportunity for students, and a nice feeling for us,” Lodato said. “Actually, the equipment is more advanced than what most students will use in their first jobs.”

The facility has high ceilings and features large windows overlooking downtown Phoenix. Inside, students sit at sleek, silver Apple computers, answering phones and editing story packages.

“I feel like it’s more hard-core here than the real news world,” Chavis, a senior, said after presenting the weather broadcast. “I ... look at it as a job.”

NewsWatch students start arriving at 8:30 a.m. and usually go home around 5:30 p.m.—later if there is major news breaking. Each morning, students are ready to discuss original story ideas with Lodato. They spend the day shooting and editing stories and then practice for the evening’s newscast.

Students earn three, six or nine school credit hours, based on whether they work two, three or four full-time shifts a week. About 40 students participate each semester, Lodato said.

NewsWatch is meant to challenge students who are eager to become part of the broadcast journalism field. “Our goal is to make each semester more challenging than the previous one,” Lodato said.

But that doesn’t mean the students don’t have fun, too. Before shooting a newscast, the anchors crack jokes as members of the camera crew discuss the latest episode of “South Park.”

“Everyone gets along well. ... Last semester, we became a big family,” Chavis said. “It’s really a lot of fun.”



# Election Night 2008



Above and opposite page: Cronkite students produce live coverage of the 2008 election. Photos by Tom Story

Below: Eight students produce, write and report NewsWatch en Español.

## Bilingual Students Start Spanish-Language Newscast

Rafael Carranza's parents do not speak English, but they can now watch and understand his Cronkite NewsWatch newscasts.

Bilingual NewsWatch students, with the help of News Director Mark Lodato, now air a Spanish-language newscast. The newscast covers many of the same issues as the English version of NewsWatch, but it also covers original stories that focus on the Latino community.

Cronkite NewsWatch en Español airs on Univision's TeleFutura network in Phoenix twice a month on Sunday mornings.

Talk about a Spanish-language newscast at Cronkite started in spring 2007 with Lodato and a half dozen students, but the news director was not sure the idea would take off. By the next semester, other students started approaching him about the idea.

Carranza was one of them. As a native Spanish speaker he was fascinated with the Spanish-language media.

Over time, the idea began to generate a buzz throughout the newsroom. After Lodato realized there was such a large interest and sense of enthusiasm among students, he decided to take the idea to local stations. Univision executives were excited and agreed to air the project immediately. "Mark gave the green light and the whole thing took off right then and there," Carranza said.

Today eight to 10 students produce, write and report the show. Since the teachers do not speak Spanish, the students really take the lead on all the work that goes into each newscast and get extra help from Spanish-language media professionals, Lodato said.

Carranza said, "Everyone does every-

thing. The effort that goes behind the show is more than people think."

Not only does the program create another venue for students to air their stories, but being bilingual creates a whole new set of opportunities for jobs, experience and exposure, Carranza said.

The students have a network of support from working professionals in Spanish-language media, including journalists from Univision and Telemundo. Each week, Spanish-language journalists mentor Cronkite NewsWatch en Español students by helping them develop stories and practice pronunciation.

"You'd be surprised because I'm a native speaker, but I've been told I speak with an American accent," Carranza said. "It's great to have the support from them."





# CNS Covers Statewide Stories for Arizona's News Outlets

BY CHRIS PIEL

When Jonathan Cooper entered Arizona State Treasurer Dean Martin's office, it showed signs of a frenzied day: papers, a few inches thick, blanketed the top of the treasurer's desk and conference table. Martin, who was about to meet with the state's political press corps, worked methodically to assemble a chart on foam board detailing the plunge of the state budget into the red for the first time since World War II.

It was a perfect day for Cooper to interview the treasurer for a profile for Cronkite News Service, the school's student-staffed wire service. Two weeks later, the Martin profile, along with video, photos and a sidebar, was picked up by news organizations throughout the state.

"What I like about Cronkite News Service is that it's been a great opportunity to really dig into the public policy and write some good, compelling stories that get a lot of play," said Cooper, who has since graduated and is now a reporter for The Associated Press.

In its third year, Cronkite News Service is getting more

exposure across Arizona, thanks to high-quality journalism produced by students who work in the digital and broadcast bureaus. Articles, photos, multimedia packages and television pieces produced by students have been picked up by news Web sites, newspapers and television stations across the state.

Steve Elliott, who is director of digital news for CNS, said the stories produced by his students have had hundreds of print and online placements in the last year. Elliott said the reason news sites and publications use CNS content is because it is unique: Students produce stories that are not being covered by staff reporters, The Associated Press or other news services.

"The main reason we get play is we cover stories that clients wouldn't have access to otherwise," said Elliott, a former AP bureau chief for Arizona. "They look at our offerings because they know they can get different, high quality stories from us."

The stories that CNS produces often focus on issues of statewide impact that might otherwise be ignored.

"Our work really does make a difference in helping people all over the state of Arizona know what's going on at their state government," Cooper said. "I know we're covering a lot of stories that wouldn't otherwise get covered because other news outlets just don't have the resources."

For example, CNS reporter Sean Manget wrote a story about illegal dumping in Southern Arizona—a problem in rural areas rarely covered by other news outlets. And, as the national news media reported how abandoned pools at foreclosed homes in





Phoenix were becoming breeding grounds for mosquitoes and West Nile virus, CNS reporter Alyson Zepeda was the only one investigating the phenomenon in rural areas.

“Cronkite News Service does stories that you don’t see on other Web sites, in other newspapers, or on other television stations,” said Chris Kline, executive producer of new media content for ABC15.com. Kline said the ABC affiliate uses CNS stories about five times a week on its Web site. “They go and they search out stories that have unique angles.”

On the broadcast side of CNS, students traveled across Arizona and to New Mexico, Washington, D.C., and Mexico in their quest to provide meaningful local news to television stations across the state. That’s what makes CNS stories particularly useful to Arizona news stations, said CNS Broadcast Director Sue Green.

“I think that, especially for our stations down in Yuma, they can’t always get up to Flagstaff or Snowflake or Prescott or Sedona to do a story, where it’s a little easier for us to get up there,” Green said. “We’re able to do that and then send it out over a feed.”

Each week, CNS sends half a dozen packages to state news organizations. Those packages air on television stations, such as the CBS and NBC affiliates in Yuma, and the school’s nightly Cronkite NewsWatch newscast.

In addition to television stations, the broadcast pieces run on news sites such as azcentral.com, The Arizona Republic’s Web site, which picked up more than 50 CNS broadcast stories last year.

Students do more than just travel to get stories. CNS reporter Ryan Calhoun, for example, stayed up all night to do a piece about a Queen Creek peach farmer’s struggle to protect his orchard from freezing temperatures. He said the story, which was the second one he did that day, showed how far he came as a reporter for CNS.

“It was a big growing experience,” Calhoun said. “If you watch my first story to my last story, it’s a night and day difference.”

Elliott said his students are including more multimedia elements with their stories now. Nearly every print story has boxes, lists and other sidebars, which add value for Web sites. Students also are doing more videos and slideshows to accompany their stories—multimedia experience that will help his students land jobs.

“I want the students, before they end their semester here, to have the experience of going out and covering a spot news story, writing the story, shooting a video, having a box and coming up with photos all in the same day, so you can point an employer to it,” Elliott said. “In some ways, that’s as valuable as the very long multi-sourced feature.”

But the key to CNS’ success is simple: It’s the hard work of the students, he said.

“There are very few things that are as audacious as this idea of taking student journalists and doing a wire service,” Elliott said. “And it’s a credit to our students here that Cronkite News Service has succeeded.”

## ABC News on Campus Completes Successful First Year

BY CHRIS PIEL

**A**BC News on Campus, an innovative partnership between the national TV network and the Cronkite School, completed a highly successful first year.

Initially, stories such as Joshua Zuber’s about an ASU cheerleading controversy, were aimed exclusively at a younger demographic. But eventually many of the stories, such as Zuber’s piece featuring twin Marines from Arizona deployed in Iraq, appealed to larger audiences.

When stories had wide appeal, they moved beyond abcnewsoncampus.com and onto major national broadcasts. “Nightline,” “World News Tonight,” “Good Morning America” and ABC affiliates across the country ran the Cronkite students’ work.

The ABC bureau, staffed by five Cronkite students, was one of five that started at universities across the country in fall 2008. The aim of the program was to enlist young journalists to create news for a young demographic.

“We wanted to create a daily dialogue between journalism students and the network,” said John Green, executive producer for ABC News on Campus. “We wanted to not only be able to mentor these students, but we also wanted to be able to learn from them what their ideas were, what kind of news they liked, so that we could better understand that age group.”

Each day, Bureau Chief Emily Graham pitched stories

to Green and other ABC producers in New York and Los Angeles during a 7:15 a.m. conference call.

Graham said it was challenging to create stories for national and international viewers when covering local events, and it helped her improve as a journalist.

“I never expected when I graduated that I’d be this far in my career already,” she said.



Above: Cronkite ABC News on Campus students meet with network anchor Charles Gibson during a trip to New York.

Opposite page: Cronkite NewsWatch student Amber Dixon prepares for a live report from the newsroom. Photo by Luis C. Lopez



# School's Public Relations Firm Opens for Business

BY ILSE INZUNZA

"Unlimited inspiration on a limited budget.  
That's us in a nutshell."

— Katie Charland  
Cronkite student



A public relations firm at the Cronkite School is designed to provide advanced students real-world experience launching campaigns and developing promotional strategies.

The public relations lab, on the second floor of the Cronkite School, functions like a professional PR firm. Under the guidance of Assistant Professor Xu Wu, students work directly with clients and take on the roles of account executives and communications managers.

The new program is based on other recently launched full-immersion professional programs at the Cronkite School, such as Cronkite News Service, Cronkite NewsWatch, the Carnegie-Knight News21 Journalism Initiative, the New Media Innovation Lab and the Knight Center for Digital Media Entrepreneurship.

In its first semester in spring 2009, Wu and three graduate students—Ashley Panter, Katie Charland and Chrissy Koczenasz—opened V3 Communications.

The firm offers event planning, image and reputation management, strategic communications plans and campaigns and crisis communication for companies and nonprofit organizations seeking quality, low-cost public relations services.

"Unlimited inspiration on a limited budget," said Charland, who graduated in spring 2009 and served as executive

director. "That's us in a nutshell."

Students enroll in the lab as a capstone experience, which Wu said will enhance the students' job prospects since it offers them the opportunity to gain professional experience and communicate, socialize and network with local PR agencies.

"They really like the environment and the way we do business here because it's much more success-driven, and they have to build something they can put into their resumes," Wu said. "It's not something that they just do for class. It's very professional looking and well-written. It's thought-out and can be showcased to any kind of field-trained employers."

Panter said working for V3 helped prepare her for her first job. After graduation, Panter went to work for Phoenix firm Barclay Communications as an online media coordinator. She said





Above: Assistant Professor Xu Wu meets with graduate students to discuss a client's needs.

Top right: V3 Communications works out of a lab on the second floor of the Cronkite building. Photos by Luis C. Lopez

Right: Public relations students created several campaigns for clients this spring.



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working with V3, where the students had to build the company from the ground up, helped her develop social media strategies for her firm and its clients.

V3 Communications worked during the spring semester on two competitions—an STD awareness campaign for the Centers for Disease Control and Prevention and a public service announcement contest for PSAid. The firm also did work for two clients, the Phoenix Fringe Festival and Ear Candy, a local music charity.

The students won honorable mention in the national CDC competition, which only had one winner. Wu said the recognition was especially meaningful since it came in the lab's first semester of operation.

It is, he said, proof that “we can compete with any school at the national level.”

Wu, who joined the Cronkite School in 2005, said he looks forward to building on the momentum of V3 Communications in future semesters.

“We have a well-established model for our professional PR firm, and we're also establishing a reputation, especially among local PR agencies,” he said.

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# Doctoral Program Begins in 2010

**T**he Cronkite School is launching a doctoral program for professional journalists and communicators who want to pursue scholarship and research.

The program, which will enroll its first class in fall 2010, will be the only mass communication Ph.D. program in Arizona and one of the few in the western United States.

The program will be focused on original research, faculty-student mentoring, an interdisciplinary experience and flexibility, said Professor Donald G. Godfrey, who played a key role in designing the program and who will serve as the program's director.

"The degree itself is immersed in research and the development of new knowledge within the discipline," Godfrey said. "It is a degree based in philosophy, theory, differing scientific methodologies and critical thinking. Students will bring to the program divergent topical interests and work with faculty mentors researching and developing those interests."



Donald G. Godfrey

A key part of the degree program is the opportunity for students to be mentored by nationally known scholars who also have professional experience in broadcasting, strategic media and public relations, new media and print, Godfrey said. Cronkite faculty currently specialize in research related to Spanish-language media, media management and economics, gender and race, news quality, entrepreneurship, sex and the media, First Amendment law, popular culture, newsroom culture, international communication and history, among other topics.

The new program will be highly interdisciplinary, requiring complementary coursework outside of the Cronkite School.

Godfrey said students will be prepared for careers in journalism and mass communication education as well as related business fields. The program provides students with the opportunity for peer-reviewed presentations/publications, in addition to the required scholarly dissertation. Qualified doctoral students also will be invited to teach undergraduate journalism courses at the Cronkite School.

"Never in our history has there been a greater need for passionate journalists and communication professionals to help reinvent our news media future," said Cronkite Dean Christopher Callahan. "This new doctoral program will bring to ASU intellectually curious communicators and immerse them in the world of scholarship and research. They will learn the intellectual tools to tackle the most critical problems facing a rapidly changing news media."

The deadline for applications is Feb. 1, 2010, for the fall semester. For more information, visit [cronkite.asu.edu/phd](http://cronkite.asu.edu/phd).

# Students Hone New Skills in Master's Program

BY MEGHAN KECK

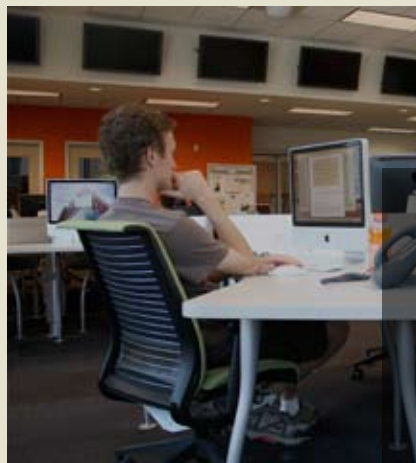
**I**n the summer of 2007, Northern Arizona University graduate Evan Wyloge was painting houses to make ends meet. With degrees in political science and French, Wyloge had dabbled in journalism at a few publications but had never pursued it seriously.

That same summer, Ayli Meyer, an American Jewish University graduate, began her first full-time job at an advertising agency in Santa Monica, Calif. Two months later, Meyer, who has a bachelor's degree in literature, communication and media, was bored with her job and began looking around.

Wyloge and Meyer both found what they were looking for in the Cronkite School's professional master's program. The program, launched in fall 2008, is an intensive, full-time program geared toward people who have not studied journalism as undergraduates.

"For a few months, I was thinking, 'What do I want to do?'" Wyloge said. "I thought about it and thought about it, and I wasn't ready to give up on the thought that I could have a career in journalism despite the hurdles or barriers I'd run into."

Wyloge's and Meyer's stories are typical of students in the



Left: Graduate student Chris Cameron works in the Cronkite News Service newsroom. Photo by Deanna Dent



Below: Graduate student Chrystall Kanyuck (right) interviews a subject for a story she did on Latinos in the military. Photo by Chris Cameron



program's inaugural class. The first 20 students, now in their second year, come from as far as Singapore and India and as close as Phoenix. They have diverse backgrounds, with undergraduate majors that range from finance to anthropology.

The school's previous master's program was largely a part-time program that lacked clear focus, said graduate student adviser Lisbeth Dambrowski.

"We needed to decide what we wanted to be and be the best at it," she said.

A committee led by Cronkite Professor Tim McGuire, the Frank Russell Chair for the Business of Journalism, came up with a new curriculum that emphasizes basic journalism skills and values and provides lots of opportunity for training in digital media.

The latter is what particularly attracted Wyloge.

"There were only a handful of schools that seemed like they were really making an effort to design a graduate program that was going to take advantage of the ways the industry is changing," Wyloge said. "I felt ASU was right at the vanguard of that change."

During the first semester of the three-semester program, students get a crash course in the fundamentals of journalism, such as reporting and interviewing for print, online and broadcast media.

Students start out in a print boot camp taught by Professor Steve Doig, Knight Chair in Journalism and a former Pulitzer Prize-winning reporter for The Miami Herald. Under Doig's supervision, the students spread out across downtown Phoenix and report stories.

About halfway through the semester, Associate Professor Bill Silcock, a longtime television anchor, producer and news director, takes over, teaching the students the basics of broadcast reporting.

Assistant Professor Leslie-Jean Thornton pulls the pieces together in a class that immerses students in digital media. A former newspaper editor, Thornton is one of the school's leading new media specialists.

Thornton said the students grow close as they go through the "boot camp" together.

"They know what each other's strengths and interests are," she

said. "It's really a great network they've got, and modern journalism is dependent on networking."

The first semester culminated in a final project, with students creating content for and building a Web site about a downtown Phoenix landmark hotel. Meyer acted as leading producer for her group's Web site on the Westward Ho, which is now a low-income housing complex for senior citizens. Wyloge's group produced its Web site on Hotel San Carlos, which has been operating for 81 years.

Much of the curriculum focuses on making sure that students are prepared for a fast-changing media world where entrepreneurship and multimedia skills are imperative, said Cronkite Senior Associate Dean Marianne Barrett, who oversees the graduate program.

Each student chooses a capstone experience in one of the school's highly regarded professional programs—Cronkite NewsWatch, the New Media Innovation Lab, Cronkite News Service or the Knight Center for Digital Media Entrepreneurship. Other specializations include reporting on Latino issues and business journalism.

The Cronkite School welcomed a second cohort of 19 graduate students this fall, most of whom were attracted by the program's professional focus, its emphasis on digital media and the chance to work with professional journalists on the Cronkite faculty, Barrett said.

"Where else can you take classes from the former editors of The Washington Post, the Minneapolis Star-Tribune and The Sacramento Bee as well as top digital media leaders like Dan Gillmor and Retha Hill?" she said.

Meyer, who plans to graduate in December, said the program has given her exactly what she was looking for.

"If I had tried to get into the journalism world without this experience, I would have had to learn it all while working," she said. "I will definitely have a leg up knowing everything I do. I now have the ability to be a do-it-all journalist, and I think that is invaluable."

#### MASTER'S PROGRAM: BY THE NUMBERS

##### 2008-2009 CLASS:

20 STUDENTS – SEVEN MEN, 13 WOMEN

AVERAGE AGE: 25

HOME STATES OR COUNTRIES: ARIZONA, CALIFORNIA, MINNESOTA, MONTANA, NEW MEXICO, TENNESSEE, TEXAS, WASHINGTON, WISCONSIN, VIRGINIA, SINGAPORE AND INDIA.

UNDERGRADUATE DEGREES: ANTHROPOLOGY, COMMUNICATION, ENGINEERING, ENGLISH, FINANCE, GLOBAL BUSINESS, HISTORY, INTERDISCIPLINARY STUDIES, INTERNATIONAL STUDIES, LITERATURE, POLITICAL SCIENCE AND SOCIOLOGY

##### 2009-2010 CLASS:

19 STUDENTS – TWO MEN, 17 WOMEN

AVERAGE AGE: 27

HOME STATES OR COUNTRIES: ARIZONA, CALIFORNIA, ILLINOIS, KANSAS, MARYLAND, MASSACHUSETTS, NEW YORK, TEXAS, OREGON AND CANADA

UNDERGRADUATE DEGREES: ELEMENTARY EDUCATION, ENGLISH, FRENCH, HISTORY, INTERNATIONAL STUDIES, JOURNALISM, MARKETING, MASS COMMUNICATION, PHILOSOPHY, POLITICAL SCIENCE, PSYCHOLOGY, THEATER AND VISUAL ARTS



# Popular Internship Program Benefits Students

BY CARLOS BRAVO

**J**oshua Frigerio was just a freshman when he landed an internship at FOX 10 (KSAZ) last year.

Almost as good as the internship was the fact that the station is only a 10- to 15-minute walk from the Cronkite School and Taylor Place residence hall, where Frigerio lived.

The school's move to downtown Phoenix has put students in the heart of the 12th-largest television market in the country and within just a few minutes of many of the Valley's major media outlets, including FOX 10, 12 News (KPNX), the Phoenix Business Journal, The Arizona Republic and the public relations firm E.B. Lane.

At the same time, the school is experiencing a boom in its internship program, said Mike Wong, career services director.

More than 300 Cronkite students were placed in internships during the 2008-2009 academic year, Wong said, doing everything from reporting breaking news to copy editing, taking photos, updating Web sites and designing public relations campaigns.

Such experiences help students build their resumes, connect with professionals and learn what it's like to work in professional newsrooms and offices.

"We want our students to get hands-on experience to prep them for the profession," Wong said.

Although internships are competitive, Wong said students have many opportunities to land one. He sends out e-mails each week listing available internships and holds internship fairs at the school each semester.

Separate internship fairs are held for print/online, broadcast and public relations internships, and there is so much interest among employers that each fair takes up a huge television studio

## Job fairs are "one-stop shopping" for both students and employers.

— Mike Wong

Director, Career Services

on the sixth floor of the Cronkite building.

Wong said more than 100 companies come to interview students each semester. It's sort of a "one-stop shopping" for both students and employers, he said.

Students attend meetings ahead of time to review what internships are available, research companies and prepare for interviews. After the interviews, Wong collects rankings from both students and employers and uses them to make matches.

The spring 2009 print/online internship fair included employers such as The Arizona Republic, the East Valley Tribune, Arizona Highways, Ahwatukee Foothills News, Phoenix Business Journal, azcentral.com, Arizona Capitol Times, McMurtry Publishing and Village Voice Media, among dozens of others.

Cronkite student Charlie Jannetto said he had seven interviews in one day. "There is one application, and you could do it all in one time frame," he said.

Aric Johnson, who directs a multimedia reporting program at the Republic, also supervises a half-dozen Cronkite interns each year.

He said he has been impressed by the talented students from the Cronkite School. They write well, take on difficult stories, have a passion for the job and ask smart questions, he said.



# Program Matches Students, Professionals

A new Cronkite School mentorship program is pairing freshmen with media professionals, giving students an early chance to test their career interests.

When the program launched in the fall of 2008, Career Services Director Mike Wong was hoping at least 25 students would apply. He said he was pleasantly surprised when 40 students stepped forward.

One of them was Margaret Pingolt of Phoenix, who mentioned in her application that she was interested in photojournalism. Wong contacted Robert Stieve, editor of Arizona Highways magazine, a publication known around the world for its photography.

Pingolt said she learned in one year under Stieve's tutelage what she thought would take years to figure out.

"Robert is teaching me what it means to explore and be curious (and) to be thoughtful and tactful in the process," she said.

Wong said the program is part of the Cronkite School's effort to retain freshmen. If students get excited about a field of study in their first year, they're much more likely to finish their degrees, he said.

To make the program work, Wong partnered with the Cronkite Endowment Board of Trustees, a group of media professionals who support and advise the school. Board members Mary O'Hanlon, chief operating officer for Barclay Communications Inc., and Erik Hellum, president of GAP Broadcasting, who co-chair the board's mentorship committee, were particularly important in designing the program and recruiting mentors, Wong said.

The mentors touch base with the students at least once a month, meeting in person, giving tours of their workplaces and introducing students to their colleagues.

