



# The Teaching Hospital Model

## A New Way of Educating Journalists

# The Cronkite Journal

2012-2013

WALTER CRONKITE SCHOOL OF JOURNALISM AND MASS COMMUNICATION

**Students Cover 2012 Summer Olympics**  
**News21 Fellows Investigative Voting Rights**  
**Students Report from Puerto Rico**



Inside:

Spring Training Reporting Course Expands  
Reynolds Supports Business Journalism at  
Cronkite  
Cronkite Hosts FCC Hearing



# Stay Connected to the Cronkite School

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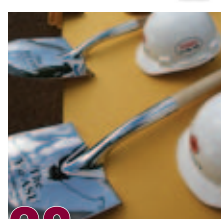
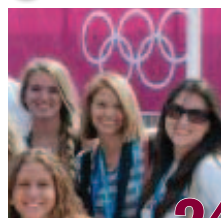
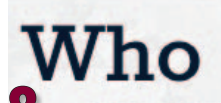
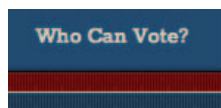
Our calendar details the 100-plus events held each year at the Cronkite School, including our "Must See Mondays" speaker series and "Cronkite Night at the Movies" on Wednesdays.

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

**Stay connected to the fastest-growing and  
most exciting journalism school in the country.**

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2012-2013

The Cronkite Journal

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On the cover  
Top: Lisa Blanco  
prepares to shoot video at  
Olympic Park in London.  
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**We are**  
**Cronkite Nation.**

Join [cronkitenation.com](http://cronkitenation.com) and  
connect with your fellow alumni.





# A Message from President Michael M. Crow

As we mark the 10th anniversary of the initiation of the reconceptualization of Arizona State University as the foundational model for the New American University, the Walter Cronkite School of Journalism and Mass Communication has consolidated its position as one of the leading centers for teaching, research, scholarship and professional practice in all aspects of journalism, communications and the media. The Cronkite School has received considerable recognition for its leadership, including its innovative use of the teaching hospital model, which takes the approach used to educate medical professionals — providing students opportunities to practice what they're learning in a real-world setting under the guidance of professionals — and applies it to the journalism classroom.

In an August 2012 open letter to university presidents, six national foundations urged universities to embrace the teaching hospital model in journalism education, pointing to Cronkite as a model. And in a September 2012 piece for Harvard University's Nieman Journalism Lab, Leonard Downie Jr., Cronkite's Weil Family Professor of Journalism, discussed the benefits of the teaching hospital model, writing that "Cronkite is one of a growing — but still too small — number of journalism schools around the country producing vitally needed journalism for their communities, states and the nation, while also teaching, researching and experimenting with mass communications in the digital age."

Having embraced the teaching hospital model, the Cronkite School continues to strive to find ways to integrate it into its programs, including:

- **Forming partnerships with professional media organizations to advance journalism training and give students real-world experience:** In January 2012, the school formed an alliance with The Poynter Institute, a nonprofit school dedicated to teaching and inspiring journalists and media leaders, to improve the teaching and training of journalists in the digital media age, beginning with a faculty exchange between Poynter and Cronkite. In that same month, Cronkite launched a partnership with American Public Media, the country's second-largest producer of public media programming, to help foster collaborative reporting and innovative storytelling in public affairs journalism. Visiting professionals from APM taught a class on public insight reporting for radio during the spring 2012 semester.

- **Increasing its sports journalism offerings:** In spring 2012, Cronkite students produced daily news coverage of Major League Baseball spring training

for four major news organizations as part of the school's multimedia sports reporting course. Shortly after that, 19 Cronkite students traveled to London to provide multimedia coverage of the 2012 Summer Olympics for Cronkite News Service and other news organizations. And each semester Cronkite students produce "Sun Devils 101," a 30-minute magazine-style TV show on ASU athletics and student athletes for FOX Sports Arizona.

- **Expanding opportunities for students to explore today's global media environment as part of Cronkite Global Initiatives:** During the 2011-2012 academic year, Cronkite students traveled to Puerto Rico, China, Britain, France and Spain as part of international reporting projects and study abroad programs, and the Cronkite School for the second time hosted 10 international journalists and communicators as part of the prestigious Hubert H. Humphrey Fellowship Program. A generous contribution from alumna Adelaida Severson and her husband, Barry, will provide funds to assist students with international travel and related reporting projects designed to enhance their awareness and understanding of media policies in foreign cultures and countries.

Finally, Cronkite Dean Christopher Callahan has taken on a new role that gives him the opportunity to replicate his success at the Cronkite School on a larger scale. Callahan was named university vice provost of the Downtown Phoenix campus in May 2011, a position in which he oversees campus-wide initiatives, working to recruit and retain students, build community on campus, improve student life and help students engage with the surrounding community. In fall 2011, he created the Discover Phoenix series, which brings together downtown students from all majors to build the academic community in the urban core of the metropolitan region. He also recently spearheaded the development of Urban Devil, a smartphone app to help students navigate both the campus and the region.

As you will discover in the pages of this issue of the Cronkite Journal, the Cronkite School has proven to be a transformational catalyst influencing both scholarship and practice in a period of unprecedented transition and renewal in the media. The legacy of Walter Cronkite lives on in the school that proudly bears his name, and 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.

Michael M. Crow, President  
Arizona State University



"The Cronkite School has proven to be a transformational catalyst influencing both scholarship and practice in a period of unprecedented transition and renewal in the media."

— Michael M. Crow,  
ASU President

[president.asu.edu/  
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To watch ASU President Michael M. Crow discuss the future of the New American University, visit [president.asu.edu/node/1206](http://president.asu.edu/node/1206)

# The Teaching Hospital Model: A New Way of Educating Journalists

**A**s journalism schools search for innovative ways to prepare young journalists for a changing media landscape, some are turning to a model pioneered by the medical profession: the teaching hospital. Before going into professional practice, medical students get hands-on experience in teaching hospitals, treating real patients under the supervision of experienced medical professionals. This gives them opportunities to practice what they've learned in the classroom in a real-world setting as they provide patient care under the guidance of experts.

Medical schools are no longer the only ones using this approach. The teaching hospital model is growing in popularity among other disciplines, including journalism, and the Cronkite School is leading the movement, spearheading a series of innovative full-immersion professional programs for journalism students. These programs provide hands-on experiences that allow students to develop their skills while producing professional-level journalism for the public.

Students in Cronkite News Service produce public service journalism for media outlets and audiences statewide and beyond from news bureaus in Phoenix and Washington, while Cronkite NewsWatch, the school's live nightly newscast, reaches 1.1 million households on Eight, Arizona PBS. In the New Media Innovation Lab, students create digital media products for media companies and nonprofit organizations, and in the Public Relations Lab, students develop campaigns for client companies.

In addition, the Cronkite School has developed partnerships with professional media organizations that give students even more opportunities for real-world experience. Students in the multimedia reporting course cover breaking news for

azcentral.com, while in the sports marketing and campaigns course, students develop marketing and public relations campaigns for FOX Sports Arizona. And in the multimedia sports reporting course, students provide coverage of Major League Baseball spring training for several major metropolitan daily news operations.

The Cronkite School has received national acclaim for its efforts to bring the teaching hospital model to journalism education. The New York Times, The Times of London and others have written about the school as a leader and innovator in shaping the future of journalism education. Last year, the Federal Communications Commission held a public hearing at the school that explored a major FCC report on the state of American journalism in the digital age. The report featured the Cronkite School prominently in a chapter on university-produced journalism content.

The school also has been recognized as a model for other schools looking to implement the teaching hospital approach. In an August 2012 open letter to university presidents, six national foundations urged universities to embrace the teaching hospital model in journalism education, pointing to Cronkite as an example. And in a September 2012 piece for Harvard University's Nieman Journalism Lab, Leonard Downie Jr., Cronkite's Weil Family Professor of Journalism, discussed the benefits of the teaching hospital model, writing that "Cronkite is one of a growing — but still too small — number of journalism schools around the country producing vitally needed journalism for their communities, states and the nation, while also teaching, researching and experimenting with mass communications in the digital age." □





News21 Fellows Jack Fitzpatrick (standing) and Ethan Magoc work in the News21 newsroom at the Cronkite School. Photo by Michael Ciaglo.

## Foundations Join Forces to Support News21

Ethics and Excellence in Journalism Foundation and the Hearst Foundations have joined the Carnegie Corp. of New York and the John S. and James L. Knight Foundation as supporters of the national Carnegie-Knight News21 investigative reporting initiative.

News21, headquartered at the Cronkite School, brings together top journalism students from universities around the country to produce in-depth news coverage of critical issues and experiment with innovative digital methods to distribute the news through multiple platforms. It is part of the Carnegie-Knight Initiative on the Future of Journalism Education, an effort on the part of the Carnegie Corp. and the Knight Foundation to change the way journalism is taught in the U.S. and train a new generation of journalists. In 2011, Carnegie and Knight renewed their commitment to News21 with \$2.32 million in grants over the next 10 years.

"We are honored and very excited that two of the most important and influential supporters of journalism education — Ethics and Excellence in Journalism Foundation and the Hearst Foundations — are joining the Knight Foundation and the Carnegie Corp. in this groundbreaking

journalism program," said Cronkite Dean Christopher Callahan. "These four foundations joining forces mirrors the multi-university collaboration of News21 itself."

A three-year grant from Ethics and Excellence in Journalism Foundation provides funding for six students each year from the Cronkite School and the University of Oklahoma's Gaylord College of Journalism and Mass Communication to participate in News21. The 2012 Ethics and Excellence in Journalism Fellows were Cronkite students Maryann Batlle, Natasha Khan and AJ Vicens and Gaylord students Ana Victoria Lastra, Annelise Russell and Lindsey Ruta.

The Hearst Foundations' gift provides support for three students to participate in News21. The 2012 Hearst Fellows were Cronkite students Jack Fitzpatrick, Joe Henke and Khara Persad.

Robert J. Ross, president and CEO of Ethics and Excellence in Journalism Foundation, said the foundation is delighted to support journalism students from both the Cronkite School and the Gaylord College.

"We're very excited to be participating in News21 with our colleagues from Knight, Carnegie and Hearst," he said. "News21 is

### Carnegie Corp. of New York

The Carnegie Corp. of New York is a philanthropic foundation created by Andrew Carnegie in 1911 to do "real and permanent good in this world."

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

The Knight Foundation supports transformational ideas that promote quality journalism, advance media innovation, engage communities and foster the arts. Programs are built around the core belief that democracy thrives when people and communities are informed and engaged.

### Ethics and Excellence in Journalism Foundation

Ethics and Excellence in Journalism Foundation was founded by Edith Kinney Gaylord, daughter of Daily Oklahoman publisher E.K. Gaylord. Ms. Gaylord created the foundation in 1982 to improve the quality of journalism by supporting research and creative projects that promote excellence and foster high ethical standards in journalism.

### Hearst Foundations

Publisher and philanthropist William Randolph Hearst founded The Hearst Foundation Inc. in 1945. Three years later he established the California Charities Foundation, which was renamed the William Randolph Hearst Foundation in 1951. Today the foundations operate as a single entity, the Hearst Foundations, and function as private philanthropic organizations independent of the Hearst Corp. The foundations' funding priorities include the fields of education, health, culture and social service.

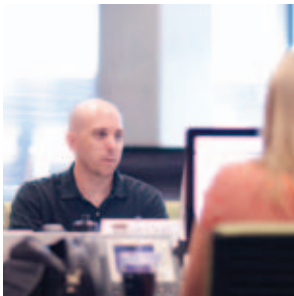
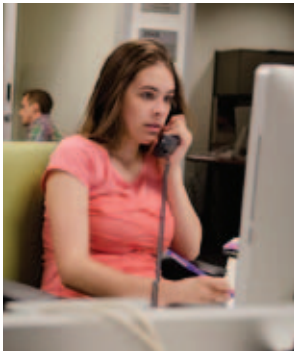
a uniquely powerful learning experience for students, and it produces impactful content."

Dino Dinovitz, executive director of the Hearst Foundations, said, "We are pleased to support the students participating in the Carnegie-Knight News21 program. The education of young journalists is something Hearst has cared about deeply for generations." □

Students from 11 schools across the country spend the summer investigating the extent of voter fraud in the U.S.

## News21 Fellows Conduct National Voting Rights Investigation

By Kristin Couturier  
Photos by Michael Ciaglo



News21 Fellows Kassondra Cloos (top) and Jeremy Knop work on the voting rights investigation.

**GET CONNECTED**

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Voter fraud, suppression and disenfranchisement. Recall elections, fixed ballots and hacked and faulty voting machines.

Two dozen student journalists from around the country investigated these issues and others in summer 2012 as part of the Carnegie-Knight News21 program, an award-winning investigative journalism initiative headquartered at the Cronkite School and funded by the John S. and James L. Knight Foundation, the Carnegie Corp. of New York, Ethics and Excellence in Journalism Foundation and the Hearst Foundations. News21 brings together top journalism students from universities around the country each summer to produce in-depth coverage of critical issues that affect the public.

This was the first year that the News21 program, which began in 2005 with five universities, was open to applicants from all journalism schools. During the spring 2012 semester, students from 11 universities participated in an accountability journalism seminar taught by Leonard Downie Jr., Cronkite's Weil Family Professor of Journalism and former executive editor of The Washington Post.

Downie said that while the goals for each year's News21 investigative project are slightly different, a common thread is holding public officials accountable. He knew that with funding scarce for investigative journalism, many news organizations could not afford to provide in-depth coverage of voting rights issues, and the News21 fellows could fill that gap by producing stories that other news organizations "simply don't have the manpower to produce."

In addition, Downie said it was clear to him that this year was a particularly significant point in the history of voting rights in the U.S., making it an ideal time to investigate the issue.

At the conclusion of the seminar, 24 students were selected competitively to participate in the national voting rights investigation, which was led by Downie, managing editor Sharon



News21 Fellows attend the accountability journalism seminar.

Rosenhouse, former managing editor of the South Florida Sun-Sentinel and the San Francisco Examiner, and assistant managing editor Gerald Jordan, associate professor of journalism at the University of Arkansas. The News21 Fellows worked out of a Cronkite School digital newsroom for 10 weeks during the summer and also traveled to more than 40 cities, 21 states and one U.S. territory, conducting more than 1,000 interviews, requesting thousands of public records and reviewing nearly 5,000 documents. Their most ambitious effort was to gather, organize and analyze all reported cases of election fraud in the U.S. since 2000, building the most comprehensive database of its kind with the help of Knight Chair in Journalism Steve Doig, a computer-assisted reporting expert.

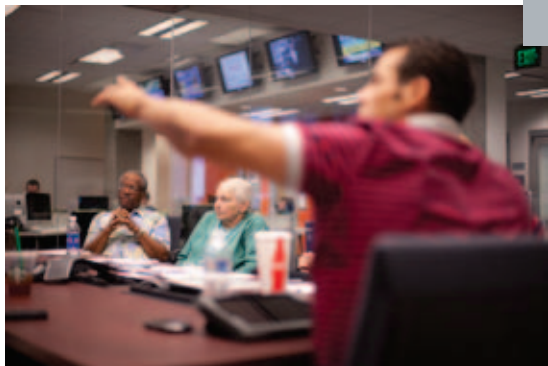
In the first month of publication, the project drew nearly 8 million page views and more than 10,000 comments on news websites as well as more than 17,000 comments, likes and shares on Facebook and more than 18,000 tweets. The results were cited on "The Daily Show with Jon Stewart," "The Diane Rehm Show," "The Rachel Maddow Show" and several other radio and television programs, and the project was the subject of a New America Foundation event on voting rights in Washington, D.C.

Cronkite graduate student Corbin Carson, who was part of the team that researched election fraud, said News21 presents an opportunity to fully develop a story into something unprecedented.

"Some of our stuff is groundbreaking," Carson said.

As part of a team investigating how voting machines can fail or be hacked and manipulated during elections, Cronkite graduate student AJ Vicens traveled to Boston, Houston and Wisconsin. He said the opportunity to travel allows fellows to meet face to face with sources,





Gerald Jordan (left) and Sharon Rosenhouse, leaders of the News21 voting rights investigation, listen as fellow Corbin Carson makes a point.

something he feels is essential.

"The fact that you actually show up shows a level of professionalism and dedication to getting the story right," Vicens said. "I think that's really helped and given us a lot of credibility."

The completed multimedia project, which launched in August 2012, features more than 20 in-depth reports and rich multimedia content that includes interactive databases and data visualizations, video profiles and photo galleries. Major media partners that published all or part of the project include The Washington Post, nbcnews.com, National Public Radio, The Center for Public Integrity, The Philadelphia Inquirer, nonprofit investigative online sites affiliated with the Investigative News Network and New America Media, which represents ethnic media.

