

# The Cronkite Journal

2010-2011

WALTER CRONKITE SCHOOL OF JOURNALISM AND MASS COMMUNICATION



## Cronkite Legacy Lives on at His School

NBC Broadcasts from the School's Rooftop  
News21 Students Report on Transportation Safety  
School Builds Global Hub of Business Journalism



# Stay Connected to the Cronkite School

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

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

Our multimedia website features details on all  
Cronkite programs, faculty and student work.

## Facebook

[facebook.com/CronkiteSchool](https://facebook.com/CronkiteSchool)

Our Facebook community page has the latest  
news from the Cronkite School.

## Twitter

[twitter.com/Cronkite\\_ASU](https://twitter.com/Cronkite_ASU)

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

## RSS Newsfeed

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

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

## 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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Photo by Tom Story

Front cover:

(Top) Students do multimedia reporting out of the Cronkite News Service newsroom.

Photo by Brandon Quester

(Bottom, left) Students, faculty and staff gather for a tribute to Walter Cronkite in the First Amendment Forum. Photo by Molly J. Smith

(Bottom, right) Cronkite NewsWatch student Jonathan Thomas interviews Robin Phillips, Web managing editor, Donald W. Reynolds National Center for Business Journalism. Photo by Brandon Quester

# Remembering Walter and His School

*Two months after Walter Cronkite's death on July 17, 2009, the school that proudly bears his name held a day-long tribute to the former CBS News anchor. That day, The Arizona Republic published a column written by Cronkite School Dean Christopher Callahan remembering the man and what he meant to his school, a generation of journalism students and the future of journalism education. The column is reprinted here.*

Twenty-five years ago, Tom Chauncey called an old friend for help.

The late owner of the CBS affiliate in Phoenix, along with Bill Shover of The Arizona Republic, Chauncey's son, Tom Chauncey II, and other Valley media leaders, were working to help the relatively small, thinly funded journalism department at Arizona State University.

Chauncey called his friend, Walter Cronkite, who agreed to lend a hand — and his name. On April 27, 1984, the Arizona Board of Regents officially changed the name of the program in honor of the former CBS Evening News anchor.

"We started answering the telephone the next day 'Cronkite School,'" said Doug Anderson, who led the Cronkite School for nearly half of its 25 years.

And that changed everything.

With Cronkite's name and guidance and with Anderson's leadership, the school quickly rose to national prominence. The faculty grew, students started winning national competitions and the university and supporters began investing more in the school.

Today, the Cronkite School is widely considered one of the elite professional journalism programs in the nation, with a new state-of-the-art home in downtown Phoenix and laboratories, newsrooms and innovative programs that focus on the future of journalism.

And the relationship that started with a phone call from an old friend grew over a quarter-century in ways that went far beyond a name.

Each year, Cronkite presided over a luncheon for the Walter Cronkite Award for Excellence in Journalism that has grown into one of the Valley's most anticipated events, with more than 1,000 attendees annually.

He developed close relationships with faculty members, school leaders and supporters, and he provided critical guidance to help shape the school's programs and direction.

The most special relationship, though, was with — as Walter would always call them — "our students." It was remarkable to watch. Young women and men, with parents barely old enough to remember Cronkite behind the anchor desk, lit up when he walked into a room. They hung on his every word as he thoughtfully answered their questions. They lined up just to shake his hand. And he loved every minute of it. He would talk to many students individually, asking them about their classes, goals and dreams.

In what turned out to be his last visit to ASU in 2007 before declining health prevented him from traveling, a group of some 100 students gathered with just

minutes notice that Walter was in the building. He held them spellbound. Toward the end, after talking about his coverage of World War II, Vietnam, Apollo, Watergate and presidents from Truman to Reagan, he talked about how important "our school" and the students were to him. It was spoken with enormous pride and affection.

Iconic images of Walter will live on in our collective consciousness: pausing to compose himself as he told the nation that its young president was dead; joyously exclaiming "Oh, boy" as man set foot on the moon; courageously reporting from the front lines in Vietnam that the war was not winnable.

But his greatest legacy will be the journalistic values that he embodied better than anyone before or since — the values of honesty, accuracy and integrity that led a nation to call him "the most trusted man in America" — and the passing on of those values to future generations of great journalists.

Today we will celebrate Walter's life and legacy with a series of events in the school's First Amendment Forum. And each year we will host a "Cronkite Day" to preserve the memory of this remarkable man, great American and unparalleled journalist.

Most important, however, we will continue to bring Walter — his spirit, his passion and his values — into our classrooms and newsrooms every day.

Walter Cronkite's students and his school deserve nothing less.

Dean Christopher Callahan

Photo by Luis C. Lopez



# Cronkite School Helps ASU Deliver on Promises

Arizona State University today is the outcome of a comprehensive re-conceptualization representing an effort to pioneer the foundational model for what we term the “New American University” — an egalitarian institution committed to academic excellence, inclusiveness to a broad demographic and maximum societal impact. With these goals in mind, the university has positioned itself as a competitive global knowledge enterprise possessing the capacity to advance on any challenge that confronts our nation through discovery, innovation and creativity.

Our success has been noted internationally, and our status as one of the leading 100 global universities was reaffirmed in the assessment conducted by the Institute of Higher Education, Shanghai Jiao Tong University, which ranked ASU 81st in its 2010 “Academic Ranking of World Universities.” ASU ranks in the top tier of national universities according to US News & World Report and fifth among “Top Up-and-Coming Schools” in its most recent edition of “America’s Best Colleges.” Forbes placed ASU 28th in its list of the 100 best colleges in America, and Princeton Review designated ASU one of the nation’s 50 “Best Value” public colleges and universities.

Clearly, we are delivering on our promise to provide all qualified Arizona students with unrivaled educations without financial barriers and transforming the quality of life and economic competitiveness of our state even as our academic community

seeks solutions to the grand challenges confronting humanity.

Over the past five years, the Walter Cronkite School of Journalism and Mass Communication has emerged as one of the pre-eminent professional schools of journalism in the nation. Under the inspired leadership of founding Dean Christopher Callahan, the school has become a transformational catalyst influencing both scholarship and practice in a period of unprecedented transition and renewal in the media.

Since his arrival, the dean has recruited to our faculty some of the leading figures in journalism, such as former Washington Post Executive Editor Leonard Downie Jr. He also presided over the installation of the school in the \$71 million, state-of-the-art media complex on our downtown campus. With Dean Callahan at the helm, the school has garnered recognition from and fostered collaboration with institutions and organizations that set the gold standard in the field — attesting to the school’s position at the forefront of innovation.

Journalism has been taught at ASU since 1931, but it was when the program was named in Cronkite’s honor in 1984 that the enterprise was immediately vaulted onto the center stage of national journalism education.

While we were deeply saddened by the passing of the school’s namesake, Walter Cronkite, in 2009, we recognize that his legacy will live on in the generations of



Photo by Tom Story

journalists who will be trained to meet the expectations for the profession he defined. He set the standard for trustworthy journalism in our nation and around the world, and students who learn the craft of journalism at the Cronkite School will go forth as proponents of the same basic tenets that Mr. Cronkite epitomized throughout his career — accuracy, timeliness, objectivity and fairness.

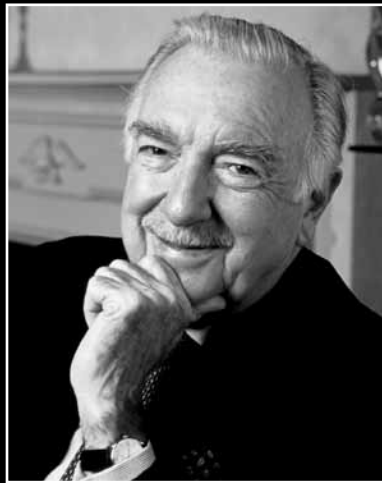
Over the past quarter-century, Mr. Cronkite has been an important presence on our campuses, inspiring students and helping to guide and advance the school to its current standing as one of the best in the nation. In his memory, we reaffirm the commitment of the entire university to the principles of the First Amendment and the advancement of the Fourth Estate.

President Michael M. Crow

“Iconic images of Walter will live on in our collective consciousness ... but his greatest legacy will be the journalistic values that he embodied better than anyone before or since ... and the passing on of those values to future generations of great journalists.”

— Christopher Callahan,  
Dean

**“What Would Walter  
Want Us to Do?”  
Cronkite Legacy Lives on  
at His School**



In their first week of school, in their first journalism class, freshmen at the Walter Cronkite School of Journalism and Mass Communication are asked what they know about Walter Cronkite.

More than a year after Cronkite's death and 21 years after he last anchored the CBS evening news, hundreds of 18-year-olds raise their hands. They've never met Cronkite. They've never even seen him on television, but they know exactly who he is, and they're excited and proud to be at his school.

They cite Cronkite's honesty, integrity and work ethic. They call him unbiased, straightforward and old fashioned — in a good way.

Emily Hopwood of Peoria, Ariz., said Cronkite is one of the reasons she chose the school. He was "very old fashioned when reporting the news — straight up, honest and with details," she wrote for a class bio. "He was a true journalist."

Jillian Idle of Palm Beach Gardens, Fla., said her goal is to "follow in his footsteps and become known as the most trusted woman in America."

If Cronkite Dean Christopher Callahan has way, freshmen will be saying similar things 10, 50 and 100 years from now. He's doing everything he can to make sure that Cronkite's legacy lives on.

"I think if there's a legacy that we can help provide at the Cronkite School," Callahan said, "it's the legacy of Cronkite's values: accuracy, objectivity, fairness and thoroughness in journalism."

Those values are built into the curriculum, which emphasizes the ethical practice of journalism at the highest levels, and they're exemplified by the faculty, many of whom got to know Cronkite well over the years.

And while Cronkite did not live to see the school's new building completed in downtown Phoenix, the building itself is a daily reminder of Cronkite's continuing presence. His signature signoff, "And that's the way it is," is inscribed on the walls overlooking the First Amendment Forum. The hallways hold photos of Cronkite with "our students," as he always called them. And his Emmy awards and career memorabilia take up an entire wall in the school's gallery of journalism history.

"I still think the spirit of Walter is in these hallways," said Associate Professor B. William Silcock. "I think there are decisions that are made even today that the leadership team stops and thinks, 'You know, I wonder what Walter would want us to do.'"

### A Broadcast Career

Early in his career, as a reporter for United Press International in World War II, Cronkite was part of "The Writing 69th," a group of correspondents who accompanied Allied forces fighting in Europe.

The correspondents went where the soldiers went and were exposed to many of the same dangers. One of their members, Bob Post, a reporter for The New York Times, was killed when a plane was shot down by enemy forces.

According to Cronkite's autobiography, "A Reporter's Life," on that same mission in Wilhelmshaven, Germany, Cronkite was pressed into service to man a gun in a B-17 Flying Fortress. At the

time, war correspondents were routinely trained to handle such tasks.

The correspondents had to fight other battles to get their stories published. Military censors often killed stories they thought would give the enemy an advantage.

More than four decades later, Cronkite's career was defined by another war. The year was 1968, and Cronkite, then anchor of the "CBS Evening News," traveled to Vietnam to report on the Tet Offensive.

Cronkite produced an unusual on-air editorial in which he said he was stepping outside his role as a reporter to share some personal thoughts about Vietnam. He told the American public that he didn't think the war could be won. Many credit him with turning the tide of public opinion against the war.

It was a risky move, said Cronkite Professor Donald Godfrey, who teaches about the history of mass communication.

"He felt we needed to know what was going on over there and that we hadn't always been getting the facts, so he went over there himself to get those facts — and it was not a light decision to do that," Godfrey said.

Still, Cronkite is best known for a rigorous objectivity that kept viewers like Godfrey wondering what the anchor really thought about the news he was responsible for delivering each night.

"I didn't know if he was right, left, middle or center, liberal or conservative," Godfrey said. "I just knew that from Walter I could get the facts."

And that, Godfrey said, is how Cronkite became the "most trusted man in America."

"His lasting legacy is the trust," Godfrey said. "His motto was: 'Get the news first and get it right,' and he strived to do that. He was a perfectionist in that way."

Cronkite joined CBS in 1950 and would spend the next 31 years at the network. He reported on the pivotal stories of his time — the battles over civil rights, the Apollo moon landings and the Watergate scandal among them.

On Sept. 2, 1963, Cronkite interviewed President John F. Kennedy during CBS News' first half-hour network newscast. On Nov. 22, 1963, it was Cronkite who relayed the news from Dallas that Kennedy had been killed and that Lyndon B. Johnson was the nation's new president.

Ten years later, he took a call during a commercial break of his live broadcast and returned to tell the nation that Johnson had died.

Cronkite's son, Chip, remembers his father as being calm and steady, whether he was delivering the news, driving a race car or steering a boat.

"He was dedicated, proficient and reliable and would be able to get you across the fog-enshrouded bay or whatever and get you to a safe harbor," Chip Cronkite said.

After retiring from CBS in 1981, Walter Cronkite began producing documentaries with his son, a freelance film editor, and Sanford Socolow, a close friend and executive producer for the "CBS Evening News." The three produced 12 one-hour documentaries on current affairs over a period of three years for the Discovery Channel.

The challenge was to produce documentaries months in advance

that would seem fresh and topical when they were released. That, Chip Cronkite said, was much easier to do with his father around.

“My dad was always good at figuring out what the next season’s story would be, what was happening three months ahead of time.”

### Cronkite and His School

Cronkite’s relationship with ASU started with a phone call from a friend.

Tom Chauncey, majority owner in the CBS affiliate in Phoenix and a supporter of the journalism program at ASU, asked Cronkite if he would consider putting his name on the school.

Cronkite, who had stepped down from the CBS anchor chair a few years earlier, immediately said yes. His only condition was that the school’s new title had to contain the word journalism.

Doug Anderson, who was director of the school from 1987 to 1999, said Cronkite’s name made a huge difference, setting it on a path from “a good, solid regional program” to a national powerhouse.

The change, said Chauncey’s son, Tom Chauncey Jr., came overnight. The school gained “instant credibility and nationwide recognition,” Chauncey said. Suddenly, the school could attract the nation’s best students, creating “a synergy that built upon itself to make the struggling department into one of the top schools in the country.”

In an interview for a documentary about Cronkite shortly after his death, Callahan said it “would have been more than enough to have the greatest name in journalism on the journalism school you’re trying to take forward.”

But Cronkite gave far more than that. Over the next quarter-century, he would get deeply involved with the school, helping to select and advise its leadership, meeting with students and faculty and traveling to Arizona each year to personally give the Walter Cronkite Award for Excellence in Journalism to one of the nation’s leading journalists.

When ground was broken for the new building in downtown Phoenix in 2007, Cronkite was there, shovel in hand, posing for pictures and talking about the future of journalism education.

But his greatest joy seemed to be spending time with students.

He would visit classes, watch students produce the news and give them advice — on and off camera.

Cronkite always referred to ASU journalism majors as his students, said Jim Dove, the school’s chief broadcast engineer.

“He always said, ‘These are my students; these are my people,’” Dove said. “He was incredibly proud of the facilities, incredibly proud of the faculty and especially the students.”

Cronkite junior Mallory Kydd said she’ll never forget the time in 2007 when Cronkite visited members of the freshman class who were part of Cronkite Village, a group of students who lived together in a residence hall on the Tempe campus.

“We were just so excited to be able to see him,” she said. “The whole experience itself was surreal. He’s more than just a legend; he’s a role model.”

Kenneth Wong, a 2010 Cronkite graduate, said he met the school’s namesake three times and valued each experience as if it would be his last.

“We kind of cherished our opportunities to see Cronkite,” he said. “In the back of my head, I (thought), ‘You know, this might be the last time and I have to soak in every minute of it.’”

When Cronkite died in July 2009, hundreds of students and former students wrote about Cronkite in a school blog.

Some like Adam Klawonn, who graduated in 2001, addressed their comments directly to the man they had come to revere. “The school you left behind is a monument, but the students you inspired are a legacy,” Klawonn wrote. “Thanks for being the example for all of us youngsters to follow.”

### A Special Relationship

Cronkite faculty got to know the school’s namesake well over the years.

John Craft, the school’s most senior faculty member, remembers when he chaired a committee to select a new school director more than 10 years ago. One day, Cronkite’s secretary phoned asking if he wanted to have lunch with Cronkite, who had a few things to say about the search. Naturally, Craft agreed.

“We spent lunch one-on-one while he talked about the kind of person he thought would be a good match for the school,” said

**“Professionally, the day he died, I lost my North Star. It’s why this honor you’ve given me today ... is the highest honor I’ve received above all in my career. I get to have my name mentioned alongside Cronkite, in the same sentence as the man I grew up wanting to be.”**

— “NBC Nightly News” anchor Brian Williams, accepting the Cronkite Award in 2009





Craft, who now is the curator of the Marguerite and Jack Clifford Gallery, which houses memorabilia from Cronkite's career. Cronkite offered suggestions, but he never dictated. "He had a way of making you feel very, very comfortable," Craft said.

Steve Doig, the school's Knight Chair in Journalism, came to the school in 1996 after a career at The Miami Herald. He remembers meeting Cronkite and being "delighted to discover that this man who had been an icon was as warm and engaging as he actually was. He was sharp, engaging — clearly deeply interested in journalism, the school and world events."

The two discovered a mutual interest in sailing. Doig had sailed the British Virgin Islands, and Cronkite often sailed with friends to the Caribbean and near his home in Martha's Vineyard.

"Every time Walter would come we would chat about his sailing, which he did late into life," Doig said. "He loved sailing, and that was a real connection point for us."

When Associate Professor Joseph Russomanno came to the Cronkite School 15 years ago, he received a special message in his mailbox — a hand-signed note from Cronkite welcoming him to the school. It's a gesture that Russomanno has never forgotten.

"He didn't have to do that for me...but it was very typical of the kind of gesture he was all too happy to make — extending that kind of welcome," Russomanno said.

And Cronkite frequently visited Associate Professor Mary-Lou Galician's classroom, where he seemed to thrive on the give and take with students.

"When his assistant would signal it was time for him to depart, he'd invariably wink at me or squeeze my hand and announce that he could stay a little a longer to answer a few more of my eager students' questions," Galician said in a written remembrance of Cronkite after he died. "Most of these young people weren't born when Mr. Cronkite was doing the nightly news, but they spoke of his visit as an educational experience they'd remember for the rest of their lives."

Students like Wong and Kydd are satisfied that future students, while they will never meet Cronkite, will share in his legacy.

"The school has embodied his journalistic spirit," Kydd said. "You can see that through the professors and through the faculty and through the students."

Added Wong: "He is more than just a name on a building."

Cronkite students Kaivan Mangouri, Nicole Gilbert, Sarah Macdonald and Eric Smith contributed to this story.

Learn more about Cronkite and his students at  
<http://cronkite.asu.edu/walter/cronkite-students.php>

Read more remembrances of Cronkite at  
<http://cronkite.asu.edu/rememberingcronkite>

## Cronkite and His Career

1916 — Cronkite is born in St. Joseph, Mo.

1933-1935 — He attends the University of Texas at Austin.

1939 — The newsman joins United Press as part of

"The Writing 69th," a group of correspondents

covering Allied war operations in Europe.

1950 — Cronkite joins CBS News in its Washington bureau.

1961 — The reporter covers the first manned flight into space,  
that of Alan Shepard Jr.

1962 — Cronkite takes over from Douglas Edwards as  
anchor of the "CBS Evening News."

1963 — Cronkite anchors the first 30-minute  
televised newscast.

1963 — He breaks the news in a live broadcast that  
John F. Kennedy has been assassinated.

1968 — In a now-famous moment when reporting on the  
Tet Offensive in Vietnam, Cronkite expresses his opinion  
that the war cannot be won.

1969 — The broadcaster reports on the Apollo 11 moon landing.

1972 — In a survey of American public opinion, Cronkite is  
voted "the most trusted man in America."

1981 — He retires from "CBS Evening News."

1981 — He receives a Presidential Medal of Freedom.

1984 — Cronkite's name is added to the School of Journalism and  
Telecommunication at Arizona State University.

1992-93 — With son Chip and friend Sanford Socolow, Cronkite begins  
to produce documentaries for the Discovery Channel.

1996 — Cronkite's autobiography, "A Reporter's Life," is published.

2007 — The former anchor breaks ground on a  
new building for the Walter Cronkite School of Journalism  
and Mass Communication in Phoenix.

July 17, 2009 — Walter Cronkite dies.



## Documentary Chronicles Cronkite and His School

When Walter Cronkite died in July 2009, his journalism career had been well documented. But less well known was the story of Cronkite's 25-year involvement with the Cronkite School.

Dean Christopher Callahan decided to rectify that with an hour-long documentary focusing on Cronkite and the journalism school. He approached Melanie Alvarez, a former CBS5 executive producer who now produces Cronkite NewsWatch, the school's award-winning student news broadcast. Was it possible, he asked, to produce the documentary in just eight weeks — in time to show at a special daylong celebration of Cronkite's life and career planned for that September?

"I remember the dean asking me, 'I know this is tight, but is it even possible?'" Alvarez said.

Producing a documentary like the one Callahan wanted would usually take a year, but Alvarez said she decided to give it a try because Cronkite "did wonderful, wonder-

ful things for this school, and that was a story that needed to be told — and that hadn't been told elsewhere."

Alvarez enlisted the aid of Cronkite production manager Jim Jacoby, student Michael Pelton and recent alumna Emily Graham. The foursome spent the first month compiling 35 interviews with alumni, faculty, students, journalists and school supporters. Next came two weeks reviewing 25 years of unlogged archive tapes of Cronkite's visits to the school, a process that Alvarez described as "mining for gold."

With all the pieces in place, the team spent the final weeks writing a script and editing the project. "Cronkite: Legend & Legacy" premiered on Cronkite Day in the First Amendment Forum and then aired statewide on Cox Cable.

"The documentary Melanie and her team produced would have been outstanding under any conditions, but considering the amazingly short turnaround time, it was

nothing short of extraordinary," Callahan said.

"I would pay it the ultimate compliment," he added. "Walter would have liked it."

To view "Cronkite: Legend & Legacy," go to <http://cronkite.asu.edu/node/793>



Photo by Molly J. Smith

## Walter Cronkite: The Reporter's Life

Walter Cronkite began his career as a news writer and editor for Scripps Howard and United Press International. He was a correspondent for UPI during World War II and after the war reopened news bureaus in Amsterdam and Brussels.

Cronkite was the chief correspondent covering the Nuremberg war crimes trials and also served as bureau manager in Moscow for the wire service.

In 1950, he joined CBS as a television correspondent. He was named anchor of the "CBS Evening News" in 1962 and the following year launched network television's first 30-minute newscast.

Cronkite reported on the pivotal stories of the 1960s and 1970s — the assassina-

tion of John F. Kennedy, the battles over civil rights, the Vietnam War, the Apollo moon landings and the Watergate scandal, among others.

Cronkite stepped down from the anchor desk at CBS News in 1981. Three years later, the journalism school at ASU was named in his honor. He returned to campus each year to talk with students and present the Walter Cronkite Award for Excellence in Journalism. Cronkite died in 2009.

Cronkite was the recipient of a Peabody Award, the William Allen White Award for Journalistic Merit, an Emmy Award from the Academy of Television Arts and Sciences, the George Polk Award and a Gold Medal Award from the International Radio and Television Society.

He was a longtime member of the Society of Professional Journalists.

His 1996 autobiography, "A Reporter's Life," was a best-seller. An avid sailor, Cronkite wrote the text for "South by Southeast," a record of his impressions sailing the waterways from Chesapeake Bay to Key West. A sequel, "North by Northeast," also was published.

### Read More About 'A Reporter's Life'

Cronkite's 1996 autobiography, "A Reporter's Life," was a New York Times best-seller. In it, the legendary broadcaster recalls numerous episodes from his life that provide perspective on his career and the television news industry of his time. Published by Knopf Doubleday Publishing Group in 1996, it is available on Amazon.com and at conventional bookstores.



**“Walter was always more than just an anchor. He was family. He invited us to believe in him, and he never let us down.”**

—Barack Obama,  
as reported by The Associated Press

## Annual Cronkite Day Informs, Inspires

The Cronkite School took time to honor Walter Cronkite's life, work and contributions to journalism during a special tribute two months after his death in 2009.

The special Cronkite Day featured live satellite interviews of Pulitzer Prize-winning journalist Bob Woodward of The Washington Post, PBS news host Jim Lehrer and former CNN anchor Bernard Shaw, all past winners of the Walter Cronkite Award for Excellence in Journalism. Former CNN anchor Aaron Brown, who now serves as the Walter Cronkite Professor of Journalism at ASU, conducted the interviews.

About 250 students, faculty, journalists and members of the public gathered in the school's First Amendment Forum to listen as the journalists recounted how Cronkite broke new ground in broadcast journalism during coverage of stories such as Watergate and earned the trust of America in the process.

“He had the most trust of anybody of his time,” Lehrer said.

Cronkite's coverage of the Watergate scandal was unprecedented, Woodward said. “The world did not know about Watergate at that point. Walter said, ‘These stories raise serious questions about what is going on in this presidential campaign.’ It was one of the all-time gutsy moves by an anchor.”

Shaw said that Cronkite was a role model who eventually became a colleague and a friend. “My two idols aside from my

parents were Edward R. Murrow and Walter Cronkite,” he said.

It was a day of reflection for faculty, staff and students, especially for those who knew Cronkite. Many stopped by the Marguerite and Jack Clifford Gallery to view display cases filled with Cronkite memorabilia, including his typewriter, pipes and awards.

Throughout the day, students visited a recording booth set up in the school's forum to record their thoughts about the school's namesake. Student Josh Frigerio said Cronkite continues to serve as a model to students.

“I think there's an industry standard and a Cronkite standard. How high that is I can't even imagine,” Frigerio said. “Nobody came close to doing what he did.”

Phoenix resident Darleen Phelan came to the event to remember Cronkite, whom she used to watch when he anchored the “CBS Evening News.” “You really felt that he was honest, that you could trust him ... telling it like it was,” Phelan said.

Two documentaries commemorating Cronkite's work — PBS' “Walter Cronkite: Witness to History” and the CBS production “That's the Way It Was, Remembering Walter Cronkite” — were shown on the big screen in the First Amendment Forum during the day. And the one-hour documentary, “Cronkite: Legend & Legacy,” produced by Cronkite School faculty, staff and students and with portions introduced by students, capped off the all-day tribute.

The Arizona Republic printed a column by Dean Christopher Callahan calling attention to the commemoration and the reasons for it.

In the piece, Callahan wrote: “Iconic images of Cronkite will live on in our collective consciousness: pausing to compose himself as he told the nation that its young president was dead, joyously exclaiming ‘Oh, boy’ as man set foot on the moon, courageously reporting from the front lines in Vietnam that the war was not winnable.

“But his greatest legacy will be the journalistic values he embodied better than anyone before or since — honesty, accuracy and integrity that led a nation to call him ‘the most trusted man in America’ — and the passing on of those values to future great journalists.

“Today we will celebrate Cronkite's life and legacy with a series of events in the school's First Amendment Forum. And each year we will host a ‘Cronkite Day’ to preserve the memory of this great American and unparalleled journalist. Most important, however, we will continue to bring Cronkite — his spirit, his passion and his values — into our classrooms and newsrooms every day.

“Cronkite's students and his school deserve nothing less.”

Read the full column at [azcentral.com: http://goo.gl/8z2i7](http://azcentral.com: http://goo.gl/8z2i7)





## Cronkite Legacy Lives On in Clifford Gallery

BY JESSICA LUTJEMEYER

To remember Walter Cronkite visitors need only go as far as the second floor of the Cronkite building.

Glass display cases lining the west wall of the Marguerite and Jack Clifford Gallery are devoted to the late CBS News anchor and feature an eclectic mix of Cronkite memorabilia that offers an intimate peek into his life and times: Cronkite's Smith-Corona electric typewriter from his CBS office, a well-worn volume of *The Almanac of American Politics*, photographs showing Cronkite interviewing newsmakers such as John F. Kennedy and Anwar Sadat, a 1971 edition of *Life* magazine with Cronkite on the cover, a collection of some of his trademark pipes and his lifetime Emmy.

The gallery was funded by Jack Clifford, a longtime broadcast executive and founder of the Food Network who was a close friend of Cronkite. Clifford wanted to ensure that visitors to the school — and especially students who weren't even born when Cronkite gave his final "That's the way it is" sign-off on the "CBS Evening News" in 1981 — remember the man, the journalist and the legacy.

"Twenty years from now, kids growing up and now going off to college — will they even know who Walter Cronkite was?" Clifford asked. "That's a nice name, it's an interesting name, but what does it mean?"

The collection, he said, will keep future students connected to Cronkite.

When Clifford came up with the idea of the gallery, which also includes a wide range of artifacts from the newspaper, radio and television industries, Dean Christopher Callahan contacted Cronkite and asked if he would loan some of his personal memorabilia for display.

"His reaction was typical Walter — generous and humble," Callahan said. "He told me, 'Come to New York and take whatever you think the students would like to see.' I spent an entire day in his office, combing through bookshelves, poking around in cabinets. It was amazing. It was like a museum marking our times, but it was still his working office. It was a very moving experience."

The task of cataloging and displaying the items fell to Professor John Craft, a broadcast media historian who is a close friend of Clifford, and Linda Davis, the school's graphic arts director.

"They are the perfect team to preserve Walter's memory," Callahan said. "John is a nationally recognized broadcast historian, and Linda has an extraordinary eye for design. They have made the gallery a truly special place."

Craft was subsequently named the gallery's curator.

Callahan said his favorite item in the collection is an inexpensive plastic model of the Soviet arsenal of intercontinental ballistic



Professor John Craft (right) helps Jack Clifford place a typewriter in the Marguerite and Jack Clifford Gallery at the opening ceremony.  
Photo by Jeffrey Lowman

missiles from the Cold War.

"It's a cheap model that some people think doesn't belong," the dean said. "But this sat on Walter Cronkite's desk as a reference point as he reported nightly on the Cold War and the nuclear arms race. There's an awful lot of our history in that little model."

And throughout the gallery.

The Clifford Gallery is open to visitors Monday through Friday from 8 a.m. to 5 p.m.

**By his hand, by his heart, by his mind, Walter Cronkite has infected journalists and journalism for generations to come. As a reporter, as an anchor, excellence is his only standard. He can't help it. He's genetic that way. Walter shared his learning of how to be a journalist. He shared it universally. He shared it individually. He shared it with me."**

— Bernard Shaw,

former CNN News anchor and

1994 Cronkite Award recipient in a 2005 video tribute



**“I can’t tell you how much it means to me to have this award with this man’s name attached to it. He is a towering figure, not just in American journalism but in American life. He is the personification of integrity and public service and energy. And he is a model for all of us, not just of my generation but of the generation coming up as well.”**

— Tom Brokaw, former “NBC Nightly News” anchor, accepting the Cronkite Award in 2006

## Fund Honors School’s Namesake

A group of Cronkite School supporters has created a fund to honor the school’s namesake.

The Walter Cronkite Fund for Excellence in Journalism will, among other things, support a new annual event at the Cronkite School to celebrate Cronkite’s legacy and educate future generations about the former CBS News anchor, his career and the principles and values that he exemplified.

In addition, the Cronkite School will use the proceeds to erect two pictorial timelines — one of Cronkite’s career and the other of his association with the school — that will be displayed prominently in the Cronkite building.

The effort to honor Cronkite is important because “future students of the Cronkite School must know of this man’s contribution to journalism,” said Jack Clifford, a member of the Cronkite Endowment Board and one of the first contributors to the fund. “This fund will ensure that and will assist the school in developing journalists who will strive to meet the high standards of professionalism Walter Cronkite established.”

Other founding donors include Cronkite Endowment Board

member Tom Chauncey, longtime Cronkite supporters Don and Sharon Ulrich, Cronkite Hall of Fame members Christine Devine, Derrick Hall and Craig Newman, Professor and Frank Russell Chair for the Business of Journalism Tim McGuire and Cronkite Chief Broadcast Engineer Jim Dove.

“As an alumnus of the Cronkite School, I can think of no finer way to honor both Mr. Cronkite’s life and my alma mater than by making a donation to the school that will help it keep Mr. Cronkite’s legacy alive,” Newman said.

Donations can be made to the fund on the Cronkite School’s website or by check made payable to the ASU Foundation (mail to Cronkite School, 555 N. Central Ave., Suite 302, Phoenix, AZ, 85004).

For more information about making a donation to the Walter Cronkite Fund for Excellence in Journalism, contact Liz Bernreuter at 602.496.9444 or [elizabeth.bernreuter@asu.edu](mailto:elizabeth.bernreuter@asu.edu).

**“Walter Cronkite’s legacy will be experienced for years to come through the ASU school that bears his name. Students who learn the craft of journalism at the university are held to the same basic tenets that Cronkite exemplified throughout his career — accuracy, timeliness and fairness.”**

— Michael M. Crow, ASU president, writing on his Facebook page following Cronkite’s death



# Cronkite

## SCHOOL OF JOURNALISM AND MASS COMMUNICATION

## Cronkite Students Win 130 National, Regional Awards

BY NICOLE GILBERT

### String of honors includes a second Robert F. Kennedy Journalism Award

Photo by Courtney Sargent

**C**ronkite students took home more awards in 2010 than at any other time in school memory. A total of 130 awards were shared among 145 students for work that ranged from television and radio packages to multimedia stories and design, photography and public relations campaigns.

Cronkite students continued to dominate the nation's two biggest journalism contests, finishing first in the national Society of Professional Journalists Mark of Excellence competition and second in the Hearst Journalism Awards program, which honors the best college journalism in the country.

It was the fifth straight year that Cronkite students won more awards than any other journalism school in the country in the SPJ awards. And Cronkite has

finished first or second overall in Hearst in five of the past six years.

The string of awards included the school's second consecutive international Robert F. Kennedy Journalism Award for reporting on human rights and social justice issues and 22 Broadcast Education Association awards, including one for best student newscast in the country for Cronkite NewsWatch, the school's nightly student newscast.

One Cronkite student's work was deemed so good it won an Edward R. Murrow award for use of sound — in the professional category.

"This has been an especially good year for our students," said Associate Dean Kristin Gilger, who helps spearhead the school's awards efforts. "Their work has

been recognized as among the very best in the country, and that's due not only to their hard work and talent but to the hard work and talent of their instructors."

Other awards include:  
**Association for Education in Journalism and Mass Communication**

A Cronkite News21 team tied for first place in a Best of the Web contest sponsored by the Association for Education in Journalism and Mass Communication. The team produced a multimedia project on "Latinos & Hispanics in America."

**Best of the West**

Andrew Pentis won a Best of the West Award for sports reporting for his piece, "Letting Go of It All." The contest attracts about 1,300 entries per year from the 13 western states including Hawaii and



**“Working in radio, you have to make sure that you do everything for the ear.”**

— Colton Shone



Colton Shone

Photo by Tom Story

Alaska. Run by the nonprofit First Amendment Funding Inc., the contest recognizes journalistic excellence and furthers freedom of information.

#### **Center for Innovation in College Media**

Several Cronkite student projects won online media awards from the Center for Innovation in College Journalism, a nonprofit think-tank that helps college student media adapt and flourish in the new media environment. The awards were for audio slideshows, best use of data, design and mapping.

#### **Mark Twain Award**

Cronkite junior Colton Shone won an Associated Press Television and Radio Association 2010 Mark Twain Award in the Best Use of Sound, feature category. The contest is open to broadcast AP subscribers in California, Nevada, Hawaii, Arizona, New Mexico, Idaho, Washington, Colorado, Utah, Montana, Wyoming and Alaska.

#### **Online Journalism Awards**

A Cronkite student reporting project on border issues in South Africa was a finalist for the 2009 Online Journalism Awards. “South Africa: At the Crossroads of Hate and Hope” was one of four finalists in the Student Journalism, Large Team category. The awards program recognizes excellence in digital journalism around the world and is administered by the Online News Association.

#### **Rocky Mountain Emmy Awards**

Students garnered two Emmys and three Emmy nominations in the Rocky Mountain

Emmy Awards given by the Rocky Mountain Southwest Chapter of the National Academy of Television Arts and Sciences. The winners were in the student production category for Cronkite News-Watch, the school’s student-produced newscast, and for a report on South Africa.

Two other Cronkite students were nominated for Emmys in the professional documentary category.

#### **Society for News Design**

A student project, “Latinos in the Military,” was a quarterly winner in the Society for News Design’s October-December 2009 contest. The contest recognizes journalists for displaying skill in visual journalism as well as innovation on the Web.

#### **Telly Award**

A documentary, “Healing Reins” about Vietnam War veterans produced by four Cronkite students received a Bronze Telly Award in the TV documentary category. The Telly Award is one of the most prestigious awards given for video and film production, television programs and commercials and work created for the Web.

#### **Zenith Awards**

Three students won Zenith Awards, a national public relations competition for undergraduate journalism and strategic communications students. The students won for Best Campaign, Best PR Writing and Best PR Publication in the contest, sponsored by two of the world’s largest public relations firms.

## **Radio Piece Earns Student Murrow Award**

**S**pooky sounds helped one Cronkite student win an Edward R. Murrow award, one of the most prestigious honors in professional broadcast journalism.

Junior Colton Shone won for a story he reported and produced for KTAR-FM in Phoenix about a haunted maze in Glendale. The Halloween feature came out on top in the “Use of Sound” category for large market radio stations in Region 3, which covers Arizona, Colorado, New Mexico, Utah and Wyoming. The same story won an Associated Press Mark Twain Award.

“Colton is a tremendous talent,” said Aaron Brown, the former CNN anchor who is now the Walter Cronkite Professor of Journalism at ASU. “For a student to win a Murrow is nothing short of extraordinary.”

Shone is enrolled in a four-year joint bachelor’s/master’s degree program offered to Cronkite students who are also in ASU’s Barrett, the Honors College. He takes a demanding slate of classes while reporting for KTAR during the week, interning at ABC15 on the weekends and stringing for the Navajo Times newspaper.

For his honors program, Shone, who is Navajo, produced a TV documentary on Native Americans in newsrooms and coverage of Native American issues.

The Murrow award follows two Hearst awards for radio reporting that Shone won the previous year.

“I’ve always liked telling stories; news always fascinated me,” he said. “My mom and dad would always be watching the local news and I would imitate them. This is what I always wanted.”

Shone said when KTAR decided to enter his Halloween piece for the Murrow competition, “I didn’t think there was a chance I’d get it. I’m working alongside seasoned veterans who have done this for 20 years.” And when he got news of the award, he didn’t realize what a big deal it is. But then the avalanche of congratulations began pouring in.

“It’s crazy. It’s absolutely wonderful,” he said. “Everyone at the station is so happy for me. My editors and even past professors have come up to me to say congratulations.”