Stieve, of Arizona Highways magazine, who periodically teaches an upper-level magazine writing class at the Cronkite



School, said he relishes the chance to work with freshmen.

"As a mentor, I have an opportunity to work with students at the other end of the spectrum—students like Maggie (Pingolt), who are full of enthusiasm and are hungry to learn," he said. "The apathy that allegedly exists among young kids today certainly wasn't evident in my experience with the mentorship program."

Students are equally enthusiastic about the program.

Rachel Korchin of Fountain Valley, Calif., said that when she entered the Cronkite School in the fall of 2008, "I knew that I wanted to pursue public relations, but I didn't really know exactly what that entailed."

She was paired with Michelle Olson, owner of Olson Communications Inc., a Phoenix public relations firm, and the two immediately hit it off.

"She brought me into her firm and let me have hands-on experience, something I had hoped for," Korchin said. "I was able to learn from not only Michelle but her other employees at the office and was able to experience how a real firm runs and operates."

Nick Licalzi from West Islip, N.Y., was sent to Alex Savidge, a reporter at FOX 10 News in Phoenix.

Licalzi said Savidge "could not have been any better of a mentor. He not only made sure that we had regular contact but was a big part in making sure that I kept my grades up and stayed focused."

For more information on the mentorship program, visit [cronkite.asu.edu/mentorship](http://cronkite.asu.edu/mentorship).

Above: Hundreds of companies come to the Cronkite School each semester to participate in internship fairs like this one, held this spring in the Eight/KAET studio on the sixth floor of the Cronkite building. Photo by Jeffrey Lowman

Right: FOX 10 weekend anchor Marc Martinez and his mentee, broadcast freshman Daryl Bjoraas (left), chat at a mentor recognition reception. Photo by Morgan Bellinger

Matt Silverman, managing director at public relations firm R&R Partners, said interns help his firm provide branded services to organizations. And the interns benefit because they receive invaluable training.

"We all believe in helping to grow the professionals and help them become our next generation of employees," he said.

Silverman's advice to students: "Do as many internships as you can."

That meshes with the Cronkite School's advice as well.

While Cronkite students are required to do at least one high-level internship for credit, they're urged to do multiple internships before they graduate, said Assistant Dean Kristin Gilger.

"The best students do three, four and even five internships," she said. "Sometimes those internships lead to jobs. And often they help students figure out what they want to do with the rest of their lives. What could be more important?"

# Professors Schwalbe, Silcock Lead European Study Abroad Trip



Top left, clockwise: Cronkite students report from Dublin's Kilmainham Gaol, the Gurdwara Sri Guru Singh Sabha Sikh temple in London and at London's Hyde Park during a protest. Photos by James King and Carol Schwalbe

BY LAUREN KAWAM

**B**arefoot, with hair tucked under turbans or scarves, 11 ASU students and two professors sat cross-legged on a white muslin-covered floor. Here, in the largest Sikh temple outside of India, the Cronkite Euro Media Study Abroad team recorded a worship service in the London suburb of Southall.

They watched as Sikh worshipers approached their Holy Scriptures, deposited an offering in a shiny metal collection box, knelt and bowed, touching head to floor.

This on-the-spot introduction to Sikhism was one of several reporting projects for the Cronkite team this summer. Students earned six credits in three and a half weeks.

One course—Reporting Religion and Conflict—turned students into foreign correspondents as they wrote stories, produced audio slideshows and shot videos illustrating the complex interplay between religion and conflict.

The other, the Culture of Global News, surveyed broadcast, print and online news operations in Ireland, France and England.

"You learn so much more than you could ever learn in a classroom," said Cronkite student Kristyna Murphy.

In Dublin, the students delved into the deep conflict that has long divided Ireland. Professors at Dublin City University said the Irish use religion as a "badge of difference," but the conflict is actually a complex tangle of history and politics.

The students visited places associated with conflict, such as Kilmainham Gaol. Now a museum, the prison was the site of many executions of those who fought for Ireland's independence from Great Britain.

Cronkite student Alex Flamini traveled to Belfast to cover a story on Catholic and Protestant teens playing basketball together in a city steeped in sectarian violence.

For another story, students Derek Quizon and Bianca Tuma interviewed three victims of child abuse in schools run by the Catholic Church. Frustrating attempts to reach sources made Quizon question his choice of journalism as a career. "And then, miraculously, there is that one moment when all that work pays off," he wrote in the class blog. "The exhilarating feeling you have

after finding a key source and getting the perfect interview just in the nick of time cannot be matched."

After a farewell dinner complete with authentic Irish singing and dancing at the 16th century Abbey Tavern, the group flew to Paris. There, students listened to Jim Bittermann, CNN's senior European correspondent, and Christopher Dickey, Newsweek's Paris bureau chief and Middle East regional editor. The Cronkite team also visited Bloomberg News, where features reporter Craig Copetas emphasized the importance of shoe-leather reporting.

From Paris the group headed to London aboard the high-speed Eurostar train, arriving in time for the queen's public birthday celebration. Flanked by soldiers on foot and horseback, the queen, Prince William and Prince Harry rode by in a horse-drawn carriage.

Media leaders welcomed the Cronkite team to The Guardian newspaper, BBC and MSN.com. At Independent Television News, the students watched the noon newscast and attended the staff critique afterward.

"Our media visits convinced me that the Cronkite School is headed in the right direction when it comes to the future of journalism," said Associate Professor Carol Schwalbe, the trip's co-director.

The group also toured St. Bride's Church, for 500 years the spiritual home of journalists on Fleet Street. At St. Paul's Cathedral the students had front row seats as the all-male choir sang hymns at evensong. Afterward, they saw the hottest show in London's West End—Elton John's musical "Billy Elliot," winner of 10 Tony Awards.

Associate Professor Bill Silcock, the trip's other co-director, praised the students' enthusiasm for embracing new experiences.

"Young people need to mobilize themselves globally and see, touch, smell and feel as many countries as they can," Silcock said.

To see the students' work, visit [www.cronkiteuro.wordpress.com](http://www.cronkiteuro.wordpress.com).

Editor's note: Writer Lauren Kawam was one of the 11 students participating in the study abroad experience.



# Cronkite School Builds on Grammar Success with Online Course

BY CARLOS BRAVO

A noun is a person, place or thing. Verbs are action words. Adjectives describe nouns. Commas have many uses. Though these basic elements of grammar may be easy for most college students, there are some grammar rules that are much harder to grasp.

That's why the Cronkite School created an online course to teach grammar skills to students throughout the university. Jennifer Johnson, formerly a senior copy editor at The Arizona Republic, taught Everyday Grammar in the 2008-2009 school year.

The Cronkite School had previously offered a grammar course only to journalism students. The course was such a success that the school decided to create a course for non-journalism students, Johnson said.

Johnson taught the course using PowerPoint lectures, practice quizzes and assigned readings. Students submitted homework assignments each week. The course teaches students how to correctly use commas, hyphens, colons and other punctuation. It also teaches the rules for capitalization, passive versus active voice and essential versus non-essential clauses.

"This is almost like grammar's greatest hits," Johnson said. "We don't go into great depth in any particular area. What we do cover are the basics and fundamentals that will help students be better writers, be taken more seriously as students in academics and as professionals.

"These are the nuts and bolts that you need to master."

The course also covers some common usage mistakes made in grammar, such as when to use who or whom, I or me and lay or lie. There are words of the week and

words that often are mistaken for each other, such as farther/further and effect/affect.

Johnson said that students sometimes dread taking a grammar course because they remember what it was like to be in sixth grade and have a teacher constantly correcting them. She tries to change that perception by making her course fun. She cracks grammar jokes and gives students tips on how to remember grammar rules.

Offering the course online makes it accessible to all ASU students, and Johnson is convinced that students in every major can benefit from a better mastery of essential language skills.

Some worry that modern communication, such as instant and text messaging, may be affecting the quality of writing. Johnson said she thinks the problem is that students do not always make the distinction between casual, fun interaction and professional communication.

"When they get out into the world, they will be judged on their academic and their professional writing abilities, not how fast they could text or how many acronyms they know," she said.

Johnson said she understands why students might get confused when writing because there are so many grammar rules in the English language. When these rules are not reinforced, they are easy to forget.

"Many of us speak and write without giving it a second thought," she said. "And I think, for this class, you can see the light go on when they realize how each part interrelates."



Jennifer Johnson



# Stardust Program Gives Boost to High School Journalism

BY CAITLIN TORRES

**F**or 80 years, students at Buckeye Union High School in the West Valley turned to their student newspaper when they wanted to find out what was going on at their school.

But two years ago, the paper disappeared. Like many high school newspapers, there just wasn't enough money or enough commitment to keep it going, said journalism adviser Stephen Truog.

That changed when Buckeye was selected for the Stardust High School Journalism Program, a one-of-a-kind effort to revitalize high school journalism. Now, students are producing a news Web site as well as print editions of *The Hawk*. And some of their articles are being picked up by local newspapers, Truog said.

Buckeye is one of 10 Arizona high schools participating in the Cronkite School's Stardust program, which targets schools with large minority populations that do not have school newspapers or viable journalism programs.

The program is funded by the Stardust Foundation, a nonprofit corporation founded in 1993 by Arizona real estate developer and philanthropist Jerry Bisgrove.

In addition to Buckeye, the high schools are Betty H. Fairfax and Maryvale high school in Phoenix, Coolidge High School, Douglas High School, Holbrook High School, Maricopa High School, Miami High School, Snowflake High School and Sierra Linda High School in Tolleson.

All told, nearly 400 students at those schools are taking a variety of journalism classes and producing multimedia news Web sites this fall. They are working with new Mac computers, the latest video- and audio-editing software, new high-definition video cameras and still cameras as well as audio recorders, microphones, lighting equipment, printers and scanners.

Denice Westover at Snowflake High School knew things were changing for her program when the new equipment began showing up in her classroom this summer.

"We never had anything even close to the equipment that the program has provided to us," she said. "There has been a significant change at our school in journalism because of this program, and more and more students are registering for the course."

Bettina Tison Bennett, journalism and English instructor at Betty Fairfax High School, had a similar reaction when the equipment began arriving at her school this summer: "I cannot wait to begin using all that we've been given and to watch my



students go from "Oh my, I'll never be able to do that" to "Oh wow, look what I just did!" she said in an e-mail.

She's also looking forward to the training and support that the program provides.

David Cornelius, director of the Cronkite Stardust program, travels to the schools to conduct training in multimedia skills and help students with their Web sites. He also arranges for journalism professionals to visit the classes to teach everything from grammar and basic reporting to editing and design. Each year, teachers and students come to the Cronkite School for additional training.

It's an "incredible mix of resources—from technology to training to media professionals who are willing to visit our schools," Tison Bennett said. "Through this program I will be able to help my students take their literacy skills to levels beyond their imagination. Not only will they become much stronger readers, writers, researchers and presenters, but they will also pick up skills they can use anywhere."

Cornelius lists a string of successes in the program's first year.



David Cornelius (center) gives advice to Cecily Ethelboih and Jesse Cuellar at Miami High School. Photo by Deanna Dent



Left and right: Students work in the Buckeye Union High School newsroom.

Below: Manny Ayala from Douglas High School blogs for his media production class.

Students at Snowflake High School cover sports on their Web site.



Miami High School journalism students, for example, have been asked to work on a documentary with a professional filmmaker and also were approached about producing a news program for the local cable company. And at Douglas High School, students are excited about covering issues along the U.S.-Mexico border.

"The students really seem to enjoy the multimedia work they get to do, and the teachers get to see students who really care about their work," he said.

Cornelius said another benefit of the program is that it encourages freedom of speech and the press at the high school level. Administrators at participating schools sign a First Amendment pledge, agreeing to refrain from censoring student work. That teaches students how to tackle relevant and important stories in a responsible way, Cornelius said.

Jasmeet Verma, an English teacher at Maricopa High School, said the pledge is an important part of doing real journalism.



It means students have "the right to voice their opinions and concerns about the community to the community," she said.

They also get a chance to do journalism online, using multimedia skills that they find fun and relevant.

"It is the 21st century part of the program that excites the students" most, Verma said.

Ronnie Murphy, a senior at Snowflake High School, said he's enjoyed the program so much he's badgering his friends to sign up for journalism classes.

"I tell my friends, 'It's worth your time even if you aren't going to be a journalist,'" he said. "It helps with everything you do. You learn computer skills, writing, interviewing, dealing with people and problem solving. It just prepares you for life in general.

"I'm really excited about the whole journalism program. It's my future, and I get to start working on it now."

## 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 provides grants to benefit families, housing, education, health care, bioscience, community engagement and jobs. A grant to the Cronkite School established the Stardust High School Journalism program to help build journalism programs in underserved Arizona high schools.

"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](http://www.stardustco.com).





Reynolds High School Journalism Institute nurtures and trains high school journalism advisers from across the country.

# Journalism Teachers Learn by Doing

STORY AND PHOTOS BY LUIS C. LOPEZ

**D**eborah Aughey had taught for nearly 20 years, but nothing had prepared her for the day she took over her high school's journalism class and newspaper. It was three weeks into the 2008-2009 school year.

"All we did was put stories up online," said Aughey, who teaches at Campbell High School in Smyrna, Ga. "I realized I wasn't teaching journalism; I was just teaching creative writing the best I could."

After scrambling to make it through her first year as journalism adviser, Aughey spent two weeks at the Cronkite School in summer 2009, learning the fundamentals of journalism from faculty members and news industry leaders. She and 34 other teachers participated in the ASNE Reynolds High School Journalism Institute, reporting and writing stories, producing multimedia

projects and discussing better ways to teach journalism.

Aughey said she learned about journalism ethics, got curriculum advice and developed a network of experts and other advisers to whom she can turn for help. "Now I can teach a real journalism class," she said.

Many high school journalism advisers are thrown into the job because they have taken a journalism class or because their principals consider them good writers, said Steve Elliott, the institute's director and director of digital news for Cronkite News Service.

Elliott put the teachers through a boot camp-style experience that immersed them in journalism. From early morning into the evening, they attended sessions, worked in computer labs and reported near the Cronkite School's downtown Phoenix home.

"The ultimate goal is to make these people better journalism





teachers,” Elliott said. “But to do that, we first need to make them better journalists, teaching them how to think like journalists, report like journalists and write like journalists.”

This summer was the third time Cronkite has hosted the institute, which is funded by a grant from the Donald W. Reynolds Foundation and administered by the American Society of News Editors. The program emphasizes training for teachers from inner-city and rural areas where journalism programs are under stress.

Hundreds of teachers applied, and participants were selected competitively for summer programs at the Cronkite School, Kent State University in Ohio, the University of Texas at Austin, Washington and Lee University in Virginia and the University of Nevada, Reno.

Diana Mitsu Klos, ASNE’s senior project director, said the program is about much more than producing future journalists. High school journalism students do much better at standardized tests and other measures of success because they learn the basic skills of reading, writing, communicating and critical thinking.

“So whether or not your students become journalists, they will possess the tools to excel at any job or any career,” Klos said.

Marty Kaiser, ASNE’s president and editor of the Milwaukee Journal Sentinel, took that sentiment a step further when he addressed the group.

“I don’t care if one student you teach goes into journalism,” he said. “The advantage that they’re going to have is to learn something about journalism and learn about news literacy and understand how to question what they read, whether it’s in the newspaper, whether it’s online.”

Other speakers included former ASNE presidents Rick Rodriguez, who is the Cronkite School’s first Carnegie Professor

ASNE President Marty Kaiser talks to teachers about the importance of news literacy.

specializing in Latino and transnational news coverage, and Gregory Favre, who serves as Distinguished Fellow for Journalism Values at the Poynter Institute for Media Studies in St. Petersburg, Fla.

Kye Haina, who teaches English and journalism at Kamehameha Schools-Maui Campus in Makawao, Hawaii, said her experience at the institute will jump-start her journalism teaching.

“I think the importance of letting students lead ... is one of the biggest things I learned here,” she said.

Eric Chow, a new journalism teacher from Philip and Sala Burton Academic High School in San Francisco, said the institute gave him a whole new set of standards for his students.

“I’m going to be expecting nothing but excellence in what my students will do,” he said.

“The ultimate goal is to make these people better journalism teachers. But to do that, we first need to make them better journalists, teaching them how to think like journalists, report like journalists and write like journalists.”

— Steve Elliott  
Institute Director



Eric Gutierrez of Whitney High School in Cerritos, Calif., participates in a discussion about teaching.

Opposite page: Participants in the 2009 ASNE Reynolds High School Journalism Institute spent two weeks at ASU.

# Summer Journalism Institute Balances Work, Fun

For two weeks each summer, the Cronkite School is filled with dozens of high school students conducting interviews, taking photos, shooting video, reading news copy and frantically trying to make deadline.

If the experience doesn't quite turn them into full-fledged journalists, it's certainly a step in that direction.

And that's the point of the Cronkite School's Summer High School Journalism Institute, said Anita Luera, who directs the summer program.

The institute is designed to prepare students for college journalism studies and give them an opportunity to explore journalism career options, Luera said. Students typically attend in the summer before their senior year so they can take back the skills they learn and apply them to their high school newspapers, Web sites and broadcast programs, she said.

Each spring, Luera reviews applications from hundreds of SJI hopefuls, selecting about 40 for two programs—one that focuses on broadcast journalism and one for students interested in print and online journalism.

Luera said the programs are becoming increasingly popular—and the selections increasingly difficult. "It's not all about having a high GPA to get in. We want a group of diverse students with different experiences," she said.

Students come from all over the state—and several from out-of-state, she said. They live in Taylor Place residence hall next to the Cronkite School, learn in classes taught by Cronkite professors and media professionals, take field trips to media outlets and produce a television newscast or a news Web site.

Caitlin Higgins, a senior at the Phoenix Union Bioscience High School in Phoenix, said she was most excited to learn new media

The state's top high school journalism students attend a summer journalism boot camp at the Cronkite School. Photo by Deanna Dent

skills such as shooting and editing video and photos and how to use social media to reach audiences.

"We're learning how to be journalists for the future, not just today," she said.

Ashley Lopez, a senior at Miami High School, whose parents run a radio station in Globe, Ariz., said the institute taught her journalism skills that she is passing on to her high school journalism classmates. And it gave her the chance to live in a college dorm and take classes from college professors.

"I've wanted to be a journalist my entire life, but this program helped me realize ASU is the college I want to attend and journalism is the career I want to obtain," she said.

Sharyn Tom, a junior at Thunderbird High School in Phoenix, got into journalism by happenstance. She joined her school newspaper, *The Challenge*, last year because it was one of the few electives she could fit into her schedule.

Soon she was writing stories, doing page layouts and Web designs and taking photos. The editors "threw me right into it," she said. "There was no intro course (and) I had no experience writing anything journalism-related ... so I had to start reading the newspaper in the morning and watching the news in the morning just to see what the style was."

After her Summer Journalism Institute experience, Tom said she plans to go back to her school and "teach all the rookies" everything she's learned.

But for Tom and the others, the summer "boot camp" was about more than mastering skills. They got to know other students from all over the state with similar interests, and they got to experience



what it's like to live on a college campus.

"When I first came in to this program, I expected it to be a lot of hard work and really difficult, but the counselors and other people in charge of leading the program did a good job balancing working hard and having fun," said Spandana Thenkabail of Northland Preparatory Academy in Flagstaff, Ariz.

Many of the students said the institute confirmed their conviction that journalism is for them.

Andrew Kneeland of Sahuarita High School near Tucson had already been writing for Bleacher Report, a sports Web site that allows fans to contribute their own content, when he came to the institute.

After about a year of writing for Bleacher Report, he decided to start his own sports Web site, [twinsfix.com](http://twinsfix.com), which carries stories and statistics on the Minnesota Twins, a team he has been a fan of "since birth," he said.

Kneeland updates the site after games or when news about the team breaks, and his regular posts draw around 500 hits and 200 unique viewers daily, he said. Recently he began selling ads on the site.

"I thought I could make money from what I love to do, so I tried it," he said.

Kneeland also writes about sports for the Green Valley News and Sun near Tucson. "It's a small operation," he said, "but it helps my writing."

Kneeland plans to return to the Cronkite School in a few years to study journalism. Then, he said, his plan is simple: He will concentrate on "working on hard news and just striving to climb the ranks."

The institute is offered free of charge to students. Financial support comes from the Arizona Broadcasters Association, the Scripps Howard Foundation, the Rocky Mountain Southwest Chapter of the National Academy for Television Arts and Sciences and the Cronkite School.

For more information, go to [cronkite.asu.edu/beyond/hs.php](http://cronkite.asu.edu/beyond/hs.php).

Jacqueline Butler, Michael Alvarez and Dylan Abrams, summer 2008 SJI participants, contributed to this report. Butler is co-editor of her school newspaper, *The Shield and Crown*, in Yuma, Ariz. Alvarez studies journalism at Independence High School in Glendale, Ariz. Abrams is a senior at Pinnacle High School, Phoenix.

## Cronkite School Hosts Nation's Largest High School Journalism Convention

Thousands of high school students and their advisers visited the Cronkite School during the annual spring convention of the Journalism Education Association and the National Scholastic Press Association.

The convention is the largest high school journalism conference in the country, with nearly 3,000 students and 500 advisers in attendance.

Students and teachers toured the school, attended sessions in Cronkite classrooms and reported on the conference from a newsroom in the building. In addition, the school hosted a reception for high school advisers in The First Amendment Forum.

Nearly two dozen Cronkite faculty and staff participated in the conference as speakers and panelists, including Walter Cronkite Professor of Journalism Aaron Brown, who gave the convention's keynote address. The former CNN anchor urged students to ignore those who tell them they should have "a Plan B." "There's only Plan A," he said. "Do what you dream of doing."

Afterward, Brown sat on the edge of the stage and chatted with a crowd of students and teachers.

David Cornelius, director of the

school's Stardust High School Journalism Program, mentored a group of high school students who covered the convention, posting stories, video, blogs and photos on a convention Web site. It was the first time the convention featured an online multimedia daily.

In her final blog, Emily Phillips, a student at Arcadia High School in Phoenix and co-editor of the convention Web site, wrote, "Despite long hours, stressful scheduling and a lack of sleep, we have learned some valuable lessons—like how to write on a short deadline and how to produce a video in less than two hours."

Linda Puntney, executive director of JEA, said the support of the Cronkite School was "instrumental in making this convention one of the best conventions we've ever had. We've never been in a position before where we could offer the educational opportunities the Cronkite School allowed ... and we were delighted with the amazing facility the Cronkite School offered."

The JEA is the only independent national scholastic journalism organization for teachers and advisers. It has 2,100 members.

The NSPA is a nonprofit organization that offers resources to help improve high school and other secondary school publications.



Top: Cronkite Professor Rick Rodriguez leads a discussion about reporting on border issues. Photo by Jeffrey Lowman

Bottom: Cronkite Professor of Journalism Aaron Brown chats with students after his keynote address at the Phoenix Convention Center. Photo by Luis C. Lopez

# PBS Tandem Honored with 25th Cronkite Award



"The Cronkite Award is a kind of Holy Grail for people like us."

— Jim Lehrer

ASU President Michael Crow (right) presents the 2008 Walter Cronkite Award for Excellence in Journalism to Robert MacNeil (left) and Jim Lehrer.

STORY BY KIRSTEN KEANE  
PHOTOS BY DEANNA DENT

Though they were fierce competitors on rival nightly news programs, Walter Cronkite had enormous respect and admiration for Jim Lehrer and Robert MacNeil, the long-time news duo who anchored "The MacNeil/Lehrer NewsHour" on PBS.

The former CBS News anchor appreciated the tandem's straightforward and in-depth presentation of the critical issues of the day. "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," Cronkite said.