But the opportunity to be published by prestigious media organizations isn't the fellows' only motivation. Ana Victoria Lastra, a graduate of the University of Oklahoma, was part of a team that traveled to Texas to investigate the state's proposed voter ID bill and how it affects minorities, particularly Latinos.

Lastra had never heard of News21 before her professors urged her to apply.

"Seeing the names, like Len Downie and Sharon Rosenhouse, I was like, 'Wow, this is going to be really great. You're going to learn from the best,'" Lastra said. "You want to learn from the best so you can be the best."

For News21's leaders, the primary approach is to treat the students as professionals. Downie's philosophy is that "you learn best by doing," and the students see that reflected in their newsroom.

"It's like a professional newsroom led by some of the best editors in the country," Vicens said. "It's just amazing to be able to do that in school and in a supportive environment." □

## Accountability Journalism Seminar Prepares Students to Investigate Voting Rights

By Vivian I. Padilla  
Photos by Molly J. Smith

In preparation for the 2012 News21 national investigative project, students from 11 universities participated in an accountability journalism seminar on voting rights during the spring semester.

The seminar was taught by Leonard Downie Jr., Cronkite's Weil Family Professor of Journalism and former executive editor of The Washington Post, with the help of videoconference technology that allowed students across the country to interact with one another and hear from guest speakers. The participants also communicated via online chats and a class blog.

The seminar's guest speakers included journalists, election officials, voting rights advocates and other experts. Students heard from representatives from organizations such as the Heritage Foundation and the Republican National Lawyers Association as well as legal and policy experts from Arizona State University's Sandra Day O'Connor College of Law and Morrison Institute for Public Policy and from other universities.

The students were paired into reporting teams to conduct research, which they used to develop story ideas for the national investigative project.

"It was like having news bureaus around the country," Downie said. "All the teams gave reports to the whole seminar on the research and reporting they had done."

Downie said the preparation that students received was "exactly the same as if they were doing this for The Washington Post." Students learned to search for empirical evidence to avoid stories relying heavily on quotes from experts, who might have their own agendas. They also learned how to analyze and interpret the information they found.

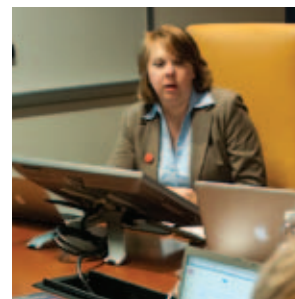
Downie praised the students and their work. "I'm really impressed with the quality of these young journalists," Downie said. "I'm also impressed by their intelligence and by their grasp of investigative reporting and reporting techniques."

Cronkite graduate student AJ Vicens said Downie's teaching style helped create a supportive learning environment.

"He's there to help you, and he couldn't have been better in terms of supporting us," Vicens said. "He never talks down to you; he talks with you."

Joe Henke, another Cronkite graduate student, said the seminar affirmed his strong interest in depth reporting and helped him develop a "whole new skill set."

"I think everyone grew as a journalist," Henke said. □



Top: Linda Fantin, director of network journalism and innovation at American Public Media, gives a presentation to students in the accountability journalism seminar.

Bottom: News21 Fellows AJ Vicens (front) and Joe Henke participate in the seminar.

### News21 media partners include:

Center for Public Integrity  
National Public Radio  
nbcnews.com  
The Washington Post

### 2012 News21 Schools

- Arizona State University
- Elon University
- University of Florida
- Harvard University
- University of Maryland
- University of Nebraska
- University of North Carolina
- University of Oklahoma
- University of Oregon
- Syracuse University
- University of Texas

# Students Report on Immigration Issues in Puerto Rico

By Mauro Whiteman  
Photos by Brandon Quester



Top: Kailey Latham takes a photo.

Bottom: Gardenia Coleman interviews a Border Patrol Agent.

## Buffett Foundation

The Puerto Rico project undertaken by students in Carnegie Professor of Journalism Rick Rodriguez's depth reporting class was funded by a \$1 million endowment from the Howard G. Buffett Foundation. The foundation is headed by Howard Buffett, a philanthropist with a passion for photojournalism and the son of well-known investor and philanthropist Warren Buffett. The Buffett Foundation has funded six reporting projects at the Cronkite School since 2006.

In March 2012, 18 Cronkite students spent their spring break in Puerto Rico, reporting on the U.S. territory's immigration issues.

The students traveled to the territory as part of Cronkite's annual depth reporting class trip. The program, funded by the Howard G. Buffett Foundation, has taken students to numerous countries over the years, including South Africa, Mexico and the Dominican Republic.

While in Puerto Rico, the students covered immigration, business, labor and statehood issues, creating a multimedia project that includes a website, a documentary and numerous text stories and still photographs. Each student worked on a different aspect of the project, and a group of students created a documentary telling the story of the trip.

The trip gave Cronkite graduate student Jerilyn Forsythe a chance to put months of research and planning to use as she worked on an article about Puerto Rico's Vieques Island and its recovery after years of weapons testing by the U.S. Navy.

"All of it (was) definitely ... a once-in-a-lifetime experience," Forsythe said. "For me it was really rewarding. It gave me a new perspective on journalism and about what it means to be a reporter."

A new perspective is exactly what Rick Rodriguez, Carnegie Professor of Journalism and Southwest Borderlands Initiative Professor at the Cronkite School, teaches in his depth reporting class and on the annual trip.

Rodriguez oversees the class and the trip with fellow instructor Jason Manning, director of student media at Arizona State University. The two act as on-the-ground editors and work alongside students, giving advice and occasionally helping students set up and conduct interviews.

"We spoke to just about everybody — from Puerto Rico's non-voting representative in Congress to the secretary of state to ex-governors to coffee plantation owners to undocumented citizens to the Coast Guard to the Border Patrol," Rodriguez said. "It was a fabulous trip in that sense."

Rodriguez, former executive editor of the Sacramento (Calif.) Bee, said many students knew little about Puerto Rico before they started the depth reporting class but had to become experts in order to succeed.

"If you prepare enough — about the country,

about the issues — you'll be able to understand (the situation)," he said. "You'll put yourself in a position to get good interviews. You'll also put yourself in a position to ask the right questions in the limited amount of time that we're there."

The depth reporting trip is a unique opportunity for students to report abroad.

"Actually being out there in the field to be able to help (students) navigate new situations is really important, and it's one of the really good things about this program," Rodriguez said. "They can see that these things can work out, and a lot of times when you're out on stories like this, things don't work out like you're planning them."

Cronkite student McKenzie Manning, one of three broadcast journalists on the trip, learned firsthand that plans have to adapt quickly to new circumstances.

Manning, who was working on both an article about the U.S. Coast Guard in Puerto Rico and the documentary project, found out the night before a scheduled ride-along with Coast Guard personnel that she wouldn't be allowed to go. She would later find out that the vessel she had been scheduled to ride on took part in an interdiction — when the Coast Guard encounters undocumented immigrants on their way from Puerto Rico to the mainland U.S.

"I would have been on the boat that ... spotted the yola (a small wooden boat). (I) would have been completely in the middle of the situation," she said.

When a second Coast Guard ride-along also was canceled, Manning found herself scrambling to report her story.

"I was kind of in a panic," she said. "I'm sitting here thinking, 'My story just went out the window.'"

After a phone call with Rodriguez, Manning formulated a new plan for her piece, and she was later able to join another Coast Guard excursion.

"No matter what type of journalism you go into ... when you're forced into a situation, you have to think on your feet to still get the best product that you can," she said.

Rodriguez said the students gain confidence because they have to handle challenges while still producing high-quality journalism.



# Rodriguez Helps Students Tell Their Stories

By Mauro Whiteman  
Photo by Molly J. Smith

If you ever find yourself in the office of Rick Rodriguez, be prepared for a story.

After more than 30 years in newsrooms, the Carnegie Professor of Journalism and Southwest Borderlands Initiative Professor has myriad tales to tell.

He began his career as an intern with his hometown paper, *The Salinas Californian*, after graduating from high school. He covered striking farm workers, rubbing elbows with the likes of César Chávez at the age of 18.

"It was a really historic time in journalism," Rodriguez said. "At a very early age, I was bitten by the journalism bug."

A few years after he began working for the *Californian*, Rodriguez graduated from Stanford University with a bachelor's degree in communications. After three more years with his hometown paper, he moved to *The Fresno (Calif.) Bee*, continuing his coverage of farm worker issues and writing investigative pieces.

At one point, he took a leave of absence from his job in Fresno to travel to Guadalajara, Mexico, on a Rotary fellowship.

There he found a story in a village in the state of Puebla, where he talked with a nurse about unsafe drinking water. He wrote about the problem when he returned to Fresno. Soon after, a Rotary Club in Clovis, Calif., visited the town and installed a clean water system.

More than 20 years later, Rodriguez was senior vice president and executive editor of the *Sacramento (Calif.) Bee* and president of the American Society of Newspaper Editors (now the American Society of News Editors) when he received a phone call from an attorney who had helped install the water system. The man told him that Rotary International had gone on to build water systems in disadvantaged countries worldwide.

Stories that carry great impact have always been important to Rodriguez, both as a reporter and an editor.

"I like stories that have emotion in them, and some of these stories generate a lot of emotion,"

he said. "Journalism that makes an emotional connection with people can be really impactful. It can drive people to do the right things or to examine the way society is handling issues."

Rodriguez has championed watchdog journalism since his first day in the newsroom.

Associate Dean Kristin Gilger said Rodriguez plays an important role at the school because of his commitment to journalism's core values.

"I would almost call him a conscience," Gilger said. "He has played that role in the news industry with his push for watchdog journalism and ethics and diversity, and at the school it's the same thing."

Gilger also got to see Rodriguez in the role of the teacher her daughter came to greatly admire. Lauren Gilger, who graduated from Cronkite with her master's degree in 2011, had a close connection to Rodriguez during her time at the school because of her decision to take the Latino specialization.

"Rick was just amazing. He opened my eyes to not only an entirely new genre of reporting but an entirely new way of reporting," Lauren said of her mentor. "I've never had another teacher since who was so supportive and open-minded and willing to help you and push you to get better all the time."

Lauren said she was impressed by Rodriguez's ability to be straightforward and direct about his students' work but always remain supportive and focused on the stories.

She recalled a number of times when she asked Rodriguez for advice on a difficult story or tricky situation. When given an opportunity to ride along with law enforcement officers on the U.S.-Mexico border at night, she first consulted Rodriguez.

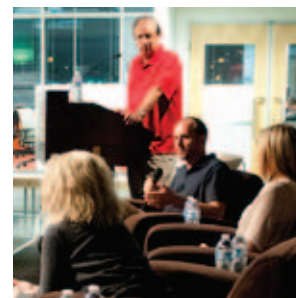
"He sort of paused, and you could tell he was a little worried about it," she said. "Then he just went, 'All right. Well, wear the bulletproof vests.'"

Rodriguez said his role at the school is helping expose students to a wide spectrum of views, beliefs and ideas because that's what journalists do for the public.

"The impact of doing this journalism at ASU goes way beyond just the classroom," he said. □

"Journalism that makes an emotional connection with people can be really impactful."

Rick Rodriguez, Carnegie Professor of Journalism and Southwest Borderlands Initiative Professor



"This gives students a total leg up," he said. "Knowing how to prepare for big stories, how to go into situations that are unfamiliar and to tackle subjects that you're not expert on, and to be able to tell them in an accurate manner — this class totally prepares them for that."

For Rodriguez, the excitement of the trip comes from seeing his students grow as journalists and as people, as well as hearing their stories of trial and triumph.

"I get thrilled when people are coming back and they're so excited about what they've found, and that happened almost

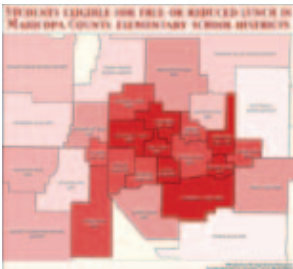
daily," he said. "Just the interaction with the students daily to pick their brains on what they had done and what they learned — those are the single best moments." □

# Cronkite News Service

## Prepares Students for Careers as Multimedia Journalists



By Alicia Canales



Nicole Gilbert's multimedia package for Cronkite News Service focuses on child hunger in Arizona.

As children play kickball in a patch of grass behind the Greater Phoenix Youth at Risk Community Center, Cronkite student Nicole Gilbert focuses her video camera on a young girl.

Gilbert, a multimedia journalist for Cronkite News Service, is at the center to report on the efforts of St. Mary's Food Bank Alliance to provide children from low-income families with packages of food for the weekend, when children aren't in school to receive free or reduced-price breakfasts and lunches. After filming the girl, she heads inside to capture footage of staff members distributing food.

Launched in 2007, Cronkite News Service is one of the Cronkite School's full-immersion professional programs offering students professional reporting experience. With bureaus in Phoenix and Washington, CNS provides multimedia coverage of public policy issues that affect Arizonans, with student journalists reporting news, feature, enterprise and investigative stories that appear in news outlets across Arizona and the U.S. as well as on the Cronkite News website, [cronkitenewsonline.com](http://cronkitenewsonline.com).

Gilbert's story fulfills the criteria that Steve Elliott, CNS director of digital news, said is required of all of the news service's stories: offering a thoughtful look through multiple sources at a public policy issue.

Elliott, former bureau chief for The Associated Press in Phoenix, said the CNS digital operations offer between 15 and 20 packages a week, with an emphasis on telling stories in multiple formats. Meanwhile, students working under CNS Broadcast Director Susan Green produce packages that air on Cronkite NewsWatch, the school's award-winning nightly newscast, and on TV stations around the state.

"It's like an internship on steroids, in my opinion," Elliott said.



Brandon Kamerman records Emily Timm as she reports for Cronkite News Service. Photo by Kacie Irby.

Green said the experience is designed to prepare students for the challenges of being a multimedia journalist.

"They are covering in-depth stories that have many layers," Green said. "They are really getting a lot of experience not only in difficult storytelling but also understanding what it is like to work under deadline pressure."

Gilbert said working for Cronkite News Service has helped ready her for a journalism career.

"It prepares you for a professional job more so than other internships," Gilbert said.

Elliott said one of the school year's noteworthy stories was graduate student Elvina Nawaguna-Clemente's investigation of the owner of dozens of dilapidated properties in several remote Arizona communities that were hindering redevelopment and, in some cases, endangering the public. The article won best student-publication business story in the Society of American Business Editors and Writers' 2012 "Best in Business" competition.

It was the second straight year a Cronkite News Service business reporter has won the prestigious award.

In addition to distribution to dozens of client organizations across Arizona, many stories receive national distribution via McClatchy-Tribune Information Services. In January, for example, another of Gilbert's stories, about the increase in HIV and AIDS cases on the Navajo reservation, was published by The Seattle Times.

"I think it's rewarding because it's validating that your work is good enough to be published in a professional newspaper," Gilbert said. "That's what I've been working for." □



# Moon Excels in Cronkite News Service

By Mauro Whiteman

Completing two bachelor's degrees, starting a student club, writing for numerous publications and shooting photos and video requires hard work and determination for any journalism student. For a student with a visual impairment, it takes something extra special.

Born with Peters anomaly — a condition that causes the corneas to become thin and clouded, resulting in blurred vision — and glaucoma, Jordan Moon has had more than 20 surgeries on his eyes. As a child, he learned to read both Braille and large print.

Moon, who describes his current vision as “looking at a mirror that’s fogged up,” said he had decent vision until his right retina detached in fall 2010, causing him to lose a semester of school as well as a significant amount of his sight.

“My whole life has been framed around the fact that I have this vision problem,” he said.

But within that framework, Moon, who graduated from the Cronkite School in May 2012, has thrived as both a journalist and a student who has learned to succeed with a disability.

While in high school in Chino Hills, Calif., Moon got his first taste of journalism writing about sports at a high school newspaper that he helped start. He recalled having to frequently ask other people what was happening during basketball games, but he said succeeding at the challenge helped him gain confidence.

“It showed me that I could do it,” he said. “A lot of coaches would come up to me and say, ‘That was a really good article, Jordan.’ So I kind of knew back then that I wanted to do journalism.”

Moon came to Arizona State University in 2006, living in Tempe and pursuing an exploratory major because his high school grades had not qualified him for the Cronkite School. It wasn’t until his junior year that he began classes in the school that had attracted him to the university.

“I kind of got discouraged because my whole goal was to come to the Cronkite School,” he said.

Moon eventually met all the requirements for admission, but not before he began studying political science, a subject for which he developed a passion.

“When I came to the Cronkite School, I wanted to be a sports writer, but as time moved on in my college career, I started getting into politics,” he said.