The Murrow Awards are given annually by the Radio Television Digital News Association, the world’s largest professional organization devoted to TV and radio journalism.

# Cronkite Student Wins International RFK Award

**For the second year in a row, a Cronkite student has won the prestigious Robert F. Kennedy Journalism Award for work done by a college student.**

Photo by Deanna Dent

**D**avid Kempa, a Cronkite graduate student, won for "Crossing Lines," a story about one man's mission to help impoverished Mexican farmers.

Kempa was part of a team of Cronkite students who participated in News21, a national journalism education initiative funded by the John S. and James L. Knight Foundation and the Carnegie Corporation. As part of the program, students from 12 universities around the country take part in topic seminars and summer-long reporting projects. The program has been headquartered at the Cronkite School since 2008.

Kempa, 26, of Pulaski, Wis., traveled to the U.S.-Mexico border and deep into Mexico to tell the story of Jesus Hernandez Arias, a Mexican native who almost died while trying to cross the desert. Hernandez, convinced that no one should have to take such chances to earn a decent living, decided to devote himself to helping farmers in a small Mexican town develop

markets for their produce.

The story is presented in an innovative way on the News21 website with photos, maps and video. Text versions of the story appeared in a number of newspapers, including the Taiwan News and the Sacramento (Calif.) Bee.

It was the second consecutive year that Cronkite has won the award. A reporting team of Cronkite students won in 2008 for a project on families divided by the U.S.-Mexico border.

The RFK Journalism Awards program honors outstanding reporting on issues that reflect Robert F. Kennedy's concerns, including human rights and social justice. The awards were established after the U.S. senator's assassination by journalists who covered his history-making presidential campaign in 1968.

Kempa learned of his win when he received a phone call from Ethel Kennedy, the widow of Robert Kennedy. "She was very earnest and friendly," he said. "I felt

like I was speaking with a family member, but the thought kept bouncing around in my head: 'I'm talking to an American icon!'"

Kempa and Jason Manning, director of ASU Student Media who managed the summer reporting project, later went to Washington, D.C., to accept the award in person.

Kempa, who now works in New York City writing the global markets and equities newsletter for Thomson Reuters, said he hopes to have more chances to write in-depth about topics like immigration. "I was able to talk to families of Mayan descent who were telling me that a large proportion of their town ... had risked their lives to earn a living," he said. "Winning this award ... makes me feel like I was writing about the right thing."

Read Kempa's story at [http://asu.news21.com/archive/2009/death\\_stalks\\_the\\_border/](http://asu.news21.com/archive/2009/death_stalks_the_border/)

# Cronkite NewsWatch Best in Country

The Cronkite School's live, student-produced newscast was named the best in the country in the 2010 Broadcast Education Association competition.

Cronkite NewsWatch was awarded Best Student Newscast and received a BEA Best of Festival Award, a special recognition for the best student work in the competition in all categories.

The 30-minute newscast, aired during school semesters, has consistently won top national awards. It is also one of the few student newscasts to be aired in a major media market. Eight/KAET, Arizona's public television station, began airing the newscast more than a year ago, giving it a prime-time slot on Tuesdays, Wednesdays and Thursdays during the school year. It can be seen both on KAET digital (Cox Cable Channel 88) and over the air on digital channel 8.3 at 8 p.m.

"What I find sets Cronkite NewsWatch

apart from other typical college newscasts is the content itself," said Cronkite School Assistant Dean and News Director Mark Lodato. "Students are covering government and public policy issues that impact all Arizonans, and it's presented in a very professional manner."

In all, Cronkite students won 23 BEA awards, dominating the contest that honors the best student work in broadcast and multimedia reporting in the country. That was four times the number of awards won by any other school.

Cronkite students won for their work in radio, multimedia and television, including both reporting and anchoring.

The BEA is the professional association for professors, industry professionals and graduate students who are interested in teaching and research related to electronic media and multimedia enterprises. It has more than 1,400 members.

Cronkite NewsWatch is produced in a sixth-floor studio in the Cronkite building.



## Best of Festival

Cronkite NewsWatch

## Student Newscast First

Cronkite NewsWatch

## Television Hard News Reporting

**First:** Lindsey Reiser, "Reparation Flights"

**Second:** Liz McKernan, "Right to Light"

**Third:** Toby Phillips, "National Socialists Movement March"

**Hon. Mention:** Rafael Carranza, "Swine Flu Border Schools"

**Hon. Mention:** Brian McBride, "Horse Tripping"

**Hon. Mention:** Tara Prindiville, "Crime on Public Transportation"

**Hon. Mention:** Jeff Skrzypek, "Rocky Point Economy"

## Television Feature Reporting

**Third:** Maxine Park, "Drive Thru Prayer Stand"

**Hon. Mention:** Amber Dixon, "Harmonica Therapy"

**Hon. Mention:** Brian McBride, "80-Year-Old Bowler"

## Television Sports Reporting

**First:** Cameron Gidari, "Golfer Artist"

**Second:** Mike Pelton, "Grand Canyon University Basketball"

**Hon. Mention:** Kristen Keogh, "Senator Jordan"

## Television Anchoring

**Third:** Kristen Keogh

## Radio Hard News Reporting

**First:** Jill Galus, "Tour Bus Crash"

**Hon. Mention:** Colton Shone, "Broken Dreams on Burgess Lane"

## Radio Sports Reporting

**Second:** Joe Cox, "Desert Diamonds of Spring"

**Third:** Elena Difiore, "NFC Championships Game"

**Hon. Mention:** Jill Galus, "Cardinals Super Bowl"

## Student Interactive Multimedia, Group Authorship

**First place:** MCO 598 & JMC 470, "Border Change"

**Third place:** Advanced Online Media, "The Downtown PHiX"

BROADCAST ASSOCIATION AWARDS



# Students Build on Winning Record in Hearst Awards

The Cronkite School continued its winning streak in the national Hearst Journalism Awards, coming in second nationally in 2009.

For five of the past six years, Cronkite has ranked either first or second in the competition, often referred to as the Pulitzer Prizes of college journalism.

"This is a remarkable showing over time," said Cronkite Dean Christopher Callahan. "No other journalism school in the country can claim this kind of record."

The winning work ranged from a first-person piece written by recent Cronkite graduate Megan Ann Martin about her experience collecting trash along the Arizona-Mexico border to a television package about a protest against Maricopa County Sheriff Joe Arpaio.

Michael Wong, who helps coordinate the Hearst entries, said what makes the Cronkite School so competitive is its strength across platforms. Cronkite finished first in broadcast news and third in print and placed in the photojournalism and multimedia competitions.

The school also had more students than any other school in the country selected to compete in the 50th Annual National Hearst Championships. In June, four Cronkite students traveled to New York City for the four-day event, during which they wrote and produced stories, which were then judged by professional

journalists. The top work was awarded cash prizes.

John LaBarbera placed second in the national championship for radio; Lindsey Reiser placed second in TV reporting while Toby Phillips was a finalist in that category; and Allison Gatlin was a finalist in the writing championship.

Gatlin and other students in the writing competition wrote three stories in two days, which included one based on an interview with New York City Mayor Michael Bloomberg. Gatlin described the competition as "a stressful rush."

"But the experience is not something I would trade for anything," she said. It "was a wonderful chance to meet other journalists from around the country, all of whom, like myself, are trying to find their way in a new media world, and loving every minute of the challenge."

The championships are usually held in San Francisco but were moved this year in honor of the competition's 50th anniversary.

The Hearst Journalism Awards program was established by the William Randolph Hearst Foundation in 1960 to support journalism education at the college and university level. Students of 110 accredited journalism schools around the country participate in the competition each year.

## Cronkite Students Dominate National and Regional SPJ Contests

For an unprecedented five years in a row, Cronkite students won more awards than any other school in the country in the Society of Professional Journalists' prestigious Mark of Excellence national awards competition.

Cronkite students won a total of nine awards, two of them first places, in the intercollegiate news contest that recognizes the top work by college journalists across the country in 2009. The University of Georgia and the University of Missouri followed with a total of eight awards each.

Student journalists from across the

country submitted more than 3,600 entries.

The winners were chosen by a professional panel of judges and were recognized at the national SPJ convention and national conference in Las Vegas.

The Cronkite students who advanced to the national competition first won at the regional level. This year, the Cronkite School took home a total of 43 awards in Region 11, which includes Arizona, California, Hawaii, Nevada, Guam and the Mariana Islands.

Cronkite students won more regional awards than any other school in the country and took nearly half of all the

awards given in the region.

Students swept five categories, winning first, second and third places in four TV categories and in Online In-Depth Reporting.

The University of California, Los Angeles, won 15 awards; the University of California, Berkeley, and California State University, Northridge, tied for third with 10 awards each; and the University of Southern California and the University of Arizona received eight awards each.

The Cronkite School has taken first place in the region every year since 2000.



#### **Radio Multimedia**

John LaBarbera, 1st place, "Light Rail One Year Later: Pains, Trains and Automobiles"

#### **Editorial Writing**

Megan Ann Martin, 1st place, "Whose Pants Are These?"

#### **TV News Reporting**

Lindsey Reiser, 1st place, Repatriation Flight" and "Sheriff Joe Protest"

#### **Editorial Writing**

Allison Gatlin, 3rd place, "Playing His Twisted Game"

#### **TV Feature Reporting**

Toby Phillips, 3rd place, Unlikely Survivor" and "Heritage Hats"

#### **Personality/Profile Writing**

Allison Gatlin, 4th place, "Chalking Up: A Male Gymnast Battles the Sport's Gender Wall"

#### **Feature Writing**

Kendall Wright, 5th place, "Seeing Stars and Stripes"

#### **Spot News**

Chelsea Smith, 6th place, "Uncle Arrested After Girl, 5, Found Dead in Apartment"

#### **In-Depth Writing**

Jonathan Cooper, 8th place, "Border's Virtual Fence: Over-Budget and Underperforming"

#### **Radio Feature Reporting**

Liz Lastra, 8th place, "Guitar-Making School" and "Female Chain Gangs"

#### **Radio Multimedia**

Liz Lastra, 10th place, "Dinner in a Dumpster"

#### **Radio Feature Reporting**

Kim Foley, 11th place, "Train Tracks" and "Packages From Home"

#### **Multimedia Reporting**

Channing Turner, 14th place, "Undocumented Students and the Dream Act"

#### **Feature Writing**

Daniel Newhauser, 16th place, "Culture and Border Enforcement Collide"

#### **Spot News**

Michelle Price, 16th place, "Probe Ordered in Captured-Jaguar Case"

#### **TV Feature Reporting**

Kristen Keogh, 20th place, "Senator Jordan" and "MASH Unit"

#### **Photography**

Matt Pavelek, 23rd place, news and sports photography

## HEARST AWARDS

#### **National Winners and First in Region**

##### **TV Breaking News Reporting**

Toby Phillips, "NSM March in Arizona"

##### **TV Feature Photography**

Liz McKernan, "Uganda Medical Mission"

#### **National Finalists and First in Region**

##### **Best Affiliated Website Staff**

The State Press statepress.com

##### **In-Depth Reporting**

Derek Quizon, "Dream Deferred"

##### **Online In-Depth Reporting**

Jeremy Rudy, Carleen McGillick and Melanie Kiser, "Photo Enforcement"

##### **TV In-Depth Reporting Staff**

Cronkite NewsWatch, "Cronkite News Tracks H1N1"

##### **TV Feature Reporting**

Liz McKernan, "Uganda Medical Mission"

##### **TV News Photography**

Amber Dixon, "Ocean Smuggling"

##### **TV Sports Photography**

Mike Pelton, "GCU Basketball"

#### **First place**

In addition to the national winners, the following students also earned first places in the regional SPJ contest.

##### **Non-Fiction Magazine Article**

Celeste Sepessy, "A Commander's Challenge"

##### **Television Sports Reporting**

Nick Landauer, "Manzanita Closes"

##### **Online News Reporting**

Jonathan J. Cooper, "Border's Virtual Fence: Over-budget and Underperforming"

##### **Television General News Reporting**

Christie Post, "Indigent Burial"

##### **Best All-Around Television Newscast**

Cronkite NewsWatch Staff, Cronkite NewsWatch 2009

##### **Sports Writing**

Andrew Pentis, "A Labor of Love"

##### **Editorial Writing**

The State Press Editorial Board, "Backward Bound," "All Broken Up" and "Much Ado about Nothing"

## SPJ AWARDS



## Cronkite Village eases transition for freshmen

**T**he 60 freshmen who move into Cronkite Village each fall get the chance to live together with fellow journalism students. And work together. And play together. And sing karaoke together if they want.

The living and learning community, which is entering its sixth year, puts interested students together on one floor of the Taylor place residence hall across the street from the Cronkite School. Students see each other regularly, both in and out of the classroom.

Cronkite Village “helps build community and camaraderie among our journalism students,” said Becca Kleinberg, Cronkite

student life coordinator. “They really get to know each other well.”

Kleinberg said Cronkite Village, which is made up of freshmen only, eases the transition to college for students, especially when it comes to making new friends.

Cronkite sophomore Jordan Frakes said he signed up for Cronkite Village because he had heard that it’s a great way to bond with other students. “I knew that all the students on the floor would have similar career goals and we would be like-minded individuals,” he said.

The like-minded individuals in Cronkite Village put their journalism skills to work building content for the program’s website,



## Live and Learn

BY ERIC SMITH

**“I knew that all the students on the floor would have similar career goals”**

— Jordan Frakes  
Cronkite student





## Kleinberg Helps Cronkite Students Connect

BY ERIC SMITH

Becca Kleinberg may be best known for running the Cronkite Village living and learning community, but her official title — student life coordinator — best describes the full scope of her work.

When Kleinberg was hired in 2009, Cronkite Dean Christopher Callahan challenged her to get all students, not just the living and learning community of 60 freshmen in Cronkite Village, involved in activities and events around the Cronkite School.

“The dean and his leadership team really saw a need to engage Cronkite students, more so than just what they were getting in the classroom and at internships,” she said. “I took that to mean social and co-curricular programming.”

So Kleinberg has introduced activities like Pick-up Game Fridays, in which students participate in athletic events at Civic Space Park across the street from the Cronkite building, and a free breakfast for students during finals week.

She also has introduced the Conversation series, in which faculty members conduct informal talks with students at Taylor place residence hall next to the school.

“There has been lots of research ... that shows when students engage with faculty members outside of the classroom, their experience with that faculty member and with their educational experience is better,” Kleinberg said.

Wednesdays’ “Cronkite Night at the Movies” is another way Kleinberg tries to make sure all students feel part of the school. For Cronkite student and Tempe resident Allie Nicodemo, it works.

“When I moved to Tempe, I was kind of worried that I wouldn’t really know what was going on in the Cronkite building,” Nicodemo said. “The events have definitely allowed me to stay more connected.”

Kleinberg, who at 27 is only a short time removed from college herself — she received her master’s degree in student affairs from Bowling Green State University in May 2009 — has made her own connections to Cronkite.

“I fell in love with the people that I met,” she said. “Obviously, this building is phenomenal, so the work environment is good and there was a lot of opportunity to try new things here.”

**“The dean and his leadership team really saw a need to engage Cronkite students ...”**

– Becca Kleinberg  
Student Life Coordinator



Becca Kleinberg talks to freshmen about Cronkite Village.

Photo by Jeffrey Lowman

<http://cronkitevillage.asu.edu/>. Print and online students submit stories and manage content, while broadcast students produce video packages for State Press TV and students interested in radio host their own show, “Cronkite Chronicles.”

Kleinberg, who took the job in August 2009, said Cronkite Village lets students get involved in journalism right away.

“Journalistically, I think it’s an opportunity for them to get exposure to aspects of journalism that maybe they hadn’t considered before,” she said.

Students visit local media outlets such as The Arizona Republic, Arizona Highways Magazine, 12 News/KPNX and KJZZ radio station.

“It’s a great opportunity for us to see how the journalism industry is functioning in the real world,” Frakes said, noting that the visits also afford networking with professionals.

But it’s not all work all the time for the Villagers.

Kleinberg organizes social events, such as a Halloween party and a winter formal dance, in the school’s First Amendment Forum. Students can channel their inner rock stars during karaoke nights and watch sports on the forum’s big-screen TV throughout the year. Intramural sports also are popular with Cronkite Villagers.

“It definitely gives those students an additional level of engagement with the school,” she said.

**To learn more about Cronkite Village, visit**  
**<http://cronkite.asu.edu/undergrad/cronkitevillage.php>**

# Cronkite Junior Films Marathon While He Competes

BY ERIC SMITH

A month before the 2010 P.F. Chang's Rock 'n' Roll Marathon, Cronkite junior Isaac Easley had an idea: Why not create a video of the race while running it?

Easley, who had always wanted to run the 26.2 mile-long-race, pitched the concept to his editor at State Press TV, part of the operations of ASU Student Media, which also publishes the daily student newspaper.

"It sounded like a good idea," said then-general manager Nate Abdo. "I hadn't seen anything like it before and thought it was an interesting concept."

Since only about one percent of the population has ever run a marathon, Easley wanted to show the race from the athlete's point of view. He thought: "I'm young, I'm in shape, and I have a camera. Let's do a story!"

But just before the gun sounded to start the race, Easley said he had second

thoughts about the whole enterprise. Did he really want to run more than 26 miles through Tempe, Scottsdale and Phoenix? And did he want to do it holding a camera in his right hand?

But the starting gun sounded, and Easley was off. The first 13 miles weren't a problem for the former state competitor on the Peoria High School track squad. But as the race progressed, he started struggling, and at mile 16, he slowed down to a walk.

The small Canon video camera didn't weigh much, Easley said, but after a while, "it felt like a brick in my hand."

But then a fellow runner gave him electrolyte capsules, which help athletes deal with fatigue and muscle cramping. And a spectator handed him several oranges.

"The oranges were the nectar of the gods," Easley said. "I will always remember this lady; she was like an angel."

Easley regrouped and completed the race in just four hours, 57 seconds and 17



Isaac Easley

seconds.

"I ended at Sun Devil Stadium (in Tempe) just glad that I accomplished it," he said. "It's one of those life accomplishments. How many people can say they did a marathon?"

Easley said he has plans to run more marathons, but he'll leave the camera at home next time.

Probably.

"If somebody gives me a helmet cam," he said. "Then maybe I'll think about it."

View a portion of Easley's race on his video at <http://www.statepress.com/archive/node/10198>

## Students in the Spotlight

PHOTOS BY NICOLE GILBERT

### Cronkite Alumna Gets Her Chance to Play

BY TARA ALATORRE

Sarah McLellan landed an internship on the sports desk of The Arizona Republic as a junior.

Then she landed another internship. And another — also at the Republic, where her coverage of men's hockey was so impressive that Republic editors decided to keep her on permanently after she graduated from the Cronkite School in May 2010.

McLellan, a native of Alberta, Canada, grew up with hockey and she knew a lot about it, so her editor, Tom Blodgett, decided to give her a shot at supplementing the regular beat writer's coverage of the Coyotes National Hockey League team.

McClellan was soon producing multimedia packages and game day sidebars, then full-fledged stories.

But it wasn't until 2009 that she got the chance to really prove what she could do. It was the day of the NHL trade deadline, and the newspaper's hockey writer, Jim Gintonio, was off work. Blodgett, the assistant sports editor, turned to McClellan.

The day turned out to be a big one for the Coyotes, who traded four players. McLellan furiously followed the developments, texting, calling and e-mailing sources to separate rumors from



Sarah McLellan

facts. In the end, she had a story on the front of the sports section.

"It's not an assignment you give an intern, but she handled it like a champ," Blodgett said.

McLellan said covering sports requires quick thinking and quick writing.

"You only have three periods to come up with an idea, find pertinent stats, think who you want to talk to," McLellan said. "I've definitely learned how to write on deadline and to become a better deadline writer."

Blodgett said he has no doubt that McLellan will be one of the top college sports writers in the nation some day.

"She is unusually talented. Period."

# Broadcast Student Brings Local Chapter of NAHJ to Cronkite

BY SARAH MACDONALD

The Cronkite School is home to a number of student journalism organizations, but until 2009, the National Association of Hispanic Journalists wasn't one of them.

That changed thanks to the work of Cronkite student Gitzel Puente.

During her sophomore and junior years at the Cronkite School, Puente, who is studying broadcast journalism and French, was a member of the national organization. She got involved, met other Latino students and journalists and attended an NAHJ convention.

When NAHJ membership coordinator Paulo Lizarraga asked her what she thought about starting a local chapter at ASU, Puente jumped at the chance.

The Cronkite School, with nearly 200 Latino students, needed its own student chapter, she said.

Puente said she had great support from Cronkite Dean Christopher Callahan and other administrators. In addition, Anita Luera, who serves as director of the Cronkite Institute for High School Journalism and became the group's faculty adviser, helped the group get off

the ground.

Luera said NAHJ is especially relevant at the Cronkite School, given its significant Latino population and emphasis on coverage of Latino issues. And Puente, she said, is a natural to lead the group.

With roots in both the U.S. and Mexico, "she bridges two cultures very easily," Luera said.

Luera first met Puente when Puente was selected for a summer high school program at the Cronkite School. Puente, she said, had "already caught the broadcast bug." At the Cronkite School, she has been a member of Cronkite NewsWatch, the school's award-winning newscast and was part of the first Spanish-language broadcast, "Cronkite NewsWatch en Espanol."

As the first president of the ASU NAHJ chapter, Puente recruited about 30 members, who meet monthly, often inviting Latino journalists from local news organizations to speak to them about professional opportunities and their experiences. Puente also organized a media mixer, in which each chapter member was paired with a local profes-



Gitzel Puente

sional in his or her desired career field.

Luera said she's seen a difference at the school since the chapter was formed.

"I've noticed a stepped-up enthusiasm and interest from journalism students who share many of the same educational, cultural heritage and language experiences with each other," she said. "They have bonded as a group, looking for ways to enhance their college experience here at ASU."

Puente said forming the NAHJ chapter is a way for her to help other students "take on leadership positions like I have and take (advantage of the) opportunities and resources we have at school."

"I'm passionate about it, and I know they are passionate about it, too."

## Chris Scheuch is in Control

BY KAIIVAN MANGOURI

Chris Scheuch can be found at nearly every ASU home football game, but he doesn't sit in the student section. He can be found on the press level of Sun Devil Stadium, working as part of a team that relays the big plays from the field to giant screens overlooking the stadium.

Scheuch, a senior, has worked the video replay board at the games for the past two years. But he got his start in electronic media long before that. He was just a freshman when he began working at Eight/KAET, Arizona's public television station, as a teleprompter operator.

Over the next few years, he rose to the role of technical director, responsible for making sure that the right image appears on the screen at the right time.

Jim Jacoby, now a television production manager at the Cronkite School, was Scheuch's director at the station. It didn't take him long to realize he had a real talent on his hands.

"Every once in a while there's a student who really shines, and you can see that they've taken to something," Jacoby said, "and he really took to technical directing."

Scheuch works for "Horizon," KAET's weekly nightly news



Chris Scheuch

roundup centered on Arizona politics, and has worked on a number of other KAET productions, including the 2008 election-night coverage.

"That was a live, two-hour-long show, and it was just one of the most, I thought, fascinating moments or fascinating things I've done here," Scheuch said. "It was really neat to be a part of the live coverage of ... a really historic night."

"I love the thrill of live TV," he added, "whether it's sports or whether it's news."





## A Faulty Safety System

We know how to make our railways, highways, waterways and skyways safer. We just haven't done it.

### Key Findings

Over the past 43 years, the National Transportation Safety Board has issued more than 13,000 recommendations to save lives and prevent accidents. But those safety measures are often delayed for years or ignored altogether. The NTSB has essentially given up on one out of every six recommendations it has made since 1967.

*Read this story.*

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## News21 Investigates Travel Dangers Across America

Eleven of the nation's top student journalists gathered at the Cronkite School in summer 2010 to report and produce a major investigation into transportation safety in America.

Their efforts paid off when The Washington Post and MSNBC.com published major portions of their work, NBC News produced a news story based on the project, Yahoo!News linked to it and several newspapers picked up individual stories.

The stories analyzed accidents in the air and on the nation's roads, rail lines and waterways, concluding that many accidents could have been prevented if federal regulatory agencies and states heeded recommendations issued by the National Transportation Safety Board, the nation's top travel watchdog.

In the end, the 23-story, multimedia project, "Breakdown: Traveling Dangerously in America," garnered more than 1 million page views and more than 300,000 unique visitors in the weeks following its release in fall 2010.

"We believe this is the single largest collaboration between journalism schools and professional media to date," said Cronkite Dean Christopher Callahan. "And

it shows once again that college journalism students, under the direction and guidance of top-level editors, can do work that's good enough to run anywhere."

The Cronkite School is the national headquarters for News21, a journalism initiative funded by the Carnegie Corporation of New York and the John S. and James L. Knight Foundation of Miami to promote in-depth and innovative journalism. For the past five years, the nation's top journalism schools have produced individual school-based reporting projects as part of the initiative. For the first time in 2010, the schools also participated in a single national reporting project overseen by the Cronkite School.

Eleven schools, including ASU, selected a journalism student to spend the summer in Phoenix working on the project under the direction of veteran newspaper editor and Cronkite Associate Dean Kristin Gilger. Cronkite faculty member Leonard Downie Jr., the former executive editor of The Washington Post, played a major role in the project, editing stories and providing oversight. Steve Doig, Cronkite's Knight Chair in Journalism, and Steve Elliott, digital director of Cronkite News Service, also assisted.

News21 also partnered with the



Eleven students from across the country participated in the national project.  
Photo by Lauren Gilger

Center for Public Integrity, a Washington, D.C.-based nonprofit investigative journalism organization, to produce the project. The center assigned an editor and reporter to work with students and provided the initial data analysis.

"Data was really at the heart of the project," Gilger said. "The students looked at more than 13,000 recommendations that have been issued by the NTSB and analyzed accident data from a number of federal regulatory agencies."

They also culled hundreds of documents, including transcripts from congressional testimony and NTSB hearings, reports of accident investigations and correspondence between the NTSB and the agencies it oversees as well as police reports and court documents. And they traveled to nine states, the District of Columbia, Canada



and Mexico to interview hundreds of government officials, industry leaders, safety experts and accident victims, Gilger said.

One of the News21 students, Aarti Shahani of Harvard University, called the project a truly unique opportunity. "We each had the resources to spend an entire summer digging into transportation safety and uncover facts that were new to the agencies themselves and reporters on this beat," she said. "I learned the most from traveling the country to interview regular people who lost loved ones in avoidable accidents."

Among the project's findings was that the NTSB, the federal panel charged with investigating accidents and proposing ways to prevent them, has essentially given up on 1,952 of its safety recommendations — one of every six it has made since 1967.

Gilger said that while she knew the topic was of interest — everyone travels at some time or another — she was surprised at the level of reader response. The stories on MSNBC.com generated more than 2,400 comments from readers. One story on airlines outsourcing repairs drew 1,028 comments and another on medical certification of truck drivers generated more than 500 comments.

Bill Buzenberg, executive director of the Center for Public Integrity, which suggested the transportation theme, said the

project garnered attention because it so starkly showed that "America's transportation safety apparatus is badly broken."

"Recommendations ignored; cases closed without resolution. Our joint investigation clearly shows what's wrong with the system," he said. "It's mind-boggling to think how many lives could be saved if we just did things right."

Vartan Gregorian, president of the Carnegie Corporation who with Knight President and CEO Alberto Ibargüen created the Carnegie-Knight Journalism Initiative, said News21 gives students invaluable experience and training.

"These young journalists are learning to practice their craft at the cutting edge of the 'new' news business, which must figure out how to adapt to the realities of online media and adopt its most successful practices while not falling victim to its worst," he said.

And the transportation project, in particular, shows that journalism schools have a role in the future of news, said Eric Newton, vice president of the Knight Foundation's journalism programs.

"Student journalists, with the right teachers, are capable of not just producing major investigative stories but doing them in new, innovative ways," he said.

View the project at  
<http://national.news21.com>

## National News21 Partners

### Carnegie Corporation of New York

The Carnegie Corporation, which was established by Andrew Carnegie in 1911 "to promote the advancement and diffusion of knowledge and understanding," is one of the oldest, largest and most influential of American grant-making foundations. The foundation promotes international peace and the advancement of education and knowledge. For more information, visit: [carnegie.org](http://carnegie.org).

### John S. and James L. Knight Foundation

The Knight Foundation advances journalism in the digital age and invests in the vitality of communities where the Knight brothers owned newspapers. The foundation focuses on projects that promote informed and engaged communities and lead to transformational change. For more information, visit [www.knightfoundation.org](http://www.knightfoundation.org).

### Center for Public Integrity

The Center is a nonprofit digital news organization dedicated to producing original, responsible investigative journalism on issues of public concern in the U.S. and around the world. The Center has conducted investigations into the environment, public health, public accountability, federal and state lobbying, war profiteering and financial disclosure, among others. Visit <http://www.publicintegrity.org/>.

### MSNBC.com

MSNBC.com is one of the most-visited news websites and features coverage from NBC News, msnbc TV and other leading sources. It is a joint venture operated by NBC Universal and Microsoft. Visit <http://www.msnbc.msn.com/>.

### The Washington Post

The Post is Washington, D.C.'s, largest newspaper and its oldest still-existing paper, founded in 1877. The newspaper, which focuses in particular on national politics, has won a total of 47 Pulitzer Prizes, 25 of them since 1991. It can be found online at <http://www.washingtonpost.com/>.





# News21 Fellows Document the Immigration Divide

**L**aws to discourage illegal immigration. Children whose parents are deported.

Women who face abuse as they try to cross the border.

These were just a few of the complex stories that top Cronkite students tackled during the summer of 2010 as part of the News21 program, a nationwide college student reporting project headquartered at the Cronkite School.

In preparation for the program, students spent a semester studying immigration issues in a seminar taught by Rick Rodriguez, former executive editor of the Sacramento Bee and the Cronkite School's Carnegie Professor of Journalism. They then worked for 10 weeks over the summer reporting across the country and in Mexico and writing and producing their stories.

The stories are told in rich multimedia formats, with video, graphics and photos, and are displayed on a student-created website at [asu.news21.com](http://asu.news21.com). In addition, some of the stories have been published by professional media outlets, including The Arizona Republic.

Grant Martin, a member of the ASU News21 team, said the stories "should open the eyes of the readers to some of the problems that are being faced by the

**"The thing I'm most proud of is not only their work but the in-depth conversations I can now have with them."**

**— Rick Rodriguez,  
Carnegie Professor of Journalism**

immigrant communities ... not necessarily just where the readers are living but around the country."

The opportunity to do that kind of in-depth journalism is increasingly rare, said Jason Manning, ASU's director of Student Media who served as managing editor for the ASU News21 project.

"Students in News21 learn what in-depth reporting really means," he said. "In today's climate, most professional newsrooms find it hard to dedicate that amount of time, people and resources to a project."

Graduate student Lauren Gilger was part of a team that produced a package about the experiences of women immigrants, who her research showed are uniquely vulnerable to rape, sexual assault



From top: News21 students (left to right) Lauren Gambino, Lisa Ruhl and Rebekah Zemansky talk to a translator at the border crossing in Nogales, Sonora.

Zemansky interviews a border crosser at a bus depot in Nogales.  
Photos by Lauren Gilger

and human trafficking.

The team traveled to the U.S.-Mexico border and into Mexico four times, as well as to Texas and Pennsylvania.

Gilger said she savored having the time and resources to focus on one story in depth. But the reporting, she said, was sometimes very difficult.

She remembers vividly going to a shelter in Nogales, Mexico, and stumbling upon a 21-year-old woman who had been assaulted by a smuggler who had promised to help her across the border.

"Her story was devastating; she cried the whole time she spoke to me," Gilger said. "The women I encountered were so vulnerable."

Another student, Lauren Gambino, traveled to Texas, where she witnessed



# Medical Students Spend Year at Cronkite

## Mayo-Cronkite Fellowship helps doctors build communication skills

BY KAIVAN MANGOURI

Two medical students are taking a pause in their medical studies to spend a year at the Cronkite School, learning how to better communicate complex medical information.

The Mayo-Cronkite Fellowship is the latest collaboration between the Mayo Medical School in Rochester, Minn., and ASU. The institutions already have a joint medical-law degree program, a seed grant program for research projects and a physician-shadowing program for undergraduates in ASU's Barrett, The Honors College.

Under the new dual-degree program, students who have completed two years of education at Mayo come to Cronkite for a condensed one-year master's program. They then return to Mayo to finish their remaining two years of medical training.

"We see a role for physicians to be communicators regarding health care," said Sheila Collins, chair of the Mayo Clinic Arizona's Division of Education Administration, pointing to Dr. Nancy Snyderman of NBC and CNN's Dr. Sanjay Gupta as examples. "Or they may play a role in communicating policy-related issues, such as some of the issues surrounding what really is a very complex health care reform debate."

The students will take a full complement of graduate courses focusing on the newest digital media tools and cross-platform storytelling in addition to traditional journalism skills and values courses. They will study with leading journalists on the Cronkite faculty, including Professor Ed Sylvester, a medical journalist and author of five books.

Dean Christopher Callahan said the program is expected to grow in coming years, bringing more medical students to Cronkite – something he said will benefit all students.

"Having a medical school student in



Serena Del Mundo (top) and Lindsay Erin Lough are Mayo students studying at Cronkite.

your class will add richly to the conversation," he said.

For their part, Cronkite-Mayo fellows will be able to take advantage of a number of institutions near the downtown campus, Callahan said. In close proximity are the ASU College of Nursing and Health Innovation, Translational Genomics Research Institute, St. Joseph's Hospital and Medical Center, Maricopa Medical Center and the University of Arizona College of Medicine-Phoenix in partnership with ASU.

The Mayo Clinic, ranked second among the nation's best hospitals by U.S. News, is the first and largest integrated, not-for-profit medical practice in the world.

Mayo has a major presence in Arizona with a Scottsdale facility that provides specialties and surgical care and the 244-bed Mayo Clinic Hospital in northeast Phoenix.



groups of up to 70 immigrants chained and tried in mass hearings, in a language they do not understand.

"The experiences they had were extraordinary, and they reported in extraordinary ways," Rodriguez said. "The thing I'm most proud of is not only their work but the in-depth conversations I can now have with them."

Cronkite is one of 12 leading journalism schools that participate in the national News21 initiative, funded by the Carnegie Corporation of New York and the John S. and James L. Knight Foundation. The others are the University of North Carolina; University of Maryland; University of California, Berkeley; Columbia University; Northwestern University; University of Southern California; Syracuse University; Harvard University; University of Missouri; University of Texas and the University of Nebraska.

The schools produced projects on topics ranging from homeless veterans and pollution to energy use and transportation dangers in the U.S. In addition to depth reporting, News21 reporters are encouraged to use innovative digital methods of storytelling.

Cronkite student Jessica Peraza contributed to this report.

View the News21 project at <http://asu.news21.com>



# Students Tackle Investigative Reporting

## Downie mentors Cronkite students

BY SARAH MACDONALD

It didn't take long for Cronkite graduate student Christine Rogel to encounter a basic challenge of investigative reporting: Elected officials don't like to respond to questions about members of Congress giving Christmas bonuses during an economic downturn.

Rogel's challenge is typical of those Cronkite News Service students face while tackling investigative, accountability journalism stories under the guidance of CNS bureau directors and Professor Leonard Downie Jr.

Downie has assisted students investigating Arizona's high number of boating accidents, the pay and performance of school superintendents and how often Arizona lawmakers miss votes, among other topics.

The wire service provides stories to print, broadcast and online news clients statewide. Both CNS clients and the lawmakers CNS reporters cover have taken notice, said former Arizona Associated Press bureau chief Steve Elliott, who is now the director of digital news for CNS.

He oversees eight to 10 undergraduate and graduate students per semester who work two to four days a week covering public policy, the state Legislature and regional issues for print and online outlets.

The broadcast component of CNS, under the direction of former WABC, N.Y., executive producer and Peabody-winning journalist Sue Green, sends students around the state to produce broadcast packages for the region's television stations.

In fall 2009, Elliott began requiring students to write one public policy-related, in-depth story in addition to their regular spot stories and features. Downie, the former executive editor of The Washington Post, lent his experience as a mentor to help CNS reporters identify and pursue investigative pieces, such as state lawmakers' attendance records for floor votes, the problem of boaters drinking while driving and solutions for distracted driving on the roads. Major newspapers picked up the articles.

"This is a really important thing for the Cronkite School to be doing," Downie said. "Not only is it helping to educate young journalists in what I think is the most important kind of reporting but also the most difficult, it is providing Arizonans

Professor Leonard Downie Jr. teaches a class in accountability journalism and mentors Cronkite News Service students. Photos by Lauren Gilger

**"The lessons I learned in that newsroom I'll hold with me for the rest of my life."**

— Christine Rogel,  
Cronkite graduate student

with in-depth reporting they otherwise wouldn't have."

This way, he said, the university isn't just teaching journalism, it's practicing it.

Under Downie's mentorship, students learned how to effectively use data and information and how to be aggressive, yet fair, with sources.

"It's thrilling and helpful for the students, but it's been helpful for me as well," Elliott said. "I never thought I'd get the chance to sit across from Len Downie, chewing the fat, discussing a great story."

These public-service investigative stories are part of CNS's mission to provide stories that are time-consuming for resource-strapped newspapers to produce in-house. And it gives students like Rogel invaluable experience to go along with the clips they are garnering.

"The lessons I learned in that newsroom I'll hold with me for the rest of my life," she said.



# New Cronkite News Site Covers Arizona



The Cronkite School has launched a website that gives Arizonans a new destination for original multimedia reporting about the state.

Cronkite News, available free at [cronkitenewsonline.com](http://cronkitenewsonline.com), provides dozens of stories in text, video and photos from across Arizona each week. The work is produced by Cronkite students participating in the school's professional and reporting programs.

"This is an unprecedented endeavor," said Cronkite Dean Christopher Callahan in announcing the launch of the site at the start of the fall 2010 semester. "Cronkite News will be the deepest and richest university-generated journalism content produced on a daily basis for a statewide audience anywhere."

He said the school has long provided content to established news organizations. Cronkite News Service, for instance, has become a national model for school-based programs providing public affairs stories to regional news organizations — newspapers, TV newscasts and websites.

Cronkite NewsWatch, the school's award-winning 30-minute student newscast, is available to more than 1 million Arizonans through a partnership with Eight, Arizona's PBS station. A new program with The Arizona Republic and 12 News provides fact-checking of statements and claims by political campaigns and candidates. And students in the school's News21 program produce in-depth reports on immigration and other issues.

"Cronkite News takes the best content from all of those sources and presents it directly to Arizonans," Callahan said. Stories are organized by topic rather than medium, he added, so that the focus is on the content rather than the format in which the story is told.