Last November, MacNeil and Lehrer received the 25th Walter Cronkite Award for Excellence in Journalism in honor of their exemplary careers in journalism.

"The Cronkite Award is a kind of Holy Grail for people like us," Lehrer told a crowd of more than 1,000 journalists, news media leaders, students, faculty and school supporters at the Arizona Biltmore ceremony. "To be honored in the name of the best—Walter Cronkite—is as good as it gets."

MacNeil noted that when he and Lehrer first started their program, PBS ran an advertisement suggesting viewers watch it following Cronkite's nightly newscast on CBS. "We now feel really honored to have our names legitimately connected to Walter," he said.

In his acceptance speech, MacNeil advised aspiring journalists to look critically at the information they receive.

"One of the most essential skills a journalist acquires is the ability to read between the lines and figure out: 'How am I being

snowed?' 'How am I being spun?' 'What is the real intention of the words that are being presented?'" MacNeil said.

MacNeil and Lehrer both spoke about the role of technology in journalism and its effect on journalistic principles.

"Remember, whatever the means of delivery, the facts that you're going to deliver, the story, the quality of the information, remains the same," MacNeil said.

Lehrer said the values and principles of journalism are the same regardless of whether the news is printed in a newspaper, broadcast on television, streamed over the Internet or downloaded on an iPod. New gadgets and technology do not change core journalistic principles, Lehrer said, sharing his own guidelines for fairness, balance and ethics in journalism. (See "Lehrer's Journalism Guidelines" on next page.)

"My point is simply this: that in the rush to modernize, to innovate and, frankly, to survive in the new environments that we do not lose sight of our purpose," Lehrer said. "We, the journalists, are there to cover and report the news in a straight and professional way."

Introducing Lehrer and MacNeil, ASU President Michael Crow said the journalists represented what the Cronkite School hopes to be: "a tremendous beacon for the world about the fact that journalism and a free press is essential to a democracy."

"We're recognizing two individuals who, in their entire life, epitomize what we want to be, what we want to do and the kinds of people that we want to produce," Crow said.

Aaron Brown, the former CNN anchor who is now the school's Walter Cronkite Professor of Journalism, narrated a video that





### LEHRER'S JOURNALISM GUIDELINES:

During his speech accepting the Walter Cronkite Award for Excellence in Journalism, Jim Lehrer outlined nine guidelines for quality journalism. They are reprinted here:

- Do nothing I cannot defend.
- Cover, write and present every story with the care I would want if the story were about me.
- Assume there is at least one other side or version to every story.
- Assume the viewer is as smart and as caring and as good a person as I am.
- Assume the same about all people on whom I report.
- Assume personal lives are a private matter until a legitimate turn in the story absolutely mandates otherwise.
- Carefully separate opinion and analysis from straight news stories and clearly label everything carefully.
- Do not use anonymous sources or blind quotes except on rare or monumental occasions—no one should ever be allowed to attack another anonymously.
- I am not in the entertainment business.

chronicled the careers of Lehrer and MacNeil.

MacNeil started his journalism career as a reporter for the Reuters news agency in London in 1955. Five years later, he took a job as a reporter for the NBC News Washington bureau, where he covered the civil rights movement, the White House and the assassination of John F. Kennedy. MacNeil was riding just a few cars behind Kennedy in Dallas when the president was shot. After a brief period with BBC, MacNeil joined PBS in 1971.

Lehrer began his career as a reporter at The Dallas Morning News, and later worked at The Dallas Times Herald as a political columnist and city editor. Lehrer also covered Kennedy's assassination and is the unnamed author of the words inscribed on the plaque in front of the John F. Kennedy Memorial Plaza in Dallas. Lehrer made the transition to broadcast journalism in 1970 as a nightly news host and director of public affairs for the Dallas public station, KERA. He moved to PBS in 1973.

That year, MacNeil and Lehrer partnered for the first time to provide live coverage of the Senate Watergate hearings. When PBS



From left: Robert MacNeil, Donald W. Reynolds Foundation Chairman Fred W. Smith, ASU President Michael Crow and 12 News (KPNX) President and General Manager John Misner share a table at the luncheon.

introduced "The Robert MacNeil Report" in 1975, Lehrer served as the Washington correspondent. A few months later, the in-depth news program was renamed "The MacNeil/Lehrer Report." In 1983, it was reformatted to be the nation's first hour-long nightly news program and renamed "The MacNeil/Lehrer NewsHour."

In 1995, after MacNeil stepped down as an anchor, the newscast was renamed "The NewsHour with Jim Lehrer."

The award-winning "NewsHour" program has been celebrated for its long-form journalism. Focusing on just a few topics each broadcast, the program goes more in-depth than other nightly news programs.

"Journalism has been through a lot of ups and downs in the past 25 years, but the NewsHour has stayed true to what Jim and Robin envisioned," Judy Woodruff, senior correspondent for the "NewsHour," said on the tribute video.

She joked that when she first joined "The MacNeil/Lehrer NewsHour," she sometimes forgot which one was which. "I still have trouble telling them apart," she said, "but I do know that no one else comes close, except Walter Cronkite. ... It's still the best of what television journalism can be, and it's all due to these two guys."

Gwen Ifill, senior correspondent for the "NewsHour," also lauded MacNeil and Lehrer's accomplishments on the video.

"These two men are kind of like superheroes, but instead of saving the world they are saving journalism," Ifill said. "They think like writers, and they write like journalists."

Lehrer and MacNeil are the second joint winners of the Cronkite Award. CBS founder William Paley and former CBS President Frank Stanton received the inaugural award in 1984.

### CRONKITE MISSES AWARD PRESENTATION FOR FIRST TIME

Walter Cronkite was unable to attend the 2008 presentation of the Walter Cronkite Award for Excellence in Journalism. This was the first Cronkite Award ceremony the school's namesake

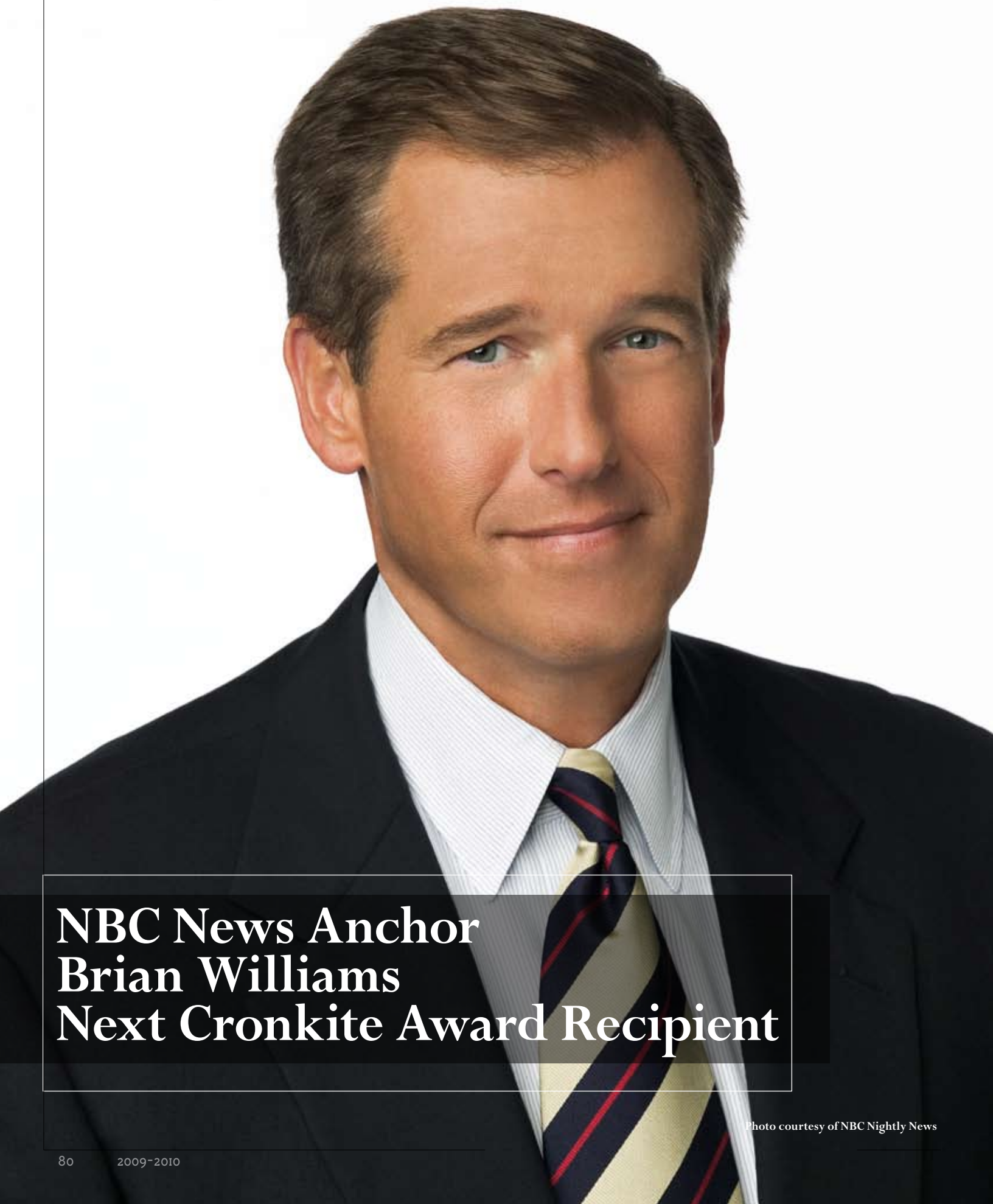
has missed since the award's inception 25 years ago.

Cronkite said he was well, but that at 92 the trip from his home in New York was a bit too arduous.

Cronkite Endowment Board President Win Holden told the audience that "at the tender age of 92, he simply couldn't

endure the rigors of a cross-country trip at this time."

In a letter expressing his congratulations, Cronkite wrote: "I am deeply honored that two great journalists, Jim Lehrer and Robert MacNeil, have agreed to accept the 25th Cronkite Award for Excellence in Journalism."



**NBC News Anchor  
Brian Williams  
Next Cronkite Award Recipient**

Photo courtesy of NBC Nightly News



“As someone who grew up idolizing Walter and having come to know him in adult life, I know that there is no greater name in our profession. I only hope I am worthy of the meaning and tradition of this honor.

Walter Cronkite is the only reason I entered the field of television journalism.”

— Brian Williams

NBC News anchor

**B**rian Williams, the anchor and managing editor of “NBC Nightly News,” the nation’s top-rated evening network newscast, will be this year’s recipient of the Walter Cronkite Award for Excellence in Journalism.

Williams will receive the 26th Cronkite Award from the Cronkite School at a luncheon ceremony Nov. 18 at the Sheraton Phoenix Downtown Hotel.

“As someone who grew up idolizing Walter and having come to know him in adult life, I know that there is no greater name in our profession,” Williams said. “I only hope I am worthy of the meaning and tradition of this honor. Walter Cronkite is the only reason I entered the field of television journalism.”

Williams became the seventh anchor and managing editor of “NBC Nightly News” in 2004, replacing Tom Brokaw, who won the Cronkite Award three years ago.

“I am overjoyed that Brian Williams will accept the 2009 Cronkite Award from ASU,” Cronkite said from his New York home. “It’s no secret that I am one of his most ardent admirers. A fastidious newsman, Brian brings distinct credit to our profession, adding not only his brilliance but grace and elegance as well. He does me great honor by accepting this award.”

Williams is the most honored network evening news anchor, the recipient of four Edward R. Murrow awards, five Emmys, the duPont-Columbia University Award and the George Foster Peabody Award. He also holds six honorary doctorates.

His award-winning work has included coverage of Hurricane Katrina, which The New York Times called “a defining moment as a network reporter and anchor.”

In 2007, Time magazine named him one of the 100 “People Who Shape Our World.” “Williams understands the new state of play in the media and even has a blog of his own,” former Time Managing Editor Walter Isaacson wrote. “Yet he is traditionalist enough to protect the concept of a national conversation, based on a shared common ground of facts and reporting and ideas.”

Williams started his news career at KOAM-TV in Pittsburg, Kan., before moving to Washington, Philadelphia and New York.

He joined NBC News in 1993 and the next year was named the network’s chief White House correspondent. From 1996 to 2003, he was anchor and managing editor of “The News with Brian

Williams,” an hour-long nightly newscast on MSNBC and later CNBC. He also anchored the Saturday edition of “NBC Nightly News” before succeeding Tom Brokaw in late 2004.

He has covered most of the major stories of the past 16 years for NBC, including the Sept. 11 attacks, the Iraq War and the past four presidential elections.

Previous Cronkite Award recipients include TV journalists Tom Brokaw, Bill Moyers and Jane Pauley; newspaper publishers Katharine Graham Al Neuharth and Otis Chandler; television executives Bill Paley, Frank Stanton and Ted Turner; and newspaper journalists Ben Bradlee, Helen Thomas and Bob Woodward. Last year’s winners were Jim Lehrer and Robert MacNeil of PBS.

Cronkite Dean Christopher Callahan said Williams is the ideal role model for today’s journalism students, “a great journalist who covers the news with depth and understanding in the best tradition of Walter Cronkite. We’re thrilled that Mr. Williams will be this year’s Cronkite Award recipient.”

Callahan credited John Misner, president-elect of the Cronkite Endowment Board of Trustees and president and general manager of 12 News (KPNX), the NBC affiliate in Phoenix, for securing the Williams’ participation.

“It’s extraordinarily difficult with Mr. Williams’ nightly news responsibilities to travel to Phoenix during the week, but his acceptance of the Cronkite Award is a great testament to both his very real affection for Mr. Cronkite and the hard work of John Misner,” Callahan said. “This will be a wonderful opportunity for our students to hear from today’s leading broadcast journalist.”

“Brian brings distinct credit to our profession, adding not only his brilliance but grace and elegance as well. He does me great honor by accepting this award.”

— Walter Cronkite



Commencement ceremonies are always memorable for the graduates and their families and friends. But the spring 2009 commencement was extra special because of the keynote speaker: President Barack Obama.

Obama, the first president to deliver a commencement address at Arizona State University, told the graduates that “with a degree from this outstanding institution, you have everything you need to get started.

“You have no excuses not to change the world. You can help our struggling nonprofits ... teach in a high-need school ... help us lead a green revolution, developing new sources of clean energy that will power our economy and preserve our planet,” the president said.

An estimated 71,000 packed Sun Devil Stadium, a crowd that some believe was the largest U.S. graduation audience in history.

The special day was even more memorable for several members of the Cronkite School family.

Michael Casavantes, a longtime lecturer at the school specializing in radio journalism, received his Ph.D. in history. He walked across the stage and was congratulated personally by Obama.

And senior Caitlin Przeniczny also received congratulations from Obama as she received the Moeur Award, which is given to seniors graduating within four years at ASU with a perfect 4.0 grade point average.

# Commencement 2009

## President's Address Makes 2009 Commencement Extra Special for Graduates

President Barack Obama speaks at Arizona State University's spring commencement. Photo by Luis C. Lopez





Above: Cronkite Lecturer, Michael Casavantes shakes hands with President Barack Obama after receiving his doctoral degree. Photo courtesy of GradTrak by Graduation Images

Top right: Cronkite graduate Deanna Dent (second from left) is among the students recognized at the commencement. Photo by Tom Story

Right: Cronkite graduating senior Ben Benya serves as the master of ceremonies for the pre-commencement show. Photo by Luis C. Lopez



Meanwhile, the voice for the proceedings was provided by none other than Michael Wong, the Cronkite School's director of career services. And Dean Christopher Callahan was on stage as part of the platform party.

Earlier in the day, graduating Cronkite School senior Ben Benya served as the master of ceremonies for the two-hour pre-commencement show, introducing performers such as rock star Alice Cooper as well as ASU hip-hop and mariachi artists.

The presidential appearance also made for an important news story—and Cronkite students were there to cover the big day. Maxine Park and Lindsey Reiser both produced reports for ABC News on Obama's Tempe appearance. Park and Reiser are part of the ABC News on Campus program, in which select Cronkite students produce news stories for the national network under a partnership with ASU.

Obama told the graduating class of 9,267 that starting their careers in troubled times is a challenge but also a privilege because they are forced to dig deeper and discover gifts they never knew they had.

"At this difficult time in our national history, the old approaches won't get you where you want to go. The leaders we revere and the businesses and institutions that last are the result of devotion to some bigger purpose. A commitment to make sure that an institution like ASU is inclusive and diverse and gives opportunity

to all, that's a hallmark of real success," he said.

Obama's emphasis on building the next generation of leaders in science, technology and sustainability, as well as the arts, mirrors ASU's mission as a New American University, said ASU President Michael Crow.

"President Obama's priority on education and his stand on building a green economy as the solution to our economic crisis is a perfect fit for ASU's mission and aspirations," Crow said. "He has a deep understanding of the need to drive change and of the role of knowledge in advancing the American ideal. He gives hope to all who dream."

Meanwhile, six high school seniors who are among the first recipients of ASU's President Barack Obama Scholars program got to meet the president and be introduced on stage. The scholarship, an expansion of the university's key financial aid program that will benefit 1,600 freshmen next fall, offers up to \$17,000 annually to help students pay for tuition, room and board.

For more information on the Obama Scholars program, go to [promise.asu.edu/obamascholars](http://promise.asu.edu/obamascholars).

# Diamondbacks President First Alumnus to Deliver Cronkite Convocation Keynote

BY MATT CULBERTSON

**A**rizona Diamondbacks President Derrick Hall told Cronkite graduates to dream big—and to constantly reassess their goals.

Hall, a 1991 Cronkite alumnus, was the keynote speaker for the school's fall 2008 convocation held at the Phoenix Convention Center. He was the first Cronkite graduate to deliver the school's convocation address.

Hall encouraged a combination of idealism and pragmatism as graduates enter the profession.

"Make sure you take time to reassess," he said. "It's so important because you have to make sure you're not going about it the wrong way, you're not continuing to make the same mistakes."

Hall said his own experience has taught him that persistence pays off. When he was denied acceptance to Ohio University's graduate program in sports administration, Hall said he "crashed" an alumni reception and cornered the director. Not accepting him, he told the director, was a mistake.

"I was admitted into the program," he said. "It taught me a lesson: Don't let anybody get in the way; don't let anything stop you if you truly have a dream and have a goal."

Hall went on to work for the Los Angeles Dodgers for parts of 12 seasons, starting with the team's Class A franchise in Vero Beach, Fla., and moving up to senior vice president for communications.

He left the Dodgers in 2004 for a senior vice president position with KB Home, a Fortune 500 company, before joining the Diamondbacks in May 2005. He was executive vice president of the club before being named president in October 2006. Hall was inducted into the Cronkite School Alumni Hall of Fame in 2002 and received the ASU Young Alumni Achievement Award.

"If you believe in yourself ... and you believe in that dream, you're going to be able to achieve it," Hall told graduates.

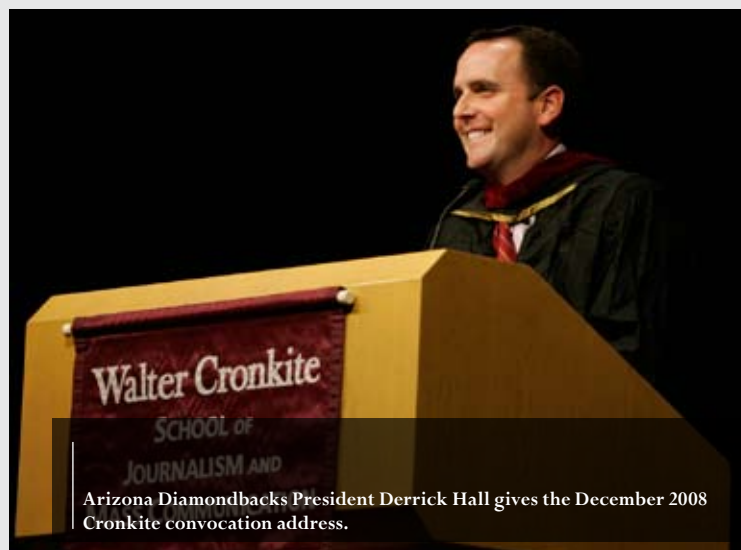
Outstanding undergraduate student Brian Indrelunas, who also earned the highest grade point average of the graduating class, was the student convocation speaker. Indrelunas emphasized the importance of keeping pace with new technology—even when it's uncomfortable.

Young people are not immune from the "inner voice" that urges them to resist trying new things, he said.

"It's that voice within me that tells me that I should just brush off something like Twitter because it has a funny name and it's new," he said. "Or maybe I should disregard the possibility of sending content to mobile phones."

Michael Seiden, who graduated with a bachelor's degree in broadcast journalism, said the Cronkite School couldn't have prepared him better for a media career.

"I've received all the tools I need to be successful in the world," Seiden said. "I don't think there's a better school in the country."



Arizona Diamondbacks President Derrick Hall gives the December 2008 Cronkite convocation address.

## KAPPA TAU ALPHA

Twenty-five 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 2008 and spring 2009 semesters.

### Fall 2008 Inductees

Amy Brooks  
Nicole Hadley  
Philip Haldiman  
Brian Indrelunas  
Shanen Lloyd  
Natalie Nicol  
MariaLinda Torres Medina

### Spring 2009 Inductees

Kate Bruce  
Jocelyn Buras  
Carly Campo  
Jonathan Cooper  
Shea Drefs  
Leah Duran  
Amanda Fruzynski  
Alex Gerstel  
Ashley Gilliam  
Megan Gjersvig  
Meghan Keck  
Laura Kennedy  
Claudia Koerner  
Krystle Moritz  
Caitlin Przeniczny  
Stephanie Sheppard  
Cameron Lue Sang  
Katie Charland



Members of the Kappa Tau Alpha Honor Society receive medals. Photos by Lindy Mapes



# CBS 5 Anchor Inspires May 2009 Graduates



BY DANIEL NEWHAUSER

Three-time Emmy Award-winning journalist Catherine Anaya told the most recent Cronkite School graduates to be fearless and preserve their integrity as they step into a tumultuous field.

Anaya, anchor for CBS 5 (KPHO) news at 5 p.m., 5:30 p.m., 6:30 p.m. and 10 p.m., was the keynote speaker for the school's spring 2009 convocation held at Grady Gammage Memorial Auditorium on the Tempe campus.

The digital age, a sagging economy, layoffs and folding newspapers are rapidly changing the landscape of the journalism industry, Anaya said, but some things are just as vital today as they were at the inception of the profession.

"Here's what has not changed: the need for information, the need for great story telling, the need to speak for those who cannot speak for themselves, the need to hold those in power accountable," she said.

Drawing on her experiences in the industry, which range from work as a correspondent for the news magazine "Extra" to her current anchor post at CBS 5, Anaya gave the audience her top 10 tips for surviving "the real world."

She urged every graduate to be passionate, take risks, pursue criticism, preserve integrity, embrace experience, believe and have faith, find balance between work and life, mentor others, respect responsibility and, finally, make it matter.

"If you don't like the state of journalism today, then I challenge you to get out there and make something for yourself," she said.

Cronkite Dean Christopher Callahan expressed confidence that this most recent class would do exactly that.

"You are quite simply the best and brightest journalism students anywhere, and we are enormously proud of each and every one of you," he told the graduates. "We are confident that you will not only succeed but lead us into an exciting new digital age."

Forty-two students graduated cum laude, 25 magna cum laude, and 23 graduated with the highest academic honor, summa cum laude.

This graduating class achieved not just in the classroom but in the working world, completing hundreds of professional internships across the globe.