As he began studying journalism, Moon continued to pursue his political science degree. His love of politics also has shaped his career

ambitions — he’d like to be a city hall reporter and eventually a “big-time investigative reporter, like a Bob Woodward or a (Carl) Bernstein.”

Moon also has considered becoming a disability rights lawyer, an idea that stemmed from his involvement in educating people about disability issues, including co-founding a disability awareness club on the Tempe campus.

During his time at the Cronkite School, Moon worked as a summer intern with The Cronkite Journal, and during his final semester took part in Cronkite News Service, a full-immersion professional experience for advanced journalism students who produce multimedia content for more than 30 news organizations.

Cronkite Outreach Director Liz Smith, who supervised Moon when he interned at The Cronkite Journal, said he raised the bar for what she expects from a student.

Smith recalled that instead of relying on phone interviews, Moon would track down his interviewees, going to their offices to talk to them.

“I’ve just been impressed by him as someone who goes the extra mile and really works hard,” she said. “I’m sure that he’s worked harder than probably anybody to achieve what he’s achieved at the Cronkite School.”

Moon uses assistive technology, including a screen reader and a Braille keyboard, to do his reporting and writing.

“I have no excuse for not writing a good story,” he said. “I have all the tools necessary to do so.”

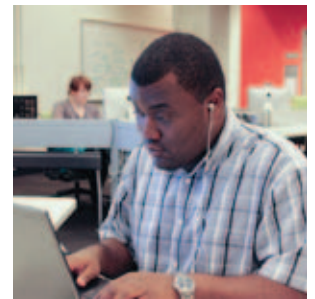
At CNS, Moon worked with Director of Digital News Steve Elliott, who was prepared to make adjustments to the course requirements — which include producing elements such as photos and video to accompany stories — to help him succeed. But Moon wanted to participate fully in creating multimedia journalism.

“He wanted to shoot photos anyway, so there were a couple assignments where he did. He blogged on the Republican presidential debate, and he took a bunch of photos,” Elliott said. Moon also shot video that ran on the Cronkite News website.

Moon’s disability was not a big factor for Elliott.

“I considered him like every other candidate, and I hired him on his merits, regardless of his sight,” he said.

Elliott said the greatest compliment he can give to Moon is that he is a good reporter, and Moon arrived from day one with the attitude that he could do it. The first story Elliott edited with him, Moon caught a missing comma that had



Jordan Moon works in the Cronkite News Service newsroom. Photo by Rachel Adams.

“How could you not be inspired to be a great journalist by coming here?”

Jordan Moon, Cronkite alumnus

been dropped during the editing process.

“I thought, ‘OK, I know this is going to work really well,’” Elliott said. “I never had any doubts that he was going to function well.”

Smith said the editing process was one of the only parts of the job that she had to adapt for Moon because he was so adept at interviewing, reporting and writing.

“I actually tried to make more accommodations than he proved to need,” she said.

Moon smiled as he talked about his experiences at Cronkite, reflecting on the school he worked so hard to be part of.

“Look around you,” he said. “How could you not be inspired to be a great journalist by coming here?” □



Matthew Standerfer interviews Phoenix Mayor Greg Stanton after the mayor's speech to a group of travel executives at the National Museum of the American Indian in Washington. Photo by Andrew Propp.



# Cronkite News Service Hits Its Stride in Washington

By Leila O'Hara



Steve Crane leads Cronkite News Service's Washington bureau. Photo by Lisa Helfert.

On Jan. 25, 2012, little more than a year after an assassination attempt left her critically wounded, U.S. Rep. Gabrielle Giffords returned to Congress for the last time. Giffords, who represented Arizona's 8th Congressional District for five years, cast her final vote and resigned her House seat in an emotional farewell, stepping down to focus on recovering from her injuries.

"(It was) a moment in history, and I got to sit in the front row," said Cronkite student Dustin Volz, who covered the event for Cronkite News Service's Washington bureau.

The news service launched a bureau in the nation's capital in spring 2011, providing coverage of Congress, the White House, federal agencies and the Supreme Court. This team of student reporters has become the largest Arizona-based news operation in Washington.

"What's important to us is covering news for an Arizona audience," said Steve Crane, director of the Washington bureau and a former editor of The Washington Times as well as former director of the University of Maryland's student news service. The bureau tries to report stories that aren't being covered by other Arizona news organizations, Crane added.

Volz, who covered immigration issues for the bureau during the spring 2012 semester, enjoyed being fully immersed in Washington politics. Although at first he found it challenging to come up with story ideas, his experience with Cronkite News Service gave him "a much keener sense of what's newsworthy," he said.

Student reporters balance daily deadlines with more in-depth enterprise stories, taking national stories and looking at them from fresh angles

for an Arizona audience. From the start, students have to learn quickly how to work with press offices, hunt down senators and representatives in the Capitol building, cover a specific beat exhaustively and adjust to the hectic pace of the bureau's deadlines.

Many of the bureau's stories are published by news organizations such as the Arizona Capitol Times and the East Valley Tribune. Volz said he values those clips.

"It's extremely beneficial to have a Washington dateline," he said.

Victoria Pelham, a Cronkite student who covered Native American issues and tribal affairs for the bureau in spring 2012, said reporting full time taught her perseverance, especially in the face of challenges such as approaching high-profile sources. She remembers pursuing a story about a stalled judicial nomination and landing an interview with Arizona Sen. John McCain as he left the Senate chamber.

"I feel so much more prepared to work full time in a newsroom, even more than I did last semester," Pelham said. "I learned a lot about how to cover national issues with a regional perspective."

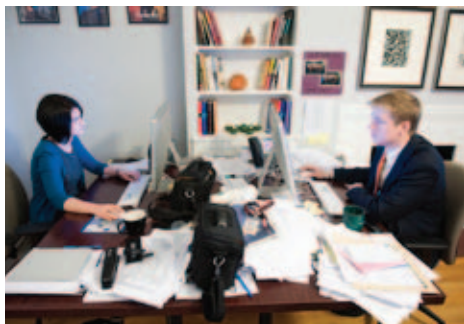
Cronkite News Service reporters also were able to cover President Barack Obama's annual State of the Union address. Being in the press box during that significant event was unforgettable, said Cronkite student Stephanie Snyder, another reporter for the Washington bureau.

Snyder is glad she had the chance to work in the Washington bureau.

"I enjoyed the opportunity to live somewhere further from home for a semester and experi-

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Top: Stephanie Snyder and Dustin Volz work in the Washington bureau.



Bottom: Alexandria Reese takes notes at a press conference. Photos by Lisa Helfert.

ence something different," she said. "There's no saying when I'll get the chance to report out of the nation's capital again, and cover news on a national scale."

Volz added that working in Washington is an invaluable experience for anybody interested in covering politics at the local, state or national level.

Crane said he is proud of the work students have done in the bureau's first year with their "fast and furious coverage" of Washington politics.

"What stands out is the fact that, on a daily basis, students are rising to the challenge, doing their job, finding news and reporting back to Arizona," he said. □



## Cronkite News Offered on Mobile Devices

A mobile news app for smartphones is now available for Cronkite News, the multimedia daily news site produced by the Cronkite School.

Since its launch in September 2010, the student news operation has been providing Arizonans with daily coverage of critical public policy issues facing the state on its website, [cronkitenewsonline.com](http://cronkitenewsonline.com).

Now, readers can display a mobile version of Cronkite News by bookmarking the site on a smartphone's Web browser.

The mobile edition of the news site, developed by Cronkite students in the New Media Innovation Lab, is believed to be the only one in the state that offers broadcast newscasts in their entirety.

The Cronkite School developed the application because "consumers want to engage with news in a format they prefer, and for many today that format is mobile," said Steve Elliott, director of digital news for Cronkite News Service.

"Having the depth of Cronkite News content available on mobile devices — from text to videos to photos to entire newscasts — helps keep Arizonans up to date on critical public policy issues," Elliott said.

Cronkite Assistant Dean and News Director Mark Lodato said viewers are able to much more easily access and watch individual video stories as well as full Cronkite NewsWatch newscasts on their mobile devices.

"I don't know of any other television outlet in Arizona that offers a full newscast on a mobile device," Lodato said. "This enables us to expose more viewers to the strong state-wide content our students are producing every day."

Cronkite's New Media Innovation Lab, directed by Retha Hill, former vice president of content for BET Interactive, brings together students from across ASU to develop new multimedia products for media companies. □

A mobile app for smartphones is now available for Cronkite News.

### Cronkite News media partners in Arizona include:

ABC15, KNXV-TV, Phoenix  
 Ahwatukee Foothills News  
 Arizona Capitol Times  
 Arizona Daily Star  
 Arizona Daily Sun, Flagstaff  
 The Arizona Republic  
 Arizona Silverbelt News, Globe  
 Casa Grande Dispatch  
 CBS 5, KPHO-TV, Phoenix  
 College Times, Phoenix  
 Daily News-Sun, Sun City  
 Daily Territorial, Tucson  
 The (Douglas) Daily Dispatch  
 East Valley Tribune  
 The Explorer, Marana  
 Foothills Focus  
 Green Valley News-Sun  
 Holbrook Tribune-News  
 Inside Tucson Business  
 Kingman Daily Miner  
 KTAR-FM, Phoenix  
 KVOA-TV, Tucson  
 Mohave Valley Daily News  
 Navajo Times  
 Nogales International  
 Payson Roundup  
 The Prescott Daily Courier  
 Sedona Red Rock News  
 Sierra Vista Herald  
 The State Press  
 The Sun, Yuma  
 Today's News-Herald, Lake Havasu City  
 Tucson Sentinel  
 West Valley View  
 White Mountain Independent,  
 Show Low

### Through a distribution agreement with McClatchy-Tribune Information Services, out-of-state publications that have run Cronkite News Service stories include:

Albuquerque Journal  
 The Bellingham (Wash.) Herald  
 Boston Herald  
 Sacramento Bee  
 The Seattle Times





# NewsWatch Gives Cronkite Students a Competitive Edge

By Jamie Killin

Above: Cronkite NewsWatch anchors Lina Washington (left) and Blake Essig rehearse for the newscast. Photos by Courtney Sargent.



leave people thinking and caring a little bit about what they see on air."

NewsWatch staff members pitch and discuss story ideas at a morning editorial meeting and then work throughout the day to prepare for the 4:30 p.m. newscast. After each broadcast, faculty members deliver feedback in a debriefing session.

"To be able to be in this environment and act as a sponge and soak it all up makes you better no matter what you want to do," Manning said. "You learn from every single person."

NewsWatch students are pushed in a real-world setting to create professional-caliber newscasts. Cronkite faculty, including Lodato, Assistant News Director Susan Green and NewsWatch Executive Producer Melanie Alvarez, oversee every aspect of the newscast before it airs to ensure that NewsWatch delivers a high-quality product.

NewsWatch's consistent quality has earned national attention. In spring 2012, it was named best collegiate newscast in the country in both the Society of Professional Journalists' national Mark of Excellence Awards and the Broadcast Education Association's Festival of Media Arts Awards.

"There's a lot of pressure and a lot of high expectations when it comes to performance," Lodato said. "We find that no matter how high we set the bar, the majority of our students will achieve that."

Manning said the pressure helps students prepare for a competitive job market.

"Having that deadline and having this product

Cronkite student McKenzie Manning spent two years learning every position available at Cronkite NewsWatch, the school's award-winning student-produced newscast.

Manning, who spent the summer of 2011 interning at "NBC Nightly News with Brian Williams," said her experience with NewsWatch, from reporting to producing, made her stand out.

"There were things at 'Nightly' that I knew how to do that none of the other interns knew how to do, and they were coming from Brown, Columbia, all the big-name East Coast schools," she said.

Cronkite NewsWatch is a 30-minute newscast aired live on Arizona PBS four nights a week throughout the school year. Cronkite students report, anchor, direct and produce with oversight from faculty. It reaches 1.1 million homes across the state, according to Mark Lodato, Cronkite assistant dean and news director.

NewsWatch focuses on issue-oriented stories, which can often be the most difficult to cover, Lodato said.

"(Viewers are) not going to find a car crash, a shooting or a traffic jam (on NewsWatch), but they're going to find substantive stories that will be relevant to their lives," he said. "We want to

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Republican presidential candidate Rick Santorum speaks to the media, including a Cronkite NewsWatch reporter, at a primary debate in Mesa, Ariz., in February 2012. Photo by Liz Kotalik.

that we do every day, as stressful as it is and as much anxiety as it gives everyone, it really prepares you," she said.

The newscast focuses on the entire state, making it competitive with Arizona's professional news organizations.

"We are not just a campus news organization; we are a statewide news organization delivering real news that affects everyone in our state," Alvarez said.

Faculty involvement and compelling story ideas contribute to NewsWatch's reputation as a reliable news source, but the number of reporters on staff allows NewsWatch to compete with professional news organizations as well.

"There's no other news organization that has as many reporters on the ground on a daily basis as we have," Alvarez said. "That's what puts us in a position to compete."

The experience simulates a real newsroom in both the work and the cooperation with others, something that gives NewsWatch alumni an edge in the job market.

"Our graduates are more qualified than a lot of those that they're going up against for jobs because they can handle some of these more complex stories," Lodato said.

Manning said the value of her NewsWatch experience was evident after working at NBC.

"I knew how to shoot, how to edit, all of this stuff going into a high-profile internship," she said. "It really sets you apart, even at that level." □

"We are not just a campus news organization; we are a statewide news organization delivering real news that affects everyone in our state."

Melanie Alvarez, Cronkite NewsWatch executive producer



Top: Cronkite student Shannon Scharrer operates a camera during a broadcast of Cronkite NewsWatch.

Bottom: Cronkite student Shaima Shahin prepares for a Cronkite NewsWatch broadcast. Photos by Courtney Sargent.

### Cronkite NewsWatch media partners in Arizona include:

12 News, KPNX-TV, Phoenix  
ABC15, KNXV-TV, Phoenix  
CBS 5, KPHO-TV, Phoenix  
East Valley Tribune  
KGUN-TV, Tucson  
KJZZ-FM, Phoenix  
KOLD-TV, Tucson  
KSWT-TV, Yuma  
KTAR-FM, Phoenix  
KVOA-TV, Tucson  
KYMA-TV, Yuma  
Telemundo Phoenix  
Univision Phoenix

**4:30 p.m.  
Monday  
through  
Thursday  
on KAET digital**

Cronkite NewsWatch can be seen at 4:30 p.m. Monday through Thursday on KAET digital (Cox Cable Channel 88) and over the air on digital channel 8.3. The newscast is rebroadcast at 11 p.m. A recorded "best of the show" episode airs each week on Fridays. Archived broadcasts can be seen at [cronkitenewsonline.com/newswatch-archive](http://cronkitenewsonline.com/newswatch-archive).

## MEDIA PARTNERS

## TUNE IN

# New PR Lab Gives Students Agency Experience

By Kristin Couturier  
Photos by Molly J. Smith



Cronkite public relations students create campaigns and strategies for clients of the school's PR Lab.

## Public Relations Lab clients include:

- Arizona Bankers Association
- ASU's Morrison Institute for Public Policy
- Avnet
- Greater Phoenix Economic Council
- Intel Corp.
- Junior Golf Association of Arizona
- Rock Boot Camp
- Tempe Coalition
- Zooloo

After Cronkite graduate Cassidy Olson took a public relations writing class with Associate Professor Fran Matera, director of the school's Public Relations Lab, Matera suggested that Olson participate in the lab as her capstone experience. At first, Olson was hesitant to apply, concerned that the program's intensity might be overwhelming.

Olson ultimately took Matera's advice and applied for the lab, something for which she is grateful.

"I am so thankful that she pushed me to apply because it was probably the best college experience I had," Olson said.

The Public Relations Lab, launched in August 2011, is a full-immersion capstone experience for Cronkite students studying public relations. The lab functions as a public relations agency in which students develop campaigns and strategies for clients in a real-world environment. The lab's services include strategic communications campaigns and plans, event planning and promotion, and image and reputation management.

At the beginning of each semester, students form teams that are matched with clients whose needs best complement the teams' interests. In order to encourage students to take ownership of their work, Matera requires each team to create its own agency name and logo.

Throughout the semester, Matera brings in local professionals, such as members of the Public Relations Society of America's Phoenix chapter, to advise students and critique their work according to industry standards. At the end of the semester, teams show their work to clients during timed presentations.

In fall 2011, the Tempe Coalition, a nonprofit dedicated to the prevention of underage drinking, asked the PR Lab for help designing a public service campaign to reduce underage drinking. The campaign, "21 or Too Young," was named a finalist in the public affairs category of the 2012 PR News Platinum PR Awards, a prestigious industry competition.