Early indications are that the news site is quickly finding an audience. In its first two weeks, it drew nearly 30,000 page views.

Cronkite News is directed by Steve Elliott, a former Associated Press bureau chief who launched Cronkite News Service when he joined ASU in 2006. He said the new site offers students an unparalleled opportunity to get their work seen by a



broader audience.

Callahan added that Cronkite News also provides "a very real service to citizens across our state who want in-depth news and information about the most important issues facing Arizona."

ASU President Michael Crow said Cronkite News is the latest example of an ASU program focused on hands-on learning, problem-solving, innovation and deep community and regional engagement.

"At a time when our state and nation face enormous challenges, the political debate has become polarized and reduced to sound bites and accusations, in part, because of the changing nature of the national news media," Crow said. "Cronkite News will perform a vitally important public service by both focusing on key issues and covering them with comprehensive and unbiased reporting."

Visitors can connect with Cronkite News via Twitter at @cronkitenews and Facebook at [www.facebook.com/cronkitenewsonline](http://www.facebook.com/cronkitenewsonline)

## Students Test State's Public Records Law

A Cronkite School reporting project is teaching students an important lesson: Public records aren't always available to the public.

More than 70 students in four spring 2010 intermediate reporting classes set out to obtain the salaries of Arizona public school superintendents as well as copies of their contracts and latest performance appraisals.

Out of 104 school districts approached with public records requests, officials in about a third said they were unable to provide documentation of their superintendents' latest performance appraisals. The reason: Those reviews were delivered behind closed doors in executive session.

Based on the findings, students in Cronkite News Service, one of the school's advanced reporting programs, produced two stories that were distributed to news outlets across the state.

"One of the reasons we did this project was to assess how schools dealt with their responsibilities as custodians of public records," said Steve Elliott, director of digital news for CNS and former bureau chief for The Associated Press in Phoenix, where he directed a statewide public records audit.

School superintendent salaries and evaluations are public records under the Freedom of Information Act. The information is to be turned over upon request to any member of the public.

Conducting appraisals orally so as to avoid leaving a public record is a practice Elliott described as an unfortunate loophole in the public records law. "This flies in the face of a government body's responsibilities to a taxpayer," he said. "It goes against the spirit of public accountability."

CNS reporter Richard Tackett, who co-authored the CNS report with student Christine Harvey, said he was surprised by the number of obstacles they encountered in obtaining records. Sometimes, he said, it was hard to even get a response from school districts.

Harvey said she learned a lot about public records — including "what the public records law means and how people try to evade it."

Elliott said similar public records projects will be conducted each spring and fall semester.



“Here, we are totally in charge and we have to get on air.”

— Toby Phillips,  
Cronkite NewsWatch student

# Cronkite NewsWatch Grows in Coverage, Reach

BY JESSICA LUTJEMEYER

Cronkite NewsWatch has grown from a weekly pre-recorded show reaching 35,000 Tempe households three years ago to a live show multiple times a week that reaches into 1.2 million homes statewide on Eight/KAET.

But that’s not the most important change, say faculty members who oversee the student-produced broadcast news show.

As it has grown, Cronkite NewsWatch has evolved, particularly in the scope of stories students cover, said Mark Lodato, Cronkite assistant dean and news director.

Student reporters now travel all over the state for “thorough reporting of state government and public policy issues” important to Arizonans, he said, and they continue to push ahead.

“We’re now increasing our television in-depth coverage in coordination with Cronkite News online,” he said. “Recent efforts have included a closer look at domestic violence, a controversial mining project and an analysis of city managers’ salaries.”

Except for the faculty oversight, the award-winning program is run just like any professional newsroom: Each day begins with an editorial meeting during which students pitch stories and then work as a team under deadline to report, produce and prepare for the 30-minute broadcast at 4:30 p.m. from the state-of-the-art TV newsroom

on the school’s sixth floor.

Every day after a broadcast, the NewsWatch team assembles around the anchor desk with Lodato and Sue Green, the broadcast director for Cronkite News Service, a school program that produces content for digital, print and broadcast outlets around the state. Green and Lodato dissect that day’s show and offer advice, criticism and encouragement to students.

“They (Lodato and Green) both really want you to succeed, and you feel that coming from both of them,” said Liz Lastra, who graduated in May 2010 with her second bachelor’s degree. “The last thing they want to see is somebody stuck.”

Lastra, who was in her second semester at NewsWatch in spring 2010, said she thinks that, besides that input, the quality of the program stems largely from student dedication. She and her fellow classmates treated the program like a job and were often there working and editing footage until the building closed, she said.

“I think our students are fantastic,” said Lodato, who worked for 17 years as a TV reporter and anchor. “The cream certainly rises to the top — they’re very motivated; they’re good at taking constructive criticism. While we’re tough on them, we are for their own benefit.”

Samantha Boatman, who was part of the show in fall 2009, said the experience let her learn first hand what it feels like to



Mark Lodato and Sue Green conduct a morning Cronkite NewsWatch meeting. Photos by Courtney Sargent

work in a broadcast studio. Boatman said her skills and confidence grew under Lodato’s mentorship.

Toby Phillips, who completed four semesters in Cronkite NewsWatch and graduated in May 2010, said he believes the program is the best training a student can get.

“Here, we are totally in charge and we have to get on air, and so that just kind of forces us to get things done,” said Phillips, “and it forces that almost real-world experience on us.”

Read about Cronkite NewsWatch at <http://cronkite.asu.edu/experience/newswatch>

## Tune In

Cronkite NewsWatch broadcasts live every Tuesday, Wednesday and Thursday on Channel Eight World, Cox Cable Channel 88, from 4:30 - 5 p.m. It airs again from 9 - 9:30 p.m. It also airs on ASUtv, Tempe 11 and Mesa 11.

## Students Cover Olympics Using iPhone App

BY JESSICA LUTJEMEYER

Not only did two Cronkite NewsWatch students cover the 2010 Winter Olympics, they utilized an iPhone to do it, testing out a cutting-edge iPhone app as their primary reporting tool.

The application, called Showcase, was designed by the Canadian company VeriCorder Technology Inc., which manufactures mobile journalism technology to edit and record audio directly on the iPhone. Tara Prindiville, one of the students who went to Vancouver, British Columbia, said she found she could do everything on the iPhone that she does on the conventional video cameras at school.

Prindiville and student Michael Pelton produced exclusive stories for iPhone users as well as teasers, news stories and live iChats for Cronkite NewsWatch. The mobile journalists interviewed several Olympians, including freestyle mogul skier Jennifer Heil and professional snowboarder Seth Wescott.

Representatives of VeriCorder contacted the Cronkite School to invite journalism students to the Olympics to test and troubleshoot the usability of their product in a real-life reporting scenario,

said News Director and Assistant Dean Mark Lodato. The company paid for Prindiville and Pelton to travel to and stay in Vancouver for eight days.

"VeriCorder was put in touch with Cronkite after hearing about our strong partnership with Apple," Lodato said. "They were looking for students to put their new technology through its paces, and it seemed like a wonderful opportunity to participate in a cutting-edge project."

Prindiville said she was glad to apply the multimedia skills she gained at the Cronkite School to her coverage of the Olympics.

"The Cronkite School definitely prepared me in every way possible to do that job and to do it well, even though it was completely different," she said. "It was definitely a once-in-a-lifetime opportunity."

VeriCorder plans to team with the Cronkite School again, offering its video technology on iPod Touch to Cronkite reporters for use in capturing and editing video on election night and transmitting it back to the newsroom using Wi-Fi technology.



Photo courtesy of KPNX-TV

Mark Curtis

## Broadcaster Gives Back

BY JESSICA LUTJEMEYER

As weeknight news anchor for 12 News/KPNX-TV, Mark Curtis is one of the most recognizable faces on local television — and one of its most experienced reporters.

So when Curtis called Assistant Dean Mark Lodato and asked if he could volunteer to help Cronkite NewsWatch students with their broadcasts, Lodato didn't have to think twice.

In fall 2009, Curtis began visiting the sixth-floor studios once a week, spending two to three hours each time critiquing tapes, helping students write news packages and offering advice.

Curtis, who co-anchors 12 News at 5 p.m. and "Arizona Nightly News" at 10 p.m., has worked at KPNX for about 20 years. He said it was time to give back to an industry that has been good to him.

Samantha Boatman, a member of the award-winning student newscast, said she looked forward to her sessions with Curtis.

"Having advice from him was a huge help, and it was a huge honor to have him come in here and help us," she said.

Another student on the newscast's crew that first semester was Curtis's daughter Lindsay. But she wasn't the reason he volunteered, Curtis said.

Curtis said he discouraged Lindsay from studying journalism at first because he knows first-hand what a difficult profession it can be. But he ultimately realized she has the same passion for journalism that he does.

That passion for the industry is the one thing that impressed Curtis most about the broadcast students and their professors.

"When I'm there, it's fun," he said. "It's a chance to meet with some fresh, young minds and hear what they're thinking and hopefully give them some guidance."

## ABC at ASU

BY SARAH MACDONALD

When ABC News needed sound bites for a "Cash for Clunkers" package, producers turned to Cronkite students. And when the network was producing a story about the job market for college graduates, it again tapped students in the school's ABC News on Campus bureau.

Cronkite is one of six journalism schools with an ABC bureau where students contribute to ABCNews.com as well as ABC news programs, including "World News Tonight," "20/20" and "Nightline."

Sue Green, broadcast director of Cronkite News Service and former managing editor of the ABC affiliate in Phoenix, said the program gives ABC more coverage and Cronkite students more experience and "a lot more exposure for their work."

The bureau is staffed by five Cronkite



Broadcast Director Sue Green looks out over the sixth-floor newsroom.  
Photo by Luis C. Lopez

students, one of whom serves as a bureau chief and communicates daily with the network to plan coverage.

Other bureaus are located at Syracuse University, the University of Florida, the University of Texas, the University of Nebraska and Howard University.





# Students Pioneer Sports Show: 'Sun Devils 101'



BY ERIC SMITH

**M**ark Reda had the idea: Create a magazine-style television show produced by Cronkite students and focused on ASU athletics and student-athletes.

Cronkite student Cameron Gidari quickly came up with a title: "Sun Devils 101."

Now all they had to do was figure out how to put together a student-produced-and-reported sports show about ASU athletics several times a semester for broadcast on FOX Sports Arizona.

"We were flying by the seat of our pants," said Reda, coordinating producer for FOX Sports Arizona, of the shows that started airing in October 2009. "We had an idea of how we wanted to do it, but we were going to see if it worked."

There was no shortage of people willing to try. When Reda pitched the concept to the school, broadcast students immediately jumped on board despite the unknowns.

"There's never really been a show like this before," said Cronkite student Kevin Word. "You kind of just

jump in the water and get your feet wet and go from there."

About 10 students a semester work on the show, most drawn from the ranks of Cronkite NewsWatch plus a select number of volunteers. The students pitch stories to FOX staffers, who make the final selections.

Kristen Keogh, who hosted the show in fall 2009 and spring 2010, said she was excited to be involved even if she didn't know what she was getting herself into.

"My first thought was that I wanted to be a part of it in any capacity, whether I would be holding a camera or reporting stories," she said. "Hosting it wasn't even something I thought I would be able to do."

The show has given students a chance to get experience and build portfolios.

"I think this is the best opportunity that any college student could get," Keogh said. "It not only gives me a lot of experience, but also credibility."

Reda said he got the idea for the show while touring the Cronkite School with his son. "I was just flabbergasted and amazed by all of the equipment, the facilities and just how really top-flight it was," he said.

Reda and the students initially decided to do two shows per semester. The debut episode of "Sun Devils 101" gave viewers a glimpse of the lives of student athletes beyond their sports. For the second show, students traveled to the University of California, Los Angeles, for the Sun Devils' football game against the Bruins. It was a big test for the students, Reda said.

Lindsay Curtis (center) talks with Mark Reda (second from right), coordinating producer for FOX Sports Arizona.  
Photo by Lauren Gilger

"They had an idea of what they wanted to do, and they did it on this road trip — and that was a great accomplishment for them," he said. "You have to make it work, and they did."

Since then, students have profiled ASU athletes, interviewed former players, featured the ASU-University of Arizona rivalry and cooked favorite dishes in the kitchen with Sun Devil athletes.

After producing two shows each in fall 2009 and spring 2010, they decided to increase the number to three shows a semester in 2010. The 30-minute shows will run repeatedly in a four- or five-week rotation on FOX Sports Arizona.

Word, who has been a producer, editor and reporter for the program, said he and his peers have learned a lot working on the show.

"It's pretty amazing to see how much we have improved," Word said. "It's an amazing thing what we have been doing, and I'm really looking forward to what the future holds."

Reda said the experience of working with students also has been great.

"They have a lot of energy and enthusiasm, and it keeps you younger," Reda said. "It's a lot of fun interacting with them."

**"I think this is the best opportunity that any college student could get."**

— Kristen Keogh,  
host of "Sun Devils 101"

To view clips, go to  
[www.facebook.com/SunDevils101](http://www.facebook.com/SunDevils101)



# Meredith Fellows Learn from the Pros

BY JESSICA LUTJEMEYER

Every January, broadcast students from Cronkite and other journalism schools across the country hone their skills alongside professionals at KPHO CBS Channel 5, thanks to a fellowship sponsored by the Meredith Corporation and its Phoenix television station.

The four-year-old Meredith-Cronkite Fellowship Program brings a dozen minority students — typically six from the Cronkite School and six from across the U.S. — together for a week in January for an intensive hands-on experience creating news packages and producing newscasts on deadline.

The program is led by Mark Lodato, the Cronkite School's assistant dean and news director who also is a former investigative reporter at CBS 5, along with the CBS 5 news director, Michelle Donaldson.

Students work alongside professionals in the KPHO newsroom and often go into the field to report news packages. They learn about newsroom ethics and leadership and leave with a polished newscast, Lodato said.

Almost all the graduates of the program are now working at TV news stations, many



Cronkite students Brian McBride and Maxine Park get ready for a newscast at CBS 5. Photo by Lauren Gilger

of them owned by Meredith, as anchors, reporters or weather forecasters, Lodato said.

"This experience has basically been a crash course in real-world reporting," wrote Maxine Park, an ASU student who participated in the fellowship program and who now works as a multimedia journalist at usatoday.com. "The things we learned here can't be taught in a classroom."

Paul Karpowicz, president of Meredith's Broadcast Group, said the program gives promising broadcast journalism students a major-market experience while allowing

Meredith the opportunity to see the work of talented students.

Meredith Corporation is one of the nation's leading media and marketing companies, with holdings in magazine and book publishing, television broadcasting, integrated marketing and interactive media.

Learn more at <http://cronkite.asu.edu/experience/meredith.php>

## McMahon Appreciates Students' Work

Pat McMahon's show has long been popular with television viewers around the Valley for commentary, interviews and just plain morning fun.

Over the past year, "The McMahon Group" has added another element: news and weather segments produced by Cronkite students. Their pieces, which air right before the regular show, have covered everything from light rail and state budget cuts to the H1N1 (swine flu) virus and homeless shelters.

The students all are members of Cronkite NewsWatch, the school's award-winning student newscast, and many of their segments also appear on other Cronkite television productions, which reach more than 1.2 million homes via Eight/KAET Digital, ASUtv and Tempe and Mesa Cable 11.

Recent Cronkite graduate Liz McKernan said the experience helped her learn a different kind of delivery than the one she used as an anchor for Cronkite

NewsWatch.

"I enjoyed the chance to participate because the updates for 'The McMahon Group' show, while hard news, were delivered with a lighter, morning feel," she said.

Mark Lodato, news director and assistant dean, said, "Pat McMahon is a Valley icon, and it's exciting to have our work appear on commercial television in the 12th-largest media market in the country."

McMahon, a fixture on local radio and TV, is perhaps best known for his work on the children's program "The Wallace and Ladmo Show," which aired for more than 35 years in Arizona.

McMahon said he's pleased with the level of professionalism shown by Cronkite students.

"When we began to investigate the feasibility of using Cronkite students to open the show with a newscast, my only concern was how 'student' their presentation would be," McMahon said. "From the



Photo courtesy of AZTV

Pat McMahon

first show it was clear I had nothing to fear. They are and have been disciplined broadcasters and budding professionals.

"In fact, many of my guests in the studio were totally surprised to find out that they were still in school."

"The McMahon Group" airs on AZTV at 9 a.m. weekdays on cable channels 7 and 13 in the Phoenix metropolitan area.

Cronkite student Jessica Lutjemeyer contributed to this report.

**“I want them to think about the market and the people, not about the technology.” — CJ Cornell,**

**Cronkite entrepreneur-in-residence**

# Knight Center Fosters Startup Culture

BY KAIWAN MANGOURI

**T**he media industry has been reeling for years with bankruptcies, new competitors, layoffs and no clear path to the future.

As far as Dan Gillmor and CJ Cornell are concerned, that makes it a great time to be a media entrepreneur.

“You have an audience who is screaming for innovation, who is screaming for something new,” Cornell said. “There has never been so much opportunity for an entrepreneur than journalism.”

Both veteran entrepreneurs, Cornell and Gillmor run the Cronkite School’s Knight Center for Digital Media Entrepreneurship, which brings together students from journalism, engineering, sociology, sustainability and business backgrounds to create innovative digital products that integrate geography, information and community.

The center immerses students in the principles of Silicon Valley-style entrepreneurship, characterized by high-growth and rapid concept-to-market, scalable digital media ventures. Students don’t just dream up ideas — they learn to develop them, pitch them, seek funding and move on if their first efforts fail.

Started in 2007 with funding from the John S. and James L. Knight Foundation and the Ewing Marion Kauffman Foundation, the center’s students already have produced applications that connect people to businesses and events around Phoenix light-rail stops, let people interact with large-screen plasma news displays as they walk by, fill hyper-local news niches

and help Native Americans connect with each other in the Phoenix area.

The center is one of several Cronkite programs devoted to new media and one of many entrepreneurial programs at ASU that led to the school’s second-place ranking in the 2009 Global Student Entrepreneur Awards. The lab also was recognized with the ASU President’s Award for Innovation in April 2010.

Gillmor, the center’s director, and Cornell, the entrepreneur-in-residence, both believe it’s likely their journalism students will need to join the ranks of the startup culture. It’s their job to show them how, which has been an experiment in itself.

“It’s changing every semester,” Gillmor said. “The course itself is a startup.”

Cornell said the barriers to entry for innovators are lower with digital media because significantly less capital is needed to start a venture.

The opportunity lies not just in technology but in the behaviors and attributes of target markets, Cornell said. While technology is important, he and Gillmor emphasize that the user should always be the starting point.

“I want them to think about the market and the people, not about the technology,” Cornell said of his students. “I want to know who it affects; I want to know about their lives.”

As their ideas develop into products and prototypes, students apply for grants as a course milestone. The intent of the grant application exercise is to help these student entrepreneurs think critically about their

Graduate student Sarah Whitmire (center) listens to a presentation in the Knight Center for Digital Media Entrepreneurship. Photo by Courtney Sargent

products and how to pitch them.

“If they don’t have clarity in their own minds, it’s pretty likely that their project will lack the kind of clarity and sense of purpose that it should have,” Gillmor said.

Another critical step is getting students to talk about their products to anyone who will listen. This is something that Gillmor and Cornell encourage students to do whenever possible.

“When it’s your idea or you’re very close to it, it’s an uncomfortable process,” Cornell said.

He will often tell students, “I know what you mean, but you haven’t said it yet,” meaning he wants them to articulate their pitch in a way that can be understood by someone who was not involved in the product’s development.

Not all projects will be successful. In fact, failure is not all that bad, Cornell said. The experience is similar to a roller coaster: After the first ride, students are equipped with the knowledge necessary to improve their chances for future success, he said.

Gillmor said learning the entrepreneurial process is critical to students — and to the industry.

“I hope (students) have, most of all, an appreciation of what the startup culture is and some confidence that if they think it’s for them, they have a head start,” he said.

See examples of student work at <http://knightcenter.asu.edu>

Marius Ciocirlan talks about his project during a “Must See Mondays” presentation. Photo by Lauren Gilger



**“You just need to think about your audience — what their problem is, what their needs are, what their behaviors are.”**

— Marius Ciocirlan, Knight Center student

## News That Follows You

### Student re-thinks project in Knight Center

BY KAIVAN MANGOURI

Marius Ciocirlan’s first project didn’t work out quite like he wanted, but that ultimately turned into an important lesson — and a new digital product — at the Knight Center for Digital Media Entrepreneurship.

That new product, Blimee, brings interactive journalism to its audience by showcasing hyper-local news on plasma displays and letting people interact with that news by tweeting their thoughts in response.

It was one of several projects launched in 2009 under the mentorship of Knight Center Director Dan Gillmor and Entrepreneur-in-Residence CJ Cornell.

Ciocirlan, whose background is in film and media production, originally set out to create touch-screen displays for movie posters. He got funding through ASU’s Performing Arts Venture Experience as well as funding and office space from ASU’s Entrepreneur Advantage Project.

The project did not come to market, but all was not lost, Ciocirlan said. When he enrolled in the Knight Center, Cornell and Gillmor taught Ciocirlan to think about his product in a completely different way.

“We found out that it (the first project) wasn’t really going to work out,” Ciocirlan said. “We took some of the ideas and molded them into Blimee.”

After working with Gillmor and Cornell, Ciocirlan said he understood that considering the audience is just as critical when developing a new media product as it is when creating a film or theater production. He said Cornell told him to take into account “what their problems are, what their needs are, what their behaviors are — and build a product around your audience.”

So Ciocirlan developed Blimee based on research and projections that called for high growth in the number of plasma displays and in user demand for interaction with the news through the use of social media. Blimee utilizes location-based technology on mobile phones that lets users tweet messages in response to the local news they see on a plasma display.

Blimee users would see different content as they pass different screens through the day.

“We took the technology and merged it with the social aspect in journalism,” Ciocirlan said. “People are getting a lot more comfortable speaking back and using (social media to) give their opinions.”

Ciocirlan hopes Blimee can enhance users’ lives by giving them a location-based conversation.

“Since (the content) is right there, a couple feet away, that’s going to be very, very interesting,” he said.

## Knight and Kauffman Foundations

The Knight Center for Digital Media Entrepreneurship began as a concept submitted in 2007 by Dean Christopher Callahan to the Knight News Challenge, a project of the John S. and James L. Knight Foundation. The concept won \$522,000 from the foundation, which was matched by part of a 2007 grant to ASU from the Ewing Marion Kauffman Foundation, to support the center at Cronkite for three years.

The Miami-based Knight Foundation awards more money to promote journalism than any other organization in the U.S. It funds projects with the potential to transform journalism and to inform and engage communities.

The Knight Center for Digital Media Entrepreneurship is not the only Cronkite School project to win Knight News Challenge funding. CityCircles, a project developed in the Knight Center in 2008, and CitySeed, developed by a professor and student of the Cronkite School’s New Media Innovation Lab, also have won News Challenge awards.

The Kauffman Foundation is the largest American foundation supporting entrepreneurship. The foundation in 2006 named ASU one of six Kauffman Campuses in the country that are committed to advancing interdisciplinary entrepreneurial education.

For more information on the Knight Foundation, visit [www.knightfoundation.org](http://www.knightfoundation.org)

For more information on the Kauffman Foundation, visit [www.kauffman.org](http://www.kauffman.org)





# Lab's Tech-Savvy Students Innovate for Major Media

## Students from disciplines across campus team up in New Media Innovation Lab

BY NICOLE GILBERT

Retha Hill is clicking through “Mama Market,” a website that lets Valley moms post items they want to get rid of as well as find items they want to trade for.

Hill is a mother, but that’s not why she’s interested in the site on this day. She’s there to show off the handiwork of her students in the Cronkite School’s New Media Innovation Lab.

“One of the things that a lot of the moms said to us is they liked this much better than Craigslist,” said Hill, demonstrating the site’s features and talking about the extensive research that went into it, including focus groups with Phoenix mothers on security issues, color preferences, functionality and design.

“Mama Market” is one of several applications produced by the lab, which develops real-world digital media products for media companies. Since 2006, the lab has brought together journalism, graphic design, computer science and engineering students to study, design and implement technology applications and multimedia products for professional clients.

The lab contracts with news companies to do projects or studies that they may not have the people or expertise to do themselves, said Hill, who has been director since 2007. Students work in teams to develop projects from start to finish.

“When we’re proposing to a client to build an iPhone application, we need for the j-students to be able to think through ‘What would it look like? How would it work?’” Hill said. “When you hand this over to one of the developers, they have a sense of what the (application) is supposed to do.”

Cronkite graduate student Chrystall Kanyuck was part of a team of student researchers who worked on the mom’s site.

“You can sell things or you can trade things, but within a community of moms,” she said of the site. “So there’s a little bit more trust.”

Kanyuck hopes that working in the lab will help her gain a deeper understanding of the technical aspects of the journalism industry.

“I feel that it’s really important to have a good understanding of the other side, (of) how things get put together,” she said.

Kanyuck’s work partner, journalism and political science senior Michael Tucker, said the cross-disciplinary aspect of his work with computer science and engineering students is key.

“The professional experience I get from this . . . is kind of amazing because I have the opportunity to collaborate,” he said.

Kanyuck and Tucker also were part of a team that developed an application for Gannett Co., owner of The Arizona Republic and USA Today, among other

Left: Students paste notes about a project on a column in the New Media Innovation Lab.

Right: Lab Director Retha Hill works with graduate student Chrystall Kanyuck.  
Photos by Courtney Sargent

properties. When the Detroit Free Press, a Gannett paper, needed help developing a Facebook application to convert young people into news consumers, it turned to the developers in the New Media Innovation Lab.

Gannett wants to broaden its understanding of a younger audience, said Pankaj Paul, manager for content development at Gannett’s ContentOne. Working with the Cronkite School allows them to do just that, he said.

“I think the sort of personal and practical experience that the students bring to this is very valuable to us,” he said.

The lab also worked with The Arizona Guardian, a specialized online source for government and political coverage, to develop a mobile application that lets Arizonans find their elected officials using their address — or using the app’s GPS system to find out who the elected officials are for any location they might be in.

Hill is again showing off her students’ handiwork, pulling out her mobile phone to show how The Arizona Guardian app provides detailed information on elected officials, including bios, telephone numbers and e-mail addresses.

She said the NMIL team came up with some functions that the client hadn’t considered because students had learned to think like users.

View some of the NMIL projects at <http://nmil.jmc.asu.edu>

# Understanding the Warrior Culture

## Student in-depth stories highlight history of Navajo veterans in service

BY KAIIVAN MANGOURI

No other ethnic group has a higher proportion of people serving in the U.S. military than Native Americans.

When Cronkite student Robert Lundberg discovered this fact, he decided to find out why. He traveled to Tuba City, Ariz., the largest community in the Navajo Nation, to interview war veterans and families with members who have served in wars dating back to World War I.

Lundberg's project was part of a depth reporting class taught by Carnegie Professor of Journalism Rick Rodriguez that focused on Navajo war veterans. Their work is published on the Cronkite Zine, the school's online student magazine, and was scheduled to be published in a special section of the Navajo Times newspaper.

Tom Arviso, publisher of the Navajo Times, was an early adviser to the class, talking to students about the culture and traditions of the Navajo Nation and warning them that getting interviews would be challenging.

Rodriguez said Arviso and his staff "were a big help in trying to get the students connected and providing background to a culture that many of the students hadn't covered before."

The 16-week class took Lundberg far outside his comfort zone. It was the longest he had ever spent researching a story and the farthest he had ever traveled to do interviews. Students made multiple trips to the reservation, about six hours from Phoenix.

The biggest challenge, Lundberg said, was getting people to talk to him — not only because they didn't know who he was but because the stories they had to tell were so difficult.

"They have seen some terrible stuff," he said.

Lundberg enlisted the help of an expert

in statistics in Tuba City to help him understand the scope of enlistments and the underlying reasons for people to join. He discovered that different generations tend to have different reasons for joining the military. For example, enlistees during the Vietnam War indicated they were motivated by a desire for cultural change or by political persuasions. When Lundberg interviewed the daughter of a Vietnam vet, she told him she joined the military because she wanted to "help to pay for school and see the world."

Two student photojournalists, Matt Pavelek and Luis Lopez, ended up doing just as much research as the students who wrote stories, Rodriguez said.

"The key to making a really great photojournalist is that they research the story (so they are) in concert with the reporter and so they understand what the story is about," Rodriguez said.

Rodriguez said the students had a difficult task learning a new culture and reporting and producing nuanced stories in a matter of a few months, but he was impressed with their efforts and their results.

"For them to be that engaged and to be willing to spend the time to drive five hours or six hours up to the reservation multiple times is kind of inspiring to me," he said. "It made me feel like I was making a difference in helping them lay the foundations for their careers."

Travel, lodging and other expenses for the reporting project were funded in part by a grant to New America Media from the McCormick Foundation. New America Media is an association of more than 3,000 ethnic news organizations. The McCormick Foundation, based in Chicago, funds a wide range of programs, including several that benefit veterans and promote journalism education.

## THE NAVAJO NATION

war, death, honor & life



## THE NAVAJO NATION

war, death, honor & life



## THE NAVAJO NATION

war, death, honor & life



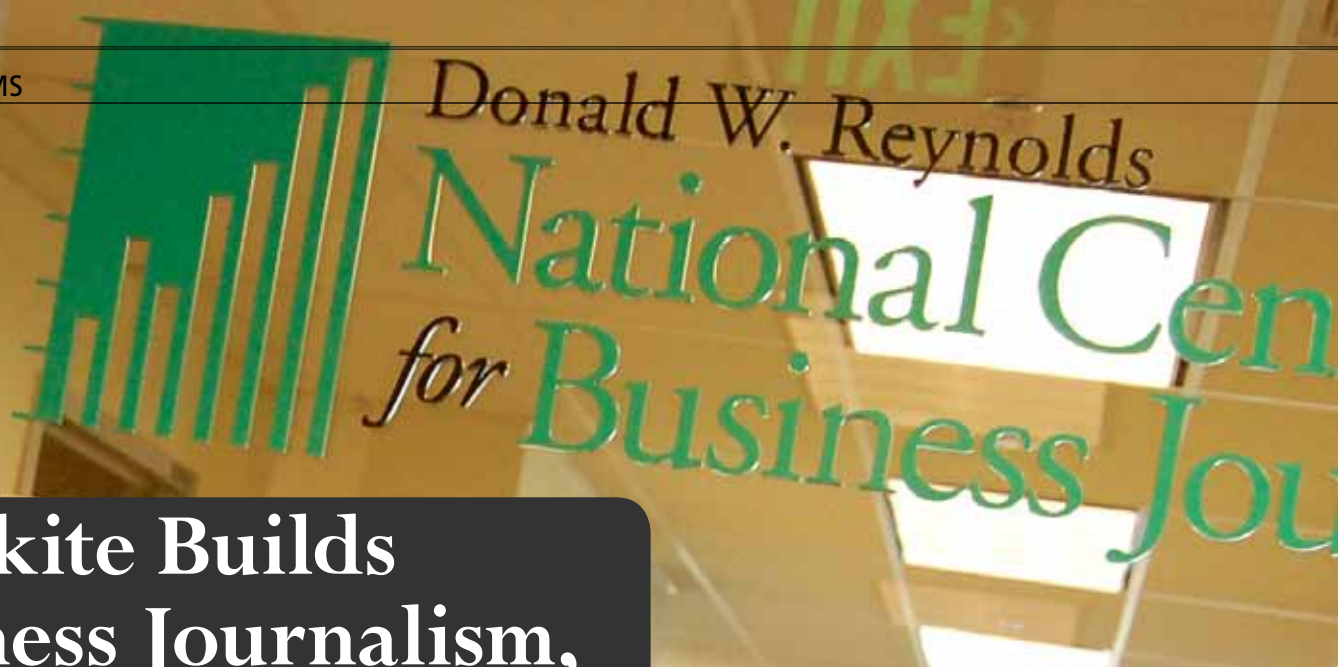
## THE NAVAJO NATION

war, death, honor & life



The Navajo veterans project can be viewed at <http://cronkitezone.asu.edu/spring2010>





# Cronkite Builds Business Journalism, Floor by Floor

BY ANDREW PENTIS AND TARA ALATORRE

**W**hen Dean Christopher Callahan tells visitors that the Cronkite School is the center of business journalism education and training in the country, the proof is at hand.

The Donald W. Reynolds National Center for Business Journalism, which trains thousands of business journalists each year through professional seminars, workshops and online, is located on the building's third floor.

The headquarters of the Society of American Business Editors and Writers, the nation's leading membership association for financial journalists, is on the fourth floor.

And throughout the building are the classrooms where Cronkite students learn to cover the fast-changing world of money as part of the school's business journalism specialization.

Taken together, these three components put Cronkite at the forefront of business journalism training, Callahan said: The Reynolds Center trains professional business journalists and educators; SABEW sustains them with a vast network of colleagues; and the business journalism specialization prepares the next generation of business journalists.

It all started in 2006 when the school attracted the Reynolds Center, which had been located in Virginia since 2003. Under the direction of veteran business journalist Andrew Leckey, the center expanded its training programs and outreach to business

journalists around the country.

In 2009, a major gift from the Las Vegas-based Donald W. Reynolds Foundation established an endowed chair in business journalism and the business journalism specialization, with Leckey at the head. Linda Austin, a former newspaper editor and business journalist, was selected as the center's executive director.

That was soon followed by a vote of SABEW members to move their national headquarters from the University of Missouri to Cronkite, adding to the critical mass of business journalism professionals and resources at the school.

Behind all the activity is the conviction that quality coverage of business and economics has never been more important.

The economic downturn, the troubled mortgage market and meltdown of financial institutions underscore the need for media professionals who can translate and explain complex financial issues, Leckey said.

In fact, the Reynolds Center has its roots in a 2002 study funded by the Reynolds Foundation that included a survey of journalists, educators and business executives. It found that business reporters lacked "sophisticated knowledge of the complex issues and concepts they cover."

Since the Reynolds Center made its debut in 2003, more than 10,000 journalists have attended its training sessions and even more have made use of its online resources at [BusinessJournalism.org](http://BusinessJournalism.org).

Each January, the center hosts "Reynolds

**"The seminars, awards, website and training the Reynolds Center facilitates have brought a much-needed focus to business journalism."**

— Jim Steele,  
investigative reporter

Business Journalism Week," which attracts 15 business journalists and 15 prospective business journalism professors from around the country for four days of training and discussion. Professionals attend a financial seminar covering stock markets, financial statements and documents, while professors learn about teaching business journalism.

A highlight of the week is the Barlett and Steele Awards for Investigative Business Journalism, which veteran investigative reporters Don Barlett and Jim Steele present to the winners. The winning journalists receive cash awards, while their news organizations receive trophies.

"The seminars, awards, website and training the Reynolds Center facilitates have brought a much-needed focus to business journalism," said Steele, half of the two-time Pulitzer Prize-winning team with Don Barlett for whom the award is named.

Leckey said "Reynolds Business Journalism Week" perfectly illustrates the school's dual mission of improving business journalism in classrooms and newsrooms.

"We believe that the Cronkite School is the future of business journalism," he said.



nter  
Journalism

## Reynolds Foundation Supports Business Journalism Initiatives

The Donald W. Reynolds Foundation has given more than \$75 million in grants to improve the quality of journalism in the U.S., almost \$18 million of which has gone to initiatives in business journalism.

And more than \$9 million of the business journalism funding has come to ASU since 2006 for programs like the Donald W. Reynolds Center for Business Journalism and the Donald W. Reynolds Endowed Chair in Business Journalism.

The foundation's interest in business journalism stemmed from a 2002 study that showed that reporters lacked expertise to cover business. The foundation, named for the entrepreneur who owned one of the largest privately held media companies in the country, has since become a key supporter of business journalism in this country.

In addition to its support for the Reynolds Center at ASU, the foundation has invested money to build journalism schools, fund three other endowed chairs in business journalism nationwide and support the Reynolds High School Journalism Institute held each year at the Cronkite School.

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

Visit the Reynolds Center site at  
[BusinessJournalism.org](http://BusinessJournalism.org)

## Robin Phillips Grows Reynolds Center's Online Community

BY TARA ALATORRE

Robin Phillips is busy. From her laptop, she is leading a Twitter chat about a story idea for business journalists. Between tweets, she updates the website for the Donald W. Reynolds National Center for Business Journalism, responding to inquiries from online readers, bloggers and students.

Most days are like this for Phillips, the center's Web managing editor.

"We own business journalism education," Phillips said. "So we wanted a site that would make that really clear."

When Phillips was hired in August 2009, the center was moving some of its training and a lot of its communication with business journalists away from traditional on-the-ground workshops and seminars to more of a digital presence. That meant it needed an updated website and someone who was expert in everything from webinars to social media.

Enter Phillips.

She had years of experience as online community manager for [azcentral.com](http://azcentral.com), the website for The Arizona Republic. She also had a business background, serving as deputy business editor at both the Republic and Newsday and small business editor at Business Week Online. And she had taught

new media as an adjunct professor at Columbia University's Graduate School of Journalism in New York.

The Reynolds Center "seemed to be a really good fit because I not only had the Web journalism experience, I had the business experience," she said. "So being able to tie those two together was real natural and a lot of fun."

The first thing Phillips did was overhaul the center's website, [BusinessJournalism.org](http://BusinessJournalism.org), for functionality, design and content. The new site, which launched in January, 2010, focuses on three things: news about the business industry; free training on topics of interest to business journalists; and establishing a professional community for working business journalists.

Phillips said it's been especially rewarding to help build a network of business journalists.

"We see business journalists from around the country come to us in a variety of ways," she said. "Many come to our site directly for news or training. They then refer friends and colleagues to us. And still more interact with us on Facebook, LinkedIn and Twitter, sharing news tips or asking for information right then, when they need it."

Photo by Courtney Sargent



**After 29 years at  
The New York Times,  
Leslie Wayne turns to  
lesson plans**

## Journalism Is Her New Beat

### Reynolds Center awards visiting professorship

BY ANDREW PENTIS

**L**eslie Wayne spent decades as a business reporter, covering everything from Wall Street turmoil to presidential campaigns.

But when the former New York Times reporter was named a visiting professor at the Donald W. Reynolds National Center for Business Journalism last spring, she had a problem.

Except for some part-time teaching at Temple University when she was working at The Philadelphia Inquirer, Wayne had never written a lesson plan. And she had been so immersed in daily business reporting that she hadn't fully digested the sweeping changes in her own industry that she would be expected to lecture on at the Cronkite School.

So she decided to treat it like a new beat.

"When you're a reporter — like when I was covering aerospace — I thought a lot about Boeing, and I thought a lot about Airbus," Wayne said. "I knew more about those companies than what was actually

happening in the larger journalism world, because that was my beat.