Jill Galus, a 2009 Cronkite graduate who has held six of those internships in addition to co-hosting Sun Devil Television, spoke about the uncertainty that students face when graduating from college.

"This uncertainty is what keeps us all grounded and really living," she said. "Not knowing what's going to happen next is what life's all about"

Galus, who went on to represent ASU in the Hearst Journalism Awards national championship in San Francisco, added that the Cronkite School prepared this class to have an immediate impact in the real world.

"We don't need a perfect economy and endless time to follow what we love," she said. "We're ready to do this now!"

Above: CBS 5 (KPHO) news anchor Catherine Anaya gives the May 2009 Cronkite convocation address.

Right: Samuel Burke receives the outstanding graduate student award. Photos by Jeffrey Lowman

## STUDENT AWARDS

### Fall 2008

Outstanding Graduate Student:

Nicholas Gerbis

Outstanding Undergraduate Students:

Brian Indrelunas

Matthew Pagel

MariaLinda Torres Medina

Highest Grade Point Average:

Brian Indrelunas

Student Speaker:

Brian Indrelunas

### Spring 2009

Outstanding Graduate Student:

Samuel Burke

Outstanding Undergraduate Students:

Jonathan Cooper

Deanna Dent

Emily Graham

Alumni Association Outstanding Graduate Award:

Deanna Dent

Highest Grade Point Average:

Leah Duran

Student Speaker:

Jill Galus



# Newsweek Correspondent Talks About Foreign Reporting in Schatt Lecture

STORY BY BECKY WASHINGTON  
PHOTOS BY LUIS C. LOPEZ

In war, it is not always clear who is right and who is wrong. Truth is full of nuance. And for a reporter in the thick of it, it can be challenging to sort through the human emotions, the propaganda and the chaos to report the news to an audience back home.

Babak Dehghanpisheh, a Cronkite School graduate and Baghdad bureau chief for Newsweek, has been reporting on war and conflict in the Middle East and Afghanistan since 2001.

Dehghanpisheh was the speaker at the Cronkite School's third annual Paul J. Schatt Memorial Lecture in March. During his presentation, titled the "War of Ideas," Dehghanpisheh discussed the difficulties of reporting in a war zone.

Reporters should take their readers to the scene of the conflict, bring them the human stories and lay out the facts, he told The First Amendment Forum audience.

"If you have an interest in understanding what the Middle East conflict is about, go to Israel, go to Lebanon and talk to ordinary people there," Dehghanpisheh said. "That is invaluable in terms of understanding what is going on. It's a learning process."

Dehghanpisheh was dispatched to Afghanistan just after the terrorist attacks of Sept. 11, 2001. Half Iranian and able to speak Farsi, he has reported from Afghanistan, Syria, Lebanon, Egypt, Jordan and Iraq. He covered the establishment of a new Afghan government, the 2004 U.S. offensive in Fallujah, Iraq, and other major stories.

Dehghanpisheh, who was just blocks from the World Trade

Center in New York on 9/11, said the raw emotions after the attack made reporting on the military response and the war on terrorism difficult, with news outlets facing criticism from all sides. Newsweek, for example, came under fire for its cover story "Why They Hate Us," featuring a picture of a child wearing a turban and raising a gun high in the air.

Dehghanpisheh said one of the most difficult stories he has covered was his first Newsweek cover story, "The Death Convoy of Afghanistan." Dehghanpisheh and other Newsweek reporters told the gruesome tale of hundreds of Taliban and al-Qaeda prisoners of war who suffocated when they were crammed into container trucks by U.S. allies.

The story highlighted the complexities of "reporting on the global war on terror—the difficulties of telling good guys apart from bad guys," he said.

Dehghanpisheh showed photos that he took during his reporting of a gutted car, a mosque, adolescents in robes painting graffiti and American soldiers riding in a tank. He discussed the kidnapping of a Newsweek colleague, a car bomb that killed several people just feet in front of him and the experience of working under rocket fire.

"What did I learn? To duck," Dehghanpisheh said. "What did I learn about war? That nothing goes as planned. It's kind of a corny answer, but it's as unpredictable and nasty as expected."

Dehghanpisheh said war is rarely clear and American assumptions about Iran tend to be skewed as a result.

"The tendency is to paint Iran with a broad brush as a country that's full of crazed maniacs, mobs that are chanting 'Death to America' and so on," he said. "Certainly that is part of Iran," he said, but only part.





## DEHGHANPISHEH TRAVELS THE WORLD TO TELL STORIES

BY BECKY WASHINGTON

**B**abak Dehghanpisheh's journey toward his journalism career took him around the world—canoeing down a river in Central Africa, working on a crab boat in Alaska, living in Nepal.

Eventually, his desire to travel led him to a career as a foreign correspondent for Newsweek, where he has reported on major stories throughout the Middle East.

Dehghanpisheh is Baghdad bureau chief for Newsweek. In March, while he was a John S. Knight fellow at Stanford University, he came to the Cronkite School to keynote the third annual Paul J. Schatt Memorial Lecture. He spoke about his experiences covering the war on terrorism and the war in Iraq, and the difficulty of finding truth in a war zone.

Dehghanpisheh was born in Shiraz, Iran. His parents met in Tucson and moved to Iran, where his father was from. Dehghanpisheh and his brother learned both Farsi and English at an international school.

When Dehghanpisheh was 10, the family moved back to Tucson. He said his experience living in Iran and his love for books inspired his interests in foreign affairs and writing. But when it was time to go to college, Dehghanpisheh did what he thought was practical: He went to ASU to study business, earning his bachelor's degree in 1993.

After college, Dehghanpisheh decided to travel the world. He received a grant to spend three months in Europe. Afterward, he headed to Alaska, where he worked on crab and salmon boats to earn money for a trip to Asia.

The more he traveled, the more he knew he wanted to make that part of his career, so he decided to return to ASU and attend the Cronkite School and pursue a career in journalism.

Cronkite Associate Professor Fran R. Matera, who was Dehghanpisheh's ethics professor, said it is his thirst for adventure that makes him such a successful journalist and foreign correspondent.

"Like Schatt, he wants and needs to know the why and how of things—to unravel the tangled web of history and conflict in order to explain it to the rest of us," Matera said.

Dehghanpisheh earned his master's degree from the Cronkite School in 1996.

He began working for Newsweek as a freelancer while in Africa. In 2001, after a stint in Africa doing administrative work for Doctors Without Borders, Dehghanpisheh used his contacts at Newsweek to land an internship there.

When New York was attacked on Sept. 11, 2001, Dehghanpisheh was just one block away from the north tower of the World Trade Center when it collapsed. He spent the next 20 hours covered in ash, reporting on the attacks.

"Any type of extreme situation like that, your body's just going to go into a sort of response mode of trying to get the hell out of there," Dehghanpisheh said. "I saw this as the kind of impact journalism can have, and it was very fulfilling."

Dehghanpisheh was dispatched to Afghanistan a few weeks later. He spent the next year reporting from Afghanistan and Pakistan, tracing the steps of al-Qaida fighters and following the development of the new Afghan government.

He went on to report throughout the Middle East, working in Iraq, Iran, Syria, Egypt, Jordan and Lebanon. He covered events ranging from Saddam Hussein's capture to the rise of Shiite clerics and Iraq's first elections. He was embedded with one of the first Marine units that invaded Fallujah in late 2004 and also was one of the few journalists who got inside Abu Ghraib prison shortly after allegations of torture were raised there. He has contributed to more than 25 Newsweek cover stories and appeared regularly on CNN, MSNBC, FOX News and NPR.

He was named Baghdad bureau chief for Newsweek in December 2006.

"I do enjoy this job so much I don't see it as work," Dehghanpisheh said. "I've really got to pinch myself that someone's paying me to be sort of nosey around the world, stirring up stuff. I love it."

Newsweek's Babak Dehghanpisheh discusses war coverage at the annual Paul J. Schatt Memorial Lecture in The First Amendment Forum.

Despite the long-standing violence in the region, Dehghanpisheh said he is hopeful about the future of the Middle East. The best path to peace is an understanding of each other as humans, he said. Journalists can help make that happen by telling the stories of people affected by conflict.

The Schatt Lecture series, which began in 2007, is named for Paul Schatt, a former Arizona Republic editor and faculty associate at the Cronkite School who died in 2005. The series is supported by gifts from Schatt's widow, Laura Schatt-Thede, and The Arizona Republic. The lecture serves to expose students to prominent journalists speaking on topics relevant to journalism today and important to Schatt.

Before the lecture, Schatt's longtime friend and Cronkite School faculty associate Richard de Uriarte shared a few memories about Schatt, who was known for his passion for the truth and the protection of First Amendment rights.

"Paul was a man of large appetites: He loved and consumed life," de Uriarte said. "His greatest passions were his students, his journalism and public policy discussions."

Past lectures have included panel discussions on women in journalism and ethics in new media.





# Open Meetings, Records Focus of Sunshine Week

BY MEGHAN KECK

A committee of state lawmakers posts a public meeting agenda saying it will tour a fuel depot in the heart of Phoenix. Immediately afterward, the agenda says, state and local law enforcement officials will brief lawmakers on protecting the facility from terrorism.

When a lone reporter is the only member of the public to show up at the depot, however, she's asked to leave by nervous public officials who say they weren't expecting an audience and who claim to have publicized the event in error.

The committee's chairwoman first says there aren't enough lawmakers for a quorum anyway, so there's no official meeting. Then she says having a reporter at the session would stifle discussion and risk sharing sensitive information with terrorists.

Despite the reporter's polite protests, the briefing and tour are held in secret.

Based in large part on a situation faced by two Cronkite News Service reporters, this scenario led off a freewheeling spring 2009 panel discussion about the importance of government transparency. The event highlighted the Cronkite School's commemoration of Sunshine Week, a national initiative promoting freedom of information.

A group that included state Attorney General Terry Goddard and representatives from the media and local government tackled several scenarios related to open government. Steve Elliott, a professor of practice who serves as director of digital news for Cronkite News Service, moderated.

"Disputes over access to government records and proceedings usually are fought in a gray area and often stem from misunderstandings and misperceptions," Elliott said. "I hope these scenarios not only informed those in the audience but helped those on the panel better understand each other."

The panel also included Teri Hayt, managing editor of the Arizona Daily Star, Nikki Ripley, Tempe's public information officer, and media attorney David Bodney,

a partner in the Phoenix office of Steptoe & Johnson LLP.

Elliott made panelists assume roles for each scenario—at one point, Goddard acted as a university's chief legal counsel—and repeatedly introduced plot twists and questions illustrating how the media have responsibilities as well as rights when it comes to public information.

As the group discussed the fuel-depot scenario, for example, Elliott flashed several mock Twitter posts on The First Amendment Forum's giant screen assuming that members of the public were allowed to attend the briefing. Those tweets demonstrated how someone could broadcast sensitive information from the hearing, such as officials' comments about when and how the plant is most vulnerable to attack.

Elliott's point: With no barriers to distributing information, virtually anyone can act as a journalist. Even if the Star has processes for reviewing information before it's disseminated, he noted, members of the public armed with iPhones likely do not.

Panelists agreed that the Internet age likely will challenge the way governments and the traditional news media view and handle public information.

Another scenario dealt with whether and when Goddard's office would release witnesses' names in a consumer fraud investigation report if those witnesses were isolated senior citizens at risk of being scammed themselves. That information automatically becomes public at a certain point in the process, Goddard noted.

Then Elliott asked Hayt what her





newspaper would do with those witnesses' names should the Star and a fictional competitor obtain them. Then a follow-up question: What if the Attorney General's Office shares concerns with the Star about the witnesses becoming victims themselves? And another: What if names and other information officials mean to redact from a document can be read when held up to a light?

In the end, Hayt said, her decision would depend on the strength and value of the information.

"You have to be cautious," she said. "We have a great power with the press and with that comes great responsibility."

Those in the audience, which included students, members of the public and some public officials, had the opportunity to share their thoughts on each scenario.

"I thought the Sunshine panel was really interesting and useful," said Michelle Price, a journalism junior who put several questions to the panel. "The situations ...

showed there's conflicting interests at stake with open records. I think it's important for students, especially journalism students, so they know what their rights are when they try to access public information."

The school's celebration of Sunshine Week, a nationwide effort led by the American Society of News Editors, also included a public records scavenger hunt created by Professor Steve Doig, Knight Chair in Journalism and an expert on computer-assisted reporting.

The online hunt was open to all Cronkite students and included questions that prompted competitors to search for records from government agencies such as the Maricopa County Assessor's Office and the Federal Election Commission.

"This is an important thing for any of our students to be exposed to," Doig said. "Even if they're not going to make a career out of it, they at least need to know what can be done. Public records are not just for reporters; they're for the public."



Opposite page from top: Terry Goddard, Teri Hayt, David Bodney and Nikki Ripley.

Background: Elliott leads the panel discussion in the Forum. Photos by Luis C. Lopez



# Hearst Visitors

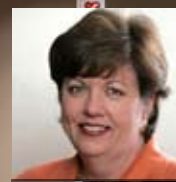
The Cronkite School hosts more than 100 guest speakers each year, but a special visiting professionals program, started in 1992 with a generous grant from the William R. Hearst Foundation, allows the school to bring in a handful of journalists each year from around the country.

This past year's Hearst Visiting Professionals included USA Today Washington Bureau Chief Susan Page and her husband, Dallas Morning News Washington Bureau Chief Carl Leubsdorf; Pulitzer Prize-winning photographer Renée C. Byer of the Sacramento Bee; NBC News digital journalist Mara Schiavocampo; Detroit News Interactive Media Director Mark Hinojosa; and former New York Times copy editor Ford Burkhart.

Each of the Hearst Visiting Professionals spoke to classes and were featured at the school's Must See Mondays speakers series in The First Amendment Forum.



Mark Hinojosa



Susan Page



Carl Leubsdorf



Renée C. Byer



Mara Schiavocampo



Ford Burkhart

## MARA SCHIAVOCAMPO

BY CARLOS BRAVO

Mara Schiavocampo's job as digital correspondent for "NBC Nightly News" has led her across the world looking for interesting stories to write, shoot, edit and produce for television and the Web.

Her pioneering role as a digital journalist is decidedly new media, but even in the digital age, Schiavocampo said, the key to good journalism is storytelling.

"People give a gift when they tell us their story," she said.

When Schiavocampo spoke at the Cronkite School in April as part of the Must See Monday speakers series, she showed two stories she did for "NBC Nightly News." In one, she was reporting from the capital of Haiti about the protests that erupted over rising food prices. In the other, she was reporting from Detroit about the impact the ailing auto industry is having on other businesses.

She told students she looks for non-traditional news stories. She likes to cover the human element of the news, and she looks for the intimate details.

Schiavocampo said her most visually compelling story was about hair extensions. She traveled to the Venkateshwara Temple in southern India, one of Hinduism's holiest sites, where worshippers donate their hair as a sacrament. In her reporting, she discovered that some of this hair is sold to hair salons in America, where it is used as hair extensions.



Photo by Luis C. Lopez

Mark Lodato, news director and professor of practice at the Cronkite School, who introduced Schiavocampo to students gathered in The First Amendment Forum, said she "exemplifies a lot of where this business is going."

He also applauded her storytelling. She has a "nice way of capturing viewers with her storytelling skills and can relate well to how a younger audience consumes news," he said.

Schiavocampo received her bachelor's degree from the University of California at Los Angeles and her master's degree in broadcast journalism from the University of Maryland, where she worked with Lodato, who previously served as news director there.

Before she joined NBC as a digital reporter, she contributed to ABC News, National Public Radio and CBS Newspath. She also was an anchor for mtvU.

She said she was not fully satisfied with her experiences as a traditional journalist and decided to freelance and travel around the world. "My goal was to do international work," Schiavocampo said. She bought some gear and went to the Middle East to find stories, knowing there was interest in the region and a market to sell her stories.

It was her work in the Middle East that earned her recognition in 2007 as emerging journalist of the year by the National Association of Black Journalists. NBC News President Steve Capus offered her a job at the awards ceremony, Schiavocampo said.

Schiavocampo won seven Telly Awards, which are given for the best video and film productions, for her work in 2008. She has also appeared as a special correspondent for "The Oprah Winfrey Show" covering international stories.

Background photo by Bill Timmerman





## FORD BURKHART

BY JENNA LEE THOMAS

A cultural earthquake is shaking the pillars of society. The banker, the politician and the journalist are in the midst of an unprecedented upheaval.

"It is the beginning of a major era in U.S. and world history, but we don't yet know its name or what new forms will follow," Ford Burkhart, a freelance writer and former New York Times copy editor, said at a guest lecture at the Cronkite School in April.

Burkhart, who lives and works in Tucson, has also worked for the Los Angeles Times and The Miami Herald. He has degrees from the University of Arizona and Stanford University, and he earned his doctorate in public administration from ASU.

Burkhart told students that he had dreamed of working for The New York Times since he was 22 years old. It took 33 years, but eventually he landed a job on the Times' foreign desk as a copy editor. While there, he was part of the team that won the Pulitzer Prize for the Times' post-9/11 series "Portraits of Grief."

At Burkhart's lecture, part of the school's Must See Mondays speaker series, he encouraged students to be daring in their careers and pursue their dreams, like he did pursuing a job at the Times.

"It's taking that great leap," he said. "Take a wild flying leap ... for you, your careers, your life."

Burkhart emphasized the importance of "swinging for the fences."

"Don't bunt," he said. "We don't need



Photo by Luis C. Lopez

anybody who just comes up and bunts every time."

Burkhart's presentation also included tips for students on ways of "Writing Up a Storm," the title of his slideshow. His emphasis was on the importance of good writing and excellent presentation of a story.

Burkhart said he thinks journalists should be able to take a story and make it "compelling, enjoying and enriching."

"Because you can make a difference—you should," he said.

The Internet, he said, has created a new era in which the national culture, politics and journalism are giving way to new forms and techniques.

He described this shift as the falling pillars. There are pillars that have already fallen: communism, political parties and nightly news, he said. There are fractured and teetering pillars: magazines, books, local newspapers, old war techniques and health care. And there are new pillars taking shape as well: online and multi-media journalism, universal health care and wage equality.

"We're on the edge of something I think could be quite wonderful," Burkhart said. "It's not a time to weep tears; it's a time to celebrate."





## RENÉE C. BYER

BY SHANNON O'CONNOR

Behind her, on the giant screen in The First Amendment Forum, Sacramento Bee photographer Renée C. Byer showed the image of a young child wrapped in its mother's arms, which were covered in scars from heroin use.

Byer, who was awarded the 2007 Pulitzer Prize for feature photography, explained that on this assignment she was instructed to capture the mother's addiction without showing her face. So she focused on the child's face instead.

"The most important message I can give you today is to shoot from your heart with honesty, compassion and respect for your subjects," Byer said.

Byer spoke at the Cronkite School in March as part of the Must See Monday speakers series.

Byer graduated from Ulster County Community College in Stone Ridge, N.Y., with an associate's degree in art and went on to receive her bachelor's degree in photojournalism from Bradley University in Peoria, Ill. She worked as a photographer for newspapers in Seattle, Syracuse, N.Y., and Hartford, Conn., before joining The Sacramento Bee.

The project that won her the Pulitzer, "A Mother's Journey," depicted the relationship between a California mother and her son as they fought against the emotional and financial difficulties of the 10-year-old's battle with a rare and devastating form of childhood cancer.



Photo by Luis C. Lopez

Byer shadowed Cyndie French and her son, Derek Madsen, for a year. Her photos of Derek show his slow transformation from a playful, active boy with a full-faced smile to an aching child with sunken cheeks and a thin, disfigured body, just months before his funeral.

"Time is the essence of compelling photojournalism," Byer said.

Rick Rodriguez, the Carnegie Professor of Journalism at the Cronkite School, was Byer's editor at The Sacramento Bee. He said the project was the most difficult he ever had to edit because he would weep every time he looked at the photos.

Byer said she does not think most families would allow the media to document an experience such as this, but French really understood the importance of spreading awareness about her family's situation.

"I can't imagine not having these



pictures to document our life and our journey together," French said in a video Byer played for the audience.

Byer said that one of the biggest struggles she faced while working on "A Mother's Journey" was witnessing the family's struggle and figuring out when to take photos and when not to. Derek had his good days and his bad days, she said.

"Sometimes I couldn't even make any photographs because it was just too sensitive of a situation where you just couldn't," Byer said in an interview prior to the lecture. "If you can't sense a family and what they're going through and be able to step out of the room (or) out of the picture, you'll never get the trust and respect of the family to do that story."

Background photo by Luis C. Lopez



## SUSAN PAGE AND CARL LEUBSDORF

BY KIRSTEN STUBBS

The Cronkite School may seem like an odd choice for a couple's vacation destination.

But when that couple is comprised of two influential, award-winning journalists and the vacation follows two years of covering a presidential election, the choice makes more sense.

USA Today Washington Bureau Chief Susan Page and Dallas Morning News Washington Bureau Chief Carl Leubsdorf visited the Cronkite School the week after the historic 2008 presidential election to share their insights about media coverage of the election.

Page told students how inaccurate polls affected her and Leubsdorf's live reporting of the New Hampshire primary. After writing a story early in the day prematurely proclaiming Barack Obama's victory, Page was forced to rewrite it several times.

"First it wasn't such a victory for Obama, then it was a tie and then my deadline was approaching and Carl wanted the Ethernet line to file his column—which I wouldn't give to him because this story I had written became inaccurate," she said. "It's lucky we've been married so long because we were screaming at each other, 'It's my turn! Give me the line!'"

Leubsdorf advised aspiring journalists to never use polling as a substitute for reporting.

"The best organizations combine the two," he said. "Use polling as a guide, but then use interviews to measure changes."

Page and Leubsdorf also discussed the explosion of non-traditional news outlets and the role of the citizen journalist in the 2008 election.

"There's a feeling that it's a big blur out there," Leubsdorf said of bloggers. "They're producing more sound than light."

Page said the Internet allows news consumers to decide what to believe.

"I think that a lot of news is driven by blogs," she said. "Multiplicity of voices is

a big check on traditional news sources for accuracy and fairness."

Page is a regular guest on CNN roundtables and guest host of "The Diane Rehm Show" on National Public Radio. She has covered the past eight presidential elections and is a past president of the White House Correspondents' Association and winner of the Gerald R. Ford Prize for Distinguished Reporting on the Presidency.

She is a graduate of Northwestern University, where she was editor of *The Daily Northwestern*. She was a Pulitzer Fellow and received a master's degree from Columbia University.

Leubsdorf worked as a political writer for *The Associated Press* in the mid-1970s. He then worked as a Washington correspondent for *The Baltimore Sun* before working at *The Dallas Morning News*.

He is a graduate of Cornell University and received his master's degree in journalism from Columbia University.

Leubsdorf had this advice for Cronkite students: "You all are coming into a media world far different from the one we went into," he said. "It's a multimedia world; you have to develop multimedia skills. You have to keep at it and be willing to do anything at any hour of the day and night."

Page told students to hold onto their passion for journalism despite the changing nature of the field.

"It's a tough time to be graduating and going into journalism because the industry is in so much turmoil, but I believe very strongly that the role of a journalist is still there," she said. "I also think that if you're born to be a journalist, you can't be anything else."

She said the new Cronkite School is the perfect environment to prepare students for journalism's future.

"It's a fabulous building," she said. "It's very professional. Being in downtown Phoenix, you're in the middle of the news world, not a college campus."



Photo by Jeffrey Lowman





## MARK HINOJOSA

BY ANDRE F. RADZISCHEWSKI

When Cronkite freshman Josh Frigerio told The Detroit News' director of interactive media that he wondered about the future of print journalism, Mark Hinojosa told him not to worry so much.