Olson, who was part of the team that worked

with the Tempe Coalition, said the best part of the experience was the trust placed in the team by its client.

"They were willing to give us the job and let us handle it completely," Olson said. "It helped us to spread our wings and learn how the whole process of developing a campaign works while having the confidence of our client."

The Tempe Coalition was one of the lab's Tier Three clients, meaning that the coalition came to the students with a specific project that did not require original research. In contrast, Tier One clients need everything from planning and research through execution, while Tier Two clients need planning and research but only partial execution, such as design or content for a website upgrade.

Matera said the clients are consistently impressed with the students' work.

"I've been told that a lot of the (student) products that they look at are better than some of the agency work presented to them," she said.

While the PR Lab is the newest of Cronkite's full-immersion professional programs, it already has gained significant recognition. In addition to the Platinum PR Awards nomination, the lab won six Accolade Awards in an international industry competition for public service announcements and commercials.

Olson said the experience the PR Lab offers is invaluable to students' future careers, and she appreciates the opportunities gained as a result of her experience. She credits her participation in the PR Lab with helping her obtain a full-time job with the Tempe Coalition immediately after graduating in December 2011.

"Thanks to the lab I felt very prepared going into my job because I was able to work in a real-world setting and foster my PR skills," Olson said. "I couldn't recommend (the experience) highly enough. It's not like you are just working with made-up campaigns or writing fake press releases. You are working for an actual client, and it's something incredible." □



# Matera Helps Grow Cronkite PR Lab

By Kristin Couturier

As a child, Cronkite Associate Professor Fran Matera loved watching old episodes of the TV series “Superman,” but not for the crime fighting or the action. Matera tuned in to see journalist Lois Lane, fascinated by a profession that provided the opportunity to discover what was happening before the rest of the world learned about it. She knew right away that journalism was the career for her.

Matera turned her childhood interest into a highly successful career in both journalism and public relations, and in 1989 she joined the Cronkite faculty to share her extensive knowledge with students. In addition to teaching public relations classes, she directs the school’s Public Relations Lab, which launched in August 2011.

Born and raised in Miami, Matera was influenced by the strong Cuban presence in the area. Local newspapers published in both English and Spanish were part of her family’s daily routine. But despite journalism’s strong presence in her home, Matera’s career as a journalist almost never happened.

At age 12, Matera began studying opera. When she turned 19, she was offered a job as a performer at Disney World. Finding herself at a crossroads, she ultimately decided not to pursue a career in music because of the highly demanding schedule, which she feared would lessen her love for singing.

Instead, with a lifelong passion for newspapers and a talent for copy editing, Matera focused on journalism, working for her high school and college newspapers. As a senior at Florida International University, she interned at the Miami News. Upon graduating with her bachelor’s degree in communication in 1976, she was hired as a copy editor at the paper.

In 1979, she made the switch to public relations. That year she took a job at the United Way of Dade County as a public information associate. At the same time, she taught full time at FIU while working on her master’s degree in communication at Goddard College.



Photo courtesy of Fran Matera

After earning her master’s degree in 1980, Matera worked for two high-profile public relations agencies in Miami. In 1982, she beat out 40 other candidates for a teaching position at the University of Miami’s School of Communication.

While teaching at Miami, Matera decided to put herself through a “personal test,” pursuing her Ph.D. in educational administration, which she completed in 1986. Three years later, she joined the Cronkite faculty.

The PR Lab is the newest of Cronkite’s full-immersion professional programs. In the lab’s inaugural year, students developed award-winning campaigns for Intel Corp. and the Tempe Coalition and worked with other clients on a variety of projects.

Cronkite Senior Associate Dean Marianne Barrett said she knows that students have an outstanding professional experience in the PR Lab under Matera’s direction.

“She has done such a fantastic job of really getting the lab up and running, getting clients, creating the structure and setting expectations for students,” Barrett said. “We are just thrilled with what she is doing.”

Matera’s students are impressed by the amount of real-world experience she shares in the classroom. Rachel Sutherland, a recent Cronkite graduate and former PR Lab student, described Matera as “the fairy godmother of the PR program” and said Matera’s enthusiasm gave her a sense of pride about working in the industry. Sutherland said Matera taught students that public relations isn’t all “fluff.”

## Gift from PRSA Phoenix Supports Cronkite PR Lab

The Phoenix chapter of the Public Relations Society of America, the world’s largest organization of public relations professionals, has committed \$15,000 over three years to support the Cronkite School’s Public Relations Lab.

“PRSA Phoenix will benefit immensely from supporting the Cronkite School’s Public Relations Lab,” said Christie Silverstein, president of the chapter. “The lab is an integral part of the comprehensive public relations curriculum at the school and is helping produce a workforce that is more valuable to future employers and better prepared to meet the constantly changing needs and dynamics of the industry landscape.”

Cronkite Associate Professor Fran Matera, director of the Public Relations Lab, said the gift “sends a strong signal to our students that the Valley public relations community supports them and wants to play a major role in their success.”

The Public Relations Society of America is an association of more than 21,000 public relations and communications professionals in the U.S. Founded in 1947, it provides professional development, sets standards of excellence and upholds principles of ethics for its members. The Phoenix chapter, established in 1957 as the Public Relations Society of Phoenix, is one of the largest chapters nationwide. □

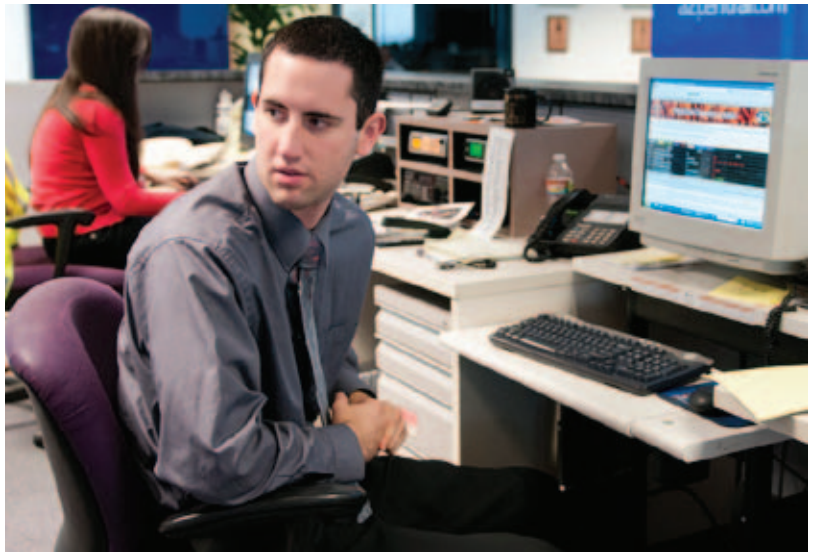
“She’s very passionate about what she does,” Sutherland said. “You can tell she really cares. She’s invested and she’s extremely professional.”

Matera hopes to convey to her students that despite the stigma often attached to public relations in the journalism world, it is both possible and necessary to practice public relations in an ethical way.

“You have to think about consequences, and you want to make certain you represent (your client) in a credible way and not in a way that is going to embarrass you later,” she said.

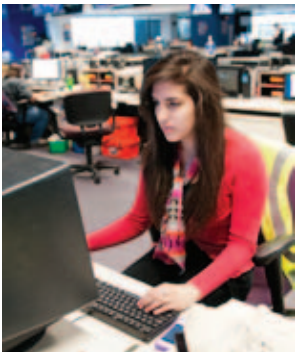
Matera said teaching is of special importance to her because of the influence she can have on a student’s life.

“Watching students grow and be successful is really very fulfilling,” she said. “You feel like you can effect some kind of change in a person’s life path, or that you can encourage them and give them control over their future. I think teaching is very valuable in that regard.” □



# Republic Media Partnership Gives Students Real-World Experience Close to Home

By Brandon Ross



Clockwise from top: Cronkite students Liz Kotalik, Matt Loper and Caitlin Cruz report breaking news for azcentral.com as part of Cronkite's multimedia reporting course. Photos by Molly J. Smith.

Below: Aric Johnson, Cronkite's Arizona Republic editor-in-residence, leads the multimedia reporting course. Photo by Jeffrey Lowman.



The Cronkite School's teaching hospital model allows students to learn by doing. Thanks to an innovative partnership between the school and Republic Media, students have the opportunity to put this philosophy into practice just down the street from the school at one of the state's leading news organizations.

Republic Media, a multiplatform media company that includes The Arizona Republic, azcentral.com and 12 News, KPNX-TV, offers a multimedia reporting course and a fact-checking internship exclusively for Cronkite students.

In the multimedia reporting course, 15 students each semester report breaking news for azcentral.com, Republic Media's online presence. Aric Johnson, Cronkite's Arizona Republic editor-in-residence, oversees the course, which launched in 2007.

Students, who receive both course credit and pay for the experience, spend two full days each week covering crime, traffic, weather and other breaking news in one of four Republic Media newsrooms across the Valley. In past semesters, students have covered high-profile stories ranging from the Wallow Fire, the biggest wildfire in Arizona history, to the collision of two helicopters that left seven U.S. Marines dead in Yuma, Ariz.

Johnson said the experience not only helps the students develop invaluable reporting skills such as digging through court records or police reports, it helps them learn to tackle difficult issues as professionals. In one instance, a student in the course reported on the sexual assault of a 14-year-old girl, sifting through the graphic details of the

"If you're a Cronkite student, you're bright. We can pretty safely assume we're getting the best of the best."

— John Misner,  
Republic Media chief operating officer

police report in order to cover the story. Such experiences separate the real-world setting of the course from entry-level reporting classes, where things can feel made up or exaggerated, Johnson said.

Cronkite student Brittany Noble, who went on to intern for 12 News, an NBC affiliate owned by Republic Media, said the course "really opened my eyes to what it's like working in the professional world, in the real world."

In the five years since the program began, it has become "more successful than anyone could have imagined," Johnson said. The students' work generates an average of 1.5 to 2 million page views per month on azcentral.com.

In addition, a number of the students have parlayed the experience into internships or employment at Republic Media.

"It's got to be close to a dozen people that have been hired out of this program," Johnson said.

While students in the multimedia reporting

# Cronkite Launches Partnership with American Public Media

A new partnership between American Public Media and the Cronkite School is helping foster collaborative reporting and innovative storytelling in public affairs journalism.

The first phase of the partnership brought Linda Fantin, American Public Media's director of network journalism and innovation, and Joaquin Alvarado, senior vice president of digital innovation, to the Cronkite School as visiting professionals during the spring 2012 semester. Fantin and Alvarado led a class on public insight reporting for radio in which students reported and produced stories of national interest and regional relevance. The students' work, which included story elements suitable for Web, mobile and social media outlets, was featured on national programs and aired on local public radio stations.

The class, which combined creative storytelling with in-depth public affairs reporting, made use of American Public Media's Public Insight Network, an industry-leading crowdsourcing platform founded in 2003 that allows journalists to engage their audiences as expert sources.

In addition, David Brancaccio, host of American Public Media's "Marketplace Tech Report," visited the Cronkite School in January 2012 as a Hearst Visiting Professional. Brancaccio spoke to students as part of the school's "Must See Mondays" speaker series and visited classes.

"The work being done by American Public Media is some of the best journalism happening

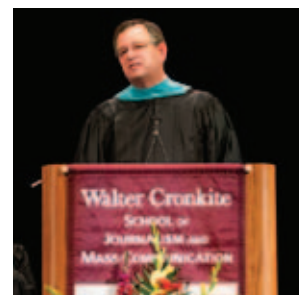
"This partnership represents two great centers of innovation coming together to explore opportunities to better engage diverse communities in news reporting."

Jon McTaggart, president and CEO, American Public Media

in America today," said Mark Lodato, Cronkite's assistant dean and news director. "Some of our brightest students have a great interest in practicing journalism through public radio. Linda Fantin, Joaquin Alvarado and their colleagues are enriching the Cronkite curriculum by sharing innovative newsgathering techniques and best practices in radio storytelling."

Lodato added that he expects more opportunities for Cronkite students in the future as the partnership grows.

American Public Media President and CEO Jon McTaggart, who gave the keynote address at the school's fall 2011 convocation ceremony, said the organization is "proud to partner with the Cronkite School to begin building important bridges between public media and the next generation of journalists. This partnership represents two great centers of innovation coming together to explore opportunities to better engage diverse communities in news reporting." □



Top: Jon McTaggart, president and CEO of American Public Media, speaks at Cronkite's fall 2011 convocation ceremony. Photo by Molly J. Smith.

Bottom: David Brancaccio, host of American Public Media's "Marketplace Tech Report," addresses students at a "Must See Mondays" presentation. Photo by Terri Smith.

course focus on reporting breaking news as quickly as possible, students interning with AZ Fact Check spend days or even weeks determining the accuracy of statements by politicians and government officials.

"I think the reporters are forced to really dig deep and look at both sides and be objective and find the data to either support or dispute the findings," said Christina Leonard, state politics editor for The Arizona Republic and azcentral.com, who supervises the interns.

Two students intern with AZ Fact Check each semester, reviewing statements on complex and controversial issues such as budgets, immigration and abortion, Leonard said.

"It's different than your typical internship where you're writing news stories," she said. "This one is really based on

researching and analysis."

Using a four-star rating system, the interns evaluate whether a statement is false, inconclusive, unsupported or misleading; mostly false; somewhat true/somewhat false; mostly true; or true. While some statements are fairly easy to prove or disprove and can be resolved in hours, some take days or even weeks.

Cronkite student Alex Ferri said his first-ever fact check, about the Arizona House Democrats' claim that it would cost taxpayers \$1.6 billion to buy back state buildings sold to Wall Street banks, was the most complex one he worked on during his internship, taking him a week and a half to complete.

Ferri and the other fact-checking interns use a combination of documents and interviews to evaluate statements. They try to pick statements that can clearly be

deemed true or false.

"We always try to pick fact checks that have numbers," Ferri said.

Ferri, who also took the multimedia reporting course, said the writing style is very technical and might not appeal to some students, but he enjoys it. Leonard expects the interns to evaluate one statement each week, but Ferri said he usually does more.

The success of the partnership between Cronkite and Republic Media can be attributed not just to proximity, but to the confidence that Republic Media has in Cronkite students.

"If you're a Cronkite student, you're bright," said John Misner, chief operating officer of Republic Media and president of the Cronkite Endowment Board of Trustees. "We can pretty safely assume that we're getting the best of the best." □



# Cronkite Students Cover 2012 Olympics



Top: A special section of the Cronkite News website features coverage of the 2012 Summer Olympics by 19 Cronkite students who traveled to London.

Bottom: The Sunday, Aug. 12, issue of The Arizona Republic features stories by Cronkite students about Britain's pop-culture scene.

Above right: Cronkite students and faculty gather outside of London's Olympic Park.

Front row: Lisa Blanco, Tiana Chavez and Cailyn Bradley

Middle row: Donyelle Kesler, Julie Levin, Michelle Brycki, Alexis Amezquita, Jannah Din, Kristin Couturier and Amber Harding

Back row: Molly J. Smith, Assistant Dean Mark Lodato, Nathan Humpherys, Fahim Rasul, Austin Controulis, Pete Wilson, Faculty Associate Greg Boeck, Blake Wilson, Hayden Harrison, Maritsa Granillo and Corie Stark

By Anna Gunderson

As a child, Cronkite graduate student Donyelle Kesler dreamed of representing the U.S. at the Olympic Games. In summer 2012, that dream came true as Kesler and 18 other Cronkite students provided multimedia coverage of the Summer Olympics from London, reporting on the athletes, events, fan experiences and more for Cronkite News Service.

Kesler, a second-year master's student, said though she had no prior sports journalism experience, reporting on the Olympics was incredible.

"The Olympics is something that I used to watch on TV when I was a little girl, and I would always think to myself that I wanted to do that one day," Kesler said. "Of course, when I was little, I did Little League and volleyball, so I wanted to go as an athlete. As I got older I thought, 'Man, I hope I have the means to go to an Olympics once in my life.'"

Fifteen undergraduates and four graduate students were chosen for the experience out of 58 applicants in a competitive process, according to Greg Boeck, a Cronkite faculty associate and

one of the leaders of the trip. Boeck covered nine Olympics as a sports reporter for USA Today.

Cronkite Assistant Dean and News Director Mark Lodato, who led the trip with Boeck, said the idea for the experience grew out of a recent surge of student interest in sports journalism that has led to increased sports media offerings at the Cronkite School, including sports-related coursework, extracurricular opportunities with professional sports media organizations and student-led sports journalism initiatives.