"What's interesting about coming here is that journalism becomes my beat."

Soon after accepting a buyout from the Times in December 2009, ending a 29-year run at the paper, Wayne was named visiting professor at the Cronkite School for the spring 2010 semester. In addition to speaking in March as part of the Cronkite School's "Must See Mondays" speaker series, Wayne co-taught two courses with Leckey and taught a Business and Future of Journalism class solo.

A visiting professorship is awarded every year to an professional in print, broadcast or online business journalism who teaches at Cronkite for a semester.

Andrew Leckey, the school's Reynolds Endowed Chair in Business Journalism and president of the ASU Reynolds Center, said what drew him to Wayne was her varied expertise — she had covered the financial system, defense, aerospace and, perhaps most notably, campaign finance.

"A lot of what business journalism is, is explaining difficult topics to people so they understand them," Leckey said.

Wayne said she didn't set out to be a

business writer, much less one at The New York Times.

It was at the Inquirer, the second newspaper Wayne worked for after attending the University of Michigan, that she was moved to the business desk and began immersing herself in the beat.

"I thought that if I wanted to keep a career in journalism that it would be good to specialize in something," Wayne said. "But I didn't know a lot about business, and I didn't (even) know the difference between revenues and profits."

To catch up, she applied for and won a Knight-Bagehot Fellowship in Business and Economics Journalism at Columbia University. When she realized she was halfway to a master's degree at the end of the fellowship, she stayed on two more semesters to earn her degree before going to the Times.

"If somebody had told me many, many years ago, 'Oh, you're going to be living in New York City, covering business, having an MBA and working for The New York Times,'" Wayne said, "I would have said, 'Are you crazy?'"

At the Times, Wayne covered it all, from turmoil and takeovers on Wall Street in the



Opposite page:  
Leslie Wayne spent a semester at Cronkite  
as a Reynolds visiting professor.  
Photo by Lauren Gilger

This page, right:  
Cronkite graduates Carol Legg (left) and  
Bill Hennigan landed business internships  
that led to jobs.

1980s to the unprecedented 2008 presidential campaigns and the financial meltdown.

Wayne said it was difficult to leave the newsroom where she had spent three decades, but the Cronkite School offer was appealing.

"When I told people that I was coming to Arizona State, to the Cronkite School, you have no idea the high-fives and the congratulations that I got from people because of the reputation of the school," she said. "They kept saying that this was the hot school."

Even though it had been a while since she had been in a classroom, Leckey said Wayne met his high expectations.

"The world is dotted with people with big names who nobody wants to listen to," he said. "You have to get somebody who really wants to teach, has something to say and also has strong credibility in the journalism community — and (Wayne) had all those bells."

Carolina Madrid, who was enrolled in all three courses Wayne taught during the spring semester, said, "It was kind of intimidating to have her in class at first ... but that quickly changed. You just know she knows what she is talking about it."

That fresh-from-the-field perspective helped Wayne bring current events into the classroom, in between teaching nervous students about income statements and balance sheets.

For one of Leckey's classes, for example, she brought in a former Times colleague via Skype to discuss the Toyota recall. And in the Business and Future of Journalism class, she discussed the Times' plan to monetize content on its website by implementing a paywall.

Leckey said Wayne's turn as visiting professor was "the beginning of an annual trend that will always be interesting."

"You're always taking someone — usually who's never taught — and then they're teaching," Leckey said. "And that's a good thing for everybody."



Photos courtesy of Carol Legg and Bill Hennigan

## Internships Lead to Jobs in Business Journalism

BY ANDREW PENTIS

**F**or Bill Hennigan, the path to a Los Angeles Times reporting job ran through the Donald W. Reynolds National Center for Business Journalism.

Hennigan was a Cronkite student when he received a Reynolds Center business reporting internship at the Times that later turned into a full-time job covering the aerospace industry for the paper.

The center has placed dozens of students in highly competitive internships over the past few years, said Reynolds Center President Andrew Leckey.

"Cronkite students are excelling at some of the best internships in business journalism," Leckey said. "Newsroom feedback has been overwhelmingly positive."

In addition to working with news organizations like Bloomberg News to place top Cronkite students in their existing internship programs, Leckey oversees 10 Reynolds-funded internships across the country. Students from the school's business journalism specialization are paired with the likes of Reuters, MarketWatch, CNBC, MSNBC.com, the Houston Chronicle and other organizations with which he has built relationships.

Carol Legg, who earned a Master of Mass Communication degree with a business journalism specialization in May 2010, landed an internship through the Reynolds Center in summer 2009 at CNBC. When she graduated the next year, CNBC hired her as a producer.

Leckey "knows the ultimate goal is to get

people a job, not just walk out of here with a degree and be satisfied," Legg said.

Another Cronkite graduate, Annalyn Censky, was hired as a reporter by CNNMoney.com after interning at Fortune magazine and the Phoenix Business Journal.

All got started by walking into the Reynolds Center in Suite 306 of the Cronkite School. The students take classes in business and economics reporting and get experience reporting on local and national business-related topics. They also take business and economics courses at ASU's W.P. Carey School of Business.

Hennigan, 27, who writes under the byline W.J. Hennigan, arrived at Cronkite with an English degree from Northern Illinois University and a handful of reporting experiences.

When he graduated in December 2008 and went to his center-sponsored internship at the Los Angeles Times, the paper was laying off hundreds of workers. But the internship got him in the door and, Leckey said, Hennigan's hard work and talent took care of the rest.

"My career is kind of tied to the Reynolds Center," Hennigan said. "They set me on a course where I am today."

After Hennigan's performance landed him a job at the Times, Leckey said, the Reynolds Center was able to send another student, Kristena Hansen, as an intern right after him.

"Because Bill did a first-rate job and got hired, they were very open to another Cronkite student," Leckey said.

# Graduate Student ‘Boot Camp’ Sharpens Multimedia Skills



Second-year graduate student Lisa Ruhl works out of the graduate student office on the fourth floor of the Cronkite School.  
Photo by Courtney Sargent

## Students learn to tell stories on air, in print and online

BY JESSICA LUTJEMEYER

**T**hey showed up at 7:45 most mornings and worked until noon, five days a week for 16 weeks. They had three different instructors drilling them in the basics of all media platforms. They were not allowed to have jobs outside of school, so they could often be found working late in the evening in the Cronkite School's editing bays and labs.

There's a reason they call the first semester of the Cronkite School's master's program a "boot camp" for journalists.

"We lived this stuff," said Jennifer Gaie Hellum. "It's an intensive class."

The grueling semester was made up of three sections — print reporting with Professor Steve Doig, multimedia with Assistant Professor Leslie-Jean Thornton and broadcasting with Associate Professor B. William Silcock. The first half of the semester was devoted to print reporting and the second to broadcast techniques, while multimedia spanned the entire semester.

It was a welcome-to-the-business semester for the fall 2009 cohort of graduate students, who were working toward becoming capable journalists in a

rapidly evolving industry. Some aspire to be business or broadcast journalists, editors or writers; some want to invent their own digital media products; and some aren't quite sure what they want to do. All used the boot camp to sharpen their skills.

"You can make journalism your own at this point," said Lisa Ruhl, who went right into the ASU master's program after getting her bachelor's degree in communication at Westfield State College in Massachusetts.

The "boot campers" reported for class every Tuesday through Friday at 7:45 a.m.; they got a break on Mondays, when the first class didn't start until 9 a.m.

Doig, a veteran investigative and computer-assisted-reporting journalist with 23 years of career experience, helped them hone their reporting skills on stories that they wrote each day in class. One of his first assignments was a scavenger hunt around downtown Phoenix in which students visited 30 of approximately 45 Phoenix landmarks and photographed them.

Under Silcock's direction, students produced three different TV news packages and four radio field reports. They also did live broadcasts on the school's radio

## In their first intensive semester, Cronkite graduate students learn what journalism is all about.

station, The Blaze — a first for the master's program.

After the Nov. 7, 2009, shootings at Fort Hood, Texas, Kelly Rogers, a student in Silcock's class, used Facebook and Twitter to arrange a live interview with someone she knew inside Fort Hood.

"I'm really proud of how quickly they (the students) came up to speed," said Silcock, who worked in the broadcast industry for 25 years.

While they worked through the print and broadcast sections, Thornton, an online media expert, helped the students create WordPress blogs, audio slideshows and personal portfolios.

In their broadcast and multimedia sections, the students interviewed veterans from World War II, the Vietnam War and the Iraq War and created podcasts in association with National Public Radio's "StoryCorps." Some of the interviews were



The 18 graduate students were assigned to cover nine Phoenix neighborhoods.



Graduate students Lauren Gilger (top) and Heather Billings work on the Streets of Dreams project.  
Photo by Courtney Sargent

posted on the Veterans Listening Project website in conjunction with the National Day of Listening. The East Valley Tribune also posted the series on its website in honor of Veterans Day.

"These stories ended up having legs," Gaie Hellum said. "It was fun to have our work published."

The students also produced a multimedia-rich website on Phoenix neighborhoods called "Streets of Dreams." The project took months of work and culminated in a last-ditch all-night session before the website was unveiled.

That experience led graduate student Heather Billings to remark that the boot camp was aptly named. "It is very much like going into the military and being totally worked over," she said with a laugh.

Learn more about the Cronkite School's graduate program at <http://cronkite.asu.edu/grad/curriculum.php>



## Grad Students Comb Phoenix Neighborhoods in Search of Dreams

Cronkite graduate student Jennifer Johnson met 93-year-old Annette Fitzgerald while walking through Phoenix's Ashland Place neighborhood, where Fitzgerald has lived for more than a half-a-century. The two quickly bonded, and over the next few months they shared stories and swapped recipes.

They probably would never have met if it weren't for a particular assignment in the boot camp portion of the Cronkite master's program that sent Johnson and her classmates out to report on downtown Phoenix neighborhoods.

The 18 graduate students were assigned in teams of two to cover nine Phoenix neighborhoods — all within walking distance of the light rail system. Their reporting, multimedia and broadcast pieces culminated in the creation of a Web site about the metro neighborhoods of Phoenix called "Streets of Dreams" — a collaborative final project showcasing skills the students had learned over the course of the semester.

It was the first time master's students

did their final project as a group. The idea came from graduate student Christy Little, who ended up as project manager. Classmate Heather Billings developed and designed the website, creating templates for each neighborhood page. Little then delegated work to the teams.

"The end result was just wonderful," said Professor Steve Doig, who taught the writing and reporting portion of boot camp. "They just did a fabulous job with it."

Doig wasn't the only one who thought so. "Streets of Dreams" tied for first place with another Cronkite School project in the 2010 Best of the Web competition sponsored by the Association for Education in Journalism & Mass Communication. It also won a Society of Professional Journalists' Mark of Excellence award.

Visit the "Streets of Dreams" website at [http://cronkiteworks.asu.edu/streets\\_of\\_dreams](http://cronkiteworks.asu.edu/streets_of_dreams)

## OUR PROGRAMS



# ‘Mrconnect’ Helps Students Get Internships, Jobs

BY ERIC SMITH

**M**ike Wong’s Twitter handle, @mrconnect, pretty much says it all.

As the school’s director of career services, he is, after all, the person who connects students to internships, mentorships, jobs and other opportunities.

Wong maintains contacts with hundreds of companies in Arizona and across the country. They include major names in the Phoenix market: The Arizona Republic, Arizona Highways Magazine, the Arizona Diamondbacks, Phoenix Coyotes, E. B. Lane, a public relations and advertising firm, and virtually all the local television stations.

Those companies and many more provide internships for Cronkite students, semester after semester, year after year. In fact, demand for interns has never been greater, Wong said. That’s in part because of the skills Cronkite students bring to the workplace, but it’s also because of the economy.

“This bad economy is actually helping open up some opportunities for our students,” Wong said. Employers who may be hesitant to add workers are often eager to accept students, who are typically on staff for a semester.

Wong said there were a record number of students — 237 of them, to be precise — in internships during the spring 2010 semester. Of those, 69 completed print/online internships. 96 were in broadcast internships and 72 did public relations internships.

All Cronkite students are now required to complete at least one internship for credit, which requires working an average of 15 hours a week in the fall or spring semesters. Students also can do full-time internships for credit during the summer.

Many students do more than one internship — some many more than one. And that’s something Wong encourages.

“We put a lot of emphasis on the profession and preparing and educating our students,” he said. “What better way to prep yourself than to do an internship and to be exposed to that particular medium?”

Most students find internships at one of three major interview days that Wong hosts each semester — one for broadcast employers, one for public relations and one for print and digital companies. But Wong also sends out weekly e-mails and posts Twitter updates telling students about opportunities.

The ultimate goal, of course, is helping students find jobs.

“The goal is to be such a great intern that the company is willing to offer you part-time employment, write you a glowing letter of recommendation or somewhere down the line offer you full-time employment,” Wong said.

“This is what we stress to our students: Be the super intern.”

Learn more about the Cronkite School’s internship programs at [http://cronkite.asu.edu/experience/internship\\_fa.php](http://cronkite.asu.edu/experience/internship_fa.php)

Above: Cronkite Career Services Director Mike Wong oversees a growing placement program for students. Photo by Morgan Bellinger

Below, top: Arizona Diamondbacks’ Director of Operations Rob Weinheimer (right) interviews a student. Photo by Lauren Gilger

Bottom: Cronkite student Mugo Odigwe interviews for an internship at a local TV station. Photo by Lauren Gilger





## Someone to Look Up To: Freshmen Get Mentors

Cronkite freshmen are wasting no time connecting with professionals whose jobs they might like to have one day.

Under a mentorship program operated by the school's office of Career Services, freshmen are matched with journalism and public relations professionals, giving them a chance to explore their areas of interest and get an inside look at the operations of media companies.

"It's a great way for students to start growing their network of contacts and figure out what they want to do right at the beginning of their journalism studies," said Career Services Director Mike Wong.

Since the program started in 2008, more than 150 students and 130 professionals have participated, Wong said. Students visit their mentors' places of work and then meet or communicate monthly.

Wong said the program contributes to a high retention among Cronkite students. In the first year of the program, 95 percent of the students who were mentored returned to ASU for their sophomore year, he said.

Cronkite student Suzanne Nogami said she was nervous to meet her mentor, CBS 5/KPHO-TV reporter Cara Liu, but the two immediately connected. Nogami said Liu has helped her make decisions about what courses to take, introduced her to others in the profession and even took time to meet her family in Tucson.

"She helped me network a lot," Nogami said. "She is just a really strong reporter and is someone I can look up to."

Student Salvador Rodriguez said he couldn't be happier about his mentor, sports reporter Paul Coro of The Arizona Republic.

"While he can get pretty busy writing about the Suns, he has still taken time out of his life to answer e-mails and give me tips on how to become a better journalist," Rodriguez said. "Not every kid gets to say he's seen the board room of all the top honchos at a newspaper as well as know the guy who covers the local basketball team."

Cronkite student Eric Smith contributed to this report.

# PR Lab Teaches Students While Helping Clients

BY KAIIVAN MANGOURI

When Rock Boot Camp co-founder Grant Ferguson was looking for a public relations firm to tweak his company's social media presence, he settled on V3 Communications because its staff impressed him as being professional, poised and knowledgeable.

It didn't hurt that they were Cronkite students either.

The Cronkite Public Relations Lab helps professional clients while giving advanced public relations students a chance to put their studies to work developing campaigns and strategies in a real-world environment.

Under the guidance of Associate Professor Xu Wu, fall 2009 students set up their student agency in a state-of-the-art lab, complete with a conference room to meet with clients, on the second floor of the Cronkite School.

The students took on roles that mirror those in a professional setting: director, account executive, communications manager. And they gave themselves a name: V3 Communications. The three Vs stand for "vibrant, versatile and visual."

Wu said he played the role of a "laid-back" chief executive officer of the agency, while the students developed campaigns for five clients in the Phoenix area: Rock Boot Camp, the Morrison Institute for Public Policy at ASU, ZooLoo.com, the Greater Phoenix Economic Council and the Arizona Partnership for Immunization.

Wu said both he and V3's clients treated the staff as they would professionals.

"At the very beginning of this class, some of (the students) are not that confident in terms of speaking in public or talking with clients," Wu said. "But I think by the end they pretty much are comfortable in that particular role."

Wu "really let us fully engage in our roles," said Cronkite undergraduate

Rachel Niu, who worked as an assistant account executive for V3.

While they are treated as professionals, it is the fact that they are students that turns out to be one of their greatest strengths.

Students "are the primary users of social media, and also they are the natural-born social media experts," Wu said.

V3 staff researched clients' social media visibility, set up or updated MySpace, Facebook and Twitter accounts and gave advice on how to better engage target markets.

Ferguson credits V3 with taking Scottsdale-based Rock Boot Camp to the next level of social media awareness and presence. When he later founded a social media agency, Chatter Media Group specializing in digital and social media planning and execution, he hired one of the lab's graduates, Sophia Fuka, as its director.

"What Chatter Media does is exactly what the Cronkite School set (me) up to do," Fuka said.

While social media is a strength, the public relations students also showed they could help clients reach younger audiences through more traditional means. When the firm planned a promotional event for ZooLoo.com, a social media aggregator based in Scottsdale, it held a contest for the company outside Sun Devil Stadium, where ASU students were tailgating.

Wu said watching V3 staffers grow from students into budding public relations professionals is as gratifying to him as the students' work is valuable to their clients.

It's the "proudest thing as a professor you can experience," Wu said.

Read more about the V3 projects at <http://cronkite.asu.edu/experience/prlab.php>



# Summer Trip Teaches Students Culture, Business of China

## Professors emphasize global perspective

BY JESSICA LUTJEMEYER

**T**wo Cronkite professors led a group of students on a study abroad trip to China this past summer — the first student trip to that country sponsored by the Cronkite School.

Fifteen students spent a week in the political capital of Beijing and a week in the business capital of Shanghai, meeting with business leaders and visiting China Central Television, Bloomberg News, Thomson Reuters and Oriental Outlook, a news weekly similar to Time magazine.

Students had spirited discussions with Chinese journalism students at Beijing's Tsinghua University Global Business Journalism program and at Fudan University in Shanghai, spoke with store clerks and entrepreneurs and visited some of the country's great sights, including the Great Wall of China, the Forbidden City and Tiananmen Square.

It was all part of a class, International Business Journalism: Chinese Perspective, taught by Professor Andrew Leckey, the Reynolds Endowed Chair in Business Journalism and president of the Donald W. Reynolds National Center for Business Journalism, and Associate Professor Xu Wu, a native of Beijing. The instructors said they wanted to give students a chance to observe cultural differences, the different ways in which

news is delivered and how China's emerging markets operate.

"I can't think of a better thing for a young person to do than to connect with Beijing and Shanghai," Leckey said. "The world is so global right now, if (I were) to pick one place to go, China is the place. I would say that no matter what."

Cronkite student Carolina Madrid had already spent a semester in Spain, but she said she decided to make the trip to China to satisfy her love of travel and to help her become a better business journalist.

"There's a need for people like us to understand (China) and explain it to others," Madrid said.

Austen Sherman, who is majoring in both

journalism and economics, said he appreciated the chance to understand the economic ties between China and the U.S.

"Especially in the realm of business journalism, China is just going to be so important to the world economy that to be there firsthand ... is a priceless experience," he said.

See the students' multimedia project about their trip at <http://cronkitezine.asu.edu/spring2010/beijingshanghai>

Top: Cronkite students pose in front of the Oriental Pearl Tower during a 2010 trip to Shanghai.

Bottom: Students Colton Shone (left) and Nicole Klauss interview John Lieu, Beijing bureau chief for Bloomberg News.





# Study Abroad Students Report on Religion and Conflict

In the Cronkite School's Euro-Media summer study abroad program, student reporters gained an understanding of European media and new comfort reporting in tough situations.

For three and a half weeks in the summer of 2010, eight students studied European media and reported on religious issues while traversing Dublin, London and Rome for two courses: Culture of Global News and Reporting on Religion and Conflict.

"It's like being a foreign correspondent," said co-director of the program Carol Schwalbe. "You're just kind of parachuted in (and) you've got a few days to figure out your way around."

Students researched potential stories and contacted prospective sources prior to their arrival. But they soon learned it was crucial to pack a Plan B.

David Olson was one such student. He said the trip pushed him out of his comfort zone, both as a visitor in a foreign country and as a reporter. Two of his stories fell through, but another arose unexpectedly when he stayed behind at one of the sites on the trip, a Sikh temple in the Southall suburb west of London.

"It turned into this gold mine of story ideas," Olson said.

Other students reported on the Roman Catholic Opus Dei organization and Mormon missionaries in Europe, producing stories, photos and video packages.

In addition, students met the local media, visiting The Guardian, the BBC,

The Economist and Independent Television News in London. At the Radio Vatican office in Rome, they spent an hour with the Pope's spokesman, the Rev. Federico Lombardi.

Olson said he realized how special the interview was when he later told a Wall Street Journal correspondent about the encounter. "He said that professional journalists can't even get an hour with Father Lombardi," Olson said.

James Gregg, a photojournalist at the Arizona Daily Star in Tucson, Ariz., accompanied Schwalbe and the students and offered on-the-spot coaching in visual storytelling.

Gregg said he was pleased with how quickly students learned, especially considering they were using simple point-and-shoot cameras and were new to both journalism and reporting on religious conflict.

"We've thrown them into some very tough spots," he said. For example, in Belfast, Ireland, students were assigned to interview Catholics and Protestants about their political differences.

"I think that most of them probably felt a level of discomfort but also were willing to have the courage to give it a go," Gregg said, "and that's been inspiring to see."

Cronkite student Jessica Lutjemeyer contributed to this report.

Visit the students' website at <http://cronkiteeuro2010.asu.edu>



Cronkite students interview the Rev. Federico Lombardi, spokesman for Pope Benedict XVI, during a visit to Vatican Radio.

## OUR PROGRAMS



## Students Moved by Trip to Oklahoma City Memorial

BY ERIC SMITH

Cronkite students learned about the complexities of covering acts of terrorism when they visited the Oklahoma City National Memorial and Museum, the site of the 1995 bombing that killed 168 people.

The six students, all members of Barrett, the Honors College, had just completed a 2009 class on Terrorism and the Press, taught by Cronkite Associate Professor B. William Silcock, exploring media coverage of terrorist acts.

"I wanted the students to be able to see and hear and feel and touch the impact of terrorism as much as possible," Silcock said. "You can do that the best, in my judgment, at Oklahoma."

The students met with Mike Boettcher, former chief terrorism correspondent for CNN, who covered the Oklahoma City bombing and other terrorist activities.

"He gave us lessons never to be forgotten, not just about journalism or the coverage of terrorism but lessons about life and humanity," Silcock said.

Cronkite student Janessa Hilliard said she, too, was moved by what Boettcher had to say. "He talked about Oklahoma City in a very personal way because he was from there and this was his town," she said.

Students also attended a press conference at the memorial, where they met leading local journalists and politicians. Students came away with a better understanding of the bombing and what it meant, Silcock said.

"Terrorism touches all souls," he said, "whether it's the people that lost families and kids, or limbs or arms or legs — or lost a little bit of what it means to be an American."



Photo by Chad Bricks

# Reynold Institute: Teaching the Teachers

## High school teachers learn journalism by practicing it

BY TARA ALATORRE

**R**ick Burd was a retired retail manager with a bachelor's degree in philosophy when he was hired to teach business and marketing at Wickenburg High School west of Phoenix. He soon ended up teaching journalism as well.

Burd is one of many high school teachers who land in a journalism class without any real training because schools lack funding to hire more-specialized instructors. He spent the summer putting together a curriculum and organizing the school's first newspaper, but he said he just didn't know enough to do it as well as he would have liked.

So he turned to the experts: He applied for and was accepted to the 2009 Reynolds High School Journalism Institute, a two-week intensive training program for high school teachers hosted by the Cronkite School.

Each summer for the past four years, about 35 teachers have come from all over the country — from big schools and small, private and public, urban and rural — to

learn from Cronkite instructors and a slate of media professionals.

Cronkite is one of five journalism schools that operate the training program, which is funded by the Donald W. Reynolds Foundation and administered by the American Society of News Editors.

The teachers attend lectures and workshops, but much of their time is spent in hands-on sessions in which they learn to shoot and edit photos and video, blog and write stories and present their work on an institute website.

They work under the direction of Steve Elliott, a former Associated Press bureau chief and the digital director of Cronkite News Service. Elliott stresses fundamental journalism skills and values while at the same time exposing the teachers to new technologies that they may want to employ in their own classrooms.

"I think they leave here confident that they can practice journalism themselves, not teach something that is foreign to them," Elliott said.

Burd said he thought he was a pretty good writer "until I wrote a story and

Steve edited it. I realized good writing for newspapers is much different from regular writing." After attending the institute, Burd's class started putting out a paper every six weeks and created an online paper that students update daily.

After Mark Webber attended the institute in 2009, his students began producing videos, blogging, tweeting and podcasting for the first time at Vidal M. Treviño School in Laredo, Texas.

Webber and his colleagues also found each other: One of the goals of the institute is to connect teachers, who can then tap each other for support and advice, Elliott said. Teachers stay in touch informally and through a list-serve hosted by ASNE.

"I think the greatest thing is the kind of networks that we've created," said 2009 participant Eric Chow in a farewell video for the institute. "I know for myself I'm going to be expecting nothing but excellence in what my students will do."

Learn more about the Reynolds High School Journalism Institute at <http://cronkite.asu.edu/beyond/hs.php>



# Cronkite Institute Serves High School Journalism



From top: Milton Coleman, senior editor of The Washington Post and president of the American Society of News Editors, talks about the future of news with Reynolds high school teachers.

Kellie Wenger (left) of the Hartford (Conn.) Journalism and Media Academy makes a point during the Reynolds Institute while Kim Vinh of Sequoia High School in Redwood City, Calif., looks on.

Cronkite student Nick Blumberg leads a session for Summer Journalism Institute students.

Right: Anita Luera, director of the Cronkite Institute for High School Journalism, works with students in the summer high school program. Photos by Chad Bricks

The Reynolds High School Journalism Institute is one of a number of programs that the Cronkite School offers to support and train high school journalism teachers and their students.

The programs are directed by Anita Luera, a longtime Arizona broadcast journalist and past president of the Arizona Latino Media Association, and Dave Cornelius, a longtime high school broadcast educator. They include:

- The Summer High School Broadcast Institute and the Summer High School Digital Journalism Institute, which bring high-performing journalism students to the school for two weeks each summer to practice journalism and learn about the profession.
- The Cronkite outreach program, which takes Cronkite equipment and training to schools around the state. The program encourages students who might not otherwise be exposed to journalism to consider it as a career.
- The Stardust High School Journalism Program, which supports struggling high school journalism programs by providing equipment, training and support.
- Support of high school journalism associations, including the Arizona Interscholastic Press Association, the Arizona Latino Media Association and the Arizona Indian Education Association. The school hosted the AIPA summer workshop for the first time in the summer of 2010 for more than 50 high

school students from around the state.

• A new career and technical education program, in partnership with the Workforce Education and Development Office of University College at ASU, provides technical advisement, professional development, curricular support, training courses and online collaboration for secondary school teachers statewide.

The school's array of programs is arguably the most extensive offered by any university in the country, according to Cronkite Dean Christopher Callahan.

Many high school journalism programs have suffered in recent years, the victims of budget cuts and other priorities, especially at schools with large minority populations. This is despite the fact that studies have consistently shown that students who study journalism do better in both high school and college.

By building stronger high school programs, the Cronkite School hopes to create a pool of talented young people who will go on to study journalism in college and who will enter the profession, Callahan said.

The high school programs are possible because of the support of individuals and foundations that include Entravision, the Stardust Foundation, the Arizona Broadcasters Association, the Scripps Howard Foundation, the National Academy of Television Arts and Sciences, the American Society of News Editors and the Donald W. Reynolds Foundation.



# Blaze Broadcasts from Cutting-edge Newsroom

BY KAIVAN MANGOURI AND TARA ALATORRE

Step outside the Cronkite School and you'll hear sounds familiar to generations of students on the Tempe campus: news and music from The Blaze student radio station.

Step inside the school's third floor digital radio newsroom and you'll find students working on newscasts for the station, which has been part of the Cronkite School since 1982.

The newsroom features nine editing bays and a spacious newsroom. Students have access to nine high-quality microphones and headphones and a highly flexible digital console, the Studer OnAir 3000, which allows them to switch between different audio signals. Students also use The Associated Press Essential News Production System (ENPS), a news management system that pulls together wire copy, scripts, audio and video. Cronkite News Director and Assistant Dean Mark Lodato calls it the gold standard of news content management systems.

"There are a lot of radio stations in the country that aren't nearly to this level yet," Lodato said. "We wanted to make sure the facility could not only handle the

basic news update but would also be able to handle expanded programming, whether it's a roundtable discussion or a political show or something we just haven't thought of yet."

The structure of the room is just as important as the technology it houses, said Cronkite Chief Engineer Jim Dove. The walls, doors and ceiling are all double insulated, and the studio has acoustic paneling and is pitched to deflect sound. Every detail was carefully considered, down to the placement of plugs and jacks, he said.

"If you're going into broadcast journalism, then I think this is where you want to go to school," Dove said. "If you're coming out of here with three to four years of experience of hands-on usage of that technology and every semester it grows a little bit more, you're ready."

The Blaze became a part of the Cronkite curriculum in 1982 and was originally broadcast only to Tempe campus residence halls. By 1986, the station was broadcasting on an AM signal, and in 1999, it started streaming online. The station, which now also produces podcasts, has long been a place where Cronkite students have gotten



From top: Cronkite student Nick Blumberg produces a Blaze live broadcast.

Cronkite students Taylor Hill (left) and Charles Feinerman read stories on the air during a Blaze broadcast.  
Photos by Courtney Sargent

their first taste of broadcasting.

"When students first walk in this studio or see these edit bays," Lodato said, "I think it's a great way to open their eyes to what is still a very strong and powerful news medium out there today."



# Defining Disability: NCDJ Advocates ‘People First’

BY NICOLE GILBERT

When Jan Fifer, the president of Special Equestrians Inc., set out to produce press releases for the Florida-based organization, she didn't anticipate how difficult they would be to write.

Special Equestrians offers recreational activities for people with disabilities, but Fifer wasn't sure how to refer to her clientele. Should she call them disabled? Handicapped? Avoid any kind of categorization?

Her search led her to what she deemed the most credible source of guidance, the National Center on Disability & Journalism at the Cronkite School.

NCDJ was founded in San Francisco in 1998, but relocated to ASU in 2009. Alumnus Jake Geller runs the day-to-day operations of the center, which offers advice and information to working journalists and other professionals on disability news and issues.

The NCDJ website ([ncdj.org](http://ncdj.org)) contains educational resources, news, information, statistics and an ongoing blog as well as a disability style guide for journalists and others concerned about avoiding offensive or demeaning language.

"It is kind of a do's and don't's," said Geller, who compiled the guide. "The

biggest thing is to use 'people first' language." For instance, by putting the word "people" before the word "disability," a writer can avoid the misconception that a disability defines a person, said Geller, who himself is an individual with Duchenne muscular dystrophy. By being mindful of language, journalists can be not only more respectful but more accurate, he said.

Fifer, for one, said the "people first" advice made her work much easier.

Geller began working with the NCDJ while a graduate student at the Cronkite School. He works with Associate Dean Kristin Gilger and a national board of advisers that includes Professor Steve Doig, the Cronkite School's Knight Chair in Journalism.

Doig advised Geller on his graduate project, which centered on the development of the disability organization.

Doig said knowing Geller and the barriers he has surmounted has made him realize the importance of disability issues.

"A not insignificant fraction of our population has disabilities of one kind or another," he said. "Part of our job is to expose situations where vulnerable people are not getting the help they need."



Jake Geller

Photo by Courtney Sargent

The NCDJ's style guide helps journalists and others accurately represent persons with disabilities. Here are a few of its suggestions:

- A person's disability should not be mentioned unless it is a necessary component of the story.
- Use "person with a disability" rather than "disabled person."
- Avoid the use of "suffers from," "stricken with" and "victim of."
- The word "handicapped" or "handicap" should not be used when describing a person but is appropriate in other uses, such as "handicapped parking."

## NCDJ advisory board boasts range of talents

Nan Connolly — A former business reporter for The Associated Press, Connolly is an adjunct professor of journalism at the University of Central Florida. She works with the National Alliance on Mental Illness and with Special Olympics.

Steve Doig — Cronkite's Knight Chair in Journalism, Doig is a Pulitzer Prize-winning former investigative reporter and editor at the Miami Herald. His work with a former Herald editor who lived with achondroplasia dwarfism encouraged him to learn more about people with disabilities.

Beth Haller — A professor of journalism at Towson University of Maryland, Haller has been researching disability issues since she was a student working on her Ph.D. dissertation on media coverage of the Americans with Disabilities Act. Her blog, Media dis&dat, covers disability issues in the news. She also is the former co-editor of Disability Studies Quarterly.

Jennifer LaFleur — LaFleur is an award-winning director of computer-assisted reporting for the nonprofit news organization ProPublica, based in New York City. She brings to the advisory board a deep understanding of investigative reporting on issues involving disabilities, law and government.

Suzanne Robitaille — Robitaille is the assistive-technology columnist for BusinessWeek.com and editor-in-chief of Ablebody.com, a website she founded to cover disability news and how technology can assist people with disabilities, an area she knows about firsthand after growing up with hearing difficulties.

Greg Smith — An alumnus of the Cronkite School, Smith has pushed past barriers to become a successful entrepreneur. He founded "On the Roll — Talk Radio on Life and Disability," a nationally syndicated radio program he hosts and produces.

# NBC Anchor Calls Cronkite Award ‘Greatest Honor’

BY CLAIRE LAWTON  
PHOTOS BY LUIS C. LOPEZ

On the sixth floor of the Cronkite building, Cronkite NewsWatch staff members were having trouble getting their work done. Some were having trouble sitting still.

News had leaked out: NBC News anchor Brian Williams was on his way up to the newsroom.

Williams was in town to receive the 2009 Walter Cronkite Award for Excellence in Journalism at the school's annual Cronkite Award Luncheon, the first person to be honored since Walter Cronkite died in July 2009. His two-day Phoenix schedule was packed: a live broadcast of the “NBC Nightly News” from the roof of the Cronkite building; a question-and-answer session with students in the First Amendment Forum; dinner with Cronkite supporters and, of course, the awards luncheon at which he would give the keynote address.

But Williams was making time to visit with students on their turf.

“Brian Williams represents the height of what Cronkite NewsWatch students strive for as reporters,” said Jessica Andrews as she waited for Williams to arrive. “I believe he’s one of the top reporters in the country, and he’s walking over here right now...”



Andrews and two dozen other student journalists fell silent as they watched Williams walk through the door with his boss, Steve Capus, president of NBC News. The two spent the next hour chatting with students, answering their questions and posing for photos as the NBC crew prepared for the evening broadcast.

“Walter was the guy I wanted to be,” Williams told the students. “It’s outlandish that a kid with my background could identify one of three jobs that exist in the whole world and end up in one through a series of happy accidents, falls, dips and good luck.”

Williams said that his chasing (and landing) a career in journalism was a

culmination of his interests in politics, contemporary history, aviation and the U.S. Supreme Court, plus a willingness to try almost anything.

He took jobs selling Christmas trees out of his truck, typing, working in a fire station and finally reporting for a television station in Joplin, Mo.

“Be willing to be a hustler,” Williams told students. “Be willing to do anything ... You’re living in the one country where if you have enough fire within you, if you believe that everyone is crazy for not getting you and that everyone should see your work, you’ll make it.”

Afterward, Toby Phillips interviewed



**“Brian Williams represents the height of what Cronkite NewsWatch students strive for as reporters.”**

— Jessica Andrews, Cronkite student



Far left: Cronkite Endowment Board member Win Holden (right) and Dean Christopher Callahan (center) applaud Brian Williams as he receives the 26th annual Walter Cronkite Award for Excellence in Journalism.

Top left: In his acceptance speech, Williams called Walter Cronkite his “north star.”

Left: Williams shares the stage with Callahan, Holden and ASU Executive Vice President and Provost Betty Capaldi.



Williams for a Cronkite NewsWatch segment during which Williams answered questions about the future of journalism.

“It was a little nerve-racking,” Phillips said. “He was very easygoing, though.”

Then, with the lights and cameras in place on the roof of the Cronkite building, Williams left to tape his show.

Student Tara Prindiville said the visit is one she’ll long remember.

“Brian Williams is my Walter Cronkite,” she said. “I didn’t grow up watching Walter, so to have the guy who essentially has the same job as Walter come and speak to us is really exciting.”

While Williams set up for the newscast

that night, Cronkite Dean Christopher Callahan talked about the strong bond between Williams and Cronkite.

“Brian Williams has said for years that the reason that he got into journalism was because of Walter Cronkite,” Callahan said. “On the flip side, Walter was a huge fan of Brian’s, certainly professionally but also personally.”

Williams seemed to affirm that in a blog he wrote earlier in the day.

“If it’s Tuesday, it must be Phoenix,” he wrote in “The Daily Nightly.” “We are here on the campus of Arizona State University for an awards ceremony ... It’s an emotional experience being here, at an

## Recipients of the Cronkite Award include:

- 2009 Brian Williams, anchor and managing editor, “NBC Nightly News”
- 2008 Jim Lehrer and Robert MacNeil, longtime PBS news anchors of “The MacNeil/Lehrer NewsHour”
- 2007 Jane Pauley, former anchor of NBC’s “Today Show” and founding co-host of “Dateline NBC”
- 2006 Tom Brokaw, former anchor, “NBC Nightly News”
- 2005 Dave Barry, Pulitzer Prize-winning humor columnist for The Miami Herald
- 2004 Charles Osgood, host of “The Osgood Files” and “CBS News Sunday Morning”
- 2003 Andy Rooney, “60 Minutes” correspondent
- 2002 Al Michaels, sportscaster, ABC Sports
- 2001 Bob Woodward, Pulitzer Prize-winning reporter for The Washington Post
- 2000 Cokie Roberts, ABC News correspondent
- 1999 Tom Johnson, president of CNN
- 1998 Ben Bradlee, executive editor of The Washington Post
- 1997 Roone Arledge, chairman of ABC News
- 1996 Charles Kuralt, former host of “On the Road” and “CBS News Sunday Morning”
- 1995 Bill Moyers, PBS host and producer
- 1994 Bernard Shaw, CNN anchor
- 1993 Helen Thomas, White House bureau chief of United Press International
- 1992 Don Hewitt, creator and executive producer of “60 Minutes”
- 1991 George Will, Pulitzer Prize-winning syndicated columnist and author
- 1990 Ted Turner, chairman and president of Turner Broadcasting System and founder of CNN
- 1989 Malcolm Forbes, publisher and editor-in-chief of Forbes magazine
- 1988 Allen H. Neuharth, chairman of Gannett Co. and founder of USA TODAY
- 1987 Katharine Graham, chairwoman of the board of the Washington Post Co.
- 1986 Otis Chandler, publisher of the Los Angeles Times
- 1985 Bill Mauldin, Pulitzer Prize-winning editorial cartoonist
- 1984 William Paley, founder of CBS and Frank Stanton, former president of CBS

# NBC Cameras Roll on Historic Rooftop Broadcast

BY TARA ALATORRE

When Brian Williams came to Phoenix to receive the 26th annual Walter Cronkite Award for Excellence in Journalism, he brought “NBC Nightly News” with him, broadcasting the first-ever live newscast from a journalism school from the roof of the Cronkite building.