"It's hard to see past the moment," Hinojosa said. But, he said, there are more opportunities now than ever.

During his visit to the Cronkite School in February, Hinojosa invited students to view the changes in the journalism industry as a chance to tell stories in new and exciting ways. "The range of reporting is wider" for students in their future jobs than it was when he started out. "You get to tell stories in ways that we hadn't even thought of yet," he said.

The Cronkite School—with its outstanding faculty and state-of-the-art technology—is among the best places in the nation to get ready for tomorrow's newsrooms, Hinojosa said. Hinojosa was interviewed by Carnegie-Knight News21 National Director Jody Brannon in The First Amendment Forum.

Hinojosa began his career as a photographer, shooting for The Kansas City Star and New York Newsday. The Chicago Tribune hired Hinojosa in 1991 as an assistant photo editor. He moved through the ranks to become the paper's associate managing editor for photography. Then, in 2000, Hinojosa became the Tribune's first-ever associate managing editor for multimedia.



Photo by Luis C. Lopez

"For six years, I had the coolest job on the planet," he said about his time at the Tribune. "It was just an amazing ride."

Hinojosa experimented with new media—even if those experiments were not always successful.

"We created a lot of really cool projects with really poor interfaces," he said. Many of the projects just didn't generate enough traffic. The problem, Hinojosa soon discovered, is that users have trouble keeping up with the intricacies of cutting-edge technology and often feel overwhelmed.

A project that brought that lesson home for Hinojosa was a CD-ROM full of stories about the Sept. 11 terrorist attacks. Originally, Hinojosa had doubts about the seemingly outdated technology. But when the disk was added to a Sunday paper, it boosted that issue's sales by 100,000 copies. "People knew how to use a CD-ROM," he said. "I wasn't challenging them with the interface. I was challenging them with the content."

In fall 2008, Hinojosa moved from the Tribune to The Detroit News, where he is in charge of engaging users on detnews.com, the newspaper's Web site.

One way Hinojosa connects with readers is through the social-messaging site Twitter, where he boasted 1,300 followers in February, adding some 40 per day. They put him in touch with his community, he said, and at times serve as sources and fact checkers.

Brannon quizzed Hinojosa on how he dealt with recent changes at the News, which—along with its main local competitor, the Detroit Free Press—cut home delivery to three days a week. Hinojosa said the newspapers would have been forced to lay off up to 40 percent of their newsroom staffs if they had not made the change. Changing the production model was the more sensible solution, he said.

Detroit native and Cronkite School freshman Christina McDonald, who approached Hinojosa after the forum, said she was sad about her hometown papers' troubles.

But McDonald said she felt encouraged by Hinojosa's message that the industry will have a bright future with the power of new media.

"I see it as an opportunity," she said. "You get to learn so much more."

And that was just the motto the new-media guru had come to deliver.

"This is the best time to be a journalist," Hinojosa said.

Background photo by Jeffrey Lowman



r Editor



Cronkite

## RHODES LECTURER: JONATHAN ALTER

BY CHRIS PIEL

Newsweek editor and columnist Jonathan Alter has had a front row seat to some of the most decisive moments of our age: He stood at ground zero when President George W. Bush delivered his bullhorn address on Sept. 13, 2001. He was in Prague to witness the fall of the Soviet Union. And when he took his three children to bring-your-child-to-work day, he interviewed Mikhail Gorbachev.

In February, Alter was the Barrett Honors College's John J. Rhodes Chair. At the John J. Rhodes Lecture in Tempe, visits to Cronkite classrooms and a question-and-answer session in The First Amendment Forum, students got a taste of his column's regular subjects: politics, the media and history.

With over two decades of experience covering national politics, a senior position at Newsweek and a history degree from Harvard University, those are things Alter, 51, understands. Alter has spent 26 years at Newsweek and has been a regular contributor to NBC News broadcasts for more than a decade. He recently penned "The Defining Moment," a best-seller about the first 100 days of Franklin Delano Roosevelt's presidency.

Cronkite School Associate Professor Joseph Russomanno taught a class that explored Alter's book and columns in spring 2009. And when Alter came he joined the class to discuss his work. Over sandwiches, he told students that they were not the only ones considering his book: In November, President Barack Obama said he was reading it as well.

Alter said Obama's first few months as president posed problems similar to those Roosevelt endured—mainly a banking crisis and a polarizing debate over what to do about it.

At the Q-and-A hosted by Russomanno in The First Amendment Forum, Alter explained the "historic sensibility" he



Photo by Jeffrey Lowman

uses to make sense of America's political climate. "For me, context is king," he told the audience.

He said the best way to help readers understand news stories is to tie them to American history. Like the banking crisis the Obama administration faced, the partisanship surrounding the crisis has been seen before too.

"American politics have only been dirty since the election of 1800," Alter said.

Alter hasn't just documented history; he has become part of it as well. Russomanno said Alter is something like an intellectual Forrest Gump: always front and center at important moments.

When Alter was 8, his parents, whom he called "lakefront liberals" in Chicago, hosted a fundraiser for Martin Luther King Jr. in their living room. They did not raise much money for the civil rights leader, but Alter got King's autograph on lined notebook paper.

Then in high school, his mother, Joanne Alter, broke the gender barrier in Chicago area politics when she was elected trustee of the Metropolitan Sanitary District in Cook County in 1972. "I like to think of her as the Jackie Robinson of women in Chicago," Alter said in an interview.

As Alter readied to leave Russomanno's class, he signed students' books—"to a terrific soon-to-be journalist"—and reminded them that they could leave their marks and be anything they wanted as long as they worked hard.

"This country is really young still," he said. "You can touch history, and I've really always enjoyed thinking about that."


 A photograph showing Leonard Downie Jr. in the foreground, wearing a light blue shirt and a striped tie, looking down at papers on a table. Behind him, another man in a grey shirt is also looking at papers. A third man in a suit is partially visible on the right side of the frame. The background is slightly blurred, showing what appears to be a conference room or a meeting space.
 

# Washington Post's Top Editor Joins Cronkite Team

BY CHRIS PIEL

**D**uring Leonard Downie Jr.'s 17-year tenure as top editor at The Washington Post, the newspaper won 25 Pulitzer Prizes—more than any other newspaper under a single editor in American history. Many of the articles put the government under a microscope, something Downie calls “accountability journalism.”

Downie said he believes it is that type of watchdog reporting that will see the news industry through its current financial woes. That's why he decided to join the Cronkite faculty after 44 years with the Post. He is the Weil Family Professor of Journalism, a professorship named in honor of Louis “Chip” Weil, former publisher of The Arizona Republic and chief executive officer of Central Newspapers Inc.

“As I examined them all carefully, I decided that the Cronkite School seems to be the most advanced, the most energetic, the most creative in trying to figure out what the future of journalism is and will be—and how to get us there,” Downie said.

Downie grew up in Cleveland and graduated from Ohio State University. He joined the Post as a summer intern in 1964. Soon he became a reporter on the metro desk and started doing investigative stories.

As deputy metro editor, Downie supervised Bob Woodward and Carl Bernstein's Watergate coverage that led to President Richard M. Nixon's resignation. Watergate kindled the accountability journalism that Downie pursued and advocated throughout his career. Before, newspaper reporters often left investigative reporting to magazine writers and authors, he said. Watergate woke people up to the idea that government officials sometime lie and must be questioned, Downie said. It has helped shape news coverage ever since.

After Watergate, Downie continued to rise through the editorial ranks, becoming assistant managing editor of metro news, London correspondent and national editor before being named the managing editor of the Post in 1984—the year of a presidential election.

Downie decided he would no longer vote because it might affect his paper's coverage of the race, and he wanted to be as fair as

possible. (Downie abstained from the ballot box through the 2008 election but plans to vote now that he is no longer supervising political coverage.) Some journalists regard his position on voting as foolish. Downie recalled a well-known columnist who said he was either stupid or lying about it. But Downie maintains that neither is true: “It's relatively easy for me—maybe my mother raised me this way—that I can see all sides of most issues.”

Downie was named executive editor in 1991. Under his command, the Post experienced a long period of expansion and then, more recently, a contraction.

After washingtonpost.com launched in 1996, the newsroom feared that the Web enterprise was cannibalizing the newspaper's readership. It brewed an unhealthy rivalry between the online and print staff, something Downie eschewed. He likened the situation to the same “insane” fear some journalists would have of budding bloggers a decade later.

Rather than shunning Web staffers, he invited them to daily news discussions and held weekly meetings. Former washingtonpost.com Managing Editor Jody Brannon recalled a

“As I examined them all carefully, I decided that the Cronkite School seems to be the most advanced, the most energetic, the most creative in trying to figure out what the future of journalism is and will be—and how to get us there.”

— Leonard Downie Jr.

Weil Family Professor of Journalism



Walter Cronkite School of Journalism  
and Mass Communication

*Welcomes*

LEONARD DOWNIE JR.



Left: Leonard Downie Jr. autographs  
his new book at an appearance in  
The First Amendment Forum.  
Photo by Luis C. Lopez

couple of times when Downie brought champagne and chocolate-covered strawberries to the online newsroom to celebrate its successes. “You can’t beat that,” said Brannon, who is now the national director of the Carnegie-Knight News21 digital media initiative at Cronkite.

Sometimes, Downie’s decisions regarding washingtonpost.com bothered the Post newsroom. When the site’s executive editor suggested that it become the first major news site to allow comments on all stories, Downie OK’d the move.

“I told him, ‘If we conduct a vote in this newsroom, I’m going to be voted down 800 to one, but my one (vote) counts so we’re going to do it,’” Downie said.

His decisions were sometimes controversial outside of the newsroom as well. During the 1996 presidential election, Downie decided not to cover GOP candidate Bob Dole’s alleged affair from 28 years earlier. In 2004, Downie printed all four letters of the f-word Vice President Dick Cheney hurled at Democratic Sen. Patrick Leahy of Vermont while they took a Senate class photo. In 2005, Downie published a story exposing secret CIA prisons in Europe despite pleas from the Bush administration.

Downie does not regret the decisions.

“People always ask me, ‘Well, you know the general public doesn’t believe (your newspaper) and doesn’t trust you,’” he said. “I don’t care. I know what our journalism is like: It’s really good. And the better it is, the more it irritates people and the less popular we are.”

Six of the Post’s 25 Pulitzer Prizes under Downie came in 2008 alone. Among them was Barton Gellman and Jo Becker’s four-part series on Cheney’s accumulation of power as vice president. At first, Gellman resisted the investigative series proposed by his editor.

“The fact is, I was just chicken,” Gellman said. “I thought it was too hard. You know, Cheney is notoriously secretive and people around him are loyal and other people are scared to talk. I thought there was a strong chance I’d spend two or three months and come back with kind of a hang-dog look.”

Gellman pursued other projects for over a year, but every time he finished a story Downie would say, “So how about Cheney?” Finally, Gellman followed Downie’s nudging and got to work on his award-winning piece.

In September 2008, Downie retired from the Post and was given the honorific title of vice president at large, which he shares with his predecessor, Ben Bradlee.

Downie left after a series of cutbacks that reduced the Post newsroom to fewer than 700 staffers. Despite the newspaper’s financial woes, washingtonpost.com was among the top three visited newspapers Web sites when Downie left, he noted.

“Often people think the problem here is nobody’s reading the news anymore,” he said. “It’s not true. They’re reading it in a variety of platforms. Our audience is bigger than ever.”

Still the Web site’s 9 million or more visitors each month have not offset the newspaper’s advertising revenue loss.

“The next big challenge is survival,” he said.

After leaving the newspaper, Downie completed “The Rules of the Game,” a novel published earlier this year. In his spare time, with the forbearance of his wife, Janice, he worked on the book over a six-year period. Downie previously wrote five nonfiction books, but this was his first work of fiction.

“I wanted to write a novel that, in an entertaining way, would take readers through the moral choices in Washington and dealing with power,” he said.

At the Cronkite School, students will not have to turn to a book to get his perspective—they’ll just have to ask him in his classes. Brannon said that is not something journalists always did at the Post.

She recalled staff meetings when young Web journalists would think, “Oh, my God, there’s Len Downie” and forget to ask questions. His reputation—“the sage veteran, (the) respected titan of journalism,” as Brannon put it—can put journalists, whose business is words, at a loss for them.

At the Cronkite School, Downie will work with Cronkite News Service, the Knight Center for Digital Media Entrepreneurship and the Carnegie-Knight News21 journalism initiative.

There is no question in Downie’s mind about what he will try to impress most on students. Despite all the recent changes to the industry, he maintains that solid reporting skills are what students should take from their education.

When he was young, he just needed to know how to type. He acknowledges that for today’s students, shooting video, blogging and producing multimedia content should be second nature when they graduate—but “those are skills that are just a means to an end,” he said.

“The focus ought to be on the content of the journalism,” he said. “How do you report deeply and responsibly? For me, the most important thing is accountability journalism.”

A portrait of Sharon Rosenhouse, an older woman with short, wavy grey hair, resting her chin on her hand. She is wearing a light purple long-sleeved shirt and a silver watch on her left wrist. The background is a soft, out-of-focus grey and white.

## New Gaylord Professor Focuses on Diversity and Ethics

Photo courtesy of the South Florida Sun Sentinel

STORY BY SHANNON O'CONNOR  
AND AMANDA J. CRAWFORD

**T**o Sharon Rosenhouse, former managing editor of the South Florida Sun Sentinel, diversity in news coverage and journalism ethics should always go hand in hand.

As the Edith Kinney Gaylord Visiting Professor in Journalism Ethics at the Cronkite School for the fall 2009 semester, Rosenhouse, who is teaching courses in ethics and diversity, said her challenge is to explain the connection to students.

“Think about some of the issues: Do you cover the whole community or just go to certain neighborhoods? Do you speak the languages of the community and understand and reflect the cultural differences, the many voices?” she asked. “In the end, it adds up to whether your coverage is accurate, honest and credible.”

Rosenhouse retired in July 2008 from the Sun Sentinel after eight years at the paper. She has been working as director of the New America Media Veterans Project, a McCormick Foundation-supported collaboration between ethnic and mainstream publications in Los Angeles to tell the stories of soldiers returning from war. The program will partner with the Cronkite School to tell the stories of Native American veterans.

Rosenhouse's commitment to diversity has been recognized through several awards, including the 2006 Robert G. McGruder Award for Diversity Leadership, given by the Associated Press Managing Editors, the American Society of News Editors and the Freedom Forum. She also won the Career Achievement Award from the Columbia Journalism School Workshop on Race and Ethnicity in 2005.

“I feel very strongly that diversity or inclusion, whatever you want to call it, is the right and the smart way to do journalism and to make decisions involving journalism,” she said. “I have a commitment to diversity in coverage/content and staffing/hiring.”

Cronkite School Assistant Dean Kristin Gilger said the school is lucky to have Rosenhouse to share her experience and passion with students.

“She has an incredible background, not just as a news editor but as someone who has really built a record in diversity,” Gilger said. “She has done all these things for many years that show a commitment to and understanding of diversity. She thinks deeply about these issues. These are things she really cares about.”

Rosenhouse grew up in the Bronx in New York City. Her mother



## GRANT SUPPORTS ETHICS PROFESSORSHIP

A new grant from the Ethics and Excellence in Journalism Foundation is supporting a visiting professorship at Cronkite in honor of pioneering newswoman Edith Kinney Gaylord.

The Edith Kinney Gaylord Visiting Professor in Journalism Ethics, started by the Oklahoma City-based foundation in 2006, will continue for another three years.

Robert J. Ross, president and CEO of the foundation, said the professorship helps ensure that “all Cronkite students get a solid foundation in the ethical standards upon which Gaylord built her career.”

Ms. Gaylord, the daughter of Daily Oklahoman Publisher E.K. Gaylord, launched her journalism career at her father’s newspaper in 1937 after graduating from college. In 1942, Ms. Gaylord joined The Associated Press in New York and the following year went to the AP’s Washington bureau, where she covered the Roosevelt administration and First Lady Eleanor Roosevelt during World War II.

The inaugural Gaylord visiting professor was former Akron Beacon Journal Publisher James Crutchfield. He was succeeded by

former St. Louis Post-Dispatch Editor Ellen Soeteber and N. Christian Anderson III, former editor and publisher of The Orange County Register. The newest Gaylord professor is former South Florida Sun Sentinel Managing Editor Sharon Rosenhouse.

Dean Christopher Callahan said the professorship has played a major role in the school’s increased focus on journalism ethics.

“All of our students must take a class in ethics and diversity, and we think that’s more important now than ever,” Callahan said. “For newspapers, television news and online media outlets to survive and thrive, they must improve the bonds of trust between them and their readers and viewers.”

Gaylord created the Ethics and Excellence in Journalism Foundation in 1982 to improve the quality of the practice of journalism by supporting creative projects and research that promote excellence in journalism and instills and encourages high ethical standards in journalism.



Robert J. Ross, president and CEO of Ethics and Excellence in Journalism Foundation, in his Oklahoma City office. Photo courtesy of Ethics and Excellence in Journalism Foundation.

“I feel very strongly that diversity or inclusion, whatever you want to call it, is the right and the smart way to do journalism and to make decisions involving journalism.”

— Sharon Rosenhouse

Visiting professor in journalism ethics

was a native of Warsaw, Poland, who moved to New York as a child; her father was a native New Yorker. Rosenhouse attended public schools in the city, including Queens College, where she earned her bachelor’s degree in English in 1965.

“I love the energy and even the noise of big cities,” Rosenhouse said. “I love the mix, the access to culture, ethnic foods and, for however much longer it lasts anyway, several newspapers.”

She decided as a child that she wanted to be a journalist and went on to work for her school newspapers. After college, she worked at The (Hackensack, N.J.) Record as a reporter and editorial writer. She then moved across the country to the Los Angeles Times where she worked as an

editorial writer, reporter, assistant metro editor, city editor and bureau chief of the Times’ New Delhi bureau. She went back to her hometown to work as an assistant managing editor and deputy managing editor at The Daily News. She then served as managing editor of The San Francisco Examiner and editor of the Chronicle’s afternoon edition before joining the Sun Sentinel in 2001.

Rosenhouse said she was proud of the Sun Sentinel’s work, including major projects on AIDS, Haiti and the Federal Emergency Management Agency. She said the newspaper also had a strong team covering race issues and demographics.

But she was also glad to make the transition to education.



(From left) Tim Innes, Pam Brunger Scott, Reid Sams and Sharon Rosenhouse plan the last edition of the San Francisco Examiner. Photo courtesy of Sharon Rosenhouse

“When Dean (Christopher) Callahan called me about the visiting professorship, I was excited by the opportunity to spend a semester at the Cronkite School and to see if I could learn from the students while teaching,” she said. “It is a frustrating but exciting time in journalism with all kinds of uncertainties and possibilities.”

Rosenhouse teaches the graduate course “History, Philosophy and Ethics of Journalism” and the Barrett Honors College section of the undergraduate course “Journalism Ethics and Diversity.”

# Craft Wins First Broadcast Educator Award

STORY BY JENNA LEE THOMAS AND SHANNON O'CONNOR  
PHOTOS BY JEFFREY LOWMAN

After four decades as an educator, Professor John Craft has hundreds of former students around the country who are now communication professionals. And they seem to be everywhere.

"I'll be walking around and hear, 'Dr. Craft!' Then I turn and see a former student of mine," Craft said. "It's a good thing. Of all the things I've done, that's the neat thing."

The 36-year Cronkite School veteran is the first winner of the Jack Clifford Excellence in Broadcast Education Award from the Arizona Broadcasters Association.

"I was really very, very pleased to have a group of people recognize my work and provide that honor to me," Craft said. "It's nice to be recognized by those in the business when you're teaching in a professional program. ... That means you've done something right."

Dean Christopher Callahan called Craft the school's "bridge over time" because of his knowledge of and influence on the broadcast community.

"He knows everything there is to know and everyone there is to know about journalism in the Valley," Callahan said. "He is our constant."

Art Brooks, president and CEO of the Arizona Broadcasters Association, said "when you teach that long, you affect the lives of your students to the point where they are going to be passionate about the industry. ... That's John's legacy."

Craft started his career in 1962 at Ohio University where he majored in broadcasting and technical theater. After working at a public television station, he returned to the same university to earn his master's degree in radio and television news and his doctorate in mass communication.

Craft considered many locations in the country for jobs but said the warm Arizona sun, scent of orange blossoms and mountains surrounding Arizona State University enticed him the most.

Professor John Craft welcomes visitors to the Marguerite and Jack Clifford Gallery during the gallery dedication in November.

"My wife said, 'Let's go someplace warm,'" Craft recalled.

Craft began teaching journalism at ASU in 1973, the year the journalism school moved to Stauffer Hall on the Tempe campus. Last year, he moved into his second new journalism building when the Cronkite School moved to downtown Phoenix.

Craft has taught "just about everything in the broadcast area," including television production, TV directing, broadcast programming, cable TV, broadcast management, mass media and society and sales. He also was the school's director of graduate studies for more than a decade.

The Clifford Award was established to honor educators in college radio and television classes across Arizona. The award is named for Jack Clifford, a leader in the television industry for more than 50 years.

"John Craft is a prime example of the kind of individual that I think every professional educator should be," Clifford said. "He is a fine educator and one of the best in his field."

The relationship between Craft and Clifford, a member of the Cronkite Endowment Board of Trustees who founded the Food Network, goes back to the professor's earliest days in Arizona.

When Craft first arrived, he visited TV stations to get a feel for the local broadcast industry. While visiting 12 News (KPNX), he met Clifford, who was the general manager of the NBC affiliate. Almost 30 years later, the two bumped into each other again on ASU's campus and arranged a social meeting. Craft, Clifford and their wives went out to dinner and became close business associates as well as good friends.

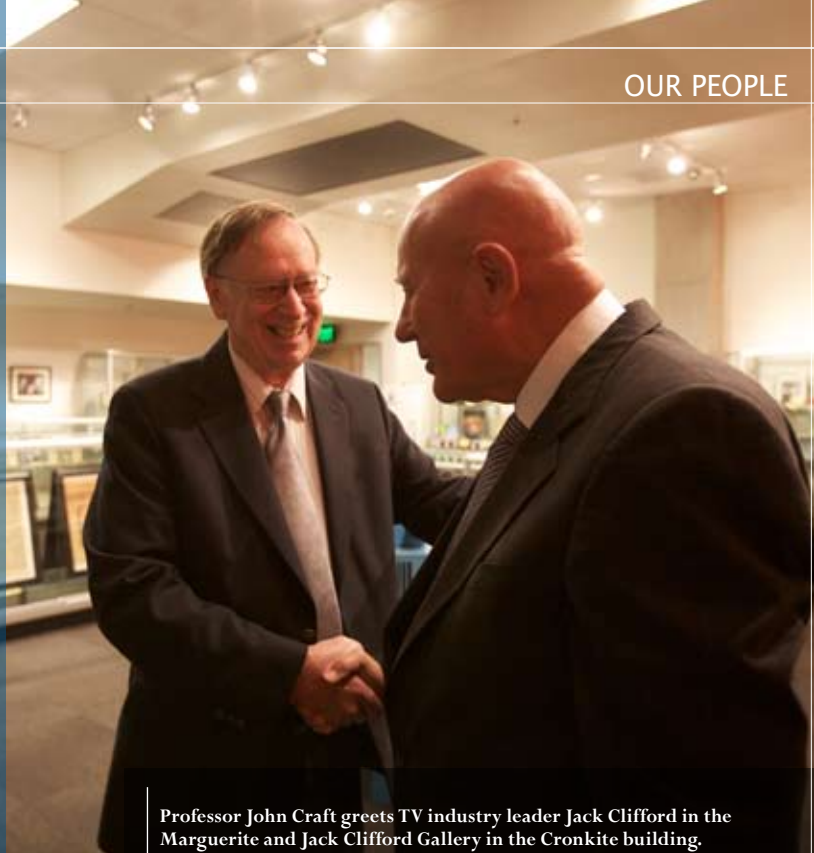
"He's the tops as a professional and as a human being," Clifford said.