The students, who received academic credit for the experience, stayed in a University College of London residence hall and received press credentials from the London Media Centre that allowed them to report from various Olympic sites in and around the city.

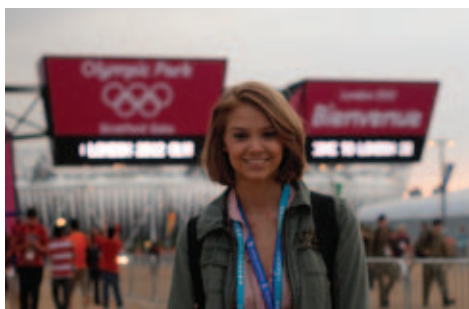
Over the course of three weeks, students produced more than 100 stories, said Lodato. The students' stories were published on a special section of the Cronkite News website, [cronkitenewsonline.com](http://cronkitenewsonline.com).

Lodato said the students' work received significant exposure in Arizona. News organizations in Tucson, Yuma and Phoenix ran students' stories



"We got to watch the women's soccer team take gold, and that was probably one of the coolest experiences of my life."

— Donyelle Kesler,  
Cronkite student



(Clockwise from top left) Jannah Din takes a break from shooting photos to ring a bell with the Southampton town crier at a ceremony to mark the opening of the games; Tiana Chavez meets athletes from France's Olympic team; Hayden Harrison, Cailyn Bradley, Corie Stark and Donyelle Kesler recreate the Beatles' iconic "Abbey Road" album cover; Maritsa Granillo prepares to report at Olympic Park.

and photos in print or online and aired their broadcast packages. A few students also produced Spanish-language broadcast packages for Telemundo.

"We had a tremendous amount of coverage, both online and on television as well as in newspapers," Lodato said. "From an exposure perspective, it was tremendous."

The group met five times before leaving for London, Boeck said. At the meetings, students pitched stories and made contact with Olympians with Arizona ties. While in London, students developed additional story ideas.

Cronkite student Lisa Blanco said her favorite story was an unplanned one. As Blanco reported from a London park, Gemma Gibbons, who represented Britain in women's judo, arrived to be interviewed by the BBC. Blanco landed an interview with her and later saw her win the silver medal, which she said was "incredible."

"Every day was something different," Blanco said. "I met people from all over the world, (from) Australia to Nigeria to countries I never knew existed. That has to be something that stood out for me the most."

Not all of the students' coverage focused on the athletic competition. One of the stories that Kesler most enjoyed writing explored how the Olympics helped revital-

ize East London, a formerly neglected and rundown area of the city. Kesler heard athletes and other representatives from the area talk about how the region has been transformed in the seven years since London accepted the bid to host the games.

While in London, students had to deal with logistical issues, such as using public transportation and navigating a foreign city, in addition to deadline pressures.

"For many, it was their first time under what I would call significant deadline circumstances," Lodato said. "Meanwhile, working on the road is not the same as working in your home newsroom, and that was a challenge for some."

Boeck said the logistical challenges gave the students invaluable professional experience.

"They're in a foreign country, and they are going someplace different every day to interview someone that they don't know and do a story that they know little about until they get there," Boeck said. "You can't trade that kind of experience for anything."

Boeck said he hoped the trip was a resume-builder for students.

"I hope they get jobs because it shows that they are really ahead of the curve with their own generation," Boeck said. "How many journalism students on their resume

(can) say, 'I covered the Olympics?'"

Boeck, Lodato, Blanco and Kesler all said watching the U.S. women's soccer team beat Japan to win the gold medal was a highlight of the trip.

"We got to watch the women's soccer team take gold, and that was probably one of the coolest experiences of my life," Kesler said. "Covering the Olympics for two and a half weeks and seeing everything that goes into it, and actually going to an event like that and just getting to be a fan and getting to be proud to be an American and watch (the) team take gold was the highlight of the trip."

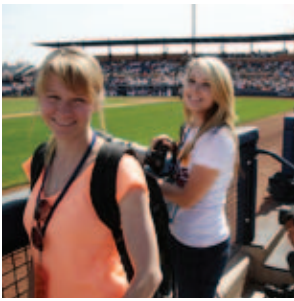
For Boeck, the best part of the trip was helping students succeed.

"Working at the Olympics as an editor with these students and seeing them shine and embrace the opportunity probably gave me more satisfaction than any story I ever wrote," he said.

Lodato called the trip a "natural step forward in our curriculum" as the school expands its sports journalism focus. He hopes to repeat the experience at the 2016 Summer Olympics in Rio de Janeiro.

"It was tremendously successful, more successful than we could have imagined," he said. "We all left immediately thinking, 'Wow, we've got to be able to do this again in four years.'" □





In its second year at the Cronkite School, the multimedia sports reporting class has expanded to include three new Major League Baseball teams.

## MEDIA PARTNERS

### Spring Training Multimedia Reporting Program Media Partners

The Arizona Republic  
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### Check out Cronkite students' coverage of Major League Baseball's 2012 Cactus League spring training:

Arizona Diamondbacks  
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San Diego Padres  
[tinyurl.com/cuzdvkh](http://tinyurl.com/cuzdvkh)

Seattle Mariners  
[tinyurl.com/d5mav5n](http://tinyurl.com/d5mav5n)

# Cronkite Students Get a Taste of the Big Leagues as Spring Training Coverage Expands

By Mauro Whiteman

Cronkite student Chelsea Smith, a native of Hoover, Ala., didn't have a lot of exposure to professional sports while she was growing up. In fact, the closest professional teams were a state away in Atlanta.

But this year Smith graduated to the big leagues as a student in Cronkite's multimedia sports reporting course, in which students provide coverage of Major League Baseball's Cactus League spring training for major news outlets. She was part of a six-student team that covered the Arizona Diamondbacks as they conducted spring training at Salt River Fields in Scottsdale, Ariz.

"It's more real-life experience instead of sitting behind a computer," Smith said. "It's actually getting out there and doing it for real."

Following its pilot year with the Milwaukee Journal Sentinel, the program expanded to cover four major league teams for four news organizations — the Milwaukee Brewers for the Journal Sentinel, the Arizona Diamondbacks for The Arizona Republic, the San Diego Padres for The San Diego Union-Tribune and the Seattle Mariners for The Seattle Times.

"I think the other newspapers looked at what the Milwaukee Journal Sentinel got and liked it, so it was a natural progression," said Greg Boeck, Cronkite faculty associate and longtime USA Today national sports writer, who leads the class.

The program's first year saw the creation of the "Peanuts and Cracker Jack" blog on the Journal Sentinel's website, [jsonline.com](http://jsonline.com). The blog, which featured videos, photos and text stories produced by the class's seven students, had more than 100,000 page views during 2011 spring training, according to Mike Davis, the Journal Sentinel's assistant managing editor for sports and digital development.

Davis said he was impressed by the students' work this year, especially their multimedia skills.

"It's an increasing part of what we do," he said of multimedia reporting. "Sports journalists these days don't just write stories. They provide constant news and information through blogs. They shoot and participate in videos. They sometimes do photos. I think journalists in general have to be very well-rounded these days to do their job."

The students' work is meant to supplement



Above: Students in the multimedia sports reporting course provide coverage of Major League Baseball's Cactus League spring training.

Left: Brealyn Nenes (left) and Emily Hopwood shoot from the photo well during a spring training game between the San Diego Padres and Seattle Mariners in Peoria, Ariz.

coverage by the news outlets' beat reporters, Boeck said. Their packages frequently offer fun, fan-friendly content that goes beyond which team won and which player got traded or cut.

"These are stories that a lot of beat people would love to do," he said. "They just don't have the time, space or energy if they write two or three pieces a day for their own newspaper."

Boeck said many of his students have skills in all different forms of journalism, even though each has his or her own specialization. Each team of six includes two print journalists, two broadcast journalists and two photojournalists.

"The journalism field is looking for people that understand multimedia and can do all of it," he said. "This is the students' time. They're the ones ahead of the curve here. If they show that they can be multimedia journalists, they're going to get jobs."

Pete Wilson, who stayed an extra year at Cronkite specifically to take the spring training course and covered the Milwaukee Brewers for the Journal Sentinel, said he learned a lot about finding off-the-beaten-path stories by working alongside Boeck.

"Just (from) the way he conducts himself around people, you can tell he's been in the business for 37 years," Wilson said. "You learn so much when he's not even trying to teach."

Five students who took Boeck's class last year have since graduated, and four already have jobs, he said.

"When you put in your resume that 'I covered spring training for six weeks,' that's going to beat out a lot of people who are looking for jobs (and) have never stepped in a locker room," he said. □



# Cronkite and FOX Sports Arizona Team up for ‘Sun Devils 101’

By Kristin Couturier  
Photos by Molly J. Smith

As Mark Reda toured the Cronkite School with his son in summer 2009, he was impressed with the state-of-the-art facilities and innovative partnerships with national news organizations. Reda, a coordinating producer at FOX Sports Arizona, immediately saw potential for a partnership.

Shortly after, Reda and Cronkite Assistant Dean and News Director Mark Lodato joined forces to create “Sun Devils 101,” a magazine-style show about ASU athletics and student-athletes produced by Cronkite students for FOX Sports Arizona. Students work closely with Reda, who oversees the program as a lead producer, to create six 30-minute shows each year that are broadcast across Arizona. The partnership is the only one of its kind in the country.

Reda described the relationship as “mutually beneficial and really positive.” According to Reda, the network gets highly encouraging feedback from its audience about “Sun Devils 101” programming and likes to “brag” about the unique partnership to other regional FOX Sports affiliates.

According to Lodato, “Sun Devils 101” is part of a growing sports journalism curriculum at Cronkite that includes daily sports reporting on Cronkite NewsWatch, annual coverage of Major League Baseball’s Cactus League spring training in Arizona and exclusive student coverage of the 2012 Summer Olympics from London.

Lodato said “Sun Devils 101” gives students a “wonderful platform” to produce feature programming that is different than a traditional newscast and provides a unique opportunity for students to differentiate themselves by producing programming that airs on a regional sports network.

“There aren’t many schools in the country that can offer this kind of experience,” he said. “We’re very proud to be able to give our students this chance.”

In reporting on ASU athletics, the program takes the approach of “Sun Devils covering Sun Devils.” Stories have ranged from cooking with the volleyball team to love stories between student athletes to ASU alumnus Willie Bloomquist’s return to Arizona to play baseball for the Diamondbacks.

Cronkite student and “Sun Devils 101” reporter Vaughn Hillyard said students strive to produce

stories that are relevant and interesting to viewers. He said that of all the stories he’s worked on, his favorite was a recent half-hour special about ASU’s new football coach, Todd Graham.

The “Sun Devils 101” reporters were the only media members given full access to Graham, his family and the entire ASU football team at a team party at Graham’s home. The students interviewed Graham, his family, assistant coaches and players and were given access to practices and a team weight-room session. Hillyard conducted the interview with Graham and said the positive reviews about that show reinforced what a great opportunity it is for students to have their work showcased on a statewide platform.

“It makes you take a much deeper look at what you’re producing instead of simply patting your-

## Cronkite students showcase their work on FOX Sports Arizona through a unique partnership between the network and the school.

self on the back,” Hillyard said. “We want to brand ‘Sun Devils 101’ as a fine piece of television.”

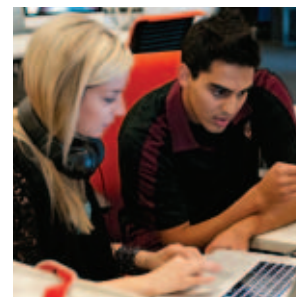
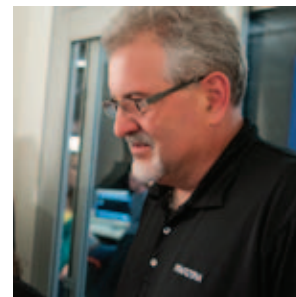
Cronkite student Lisa Blanco, who worked as a “Sun Devils 101” reporter, host and producer, said she thinks it’s important for journalism schools to offer sports journalism opportunities to students.

“I see a lot of students taking an interest in sports journalism,” she said. “I think it’s great that Cronkite is branching out more and wanting to get students into that world because it’s a huge (area) now.”

Blanco and Hillyard said that the most beneficial aspect of “Sun Devils 101” is the high standard to which students are held.

“We’re taught to put out professional-caliber work, and I’m very proud to say that we’ve been able to do that,” Blanco said.

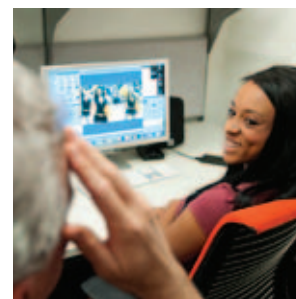
Hillyard added, “We’re not going out and just putting players and alumni on camera. We’re putting together in-depth, unique and creative stories that attract a great audience.” □



From top to bottom:  
Mark Reda, coordinating producer at FOX Sports Arizona, is one of the creators of “Sun Devils 101.”

Lindsey Hoffman and Fahim Rasul work on a package.

Lina Washington listens to feedback from Reda.



**GET CONNECTED**  
cronkitenewsonline.com/sun-devils-101  
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Photo by Tom Story

# Downtown campus is a community

By Elizabeth Smith

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

GET CONNECTED

Arizona State University's Downtown Phoenix campus, which opened in 2006 with about 2,700 students, boasted more than 9,300 full-time students as of fall 2011 and continues to grow as it enters its sixth year.

ASU President Michael M. Crow and then-Mayor Phil Gordon sketched out the campus on a napkin over breakfast in 2003. In early 2004, Crow asked Wellington "Duke" Reiter, dean of the College of Architecture and Environmental Design, to oversee the design of the campus in just 60 days.

"The emergence of the ASU Downtown Phoenix campus is also illustrative of a larger truth: The fortunes of great cities and the universities embedded within them are inextricably linked," Reiter said in an introduction to the book "Downtown Phoenix Campus Arizona State University: The First 5 Years," in which author and university public information officer Marshall Terrill chronicles the campus's rapid development.

The vision edged closer to reality in March 2006, when Phoenix voters approved a bond proposal that included \$223 million to finance the campus, beginning a six-month race to complete construction and open for the fall 2006 semester.

The first students arrived in August 2006. The Cronkite School broke ground in 2007 and opened for the school year in August 2008, the same year Taylor Place residence hall opened its first tower and the light rail held its grand opening in December.

Today the campus is home to the Cronkite School, the College of Health Solutions, the College of Nursing and Health Innovation, the College of Public Programs and the School of Letters and Sciences. The Mary Lou Fulton Teachers College and University College also have presences, and the Sandra Day O'Connor College of Law will relocate to the campus sometime in the next several years.

In these schools, students pursue undergraduate and graduate degrees in areas such as journalism, criminology, public administration, public policy, social work, nursing, health promotion, nonprofit leadership, events management, urban planning, recreation and tourism.

"Downtown students don't just engage with the broader community beyond campus — they are a part of it," said Cronkite student Dustin Volz. "Students and urbanites are working together to build a truly unique living-learning environment in downtown Phoenix, one where the college campus has no borders and the city is the classroom."

But student life downtown isn't all academics. Students have founded more than 85 organizations that provide opportunities to get involved outside of the classroom. And for students who want to inspire, catalyze and sustain social change, the Changemaker Central incubator provides opportunities and resources to support their passions.

"The vision for Changemaker Central is to empower students to address local and global change through collaboration, innovation and diverse approaches to problem-solving," said Associate Dean of Students Cassandra Aska. "Students engage with peers, faculty, staff and community leaders to impact the downtown Phoenix community and beyond while they are pursuing their academic goals, actualizing the breadth and depth of their experiences while at ASU."

School spirit runs high as downtown students also are enthusiastic supporters of ASU athletics. Sun Devil football and basketball games, as well as many other ASU sporting events, are just a

"Downtown students don't just engage with the broader community beyond campus — they are a part of it."

Dustin Volz, Cronkite student

light-rail ride away on the Tempe campus. Downtown students have won spirit awards for attendance at games.

Beyond ASU's campus, there are plenty of ways for students to relax and unwind.

Sports fans can catch a game at Chase Field, home of MLB's Arizona Diamondbacks, or at US Airways Center, home to Phoenix's NBA and WNBA teams, the Suns and the Mercury. The venues also feature concerts and live entertainment.

Arts aficionados can take in opera, symphony, ballet and theater at fine arts venues located blocks from the school or participate in the First Friday art walks on nearby Roosevelt Row. Cultural landmarks such as the Phoenix Art Museum and the Heard Museum are a short trip away on light rail.

"There is a compelling pride in being a downtown student," said Vaughn Hillyard, a downtown student at the Cronkite School and founder of the student organization Downtown Alive! "From establishing relationships to intramural sports rivalries and light-rail rides, it's a special feeling to be part of this community."