Williams had agreed to accept the award months earlier, but it was unclear whether he could do so in person. He did, after all, have a nightly newscast to do in New York.

Cronkite School Chief Engineer Jim Dove, who had been traveling to New York to shoot a tribute video for Williams for the ceremony, had a solution: Why not broadcast “NBC Nightly News” from the new \$71 million, state-of-the-art journalism school?

At first NBC was skeptical, but after Callahan and John Misner, president and general manager of 12 News/KPNX-TV in Phoenix and the chair of the Cronkite Endowment Board, met with Williams in New York, “NBC Nightly News” sent a technical manager and a production manager to evaluate the new building as a potential broadcast location.

“Needless to say, they were blown away, as just about everybody is who comes in this building,” Dove said.

In October, Dove made 30-minute video recordings from the rooftop of the school, taken at the exact times of the broadcast, and sent them to NBC. He also sent detailed pictures of where cables would run, where the network’s satellite van would park and where NBC’s temporary newsroom would be set up.

From there, the idea grew to include another West Coast broadcast. On Monday, Williams and his crew would broadcast from Los Angeles. On Tuesday, the day before the Cronkite Award Luncheon, “NBC Nightly News” would broadcast from the Cronkite School’s roof.

Days before the “NBC Nightly News” crew arrived, Dove received three pallets with 66 pieces of equipment valued at almost \$1.2 million. Steve Capus, the president of NBC News, followed, accompanied by an entourage of producers, managers and a technical crew.

The broadcasts, one for the East Coast and one for the West Coast, went off with only one small hitch — a band playing in Civic Space Park next to the school had to be hushed for half an hour — and it ended with Williams signing off from the Walter Cronkite School in Phoenix.

“To have that kind of exposure from the No. 1 network nightly news ... is invaluable,” Dove said.

Callahan couldn’t agree more. “This is the first national network newscast ever broadcast from a journalism school — like ever,” he said, “which is pretty darn cool.”



institution that bears the name of Walter Cronkite.”

The next morning, students gathered in the First Amendment Forum to see and hear the news anchor speak candidly about his history, passions and career.

He laughed when a student asked him what it felt like to be a “big deal” and to interact with other “big deal” celebrities and public figures.

“I’m so not a ‘big deal,’” Williams said. And again, he turned the spotlight on Cronkite.

“The amazing part of my job is being able to tell my young daughter on a Sunday night: ‘There’s a man coming to dinner that has fluffy white hair and big bushy eyebrows and he’s going to be a little stooped over ... When you shake his hand, pay attention because he’s the most important man there ever was to your dad.’”

A few hours later, Williams was standing before almost 1,200 local and national journalism professionals, business leaders, educators and students in the ballroom of the Sheraton Phoenix Downtown Hotel, expressing the same feelings of respect and



Opposite page: The “NBC Nightly News” broadcasts from the roof of the Cronkite School. Photo by Jim Dove

Below: Cronkite student Toby Phillips interviews Brian Williams for Cronkite NewsWatch.

Right: Williams poses for a photo with Cronkite student Lindsey Reiser.



endearment for the man he calls his idol. To receive the Walter Cronkite Award is, Williams said, the “greatest honor of my professional life.”

A video tribute to Williams recounted his 17-year career at NBC News and the many awards he has received, including five Emmys, four Edward R. Murrow awards, the George Foster Peabody Award and the Alfred I. duPont-Columbia University Award. In 2007, Time magazine named him one of the 100 “People Who Shape Our World.”

Williams was the 26th recipient of the annual Cronkite award, joining a long list of distinguished winners. Jim Lehrer and Robert MacNeil of PBS won the award in 2008.

Read the text of Brian Williams’ speech at <http://cronkite.asu.edu/node/795>





Photo courtesy of ABC News



**D**iane Sawyer, the award-winning anchor of ABC's flagship newscast "World News with Diane Sawyer," is the 2010 recipient of the Walter Cronkite Award for Excellence in Journalism.

Walter Cronkite set the gold standard for broadcast journalism, Sawyer said. "I was lucky enough to have worked with him, learned from him, and was able to see his humane intelligence at work in our lives. I am honored to accept this award in the spirit of Walter's indelible legacy.

Sawyer took over from Charles Gibson as the ABC News anchor in 2009 — one of only two women who have served in that role. For 10 years, she was the popular co-anchor of "Good Morning America."

"Diane Sawyer's extraordinary journalistic accomplishments make her an ideal recipient of the Walter Cronkite Award," said Cronkite Dean Christopher Callahan. "We know Walter would be proud to have Diane as this year's recipient of his award. She's a terrific role model for our students and for all journalists."

Sawyer joined ABC News in February 1989 as co-anchor of "Primetime." Prior to that, she spent nine years at CBS News, during which time she became the first female correspondent of "60 Minutes" and co-anchored the "CBS Morning News."

During her long career, Sawyer has traveled around the world, covering breaking news and delivering in-depth investigative reports.

She has reported on presidential elections, the Sept. 11, 2001, terrorist attacks and Hurricane Katrina and was the first

"Walter Cronkite set the gold standard for broadcast journalism. I was lucky enough to have worked with him, learned from him, and was able to see his humane intelligence at work in our lives."

— Diane Sawyer,  
ABC News anchor

## ABC News Anchor Diane Sawyer Named 2010 Cronkite Award Recipient

American journalist to report live from North Korea. She has conducted interviews with many of the most significant newsmakers of the past three decades.

Her award-winning documentary work includes in-depth reports on the foster care system, poverty in America and errors and abuse at state-run institutions for the mentally retarded. Sawyer and her team of producers spent two years in the hills of Appalachia reporting the February 2009 special "A Hidden America: Children of the Mountains," which won a Peabody Award and a Robert F. Kennedy Journalism Award.

Her other primetime documentaries include an investigation of the warehousing of Russian children in state-run orphanages, a diary of life inside a woman's maximum-security prison and a landmark investigation into pharmacy prescription errors.

Sawyer, who was inducted into the Television Academy Hall of Fame in 1997, has won dozens of awards, including duPonts, Emmys, Peabodys, an International Radio & Television Society Foundation Lifetime Achievement Award and the Robert F. Kennedy Journalism Award.

A Kentucky native and Wellesley College graduate, she started her career at WLKY-TV in Louisville, Ky., in 1967. Three years later, she left to serve in the White House press office and assisted President Richard Nixon in the writing of his memoirs in 1974 and 1975.

Janice Todd, general manager of ABC15 in Phoenix and a member of the Cronkite Endowment Board of Trustees, said Sawyer's career is an inspiration to students. "From documentaries to global reporting on a great variety of subjects to the anchor desk of ABC News, Diane Sawyer is a role model that today's students should admire and respect."

Each November, the award is given during a luncheon ceremony in Phoenix. The luncheon typically draws more than 1,000 local and national journalists and media professionals, students, faculty, alumni and supporters of the school. It is the largest annual gathering of journalists in the Valley.

The 2009 winner was Brian Williams, anchor and managing editor of "NBC Nightly News."

# Paul J. Schatt Memorial Lecture



Washington Post reporter Dana Priest chats with members of the audience after delivering the Paul J. Schatt Memorial Lecture.  
Photo by Molly J. Smith



## Pulitzer Winner Headlines Schatt Lecture

### Leonard Downie Jr. moderates discussion with Washington Post's Dana Priest

BY SARAH MACDONALD

Editor and reporter were reunited when Pulitzer Prize-winning reporter Dana Priest and her longtime editor at The Washington Post, Leonard Downie Jr., took the stage at the fourth annual Paul J. Schatt Memorial Lecture.

The annual lecture features prominent local and national journalists on topics Schatt felt were critical to the industry. The series was established in 2007 after Schatt, a longtime editor at The Arizona Republic and instructor at the Cronkite School, died.

The 2010 topic, "Accountability Journalism: Walter Reed and Beyond," drew on Priest's investigative work uncovering mistreatment of wounded veterans at the Walter Reed Army Medical Center, the Army's top medical facility, and the subsequent national outcry and federal reforms. The 10 stories she and colleague Anne Hull wrote throughout 2007 won journalism's highest honor.

Downie, who moderated the discussion, called Priest "one of the very best beat reporters in the country."

Priest got her start at the Post covering Arlington, Va., more than 20 years ago. She has since covered the military in Panama, the Middle East, Kosovo, Bosnia and Afghanistan. In 2006, she won the Pulitzer Prize for Beat Reporting, the George Polk Award for National Reporting, an Overseas Press Club award and other awards for her coverage of CIA secret prisons and counterterrorism operations overseas.

In reporting the Walter Reed story, Priest said she and Hull spent four months getting to know the patients who lived there and uncovering conditions at the hospital. They wrote about moldy living quarters, bug and rodent infestations, lost patient files and the lack of psychological care.

"It wasn't just a story about bad bureaucracy," Priest said. "It was about bad bureaucracy treating the most vulnerable Americans in the most hypocritical way."

The duo identified themselves as Washington Post reporters if asked but tried to remain as inconspicuous as possible, Hull said.

The stories they told focused heavily on

the experiences of the soldiers. One, Army Staff Sgt. John Daniel Shannon, suffered from post-traumatic stress disorder, a mental illness whose seriousness the Army had failed to recognize at the time. Another, Army Spec. Jeremy Duncan, lived in a room where the wall was so heavy with mold it was peeling off and falling apart.

Since winning the Pulitzer Prize, Priest said she has visited more than 20 colleges and universities, talking to students and their teachers about the importance of investigative reporting. While at the Cronkite School, she spent time in Cronkite News Service, the school's wire service-style reporting program, to review some of the student's investigative stories. She also met with faculty.

"The building's beautiful; the instructors are engaging," she said. "They are a great set of journalists. They may say they are retired from journalism, but they are so recently retired, it's still in their blood."

Priest said she enjoys talking to "the new generation" of reporters.

"It gives me kind of an injection of enthusiasm because people tend to be enthusiastic, which is great," she said. "If you're not enthusiastic about doing journalism when you're just beginning, it's probably not the right field for you."



DANA PRIEST  
MODERATED BY LEONARD DOWNIE JR.



...ality of the four Society of Professional Journalists



Leonard Downie Jr., longtime executive editor of The Washington Post, joins Post reporter Dana Priest in a discussion about investigative reporting. Photos by Molly J. Smith

**“He would have loved it.  
He loved teaching; he loved students.”**

— Laura Schatt,  
about her late husband Paul

## Annual Lecture Keeps Schatt Memory Alive

BY SARAH MACDONALD

The Paul J. Schatt Memorial Lecture series began in 2007 as a way to remember Schatt and keep his legacy alive.

It is funded by Schatt's widow, Laura Schatt-Thede, and The Arizona Republic, Schatt's longtime employer.

Schatt joined the newspaper in 1962 as a copy boy while earning a degree in English and political science from ASU. He served as city hall reporter, columnist, urban affairs editor, metro editor, magazine editor, associate editor and editorial page editor during a Republic career that spanned five decades.

He began teaching public affairs reporting at the Cronkite School in 1975 as an adjunct faculty member and went on

to teach it for the next 30 years.

Schatt died in 2005 at the age of 60. He received the Arizona Press Club's Distinguished Service Award posthumously.

His widow said she relishes attending the lecture each year. Her husband, she said, “loved teaching; he loved students. The opportunity to educate somebody, to let them look at someone who's out there really practicing it — that was so much of who he was.

“He thought it was important for somebody to be doing it in the real world, not just in a classroom.”

Read more about the lecture series at <http://cronkite.asu.edu/beyond/schatt.php>

### Previous Paul J. Schatt Memorial Lectures

#### 2007

“Newspapers under Siege: Ethics on the Firing Line” focused on how the newspaper industry can survive a period of rapid change while retaining the ethics and standards that define it. Panelists were Jim Crutchfield, former publisher of the Akron Beacon Journal; Tim McGuire, former editor and senior vice president of the Minneapolis Star Tribune who holds the Frank Russell Chair in Business Journalism at the Cronkite School; and Jennie Buckner, former editor of the Charlotte Observer in Charlotte, N.C. The panel moderator was Kristin Gilger, Cronkite associate dean and former deputy managing editor at The Arizona Republic.

#### 2008

“Breaking the Barriers, Women Leaders in News” covered the gains women have made in journalism and the challenges they still face. Panelists were Catherine Anaya, nightly news anchor at KPHO-TV in Phoenix; Sue Green, Cronkite broadcast director and former managing editor at KNXV-TV in Phoenix; Ellen Soeteber, former editor of the St. Louis Post-Dispatch; and Julia Wallace, editor of the Atlanta Journal Constitution and former managing editor of The Arizona Republic. The panel was moderated by Gilger.

#### 2009

“War of Ideas” featured Cronkite alumnus Babak Dehghanpisheh, Baghdad bureau chief for Newsweek, speaking on the challenges of reporting in a war zone.



# School's Forum Draws Crowds

**T**he First Amendment Forum is often described as the living room of the Cronkite School. It's the place where students, faculty, staff, media professionals and the public gather to watch a movie, listen to a speaker or panel or just catch up with each other.

On Monday nights, the attraction is the "Must See Mondays" speaker series featuring everyone from Pulitzer Prize-winning reporters and television news anchors to public relations specialists and digital media entrepreneurs.

On Wednesday nights, journalism-themed movies, ranging from "All the President's Men" to "Thank You for Smoking," draw a crowd, with Cronkite faculty members introducing the movies and leading discussions after.

The forum's 16-by-9 foot Sony high-definition TV is a draw for sports fans on big game nights, and the forum is the place to

be on election nights when journalists, students and the public gather to watch and report on returns.

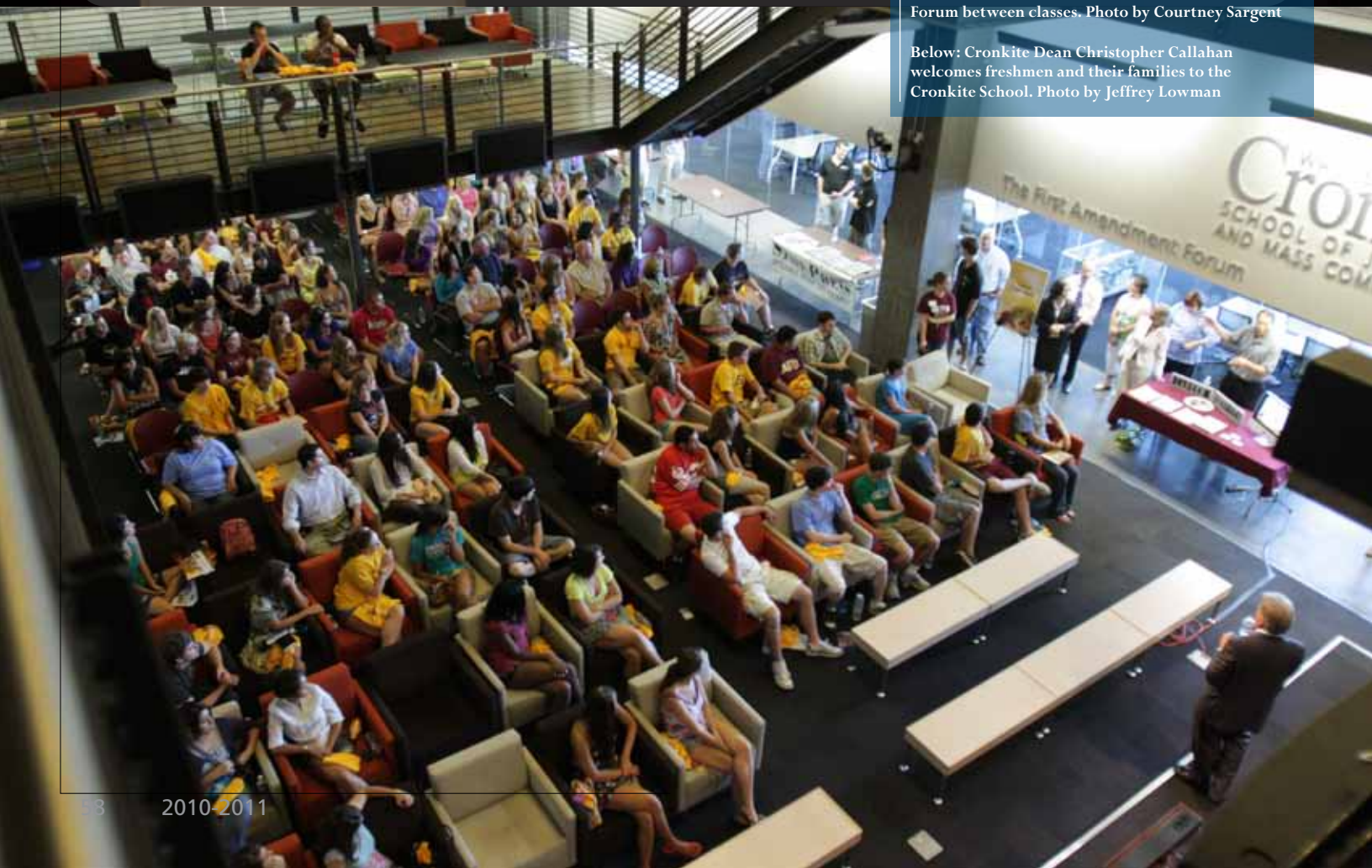
Dozens of local, regional and national organizations take advantage of the space each year for awards ceremonies, lectures and conventions. And the forum is where journalism luminaries like NBC News anchor Brian Williams turn up to sit with students and answer their questions before heading off to the school's annual Cronkite Award luncheon each fall.

These pages cover just some of the many events that are making the Cronkite School a hub of journalism in Arizona and beyond.

## Welcome to the Cronkite living room.

Above: A student works in the First Amendment Forum between classes. Photo by Courtney Sargent

Below: Cronkite Dean Christopher Callahan welcomes freshmen and their families to the Cronkite School. Photo by Jeffrey Lowman





# Hearst Visiting Professionals Bring the World to Cronkite

Each year, the Cronkite School brings in accomplished journalists to spend time with students, faculty and staff as part of the Hearst Visiting Professionals program.

The list of 2009-10 visiting professionals includes a Pulitzer Prize-winning reporter, an author, a television news anchor, an editor for National Public Radio and several digital media entrepreneurs.

The program is funded by a generous grant from the William R. Hearst Foundation. This year's visitors were:

**Julie Cart:** Cart is a Pulitzer Prize-winning reporter for the Los Angeles Times and a 1980 alumna of the Cronkite School. Cart was inducted into the Cronkite Hall of Fame in 1998.

**Kathleen Bade:** Fox-5 San Diego anchor

Bade is an alumna of the Cronkite School, a 2004 Cronkite Hall of Fame inductee and the recipient of a William Randolph Hearst Award.

**Mei-Ling Hopgood:** Author and freelance journalist Hopgood has received many international awards and has written for National Geographic Traveler and the Miami Herald.

**Susan Feeney:** Feeney was a longtime senior editor of NPR's "All Things Considered." Her many awards include the National Association of Black Journalists Award for Enterprise Reporting.

**David Sasaki:** Sasaki is outreach director for Global Voices, a community of hundreds of international bloggers who share and translate stories and information.

**Jim VandeHei:** As the co-founder of Politico, VandeHei has been recognized as a leader in new media innovation and serves on the Pulitzer Prize Board.

**Vanessa Fox:** Fox created Google's Webmaster Central. The search engine optimization expert, entrepreneur, editor, podcast host and Web consultant was dubbed a "cyberspace visionary" by Seattle Business Monthly.



Kathleen Bade



Susan Feeney



Mei-Ling Hopgood



Jim VandeHei

## Politico Co-founder Creating New Brand of New Media

BY JESSICA TESTA

Jim VandeHei is optimistic about the future of media, and he's not afraid to show it.

"There has been more change in the last two years ... than there has been in the 20 or 40 that preceded it," he told Cronkite students, faculty and staff at a "Must See Mondays" event in spring 2010. "I think this change is for the better. I think media is not only going to survive, it's going to thrive."

VandeHei is the co-founder and executive editor of Politico, a political journalism organization that covers national politics in print and online.

VandeHei and colleague John F. Harris left The Washington Post to launch Politico in 2007 and quickly made it a popular destination for those following the White House, Congress, lobbying and media. Although it prints a newspaper and partners with traditional media organizations to publish some of its work, Politico is seen as breaking the traditional journalism mold.

VandeHei described Politico as an experiment that seeks to break down barriers between old and new media and

give reporters a chance to breathe life into political coverage.

"We wanted to be interesting; we wanted to break news; we wanted to be fast; we wanted to be transparent," he said.

Jason Manning, director of ASU Student Media and former political editor of washingtonpost.com, introduced his former co-worker to the crowd gathered in the First Amendment Forum.

When VandeHei began Politico, Manning said he knew the project would make its mark on the future of journalism.

"They do things differently there," Manning said. "They call themselves a website that happens to be a newspaper."

And being a website means breaking news — first and often, VandeHei said,

"There is not one news cycle," VandeHei said. "We are obsessed with winning the morning, winning the afternoon, winning the evening."

That, he said, is the only way to win loyal readers.

"I put a lot of thought into how people consume information," VandeHei said. "It's



Jason Manning (right), ASU director of Student Media, moderates a conversation with Jim VandeHei at a "Must See Mondays" event. Photo by Molly J. Smith

not just about generating the most page clicks; it's about providing the content with substance that modern readers crave."

One of those modern readers, Cronkite freshman Kyra Geithman, said VandeHei's message about how to win the "Wild West of information" made sense.

"He's more forward-thinking and modern than most people. He's definitely embracing the new media world," Geithman said. "And that's a good thing."

# Bade is Journalist First, Anchor Second

BY DUSTIN CHRISTIANSON

If you feel left out of conversations at parties, Kathleen Bade has a solution: Be a journalist.

"You'll never be without something to say," said Bade, who was a featured "Must See Mondays" speaker in fall 2009. "You'll be able to say, 'Yeah, I know what's going on in Afghanistan,' and then turn around to the next person and say, 'I can't believe Charles Barkley said that.'"

After graduating from the Cronkite School in 1990, Bade worked in Phoenix television as a morning weathercaster, weekend anchor, morning host and noon anchor. She left for California in 2001 to work as an evening anchor for a CBS station in San Diego and seven years after that landed her current position as anchor for San Diego's Fox 5.

Bade spoke about the responsibilities of being a news anchor, the pressure to look good and what she likes most about her job — other than being a really good conversationalist at parties.

Anchor, she said, is a title she's

never been comfortable with. "To this day, whenever I fill out forms ... I always put 'journalist.'"

And being a good journalist means taking the time to give stories context and asking good questions — the ones viewers would ask if they could, Bade said.

"I think it's important that when you go out there, you don't let yourself become homogenized," she said. "How I cover stories is going to be different from you. It doesn't make one better than the other; it's just different."

Confidence helps, too.

"The first thing (one anchor) said to me was, 'Well, I hope you're not attached to your hair,'" Bade said. "I don't ever want to be that lady."

Donald Godfrey, one of Bade's former teachers at the Cronkite School, doesn't think she has to worry. "She does not run up and down the beach at San Diego saying, 'Oh, how great I am,'" Godfrey said. "She's not an elitist. She's just a downright good person."

And she understands what it's like to be a



News anchor Kathleen Bade and Cronkite Professor Donald Godfrey share the stage in the First Amendment Forum. Photo by Jeffrey Lowman

student graduating during a weak economy. Bade's message to students: You'll be OK.

"I was told when I was going out to the workforce it was the worst time in the world to be looking for a job," she said. New technologies are opening up opportunities for those with talent and drive and the willingness to work hard, Bade said.

Being a journalist "will make you not only a more interesting person but someone who's experienced a great deal of life," she said. "And you're getting paid to do it. I think that's pretty incredible."

## NPR Veteran Proves Power of Radio

BY AMANDA MONTEAGUDO

For nine years at National Public Radio, Susan Feeney experienced the power of the spoken word.

Radio, she said, can be the most intimate of all mass media, one that provides a sense of events unfolding and that lets listeners experience where reporters are and what they see, feel and hear.

Feeney, the former senior planning editor for "All Things Considered," one of NPR's longest-running programs, played audio pieces and talked about the role radio plays in a visual age during a Cronkite School "Must See Mondays" event in fall 2009.

Sweeney spent much of her career as a print reporter, covering national politics for The Times-Picayune newspaper in New Orleans and for the Dallas Morning News.

She joined NPR in 2000 and served as senior editor of NPR's other flagship show, "Morning Edition," before moving

to "All Things Considered." She recently joined the public relations firm GMMB in Washington as a senior counselor. The firm's clients include foundations, nonprofits, governments and private companies.

Feeney said she got interested in journalism because a sixth-grade teacher told her she could write.

"I started doing it because I thought it was fun and I thought it was easy ... and I still think that it's fun," she quipped.

Feeney demonstrated the emotional intensity of radio by playing NPR stories about 9/11, Hurricane Katrina and a couple attempting to find loved ones after an earthquake in China.

Student Taylor Maguire came away thinking that radio can be even more powerful than television.

"Although television broadcasting is powerful in that it provides moving images



Cronkite Director of Career Services Mike Wong introduces Hearst visitor and "Must See Mondays" speaker Susan Feeney, a longtime NPR editor. Photo by Jeffrey Lowman

and sounds, the radio broadcast has the power to bring the listener directly into the action," Maguire wrote in a Cronkite blog after the talk. "Since some radio broadcasting is on the spot and the reporters do not have time to edit what they are saying, it is almost like the listener is experiencing it as it happens; (it's) not sugarcoated in any way."

Student Danielle Chavez said Feeney convinced her as well. Feeney, she said, showed "how radio is capable of expressing emotions in a way print and broadcast cannot."



# Journalist-Novelist Inspires Students

BY DUSTIN CHRISTIANSON

**M**ei-Ling Hopgood was used to asking tough questions as a journalist, but when it came to interviewing her father in preparation for a memoir she was writing, she found herself hesitating.

She kept telling herself: "If (I can) ask the Peace Corps director this question, I should be able to ask my birth father," she said.

Hopgood, who has written for the Miami Herald, The Boston Globe and National Geographic Traveler, published her memoir, "Lucky Girl," in April 2009. At a Cronkite "Must See Mondays" event, she shared her experiences reuniting with her biological family and writing her first book.

"My memoir is a dissection of how free will, decision and accident combine to form a life," she said. "And in a way, that's how my career has gone."

Hopgood was adopted from Taiwan when she was 8 months old and raised in Michigan by "two white, blue-eyed parents." She didn't think much about her Asian heritage until she went to college and began to explore her identity. Meeting her birth parents was something she knew was possible, but she kept postponing it.

Then the nun who arranged her adoption called to check on her and showed her pictures of her family in Taiwan. She told Hopgood she could still meet her parents if she was interested. Hopgood told the nun she could write them a letter.

"Then I left Detroit, and she never wrote to them," Hopgood said. "And I wrote her a Christmas card the next year simply saying, 'Have you ever written to the hospital?' And she took that as a request, and she did write to the hospital. Immediately, I was bombarded with letters, phone calls, faxes and e-mails from sisters that I had not really known about from Taiwan saying, 'Come back home. Come back to

Journalism sophomore Christina McDonald asks a question during a "Must See Mondays" event in the First Amendment Forum. Photo by Jeffrey Lowman

Taiwan."

Hopgood did go back, and she wrote a column about the reunion for the St. Louis Post-Dispatch. She knew her story could eventually become a book, but she didn't think she was ready to start.

"It's one thing to be an interesting story, but an even better story has some sort of meaning that the reader or viewer takes away that causes them to think or feel about something," she said. "And I hadn't figured that out yet."

It wasn't until she moved to Argentina as a freelance reporter that she began writing her memoir. That meant interviewing all her family members and doing extensive fact checking, which is where her journalistic experience came into play.

Hopgood, the winner of an International Consortium of Investigative Journalists award for an investigation about violence against Peace Corps volunteers, is insistent about the importance of accuracy. She called it the biggest asset that journalists bring to the world of memoir writing.

That message resonated with Cronkite student Kevin Keller, who blogged about Hopgood's speech. "It shows that the training we are receiving in school is applicable to multiple careers," Keller wrote. "So not only do these classes help us in the many areas of journalism available to us, the classes help us in other professions."

At least one person in the audience appreciated Hopgood's words for a more personal reason.

"I'm adopted, and I have similar story and thought of doing a memoir," said Phoenix resident Roseann Higgins. "I still don't know if I'm going to (but) I loved her speech. She really explained writing."

## 2009-10 "Must See Monday" speakers:

- **Dan Gillmor and CJ Cornell**, directors, Knight Center for Digital Media Entrepreneurship, on developing digital media products
- **Leslie Wayne**, former New York Times business reporter and Cronkite visiting professor, on "Following Washington's Money Trail"
- **Lee Gutkind**, distinguished writer-in-residence at the ASU Virginia Piper Center for Creative Writing, on narrative non-fiction
- **Retha Hill**, director, New Media Innovation Lab, on new media projects created by Cronkite students
- **Ray J. Artigue**, president, Barclay Communications Inc. on "Public Relations in the New Decade"
- **Ed Sylvester**, Cronkite professor, and **Lynn Klotz**, senior science fellow at the Center for Arms Control and Non-Proliferation, on their new book about U.S. biodefense efforts
- **David Sasaki**, director, Rising Voices on "A Global Vision that Became a Global Conversation"
- **Beverly Kidd**, anchor, KTVK TV on "Behind the Scenes at 3TV"
- **Joe Arpaio**, Maricopa County Sheriff, in a "Meet the Press" event with a panel of journalists
- **Aaron Brown**, Cronkite professor and former CNN anchor, on "Discovering Stories from Around the World"
- **Jason Manning**, managing editor, Carnegie-Knight News21, and Cronkite News21 students on reporting on immigration
- **Retha Hill**, director, New Media Innovation Lab; **Dan Gillmor**, director, Knight Center for Digital Media Entrepreneurship; and **Dawn Gilpin**, Cronkite assistant professor, on "How Social Media is Changing the Way We Cover and Consume News"
- **Diana B. Henriques**, Pulitzer Prize-winning reporter, The New York Times, on "Tracking Down Madoff and Other Money Scandals"
- **James Gregg**, photojournalist, Arizona Daily Star, on "Visual Storytelling: The Power of Photos"
- **Julie Cart**, Pulitzer Prize-winning reporter, Los Angeles Times, on "The Making of a Pulitzer"
- **Phoenix ABC15 anchors Katie Raml and Steve Irvin** on "The Primetime Anchors"
- **Leonard Downie Jr.**, Cronkite professor and former executive editor, The Washington Post, on "Investigative Reporting and the Role of Accountability Journalism"

# Downie Tells Students: 'Do Meaningful Journalism'

Longtime Washington Post editor Leonard Downie Jr. told Cronkite graduates that they will be the ones to shape the future of journalism.

"You can see the future of news taking shape — and some of you can already see the roles you will play in it," said Downie, who was the keynote speaker at the school's 2009 fall convocation, held at Grady Gammage Memorial Auditorium on the Tempe campus.

Seventy-eight students received



bachelor's degrees and 18 were awarded master's degrees.

Downie, the Weil Family Professor of Journalism at Cronkite, said the ways in which news is reported are being reinvented and news itself is being redefined. This "tumultuous transformation" jeopardizes what Downie calls accountability reporting — aggressive and reliable reporting that challenges institutions and people in power.

Downie, who oversaw projects at the Post ranging from Watergate to the Walter Reed Army Medical Center investigation, urged students to use the cutting-edge skills they learned at the Cronkite School to do meaningful journalism.

"You have the skills, talent, training and experience to make a difference — if you really want to," he said.

Student convocation speaker Andre Radzischewski, who moved to the U.S. from West Berlin when he was 17, said he's

confident that he and his fellow students are prepared, even though they're entering an uncertain job market. The uncertainty, he said, also creates opportunity.

"Easy times don't always make for the most excitement," he said.

Other Cronkite graduates seemed to agree.

"This feels exciting," said Adriana Vizcaino, who received her bachelor's degree. "I'm ready to begin my career as a journalist."

Christopher Cameron, one of the first graduates of the school's full-time professional master's program, said he leaves with a sense of accomplishment but also sadness.

"It was a really short trip that ended too quickly," he said.

Left: Cronkite faculty member Leonard Downie Jr., former executive editor of The Washington Post, gives the December 2009 Cronkite convocation speech. Photos by Molly J. Smith



## Student Awards

### Fall 2009

#### Outstanding Undergraduate Students

- Daniel Newhauser
- Stephanie Riel

#### Highest Grade Point Average

- Andre Radzischewski

#### Outstanding Graduate Student

- Christopher Cameron

#### Student Convocation Speaker

- Andre Radzischewski

### Spring 2010

#### ASU Alumni Association Outstanding Graduate Award

- Lissa Regets

#### Outstanding Undergraduate Students

- Andrew Pentis
- Toby Phillips
- Lindsey Reiser

#### Outstanding Graduate Student

- Carolina Legg

#### Highest Grade Point Average

- Sarah McLellan

Moeur Award, given to students earning a 4.0 grade point average and-above for eight consecutive fall and spring semesters

- Carleen McGillick
- Sarah McLellan
- Gina Mizell

#### Student Convocation Speaker

- Maxine Park



# NBC News President Urges Character, Curiosity, Creativity

BY DANIEL NEWHAUSER  
PHOTOS BY MOLLY J. SMITH

**N**BC News President Steve Capus urged spring 2010 Cronkite graduates to uphold the time-honored news values for which the school's namesake is remembered, even as technology reshapes the industry.

"As many of you hope to launch your professional careers, I believe that quality journalism has never been more critical, and that means we need quality journalists," Capus told nearly 1,500 graduates and guests at the Grady Gammage Memorial Auditorium on the Tempe campus.

"What I'm looking for has nothing to do with technology and everything to do with character, curiosity and creativity," he said.

Nine students earned master's degrees and 181 earned bachelor's degrees.

Capus told graduates he had the opportunity to review some of their work when "NBC Nightly News" broadcast from the roof of the Cronkite School the previous fall. He said he was "impressed and heartened" to see "a great combination of new technology and editorial excellence" in their work.

"I couldn't help but reflect on how proud Mr. Cronkite must have been in all that this group represented," said Capus, who has headed NBC News for the past four years.

Student convocation speaker Maxine

Park talked about the changes sweeping the industry she and her classmates are about to enter.

"It's scary but exciting because we get to be a part of it all," said Park, who started work shortly after graduation as a multimedia journalist for *usatoday.com*. "We can actually be a part of this change and help reshape the future as multimedia journalists, digital journalists, backpack journalists, all-platform journalists — and whatever other names they come up with for what we can do."

Like Capus, Park emphasized graduates' responsibility to produce meaningful journalism.

"It's up to us to take the skills that we've learned here to try and impact the world in a positive way," she said.

**"It's scary  
but exciting  
because we get  
to be a part of it all."**

— Maxine Park,  
student convocation speaker

## Kappa Tau Alpha Honor Society

The top 10 percent of Cronkite graduating classes is inducted into Kappa Tau Alpha, the national college honor society that recognizes academic excellence and promotes scholarship in journalism.

The students receive honor society medals during convocation.

### Fall 2009

Christopher Cameron  
Monique DeVoe  
Ehren Highfill  
Zachary Humphrey  
Martha Knight  
Erin Kozak  
Parker Leavitt  
Jennifer McClellan  
Erica Nwosu  
Andre Radzischewski

### Spring 2010

Nathan Abdo  
Jessica Andrews  
Emily Bratkovich  
Nancie Dodge  
Kasandra Joyner  
Kristen Keane  
Robert Lundberg  
Carleen McGillick  
Sarah McLellan  
Gina Mizell

Maxine Park  
Michael Pelton  
Andrew Pentis  
Tara Prindiville  
Lindsey Reiser  
Elizabeth Smith  
Ashley Strazzara  
Emily Wilson



From Top to Bottom:  
NBC News President Steve Capus, the spring 2010 Cronkite convocation speaker, is congratulated by Cronkite Dean Christopher Callahan.

Cronkite graduate Charlsy Panzino accepts her diploma.

Cronkite Senior Associate Dean Marianne Barrett hands graduating senior Taylor Rose her diploma.

Graduating senior Maxine Park gives the student convocation speech at the spring 2010 event.



# First Crowder Award Recognizes Student Photographers

## Winning work is displayed on memorial photo wall

The photos lining a wall on the Cronkite School's third floor are striking: A child with her mouth wide open for the dentist; a dancer in costume; a young man with his keyboard.

Those photos and five others are the work of recent ASU graduate Damien Maloney, the winner of the inaugural Greg Crowder Photojournalism Award.

Crowder's parents, Troy and Betsy Crowder of Chandler, established the award to honor the life and spirit of their late son, Greg, a 1980 ASU graduate and longtime photojournalist at the Riverside Press-Enterprise in California. Greg Crowder died in 2005.

The memorial photo wall was dedicated in September 2010 at a ceremony attended by the elder Crowders and their friends,

Cronkite faculty and staff and photojournalism students.

"Betsy and Troy wanted a way to appropriately celebrate him—and we're just so honored that they chose to do it in this way," said Dean Christopher Callahan in his remarks at the event.

Cronkite students were invited to enter selections of their work, and almost two dozen students did so. Their photos were reviewed by a committee of faculty and professionals with an interest in photojournalism. The judges were Con Keyes, former photo editor of the Los Angeles Times; Brad Armstrong, former photo editor of the East Valley Tribune; and Cronkite School Associate Dean Kristin Gilger.

In addition to Maloney, three other finalists were recognized: Kara Horowitz, Matt Pavelek and Branden Eastwood.

Maloney, a May 2010 graduate, worked as a photographer for The State Press, ASU's independent daily student newspaper. He received a \$1,000 prize.

Maloney said the award will be helpful to him as he pursues a career in photography. "It's helped me already," he said. "The money helped me buy a new camera."

Additionally, Maloney said the award helped make it possible for him to travel to the Philippines to document poor immigrant communities.

"I'm certain that this award will continue to provide resources for others to pursue otherwise unrealized photojournalism projects," Maloney said.

Gilger said the award will be given each spring to a Cronkite student.

"We hope it inspires young people with a love and talent for visual journalism to follow in Greg's footsteps," she said.