Alumna Jennifer Pool, who is now director of public information at Banner Good Samaritan Medical Center, remembered how she



“He’s the tops as a professional and as a human being ... He is a fine educator and one of the best in his field.”

— Jack Clifford  
Founder, Food Network



Professor John Craft greets TV industry leader Jack Clifford in the Marguerite and Jack Clifford Gallery in the Cronkite building.

admired Craft when she was a student.

“I really enjoyed his course in my graduate studies,” she said. “It was always a conversation that really involved the professional background of the students. It was very inspiring to me and made me think differently about what I do.”

Pool said that Craft always drew upon his own experiences rather than teaching from a text. He was up to date on technological changes, and he took a personal interest in his students.

“He takes the time to know them individually and to find out what they are passionate about and what they hope to establish in their careers,” she said.

Chuck Emmert, manager of the city of Phoenix station KNOW99, took classes from Craft in the 1970s.

“He looked at your work in a manner that wasn’t derogatory, and he would not talk down to you. That was always appreciated,” Emmert said. “He was obviously someone who had been in the field and put in the time. We respected him.”

Craft said the industry is in “a time of transition,” and he encourages students to think of themselves as part of the communication business, not just the television business or the newspaper industry.

“We’re always going to need people who can communicate,” he said. “It’s about reaching people with entertainment, ideas and information.”

Last April, Craft was the master of ceremonies for the Arizona chapter of the National Academy of Television Arts and Sciences induction ceremony. He has had the opportunity to welcome three of his former students into the same honorary Silver Circle of which he is a member. The Silver Circle honor is given to individuals who have made a significant contribution to the television industry for more than 25 years. Craft said he hopes to one day qualify for the

Gold Circle, which honors professionals with at least 50 years in the television industry.

In addition to teaching, Craft has worked as a media consultant for major corporations and educational programs around the country. He is a primary author of a textbook on electronic media and the main contributor for another textbook about corporate media.

His documentary, “Arizona Crossroads: Along Old Route 66,” received more than a dozen awards and aired on 77 television stations around the world.

Craft’s latest project is a new gallery in the Cronkite building devoted to the history of journalism. Craft was named curator of the Marguerite and Jack Clifford Gallery, named in honor of his friend and Clifford’s late wife.

As curator, he has worked with collectors and media leaders to create a gallery where students and visitors alike can explore the history of television, radio, newspapers and magazines.

Many of the items are on loan from Craft’s personal collection. His favorite pieces are a microphone from KDKA, which was the nation’s first licensed radio station, and an old television scanning disk—both from the 1920s.

They came from his late wife’s father, who owned a company that fixed broadcast equipment. Elizabeth Craft, who was ASU’s longtime director of distance-learning technology, shared her husband’s passion for broadcast history.

“They probably wouldn’t mean much to most people, but they’re special to me,” the professor said.



Photo by Deanna Dent

# Knight Professor Steve Doig: Journalism's Ultimate Numbers Guy

STORY BY CARLOS BRAVO

**T**HE NUMBER OF PEOPLE AT PRESIDENT BARACK OBAMA'S INAUGURATION: 800,000. THE NUMBER OF MASSACHUSETTS TRAFFIC STOPS ANALYZED: 160,000. THE NUMBER OF UNCOUNTED FLORIDA BALLOTS EXAMINED IN THE 2000 PRESIDENTIAL ELECTION: 180,000.

CRONKITE SCHOOL PROFESSOR AND KNIGHT CHAIR IN JOURNALISM STEVE DOIG, WHO WORKED 19 YEARS AS A REPORTER AND EDITOR AT THE MIAMI HERALD AND WON A PULITZER PRIZE, IS JOURNALISM'S ULTIMATE NUMBERS GUY. HE IS ONE OF THE WORLD'S LEADING EXPERTS IN COMPUTER-ASSISTED REPORTING AND CONTINUES TO WORK WITH BOTH CRONKITE STUDENTS AND PROFESSIONAL JOURNALISTS AROUND THE WORLD ANALYZING DATA FOR MAJOR NEWS STORIES.

"Good watchdog journalism is vital to our democracy," Doig said. "The more reporters I can teach these techniques, the more good journalism could be done."

Doig was born in Glendale, Calif. His father was a mechanical engineer for Shell Oil Co., so the family moved frequently. He lived in Louisiana, Texas and Connecticut.

Doig briefly attended Dartmouth College but ended up doing poorly and dropping out. He enlisted with the U.S. Army in 1971 during the Vietnam War and served as a combat reporter, writing articles about combat and rescue missions for various Army publications and soldiers' hometown newspapers.

About a year later, in what would foreshadow his future career as a professor, he taught at the Defense Information School. Doig was awarded the Bronze Star for his outstanding service.

He said his military experience encouraged him to pursue a career in journalism. "To be a successful reporter, you have to have the confidence to do the job and believe that your job is important," he said.

After leaving the Army, Doig decided to return to Dartmouth and major in political science. Dartmouth was one of the first colleges in the nation to make computers more accessible to non-science majors, Doig said. Among his assignments: using the computer to analyze the 1972 presidential election.

After graduating in 1974, he landed a job covering court and community stories for the Daytona Beach News-Journal in



“Good watchdog journalism is vital to our democracy.”

— Steve Doig  
Knight Chair in Journalism

Florida. But it was his investigative stories that got the attention of an investigative reporter at The Miami Herald. The reporter passed his name along to Herald editors, and Doig joined the newspaper in 1977. He worked as an education writer, aviation writer and state capital bureau chief.

At the state capital bureau, he wrote articles about legislative roll call votes. But he went beyond the basic reporting of “yes” or “no” votes and started to analyze votes by demographics, discovering patterns by gender and race “This is when I started to pay attention to doing things with data,” Doig recalled. “It would add insight that my competitors could not provide,” he said.

Doig said he used patterns in numbers to help explain why something occurred and to add authority to his reporting. “An important job of the reporter is to go beyond what happened and find out why it happened,” he said.

Doig received national attention as part of an investigative team that won the 1993 Pulitzer Prize for analyzing damage caused by Hurricane Andrew. Doig used maps and data to examine the damage patterns of the hurricane, revealing that weakened building codes and poor construction work worsened the extent of the damage.

In 1996, Doig came to Arizona State University as the Knight Chair in Journalism after the John S. and James L. Knight Foundation created a \$1.5 million endowed chair for computer-assisted reporting. Cronkite Professor Edward Sylvester was behind the effort to bring the first endowed chair to the Cronkite School.

“Certainly the name that stood out for us was Steve Doig,” Sylvester said. “He had taken such a leadership role in this field. He had already won the Pulitzer.”

Sylvester said that anytime the subject of computer-assisted reporting comes up, Doig’s name is attached to it.

“The other thing he’s done that is so important, outside of what people in universities typically do, is that he has partnered with reporters, with major newspapers, to assist in the database studies that have led them to some major awards,” Sylvester said.

Doig continues to work on major computer-assisted reporting projects. He worked with The Miami Herald to review 180,000 uncounted ballots in Florida in the 2000 presidential election. His work indicated that if those ballots were counted, former Vice President Al Gore would have won.

In 2003, he worked with a reporter at The Boston Globe to analyze 160,000 traffic stops. Doig’s analysis showed that minorities were at a higher risk of receiving tickets.

At the Cronkite School he teaches his precision journalism students how to use online research for their work. One assignment he gives them is to find all the information they can about him using the Internet.

His goal is to teach his students how to find patterns in data so that they can produce good and revealing news stories—just like he does.

## ESTIMATING THE INAUGURATION CROWD

BY CARLOS BRAVO

Knight Professor Steve Doig made national news in January when he used satellite images and a math algorithm to estimate the crowd at President Barack Obama’s inauguration at 800,000 people—much lower than many other estimates.

The mayor’s office in Washington, D.C. had estimated the crowd at 1.8 million, while The Washington Post and The Associated Press calculated the crowd at about 1 million.

Doig’s involvement started with an article he wrote for MSNBC. When estimates of the presidential inauguration crowd started running high, someone at MSNBC who knew about his previous work estimating crowds while working for The Miami Herald asked him to write an article about crowd counting. The article led to requests for him to estimate the inauguration crowd.

His goal, he said, was not to diminish the noteworthiness of Obama’s historic inaugural celebration but to simply provide an accurate estimate.

Doig began his specialization in crowd counting during his 19 years at The Miami Herald. He estimated the crowd for the visit of Pope John Paul II in 1987 and for other major events.

“Anything we report should be grounded in reality,” Doig said. Having defensible estimates helps avoid people trying to hype up an event or naysayers trying to downplay an event. “We tell readers facts instead of relying on public officials to tell us,” he said.

On inauguration day, Doig went to work. He used a satellite image taken from space by GeoEye, a company that specializes in satellite imagery. The satellite image was taken about 45 minutes before the swearing-in of the president and helped Doig to see the clusters of people on the National Mall.

He then used Google Maps to calculate the total surface area of the Mall. He used the standard density of square feet per person when examining the clusters. “A loose crowd is about 10 square feet per person, where they could move around,” Doig said. “A tight crowd is about 5 square feet per person.” He took the total surface area of the Mall and divided it by the number of square feet per person to come up with his estimate.

Critics claim that shadows make it difficult to count people from satellite images or that people may be missed under trees, but Doig said those problems cannot account for that many people. “It is not like 200,000 people are hiding under a tree,” he said.

Background image courtesy of GeoEye

## In Focus: Faculty Research

### THE HISTORY OF SPANISH-LANGUAGE TV

Almost 40 million people in the United States watch Spanish-language television, and yet little is known about its history.

Cronkite School Associate Professor Craig Allen wants to change that.

As part of an ongoing book project, Allen used his dean's summer research grant to travel to Miami to conduct interviews with Telemundo founder Carlos Barba, Univision CEO Ray Rodriguez, Univision national news anchors Maria Elena Salinas and Jorge Ramos and Spanish-language television personalities Mario Kruetzberger and Cristina Saralegui.



Craig Allen

Through the project Allen hopes to correct two misconceptions: that Spanish TV is important primarily because of immigration and that, while thought of as foreign, Spanish TV is an all-American creation.

"The concept of Spanish television in the United States not only had coincided with the advent of TV itself, it helped propel the 30 million immigrants who subsequently arrived," Allen said.

Senior Associate Dean Marianne Barrett, who coordinates the dean's research grants, said she is eager to read Allen's book. "With its tales of corporate intrigue, technical feats, court injunctions and personal and social triumphs, Craig's book sounds like it will be a real page-turner," she said.

### YOUNG SCHOLAR HAS FULL RESEARCH PLATE

A paper on preparing journalists for change, another on the use of anonymous sources, a blog that focuses on scholarly research conducted on digital media and a content analysis of job ads.

These are just some of the research projects Assistant Professor Serena Carpenter tackled over the past year.

An expert in citizen journalism, Carpenter is keenly interested in the degree to which online publications follow established journalistic standards and practices.

She spent the summer working on a project that examines how well U.S. online newspapers promote community engagement and another geared toward understanding the informational and emotional value of online news users' comments.

In addition to being an active scholar, Carpenter taught high school teachers and students how to add multimedia to their Web sites during a workshop at the Journalism Education Association/National Scholastic Press Association conference in Phoenix.

Carpenter also gets high marks from the students in her online media class who use words like "passionate" and "knowledgeable" to describe her teaching.



Serena Carpenter

## Cronkite Faculty News & Notes

- Associate Professor **Craig Allen** traveled to Miami to complete a series of interviews for his book on the history of Spanish language television in the United States. Allen also was voted by his peers president-elect of the Downtown Campus Academic Assembly, a key position in the University Senate.
- Supervising Producer **Melanie Alvarez** helped guide the Cronkite School's unprecedented three-plus hours of live student coverage of the 2008 presidential election, which led to one of Alvarez's students winning second place in the Broadcast Education Association's TV newscast competition.
- **Linda Austin** joined the Cronkite School as executive director of the Donald W. Reynolds National Center for Business Journalism. Austin came to the school from the Lexington (Ky.) Herald-Leader, where she was editor and vice president. In June, she represented the school at the Investigative Reporters and Editors national convention in Baltimore.
- Senior Associate Dean **Marianne Barrett** served on several panels at the Association for Education in Journalism and Mass Communication annual convention, including "The Doctors Are In." The interactive session offered tips on matters related to tenure. Barrett's topic was preparing the teaching portfolio.
- Associate Professor **Sharon Bramlett-Solomon's** guest editorial on the continuing importance of newspapers appeared in The Arizona Republic and azcentral.com. She also presented an invited paper at the AEJMC convention and participated on a panel discussing the late Lee Barrow's impact on college journalism education
- National Carnegie-Knight News21 Director **Jody Brannon** served as a judge for the Newswomen's Club of New York's Front Page Awards for magazines in the science/environment and medicine/health categories. She spent the summer visiting the eight News21 incubator schools.
- **Aaron Brown**, the Walter Cronkite Professor of Journalism, served as moderator for a joint Department of



Melanie Alvarez



Marianne Barrett



Sharon Bramlett-Solomon



Cronkite faculty are actively involved in scholarly research and professional development throughout the year.

Homeland Security/Radio Television News Directors Foundation series of news and terrorism seminars around the country.

Brown also traveled to Ethiopia and Mozambique for his PBS documentary series "Wide Angle" and received an honorary degree from Macalester College in St. Paul, Minn.

- Dean **Christopher Callahan** was honored with the 2009 Outstanding Achievement and Contribution Award from the ASU Commission on the Status of Women for his work on diversity issues at the school.
- Assistant Professor **Serena Carpenter**'s paper on preparing journalists for change was named the top competitive paper by the Internships and Careers Division of AEJMC. Carpenter planned to present her paper at the association's annual conference in Boston.
- Lecturer **Michael Casavantes** received his Ph.D. in history at ASU's spring commencement from President Barack Obama. Casavantes' dissertation, "Polishing the Jewel: The Arizona Republic and the Growth and Development of Phoenix, 1920-1958," examines the evolution of the Republic from a small-town paper with big ambitions to a major urban daily. It also spotlights the contributions of former Republic publishers Dwight B. Heard, Charles Stauffer and Eugene Pulliam.
- Professor **John Craft** was named curator of the Marguerite and Jack Clifford Gallery. He also won the Arizona Broadcasters Association inaugural Jack Clifford Broadcast Educator of the Year Award.
- Lecturer **Amanda Crawford** is the Cronkite School's first mid-career master of mass communication student. She also was elected secretary of two boards of directors: First Amendment Funding Inc., which administers the Best of the West journalism contest, and the Arizona League of Conservation Voters Education Fund, which seeks to educate voters on the importance of environmental issues.
- Knight Chair **Steve Doig** presented sessions on Census 2010

and data analysis at the Investigative Reporters and Editors annual conference. He also led a three-day advanced newsroom statistics boot camp.



Michael Casavantes



Mary-Lou Galician



Kristin Gilger



Dan Gillmor

• **Leonard Downie Jr.**, Washington Post vice president at large and the Weil Family Professor of Journalism, was elected to the board of directors of Investigative Reporters and Editors. At the association's annual convention, Downie, along with Washington Post reporter Bob Woodward, was featured on the showcase panel "Accountability Reporting and Digging Deep."

• **Steve Elliott**, director of digital news for Cronkite News Service, was appointed to the board of the Arizona First Amendment Coalition. He also led a public records panel at the regional Society of Professional Journalists conference, was the featured speaker at the Arizona Press Women's awards banquet and directed the ASNE Reynolds High School Journalism Institute.

• Associate Professor **Mary-Lou Galician** reviewed research paper submissions for AEJMC's Entertainment Studies Interest Group. She also had an article, "Film as Popular Culture," published in the International Encyclopedia of Communication.

• Assistant Dean **Kristin Gilger** conducted a workshop on managing change for the regional Society of Professional Journalists conference, spoke at a gathering of the ASU Foundation's Women and Philanthropy group and judged a best writing Arizona Press Women's Communications contest for the Arizona Newspapers Association.

• **Dan Gillmor**, director of the Knight Center for Digital Media Entrepreneurship and the Kauffman Professor of Digital Media Entrepreneurship, spoke at the "Tools of Change" future of publishing conference. Gillmor also was the keynote speaker and participated on several panels at Highway Africa, the continent's major annual gathering of journalists.

• In her first year at the Cronkite School, Assistant Professor **Dawn Gilpin** presented several papers, including one on

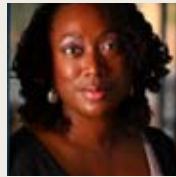
## OUR PEOPLE

multimedia semantic networks and reputation at the Sunbelt Conference of the International Network of Social Network Analysts and another on issue identity at the International Communication Association conference. Closer to home, she taught the social media component of the Cronkite New Media Academy and is developing that component for the school's online media classes.

- Professor **Donald G. Godfrey** was appointed director of the Cronkite School's doctoral program, which will launch in fall 2010. Godfrey also was awarded a five-year contract for the Broadcast Education Association Research Symposium, which is organized and sponsored by the association's research committee. He will serve as executive editor of the series.
- Writer-in-Residence **Terry Greene Sterling** was the recipient of the Valley of the Sun chapter of the Society of Professional Journalists' Silver Key Award for her 25-plus years of outstanding journalism. She also won first place in the Arizona Press Club's magazine writing profile division for her article on Sandra Day O'Connor that was published in Arizona Highways and second and third places in the magazine news category for two Phoenix magazine stories.
- **Retha Hill**, director of the New Media Innovation Lab, wrote an essay about careers in journalism and helped launch and serves as vice president for content of a Web site, [www.blurdigital.com](http://www.blurdigital.com), aimed at multicultural families. Hill and her students continue their groundbreaking work developing Web sites and applications that will serve as new sources of revenue for the lab's clients.
- **Andrew Leckey** was appointed the inaugural Donald W. Reynolds Endowed Chair in Business Journalism at the Cronkite School. In that role Leckey will coordinate the work of the Reynolds chairs at other schools and lead new business journalism specializations at the undergraduate and graduate levels. He also was appointed president of the Donald W. Reynolds National Center for Business Journalism.
- Associate Professor **Fran Matera** coordinated a session at the Broadcast Education Association conference on advertisers trying to embed promotions in TV newscasts. Cronkite faculty members **Marianne Barrett**, **Dawn Gilpin** and **Bill Silcock** joined their colleague on the panel.
- **Tim McGuire**, the Frank Russell Chair for the Business of Journalism, was a featured speaker on ethics at the Journalism Education Association and Society of Professional Journalists conferences. McGuire also led a session on new business models at the Associated Press Managing Editors NewsTrain workshop and spoke to two local groups about the future of journalism.
- Carnegie Professor of Journalism **Rick Rodriguez** was a member of a panel that examined issues associated with the release of Arbitron's Portable People Meter. Rodriguez also was a panelist at a regional conference on immigration and taught a seminar on transnational and Latino issues as part of the Carnegie-Knight News21 digital media initiative.
- Associate Professor **Dennis Russell** presented "Michael Haneke's Benny Video: The Consequences of Media and Technological Obsession" and "The Culture of Emotional Paralysis: Existential Underpinnings of Michael Haneke's 'The

Seventh Continent'" at two popular culture conferences. The papers are two of the chapters in Russell's upcoming book on the independent filmmaker.

- Associate Professor **Joseph Russomanno** received a contract from Potomac Books for "Tortured Logic: A Verbatim Critique of the Bush Presidency." The book examines what journalists, commentators, government officials, philosophers and statesmen have expressed regarding pronouncements from the Bush administration.



Retha Hill



Leslie-Jean Thornton



Carol Schwalbe



Bill Silcock

- **Carol Schwalbe**, associate professor, was elected to the Downtown Phoenix Campus Governance Grievance Committee. With Associate Professor Bill Silcock, she also co-taught the 2009 Cronkite School Euro-Media Study Abroad program and had several papers accepted for presentation at academic conferences. At AEJMC, Schwalbe served as moderator of a panel on student entrepreneurship and of another on teaching tips for magazine writing.

- Associate Professor **Bill Silcock** is the recipient of a 2009 AEJMC Great Ideas for Teachers award. Silcock's idea will be published in a GIFT booklet and will be included in the online listing of GIFT scholars. He also was a panelist on the Radio Television News Directors Association session "Twitter 101" and co-taught the 2009 Cronkite School Euro-Media Study Abroad program.

- Professor **Ed Sylvester** and Dr. Lynn Klotz, an expert on the science behind issues of biological security, have written a book, "Breeding Bio Insecurity: How U.S. Biodefense Is Exporting Fear, Globalizing Risk and Making Us All Less Secure." The book, which criticizes the explosion of high biosecurity-level laboratories, will be published by The University of Chicago Press. Sylvester and Klotz also are the authors of "The Gene Age: Genetic Engineering and the Next Industrial Revolution."

- Assistant Professor **Leslie-Jean Thornton**

presented "Readers, Survival and Fidelity: A Contextual View of Newspaper Editors' Struggle for Strategy in the Early 1990s" at the Joint Journalism Historians Conference in New York. Thornton's co-authored piece on the evolution of broadcast-print partnerships will be published in an upcoming issue of Journalism & Mass Communication Quarterly. The article is part of her National Association of Broadcasters funded research on convergence. Thornton also was the recipient of the 2009 Cronkite Award for Teaching.

- Assistant Professor **Xu Wu** was a panelist at the Brookings Institution's symposium on China's angry youth, spoke at Johns Hopkins University and traveled to Stockholm to give the keynote speech on a conference on cyber defense. Wu also was widely quoted on Chinese youth's reaction to the 20th anniversary of Tiananmen Square. In recognition of his accomplishments, Wu received the 2009 Cronkite Award for Research.



Cronkite staff members are critical to the mission of the school, supporting students and faculty in and out of the classroom.

## New People

### KRISTI J. KAPPES

Kappes joined the Cronkite School in November 2008 as program manager for the Carnegie-Knight News21 digital media initiative.

Prior to joining News21, Kappes worked for two years with ASU's College of Nursing and Health Innovation as a senior accountant. Before relocating to Phoenix, Kappes, a South Dakota native, served as the payroll and accounting associate for the University of Sioux Falls.

She earned a bachelor's in business administration from Mesa State College in Grand Junction, Colo. Kappes is pursuing a master's degree in educational leadership at Northern Arizona University with an emphasis in higher education.



Kristi J. Kappes

### CAIGE S. NICHOLS

Nichols joined ASU in January 2009 as the lead Web developer for the New Media Innovation Lab and the Knight Center for Digital Media Entrepreneurship.

Nichols studied computer science and mathematics at the University of Arizona and is working to complete his degrees at ASU.

Prior to joining the Cronkite School, Nichols worked for three years as the lead Web developer for the solutions engineering group at Pearson Education in Chandler. Nichols also is involved with many open-source software projects as well as a handful of start-ups.



Caige S. Nichols

### JEREMY LEGGAT

Leggat joined the Cronkite School in August 2008 as a technology support analyst.

A native of Virginia, Leggat earned his bachelor's degree in history from George Mason University.

Leggat previously worked in tech support for George Mason University, Prescott College and Collins College in Phoenix.