Students also enjoy live music, dining and boutiques; a farmers market offering fresh produce and local food; and a community cinema showing independent films in nearby Civic Space Park. Downtown's newest development, CityScape, features a luxury bowling alley, live music, a comedy club and a seasonal ice skating rink.

Going into its sixth year, the campus continues to expand its offerings for students. In August 2012, ASU, the city of Phoenix and the YMCA broke ground on a sizable addition to the Lincoln Family Downtown YMCA, which serves as the campus's recreation center. The renovated building will include a two-court gymnasium, an indoor running track and a rooftop pool. At the historic U.S. Post Office on Central Avenue, construction is under way on a student union with space for club meetings and relaxing.

"Building community is paramount for students, and the expansions create more opportunities in new spaces for ASU spirit, pride and tradition to be developed," said Dean of Students Georgeana Montoya. "Students will enjoy the added services that enhance their overall experience, contributing to greater peer-to-peer interactions and collaborations that will create great memories of their college years at ASU." □

[students.asu.edu/clubs/dpc](http://students.asu.edu/clubs/dpc)

For a complete list of student organizations on the Downtown Phoenix campus, go to [students.asu.edu/clubs/dpc](http://students.asu.edu/clubs/dpc)

## Downtown Phoenix Campus Launches Urban Devil App

A smartphone application created by the Cronkite School's New Media Innovation Lab is helping downtown students find things to do on campus and in the surrounding community.

Urban Devil, available for iPhone and Android devices and online, features university and student organization happenings as well as relevant events within walking distance of campus. It also highlights deals offered by local businesses for ASU students.

"This campus has a unique culture because of its location in the heart of the nation's sixth-largest city, which also is the Valley's hub for business and entertainment activity," said Liz Smith, outreach director for the downtown campus university vice provost's office. "We wanted to showcase that uniqueness in a tool that helps downtown students navigate numerous student life opportunities."

Users who log in to the app with their university ID can get personalized event recommendations. The app also allows users to share events with friends through email, Twitter and Facebook.

"Urban Devil will give students a one-stop shop to find all the events that are happening on the downtown campus and in the community that surrounds it," said Rudy Rivas, a Cronkite graduate who was part of the app's design team. "And if you are on a budget, you can also find great deals that are made just for ASU students."

Retha Hill, director of the New Media Innovation Lab, said the app is designed to help answer the question "What's going on?"

"There is a lot going on in downtown Phoenix, so this app helps get students out of the rut of going to the same places," she said.

The free app can be downloaded from the iPhone or Android app stores. A Web version of the app is available at [urbandevil.asu.edu](http://urbandevil.asu.edu). □



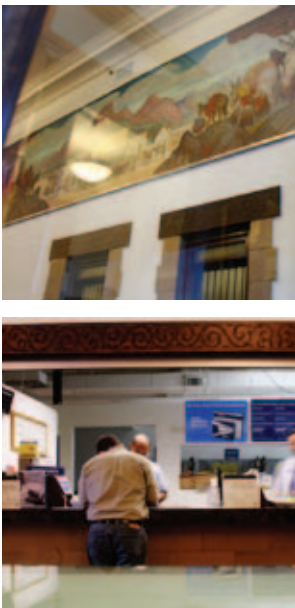
The Urban Devil smartphone app helps students find things to do in and around downtown Phoenix.



# New Student Union Revitalizes Historic Downtown Building

By Josselyn Berry  
Photos by Bettina Hansen

The U.S. Post Office at 522 N. Central Ave. has been a landmark in downtown Phoenix since it was completed in 1936. Excluding minor alterations, it has been largely untouched since then. But in fall 2012, that is changing as it is renovated to feature a modern addition: a student union for ASU's Downtown Phoenix campus.



The U.S. Post Office features red tile floors, plaster walls, ceilings with crown molding, and stencil-burned lintels over the doors as well as four murals depicting traditional Western scenes.

The \$4.7 million project, which is scheduled for completion in January 2013, was initiated by students two years ago, said Cassandra Aska, associate dean of students on the downtown campus. It is funded by a \$75-per-semester facility fee approved by students.

The building, which is leased to ASU by the city of Phoenix, will continue to house a post office. The new student union will be located on the first floor and lower level of the building and will feature numerous amenities for students, including a lounge, a multipurpose room, several conference rooms, a recreation room and offices for the 80-plus student organizations on the downtown campus. There will be large meeting areas as well as private areas with work tables and lockable cabinets.

"That kind of space doesn't currently exist," Aska said.

The original building was designed by architectural firm Lescher and Mahoney in Spanish Colonial Revival style. A hallway that spans the length of the building encapsulates most of the original work, which includes red tile floors, plaster walls, and ceilings with crown molding as well as stencil-burned wooden lintels over the doors.

The building also features four murals depicting traditional Western scenes, including a cattle roundup and a Native American on horseback. The murals, painted by La Verne Black and Oscar E. Berninghaus in 1938, were commissioned under the New Deal's public art program.

The federal Natural Historic Preservation Act of 1966 gives state historic preservation offices the power to comment on any project in a federal agency. To ensure that the Arizona State Historic Preservation Office could give input on the project, the office was given an easement, which gives it an ownership stake in the post office.

"We have to not just comment or advise but actually approve of any of the work that's going to be done," said Robert Frankenburger, an architect in the Arizona State Historic Preservation Office. "Anything that is done to the building has

to be done in a way that is compatible with the qualities of scale and proportions and general configuration of the place."

The addition to the post office cannot reflect the building's original style.

"You don't do it in the same style because that would be creating a false sense of historical development, so it's quite contemporary," Frankenburger said.

Phoenix firm Holly Street Studio Architects was chosen to design the project following a review process. Aska, a member of the committee that evaluated potential designers, said the firm's attention to detail was a deciding factor in its selection.

"I think that's another positive reflection of Holly Street Studio being very intentional about engaging the students and figuring out what (students) want to see in that space and how they want it to feel," Aska said.

Diane Jacobs, a principal at Holly Street Studio, described the design concept for the addition as "cleaning up and highlighting the historic texture and fabric ... and adding clean, contemporary spaces."

The design will use two existing skylights to bring light into the lower level, and the color scheme will feature shades of white, with the furniture providing color accents.

Representatives from Holly Street Studio met with students monthly to plan the design, which was finalized in February 2012. Students provided feedback on everything from color schemes to fabrics. A furniture fair allowed them to test different furnishings and decide what pieces to select.

"I was really interested and surprised by the active voices," Jacobs said.

The design also features intermittent large and small spaces in order to use all the nooks and crannies in the building.

"One of the things we're working hard to do is create spaces that are really active and dynamic and then quiet spaces that are part of that, so you can go and have focused effort but still feel like you're part of a group," Jacobs said. □

The Lincoln Family Downtown YMCA will undergo a \$24 million renovation that will add 64,000 square feet to the existing student recreation complex.

## New Student Recreation Center Enhances Downtown Campus

By Kristin Couturier  
Photos by Tom Story

During her time as a senator and vice president for Arizona State University's Undergraduate Student Government Downtown, Cronkite student Jessica Abercrombie heard a variety of feedback from fellow students about how to improve ASU's Downtown Phoenix campus. But one request was among the most common: a swimming pool.

Beginning in fall 2013, downtown students will get a pool and much more as a result of the construction of the ASU Downtown Phoenix Campus Recreation Center. Also known as the Y@ASU, the \$25 million, 64,000-square-foot facility will be located directly south of the Lincoln Family Downtown YMCA.

When the Downtown Phoenix campus opened in August 2006, ASU and the YMCA partnered to give students access to the full-service recreation center. That year, ASU contributed to renovations of the space, shared with YMCA members, to bring the facility up to date.

At that time, the Downtown Phoenix campus had approximately 2,700 students. By fall 2011, that number had grown to more than 9,300 students, many of whom felt the YMCA lacked certain things they wanted in a recreation facility, according to Abercrombie.

The plans for the Y@ASU maintain the current shared space in the YMCA but also create new facilities, such as the pool, that will be available only to ASU students. The university broke ground on the building in August 2012, and it is expected to be completed in fall 2013.

In addition to the rooftop leisure pool, the five-story complex will include new strength, fitness and cardio equipment,

an indoor track, a two-court gymnasium and studios for group fitness classes. The space also will have classrooms and a multipurpose area for student clubs.

The Y@ASU will be connected to the YMCA by a ground-level hallway. In the space shared by students and YMCA members, the YMCA will replace some of the cardio equipment and resurface the basketball court.

Georgeana Montoya, dean of students on the Downtown Phoenix campus, said the complex will provide students with a state-of-the-art facility that offers additional recreation and fitness options.

The project is funded entirely by ASU students, who two years ago voted in favor of a \$75-per-semester facility fee to contribute to renovations of each of ASU's campus recreation centers. The Facility Fee Board, made up of undergraduate and graduate student representatives from all four campuses, met over the course of two years to develop a plan for the funds.

Student involvement was key in moving the renovation forward, Montoya said.

"Students have been involved in every detail of the expansion and renovation," she said. "They have provided critical feedback on every aspect of the project from the beginning."

Abercrombie said it was important to the Facility Fee Board to use the funds in a manner consistent with students' vision for the new recreation complex. To ensure that student feedback was incorporated into the planning process, the board held open forums for students and reached out to them using social media.

According to Abercrombie, the board has heard nothing but praise from



David Lincoln, a supporter of the Lincoln Family Downtown YMCA, signs a plaque following the formal groundbreaking for the Downtown Phoenix Campus Recreation Center, which will share space with the Y.

students about the design of the new facility.

"I can't put into words the genuine excitement that the students have shown," she said. "I haven't (heard) any disappointment or disapproval. Everyone has just been elated."

The expanded facility not only will allow the Downtown Phoenix campus to grow as a community of Sun Devils but also to grow within the larger urban community that is the cornerstone of the campus, Abercrombie said.

"For those who haven't been here, (they'll see that) downtown is a cool campus too," she said. "It has its own unique footprint." □

# Callahan

## Becomes University Vice Provost

By Mauro Whiteman

As founding dean of the Cronkite School, Christopher Callahan always has shown great attention to details, whether he's tweeting updates about the school or picking up stray pieces of trash in its halls while he walks with students and colleagues.



Photo by Terri Smith

But the job description for his new role as vice provost of ASU's Downtown Phoenix campus is one detail that even Callahan hasn't figured out entirely.

"What is the role? That's a good question," he said with a laugh.

As vice provost, Callahan helps set the vision and direction for the expanding campus, which has grown from 2,700 students when it opened in fall 2006 to 9,300 as of fall 2011. He remains dean of the Cronkite School but now also has responsibility for campus-wide initiatives, working to recruit and retain students, build community on campus, improve student life and help students engage with the surrounding community.

For Callahan, however, the vice provost position is not about the title or the job description, but rather remaining constantly focused on students.

"He has a great sense of what students want and how we should incorporate that and move forward on initiatives," said Mary Cook, director of student success at Cronkite.

In addition, Callahan represents the Downtown Phoenix campus within the university and in the community. He serves on the board of the Downtown Phoenix Partnership, a nonprofit economic-development organization, and meets regularly with city of Phoenix stakeholders as well as Undergraduate Student Government Downtown and other student groups. He also periodically holds all-campus forums to get feedback from students on their experiences.

As vice provost, Cook said, Callahan has the opportunity to do for the downtown campus what he's accomplished with the Cronkite School: foster a sense of community between students and school.

Cook said that Callahan's philosophy as dean always has been that "Cronkite is your family."

"Now we're going, 'Downtown Phoenix campus is your family,' and trying to get students who sometimes may not interact to share those common experiences," she said.

Callahan, who was honored as Journalism Administrator of the Year by the Scripps Howard Foundation in 2010, said his focus is "building a real campus environment."

"Beyond the physical expansion, (we're) continuing with trying to build that culture, that close-knit culture, which I think this campus has

"The ultimate question is always, 'How is this going to benefit the students?'"

Christopher Callahan, vice provost, ASU Downtown Phoenix campus

more so than a lot of universities," he said.

He also wants students to know "all the cool things" available to them in downtown Phoenix. In fall 2011, he created the Discover Phoenix series, which brings together downtown students from all majors to enjoy entertainment and activities in the heart of the nation's sixth-largest city.

Vaughn Hillyard, president of the student group ASU Downtown Alive!, said the first Discover Phoenix event of spring 2012, a comedy show at the local Stand Up Live lounge, drew a mix of students.

"There were nursing students, public programs students, journalism students, and they were all interacting together, which was cool to see," Hillyard said. "I'm starting to see a little less divide between the different majors down here."

Callahan also spearheaded development of a smartphone app to help students find things to do on campus and in the surrounding area. Urban Devil features university and student organization happenings as well as events within walking distance of campus.

ASU's New American University initiative, an innovative model for the American research university, strongly emphasizes connecting students to their community. Callahan tries to keep this in mind as he plans the future growth of the campus.

"This campus is really illustrative of what President Crow is doing with the New American University. It's bold. It's different," Callahan said.

Callahan sees the eventual relocation of the Sandra Day O'Connor College of Law from Tempe to the downtown campus as the "final big piece of the puzzle."

"It fits perfectly academically with the other professional schools, and of course having access to the law firms and the courthouses. This is the law center of the region," he said.

Even though his new position means more meetings, Callahan tries to stay focused on students.

"We're in the student business," Callahan said. "With that in mind, it's very easy no matter what you're talking about, whether it's a curriculum change or a new rec center or a new relationship with the baseball team — whatever it happens to be. The ultimate question is always, 'How is this going to benefit the students?'" □



“Part of connecting students to the downtown community is bettering the community and making students realize the good that is down here.”

— Vaughn Hillyard, Cronkite student

# Hillyard,

## Downtown Alive!

## Help Connect ASU to Community

By Leila O'Hara

When he started classes on ASU's Downtown Phoenix campus in 2009, Cronkite student Vaughn Hillyard immediately noticed a disconnect between the campus and the downtown community. He also saw an opportunity for the university to change that by establishing unique traditions and connections with the city.

“I knew this city and the neighboring community had so much potential, and we just weren't tapping into it,” he said.

Hillyard, a Phoenix native who “grew up wanting to be a Sun Devil,” took action. He founded the student organization ASU Downtown Alive! in August 2010 with the goal of connecting students with the downtown Phoenix community. In the two years since, the group has helped bridge the gap between campus and community.

Hillyard and seven other students serve as the leaders and organizers. Downtown student Connor Descheemaker, an urban and metropolitan studies major, is the community and social engagement leader.

Descheemaker, who lives in Tempe, found the group to be an outlet for his growing passion for the city of Phoenix.

“I feel like we have a prime opportunity to make a difference,” said Descheemaker, adding that he hopes to move downtown next year.

The organization also serves as an intermediary between the community and ASU. Hillyard found that many Phoenix residents were eager to involve students in local events but were unsure how to communicate with the university's growing population. Downtown Alive!, which holds its biweekly meetings at local coffeehouses such as Fair Trade Café, JoBot

and Lux, provides a forum for ASU students, business owners and city of Phoenix advocates to gather and discuss the city's future.

Downtown Alive! also seeks to improve the city of Phoenix for all downtown residents, including students, Hillyard said.

“Part of connecting students to the downtown community is ... bettering the community and making students realize the good that is down here,” he added.

For example, the club is working to bring a bicycle co-op downtown in partnership with local bicycle company The Bicycle Cellar. The co-op would allow students to check out bikes for a few hours or have a safe place to store the bikes they own.

Hillyard said he has seen change downtown since his freshman year.

“There's just a whole different attitude than there was two years ago,” he said.

But he believes there still is more work to be done.

For now, the club is focused on developing an interactive, student-friendly website that will serve as a hub for students searching for activities and entertainment downtown. The site will look like a bulletin board, with a Facebook interface that highlights the best downtown restaurants, coffee shops and more, with reviews and recommendations from students.

Mary Cook, director of student success at the Cronkite School, said Downtown Alive! is part of the maturing, collaborative atmosphere on campus. She described Hillyard as a “wonderful ambassador” for the programs in which he participates, saying his “passion (will) be his greatest legacy.” □



Photo by Courtney Sargent

“I knew this city and the neighboring community had so much potential, and we just weren't tapping into it.”

Vaughn Hillyard, Cronkite student

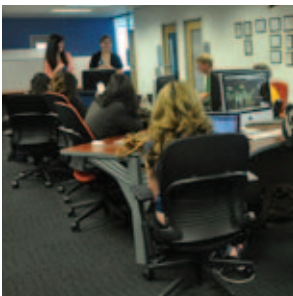
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# Downtown Phoenix Campus Evolution Spurs Student Media Growth

By Shala Marks  
Photos by Lauren Jordan

As the Downtown Phoenix campus has grown, so have student media opportunities. Whether they're interested in digital media, print journalism or broadcasting, students can get involved with student-run media organizations that call downtown home.