View the winning work at <http://cronkite.asu.edu/node/979>

Above: Humphrey fellow Aleksandra Dukovska views the Crowder photo exhibit. Bottom, left: Marianne Barrett, senior associate dean, talks with Damien Maloney, the winner of the inaugural Greg Crowder Photojournalism Award. Bottom, right: Dean Christopher Callahan (right) chats with Troy and Betsy Crowder at the reception. Photos by Molly J. Smith





# Journalism, Hollywood-style

## Movie nights entertain, inspire students

BY NICOLE GILBERT

Wednesday nights in the First Amendment Forum bring with them the buttery aroma of popcorn and classic cinematic portrayals of journalists projected on the Cronkite School's big screen.

"Cronkite Night at the Movies" typically attracts up to 100 students, many of them freshmen from the Taylor Place residence hall across from the school, who come not just for the movies and popcorn but the discussion that follows.

Faculty and staff nominate movies they think will be relevant or interesting to students, and once a film makes the cut, either the faculty member who nominated it or someone they recommend hosts the evening, which typically includes an introduction and a discussion with

students about the movie after.

"It's really good for us to be able to show students, albeit fictional, some more real-world occurrences within journalism," said Cronkite Student Life Coordinator Becca Kleinberg, who coordinates movie night. "What we see in 'All the President's Men' is not unlike what happens when...a major story breaks at a newspaper."

"All the President's Men," which tells the story of Watergate, is a perennial favorite, especially when former Washington Post executive editor-turned-Cronkite professor Leonard Downie Jr. introduces it.

Student Christina Bravo said she appreciated hearing from Downie, who helped oversee the coverage of Watergate. Besides, she said, it's fun watching movies that unfold the stories of journalists.

"It shows what you want to aspire to be," Bravo said.

# 'Cronkite Conversations' Offers Students a Digital Forum

BY KAIWAN MANGOURI

Discussions about journalism don't end when Cronkite students leave the building. Students are logging onto a new digital discussion space to blog about speakers and other events at the school.

"Cronkite Conversations" allows students to share their impressions and discuss ideas after attending one of the school's movie nights or listening to a panel discussion or speaker on journalism.

"The idea is to get students talking and get them writing about issues in journalism," said Associate Dean Kristin Gilger.

Hundreds of students post to the school forum every semester. Those who post the most are awarded tickets to the annual Cronkite Award Luncheon, which honors one of the nation's leading journalists.

In 2009, 90 active student-bloggers attended the luncheon. Each wrote anywhere from six to 20 blog posts, each stemming from a different school event.

Cronkite graduate student Rebekah Zemansky, who contributed to the online forum 17 times in one semester, said she

often used her posts as a starting point for longer blogs on her personal website.

"If you have a really busy week and you want to kind of sit still and have the world come to you for a little bit and still learn a lot (the online forum) is a little bit of a window," Zemansky said. "It makes me feel like I have a wider context about what is going on out there."

Arielle Hurst, who is studying broadcasting, attended a discussion with Phoenix-based ABC 15 anchors Katie Raml and Steve Irvin and blogged about it afterward. She said blogging helped her listen more actively to what the speakers had to say and the forum itself "stimulates conversation on a deeper level" among students.

Gilger said the depth and thoughtfulness of the student posts is impressive. "They really take this seriously," she said, "and they have a lot to say."

"Cronkite Conversations" is available at <http://cronkiteconversations.asu.edu/>

## Our Movie Lineup

"Cronkite Night at the Movies" featured these showings during the 2009-10 school year.

**"Anchorman: The Legend of Ron Burgundy"**  
Hosted by Sue Green, assistant news director and broadcast director, Cronkite News Service

**"Broadcast News"**  
Hosted by Mark Lodato, assistant dean and news director, Cronkite NewsWatch

**"Citizen Kane"**  
Hosted by Bill Goodykoontz, faculty associate and movie critic, The Arizona Republic

**"Cronkite: Legend and Legacy"**  
Hosted by Melanie Alvarez, executive producer, Cronkite NewsWatch

**"Frost/Nixon"**  
Hosted by Amanda Crawford, Cronkite lecturer

**"Good Night and Good Luck"**  
Hosted by John Craft, professor and curator, Marguerite and Jack Clifford Gallery

**"In the Loop"**  
Hosted by Richard Ruelas, faculty associate and reporter, The Arizona Republic

**"Live from Baghdad"**  
Hosted by Kristin Gilger, associate dean

**"Shattered Glass"**  
Hosted by Steve Elliott, director of digital news, Cronkite News Service

**"Thank You for Smoking"**  
Hosted by Jody Brannon, national director, Carnegie-Knight News21 Journalism Initiative

**"The Most Dangerous Man in America: Daniel Ellsberg and the Pentagon Papers"**  
Hosted by Leonard Downie Jr., Weil Family Professor of Journalism and vice president-at-large, The Washington Post  
**TV Night: "Lou Grant," "The Mary Tyler Moore Show" and "The Brady Bunch: Power of the Press"**

Hosted by Steve Elliott, director of digital news, Cronkite News Service

**"Veronica Guerin"**  
Hosted by B. William Silcock, associate professor and director, Cronkite Global Initiatives

## OUR EVENTS

Keynote speaker Kenneth Feinberg, a special master of the TARP fund, the 2008 federal bailout of Wall Street banks, answers questions during the opening program of the SABEW conference.

## Major Events at Cronkite School

Here are some of the major conferences, conventions, seminars and workshops held at the Cronkite School since the building opened in August 2008.

Arizona Interscholastic Press Association Summer Workshop  
Arizona Latino Media Association High School Multimedia Workshop  
Arizona Mujeres Activas en Letras y Cambio (Women Active in Letters and Social Change) Summer Institute  
Arizona Newspapers Association Two-Day Conference  
Arizona Newspapers Association Fall Convention  
Arizona Press Club Annual Banquet and Awards Ceremony  
ASU Commission on the Status of Women Professional Development Conference  
Associated Collegiate Press National College Journalism Convention  
CenPho Camp Small Business Owners Seminar  
Donald W. Reynolds National Center for Business Journalism "Business Journalism Week"  
Donald W. Reynolds National Center for Business Journalism seminar "Covering the Green Economy"  
National Education Writers Association Conference  
Investigative Reporters and Editors and Education Writers Association "Campus Coverage Project"  
Journalism Education Association and National Scholastic Press Association National High School Convention  
News21 National Training Conference  
PBS Channel Eight "Faces of America" Educator Seminar  
Society of American Business Editors and Writers Annual Conference  
Society of Environmental Journalists Panel  
Society of Professional Journalists Convention  
The Associated Press News Leadership Workshop



**"It's a town hall; it's a communication center. It's a place where students as well as people from all over the world want to be."**

— Andrew Leckey,  
president of the Donald W. Reynolds National Center  
for Business Journalism

# Cronkite Welcomes Journalism Gatherings

Students and faculty aren't the only ones who are enjoying the new Cronkite building in downtown Phoenix — so are thousands of journalists who have attended conventions, conferences, seminars and other large gatherings at the school.

Since the building opened in 2008, the school has hosted more than 30 such events for journalism organizations around the country ranging from Investigative Reporters and Editors and the Arizona Latino Media Association to the Education Writers Association and the National Scholastic Press Association.

"What is particularly great about the Cronkite School for holding events is it has a major forum which is built around a video screen, No. 1," said Andrew Leckey, president of the Donald W. Reynolds National Center for Business Journalism, which has hosted several events at the school that have drawn business journalists from around the country.

"No. 2, it has all the great history of Walter Cronkite and journalism right next to that forum" in the Clifford Gallery, a museum of the news industry, Leckey said. "So it provides the connective tissue between the traditions and past of journalism and the future of journalism."

Cronkite Dean Christopher Callahan said the building was designed with conferences

and large gatherings in mind "so there's a lot of flexible space." The forum, for example, can be easily set up for a lecture or panel and then quickly converted into a formal dining area. There's a freight elevator and a kitchen for caterers and a wide walkway with space for vendors and booths. State-of-the-art technology allows sessions to be recorded for television or the Web.

The school's location in the heart of downtown Phoenix is another draw for conference planners, Callahan said. The school is within walking distance of major hotels, restaurants, media outlets and sports and entertainment facilities. It's close to light rail and less than a 15-minute drive from the airport.

Students and faculty benefit from having so many high-profile groups in the building, Callahan said. They frequently attend panels and sessions; journalism professionals from around the country take time to visit classes and speak with students while here; and faculty and staff often are featured speakers at the gatherings.

The school is "really a meeting place," Leckey said. "It's a town hall; it's a communication center. It's a place where students as well as people from all over the world want to be."

Cronkite student Jessica Lutjemeyer contributed to this report.



# SABEW Conference Attracts Top Business Journalists

**M**ore than 300 people, including some of the nation's most prominent business journalists and financial leaders, gathered at the Cronkite School in spring 2010 for the annual Society of American Business Editors and Writers conference.

It was the group's first conference since moving its headquarters to the Cronkite School the previous fall and the first glimpse many SABEW members had of their new home. The verdict, said Gail MarksJarvis, personal finance columnist for the Chicago Tribune and a member of the SABEW Board of Governors, was good.

Calling the school "a vibrant setting" for a conference, MarksJarvis said, "I was impressed with everything from the location to the content and so were the numerous participants."

Among the featured speakers were Arthur Sulzberger Jr., publisher of The New York Times; Ken Feinberg, the Obama administration's special master of economic recovery funds; Robert Khuzami,

director of the Division of Enforcement for the Securities and Exchange Commission; and Leonard Downie Jr., the Cronkite School's Weil Family Professor of Journalism and former executive editor of The Washington Post.

The three-day conference also included informational sessions and panels, exhibits and an awards presentation. The conference was supported by Bloomberg News, Thomson Reuters, Dow Jones, Fox Business News, the National Endowment for Financial Education and the Cronkite-based Donald W. Reynolds National Center for Business Journalism, among others.

Andrea Davis, assistant managing editor, online, for the Indianapolis Business Journal, said she particularly enjoyed an accounting workshop hosted by Bloomberg News.

"It's really impressive, the quality of speakers that SABEW's been able to bring in to help all of us improve our craft," Davis said.

Twenty-one Cronkite students who are

Above: Ricardo Salinas Pliego, owner of TV Azteca, speaks at a SABEW session.

Bottom left: Larry Ingrassia, business editor of The New York Times, shares a break with Leslie Wayne, former Times reporter and a visiting professor of business journalism at the Cronkite School.

Bottom right: Josh Mills, professor of business journalism at Baruch College in New York, moderates a panel with representatives of Phoenix's four pro sports teams.

studying business journalism volunteered at the conference, working behind the scenes and attending sessions.

"To be able to speak to journalists who are so successful in their respective organizations — from a student perspective, that's invaluable," said one of the volunteers, Cronkite graduate student Jennifer Johnson.

SABEW is the nation's largest association of financial journalists with 3,300 members. Created in 1964 to promote high-quality business and economics coverage, SABEW was located at the University of Missouri School of Journalism from 1984 to 2009, when it moved to the Cronkite School.

Cronkite Student Jessica Lutjemeyer contributed to this report.



# New Media Academy Helps Professionals Build Digital Skills

BY KAIVAN MANGOURI  
PHOTOS BY MOLLY J. SMITH

**M**ichael Schwartz will tell you he's living his dream. He gets to cover the Phoenix Suns, a team he has followed since he was kid.

Schwartz, 23, blogs on his website, [valleyofthesuns.com](http://valleyofthesuns.com), and has been credentialed for every Suns' home game of the 2009-10 season.

Schwartz said he learned the skills he needed to build his brand at the Cronkite New Media Academy, a 10-week Saturday program for professionals to develop their online media skills. Participants learn to set up a fully functional, multimedia-rich website using photos, video, graphics and social media.

Schwartz earned a degree in 2008 from the University of Arizona's School of Journalism, but he felt he needed more digital skills, especially in video, so he signed up for the academy.

An NBA editor from ESPN.com had contacted him asking if he would be interested in blogging about the Suns. Schwartz launched the blog from his parents'

basement. He knew he could write, but he wasn't sure he could handle shooting video.

"Before, video was just kind of scary for me because it was something I wasn't familiar with," Schwartz said. In the academy, Schwartz learned how to upload and edit video and audio files using Final Cut Pro. He also got pointers on how to shoot video for the web.

Now he regularly shoots and uploads postgame interview footage of the Suns to his website and creates podcasts, providing his audience with a "multidimensional" platform that is central to his brand as a journalist, he said.

The Academy "really helped me broaden my horizon," Schwartz said, "and it gave me that first step to being the well-rounded journalist that I hope to be one day."

The first Cronkite New Media Academy launched in the summer of 2009 and was followed by two more sessions, said Cronkite Associate Dean Kristin Gilger. More are planned.

All sessions are taught by Cronkite School professionals in small digital media

labs, with an emphasis on practical training, Gilger said.

"No one is going to come out an expert in the many tools and technologies we teach, but they will have an appreciation for what the tools can do for them and be far more comfortable using them," she said.

Learning the jargon of digital media alone is useful, Gilger said. "It's like learning another language," she said, "and it's an important language for journalists and media professionals to know."

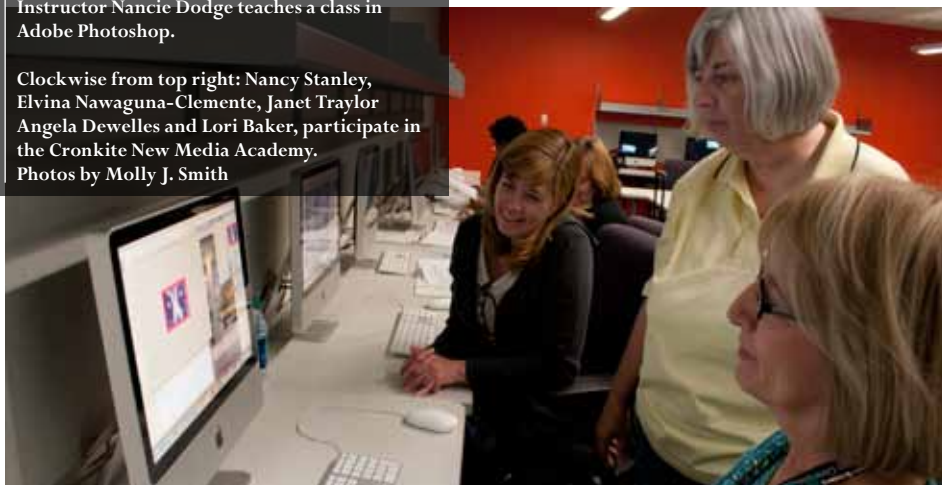
Cronkite adjunct instructor Robert Boos, who teaches website development for the academy, said he asks participants about their business plans and helps them figure out how they can use new media to achieve their objectives.

"It's sort of helping them focus on the things that they really need to know," he said.

View some of the websites academy graduates have developed at <http://cronkite.asu.edu/node/870>

Instructor Nancie Dodge teaches a class in Adobe Photoshop.

Clockwise from top right: Nancy Stanley, Elvina Nawaguna-Clemente, Janet Traylor Angela Dewelles and Lori Baker, participate in the Cronkite New Media Academy.  
Photos by Molly J. Smith







# Red, Gold and Green

## The Cronkite School is officially 'green'

BY NICOLE GILBERT

**T**he U.S. Green Building Council has awarded the Cronkite building a Leadership in Energy and Environmental Design (LEED) silver certification for features that save energy and promote sustainability.

The award was presented at a ceremony in the First Amendment Forum during the Greenbuild International Conference and Expo held in Phoenix in November 2009.

LEED is a third-party certification program and the nationally accepted benchmark for the design, construction and operation of high-performance green buildings. Projects are rated based on water conservation, energy efficiency and environmental quality, among other things, and awarded silver, gold or platinum certifications.

The Cronkite building, which also houses Eight/KAET, Arizona's public television

station, is the result of an innovative partnership between ASU and the city of Phoenix. It was built with revenue from a \$223 million bond approved overwhelmingly by Phoenix voters in 2006. The Cronkite building represents the largest single portion of that investment at \$71 million.

The building, located at the corner of Central Avenue and Taylor Mall, is a six-story structure of glass, steel and concrete built by Sundt Construction Inc. and designed by Steven Ehrlich Associates in partnership with executive architect HDR.

"It's a place that epitomizes not just the highest standards of journalism but the highest standards of sustainability," said Cronkite Dean Christopher Callahan. "We're extremely proud to receive this award."



### The school's sustainable features include:

- Construction materials made of 10 percent recycled content
- Low- and no-water landscaping
- Occupancy-sensing lighting
- A green-housekeeping program
- Nearby bus and light rail service
- An east-west orientation for solar control
- Overhangs and sunscreens for shading windows
- Low-flow plumbing fixtures

**Cronkite faculty member Leonard Downie Jr. ponders the future of investigative journalism in the classroom and in a new report**



Photo by Courtney Sargent

## ‘The Reconstruction of American Journalism’

BY ANDREW PENTIS

Being a professor looks good on Leonard Downie Jr.

Downie, the Weil Family Professor of Journalism, sits at the head of a long table for his seminar on Accountability Journalism. His reading glasses rest on the bridge of his nose and his graying hair is parted.

The only thing that’s different from his 17 years as The Washington Post’s top editor is the tie knotted below his collar. It’s gone.

As Downie leads a discussion on the Watergate coverage he once oversaw, the dozen or so students in the class look up frequently to make sure they don’t miss a back-in-the-day anecdote on the methods “Woodstein” used to report on the famous Watergate break-in and its fallout.

But it’s not all war stories. Students in Downie’s class also will spend the semester critiquing investigative projects and pondering the future of investigative journalism by dissecting their professor’s controversial paper on “The Reconstruction of American Journalism.”

The 98-page report, which Downie jokingly calls his fifth nonfiction book, was written with Columbia University journalism Professor Michael Schudson and published in the October 2009

Columbia Journalism Review. Its calls for new business models and possible public support of investigative journalism have sparked heated debate.

Not unlike his years at the Post.

“Len, in his career, has never ever hesitated to put himself out there,” said fellow ASU Professor Tim McGuire, the Cronkite School’s Frank Russell Chair for the Business of Journalism. “It’s a real privilege and honor to be working with somebody who has shown that kind of courage. Students are lucky to have him, and his faculty colleagues are lucky to have him.”

The report was commissioned by Columbia University journalism Dean Nicholas Lemann, and Downie and Schudson agreed at the outset that it would focus on investigative journalism and local news coverage, often casualties as news transitions online and is increasingly fragmented.

“Even if news organizations were to vanish en masse, information, investigation, analysis and community knowledge would not disappear,” the authors wrote. “But something else would be lost, and we would be reminded that there is a need not just for information but for news judgment oriented to a public agenda and a general

audience. We would be reminded that there is a need not just for news but for newsrooms.

“Something is gained when reporting, analysis and investigation are pursued collaboratively by stable organizations that can facilitate regular reporting by experienced journalists; support them with money, logistics and legal services; and present their work to a large public,” they wrote.

Schudson and Downie visited numerous traditional and not-so-traditional newsrooms for their report, traveled to journalism conferences around the country and interviewed leaders of media companies, universities and other organizations.

After delving into the historical successes and recent struggles of newspapers, they presented six recommendations. They challenged the government, philanthropic organizations, the Corporation for Public Broadcasting and journalists to advocate reform and called on universities to facilitate meaningful reporting by students and faculty.

Cronkite, like a handful of other schools, is already providing news to media outlets beyond campus through full-immersion reporting programs such as Cronkite News



**“We’re not talking about government control of the media or government direction of the media. We’re talking about government contributing to the support of certain kinds of journalism and doing so in a way in which the government would have no influence over the journalism itself.”**

— Leonard Downie Jr.,  
Weil Family Professor of Journalism



Leonard Downie Jr. headlines the fall 2009 semester’s “Must See Mondays” speaker series, talking about accountability journalism. Photo by Jeffrey Lowman

Service and Cronkite NewsWatch.

“More and more, the news (segments) that these students are producing are filling a pivotal role and really filling a vacuum,” said Cronkite Dean Christopher Callahan.

“One of the key things (in the report) is we’re going through a revolutionary time in the news media, and there’s not a single answer. There’s not a solution — there’s a series of solutions, and the universities are one part of that,” Callahan said.

The report’s most contentious proposals center on the industry’s biggest problem: The way newspapers did business for centuries — selling space in print to advertisers seeking mass audiences — is obsolete. Craigslist gobbled up the classified market and the Internet made information ubiquitous, switching power from news producers to news consumers.

In response, Downie and Schudson say the government should let some media organizations become nonprofit or low-profit operations and that all types of companies — “nonprofit and commercial, new media and old” — should be eligible for government subsidies from a “Fund for Local News.”

Downie, who guided the Post to 25 Pulitzer Prizes in his nearly two decades

as executive editor, said he didn’t see a need then for government monies to fund journalism, beyond publicly subsidized radio and television programming. Now, his perspective has changed.

“It’s a realization on my part that this is necessary,” Downie said. “We’re not talking about government ownership of the media. We’re not talking about government control of the media or government direction of the media. We’re talking about government contributing to the support of certain kinds of journalism and doing so in a way in which the government would have no influence over the journalism itself.”

“Some news media organizations will die, and others will spring up. We’re not picking winners and losers or saying that some shouldn’t die. The marketplace will play a role; it should play a role,” he said.

Schudson pointed to the success of government-funded press operations in other democratic countries as well as U.S. endowments for the sciences and arts here.

But detractors say the government’s involvement would only muddle the media’s current predicament.

“Do you want (Sen.) Ben Nelson (D-Neb.) cutting deals for the Omaha World-Herald?” asked longtime journalist

Steve Buttry. “That is what we would end up with.”

Further, he said, awarding significant subsidies would just “prop up the failing but still-powerful print businesses of today at the expense of the entrepreneurs who are our hope for a healthy new private sector of journalism.”

Buttry said the industry should focus its energies on finding ways to develop significant revenue streams, not on trickling out financial aid. Buttry, who is director of community engagement for Allbritton Communications’ local news site, TBD.com, in Washington, D.C., is skeptical that government monies wouldn’t inhibit media innovation more than stabilize the industry.

Downie said he has engaged Dan Gillmor, the Cronkite School’s Kauffman Professor of Digital Media Entrepreneurship, in friendly debate over the question of government funding. Gillmor contends that rather than offering handouts, Congress should foot the bill for the digital infrastructure, such as wiring and bandwidth, that media companies need to transmit content to consumers. It’s a way of modernizing the Post Office Act of 1792, which effectively subsidized newspapers delivered through the mail.

# Report Suggests Ways to Preserve Journalism

Leonard Downie Jr. and Michael Schudson make six recommendations on the future of journalism in their report, "The Reconstruction of American Journalism":

1. The Internal Revenue Service or Congress should let independent news organizations devoted to public-affairs reporting become nonprofit or low-profit entities.
2. Philanthropists and their foundations should take on a greater role in supporting news organizations committed to accountability reporting.
3. Public radio and television should be substantially re-oriented to put a greater emphasis on local news reporting.
4. Universities should become ongoing sources of local, state, specialized-subject and accountability news reporting as part of their educational missions.
5. A national Fund for Local News should be created with money the Federal Communications Commission now collects or could collect.
6. More should be done to increase the accessibility and usefulness of public information collected by federal, state and local governments.

Read the full text of the report at [http://www.cjr.org/reconstruction/the\\_reconstruction\\_of\\_american.php](http://www.cjr.org/reconstruction/the_reconstruction_of_american.php)

Hear Professor Downie speaking to a Cronkite class about the report he co-wrote on "The Reconstruction of American Journalism": <http://goo.gl/FT54R>



Leonard Downie Jr. with his former reporter Dana Priest during the Paul J. Schatt Memorial Lecture at the Cronkite School. Photo by Molly J. Smith

It's this discussion of business models that causes the red faces and shrill voices.

"Too much of the focus, in my view, has been on the public funding," said McGuire, who sides with his friend Buttry. "What happened in that process is that the overall depth and far-reaching nature of (Downie and Schudson's) report got ignored. For me, it is the best stage-setter for what's going on and what's moving forward that you can find."

The authors' discussion of how American journalism got to this "transformational moment" impressed McGuire so much that he has assigned undergraduates in his Business and Future of Journalism class to comb through the report.

"You might be able to teach the whole course with it," he said. "It is must-reading if you're going to think about this subject."

It was must-reading for Downie's Accountability Journalism class, too, but students who had to read "The Reconstruction of American Journalism" weren't complaining about the chance to chew over the report with its author.

"Who gets to say, 'Once a week for an hour I get to eat lunch and hang out with Len Downie and talk about journalism?'" said graduate student Justin Doom.

Downie, who teaches a spring class in the History, Philosophy and Ethics of Journalism as well as the

**"Some news media organizations will die, and others will spring up ... The marketplace will play a role; it should play a role."**

— from "The Reconstruction of American Journalism"

Accountability Journalism class, said he's getting used to being in the classroom.

"I'm a talker, and I'm used to giving directions all the time," he said. "One of the things I learned very quickly, mostly by observing classes before I started teaching my own classes, was to ask questions and listen to the students."

"I feel very comfortable that it's the same kind of teaching relationship that I had with reporters who worked for me at the Post."



# Professor's Book Warns of Bioterror Dangers

STORY BY ERIC SMITH  
PHOTO BY SHANNON O'CONNOR

## BACK FROM THE BRINK

How Crises Spur Doctors to New Discoveries about the Brain

Edward J. Sylvester

The U.S. has spent more than \$50 billion building a massive biodefense program to develop countermeasures to biological weapons and funding more than 1,000 high-biocontainment laboratories after post-9/11 anthrax attacks killed five people and sickened 17.

But almost 10 years later, the danger of biological warfare is even higher — because of the U.S. strategy, not in spite of it, a Cronkite professor argues in a recent book.

In “Breeding Bio Insecurity: How U.S. Biodefense Is Exporting Fear, Globalizing Risk, and Making Us All Less Secure” published in fall 2009, Cronkite Professor Edward Sylvester and former Harvard Professor Lynn Klotz say the chances of a bioterrorist attack in the U.S. have increased exponentially as the number of labs has skyrocketed.

When the two men, lifelong friends and former roommates at Princeton in the 1960s, first talked about these issues in 2005, they knew they needed to alert the public to what they perceived as the dangers of these labs.

“We said, ‘This sounds like something we really need to develop into a book; somebody needs to get the word out,’” Sylvester said. “The threat of biological warfare is serious, but the approach the United States is taking against it is 180 degrees wrong.”

One problem with the national government’s strategy, Sylvester and Klotz maintain, is how quickly and secretly the biodefense labs sprouted in response to the anthrax scare. They also believe oversight and staff training at the labs are inadequate.

And while the laboratories may very well be working to find vaccines to biochemical weapons, Sylvester and Klotz argue that it may be hard for other countries to believe that is all they are actually doing. Sylvester says that allies and enemies alike may think the U.S. is trying to develop weapons for future attacks, making those countries more likely to do the same.

“The goal certainly is legitimate; nobody would argue that you don’t want countermeasures — vaccines, treatments — in case someone develops biological weapons,” Sylvester said. “But what would we think if China or Iran had hundreds of labs working on all of these deadly microbes?”

Klotz echoes that concern.

**“The threat of warfare is serious, but the approach the United States is taking against it is 180 degrees wrong.” — Edward Sylvester, Cronkite Professor**

“To outsiders, what we’re doing looks like we have a massive offensive biological weapons program, not defensive,” he said.

Klotz also says the immense amount of money the government has spent has mostly been a waste in terms of increasing the nation’s safety.

“We spent over \$50 billion on biodefense; we’re probably less safe than had we spent nothing,” he said.

This is not the first time the two have collaborated. In 1983, they co-wrote “The Gene Age.”

Sylvester, who has worked for newspapers including the Los Angeles Times and The Wall Street Journal, began teaching at ASU as an assistant professor in 1980. Klotz, the senior science fellow at the Center for Arms Control and Non-Proliferation in Washington, D.C., is the author of several published papers on biological and chemical weapons.

For their latest book, they studied the Biological Weapons Convention findings, the Geneva Protocol on chemical and biological weapons, the Truth and Reconciliation Commission and other treaties, with Klotz leading the fact-finding and Sylvester using his writing skills.

Their research found that there have been various accidents in laboratories throughout the country that could cause a biological weapons scare.

But both men believe the U.S. could head in the right direction, despite what they see as drawbacks to current government strategy. Reducing the number of laboratories and training technicians more extensively, they say, would reduce the dangers.

“The negatives at this point outweigh the positives, so we have to reverse that picture,” Klotz said.

# Faculty News and Notes

**Melanie Alvarez**, executive producer of Cronkite NewsWatch, produced the documentary "Cronkite: Legend & Legacy," which premiered at the Cronkite School during a special tribute day to Walter Cronkite and was aired on Cox 7. Alvarez also was a producer for a video highlighting Brian Williams' career, which was shown at the annual Cronkite Award Luncheon at which Williams received the Cronkite Award for Excellence in Journalism. The video was posted to the main website for "NBC Nightly News" within hours of the event.



Melanie Alvarez

Senior Associate Dean **Marianne Barrett** and Master of Mass Communication alumna Amy (Reed) Sindik had their paper "Women's Magazines and Teenage Spin-offs: Does Perceived Fit Exist?" accepted for presentation at the 9th World Media Economics and Management Conference.

Professor of Practice and National Director of News21 **Jody Brannon** delivered the keynote "Newspaper Website Prospects: Insights into Best Practices and Trends" at the China Media Summit in Shanghai. Brannon also announced the winners of the Knight-Batten Awards for Innovations in Journalism in Washington in September 2009 and participated on two panels at the American Society of News Editors' conference. Brannon spoke on "You and U: Finding Partners at Your Local University" and "Digital Innovation and Content You Can Use for Your Web Site."



Jody Brannon

Walter Cronkite Professor of Journalism **Aaron Brown** was a featured speaker at The Panetta Institute for Public Policy in Monterey, Calif., and was the keynote speaker at the Yale Political Union.

Dean **Christopher Callahan** was a member of the accreditation team for the S.J. Newhouse School of Public Communications at Syracuse University and chaired the accreditation team for the University of South Florida's School of

## New Book Critiques Bush Presidency

Cronkite School Associate Professor Joseph Russomanno's most recent book is "Tortured Logic: A Verbatim Critique of the George W. Bush Presidency."

Russomanno contends that a form of "Newspeak" developed in the Bush administration, a premise he develops by juxtaposing quotes from administration officials and leading journalists and presenting them in a narrative sequence.

The first half of the book focuses on the creation of "an imperial presidency" and the second half is devoted to the Iraq War.

"By having the principal actors speak for themselves, 'Tortured Logic' provides a unique critique of the Bush administration," according to the publisher, Potomac Books.

Russomanno, a longtime teacher of media law, also is researching a First Amendment case, *Snyder v. Phelps*. The case centers on the Kansas-based Westboro Baptist Church, whose members picket military funerals because they believe service members' deaths are God's punishment for tolerating homosexuality.

The father of Lance Cpl. Matthew Snyder, who died in Iraq, sued the group, citing physical and mental trauma after members picketed his son's funeral, carrying signs with messages such as "Thank God for Dead Soldiers."

Courts have disagreed on a verdict, and it has been appealed to the U.S. Supreme Court.

Russomanno said in an e-mail that the case "could be one of the most important First Amendment rulings of our time" because it sets a precedent for First Amendment protection for offensive speech.

Russomanno is the author of "Speaking Our Minds: Conversations with the People Behind Landmark Amendment Cases;" co-author of "The Law of Journalism and Mass Communication;" and editor of "Defending the First: Commentary on First Amendment Issues and Cases."



Joseph Russomanno

Photo by Deanna Dent

Mass Communications.

Assistant Professor **Serena Carpenter** received a \$2,000 Broadcast Education Association New Faculty Research Grant. Carpenter will use the grant to study how mentoring is related to adult learning in doctoral programs. Carpenter also had a chapter on a "citizen-engaged press" accepted for publication in *Public Journalism 2.0* and had articles accepted



Serena Carpenter

for publication in *New Media & Society* and *Journalism Practice*. She spoke on news coverage and commentary about local government and on citizen journalism research at the Association for Education in Journalism and Mass Communication

conference.

**Dave Cornelius**, director of digital media outreach programs for high school journalism, created the first on-site digital newsroom for the 2010 Student Television Network national convention. He also was a member of the core advisory and development group for the Global Education Collaborative Conference, a completely virtual conference for educators, administrators, parents and students around the world, and traveled to Manama, Bahrain, to participate in a conference focusing on global challenges to education.

**CJ Cornell**, entrepreneur-in-residence and co-director of the Knight Center for Digital Media Entrepreneurship, gave a keynote on Digital Media and Entrepreneurship at a meeting of the



## Cronkite Professor Named Fulbright Chair in Portugal

Professor Steve Doig headed to Portugal for the fall 2010 semester to teach journalism as a Fulbright Distinguished Chair.

Doig, who holds the Knight Chair in Journalism at Cronkite, was selected for the Portugal 50th Anniversary Distinguished Chair, named in honor of the establishment of the Fulbright program in Portugal half a century ago. The Fulbright program is America's flagship international education exchange program and is sponsored by the U.S. Department of State, Bureau of Educational and Cultural Affairs.

Doig was assigned to teach a graduate class in precision journalism and computer-assisted reporting at Universidade Nova de Lisboa in Lisbon. The course covers how to acquire public data and use software and statistical tools to tell stories.

"Journalists in most European countries are only beginning to discover the power of precision journalism," Doig said. "Most in the Portuguese press still have a considerable way to go."

MIT Enterprise Forum in Phoenix and spoke at the conference "Building and Protecting Reputation 2010." He moderated a panel, "Understanding and Managing The New Social Reputation" with current and former vice presidents from Sony Electronics Inc., The Go Daddy Group Inc. and the Phoenix Suns and presented at the International Prepress Association Leadership Conference on social media and marketing. On behalf of the school's Knight Center for Digital Media Entrepreneurship, Cornell accepted ASU's President's Award for Innovation, participated in a university-wide entrepreneurship forum and conducted a 90-minute webinar on social-media intelligence for the IPA.

Three projects from Professor **John Craft**'s spring 2009 documentary production class were nominated for 2009 Rocky Mountain Southwest Regional Emmy Awards. One of the productions was entered in the profes-



John Craft



Steve Doig teaches Cronkite graduate students media research techniques.  
Photo by Courtney Sargent

Doig also planned to conduct seminars around the country for students, faculty and professional journalists interested in computer-assisted and investigative reporting, develop precision journalism curricula and materials for faculty in Portugal and help organize a professional investigative journalism organization in the country.

"I hope to put all this in the context of the importance of an unfettered, independent and vigilant press as an essential part of a democratic society," he said.

Doig is a pioneer in precision journal-

sional cultural documentary category rather than a student category. Two recent graduates of Craft's class also were Emmy-nominated for their independent projects.

**Amanda Crawford**, lecturer and a graduate of the Cronkite mid-career master's program, was selected as one of 18 Soros Justice Fellows for 2010. She received a \$45,000 stipend from the Open Society Institute to spend the year researching and writing magazine articles exploring the consequences of the drug war along the U.S. border and beyond.

Knight Chair in Journalism **Steve Doig** was named a Fulbright Distinguished Chair in Portugal and headed to Universidade Nova de Lisboa in Lisbon to teach for the fall 2010 semester. He also was one of the organizers of the spring 2010 National Institute for Computer-Assisted Reporting conference and presented at the Investigative Reporters and Editors boot camp for college journalists and at a Reynolds Center conference for business journalism professors. Doig spoke on computer-assisted reporting at Italy's

ism, which utilizes social science tools and techniques to produce better reporting. He is a 23-year newspaper veteran who used computer analysis of government records to produce numerous award-winning investigative stories for The Miami Herald in Florida, including a Pulitzer Prize for Public Service. Since joining ASU in 1996, Doig has traveled to teach and train journalism students and professionals in Spain, Brazil, Indonesia, Norway, Belgium, England, Canada, Mexico and the Netherlands.

annual International Journalism Festival, gave the keynote at the Education Writers of America's statistics boot camp and conducted training on research and data analysis for the American Independent News Network.

**Steve Elliott**, Director of Digital News, Cronkite News Service, conducted writing seminars at the Kingman Daily Miner and White Mountain Independent in Show Low, Ariz.

Associate Professor **Mary-Lou Galician** was quoted in an arts and culture piece in Maclean's, a major Canadian newsweekly, and was quoted as product placement expert in the Popeater.com article, "NBC Wants You to Do Good. Why? A Look Inside Behavior Placement." Galician also was a respondent for a Media Studies Interest Group juried research panel at the Western States Communication Association's annual convention in Anchorage, Alaska, and an invited speaker at the University of Nevada at Las Vegas' Hank Greenspun School of Journalism and Media Studies.

**Dan Gillmor**, director of the Knight

Center for Digital Media Entrepreneurship and Kauffman professor of Digital Media Entrepreneurship, participated in a Library of Congress workshop about preserving news in a digital world, keynoted the annual conference of the National Association of Science Writers in Austin, Texas, and gave the sixth annual Holden Journalism Lecture at the University of Colorado's School of Journalism and Mass Communication. Gillmor spent a week in Egypt giving talks at a variety of venues for the U.S. State Department to coincide with the publication of the Arabic-language version of his book "We the Media." He spoke at The Guardian newspaper's Changing Media Summit in London and spoke at the World Affairs Conference at the University of Colorado.



Dan Gillmor

Assistant Professor **Dawn Gilpin** gave presentations on social media to several groups, including program directors of the Carnegie Corporation and the American Jewish Press Association. She also was a guest on National Public Radio, discussing the role of social media in organizing public opinion and activism with regard to Arizona's immigration laws. Also this year, her social and semantic network analysis on patterns of Twitter use by public relations professionals led to a peer-reviewed chapter in a book, "The Networked Self: Identity, Community and Culture on Social Network Sites," edited by Dr. Zizi Papacharissi. Gilpin also co-authored chapters for the "Handbook of Public Relations" and the "Handbook of Crisis Management" and was invited to address a seminar in Oxford, England, funded by the European Social Research Council and organized by the London School of Economics and Oxford Brookes University.

Doctoral Program Director **Donald Godfrey** is working on a biography of C. Francis Jenkins, the first American to produce a television picture. Godfrey also wrote a review of Michael Keith and Mary Ann Watson's "Norman Corwin's One World Flight: The Lost Journal of Radio's Greatest Writer" for the Journal of Broadcasting & Electronic Media. Godfrey chairs the Broadcast Education Association Research Committee and spearheaded the association's new "podium session," which spotlights the work of a

senior scholar. He served on two external program review teams — one at Temple University's Department of Broadcasting Telecommunications and Mass Media and the other at the University of Oklahoma's Gaylord College of Journalism and Mass Communication.