Jeremy Leggat

### JOHN TYNAN

Tynan joined Cronkite in January 2009 as the lead Web developer for the News21 program. Tynan advises the project on technical decisions and has led the redesign of News21.com. He also has worked alongside a team of developers in creating News21's Django Newsroom, an open-source content management system that pushes the boundaries for creating innovative, multimedia journalism online.

Tynan received a bachelor's degree in education in 1992 from Northern Arizona University and a Master of Fine Arts in creative writing in 1997 from the University of Arizona. He previously worked as webmaster for Phoenix's NPR affiliate stations, KJZZ and KBAQ.



John Tynan

### NIC LINDH

Lindh, who joined the school in October 2008, is the school's first instructional technology analyst, responsible for training both students and faculty in the technology used at the school. He also maintains the school's Web site.

Lindh earned his master's degree from the Cronkite School in 1998 and worked as a faculty associate teaching graphic design for print and web from 1999 to 2008.



Nic Lindh

### CHERYL WADDELL

Waddell joined the school in September 2008 as an accounting specialist.

Waddell studied fine arts at Purdue University. She previously worked as a senior business manager in the School of Planning at ASU.



Cheryl Waddell

# Cronkite Alumna Wins Pulitzer Prize

**J**ulie Cart, a 1980 journalism graduate of Arizona State University and member of the Cronkite School Alumni Hall of Fame, won the Pulitzer Prize for Explanatory Reporting for a powerful Los Angeles Times' series on fighting wildfires.

Cart and Bettina Boxall, both on the Times' metro reporting staff, won for their five-part "Big Burn" series that explored the growth and costs of wildfires. The reporters used the Freedom of Information Act to obtain cartons of U.S. Forest Service records.

The Pulitzer board applauded Cart and Boxall for "their fresh and painstaking exploration into the cost and effectiveness of attempts to combat the growing menace of wildfires across the western United States."

The series revealed that wildfires are growing in both intensity and expense and that firefighters are often pressured into using air tanker drops even when they will do no good because the aerial water drops—dubbed "CNN drops" by fire officials—"make good television." The series also explained how more Americans are living in areas prone to wildfires where escape routes are inadequate and how wide swaths of sagebrush are being devastated by wildfires.

Los Angeles Times reporters Bettina Boxall (left) and Julie Cart, winners of the 2009 Pulitzer Prize in Explanatory Reporting for their series of stories on the cost and effectiveness of attempts to combat the growing menace of wildfires across the western United States, are photographed in Eaton Canyon in California. Photo courtesy of Jay L. Clendenin

Three decades removed from her days as a journalism major at Arizona State University, Julie Cart wins journalism's most coveted prize.

"It was really, really exciting and satisfying to be given the time, space, money and support to work on that project," Cart said.

The series took 15 months from idea to publication.

"I've been asked, 'How do you win a Pulitzer?'" she said.

"But there's no set plan. All of your training, all of your education—everything in your education and in your experience prepares you."

Cart also was an intercollegiate athlete at ASU. She still holds the ninth longest discus throw in ASU history with a mark of 52.04-meters from 1980. She was one of the first women's conference champions in ASU track and field history, winning the discus at the 1976 Intermountain Conference Championships. She also made the U.S. Olympics trials.

She graduated with a bachelor's degree in journalism in 1980.

"Being able to be at a big J school, working at The Arizona Republic, being in and around the business enough—that's what





really helped,” Cart said. “Being a J student helped get me in those doors.”

Cart was inducted into the Cronkite School Alumni Hall of Fame in 1998.

“The Big Burn series is a marvelous example of the kind of important, in-depth and nuanced journalism we hope our students will be inspired by and aspire to produce,” said Cronkite Dean Christopher Callahan. “We congratulate both Julie Cart and Bettina Boxall and are proud to call Julie one of our own.”

Callahan invited Cart to speak this year as part of Cronkite’s “Must See Mondays” speakers series in The First Amendment Forum.

The Pulitzer Prize for Explanatory Reporting honors “a distinguished example of explanatory reporting that illuminates a significant and complex subject, demonstrating mastery of the subject, lucid writing and clear presentation.”

The Pulitzer is the 39th won by the Los Angeles Times, the nation’s fourth-largest daily newspaper.

“Wildfires are part of the landscape in Southern California, and we did what any serious newsgathering organization does: devote the time and the resources to tell our readers about the causes and effects of this growing menace,” Times Editor Russ Stanton said in a prepared statement. “Our team of reporters, editors, photographers, graphic artists and Web producers devoted more than a

year to this project, including traveling to the other side of the globe, to deliver this terrific series. We remain committed to providing this type of in-depth coverage on topics that are important to our readers.”

The other finalists in the explanatory reporting category were from The New York Times and The Washington Post.

Meanwhile, another Cronkite alumna, Marie Dillon, and two of her Chicago Tribune colleagues were finalists for the Pulitzer Prize in Editorial Writing for their calls for ethics reform in the Illinois statehouse. Dillon graduated summa cum laude in 1982 with a bachelor’s degree in journalism.

And Steve Doig, the Knight Chair in Journalism at the Cronkite School, advised East Valley Tribune reporters Ryan Gabrielson and Paul Giblin in their investigation that won the Pulitzer Prize for Local Reporting.

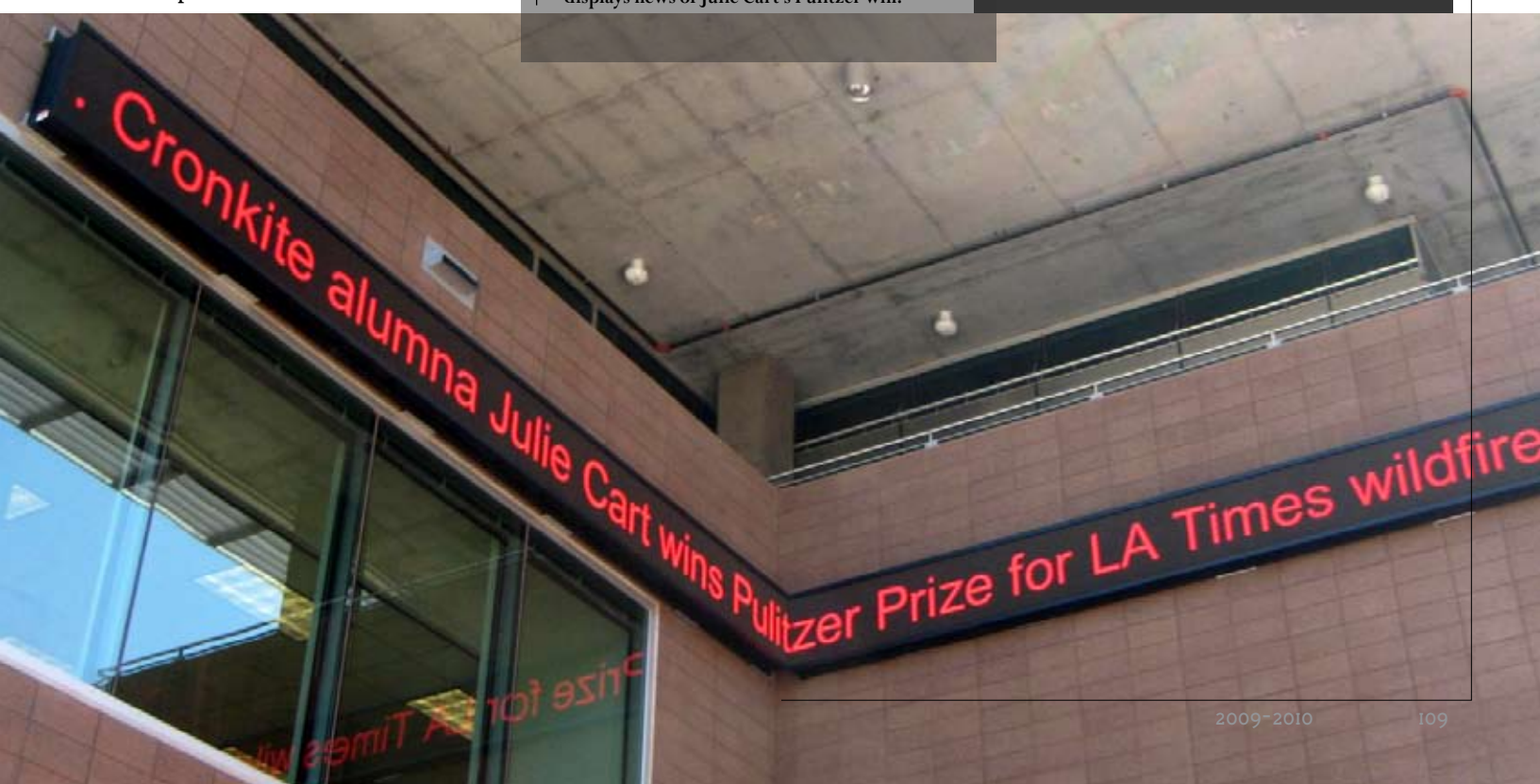
Early in planning that project, the reporters and project editor Patti Epler consulted with Doig, an expert in computer-assisted journalism, about the best methods for gathering and analyzing the data they needed to investigate how local law enforcement provided by the Maricopa County Sheriff’s Office suffered due to Sheriff Joe Arpaio’s emphasis on immigration sweeps.

Below: The Cronkite School’s news ticker displays news of Julie Cart’s Pulitzer win.



“I’ve been asked, ‘How do you win a Pulitzer?’ But there’s no set plan. All of your training, all of your education—everything in your education and in your experience prepares you.”

— Julie Cart  
Reporter, Los Angeles Times



# Republic Editor Joins Cronkite Hall of Fame

STORY BY MEGHAN KECK  
PHOTOS BY JEFFREY LOWMAN

Nicole Carroll wasn't going to major in journalism. Carroll, now executive editor of The Arizona Republic, started her college career as an education major because she thought journalism would be too competitive. Eighteen years after graduating from the Cronkite School, Carroll is at the top of the field and the newest member of the Cronkite Alumni Hall of Fame.

"It's remarkable how much Nicole Carroll has accomplished in journalism already," said Cronkite School Dean Christopher Callahan. "She's a rising star in journalism, and we're honored to include her in the school's Hall of Fame."

When Callahan called Carroll, 41, to talk about induction into the Hall of Fame, she thought at first he was asking for recommendations for inductees.

"The next thing I know, he's saying, 'No, it's you,'" Carroll said.

Randy Lovely, the Republic's editor and vice president of news, said, "Every day working with Nicole is an adrenaline rush. She has never-ending energy. She inspires others to keep up. She's creative and willing to color outside the lines. She enjoys a good laugh but is tough as nails in getting results."

Carroll's first venture into journalism came early, when she started up a paper at her middle school in Canyon, Texas. She reported the stories, typed them up, made the copies and delivered the papers.

She credits her innate sense of curiosity—spurred by reading the exploits of fictional kid detectives "Encyclopedia Brown" and "Nancy Drew"—as her motivation to get into journalism.

"To me, journalism was a way to satisfy my curiosity, to learn about a different thing every single day," Carroll said. "I saw journalists as people who knew a lot about a lot of different things,

and I wanted to do that as well."

Carroll's family moved from Texas to Arizona when she was 13, and she worked on her student yearbook at Deer Valley High School in Glendale.

But it was not until she tried out for ASU's student newspaper, The State Press, that she knew journalism was the right career path for her. The newspaper's editors sent both Carroll and a staff reporter to cover an event; they decided to print Carroll's article instead of the staff reporter's story.

Carroll went on to become editor of the opinion page, State Press Magazine and ASU's yearbook, where she met her husband, Brad Hartman. She said ASU Student Media was instrumental in preparing her for her career.

"We had a daily newspaper in college — it was pretty big stuff," she said. "We were doing professional journalism; we had ethics and we had standards. It was a great responsibility, I felt, to be accurate and truthful and all of the things we do as journalists."

She said some of the most important journalistic lessons in her career she learned while a student at the Cronkite School.

"I remember getting failed in (beginning news writing) if you misspelled a name," she said. "That's something I carry with me to this day."

Bruce Itule, who worked closely with Carroll when he was director of ASU Student Media, said, "It doesn't surprise me at all that she has done so well in her career. Nicole was a student-and-a-half in everything she did in class or in Student Media at ASU."

While in college, Carroll interned as a reporter at the East Valley Tribune and The Phoenix Gazette, and after graduation, she took a full-time job as a police beat reporter at the El Paso (Texas) Times.

Two years later, she was loaned to USA Today, where she covered teen issues for the features section and was the managing



editor for Gannett's national newspaper for children.

Carroll stayed at USA Today to work as a graphics reporter, gathering information that was turned into some of the paper's signature graphics. She helped cover major national news stories, including the 1996 crash of TWA Flight 800 off of Long Island and the bombing at the 1996 Summer Olympic Games in Atlanta.

"Being the only graphics reporter (at USA Today), I was lumped with pretty much every breaking news reporting team," she said.

In 1997, Carroll moved back to Phoenix and returned to the East Valley Tribune as assistant city editor. She was quickly promoted to metro editor and assistant managing editor for news. In 1999, just after giving birth to twin girls, The Arizona Republic hired her as an assistant city editor. (Carroll and her husband now also have a 4-year-old son.)

Once again, Carroll moved up the ranks, serving as deputy managing editor for planning and then for features, and then to managing editor for features. In February, Lovely named Carroll executive editor, the No. 2 newsroom position, a job that puts her in charge of features, entertainment, sports, online content and new product development.

"Nicole was a natural for promotion to executive editor," Lovely said. "She has had broad experience in almost every aspect of the news organization. She has shown proven results in every role she has had. And she has demonstrated a keen understanding of how our news gathering will evolve."

"Nicole is an ideal representation of what the Cronkite School has become," he added. "It's only fitting that she is the first alumna inducted into the Hall of Fame since the school moved to its new, technologically advanced facility. Nicole is a journalist for the future, embracing all forms of communicating with our ever-changing audience."

Each year, the Cronkite School selects new members for the Alumni Hall of Fame. New members are inducted at the annual Walter Cronkite Award Luncheon and are presented at the school's graduation ceremony in the year of their induction.

When Carroll heard the news of her selection, she thought back to her days at Stauffer Hall, the Cronkite School's home until summer 2008. One of the building's hallways was lined with photos of Hall of Fame members.

"I used to look at the pictures on the wall and think, 'Wow, I wonder what it takes to do that,' and 'Wow, they really made it,'" Carroll said. "When Dean Callahan called and said I was going to be a part of that group, it meant the world to me."

Carroll's photo, along with the rest of that group, is now displayed outside the Cronkite Endowment Board Executive Boardroom on the fourth floor of the Cronkite building in downtown Phoenix.

She is the 41st member of the Cronkite Alumni Hall of Fame. She joins, among others, NBC sportscaster Al Michaels, former Washington Post Assistant Managing Editor Don Podesta and FOX 11-Los Angeles anchor Christine Devine.



Carroll and Trish Reinhold, design director for magazines and features, look over prototypes for the new Yes! magazine layout at The Arizona Republic.

"Every day working with Nicole is an adrenaline rush. She has never-ending energy. She inspires others to keep up. She's creative and willing to color outside the lines. She enjoys a good laugh but is tough as nails in getting results."

—Randy Lovely  
Editor, The Arizona Republic

# Alumni Focus: David Klee

A talented young alumnus combines his passion for time-lapse photography and his dedication to his alma mater to create a jaw-dropping memory of the construction of the new Cronkite building.



BY KIRSTEN KEANE

Sixty-thousand images...536 days...  
two cameras...one two-minute video.  
The Cronkite School from start to  
finish.

Cronkite alumnus David Klee created and produced an 8,000-frame time-lapse video that captured the construction of the school's new home in downtown Phoenix.

Posted on the school's Web site, the dramatic two-minute video captures—at hyper speed—the school's 18-month construction from the pouring of the concrete foundation to the application of the corrugated metal siding in Sonoran shades of orange and brown.

The 2002 graduate installed a camera and timer on the deck of the ninth floor of ASU's University Center building, adjacent to the Cronkite School construction site. He assembled a weatherproof shelter for the Pentax digital camera that fastened onto the side of the building and adapted a security system camera timer to control the camera to snap a picture every few minutes.

"Time lapse tells a story in its own unique way," Klee said. "It puts its own twist on a particular subject."

At the beginning of construction, the camera was programmed to take a picture every five minutes during the crew's workday. Klee switched it to every 30 minutes as the building was closer to completion.

"The facility is so impressive and innovative—such a leap forward for journalism education," Klee said. "It's a good feeling to see something like that happening at your alma mater."

Klee, who has a consulting company that creates high-end time-lapse videos, donated his time and creative energies to produce the video. He checked on the equipment every few weeks and changed the camera's memory card every three months during the 18 months. Halfway through the project, the first

camera wore out and he replaced it with a second camera

"When I finished the video, I was very nervous," Klee said. "It's so hard to know what people are expecting to see and if I'm going to deliver what they're hoping for."

Cronkite Dean Christopher Callahan called Klee's work "the best shot, best produced and best edited time-lapse video I've ever seen."

"Some are too short; some are too long. But this one felt just right for the occasion and for the Cronkite School," he said.

Jim Dove, the school's chief broadcast engineer, originally called Klee for advice on creating a time-lapse video of the new school's construction, but Klee quickly offered to make the video himself as a favor to his alma mater.

Klee, 30, was born in San Rafael, Calif., but his family moved to a suburb of Chicago when he was 2. Klee wrote for his high school newspaper, and by his senior year he was executive producer of his high school's weekly news show. He received a scholarship, which led him to ASU.

Klee started as a political science major at ASU in 1998 and planned to continue on to law school. However, when a station director position opened up at ASU's Sun Devil Television, he jumped at it.

"When I started, it was just looping PowerPoint screens all day," Klee said. "No one had really taken an interest in the programming, so it became my thing."

By his sophomore year, Klee added a journalism major and was general manager of the station. "It was like playing with really expensive toys that other people bought," he said.

Klee graduated in 2002, but continued working for a year with ASU's Student Media organizations as a graduate student adviser, for the television station, the newspaper and the Web site. He also started working on the video board at Sun Devil Stadium, where he produced graphics and game highlights for the Arizona Cardinals. Klee continues to work with the Cardinals at the team's new stadium in Glendale.

In 2003, Klee took a job as audiovisual coordinator at Salt River





Left: Klee set up a time-lapse camera on the roof of a building opposite the Cronkite School. Photo by Luis C. Lopez

Time-lapse images courtesy of David Klee of Time Lapse Technologies.



April 27, 2007



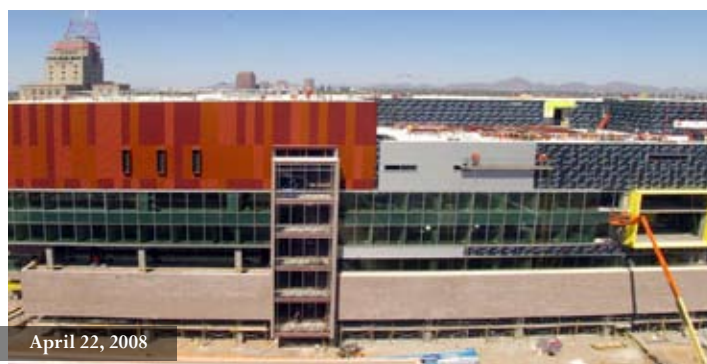
July 31, 2007



Aug. 19, 2007



Dec. 12, 2007



April 22, 2008

Project, where he began working with time-lapse videos. He created and produced in-house videos for the company on topics ranging from safety to the environment. He was assigned a project to figure out how to do time-lapse photography with a digital camera—a technique previously done with film. Working with engineers at SRP, he developed his own timer out of an industrial factory control panel timer, synchronized it with a digital camera and created an enclosure to protect the sensitive equipment from the weather.

Klee said he enjoyed the challenge of bringing time-lapse photography into the digital age and the chance to incorporate many skills sets into one project, including mechanics, design, engineering and photography.

“At first it was the challenge of figuring out something no one else knew how to do,” he said. “This hadn’t been done before with digital photography.”

He was offered his first freelance time-lapse project chronicling the construction of the Cold Stone Creamery headquarters in Scottsdale in 2003. The Cardinals then became interested in working with him on time-lapse projects, including recording the transformation of Sun Devil Stadium from the 2005 Tostitos Fiesta Bowl to the next day’s Cardinals game. Klee also documented the progression of the 2008 Super Bowl XLII in Glendale from the setup days before through the game and half-time show to the transformation back to the Cardinals’ home field.

Klee launched Time Lapse Technologies in 2004. Eventually, he plans to start looking into patents for his makeshift timers.

He said he is humbled that his video was shown at multiple events during Cronkite Week, a celebration of the school’s new building and 25th year.

“It was just great to be involved in the project in any way,” Klee said about the school’s new home. “If I could have helped hang drywall, I would have—anything to be a part of it.”



# Cronkite Class Notes

1981

JOHN S. JAMES (B.S.) is producer and director of Creative Illusions Productions. James also is a freelance senior video colorist and engineer for live television sports.

1983

CHRIS SHLEMON (B.S.) is a senior producer and editor for the Washington bureau of London's Independent Television News. Shlemon twice has been named Television News Editor of the Year by the White House News Photographers Association, most recently for this year.



Chris Shlemon

1984

ROB IZENBERG (B.A.) is a comedy writer and producer for Premiere Radio Networks in Los Angeles.

1985

VICTORIA SCHREINER (B.S.) was a news reporter, producer, photographer and editor for KDUH-TV (ABC) in Scottsbluff, Neb., for over seven years before returning to Phoenix as a producer for 12 News (KPNX). After retiring in 2002, she became a freelance producer who also works in real estate, travel and marketing.

1987

RICH DUBEK (B.S.) owns and operates AZ Freelance TV, offering TV production and media training.

1988

ERIK MAITLAND (B.S.) is a meteorologist for KMSP-TV (FOX) in Minneapolis.



Erik Maitland

STANTON TANG (B.A.)

is interim news director and executive producer at WZZM-TV (ABC) in Grand Rapids, Mich. He won a national broadcast television award from the Asian American Journalists Association, a broadcasting award from the National Marrow Donor Program and a regional Emmy Award from the Michigan chapter of National Academy of Television Arts and Sciences. Stanton served as national vice president for broadcast of AAJA.



Stanton Tang

1997

MARK A. PEARSON (B.A.) is an associate at Berman Entertainment and Technology Law. A frequent lecturer and guest speaker, he was a panelist at the California Lawyers for the Arts annual music business seminar. He received his J.D. from the Golden Gate University School of Law in 2005.



Mark Pearson

1998

JUSTIN PRESTEGARD (B.A.) is a field researcher with Mediabase Research.

Spring graduates get their photo taken with graduate academic adviser Lisbeth Dambrowski (center). Photo by Luis C. Lopez



Dan Siegel

1999

DAN SIEGEL (B.A.) is an investigative producer at KNXV-TV (ABC) in Phoenix. He has received five regional Emmy awards and the Jonathan Marshall Award for Professional Achievement, presented by Hillel at ASU.

2000

KRISTIN DORN (B.A.) works at Science Care in Phoenix, the nation's first accredited whole body donation program for medical research and education.

DAVID FALLER (B.A.) is an associate director for the NFL Network in Los Angeles and a member of the Directors Guild of America.



David Faller

DAVID MILLER (B.A.) directs many of the live broadcasts for Tempe Channel 11. He also directs for the Gila River Indian Community when it broadcasts its tribal council meetings.



Tyler Baldwin

2001

TYLER BALDWIN (B.A.) is a reporter for 3TV (KTVK) in Phoenix.





Amy Hahn

AMY HAHN (M.M.C.) is a communications consultant at the Mayo Clinic in Scottsdale. She also teaches film and journalism classes at colleges in the Phoenix area and is a published romance author.