From top to bottom:  
Downtown Devil Managing Editor Jack Fitzpatrick leads a staff meeting while Mauro Whiteman looks on.

Marissa Krings (front) and Lisha Coleman volunteer for The Blaze.

State Press news editors Caitlin Cruz and Michelle Tabatabai-Shahab work with staffers in the newsroom.

## Downtown Devil

In 2008, five freshman journalism students founded Downtown Devil, an independent online publication focusing on ASU's Downtown Phoenix campus and the surrounding community. Since that time, it has grown into an award-winning publication with more than 50 staffers.

Cronkite student Jack Fitzpatrick, Downtown Devil's managing editor, began writing for the publication two years ago. He said the independence of Downtown Devil is what allows it to stand out.

"The fact that we aren't funded or run, even indirectly, by ASU is an advantage that we have," he said. "We're not afraid to hold ASU administration or student government accountable."

Downtown Devil is aimed at ASU students on the Downtown Phoenix campus as well as those who work, live and are engaged in the downtown community.

"I think we have carved out a place for ourselves downtown by just focusing on a pretty small area," Fitzpatrick said. "We want to cover more things downtown than anyone."

Downtown Devil welcomes participation from students with any level of journalism experience.

"One of our most important roles is giving people a chance without any prerequisites," Fitzpatrick said. "We really want to be the organization that gives people their first experience as journalists."

Cronkite student Domenico Nicosia, Downtown Devil's arts and entertainment editor, said he wanted to work for a publication that represented his interests.

"The downtown campus is very distinct from any other at ASU," he said. "The hyper-locality of the publication is a perfect outlet for not only downtown students but the community as a whole."

## The Blaze

At The Blaze, ASU's student-run radio station, students learn the fundamentals of radio broadcasting. Founded in 1982 by Frederic Leigh, professor emeritus at the Cronkite School, the station is a source of music, news and sports for the ASU community. It also provides exposure for up-and-coming local musicians.

With its news department housed exclusively on the Downtown Phoenix campus, The Blaze produces a variety of news shows, including "Firestorm," a weekly political debate show; "Cronkite Chronicles," a show by and for Cronkite freshmen covering topics that affect first-year college students; and "Downtown Devil Weekly," in which Downtown Devil editors talk about current news stories.

Tony Jackson, the station's professional adviser, said students who work at The Blaze have many opportunities to learn different aspects of broadcasting. In addition, students develop transferable skills that can be used in other media careers — for example, students in the news and sports departments hone their writing and editing skills by preparing copy for broadcasters to read.

"I think it's the best opportunity for someone to get their start in media," Jackson said.

## The State Press

A part of ASU's Department of Student Media, The State Press is the university's largest student-run publication. Its roots date back to 1890, when the first student newspaper was introduced as a weekly one-page supplement to what would later become the East Valley Tribune.

More than a century later, The State Press is an independent publication with newsrooms on both the Tempe and Downtown Phoenix campuses and properties that include a newspaper, an online

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and print magazine and a website that features multimedia content. The publication's mission is threefold: to train young journalists, to serve the university community and to operate a business.

Cronkite student Jessica Testa, State Press managing editor, said the publication targets not only students but faculty, staff and anyone whose life is affected by ASU.

Testa said the publication covers topics ranging from student government to new campus facilities. The overwhelming theme in stories about the downtown campus is the impact the campus has had on the downtown Phoenix community, she said.

"This campus has had a huge impact on the downtown Phoenix community. It's really spurred so much growth," Testa said. "I think the evolution of downtown Phoenix is something we cover a lot mostly because we think that evolution is tied to the campus being here."

Testa, who began writing for The State Press during her sophomore year, said she thinks the newspaper is a great place not only for journalism students but all majors.

Cronkite student Julia Shumway said working for The State Press offers real-world training that students don't get in the classroom.

"You mostly learn from experience, with some guidance from your editors and other reporters, and you learn quickly," Shumway said. "I have had some amazing experiences at State Press, to the point that I can't imagine this year or the rest of my college career without it."

Testa added that student reporters at the paper learn from each other.

"We are students editing other students," she said. "We are a true student voice." □





Photo courtesy of the Severson family

**“We need to train our students and kids at a younger age to start thinking globally.”**

— Adelaida Severson,  
Cronkite alumna

# Alumna's Gift

## Helps Students Explore International Journalism

Photos by Terri Smith

As a graduate student at the Cronkite School, Adelaida Severson developed a passion for international media that would take her around the world and inspire her to build a global business. Now, thanks to a generous gift from Severson and her husband, Barry, future generations of Cronkite students will have the opportunity to explore journalism from an international perspective.

The Seversons are the founders and owners of Bushtex Inc., which specializes in providing remote satellite transmissions domestically and internationally to broadcast, corporate and government clients. Adelaida Severson, who earned a master's degree from the Cronkite School in 1995, said the couple's experiences taught them that a strong awareness of international media is essential for today's journalists to be competitive. They hope their investment will help prepare Cronkite students for careers in the current global media environment.

“We need to train our students and kids at a younger age to start thinking globally,” Severson said.

The couple's contribution will provide funds to assist students with international travel and related reporting projects designed to enhance their awareness and understanding of media policies in foreign cultures and countries.

“This generous gift comes at a time when the global media landscape is more important than ever,” said Cronkite Dean Christopher Callahan. “Adelaida and Barry's passion for ensuring that our students receive a broad global view of the news media and invaluable international reporting experiences will be an enormous benefit today and in the future.”

In honor of the Seversons' gift, the Cronkite School dedicated the Adelaida and Barry Severson Family Cronkite Global Initiatives Suite in April 2012.



Professor John Craft talks with alumna Adelaida Severson at the dedication of the Adelaida and Barry Severson Family Cronkite Global Initiatives Suite.

The suite is home to Cronkite Global Initiatives, the umbrella organization for the school's international programs, including the Hubert H. Humphrey Fellowship Program for international journalists. Other Cronkite Global programs include the Edward R. Murrow Program for Journalists, Cronkite study abroad programs, overseas faculty research projects and invited scholars and professionals-in-residence.

“We're really honored to have (the Cronkite Global Initiatives Suite) named after our family,” said Severson, a founding member of the Cronkite National Board of Advisors. “Hopefully we can provide a legacy for students.”

Associate Professor B. William Silcock, director of Cronkite Global Initiatives, said that “doors will open around the world for our students, faculty and staff through the generosity of the Severson family. They share the Cronkite School's vision that our students must ‘see the world, know the world and report the world’ in order to be successful in today's global media landscape.” □

[Vivian I. Padilla contributed reporting to this article.](#)

Right: Humphrey Fellow Antonio Jiménez of Costa Rica takes a photo of his mother, Amelia Rueda, and Humphrey Fellow Hao Chen of China at the dedication of the the Adelaida and Barry Severson Family Cronkite Global Initiatives Suite.

Far right: Humphrey Fellow Mona Abdel Alim of Egypt (far left) poses with Associate Dean Kristin Gilger and Associate Professor B. William Silcock, director of Cronkite Global Initiatives, at the dedication ceremony.



# Cronkite Hosts Second Class of Humphrey Fellows

By Harmony Huskinson

In August 2011, the Cronkite School welcomed 10 international journalists and communications professionals for 10 months of academic study, leadership development, professional enrichment and American cultural immersion as part of the U.S. State Department's Hubert H. Humphrey Fellowship Program in Journalism. Fellows are mid-career professional journalists and public relations specialists from designated countries chosen for their leadership skills and their commitment to public service.

This was the second year that Cronkite hosted Humphrey Fellows. The school is home to one of only two Hubert H. Humphrey Fellowship programs in journalism in the U.S.

While the Humphrey Fellows come from many different countries, they have similar goals for their experiences in the U.S. Russian fellow Evgeny Kuzmin, director of online news agency Amur.Info, applied for the program because he wanted to learn more about the U.S., gain international experience and focus on professional development.

"I had some plans to go to the U.S. as a tourist, but this fellowship is a great way to come by professional development and understand the U.S. as a whole," Kuzmin said.

In Lujain Ismail Shafeeq's home country of Maldives, a chain of small islands off the southern tip of India, he works as a news anchor, a lecturer at Maldives University and the creative director of a company specializing in information solutions for businesses.

Shafeeq, who loves to travel, said he was excited to be in the U.S. after experiencing its culture for years through movies, books and television. He said that, in general, people in the Maldives are more relaxed than Americans.

"You can be laid-back and still produce results," he said of his country's culture.

Elena Strapkova also loves travel — she is the assistant editor of a magazine that reports on food and tourism in her home country of Slovakia.

Strapkova took a road trip through the U.S. with her parents at age 20, but she had wanted to study in the U.S. since she was a little girl. She plans to use the fellowship to learn as much as possible about public relations in order to improve tourism in her country.

Strapkova said everything in the U.S. is bigger than in Europe, from cars to buildings to food. In general, though, her travels in America were what

she expected.

"Because American culture is so widespread in the world, it's actually familiar," she said.

Kristi Kappes, Humphrey program manager at the Cronkite School, said she respects the fellows for accepting the challenges of living in a foreign country.

"Even though it is an amazing opportunity for them, it is almost an entire year away from their lives (back home)," Kappes said.

Taati Niilenge, a broadcast journalist for the Namibian Broadcasting Corp., said she also found the U.S. familiar because of movies and television distributed in her home country. But she missed her 13-year-old daughter in Namibia and called her every day.

Niilenge wants to improve computer literacy in Namibia because most households and schools do not have computers, she said.

"I really want to learn," she said. "So I decided, 'Let me go learn some more, instead of just sitting here doing what I used to do.'"

Brazilian fellow Andreza Andrade also wants to help bring new technology to her home country. She was the communication and project adviser for a nonprofit organization with the mission of improving social and environmental conditions by introducing digital media to indigenous populations.

Andrade said the best way to preserve dying languages and cultures is through the Internet, a democracy where "you can share your stories and create communities."

Antonio Jiménez, executive editor of news website ameliarueda.com and the creator of a social media consulting business in Costa Rica, said he wanted to refresh his professional life and explore new things as a Humphrey Fellow. He said the Cronkite School itself was the best part of being in Phoenix.

"It's a great place to learn," he said.

One of the hardest things for the fellows to deal with was Phoenix's intense summer heat at the beginning of the fall semester, when temperatures set records. Egyptian fellow Mona Taha Abdel Alim, head of media and coordinator of the advocacy unit for the Alexandria Business Association, said dealing with the heat was difficult at first, but over time she adjusted.



The Humphrey Fellows and Cronkite Global Initiatives supporters gather at the fellows' graduation ceremony in the First Amendment Forum. Photo by Molly J. Smith.

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But there was more to her journey than the weather, Alim said. She is writing a book about her experiences here to dispel negative perceptions about the U.S. in her country. She said some Egyptians attribute loose moral values to Americans, but she did not see evidence of that during her stay here.

"Yes, there is a difference between the communities, but I think the similarities are more," she said. □

# Hubert H. Humphrey Fellows

Ten mid-career journalists spent the 2011-2012 academic year at the Cronkite School, bringing with them a wide range of experiences and expertise.

## **Mona Taha Abdel Alim, Egypt**

Abdel Alim is head of media and coordinator of the advocacy unit for the Alexandria Business Association, which monitors private-sector business in Egypt. She has master's and bachelor's degrees in political philosophy from Faculty of Arts, Alexandria University.

## **Andreza Andrade, Brazil**

Andrade worked as a communication and project adviser from 2005 to 2010 for Instituto Socioambiental, a Brazilian nongovernmental organization. She also has worked with indigenous populations in the northwest Amazon to foster digital inclusion. She has a bachelor's degree in socio-communication and journalism from the State University of Paraiba.

## **Lubna Benjamin, Pakistan**

Benjamin has been an associate producer for Geo TV's current affairs talk show "Capital Talk" since 2006. She has a master's degree in international relations from Quaid-i-Azam University and a bachelor's degree in economics and political science from Viqar Un Nisa College for Women.

## **Hao Chen, China**

Chen is the executive editor of the International Herald Leader, published by China's state-run Xinhua News Agency. He has a bachelor's degree in the Malay language from Beijing Foreign Studies University and also has studied journalism at Universiti Putra Malaysia.

## **Antonio Jiménez, Costa Rica**

As executive editor of ameliarueda.com, Jiménez oversees a venture by one of



Front: Antonio Jiménez, Costa Rica; Lubna Benjamin, Pakistan; Taati Niilenge, Namibia; Andreza Andrade, Brazil  
Middle: Hao Chen, China; Lejla Kapetanovic, Bosnia/Herzegovina; Mona Taha Abdel Alim, Egypt  
Back: Evgeny Kuzmin, Russia; Elena Strapkova, Slovakia; Lujain Ismail Shafeeq, Maldives  
Photo by Michel Duarte.

Costa Rica's leading reporters that has broken ground in convergence across media platforms. He has a bachelor's degree in journalism from Universidad de Costa Rica and has studied social media and English at Columbia University in New York.

## **Lejla Kapetanovic, Bosnia and Herzegovina**

Since 2010, Kapetanovic has been an associate expert for communication at the Public Administration Reform coordinator's office, creating internal and external communications and managing social media for an office charged with reforming public administration in the country. She has a bachelor's degree in journalism from Faculty of Political Sciences.

## **Evgeny Kuzmin, Russia**

Kuzmin, who has a specialist in journalism designation from Amur State University, is director of the Amur.Info news agency and its website, where he leads a team of editors, programmers, designers and reporters in content production.

## **Taati Niilenge, Namibia**

A reporter at the Namibian Broadcasting Corporation, Niilenge has reporting

expertise in tourism, mining, labor and environmental issues. She also has been involved in the publication of several books exposing the suffering and changing roles of women and children in Namibian society. She has a bachelor's degree in media studies from the University of Namibia.

## **Lujain Ismail Shafeeq, Maldives**

Shafeeq is the communications and creative director for a company specializing in information solutions for businesses and a news anchor for a private television station. He also lectures on multimedia journalism at The Maldives National University. He has a master's degree in journalism from the University of Westminster in the United Kingdom and a bachelor's degree in mass communication from Curtin University of Technology in Australia.

## **Elena Strapkova, Slovakia**

Strapkova is assistant editor of Gastro magazine, which covers travel and food for Slovakian and Czech audiences. She has a master's degree in economics and tourism from the University of Matej Bel in Slovakia. □



# Murrow Visitors

## Learn About U.S. Immigration Issues

By Harmony Huskinson  
Photos by Molly J. Smith

In fall 2011, 13 journalists from seven South Asian countries visited the Cronkite School and learned about border and immigration issues as part of the U.S. State Department's Edward R. Murrow Program for Journalists.

A total of 150 journalists from 105 countries participated in the Murrow program nationally in 2011, visiting the U.S. for three weeks to help create a "mutual understanding between countries of the world and America," said Joshua Kreiser, division chief of the Office of International Visitors in the State Department's Bureau of Educational and Cultural Affairs.

The Edward R. Murrow Program draws on the legacy of the famous CBS broadcast journalist who reported on prominent world events such as World War II. The State Department started the program in 2006 as part of the International Visitor Leadership Program so that international journalists can communicate their experiences in the U.S. to their fellow citizens.

"Journalists from around the world come here, have an opportunity to see what American society, history and culture (are) all about and can convey a more realistic perspective for what America is about when they return home," Kreiser said.



International journalists from the Edward R. Murrow Program for Journalists pose for a photo in the First Amendment Forum.

The Cronkite School was one of 10 journalism schools to host Murrow visitors, who were nominated for the program by U.S. embassies in their home countries for their leadership capabilities. It was the second year the school has participated in the program.

After an initial stay in Washington, D.C., Cronkite's Murrow participants spent seven days in Arizona learning about journalism principles and practices in the U.S. and the country's border and immigration issues from Cronkite faculty and

other experts. They also heard from government officials from the U.S. and Mexico, including Victor Manuel Treviño Escudero, Mexico's consul general in Phoenix; representatives from the U.S. Border Patrol; Maricopa County Sheriff Joe Arpaio; and Santa Cruz County Sheriff Tony Estrada. In addition, the fellows met with Gene Lefebvre, one of the founding members of No More Deaths, an organization that provides humanitarian aid such as water, food and medical supplies to people crossing the Sonoran Desert in southern Arizona.

Sandeep Mishra, an assistant editor for the Times of India, said immigration issues are not unique to the U.S. His nation has conflicts with bordering countries Pakistan, China and Bangladesh.