Reynolds Endowed Chair in Business Journalism **Andrew Leckey** was interviewed by PBS on the implications of the Comcast-NBC Universal merger. During trips to China, he was interviewed on China's CCTV "Dialogue" television program and met with the director of Tsinghua University's Global Business Journalism master's degree program.

Associate Professor **Fran Matera**'s co-authored public relations textbook "Public Relations Campaigns and Techniques: Building Bridges into the 21st Century" has been translated and released in the People's Republic of China. Matera was nominated by her students for the 2010 ASU Parents Association Professor of the Year award and for ASU's 2010 Last Lecture Series. This is the second time she has been nominated for the latter award.

Frank Russell Chair for the Business of Journalism **Tim McGuire** was quoted in The Guardian of London on the National Enquirer's Pulitzer Prize nomination and in a Phoenix Business Journal story on the growth of niche publications. McGuire spoke at the annual general managers meeting of Murphy Media and discussed the iPad on Eight/KAET's "Horizon" program. His blog about Sarah Palin and Down syndrome generated more than 2,000 page views and was featured in The Arizona Republic and the Minneapolis Star-Tribune.



Tim McGuire

Associate Professor **Dennis Russell** signed a contract with The Edwin Mellen Press to publish his book about Austrian filmmaker Michael Haneke. It is titled "Michael Haneke: Four Films of Social Catastrophe."

Director of Cronkite Global Initiatives and Associate Professor **B. William Silcock** was one of 14 faculty members from six ASU colleges selected for the inaugural class of the Leadership Development Initiative coordinated by the Provost's Office. He spent spring break in the Kyrgyz Republic, where he lectured at three universities and provided training

at the national broadcast channel NTRC. He co-authored "Comparing War Images Across Media Platforms: Methodological Challenges for Content Analysis" for the publication Media, War & Conflict, and his essay, "Tribal Journalism," was published in Electronic News.

Outreach Coordinator and Mid-Career Master's program graduate **Liz Smith** coordinated and spoke on a panel about editing for magazines at the national conference of the 2010 American Copy Editors Society in Philadelphia.

Professor **Edward Sylvester** served as one of two external reviewers for the Stony Brook University School of Journalism's proposed Master of Science in Science Journalism program.

Assistant Professor **Leslie-Jean Thornton** was cited for her exemplary multimedia journalism teaching by Innovative Interactivity, an online forum for interactive multimedia and new media professionals.



Leslie-Jean Thornton

She presented papers at the Convergence and Society Conference in Reno, Nev., and at the Southwest Education Council for Journalism and Mass Communication. Thornton received a Broadcast Education Association Best of Festival King Foundation Award of Excellence in the educational category for multimedia journalism and spoke on journalists' use of Twitter at a Virginia Press Association meeting. She authored a chapter on the changing role of internships as newsrooms shrink in R. Franklin's and D. Mensing's "The Future of Journalism Education, Training and Employment."



Xu Wu

Associate Professor **Xu Wu** completed a research project on President Barack Obama's foreign policy speeches for the Chinese Foreign Communication

Department; attended the first Soft Power & International Communication conference at Tsinghua University in Beijing and was interviewed by The Washington Post on China's lobbying efforts in the U.S. His book "Crafting the Chinese Dream" was released by China's Xinhua Press. He also had an article accepted for publication by Asia Quarterly and a paper accepted at the 12th Chinese National Communication Conference in Beijing.



# #Teaching Twitter

## Cronkite leads the way in social media training

BY TARA ALATORRE



Assistant Professor Dawn Gilpin teaches a new social media course at ASU.  
Photo by Courtney Sargent

When Assistant Professor Dawn Gilpin started teaching students about Twitter and other social media, many thought they already knew most of what there was to learn.

It didn't take them long to figure out they were wrong. Under Gilpin's tutelage, they discovered how to use social media effectively — and responsibly — as journalists.

Social media “is a means of communication that can be used for lots of different ends,” she said. “And once students got to live-tweet (a story), they realized it was not an innate skill.”

The growing importance of social media is reflected in Cronkite reporting, public relations and online media classes as well as in a new social media policy intended to guide students in their use of the new digital media tools.

Gilpin played a key role when she developed a social media component for the school's required online media classes in fall 2009. She spent two weeks in every section of the class, teaching students and training instructors in the best ways to teach social media.

Instead of conventional lectures, she had students tweet live while she spoke about hashtags, personal branding and new online applications.

Gilpin went on to develop a course devoted to social media that launched in fall 2010. The course, which is open to all ASU students, focuses on the legal, social, cultural and economic effects of social

media. Students discuss and share links to news about current events, trends and issues through Twitter using a special class hashtag.

“It's emerging technologies in an emerging course,” Gilpin said.

At the same time, it became clear that journalism students needed more guidance on how to avoid social media pitfalls — like failing to identify themselves and their purpose clearly or offering commentary that could compromise their objectivity as journalists, said Cronkite Associate Dean Kristin Gilger.

Steve Elliott, director of digital news for Cronkite News Service, was commissioned to write a set of standards for students' social media use. Drawing on work done by The Poynter Institute for Media Studies and the Society of Professional Journalists, Elliott developed “Social media guidelines for student journalists,” which are distributed and discussed in classes, used in the school's professional programs and posted on the Cronkite website for easy reference.

The guidelines start with the premise that social networking sites such as Facebook and Twitter are valuable reporting tools and promotional and distribution channels for content.

In fact, Elliott said, Cronkite News Service reporters often rely on social media to find story ideas, scout sources and promote the news bureau's brand. Elliott said it is almost impossible to be a reporter today without using Twitter, and

## Social media “informs your reporting — it's not reporting.”

— Steve Elliott

Director of Digital News,  
Cronkite News Service

his students get at least two to three stories a week by following politicians on the platform.

But he wants students to understand that social media is just a starting point.

“It informs your reporting — it's not reporting,” he said. “It is no substitute for journalism.”

Students also need to understand where they can go wrong with social media, Elliott said. The policy advises student journalists to restrict access to their personal social media sites, manage their friends and followers, be careful of what they post and avoid signing on as a “fan” to clearly partisan websites, for example.

Elliott said his goal was to “not just to say thou shalt not, but to say, ‘Here's why.’”

To read the full guidelines, go to <http://cronkite.asu.edu/node/735>

**“I think (Twitter’s) been terribly important and terribly valuable.”**

— Tim McGuire,  
Frank Russell Chair for the Business of Journalism

## Cronkite School: Follow Us

BY ERIC SMITH

**T**he Cronkite School isn’t just teaching social media, it’s using it.

The school employs a Facebook page and a Twitter account to regularly reach students, alumni and other supporters.

The school has more Twitter followers than any journalism school in the country, according to Dean Christopher Callahan, who personally manages the site, posting news about the school nearly every day. More than 3,500 people follow @cronkite\_asu. On the Cronkite Facebook page ([www.facebook.com/CronkiteSchool](http://www.facebook.com/CronkiteSchool)), more than 2,500 people have indicated they like the page.

Becca Kleinberg, the school’s student life coordinator, manages three Facebook pages and two Twitter accounts for various student organizations. She said social media tools like these make it much easier to reach students and keep them engaged.

She updates a Facebook page for Cronkite Village, the school’s living and learning community, with pictures “or little tidbits of what’s going on so that ... previous villagers or parents or prospec-

tive students can see that,” she said.

Faculty are following suit. More than 40 Cronkite faculty and staff had Twitter accounts as of fall 2010.

Assistant Professor Leslie-Jean Thornton creates a Twitter hashtag for each of her classes so students can easily communicate with her — and she with them. Twitter also is a good way to get students to tune into breaking news and discover the various ways a story is being covered, she said.

Professor Tim McGuire, the Frank Russell Chair for the Business of Journalism, created his Twitter account in early 2009. He said he wanted to be well-versed in the powerful social media tool so he could relay its relevance to students, especially those in his Business and Future of Journalism class.

“I wanted to understand how it works ... I can discuss it and evaluate it and talk about its implications a lot easier if I’m a participant,” McGuire said. “I think it’s been terribly important and terribly valuable.”

## Top Five Journalism Schools Followed\*

1. Arizona State University	3,522 followers	<a href="https://twitter.com/Cronkite_ASU">twitter.com/Cronkite_ASU</a>
2. Columbia University	3,445 followers	<a href="https://twitter.com/columbiajourn">twitter.com/columbiajourn</a>
3. University of Southern California	2,534 followers	<a href="https://twitter.com/USCAnnenberg">twitter.com/USCAnnenberg</a>
4. University of North Carolina	2,252 followers	<a href="https://twitter.com/UNCJSchool">twitter.com/UNCJSchool</a>
5. City University of New York	1,760 followers	<a href="https://twitter.com/cunyjschool">twitter.com/cunyjschool</a>

\*As of August 2010

## Cronkite News and Clubs on Facebook

Walter Cronkite School of Journalism and Mass Communication  
[facebook.com/CronkiteSchool](http://facebook.com/CronkiteSchool)

Cronkite Village  
[facebook.com/CronkiteVillage](http://facebook.com/CronkiteVillage)

Cronkite Student Life  
[facebook.com/CronkiteStudentLife](http://facebook.com/CronkiteStudentLife)

Cronkite News  
[facebook.com/cronkitenewsonline](http://facebook.com/cronkitenewsonline)

Cronkite Council  
[facebook.com/cronkite.council](http://facebook.com/cronkite.council)

Melanie Alvarez, producer, Cronkite News-Watch

.../[Melanie\\_ASU](https://twitter.com/Melanie_ASU)

Robert Anglen, faculty associate

.../[AZwatchblog](https://twitter.com/AZwatchblog)

Marianne Barrett, senior associate dean

.../[mairaz1](https://twitter.com/mairaz1)

Robert Boos, faculty associate

.../[earthtobobby](https://twitter.com/earthtobobby)

Jody Brannon, national director, News21

.../[brannonj](https://twitter.com/brannonj)

Christopher Callahan, Dean

.../[Cronkite\\_ASU](https://twitter.com/Cronkite_ASU)

Serena Carpenter, assistant professor

.../[drcarp](https://twitter.com/drcarp)

Kelly Carr, online producer, Donald W.

Reynolds National Center for Business Journalism

.../[KellyCarrBiz](https://twitter.com/KellyCarrBiz)

Dave Cornelius, director, Digital Media

Outreach Programs for High School Journalism

.../[dac59](https://twitter.com/dac59)

CJ Cornell, entrepreneur-in-residence, Knight

Center for Digital Media Entrepreneurship

.../[cjcornell](https://twitter.com/cjcornell)

.../[startupmedia](https://twitter.com/startupmedia)

Steve Doig, Knight Chair in Journalism

.../[sdoig](https://twitter.com/sdoig)

Steve Elliott, director of digital news,

Cronkite News Service

.../[irewrite](https://twitter.com/irewrite)

Michelle Fortin, faculty associate

.../[mdfortin](https://twitter.com/mdfortin)

Christia Gibbons, faculty associate

.../[christiag](https://twitter.com/christiag)

Kristin Gilger, associate dean

.../[kristingilger](https://twitter.com/kristingilger)

Twitter character designed by Pasquale D'Silva



The State Press  
[facebook.com/TheStatePress](http://facebook.com/TheStatePress)

State Press Television  
[facebook.com/statepresstv](http://facebook.com/statepresstv)



## ‘Perk’ Rankin Remembered

William Parkman “Perk” Rankin forged his first career as a New York City-based magazine executive and his second one at the Cronkite School, where he taught classes and was a founding member of the Cronkite Endowment Board of Trustees.

Rankin was 92 when he died Nov. 29, 2009.

Rankin was a graduate of Syracuse University and launched his career at the Albany (N.Y.) Knickerbocker News as an advertising manager. In 1945, he joined Redbook magazine’s advertising staff.

In 1949, he received an MBA in marketing from New York University and began working for This Week magazine, where he would spend 20 years, eventually becoming vice president. At its peak, the supplement to Sunday newspapers had a circulation of 14 million copies in 42 cities.

After the magazine folded, Rankin spent two years at Time magazine and 12 years at Newsweek.

At the age of 57, Rankin began taking night classes in pursuit of his doctorate. Six years later, he graduated from NYU with a Ph.D. in business education. His doctoral dissertation, “Business Management of General Consumer Magazines,” was published as a book. Rankin also authored “The Practice of Newspaper Management,” which was used by his classes and in journalism schools nationwide.

In 1981, after retiring from Newsweek, Rankin joined ASU’s journalism faculty, drawing on his deep knowledge of media management to help students think and learn about the business side of publications.

“(Perk) had a wonderful way about him,” said former Cronkite School Director Douglas Anderson, who is now dean of the College of Communications at Penn State University. “A lot of people come out of the business after 40 years and are not naturals in the classroom. But he really, really was.”

Rankin retired from teaching in 1986 after spearheading new courses in magazine and newspaper management. Soon after, he was persuaded to accept the position of special assistant to the director of the Cronkite School to assist Anderson with fundraising efforts. He also was a founding member of the Cronkite Endowment Board, stepping down after two decades in 2005.

Rankin is survived by his children, Joan Stankus and Douglas Rankin, and his grandchildren Todd Rankin and Paul Stankus.

## In Memorium

The Walter Cronkite School of Journalism and Mass Communication recognizes and honors alumni and friends who have passed away within the last year.

Our thoughts and prayers go out to their families and loved ones as we pause to remember the contributions they made to the Cronkite School.

Mrs. L. Elaine Brown  
Mr. Ed Carson  
Mrs. Jean Clark  
Mr. Walter Cronkite  
Ms. Bianca B. Escarcega ('94)  
Rabbi Albert D. Plotkin  
Mr. Randall T. Reid ('85)  
Mr. Perk Rankin  
Mrs. Annis Dotts

Dan Gillmor, director, Knight Center for Digital Media Entrepreneurship  
.../dangillmor

Dawn Gilpin, assistant professor  
.../drgilpin

Bill Goodykoontz, faculty associate  
.../goodyk

Susan Green, broadcast director, Cronkite News Service  
.../ProfGreen

Retha Hill, director, New Media Innovation Lab  
.../rethahill

Jim Jacoby, television production manager, Cronkite NewsWatch  
.../J\_Jacoby

Aric Johnson, editor-in-residence, The Arizona Republic  
.../aricjohnson

Kristi Kappes, program manager, News21  
.../kristikappes

Niclas Lindh, instructional technology analyst  
.../niclindh

Mark Lodato, assistant dean  
.../mlodato

Andrew Long, faculty associate  
.../longcreative

Anita Luera, director, Cronkite Institute for High School Journalism  
.../AnitaLuera

Jason Manning, director, Student Media  
.../jasonhmanning

Tim McGuire, Frank Russell Chair for the Business of Journalism  
.../timmcguire

David Paredes, faculty associate  
.../DLParedes

Jayson Peters, faculty associate  
.../nerdvana

Robin Phillips, Web managing editor, Donald W. Reynolds National Center for Business Journalism  
.../RobinJP

B. William Silcock, director, Cronkite Global Initiatives  
.../DrBillASU

Elizabeth Smith, outreach coordinator  
.../theeditress

Kelli Solomkin, director of special events  
.../kellisolomkin

Terry Greene Sterling, writer-in-residence  
.../TGSterling

Edward Sylvester, professor  
.../edsylvester

Leslie-Jean Thornton, assistant professor  
.../ljthornton

Louie Villalobos, faculty associate  
.../louievillalobos

Michael Wong, director, Career Services  
.../mrconnect

Matt Wynn, faculty associate  
.../mattwynn

Gilbert Zermeño, faculty associate  
.../Photog5i

### Cronkite News and Clubs on Twitter

Cronkite School  
twitter.com/Cronkite\_ASU

Cronkite Village  
twitter.com/cronkitevillage

Cronkite Student Life  
twitter.com/CSStudentLife

Cronkite News Service  
twitter.com/cronkitenews

ASU PRSSA  
twitter.com/asuprssa

ASU Society of Professional Journalists  
twitter.com/SPJ\_ASU

The State Press  
twitter.com/statepress

State Press Sports  
twitter.com/statepresssport

State Press OpEd  
twitter.com/statepressoped

State Press Magazine  
twitter.com/StatePressMag

State Press TV  
twitter.com/StatePressTV

**T**here is no official ranking system of college journalism programs, no Top 25 polls voted on by school administrators or accreditation organizations.

## Award recognizes Callahan's pioneering efforts as dean

There is, however, a recognized No. 1 award for the people who run those schools.

Cronkite School founding Dean Christopher Callahan in March 2010 was named the Scripps Howard Foundation Journalism Educator of the Year, an award given annually for “vision and leadership for the field through creativity and excellence in administration.”

“Not only were we thrilled that he got it, we would have been upset if he hadn’t,” said Senior Associate Dean Marianne Barrett, who joined Associate Dean Kristin Gilger and professors Steve Doig and Tim McGuire in nominating Callahan. “Because, well, you show me someone who deserves it more.”

The judges cited Callahan’s “endless energy, exuberant vision and incredible fortitude that allowed him to move the Cronkite School into a program of excellence, positioned amazingly well for a 21st century media world.”

Callahan arrived as the founding dean in fall 2005, a year after ASU President Michael Crow granted the Cronkite School stand-alone status. Soon after his arrival, the school retooled the undergraduate curriculum and master’s program, raised ethical and admission standards and installed full-fledged multimedia-reporting programs Cronkite News Service and Cronkite NewsWatch. The school also fostered partnerships with The Arizona Republic, ABC on Campus and NBC.

In addition to doubling the number of faculty, Callahan has increased the school’s name recognition and prestige with top-tier hires like former Washington Post Executive Editor Leonard Downie Jr., who said he chose Cronkite because the school was forward-thinking.

Under Callahan, the school has raised more than \$26 million in grants and endowments that allow the school to operate programs like the Donald W. Reynolds National Center for Business Journalism and the Carnegie-Knight News21 digital media initiative. The school won a three-year, \$552,000 grant in the 2007 Knight Center Challenge that let Callahan hire new-media gurus Dan Gillmor and CJ Cornell to run

the Knight Center for Digital Media Entrepreneurship.

“I always jokingly call it ‘the house that Chris built,’ only because I know what kind of hours he put in,” said Mike Wong, Cronkite’s director of career services. “He’s the catalyst that makes things go.”

An old colleague says the Brooklyn-born Callahan has always been this driven.

“I remember the first time I walked into the bureau — the Providence, R.I., bureau of The Associated Press at 10 Dorrance St. in Providence — and there was this guy sitting there, and he barely looked up he was so intent. He was writing a story, and he was like a man possessed. That was Chris,” says Mitchell Zuckoff of their 1984 introduction.

Callahan covered local government and served as an editor in the four-man AP bureau through 1986, during which time he was the lead reporter on the infamous murder trial of Claus von Bulow.

Zuckoff remembers wrapping up a feature on a local school serving special-needs children and showing it to Callahan.

“He just very thoughtfully but very meticulously, took the story apart, piece by piece, and showed me exactly what the story should have been,” Zuckoff said. “I learned probably more in that one editing session than I had in the past two or three years.”

So it didn’t surprise Zuckoff when Callahan decided to teach.

“Chris was always a great teacher,” he said. “Even when he was 25 years old, he was teaching me; he was teaching other journalists.”

Callahan left AP as a Washington correspondent in 1989 and went to the University of Maryland, where he ran

the Capital News Service program in the early ’90s before becoming an assistant and then associate dean under Maryland deans Reese Cleghorn and Thomas Kunkel. Both men received the Charles E. Scripps Award for Journalism Administration that Callahan now has, and Callahan said he has mimicked parts of their different



Photo by Luis C. Lopez

leadership styles: Like Kunkel, he’s intent on being collaborative, but like Cleghorn, he’s conscientious about making firm final decisions.

It was Kunkel who, in 2004, nudged Callahan to research a deanship opening 2,300 miles away. Despite the lack of a doctoral degree — it unnerved some members of ASU’s hiring committee — Callahan became a finalist for the job and a known entity to one Walter Cronkite.

Cronkite had no direct involvement in the selection process, but he certainly had an interest. He phoned former Cronkite School Director Doug Anderson to ask his opinion of this young “lad” or “chap” named Callahan. Anderson, now the journalism dean at Penn State University, said he told Cronkite that Callahan would be a formidable choice.

Soon after, in August 2005, Callahan grabbed the reins of what longtime Cronkite Endowment Board member Win Holden described as a “sleeping giant,” previously guided by Anderson and Doig.

“We were sort of struggling to meet our load of students and give them as good an education as we could, using facilities that were way outmoded back on the Tempe campus,” said Doig, the school’s Knight Chair in Journalism. “So I appreciate probably even more than most of us how far Dean Callahan has taken us.”

And Doig is fond of saying Callahan accomplished it on almost no sleep. Callahan, 50, who co-teaches a freshman section of Principles and History of Journalism each fall in addition to his



# 'The House That Chris Built'

BY ANDREW PENTIS

**Dean Callahan is  
Journalism Administrator  
of the Year**

administrative duties, has been known to send 3 a.m. e-mails from home, pitching ideas or bringing news items to the attention of faculty members.

While reticent to talk about himself, Callahan will say that on bad days he stops in a campus newsroom or TV studio for five to 10 minutes and does nothing but watch students work. That rejuvenates him.

On better days — which often begin with Callahan preparing breakfast for his two sons — there's less need for respite.

"You can find him doing everything from writing a press release to delving into the details of a schedule to picking up stray signs on the (campus) mall," Gilger says. "He works way too much."

He is often on campus until after 10 p.m., even on weekend nights. Such was the case

on Friday, July 17, 2009, when Callahan learned just minutes before 5 p.m. that Cronkite, the man he had long admired through his broadcasts and got to know personally after relocating to the Valley, had died at age 92. He and his staff worked through the night then gathered to toast Cronkite early the next morning.

On one recent Friday afternoon, with classes over, Callahan's six-story, \$71-million "place" is nearly empty. A lone student sits in the First Amendment Forum while another types away on a Mac in the library. In the corridor of faculty offices a floor above — where the likes of Aaron Brown and Rick Rodriguez work — every door is closed.

In the Leadership Suite's corner office, however, Callahan is still facing his desktop

computer with his typical intensity. But this is an early night in Callahan terms: He has switched out his usual sharp suit for a local high-school-logoed polo, ready to escape soon for his son Cody's baseball game. (Callahan donated the \$10,000 prize that came with the Scripps Howard award to the school to name a digital editing bay in honor of his sons, Cody and Casey.)

In the 2006 inaugural edition of this magazine (also Callahan's creation), the dean was quoted as saying he wanted Cronkite "to be the best journalism program in the West. Period." With the benefit of hindsight, Callahan says that may have been too restrictive.

"Do I think this is the place, now? Yeah, I do."



## New Board Boosts School's National Presence

**T**he Cronkite School has formed a national advisory board to provide leadership and support for the advancement of the school.

The Cronkite National Board of Advisors is made up of nine Cronkite School alumni representing seven decades of journalism education.

The board will advise the dean and spearhead an annual event that celebrates the school's namesake and addresses critical issues facing journalism and mass communications, said Cronkite Dean Christopher Callahan. The board also will participate in the selection of Cronkite Alumni Hall of Fame inductees and help raise funds for the school.

"Our alumni represent some of the leading thinkers in journalism and public relations in the nation," Callahan said. "Our new board will help energize our thousands of terrific alumni around the world to benefit our students and school."

Craig A. Newman, a partner with Richards Kibbe & Orbe LLP in New York City and a member of the Cronkite Alumni Hall of Fame, is founding chair of the board. Newman is a 1979 graduate of the school. Other board members come from newspapers, public relations agencies, broadcast companies and other communications businesses across the country.

"The premise behind the board is that there is an

**"There is an enormous number of people on the national level who have great fondness for the Cronkite School."**

**— Craig Newman,  
National Board Chairman**

enormous number of people on the national level who have great fondness for the Cronkite School," Newman said. "This is a way of harnessing some of those resources nationally."

The board met at the Cronkite School for the first time in spring 2010 to organize and begin planning an annual event that will feature the "best and the brightest" in journalism at a forum on important issues facing the profession, Newman said.

"What we hope to do," Newman said, "is to bring in thought leaders in journalism and others who can have an entire day of seminars, of breakout sessions, where we can really roll up our sleeves and look at some of the serious and interesting questions and issues." The event will be geared toward students and media professionals.

Newman said he believes such activities will help cement the Cronkite School as a national voice and leader in journalism.

"With (Walter Cronkite's) passing, there is an imperative to establish a body at the school — the school which bears his name — that is charged with protecting both his legacy and his commitment to the highest ideals in journalism," Newman said.

Cronkite student Jessica Lutjemeyer contributed to this report.



# Cronkite Board Gains Energetic Leader

## New York attorney and alumnus leads national board

BY ANDREW PENTIS

**W**hen Craig Newman came from Detroit to Tempe, Ariz., as a student 35 years ago, “You had Watergate going on; you had the Pentagon Papers.

“To go to journalism school at a time when the press is doing its finest work was an enormous amount of fun,” Newman said in a recent phone interview from his New York City law office.

Newman has never lost his passion for journalism — or for the Cronkite School. The 1979 graduate and 2000 Cronkite School Alumni Hall of Fame inductee serves as the first chair of the school’s new Cronkite National Board of Advisors.

The nine-member committee, which includes two more Cronkite School Alumni Hall of Fame members in USA Today Deputy Managing Editor Linda Kauss and Arizona Diamondbacks President Derrick Hall, convened for the first time in the spring of 2010.

There is “an enormous number of successful and powerful alumni who have really achieved great things in journalism and in other fields, but no one has ever pulled that together and harnessed that as a resource for the Cronkite School,” said Newman, a partner at Richards Kibbe & Orbe LLP, a law firm in New York’s financial district. “Having talked to my classmates and people who are now on the Cronkite board with me, there was this overwhelming sense of, ‘We have come of age; we want to help.’”

Newman’s interest in journalism began at age 14 when he signed on as a stringer for the Detroit News and later The Associated Press. He entered college fully intending to become a newspaper reporter, but he got a taste for broadcasting as an upperclassman, and that led him to an internship at the local ABC News affiliate, which may have been his most important

career stop: It’s where he first wondered what the guys in suits upstairs did to keep the newsroom running smoothly.

Newman fleshed out his interest in the intersection of journalism, business and law in his master’s thesis at the University of Missouri then headed to law school back in Detroit, still intending to go into journalism when he was done. But instead, he clerked for a federal court judge and then accepted the apprenticeship of a lifetime with prominent First Amendment attorney Floyd Abrams.

Newman has spent most of his professional career as a lawyer — including a 3½-year run as executive and general counsel for the now-defunct Disney venture Americast.

He has no regrets about how it all turned out.

“I have had the privilege to be able to see really every different slice of media life,” he said.

Those who knew Newman back when he was studying journalism at ASU are surprised neither by his success nor his leadership role at Cronkite so many years later.

Then first-year assistant professor Bruce Itule remembers Newman coming up to him at a freshman orientation and engaging him in a conversation about journalism.

“That always stuck with me because his enthusiasm for ASU and about journalism rubbed off on me and other students,” recalled Itule, now a professor at the University of Arizona.

CBS Sports’ Senior Director Mike Arnold recalled sitting directly in front of Newman in former Cronkite professor Benjamin Silver’s class more than three decades ago.

“I kind of thought we would both stay in broadcasting, but I knew that no matter what Craig did, he would be a success,” said Arnold, a 1999 Cronkite Alumni Hall of Fame inductee. “He had a great drive to be successful.”



Photo by Arkadiusz Banasik

**“We have come of age; we want to help”**

— Craig Newman

## Inaugural Cronkite School National Board Members

- Craig Newman, chair, attorney at Richards Kibbe & Orbe LLP in New York City ('79)
- Julie Cart, staff writer at the Los Angeles Times ('80)
- Don Dotts, former director of the ASU Alumni Association ('57)
- Athia Hardt, owner/manager of Hardt and Associates Public Affairs in Phoenix ('70)
- Derrick Hall, president of the Arizona Diamondbacks ('91)
- Linda Kauss, deputy managing editor for USA Today ('68)
- Mindy Lee, editor associate at ASU Media Relations and co-founder of Media Buzz Mixers ('03, '10)
- Hannah Mullins, reporter and producer at 12 News/KPNX-TV in Phoenix ('06)
- Adelaida Severson, owner/president/CEO of Bushtex, Inc. in Gilbert, Ariz. ('95)



# Alumni Ascending

Graduates achieve success in broadcast, print and new media

## 2010

**NORA AVERY-PAGE (B.A.)** is a reporter for the Daily News-Sun in Sun City, Ariz.

**AMANDA CRAWFORD (M.M.C.)** came to the Cronkite School's mid-career master's program after a decade as a reporter and writer. She was awarded a competitive, \$45,000 Soros Fellowship with the Open Society Institute starting in June 2010. She will report on the drug war for a year, writing a series of magazine articles and blogging at [www.CrawfordOnDrugs.com](http://www.CrawfordOnDrugs.com).

**CAROL LEGG (B.A.)** is a producer at CNBC's "Mad Money" in New York.

**LEIGH MUNSIL (B.A.)** has been accepted as a reporting fellow at The Dallas Morning News.

**MAXINE PARK (B.A.)** is a video journalist for USA Today at its headquarters in McLean, Va.



Maxine Park

**LIZ SMITH (M.M.C.)** obtained her mid-career master's degree in digital media entrepreneurship at the Cronkite School after 10 years as an editor and writer for regional, national and international magazines. As the Cronkite School's outreach coordinator, she edits the school's annual publication, manages high school recruitment and retention and handles public relations and marketing through conventional, multimedia and social media outlets.

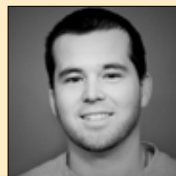
## 2009

**HONORA SWANSON BOBER (B.A.)** is a reporter and producer for KJCT-TV, the ABC affiliate in Grand Junction, Colo.

**SAMUEL BURKE (M.M.C.)** is a digital producer at CNN's London bureau and an on-air contributor at CNN en Español. After graduating from the Cronkite School, he was a digital producer for Christiane Amanpour's daily global affairs program. He oversaw the show's Web and social media content and helped bring online interaction into the program.

**CHRIS CAMERON (M.M.C.)**

Shortly after graduating from the Cronkite School in December 2009, Cameron started writing for the popular Web technology blog "ReadWriteWeb." He has written more than 250 articles on topics including startups, entrepreneurship, venture capital, augmented reality and breaking news. He also authored a premium report on augmented reality, which was published and sold on the site.



Chris Cameron

**JONATHAN COOPER (B.A.)** is a reporter for The Associated Press in Salem, Ore. He covers politics and government.

**DEANNA DENT (B.A.)** is a volunteer with the Peace Corps in the Sudan.

Students prepare to walk across the stage at the December 2010 convocation ceremony at Gammage auditorium. Photo by Molly J. Smith

**AMBER DIXON (B.A.)** is an anchor-reporter at KGBT-TV in Harlingen, Texas. The Arizona native joined Action 4 News after beginning her journalism career at KZTV-TV in Corpus Christi, Texas, as both anchor and reporter.

**LEAH DURAN (B.A.)** works for the Student Conservation Association and AmeriCorps, completing high-priority conservation projects across Massachusetts.

**SOPHIA FUKA (M.M.C.)** started in fall 2010 at Monmouth University in West Long Branch, N.J., as a specialist professor. She will teach introduction to public relations, media literacy and business and professional communication in the communications department.



Sophia Fuka

**SEAN MANGET (B.A.)** is a reporter on transportation, construction and labor issues for a business weekly in Anchorage, Alaska.

**LIZ McKERNAN (B.A.)** is a reporter and fill-in anchor at KBMT-TV 12 News in Beaumont, Texas. She has been recognized for her work in Beaumont by the Press Club of Southeast Texas in its Excellence in the Media awards program.



**DANIEL NEWHAUSER (B.A.)** is a staff writer at Roll Call, a Washington newspaper that specializes in coverage of Congress and Capitol Hill. After starting as an intern, he was hired full time as an editorial assistant and was quickly promoted to “campus beat” reporter. The beat includes congressional administration, legislative branch appropriations, the U.S. Capitol Police and various other issues that affect Hill staffers and the Capitol complex.

**ADAM OSTROW (B.A.)** is the sports director and weeknight sports anchor at KAUZ-TV in Wichita Falls, Texas.

**JEREMY PENNYCOOK (M.M.C.)** is the operations manager for NPR Mobile, directing development of the NPR Android app.

**CHRIS RAMIREZ (B.A.)** is a community reporter for the Press of Atlantic City in New Jersey.



Stephanie Riel

**STEPHANIE RIEL (B.A.)** has started a career in internal communications as marketing content specialist for construction documentation firm Multivista at its U.S. headquarters in Phoenix. The December 2009 print and business journalism graduate and fall 2009 Outstanding Undergraduate Student award recipient has been with the company since February 2010.

**CHRISTINE ROGEL (M.M.C.)** covers education as a multimedia reporter at the Las Cruces (N.M.) Sun-News.

## 2008

**ASHLEY M. BIGGERS (M.M.C.)** is associate editor at New Mexico Magazine.

**ANNALYN CENSKY (B.A.)** is a staff reporter for CNNMoney.com.

**CASSANDRA CLARK (B.A.)** worked the Vancouver 2010 Olympic and Paralympic Winter Games as the associate producer for ice hockey. In Canada, Clark coordinated the entertainment and production for men's and women's ice hockey as well as the medal ceremonies for the sledge hockey tournament during the Paralympics. Clark graduated cum laude from the Cronkite School with a concentration in public relations.

**KRISTI EATON (B.A.)** After finishing a stint as a reporter on the island of Saipan and an internship at a biotechnology magazine in San Francisco, Eaton returned to her hometown of Tulsa, Okla. She is freelancing for several regional newspapers and magazines. She is also a staff writer for Campus Progress, an online magazine for progressive youth, where she was named Contributor of the Year.

**PHILIP HALDIMAN (B.A.)** is a general assignment reporter for The Arizona Republic, covering the northeast Valley.

**TATIANA HENSLEY (B.A.)** is the social media producer at azcentral.com. Tatiana acquired her new media skills at the Cronkite School's New Media Innovation Lab.

**KATARINA KOVACEVIC (B.A.)** is an account executive at Phoenix-based public relations agency Olson Communications.



Katarina Kovacevic

Previously, she worked for four years at the Scottsdale Convention & Visitors Bureau. Kovacevic is an active member of the International Association of Business Communicators' Phoenix chapter and a part-time freelance writer.

**ZABIHULLAH NOORI (M.M.C.)** is media and communications manager for the United States Agency for International Development-funded IDEA-NEW project in the city of Mazar-e-Sharif in northern Afghanistan.



Zabihullah Noori

Prior to that, he was the news manager for Afghanistan's top private media group, the Moby Media group, which is the parent company to Tolo TV, Lemar TV, Arman FM 98.1 radio and quqnoos.com online news agency. He also has worked as communication specialist for ARD, an American company that implemented the Local Governance and Community Development project of USAID in Afghanistan.

## 2007

**STEPHANIE BERGER (B.A.)** is studying law at Harvard University.

**LILY CIRIC-HOFFMANN (B.A.)** is an interactive designer for Kahala Management in Scottsdale, Ariz. She creates and develops online material for the brand's Web pages, maintains brands' social media presence on Facebook and Twitter and works on multimedia projects. She also teaches online media at the Cronkite School.

**IAN LEE (B.A.)** is a reporter for the Daily News Egypt, writing and creating video packages in and around Egypt.

**SIDRA OMER (B.A.)** is attending graduate school in women's studies at the University of Louisville in Crestwood, Ky. In addition to her bachelor's degree in journalism, she earned a minor in women and gender studies at ASU.

**SHANNON PAGELS (B.A.)** is an account executive at Off Madison Ave. She handles all media relations, B2B and B2C communication and event planning and coordination for a variety of regional, national and international clients. As a strategic communication liaison for both clients and their partners, Pagels has worked with clients in the consumer products, corporate responsibility, health care, nonprofit and tourism and hospitality industries.

**RACHEL SMITH (B.A.)** is an account executive for Schubert Flint Public Affairs in Sacramento, Calif. The firm helps companies, trade associations, nonprofits and government entities with a range of public policy issues. Smith's company has been named Public Affairs Team of the Year by the American Association of Political Consultants.



Rachel Smith

**LAUREN WISE (B.A.)** has started a Phoenix-based company, Midnight Publishing LLC, that provides editing, writing, publishing and marketing services. Her website is [www.midnightpublishingllc.com](http://www.midnightpublishingllc.com).



Ilan Brat

## 2006

**ILAN BRAT (B.A.)** has been a reporter for The Wall Street Journal since 2005.

## OUR ALUMNI

AMANDA GIOVETTI (B.A.) is a layout and copy editor and Web assistant editor for the Chicago Sun-Times' suburban weekly, Pioneer Press.

### 2005

BETH COCHRAN (B.A.), founder of Wired PR, specializes in media relations, social media strategy, copy writing and develop-



Beth Cochran

ing and implementing strategic communications plans for a variety of small- and mid-sized businesses. Cochran has worked with a variety of clients, including Laura's Gourmet Granola, Celebrated Cuisine, Rhonda Allison Clinical Enterprises, TecNiche Therapies and Bridges Camp for Girls. She also works closely with the Public Relations Society of America's Phoenix chapter and provides pro-bono public relations services to the Phoenix Animal Care Coalition. She podcasts weekly at wiredprgroup.com and jetpack-radio.com.

MATT DEMPSEY (M.M.C.) works for the Atlanta Journal-Constitution as an information specialist/durable content coordinator. He acts as project manager, coordinating and overseeing reporters, editors, designers and graphic artists. Dempsey also builds searchable database applications, interactive maps and creative data visualizations for use inside and outside of the newsroom. He analyzes public records to add context and depth to daily and investigative stories.

### 2004

ANDRES DIAZ (B.A.) is a news writer for CNN HLN in Atlanta.

RYAN EILDERS (B.A.) is an Open Source Web Developer at Mindspace, a Tempe-based advertising and public relations agency. Previously, he was a front-end developer at PCWorld/Macworld and an interactive media developer at azcentral.com.

ERIC M. GEWIRTZ (B.M., B.A.) is assistant director of public relations, media and touring with the New York Philharmonic. Gewirtz handled publicity for the orchestra's historic performance in Pyongyang, North Korea, in February 2008, working with 80 members of the international media community. He handles all press and publicity matters for the orchestra's international concert tours, including a tour of Asia in late 2009 and a tour of Europe in early 2010.

EMILY LYONS (B.A.) has been accepted to the graduate program in creative writing at the University of Maryland.

ANNEMARIE MOODY (B.A.) has been a marketing specialist since August 2009 in the home-lending division of OneWest bank, headquartered in Pasadena, Calif. She is a part of the production team writing and proofreading modification documents and direct-to-consumer mail for the marketing division.