ALISON COLLINS LUNDBERG (B.A.) is the director of communications for Enchantment Group, a resort and spa developer and management company in Scottsdale.



Jen Musa

JEN MUSA (B.A.) is a reporter for KSWB-TV (FOX) in San Diego.

JAYSON PETERS (B.A.) is a content producer for EastValleyTribune.com.

MARK TALERCIO (B.A.) is a writer, producer and editor for CBS Network Radio in New York City.

## 2002

JARED AARONS (B.A.) is sports director for KGAN-TV (CBS)/KFXA-TV (FOX) in Cedar Rapids, Iowa. He won first place in the Best Sportscast category for the Iowa Associated Press Awards.



Rachel Gordon

RACHEL GORDON (B.A.) is marketing manager for Pump It Up in Tempe, a children's entertainment franchise system.

RANDY POLICAR (B.A.) is an assistant media relations director for Arizona State University Athletics. He is the sports information director for ASU baseball and is part of the sports information team for football.

## 2003

KATHERINE ORR (B.A.) is a metro reporter and weekend morning news anchor for KPBS-TV (PBS) in San Diego.



Jessica Wanke Deahl

JESSICA WANKE DEAHL (B.A.) graduated in May from Columbia University with a master's degree in

international affairs. She is working as a producer for political news out of the digital news unit at National Public Radio in Washington. She previously worked as an assistant to NPR correspondent Eric Westervelt in the Jerusalem bureau.

AARON PERLMAN (B.A.) is the morning weatherman for KBAK-TV (CBS 29 and FOX 58) in Bakersfield, Calif.



Aaron Perlman

LYNLY (HALL) WILLIAMS (B.A.) is a regional director for Premity Inc., a company that develops online revenue-generating programs for media companies.

## 2004

LISA ACQUAFREDDA (B.A.) is a host and producer for COX Channel 7, Phoenix Channel 11 and Chandler Channel 11. She also has her own show and is a certified teacher.

ASHLEA DEAHL (B.A.) is editor of Phoenix Magazine. At age 29, she's the youngest editor the publication has had since it became the largest city magazine in the Valley over 40 years ago.

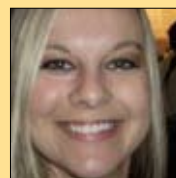
JOE FARRIS (B.A.) works at 3TV (KTVK) in Phoenix. He also produces the weekly sports show.

ADAM FULLER (B.A.) moved to Santiago, Chile, in May 2008 and co-founded Santiago's only English-language online entertainment magazine, Revolver. In August 2008, it became the official entertainment and events magazine of The Santiago Times and Santiago Radio. Adam's younger sister, Cecily Fuller, a May 2009 Cronkite graduate, developed a public relations campaign for the magazine as part of her senior honors thesis.

SCOTT HAZELTON (B.A.) is an anchor and reporter for HRTV (HorseRacing TV).

A.J. LEHMAN (B.A.) is a producer, rough-cut editor, videographer and account executive with Mantis Media, a small independent production company in Denver.

ANNEMARIE MOODY (B.A.) is working as an online news editor for trade



Annemarie Moody

publication Animation World Network out of Hollywood. She moved to Los Angeles after three years in various reporting and writing positions with The Arizona Republic.

## 2005

KATHRYN ELECTONA (B.A.) is an account executive for the San Francisco 49ers.

CORINNE HAUTALA (B.A.) is a morning weekend anchor and reporter for WTLV/WJXX (NBC/ABC) in Jacksonville, Fla.

THOMAS DEMANE (B.A.) is a producer for 12 News (KPNX) in Phoenix. He was nominated for a 2008 Rocky Mountain Emmy in the new media category Best Webcast of 2008.

KUNAL PATEL (B.A.) is the Pan European project manager for Walt Disney Co. in London.

BRANDON QUESTER (B.A.) is a civilian public affairs specialist for the Wyoming National Guard. As a combat correspondent, he reports stories about the military through articles and photography while also freelancing for the local AP bureau.

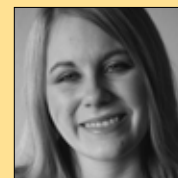
## 2006

ILAN BRAT (B.A.) is a reporter for The Wall Street Journal in Chicago.

MIKE DANIELS (B.A.) is a general assignment reporter at KESQ-TV (ABC) in Palm Springs, Calif. He previously spent two years at KJCT-TV in Grand Junction, Colo.

HOLLY MORGAN DULL (B.A.) is the morning anchor at WPDE-TV (ABC) in Myrtle Beach, S.C. She anchored the morning show at the NBC affiliate in Casper, Wyo., before her move east.

LINDSAY WALKER HARREL (B.A.) is a curriculum editor for Grand Canyon University's Curriculum Design and Development Department in Phoenix.



Lindsay Walker Harrel

## OUR ALUMNI



Charlie O'Brien

**CHARLIE O'BRIEN** (B.A.) is a writer for Socius Marketing in Tampa, Fla.

**STEPHEN ROGOWSKY** (B.A.) is an office production assistant for 3 Ball Production in Los Angeles.

**IAN SCHWARTZ** (B.A.) is a general assignment reporter at KRQE-TV (CBS) in Albuquerque, N.M.



Ian Schwartz

2007

**STJEPAN ALAUPOVIC** (B.A.) works at KNOW99 Television, the city of Phoenix's youth and education channel. He won a Regional Emmy Award, a Telly Award and a Videographer Award of Distinction for his work on the documentary "Holy Hunger: In the Midst of Plenty."

**EVAN DOHERTY** (B.A.) is a freelance weekend sports producer for KGO-TV (ABC) in San Francisco.

**HAILEY FRANCES** (B.A.) is an entertainment reporter for KIAH-TV (CBS) in Houston, Texas.



Lauren Whitney Haire

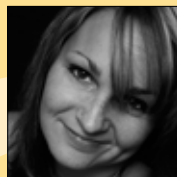
**LAUREN HAIRE** (B.A.) is the morning and weather anchor at KKCO-TV (NBC) in Grand Junction, Colo.

**TYLER HALE** (B.A.) is the marketing coordinator for MySpace.com in Los Angeles.

**IRIS HERMOSILLO** (B.A.) is a weather forecaster at KCTV-TV (NBC) in Kansas City, Mo. She previously forecasted weather in Joplin, Mo.

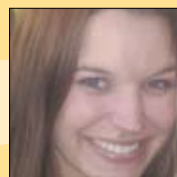
**ASHLEY MCNAMEE** (B.A.) is an anchor and reporter for WEEK-TV (NBC)/WHOI-TV (ABC) in Peoria/Bloomington, Ill.

**CHRIS SHEPPARD** (M.M.C.) is earning his J.D./M.B.A. at the University of Washington in Seattle.



Jamie Scharer

**JAMIE SCHARER** (B.A.) is a news assistant and stylist for the fashion section of The Arizona Republic.



Lauren Wise

**LAUREN WISE** (B.A.) founded a freelance writing, editing and publishing company called Midnight Publishing in Scottsdale. She writes for numerous Web sites, is an online editor for Ehow.com and is writing a novel.

2008

**ANDREA AKER** (M.M.C.) owns and operates Aker Ink Public Relations in Scottsdale.

**REBECCA ARMENDARIZ** (B.A.) is a public relations specialist for Banner

Health in Phoenix. She also was appointed co-chair of the EMS Relations Committee at Banner Health.



Kristi Eaton

**KRISTI EATON** (B.A.) recently returned to the United States after working as a reporter for the Saipan Tribune in Saipan. During her time there she reported from Tokyo, Shanghai, Beijing and Apia, Samoa.

**SAM ESHELMAN** (B.A.) is a reporter for The Fan AM 1060 KDUS in Phoenix.

**JONATHAN FRANKEL** (B.A.) is the government relations program coordinator for Bushtex Inc.

**BRIAN INDRELUNAS** (B.A.) is a multimedia journalist at The Desert Sun in Palm Springs, Calif. He reports for the newspaper and works on its Web site, mydesert.com.

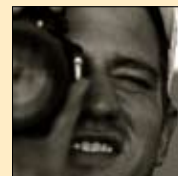
**KATARINA KOVACEVIC** (B.A.) is the communications coordinator at the Scottsdale Convention & Visitors Bureau. She also does freelance marketing and public relations work and serves as the budget fashion examiner for the Phoenix Examiner.

**JERRI MANLEY** (B.A.) is an associate producer for 3TV (KTVK) in Phoenix.



Jacqueline Mazur

**JACQUELINE MAZUR** (B.A.) is a general assignment reporter for WHBF-TV (CBS) in Rock Island, Ill.



Dan O'Connor

**DAN O'CONNOR** (B.A.) is a reporter and photographer for The BVI Beacon in the British Virgin Islands. He also covers business, tourism and government affairs working for The Associated Press as a Caribbean correspondent.



Fall graduates pose for a picture with Cronkite School faculty members Susan Green and Mark Lodato (in black robes). Photo by Lindy Mapes



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.

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Or go online at [cronkite.asu.edu/alumupdates](http://cronkite.asu.edu/alumupdates).

Photo by Lindy Mapes

SARAH OWEN (B.A.) is a reporter for the Sauk Valley Newspaper in Dixon, Ill.

CARLY SCHENCKER (B.A.) is a publicist assistant at BNC Public Relations in Los Angeles.

AMANDA SOARES (B.A.) is a multimedia political reporter for the statewide political news service The Arizona Guardian.



Amanda Soares

TIFFANY TCHENG (B.A.) is a public relations specialist at Banner Estrella Medical Center in Phoenix. She is also pursuing a Master of Healthcare Innovation at ASU's College of Nursing and Health Innovation.



Tiffany Tchong

JEN WAHL (M.M.C.) is a reporter at KBCI-TV (CBS) in Boise, Idaho.



Jen Wahl

JOE BARTELS (B.A.) is the Roswell bureau reporter at KOB-TV (NBC) in Albuquerque, N.M.

RYAN CALHOUN (B.A.) is a reporter at WRDW-TV (CBS) in Augusta, Ga.

DREW DICKMAN (B.A.) is a general assignment reporter at K2TV (ABC) in Casper, Wyo.

LEAH DURAN (B.A.) volunteers at Montezuma Castle National Monument in preparation for a 10-month stint with AmeriCorps and the Student Conservation Association, where she will facilitate environmental education and conservation projects in Massachusetts.

SHANNON GREEN (B.A.) is assistant online editor at USAToday.com in McLean, Va.

KRYSTLE MORITZ (B.A.) is a weather forecaster for KTVL (CBS) in Medford, Ore.

CLAUDIA KOERNER (B.A.) is a database intern at The Atlanta Journal-Constitution.

ERISA NAKANO (B.A.) is the Farmington bureau reporter at KOB-TV (NBC) in Albuquerque, N.M.

STEVE NIELSEN (B.A.) is a morning anchor at KFDX-TV (NBC) in Wichita Falls, Texas.

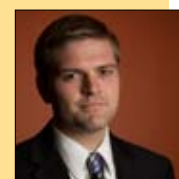
CELESTE SEPESSY (B.A.) is the lead fitness writer for the National Academy of Sports Medicine PRO in Mesa, Ariz.



Celeste Sepessy

JOSH SPRAGUE (M.M.C.) assists in research and Web site development for Mediactive.com and MediaCritic.com, two projects committed to improving the future of journalism.

JEFF SKRZYPEK (B.A.) is a reporter for KEZI-TV (ABC) in Eugene, Ore.



Jeff Skrzypek

JOSH ZUBER (B.A.) is a reporter at KCWY-TV (NBC) in Casper, Wyo.

## 2009

JEREMY ALM (B.A.) is a reporter/producer at KJCT-TV (ABC) in Grand Junction, Colo.



# *Thanking our Supporters*

**T**he Walter Cronkite School for Journalism and Mass Communication would like to thank its many hundreds of donors who combined to donate more than \$7 million to the school in the past fiscal year, which ended on June 30, 2009. The school's leadership is humbled by the tremendous support of our friends and advocates that has enabled us to provide a superior professional journalism education to our students while simultaneously working to advance the future of news content and delivery. We thank the generous individuals, foundations and corporations listed on the following pages who have contributed funding to the Cronkite School this year.

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Stacy Holmstedt '96 '99	Paula Leslie '88 and Eddie Mankel	Debi and Jeffrey Rassas
Debra Hood '88	Marker Advisors	Ray The D.J.
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### *Consider supporting the Cronkite School today.*

#### **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.

For more information, please contact Bethany Taylor at 602.496.9444 or [bethany.taylor@asu.edu](mailto:bethany.taylor@asu.edu).

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Carolyn and Richard Stein '75  
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Margaret Childs-Watson and Donald Watson '71  
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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.

## Professor Honors Mother with Book Scholarship

Every day, Cronkite School faculty and staff work to provide students with the best possible educational experience. Some take their devotion to the school and its students one step further by making financial contributions.

Associate Professor Mary-Lou Galician created the Evelyn-Nancy Galician Memorial Book Scholarship 20 years ago in memory of her mother. Galician said that when her mother died she wanted to do something that would be a living memorial. Her mother was an avid reader and a leader in charitable activities, so student scholarships to help defray the cost of text books were the ideal memorial, she said.

Galician plans to continue the scholarship in the years to come. "I would never dream of not doing it. To me, it is a commitment—a commitment to my mother, to the Cronkite School and to our students," she said.



Mary-Lou Galician

Galician is not the only faculty member who makes financial gifts to the Cronkite School. Three of the school's emeriti faculty members—Bob Ellis, Joe Milner and Ben Silver—have established scholarships at the school. Six members of the faculty and staff are members of the Dean's Club, a recognition group for donors who make annual contributions of \$1,000 or more. And many more make regular annual donations.



# Holden Serves an Unprecedented Second Term as President of Board

BY ALISSA FISET

When Ron Bergamo was killed in an auto accident in January 2008, news of the tragedy sent shock waves through the Valley and its media community.

The loss of the popular and charismatic general manager of AZ-TV also left a major leadership hole at the Cronkite School. Bergamo, a longtime supporter of the school, had just been named president of the Cronkite Endowment Board of Trustees.

When Dean Christopher Callahan thought about who could fill the large void left by Bergamo, he immediately called his friend, Win Holden. The publisher of Arizona Highways magazine was another longtime Cronkite School supporter and a close friend of Bergamo.

Holden had already served a two-year term as president of the board in 2004 and 2005. Tradition dictated that presidents serve only a single, two-year term. But this was an extraordinary time, and the school needed a strong figure to not only replace Bergamo but to help lead the upcoming 25th-year celebrations of the school and the opening of the new building in downtown Phoenix.

"It was asking an awful lot of someone who had already given so much to the Cronkite School, but we really needed Win," Callahan said. "And of course, in typical Win fashion, he graciously and immediately accepted our request to become president again."

Holden is typically modest when discussing his service to the Cronkite School.

"I hope that the board has been an asset for the school, a good sounding board for the dean, and will continue to be so," he said.

Holden went on to serve his second term as board president in the most important time in the history of the school. With Holden at the helm of the board, the school hosted a week-long celebration of its 25th year and its new home. And Holden designed and championed a successful fundraising campaign to name the boardroom in the new building the Cronkite Endowment Board Executive Boardroom.

Holden has been publisher of Arizona Highways since 2000. The magazine is recognized as one of the finest travel magazines in the world, with more than 165,000 subscribers in 120 countries. He previously served as executive vice president and chief operating officer for Moses Anshell marketing communication firm in Phoenix, as general manager of the publishing division of MAC America Communications, and as publisher and editor-in-chief of Phoenix Magazine. He has served on the Cronkite Endowment Board since 1995.

Holden has held many positions in the community, including life director and past president of the Fiesta Bowl, chair of the Phoenix Citizens Transit Commission, secretary of the International Regional Magazine Association board of directors, president of the executive council of King of Glory Lutheran Church in Tempe and chair of the Phoenix Pride Commission.

"The loss of Ron was devastating to all of us, and it's a great testament to Win, his good friend, that he was so willing to jump in and take over the leadership again," Callahan said. "We are all very lucky to have such a great friend and advocate for our students and school."

"I hope that the board has been an asset for the school, a good sounding board for the dean, and will continue to be so."

— Win Holden  
Chair, Cronkite Endowment Board



Win Holden welcomes the crowd to the annual Walter Cronkite Award for Excellence in Journalism luncheon. Photo by Deanna Dent





## Cronkite Endowment Board

BY ALISSA Fiset

The Cronkite Endowment Board of Trustees is made up of 50 top media leaders from across the Valley. They include general managers from radio and television stations, editors and publishers from newspapers and magazines, public relations executives and other leaders in the journalism profession.

"It's an active, engaged, high-profile group. These are important, significant, powerful people," said Win Holden, president of the Endowment Board. "And yet they devote a substantial amount of their time to attend the meetings, provide internships and mentor opportunities, go to the luncheon and go to the various events."

The Cronkite Board is responsible for providing counsel and support to Cronkite School Dean Christopher Callahan as well as working on projects such as developing internships and mentorships and establishing outreach to the minority student community. The Cronkite Board's chief job is raising financial support for the school through the staging of the annual Walter Cronkite Award for Excellence in Journalism Luncheon, which is one of the largest, most-anticipated journalism gatherings in the Valley. The luncheon, which usually draws more than 1,000 guests, includes the presentation of the Walter Cronkite Award for Excellence in Journalism to an individual who has displayed outstanding journalism skills.

- Ray Artigue, president, Barclay Communications Inc.
- Susan Bitter Smith, executive director, Arizona-New Mexico Cable Communications Association
- David Bodney, partner, Steptoe and Johnson, LLP
- Art Brooks, president and CEO, Arizona Broadcasters Association
- Christopher Callahan, dean, Walter Cronkite School of Journalism and Mass Communication
- Paula Casey, executive director, Arizona Newspapers Association
- Tom Chauncey, attorney, Gust Rosenfeld
- Jack Clifford, president, Clifford Consulting
- Michael Connelly, senior vice president/general manager, FSN Arizona
- Araceli de Leon, general manager, Telemundo Arizona - NBCU
- Michael Dee, president, Arizona Foothills Magazine
- David Eichler, founder, David and Sam PR
- Elvira Espinoza, publisher, La Voz Publishing, LLC
- Nat Galvin, general manager, The Edge 103.9 and Power 98.3
- Derrick Hall, president and CEO, Arizona Diamondbacks
- Eric Hellum, president, GAP Broadcasting
- Don Henninger, publisher, Business Journal
- Michael Hiatt, publisher, Phoenix Magazine
- Win Holden, publisher, Arizona Highways Magazine
- Roger Hurni, partner, Off Madison Ave.
- Laura Jordan, owner, The Jordan Group, Inc.
- Susan Karis, executive vice president of operations/western region, Clear Channel Radio
- Dottie Kobik, president, Monarch Events, Inc.
- Ken Kwilosz, vice president/general manager, KPHE - TV/Lotus TV
- Ginger Lamb, vice president and publisher, Arizona Capitol Times
- Fritz Leigh, associate dean, Walter Cronkite School of Journalism and Mass Communication
- Randy Lovely, editor, The Arizona Republic
- Fran Mallace, vice president/general manager, Cox Media
- Kelly McCullough, general manager, Eight/KAET
- Joe Milner, professor emeritus, Walter Cronkite School of Journalism and Mass Communication
- John Misner, president and general manager, KPNX-TV Channel 12
- Art Mobley, president and CEO, World Wide Radio
- Manny Molina, president, Molina Media Group
- Chris Moncayo, general manager, Entravision Communications
- Julie Moreno, CEO and publisher, The East Valley Tribune
- Mary Morrison, owner, Mary M Media
- Pat Nevin, general manager, KSAZ-TV
- Nick Nicholson, president and general manager, KTVK - TV/KASW - TV
- Mary O'Hanlon, chief operating officer, Barclay Communications Inc.
- Jose Luis Padilla, vice president and general manager, Univision
- Jose Rodiles, general manager, Sun City Communications, KVIB-FM
- Carleton Rosenburgh, senior VP- newspaper division (retired), Gannett Co. Inc.
- Mark Steinmetz, president, Gross Communications
- Robert Stieve, editor, Arizona Highways Magazine
- Scott Sutherland, vice president/market manager, KTAR
- Loren Tapahe, publisher, Arizona Native Scene
- James Taszarek, president, TazMedia, Inc.
- Janice Todd, vice president and general manager, ABC 15 KNXV-TV
- Diane Veres, general manager, Clear Channel Outdoor
- Alicia Wadas, director of public relations, The Lavidge Company
- Mark Waters, senior vice president/market manager, CBS Radio
- Clancy Woods, president, Sporting News Radio
- John Zidich, publisher, The Arizona Republic

CURRENT BOARD MEMBERS



# INVEST IN THE CRONKITE SCHOOL

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!

To contribute to the Cronkite School, fill out the form below and send to:  
ASU Foundation, Attn: Cash Receipting, PO Box 2260, Tempe, AZ 85280-2260,  
or fax the form to 602.496.5116, or contribute online at [cronkite.asu.edu/giving](http://cronkite.asu.edu/giving).

All funds will be deposited with the ASU Foundation, a separate non-profit organization that exists to support ASU. Your payment may be considered a charitable contribution. Please consult your tax advisor regarding the deductibility of charitable contributions.

1. ☐ 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)

2. I would like to direct my gift or pledge to the following account:

- ☐ The Dean's Investment Fund (Academic Enrichment Fund) (30001320).

When you direct your gift to the Dean's Investment Fund (Academic Enrichment Fund) (30001320), you 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 \_\_\_\_\_

3. Please select payment method: ☐ Check (payable to ASU Foundation)

Credit Card: ☐ Visa    ☐ MasterCard    ☐ Discover    ☐ American Express

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

4. ☐ My (or my spouse's) employer is a matching gift company.

Name of employer: \_\_\_\_\_

## THANK YOU.

Your generous support is appreciated!

**ASU**® Walter Cronkite  
SCHOOL OF JOURNALISM  
AND MASS COMMUNICATION  
ARIZONA STATE UNIVERSITY

# ALUMNI UPDATE FORM

Don't be shy! Go online at [cronkite.asu.edu/alumupdates](http://cronkite.asu.edu/alumupdates) and tell us what you're doing.

Please help us update and maintain our files by filling out and returning this form to:

Walter Cronkite School Alumni Update, 555 N. Central Ave., Suite 302, Phoenix, AZ 85004-1248, or fax to 602.496.5116.

☐ New Information ☐ Updated Information

Gender: ☐ Male ☐ Female

Title: ☐ Dr. ☐ Mr. ☐ Mrs. ☐ Ms.

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Maiden Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Country: \_\_\_\_\_ Zip: \_\_\_\_\_

Graduation Year: \_\_\_\_\_

Degree: ☐ BA

☐ BS

☐ MMC

Place of Employment: \_\_\_\_\_

Job Title: \_\_\_\_\_

Please give us your preferred method of contact:

E-mail: \_\_\_\_\_

Telephone: \_\_\_\_\_

Contact preferences: ☐ Receive newsletter by e-mail ☐ Receive Cronkite School publications

Involvement:

☐ I would like to be involved in school events


If "Yes," what type of involvement interests you?:

☐ Mentor current student ☐ Attend job fair as representative of my company ☐ Serve on a school committee

Suggestions:

## THANK YOU





## 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, is also housed 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.

# Join the Cronkite Legacy

## ASU Walter Cronkite School of Journalism and Mass Communication

Contact Bethany Taylor for more information: 602.496.9444 | [bethany.taylor@asu.edu](mailto:bethany.taylor@asu.edu) | [cronkite.asu.edu](http://cronkite.asu.edu)