### 2003

JESSICA DEAHL (B.A.) is a producer at National Public Radio in Washington, D.C., and works on the NPR programs "All



Jessica Deahl

Things Considered," "Morning Edition" and "Tell Me More." She previously worked as an assistant to NPR Correspondent Eric Westervelt in the network's Jerusalem bureau.

JOEL LYONS (B.A.) is the content editor at Snackable Media.

### 2002

NICK PIECORO (B.A.) was hired at The Arizona Republic in 2007. He covers the Diamondbacks and Major League baseball for azcentral.com.

### 2001

AMY HAHN (M.M.C.) works as a patient education communications consultant for Mayo Clinic in Rochester, Minn. Hahn, who also teaches film and journalism courses, is a published romance book author.

ALYSON HURT (B.A.) Since December 2008, Hurt has been senior interactive designer for NPR.org in Washington. Prior to that, she was a Web designer for The Arizona Republic and the senior designer for the Politics section of The Washington Post's website.

RYAN O'DONNELL (B.A.) is a reporter at KTVK-3TV in Phoenix.

### 2000

KRISTEN HELLMER (B.A.) is communications and media relations adviser in the Public and Government Affairs Department at ExxonMobil Corp. She coordinates public affairs activities for the Washington office and handles media response for the downstream business. Prior to joining ExxonMobil, Hellmer was appointed by President George W. Bush to be communications director at the White House Council on Environmental Quality. She also worked as press secretary for Congressman Jim Kolbe, campus program manager at the Independent Women's Forum and associate news producer at KSAZ-Fox 10 Arizona.



Associate Dean Kristin Gilger awards medals to Kappa Tau Alpha Honor students at the spring 2010 Cronkite convocation. Photo by Molly J. Smith.



**1999**

ROBERT BOOS (B.A.) has worked for Greater Phoenix Economic Council as new media publisher, marketing and communications since November 2009. Previously, he held an array of positions with The Arizona Republic and azcentral.com, including news editor for azcentral.com.

RICHARD DAVID HECHT (B.A.) left a 15-year career as a TV anchor and reporter to join the Navy, where he is a public affairs officer. In 2010, he moved to Japan to serve in that capacity aboard the USS George Washington.

DUSTIN KRUGEL (B.A.) is director of media relations for the NBA's Memphis Grizzlies.

EDWARD ODEVEN (B.A.) is working as a sportswriter and editor at The Japan Times in Tokyo. Odeven's coverage is primarily of the basketball Japan League; he attended the 2008 Beijing Olympics.

**1998**

JUAN VILLA (B.A.) was selected by the Arizona Hispanic Chamber of Commerce as one of its 40 Hispanic Leaders Under 40. Villa has worked for Telemundo for more than six years in several roles, most recently as non-traditional revenue/community relations manager. Villa is an active member of the National Association of Hispanic Journalists.

**1997**

MATT GOLDBERG (B.A.) is the producer for investigative producer Joel Grover at KNBC-TV, NBC4, Los Angeles. Goldberg accepted an Emmy in 2008 for outstanding hard-news reporting.

KEVIN NORGAARD is director of advertising and marketing research for Univision Radio. He oversees research for stations in Phoenix, Chicago, Las Vegas and Fresno, Calif.

**1996**

BABAK DEGHANPISHEH (M.M.C.) is Baghdad bureau chief for Newsweek magazine.

KELLY (DOUGLAS) HANES (B.A.) is assistant news director of KEYE-TV, the CBS affiliate in Austin, Texas.

DAN PATRICK (B.A.) is managing editor for WJLA-TV in Washington, D.C..

**1994**

BECKY ANDERSON (M.M.C.) worked at various Arizona publications and Bloomberg before becoming a CNN correspondent in 1999. She is based in London.

KERRI-LEE HALKETT (B.A.) was recognized with an Emmy as "Best Anchor" in the Mid-Atlantic region in both 2009 and 2007 for her work at WTXF-TV, FOX 29, in Philadelphia. She has been at the station since 2002.

ANN (COSTANZA) NODER (B.A.) is the CEO and president of Pitch Public Relations, a Phoenix-based public relations agency specializing in national media relations for corporate events.

**1992**

RANDY CORDOVA (B.A.) is a features reporter at The Arizona Republic and azcentral.com, where he has worked since 1988. He also has written free-lance articles for national music publications such as Spin and Goldmine. His essay "Brothers" was published in the book "Chicken Soup for the Latino Soul."



Randy Cordova

ADAM JOHNSON (B.A.) was one of 10 U.S. writers to win a \$50,000 Whiting Writers prize in fall 2009. The author of the novel "Parasites Like Us" and a book of short stories, "Emporium," he also has had his work published in Esquire, Harper's and Paris Review. Johnson teaches part time at Stanford University.

**1991**

JOEL HORN (B.A.) is sports information director for Grand Canyon University. He directs media relations for GCU's Department of Intercollegiate Athletics and works closely with its director of athletics and the coaches for its 18 sports. Horn worked for the Phoenix Suns and Arizona Diamondbacks for 14 ½ years, serving as the Diamondbacks' senior director of publications from the team's inception until 2006.

**1990**

BOB ADLHOCH (B.A.) recently finished his 20th season covering the National Basketball Association; during the last nine of these, he traveled the country with the Phoenix Suns as the team's broadcast producer/director. Adlhoch is a past



Bob Adlhoch

president of the Rocky Mountain Southwest Chapter of the National Academy of Television Arts and Sciences and serves on its National Board of Trustees. He is the recipient of nine Emmy Awards for producing, directing and graphic design and was selected to the 2009 class of the Phoenix Business Journal's "Forty Under 40."

**1989**

BROOK DEWALT (B.A.) Lt. Cmdr. DeWalt is a public affairs officer for the U.S. Navy, assigned to the Joint Task Force Guantanamo at Guantanamo Bay, Cuba. He was appointed to a three-year term on the public relations industry's Universal Accreditation Board.

**1988**

Barbara Grant

BARBARA GRANT (M.M.C.) launched her own business, Barby Grant Communications, to help clients get their target audiences to pay attention to, understand and act on their messages. Grant is a winner of the 2010 Gold Quill Award for excellence in business communication, presented by the International Association of Business Communicators. She won the award for a 2009 marketing campaign she did for ASU's College of Liberal Arts and Sciences as its director of communication and marketing.

**1984**

Terry Greene Sterling

TERRY GREENE STERLING (B.A.), is the author of a new book "ILLEGAL, Life and Death in Arizona's Immigration War Zone." She is a contributor for The Daily Beast and writer-in-residence at the Cronkite School. Her work also has appeared in The Washington Post, Newsweek.com, salon.com, the Nieman

## OUR ALUMNI

Narrative Digest, Phoenix Magazine, The Arizona Republic, Arizona Highways, High Country News and Preservation Magazine. She tweets @tgsterling and blogs about immigration in Arizona at [terrygreenesterling.com](http://terrygreenesterling.com).



Conrad Storad

**1984**

**CONRAD J. STORAD** (M.M.C.) retired from ASU in February 2010 after more than 24 years as director of the ASU Office of Research

Publications. He now devotes himself full time to his award-winning career as a children's author. "Rattlesnake Rules" is his newest picture book. In May 2010, it received the Glyph Award from the Arizona Book Publishing Association.



Chris Shlemon

**1983**

**CHRIS SHLEMON** (B.S.) was named the White House Photographers Association Video Editor of the Year for the third time in 2010. Shlemon

has been in broadcasting since 1983 and works for ITN Channel 4 News, covering the United States for the British television network.

**1982**

**MARIE DILLON** (B.S.), along with John McCormick, was a finalist for the 2010 Journalism Pulitzer Prize in the Editorial Writing category. She is a member of the editorial board for the Chicago Tribune.

**PETER PRISCO** (B.S.) is the senior NFL writer for CBSSports.com.

**1979**

**Craig A. Newman** (B.S.), a partner in the New York-based law firm Richards Kibbe & Orbe, LLP, is representing bloggers in an important First Amendment case pending before the U.S. Court of Appeals for the Third Circuit. Newman is part of a team of lawyers that filed an amicus, or friend of the court, brief on behalf of Eugene Volokh, a leading Constitutional law scholar and professor at the UCLA Law School and several other high profile Internet commentators in the defamation case. The case raises important issues about the First Amendment, defamation law and the Internet. Newman, a member of the Cronkite Hall of Fame, is also Chair of the Cronkite School's National Advisory Board.

# 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.

Be sure to include the year you graduated and your degree.

Simply e-mail us at [cronkitealumni@asu.edu](mailto:cronkitealumni@asu.edu) or go online at [cronkite.asu.edu/alumupdates](http://cronkite.asu.edu/alumupdates)



# Alumni Hall of Fame

## Cronkite Honoree Reigns on Monday Nights

BY ANDREW PENTIS

Chip Dean was a small-town Connecticut kid looking to play quarterback for a Division I program in 1973, before there were websites dedicated to recruiting and coaches boarding cross-country flights to visit teenagers.

Dean had to sell himself. So he called the Sun Devils. They called back.

That led him to travel 2,500 miles west, where he played safety for legendary coach Frank Kush and studied in ASU's Department of Mass Communication. There, before graduating in 1977, he enrolled in a production class.

"I realized when I sat down to direct, it was just like being a quarterback ... it was about instructing people, motivating people, leading people," Dean said.

"And the rest turned out to be a little bit more than football, obviously."

Dean, now director of "Monday Night Football," was inducted into the Cronkite School Alumni Hall of Fame at an annual award luncheon in November 2009. He joined CBS Sports' Mike Arnold and NBC Sports' Al Michaels (formerly of ABC Sports) among 40 others honored since 1993.

"To go back home — my second home really, because it was a great experience to be up there for four-and-a-half years ... and walk around the new campus and their facility, you flash back on your life," Dean said. "It made me feel good about what I've accomplished and all the values of hard work."

After finishing school in 1979, Dean latched onto an ambitious startup in Bristol, Conn., two hours from his hometown of Ridgefield. He was one of the 43 original employees of ESPN.

But ESPN was not yet the "Worldwide Leader in Sports." The cable network started with taped, semi-daily programming before moving to live, 24-hour-a-day programming and broadcasting major and

**"I realized when I sat down to direct, it was just like being a quarterback."**

— Chip Dean,  
Director, "Monday Night Football"

niche sports such as bass fishing and poker. It also collected properties like "Monday Night Football," launched its own website and magazine and led the move to high-definition resolution.

All the while, Dean was working his way up through the network, covering college football and basketball, Major League baseball, the X Games and the ESPY Awards.

In 1987, he began working with Jay Rothman, now "Monday Night Football's" senior coordinating producer. Rothman recalled a particularly memorable game with Dean: ABC's broadcast of the inaugural football Bowl Championship Series National Championship in January 1999 between Tennessee and Florida State in the Fiesta Bowl.

When they arrived at Tempe's Sun Devil Stadium, the network's technicians were on strike and they had to work with an inexperienced crew. Rothman remembered he and Dean walking toward the bathroom before the game and looking up to see that ABC's helium-filled blimp had popped a hole and was flying around like a deflating balloon.

"We weren't sure whether we were sabotaged by union members who were striking or what," a joking Rothman said.

Dean and Rothman led ESPN's "Sunday Night Football" before the network acquired the rights to "Monday Night Football" from ABC in 2006. The 2010 football season marked their 20th covering football together. Rothman is the coach (he sets the vision for the content of the show), and Dean is the quarterback (he aims to

execute it visually).

Jim Dove, Cronkite's chief broadcast engineer, has worked as a "Monday Night Football" replay operator for 15 seasons and as an editor for five years. Dove said he admires Dean's openness to emerging technologies, especially the director's implementation of advanced telestration technologies such as AXIS and ORAD, which integrate player graphic identification, specific player highlights and/or rings with multiple camera angles — all combined within a single replay.

During the 2009 season, Dean added roving super-slow motion cameras to the sidelines — they had traditionally been employed only in the end zones — to give viewers an additional angle.

While Dean isn't eager to end his Monday night reign — the three-time Emmy winner hopes to direct a Super Bowl one day — he said he would like to become more involved at the Cronkite School. With Rothman and ESPN executive John Walsh, Dean spoke with students in November 2008 and said returning to wax on about directing — he considers it an art — would be especially enjoyable, whether it be a class or a one-time seminar.

"It's hard because of where he lives," Dove said. "We, of course, always hope for (Arizona) Cardinals home games (on "Monday Night Football") because when that happens ... we can actually get him here to do things.

"If I know he's coming to the city, he doesn't have a chance."



Photo courtesy of Chip Dean



# Thanking Our Supporters

**T**he Walter Cronkite School of Journalism and Mass Communication expresses profound gratitude to the following individuals, corporations and foundations whose generous philanthropic investments throughout the fiscal year that ended June 30, 2010, have assisted the Cronkite School in building upon the foundations of journalistic excellence and integrity set forth by Cronkite himself.

These generous donations have enabled the school to provide a superior professional journalism education while simultaneously working to advance the future of news content and delivery. We thank all of those who have contributed funding to the Cronkite School this year.

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 Suzanne Christopoulos '05  
 Martha Christopherson '85 and  
     Larry Clark  
 Laurie Clark '87 and Steven Clark '87  
 Sally Clayton '88 and Colin Clayton  
 Lynn Clevenger and Robert Clevenger '71  
 Susan Cohen '86 and Robert Cohen  
 Colonia Bank  
 Marcy Cook and Douglas Cook '96  
 Jonathan Cooper '09  
 Erika Cossitt '87 '92  
 Katie Crane '04  
 Judith Crawford '08  
 Khali Crawford '88  
 Laura Daoust '96 and Matthew Daoust  
 Araceli De Leon  
 Christine De Pauw '97  
 Andrew DeLorenzo '88  
 Beth DeRaad and Brent DeRaad '89 '91  
 Ellyn and Stephen Doig  
 Jean Doud and Mark Doud '92  
 Annette Dowell and Kevin Dowell '84  
 E.B. Lane  
 Marcia Edelstein '77 and  
     Jeffrey Edelstein  
 Ehrlich Architects  
 Steven Ehrlich  
 Christine Elliott and Steven Elliott '03  
 Judy Ackerman and Richard Epstein  
 Lisa Eskey '98  
 Gloria and Alex Espinoza  
 Sandra Evans '94  
 Lori Everett  
 Deanna Faltz '94 and Chad Faltz '97  
 Lisa Farland and Kelly Farland '89  
 Abbie Fink '86 '96  
 Catherine Foley '75  
 Jeanne Forbis '87  
 Barbara Frazier '86 and  
     Michael Frazier '84  
 Marisa Freed '08  
 Ida Friedman and Richard Friedman '73  
 John Fundingsland '01  
 Mary-Lou Galician  
 Gary Garcia '81  
 Elizabeth Gessell '08  
 Myrna Gibson '62 '86  
 Kristin and Gary Gilger  
 Elizabeth Gillies and David Gillies '84  
 GlaxoSmithKline Foundation  
 Julie Goldstrom and Donald  
     Goldstrom '74  
 Bonnie Voita Gonzalez '02 and  
     Steven Gonzalez '02  
 Christina Gooding  
 Katherine Gottesman and  
     Russell Gottesman '03  
 Aaron Granillo  
 Jerry Graver  
 Gross Communications Corp.  
 Lora Gumbrecht '79 and  
     George Gumbrecht '80  
 Patricia Gumulka '06  
 Jennifer Gwozdz '96 and Daniel Gwozdz '95  
 Nicole Hadley '08  
 Gregory Hagan '74  
 Alexis Hanes and Douglas Hanes '96  
 Katherine Hanna '66  
 Lila Harnett  
 Sarah and Steven Harper  
 Frankie and Mernoy Harrison  
 Rene Hatlelid '03  
 Dyan and Larry Haugen  
 Terrence Hayes '92  
 Rachel Heitz '05  
 Linda Herold  
 Nikki Hicks '04  
 Kimberly Hill '99 and Mitch Hill  
 Krista Hinz '09  
 Stephen Hodges '94  
 Randall Holbrook '75  
 Courtney Hoverson '99 and  
     Cory Hoverson '02  
 Paulette Howard '92  
 Herman Hurwitz  
 Richard Iazzetta  
 Imageworks Photography  
 Intel Foundation  
 Mildred and Jene Jacoby  
 Laurie Jacoby  
 Matt Jarnagin  
 Philip Johnson '70  
 Melissa Jones '78 '84 '00  
 Patrice Bailey-Juers '89 and Louis Juers  
 Kristi Kappes  
 Tricia Kean '90  
 Dawn Kehr '97  
 Elaine Keightley  
 Cindy Keleman '89  
 Carla Kiernan and  
     Christopher Kiernan '75  
 Diana Kindig and Mark Kindig '82  
 Leesa Kirkland '99



## GROWING THE CRONKITE SCHOOL

### \$1 to \$999 continued

Jennifer Klein  
Erica Korpi '98  
Christine Kovach '82 and  
Richard Kovach '83  
Gretchen Krehbiel '88 and  
Kenneth Krehbiel '84  
Cheryl and Robert Kroyer  
Julie Land '03  
Lane Brothers & Company  
Matthew LaPrairie '05  
Matthew Laudone '99  
Lori Lauersdorf '99 and Michael  
Lauersdorf '99  
Law Office of Maria Salapska  
Anita Mabante-Leach '77 and Benny Leach  
Terri Lehman '95 and William Lehman  
Margaret Leichtfuss '85 and Michael  
Leichtfuss  
Kris Leifer '97  
Scott Lerner '85  
Marjorie Lewis '78 and Charles Lewis  
Janet Limone and Michael Limone '85  
Ralph Lipman  
Faanchi Liu '01  
Shanen Lloyd '09  
Raymond Longhi  
Anita Luera '77 and Eduardo Luera '78 '75  
Anne and Patrick Madigan  
Madison WISC TV 3  
Ina and Murray Manaster  
Jay Marendia '87  
Donna and Christopher Marino  
Ignacia Marquez '85 and Juan Marquez '99  
Abigail Martinez '08  
Albert Martinez '81  
Marc Mason '96  
Paul McComb  
McDonald's  
Mary McKernan '85  
Media Watch AZ  
Phyllis Peeples Mescon and Jed Mescon '82  
Pamela Middelburg and Karl  
Middelburg '76  
Allison Miles '06  
Maryalexandra Miller '07  
Michelle Miller '02  
Joe Milner  
Martin Montorfano '01  
Marianne Moriarty '05  
Jeffrey Morris '72  
Sarah Petrie Moseley '80 and Anthony

Moseley  
Michael Murphy '84  
Michelle Murrietta '98  
Mutual of Omaha Bank  
John Nadel '66  
News Talk Media  
Cheryl Newton '88 and Walter Newton  
Jo Noble '79 and Bruce Noble  
Gary Olmstead '63  
Aileen and Meyer Osofsky  
Adam Ostrow '09  
Charlene Patti '99  
June Payne '52  
Alice and Clarence Pendergast  
Andrew Pentis  
PepsiCo Foundation  
Linda and Jon Perlich  
Teresa Perrius '97 and Matthew  
Perrius '98  
Malcolm Persen  
Megan Peterson '04  
Jessica Pfau '04 and Adam Pfau '04  
Phoenix Children's Hospital  
Pineiro Sound  
Lauren Proper '09  
R & R Partners  
Jaime Raffone  
David Ramirez  
Michele Rebeor  
Christine Reed and Christian Reed '92  
Denise Resnik '82 and Robert Resnik  
Elizabeth Reynolds '00  
Margot Richardson '93 '99 and  
Todd Richardson  
Si Robins '07  
Leslee Rogers '73 and Ronald Rogers  
Manuel Romero '03  
Allison Rosenstein  
Gregory Rosenstein '89  
Marla Rothfarb and Robert Rothfarb '90  
Laura Rude '02  
Georgann Yara and Richard Ruelas '92  
Kim Ruggiero '78 and Martin Ruggiero '78  
Julie and Joseph Russomanno  
Lisa Sacks '94 and Craig Sacks '91  
Maria Salapska  
Margaret Samuels and Peter Samuels '84  
The Santy Agency  
Daniel Santy '81  
Leslie Schaffer '76 and Dean Schaffer '75  
Natalie Schmidt '01

Pamela Schneider and Robert  
Schneider '73  
Shahin Shakiba '83  
Karen and Mathew Shannon  
Katherine Johns '77 and Jason Shaw '76  
Joan Sherwood '90 '09 and Robert  
Sherwood '93 '09  
Therese Shoumaker '78  
Elizabeth Smith  
Thomas Sobel '92  
Sony Electronics  
Sony Pictures Entertainment  
Salmon Soule '66  
Joshua Sprague '09  
Gregory Stark  
State Farm Companies Foundation  
Carolyn Stein and Richard Stein '75  
Jeffrey Stensland '05  
Deborah Stocks '76  
Preston Swan '08  
Virginia and Edward Sylvester  
Patricia Tanabe  
Lisa Tatum '87  
Bethany Taylor '09 and Graham Taylor '00  
Bruce Thoeny  
Melody Thomas  
Dawn Leonard Tripp '04 and William Tripp  
Mollie Trivers  
Hua-Ying Tsai  
Brett Tuttle '94  
Jessica Uy '07  
Julie Vance '08  
Susan Vanik  
Katherine Voss '70 and Jack Voss  
Judy Walker and David Walker '81  
Shamekia Walker '06  
Janine Warell '83  
Margaret Childs-Watson and  
Donald Watson '71  
Richard Weiland  
Wells Fargo Foundation  
Sarah Wiggins '01  
Fern Wilgus  
Brian Williams  
Janice Williams '81  
Kellea Williams '98  
Suzanne Wilson '97  
Wallace Wilson '71  
Roger Wittlin '76  
Jeff Wolf  
Bruce Worden '76



**\$1 to \$999 continued**

Xcel Energy Foundation  
 Sel Yackley '62  
 Pasha Yamotahari '06  
 Norma Yopez Ochoa '02  
 Elizabeth Young '88  
 Patricia Young '78  
 Kelly Taft '82  
 Bruce Thoeny  
 John Thomas '89  
 Elizabeth and Brian Tracy '67  
 Justine Treisman '08  
 Susan Tribby '84 and Michael Tribby '81  
 Kathy and Michael Tulumello '78  
 Univision Management Company  
 Miguel Valverde '82  
 Barbara Van Fleet '81  
 Francesca Vanderfeltz '07  
 Ann Videan '81 and Robert Videan  
 Sean Wander '99  
 Janine Warell '83  
 Margaret Childs-Watson and  
 Donald Watson '71  
 Daryl and Louis Weil  
 Wells Fargo Foundation  
 Kate Welsh '04  
 Maureen West  
 Sarah Wiggins '01  
 Fern Wilgus  
 Brooke Williams '98  
 Lynly Williams '03  
 Wallace Wilson '71  
 Bruce Worden '76  
 Xcel Energy Foundation  
 James Yablonowski '81  
 Sel Yackley '62  
 YBA Unlilimited LLC  
 Elizabeth Young '88  
 Marla Young '05  
 Patricia Young '78  
 Sara Zeck

Every effort has been made to ensure the accuracy of this list. If an error or omission has occurred, please accept our apology and contact the Walter Cronkite School of Journalism and Mass Communication at 602.496.5555 so that we can correct our records.

# Giving to the Cronkite School

Every gift to the Cronkite School, regardless of form or size, makes an impact on the lives of our students, the caliber of our faculty and the breadth of programs and services we provide for the community. Whether through a transformational gift to name a program, an endowment to establish a scholarship for a student with financial need or an unrestricted gift to the Dean's Investment Fund, Cronkite School donors share one important reward: the personal satisfaction that comes from making an investment in the future of journalism. A number of investment opportunities serve both the needs of the school and the philanthropic interests of our donors.

**Scholarships or fellowships:** With the help of our alumni and friends, we can ensure that the Cronkite School remains a viable option for students whose means may be limited but whose potential is limitless.

**Endowed chairs or professorships:** Endowed faculty chairs and professorships allow the Cronkite School to recruit and retain the very best teachers and professors of practice and ensure an extraordinary educational experience for all of our students.

**Program support:** General support for the Cronkite School's professional programs provides much-needed resources to grow and sustain many of the school's flagship opportunities. Among the programs that serve our students and rely on generous philanthropic support are: the Knight Center for Digital Media Entrepreneurship; the New Media Innovation Lab; the Donald W. Reynolds National Center for Business Journalism; Cronkite News Service; Cronkite NewsWatch; the Carnegie-Knight News21 Initiative; the school's Summer High School Journalism Institutes (broadcast and digital); the Donald W. Reynolds High School Journalism Institute; and the school's growing array of international programs.

**Bequests through a will or living trust:** Your will or living trust offers a way to make thoughtful charitable gifts as part of your long-range estate and financial plans. Gifts included in wills and living trusts are flexible, easy to arrange and may be changed with your life circumstances.

**Other estate planning opportunities:** A planned gift to support the Cronkite School can fulfill many needs at once:

- Many planned gifts can help you generate income for yourself or others while also benefiting the students and programs at the Cronkite School.
- A carefully chosen gift plan can help you minimize your estate and income tax burdens.
- Many gift plans can be structured to honor a special friend or family member.

For more information about how you can support the Cronkite School today and in the future, please contact Liz Bernreuter, director of development, at 602.496.9444 or via e-mail at [elizabeth.bernreuter@asu.edu](mailto:elizabeth.bernreuter@asu.edu).



# Remembering Ron

## Board member honored in fallen friend's name

BY ANDREW PENTIS

**A**fter Cronkite Endowment Board President Ron Bergamo was killed in a car crash in January 2008 just five days after taking over the board, the choice of a replacement was obvious.

Bergamo's close friend Win Holden stepped into an unprecedented second term as president of the board.

And when the Cronkite School decided to honor Bergamo's memory with the Ron Bergamo Service Award, the choice of a first recipient was obvious.

Win Holden.

"We needed a way to honor Ron — to help preserve his memory," Cronkite Dean Christopher Callahan said. "We thought the best way to do that would be to honor a board member who served the school in the same spirit and with the same passion as Ron did."

Holden, a Cronkite Endowment Board member since 1995 and decade-long publisher of *Arizona Highways Magazine*, knew Bergamo well. The two met in February 1980. Then an executive at an advertising and public relations company beginning operations in Phoenix, Holden was touring local television stations. Bergamo, the second general manager he encountered, bounced around his drab office, lighting up the room with his patented smile.

"He was just a wonderful guy," Holden said. "I loved to go tell him the newest joke I had heard."

The pair remained close, especially during their behind-the-scenes work at the Cronkite School. The endowment board,

consisting of 51 local school supporters, meets quarterly to head fundraising efforts, organize the annual Cronkite Award Luncheon and counsel Callahan. It's the job of the president — there have been a dozen different leaders since the board was formed in 1983 — to direct these efforts.

Bergamo, then the general manager of AZ-TV, became board president on Jan. 1, 2008. Five days later, he was killed in a car crash in Prescott that left his wife, Jane, seriously injured.

"When we lost Ron, it left a very big hole that needed to be filled," Callahan said.

And quickly. In January 2008, the Cronkite School was in the midst of a major transition — it had been named an independent college and was preparing for a move from the Tempe campus to a new building in downtown Phoenix.

"I called Win, and I didn't even get the sentence out," Callahan recalled. "He just said, 'Of course.'"

Holden, who had already led the board from 2004 to 2005, spoke frankly in his first meeting back at the helm. "I had no illusions about replacing Ron," he said. "But with (the board's) help and with a lot of cooperation, I thought we would be able to achieve many of the goals that he had

established for the year and see the school through a critically important time in its development.

"It was, 'Let's all get together and make sure that we do this as a real, living tribute to our friend and former colleague.'"

The college returned the favor by honoring Holden with the award named for his friend. But as he sat onstage at the Cronkite School's December 2009 convocation, Holden had no idea he was to be recognized, too.

His immediate family present front and center in the audience was the first clue. But the real tip-off came when Callahan leaned over and casually mentioned that two-thirds of the way through the ceremony he would be calling Holden up to the podium.

"My fear was he would be mad if he knew (in advance)," Callahan explained, "because Win is many things, and one of them is he's a very humble guy."

Holden said, "When Chris got up and started talking, I got very emotional. I was very pleased when he said, 'You don't need to say anything,' because I wouldn't have been able to ... It was overwhelming, particularly because of my relationship with Ron."



Photo by Molly J. Smith

**"We needed a way to honor Ron — to help preserve his memory."**

— Christopher Callahan,  
Dean





**“I’m helping donors  
to find a road for  
their philanthropy.”**

— Liz Bernreuter,  
Director of Development

# INVEST IN THE CRONKITE SCHOOL

The Cronkite School has enjoyed many successes over the past year, and there is much to be proud of. But without the partnership of alumni, investors and friends, those successes would not be possible. As we continue to provide our students with programs and experiences that instill traditional news values while teaching the knowledge and tools they need to be successful in an ever-evolving industry, the Cronkite School respectfully asks for your support.

Photo by Molly J. Smith

## An Artistic Director

### Bernreuter directs Cronkite fundraising

BY ELIZABETH SMITH

**L**iz Bernreuter has managed development activities for the Chamber Music Society of Lincoln Center in New York and the Phoenix Symphony.

But while much of her career has been rooted in the arts, Bernreuter says her new position directing fundraising efforts for the Cronkite School isn’t all that different.

“The role is all about connecting donors with something that they’re passionate about,” said Bernreuter, who became the Cronkite School’s director of development in June 2010. She replaced Bethany Taylor, who was the school’s first director of development, a position created after the school became an independent unit in 2005.

Bernreuter is a pianist with a master’s degree in nonprofit and performing arts administration from New York University. But her parents were journalists, and she said she grew up with an appreciation for the First Amendment and the importance of a free press “so that we’re able to know the truth.”

She became familiar with the Cronkite School and its programs in her previous role as associate director of grants and corporate and foundation relations for the ASU Foundation, a nonprofit organization that supports the university’s programs. There, she edited grant proposals from

various colleges, the Cronkite School included.

“Some of the most exciting grants I got to do were for the Cronkite School,” Bernreuter said. “It’s easy to write about great projects.”

Bernreuter now directs all fundraising, including development, stewardship, meeting with donors and writing new grants for the school.

Cronkite Dean Christopher Callahan said she already has made a difference.

“Liz is the full package — smart, strategic, creative, intuitive,” Callahan said. “She doesn’t look at her job as mere fundraising but sees it as a way to connect great ideas that will be important to the future of journalism and journalism education to people and institutions with similar interests. We’re tremendously fortunate to have her on the Cronkite team.”

Bernreuter said the most important part of her job is stewardship, which means making sure donors know how much the school appreciates their support and how much of a difference their gifts make.

Sometimes that means connecting donors directly to the students they help, such as the annual scholarship breakfast at which students visit with the donors responsible for their scholarship awards.

“It’s a great dynamic,” Bernreuter said, “and you can just see how rewarding the experience is for donors — they get to experience in a more tangible way just how much of a difference they are making in someone’s life.”

• **Dean’s Investment Fund** (Academic Enrichment Fund) — Gifts to the Dean’s Investment Fund provide critical resources to help support faculty and students and meet the most pressing needs of the school. 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.

• **Walter Cronkite Fund for Excellence in Journalism** (Alumni Fund) — Gifts to the Cronkite Fund for Excellence support initiatives and activities that celebrate Walter Cronkite’s legacy and career and educate future generations about the principles and values that he exemplified.

Please contribute online at  
[cronkite.asu.edu/giving](http://cronkite.asu.edu/giving)

All funds will be deposited with the ASU Foundation for a New American University, a separate nonprofit organization that exists to support ASU. Your donation may be considered a charitable contribution. Please consult your tax adviser regarding the deductibility of charitable contributions.



# Cronkite Endowment Board

**F**or more than a quarter-century, the Cronkite Endowment Board of Trustees has been a driving force behind the school's growth and success.

Made up of top executives from Valley media companies, the board advises the dean, promotes the school through a variety of programs and plans the annual Cronkite Award Luncheon, at which the

Walter Cronkite Award for Excellence in Journalism is presented to a leading journalist. Board members also regularly offer internships to Cronkite students and many personally mentor students.

The board is led by John Misner, president and general manager of 12 News/KPNX-TV.

Cronkite Dean Christopher Callahan

calls the school's board "the most influential and hardest-working board of its type in journalism education."

"The Cronkite Endowment Board is one of our school's biggest assets," he said. "The board's partnership with and dedication to the Cronkite School through the years has helped create a world-class journalism program."

## New Board Chair Leads By Example

### Misner secures NBC partnerships

BY TARA ALATORRE

**J**ohn Misner appreciates the short distance between the Cronkite School and KPNX, the Gannett-owned NBC network affiliate in Phoenix. As the newest president of the Cronkite Endowment Board of Trustees and the president and general manager of KPNX, Misner spends a lot of time in both places.

Misner was appointed president of the board in January 2010 and now leads the group of 50-plus media professionals from around the Valley who provide key support to the school. But even before that he was a critical link between the Cronkite School and NBC.

As a member of the board, Misner was instrumental in arranging the pioneering "NBC Nightly News" broadcast from the school's roof in November 2009 — the first-ever live national network broadcast from a journalism school.

He has since secured additional partnerships with NBC. He helped bring Steve Capus, president of NBC News, to speak to graduates at the school's spring 2010 convocation. And he helped forge an agreement between the school and NBC that sets aside four NBC News internships in New York each semester for Cronkite students — yet another first.

Cronkite NewsWatch, the school's award-winning student newscast, uses a donated KPNX news set, and the station broadcast its weather reports from the school's sixth-floor facilities for several weeks during the station's move to its new home in The

Arizona Republic building.

"John has been a force of nature when it comes to the Cronkite School," said Dean Christopher Callahan. "He's driven many of our partnerships with NBC, but it goes well beyond that. He's a leading voice for professional and community engagement at all levels."

Cronkite Director of Development Liz Bernreuter said she couldn't ask for a harder-working board president.

"Whether it's cultivating potential investors for the Cronkite School, boosting table sales for the Cronkite Award luncheon, following through on a project that helps our students or generating ideas about how to engage potential board members, John leads by example," Bernreuter said. "And he sets a very high bar."

Misner also is the proud parent of a son who is enrolled at ASU, a fact that

Bernreuter said keeps him student-focused.

"He is a big proponent for making sure endowment board members feel connected to the school and with the students," she said.

Misner said he always knew he wanted to run a TV station. He started out working at his high school radio station, and he was on air and the sales manager for the University of California, Los Angeles, radio station. In 1995, he became the local sales manager at KARE-TV, the Gannett-owned station in Minneapolis, and by 2002, he had been named president of KPNX-TV in Phoenix, where he discovered the Cronkite School.

Misner's term as board president lasts two years, but he said his involvement will extend far beyond that.

"I can't think of a scenario in which I wouldn't want to support the school's efforts," he said.



Cronkite Board Chair John Misner (left) with 2009 Cronkite Award winner Brian Williams.  
Photo by Ben Arnold



## EXECUTIVE COMMITTEE

John Misner, president and general manager, 12 News/ KPNX-TV: president  
 Win Holden, publisher, Arizona Highways Magazine: immediate past president  
 Christopher Callahan, dean, Walter Cronkite School of Journalism and Mass Communication  
 David Bodney, partner, Steptoe & Johnson LLP: chairman, Development Committee  
 David Eichler, founder, David and Sam PR: chairman, Mentoring Committee  
 Janice Todd, VP and general manager, ABC 15 KNXV-TV: chairwoman, Diversity Committee  
 Scott Sutherland, vice president and market manager, KTAR Radio: chairman, Luncheon Committee  
 Tom Chauncey, attorney, Gust Rosenfeld: chairman, Nominations Committee

## BOARD MEMBERS

Ray Artigue, principal, The Artigue Agency  
 Susan Bitter Smith, executive director, Arizona-New Mexico Cable Communications Association  
 Art Brooks, president and CEO, Arizona Broadcasters Association  
 Paula Casey, executive director, Arizona Newspapers Association  
 Jack Clifford, president, Clifford Consulting  
 Michael Connelly, senior vice president and general manager, Fox Sports Arizona  
 Araceli De Leon, regional vice president, Telemundo Arizona  
 Michael Dee, president, Arizona Foothills Magazine  
 Elvira Espinoza, publisher, La Voz Publishing  
 Nat Galvin, general manager, The Edge 103.9 and Power 98.3  
 Derrick Hall, president and CEO, Arizona Diamondbacks  
 Erik Hellum, president, Townsquare Media  
 Don Henninger, publisher, Phoenix Business Journal  
 Michael Hiatt, publisher, Phoenix 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 Jr., vice president and general manager, KPHE-TV 44 /Lotus TV  
 Ginger Lamb, vice president and publisher, Arizona Capitol Times  
 Randy Lovely, editor and vice president-news, The Arizona Republic  
 Fran Mallace, vice president and general manager, Cox Media  
 Kelly McCullough, general manager, Eight/KAET  
 Joe Milner, professor emeritus  
 Art Mobley, president and CEO, World Wide Radio  
 Manny Molina, president and CEO, Molina Media Group  
 Chris Moncayo, general manager, Entravision Communications  
 Mary Morrison, Mary M Media  
 Ed Munson, general manager, KPHO-TV 5  
 Pat Nevin, vice president and general manager, KSAZ-TV/ Fox 10  
 Nick Nicholson, president and general manager, KTVK-TV/3TV Arizona's Family  
 Mary O'Hanlon, president, Barclay Communications Inc.  
 Jose Luis Padilla, vice president and general manager, Univision  
 Jose Rodiles, general manager, Riviera Broadcast Group  
 Carleton Rosenburgh, senior VP-Newspaper Division (Retired), Gannett Co. Inc.  
 Matt Silverman, managing director, Arizona, R&R Partners  
 Mark Steinmetz, president, Gross Communications  
 Robert Stieve, editor, Arizona Highways Magazine  
 Loren Tapahe, publisher, Arizona Native Scene  
 James Taszarek, president, TazMedia, Inc.  
 Diane Veres, president and general manager, Clear Channel Outdoor  
 Clancy Woods, president and CEO, Mission Media Group  
 John Zidich, publisher, The Arizona Republic



**[cronkitestore.com](http://cronkitestore.com)**







# Join the Cronkite Legacy

The Walter Cronkite School of Journalism and Mass Communication is committed to preserving the values of its namesake as it prepares the next generation of journalists – and the generations after that. You can help by contributing to the **Walter Cronkite Fund for Excellence in Journalism**. The fund was established after Cronkite's death in 2009 to support initiatives and activities that celebrate Cronkite's legacy and career and educate students about the principles and values that he exemplified.

**ASU** Walter Cronkite  
SCHOOL OF JOURNALISM  
AND MASS COMMUNICATION  
ARIZONA STATE UNIVERSITY

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contributing to Cronkite's school  
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