"It's a good exposure," Mishra said. "We are getting to know about different perspectives on the problems."

The participants also took a day trip to the U.S.-Mexico border, visiting the city of Nogales, Ariz.

Cronkite Writer-in-Residence Terry Greene Sterling accompanied the visitors on the trip and shared tidbits about life in the border zone, touching on everything from local cacti to Border Patrol hot spots. Sterling, who grew up speaking Spanish and English on cattle ranches on both sides of the border, is the author of a book about the stories of undocumented immigrants in the U.S.

Other stops on the trip included the San Xavier del Bac Mission outside of Tucson, the oldest intact European building in Arizona. The participants also dined at a Mexican restaurant in the town of Tumacacori.

After a weekend trip to the Grand Canyon in northern Arizona, the visitors returned to Phoenix and visited Arpaio's "tent city," which houses county inmates.

Anamol Mani Anath Paudel said seeing the jail system in the U.S. made him want to change jails in his home country of Nepal.

"I saw there [were] so many facilities ... and they didn't get physical punishment," Paudel said.

Cronkite Associate Professor B. William Silcock, director of Cronkite Global Initiatives, said the Murrow visitors can teach Americans many things.

"They're really an amazing group," Silcock said. "And it reminds us to be humble. Americans have no monopoly on journalism or politics or statesmanship." □



"Journalists from around the world come here, have an opportunity to see what American society, history and culture (are) all about and can convey a more realistic perspective for what America is about when they return home."

— Joshua Kreiser,  
division chief, Office of  
International Visitors, U.S.  
State Department Bureau  
of Educational and  
Cultural Affairs

"Americans have no monopoly on journalism or politics or statesmanship."

B. William Silcock, director,  
Cronkite Global Initiatives

# Students Explore European Media

By Erin Sebastian

“My experiences in Europe completely altered my thinking about journalism and life in general.”

— Erin Sebastian,  
Cronkite student



Top: Cronkite students tour the BBC studios in London.

Bottom: Cronkite faculty members B. William Silcock and Mike Wong and students (from left) Evon Salas, Rosie Lopez, Erin Sebastian, Natalie Tischler and Tiffany Hopkins visit the Eiffel Tower in Paris. Photos courtesy of Erin Sebastian.

*Erin Sebastian is one of 12 Cronkite students who, along with Associate Professor B. William Silcock and Director of Career Services Mike Wong, traveled to London, Paris and Barcelona in June 2012 as part of a Cronkite study abroad program focusing on Europe's changing media landscape.*

From the rainy streets of London to the charming neighborhoods of Paris to the sandy beaches of Barcelona, 11 other Cronkite students and I conquered them all, traveling to three of the world's most influential cities to learn about European media and culture.

We began our trip in London, hitting all of the tourist attractions from Buckingham Palace to Big Ben. Little did I know that behind the beautiful landmarks of London are a number of prestigious media companies. We had the opportunity to visit several of them, including the BBC, CNN, Channel 4 News, The Guardian and The Economist.

The use of social media was readily apparent at each the organizations we visited, which all had Twitter accounts and allowed us to tweet within their walls.

Amy Lawson, head of communications at Channel 4 News, spoke with us about that thriving company and introduced us to its reporters and its social media expert, Anna Doble. Doble talked about Channel 4's heavy involvement with all types of social media, especially Twitter.

Our visit to CNN London was the experience that made me feel thrilled about being a part of the Cronkite School. Within CNN's walls, the employees appeared to be one big, laid-back family whose members truly love their jobs. I felt at home when I had the opportunity to sit in the anchor's seat and imagine for a minute what it would be like to report for CNN.

On our last morning in London, we had the chance to see the Trooping the Colour ceremony that celebrates Queen Elizabeth's birthday. In addition to the queen herself, we saw the Duchess of Cambridge (formerly Kate Middleton) and Prince Harry.

After a short train ride departing from St. Pancras Station, we were in Paris, where we had the opportunity to visit Bloomberg's Paris bureau as well as to meet CNN reporter Jim Bittermann, former Cronkite faculty member Susan Keith and two Cronkite alumni who are now based in Paris.

Our experience at Bloomberg was a mix of journalism and business. Corine Marchal, who works in



Cronkite students and faculty visit CNN's London studios.

public relations at Bloomberg, graciously showed us around the offices and introduced us to her fellow Bloomberg employees, one of whom showed us the famous Bloomberg Terminal, nicknamed “Facebook for billionaires.”

Jim Bittermann, CNN's senior European correspondent, spoke with us about Paris, CNN and his life as a reporter. Unlike every other journalist we met on the trip, Bittermann does not use Twitter.

Susan Keith, who used to teach at the Cronkite School, led us on a tour of the area of Paris where Ernest Hemingway and other American expatriates lived in the 1920s. This tour was especially rewarding because we were all required to read Hemingway's novel “A Moveable Feast” before our arrival in Paris.

Our tour ended with dinner at a restaurant on Rue Mouffetard, across the street from where Hemingway lived, where our group enjoyed a traditional Parisian meal of escargot and frog legs.

We then took an overnight train from Paris, arriving 10 hours later in Barcelona. There we visited the offices of TV3, the main channel of the public broadcaster in Catalonia, the autonomous region of which Barcelona is the capital, and La Vanguardia, a daily newspaper published in Spanish and Catalan.

Together our group toured Ciutat Vella, Barcelona's old town, as well as attractions such as La Sagrada Familia, the famous church designed by Catalan architect Antoni Gaudí; the Picasso Museum; and the site of the 1992 Summer Olympics. We also had a full weekend of free time to explore the city on our own.

I will forever be grateful for the experiences, friendships and self-growth that this trip gave me. My experiences in Europe completely altered my thinking about journalism and life in general. As the other students and I explored Europe and its diverse media landscape, I gained more and more respect for working journalists. □

“I only got a brief look inside China, but what I saw will stay with me forever.”

— DiAngelea Millar, Cronkite student

# Students Study ‘the Chinese Dream’

By DiAngelea Millar

*DiAngelea Millar is one of 14 Cronkite students who, along with faculty members Andrew Leckey and Xu Wu, traveled to China in May 2012 as part of a Cronkite study abroad program focusing on international business journalism.*

We began our trip in Beijing. To my surprise, sparkling lights, fast-paced traffic and numerous trees greeted us. I was expecting a concrete jungle, but instead I found a busy green metropolis.

The first few days were jam-packed with visits to universities and media outlets, including Reuters and a Chinese paper called the Global Times. We learned about how these publications handle the strict regulations the Chinese government places on the media, which doesn't have the freedom the American press has.

Despite that, the Chinese journalists talked about their profession proudly, knowing that they make a difference in people's lives. The journalists there take their jobs very seriously, doing the best they can in spite of the strict laws controlling the industry.

At Beijing's Tsinghua University, we talked with students about their lives in China and what it's like growing up as an only child. (China's one-child policy prevents many Chinese families from having more than one child.) They discussed the responsibilities they'll have later in life, when their parents get old and only one child is available to take care of them. Right now, though, they're happy to have their parents' undivided financial support for college.

We spent the second week in Shanghai, a city just as beautiful but more modern than Beijing. We visited Oriental Outlook magazine, a publication similar to Time magazine, and asked staff members about how their publication is growing and changing. They then questioned us about our

outlook on the future of journalism.

Cabs were our main method of transportation in Beijing. The roads are packed, and the lanes are more of a suggestion than a rule. Drivers merge without signaling, even if there isn't enough space. The sound of car horns fills the air, and yet I never saw an accident.

We used the subway in Shanghai, and I was surprised at how easy it was to navigate the city. All signs have English translations, and many people we encountered understood some English.

Our conversations with journalists, students and others inspired us to choose the Chinese Dream as the theme of our class project, thinking it would be interesting to Americans because of our own idea of the American Dream. I wrote about the Chinese reality and talent show industry, which has grown immensely as people see these shows as a way to gain recognition and fame in order to achieve their dreams.

Of course, we couldn't experience China without climbing the Great Wall, which we did in the pouring rain. Despite the weather, the wall was packed with Chinese and tourists. It was a difficult climb, but the view was breathtaking. I saw rolling green hills full of trees and fog that sneaked in from the distance, making it perfectly picturesque. I was overwhelmed when I thought about the fact that I was touching a piece of history, an architectural marvel that took many lives as it was built.

Everyone in China is friendly, and I felt safer walking around in Beijing and Shanghai than I do in the U.S. Most of the people I ran into looked at Westerners with awe.

I know that what I learned from my brief stay changed my perspective on the world, and our project reflects what we learned and provides a glimpse into Chinese culture. I only got a brief look inside China, but what I saw will stay with me forever. □



China's Oriental Outlook magazine published several stories by Cronkite students who traveled to China as part of the school's international business journalism study abroad program.



DiAngelea Millar poses with new friends in China.



# Reynolds Foundation Awards Cronkite

## \$8.21 Million for Business Journalism



Top: Steve Anderson, president of the Donald W. Reynolds Foundation, poses with Christiane Amanpour at the 2011 Cronkite Award Luncheon. Photo by Tom Story.



Bottom: Andrew Leckey is the president of the Reynolds National Center for Business Journalism and the Reynolds Endowed Chair in Business Journalism at the Cronkite School.

The Donald W. Reynolds Foundation, the nation's leader in philanthropic support of professional development and education in business journalism, awarded two grants totaling \$8.21 million to the Cronkite School in 2012 to improve coverage of complex business and economic issues.

A grant of \$6.21 million will continue the work of the Donald W. Reynolds National Center for Business Journalism, which was created in 2003 and has been operated by the Cronkite School since 2006.

In addition, a \$2 million grant will establish a permanent endowment at the school for the Donald W. Reynolds Visiting Professorship in Business Journalism. The visiting professor will join Andrew Leckey, the inaugural Donald W. Reynolds Endowed Chair in Business Journalism, to grow the school's specialization in business and economics journalism.

"The Donald W. Reynolds National Center for Business Journalism has benefited thousands of students, working journalists and journalism faculty over the past six years from its home at the Cronkite School," said Reynolds Foundation Chairman Fred W. Smith. "This new funding will assure the long-term continuation and expansion of these programs and is a testament to the commitment of the institution's leadership to quality business journalism education."

The Donald W. Reynolds Foundation is a national philanthropic organization founded in 1954 by the late media entrepreneur for whom it is named. Headquartered in Las Vegas, it has committed more than \$115 million nationwide through its Journalism Program.

ASU President Michael M. Crow, who has worked closely with Smith and Reynolds Foundation President Steven Anderson, said the foundation's latest investment will ensure that the university continues to serve as the global hub for business journalism education and professional development.

"Since the start of the Great Recession, the health and direction of the economy have been paramount in the news," Crow said. "The issues and proposals concerning economic growth, job creation, taxation and oversight of credit markets are interconnected and often difficult to

grasp. These generous grants from the Reynolds Foundation will enable the Cronkite School to further evolve the study and practice of reporting and analyzing these important and very difficult topics."

Since its inception, the Reynolds Center has reached more than 15,000 working journalists, journalism educators and university students across the country with workshops, seminars and a variety of webinars and Web-based tutorials. Its website, [businessjournalism.org](http://businessjournalism.org), is a highly popular destination for journalists and students seeking information about the latest concepts and techniques in business journalism.

In addition, each January the center hosts Reynolds Business Journalism Week, during which competitively selected journalists and university professors attend intensive, all-expenses-paid seminars on covering business and economics and teaching business journalism. Future plans include the delivery of business journalism coursework online for both professionals and students under the leadership of Director Linda Austin.

Cronkite Dean Christopher Callahan said the Reynolds Foundation, through its support of the center and business journalism education, has "truly changed the face of business reporting in America. It's a remarkable story of philanthropy making a real difference."

A Reynolds Visiting Professorship in Business Journalism was launched at the Cronkite School in 2010, providing the opportunity for students to benefit from the knowledge and expertise of a distinguished business journalist. In addition to teaching courses in business journalism, the visiting professor establishes partnerships with local business media and contributes to [businessjournalism.org](http://businessjournalism.org).

The new endowment will make the visiting professorship at Cronkite permanent.

"This long-term commitment to visiting business journalism professors at the Cronkite

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# Reynolds Center's Webinars Help Business Journalists Be Better Storytellers

By Leila O'Hara

Webinars offered by the Donald W. Reynolds National Center for Business Journalism provide journalists with free in-depth training that improves their storytelling skills and knowledge of finance and economics.

The Reynolds Center, which is headquartered at the Cronkite School, uses the online seminars to offer business journalists from around the world an unprecedented opportunity to better understand economic issues and cover them more accurately.

"Our whole mission is to help business journalists cover business better," said Linda Austin, the center's executive director.

The webinars focus on simplifying the complex financial jargon of the business world and "making it accessible and approachable" for all reporters, added Reynolds Center administrative assistant Cassandra Nicholson, who promotes the webinars and assists with technical preparations.

As a result of the dramatic economic downturn in recent years, more journalists have had to educate themselves on economic trends and learn the basics of business reporting, Nicholson said. In addition, demand for free training for professional journalists has increased as newsrooms' budgets have shrunk, she said.

The topics of the monthly webinars range from "Unlocking Financial Statements" to "Telling Great Stories." The webinars are conducted by experts in the industry such as award-winning New York Times financial journalist Diana B. Henriques and NPR national economics correspondent Marilyn Geewax.

Recently, the focus of the webinars has turned toward online tools for journalists, such as the professional networking website LinkedIn.

"Social media is popular because a lot of journalists are still trying to grasp it," Nicholson said.

The reach of the webinars has grown considerably since they began in 2004, Austin said. Attendance has exploded from 126 during the two-year period 2008-2009 to 1,680 during 2010-2011. The archived webinars on the Reynolds Center website also have become a popular resource for journalists, attracting 100,000 page views to date.

Webinars offer convenience to journalists who may not have the resources or time to travel, and they have enabled the center to "reach audiences in remote parts of the country or world," Austin said. The center offers webinars at different times throughout the



"Our whole mission is to help business journalists cover business better."

— Linda Austin,

Reynolds Center executive director

day to appeal to busy journalists in every time zone.

Even though the webinars aren't conducted in a traditional classroom setting, interactivity is fostered by the chat box, a feature that allows attendees to converse and exchange comments and tips without interrupting the speaker's presentation. The webinar allows attendees to view the chat box, the presentation and the speaker in one window. The comments run in a scroll box beneath the presentation and are updated in real time. These features make it in some ways more interactive than a traditional workshop, Nicholson said.

This conversation encourages networking between fellow attendees. Although the primary audience of the webinars is professional business journalists, journalism teachers and students also regularly attend, Austin said.

Hartford (Conn.) Business Journal reporter Brad Kane said he has found the webinars to be exceptionally beneficial, helping him master difficult topics such as breaking down balance sheets. Kane, who tries to attend every webinar offered, also enjoys the camaraderie among attendees.

Many of the webinars address the challenges business journalists face in finding local stories in national trends or issues. For example, in July 2012 CNNMoney senior writer Tami Luhby presented a webinar on how to find local jobs stories in U.S. Bureau of Labor Statistics data.

Finding a way to humanize the facts and figures of the business world is one of the key goals of the Reynolds Center, Nicholson said.

"There's a story behind the numbers; journalists just have to find it," she said. □

School again underscores the Reynolds Foundation's firm determination to improve the quality of business journalism," said Leckey, the founding director of the Reynolds Center, a former CNBC anchor and longtime syndicated investment columnist for the Chicago Tribune. "Gaining this knowledge benefits the students in our Business Journalism Specialization and fits perfectly within the Reynolds Center's ever-expanding outreach."

Former New York Times business reporter Leslie Wayne was the Cronkite School's inaugural Reynolds Visiting Professor in Business Journalism during the spring 2010 semester. Susan Lisovicz, a longtime Wall Street correspondent for CNN, was the visiting professor in 2011, followed by former Los Angeles Times business journalist Sharon Bernstein earlier in 2012.

In January 2011, the Reynolds Foundation awarded a five-year grant

to the Cronkite School to establish and administer a visiting business journalism professor program that ultimately will create a network of 11 visiting professorships at 11 different schools. Colorado State University, Grambling State University, Texas Christian University and the University of South Carolina hosted the inaugural visiting professors during the spring 2012 semester. Central Michigan, Elon and Louisiana State universities will host professors in spring 2013. □

“We were delighted with the quality of the initial visiting professors and the commitment of the journalism programs at these four universities to business journalism.”

— Andrew Leckey, president, Reynolds National Center for Business Journalism

## Four Universities Host Inaugural Reynolds Visiting Business Journalism



Karen Blumenthal



Rob Reuteman



Will Sutton



Rob Wells

Four veteran journalists served as the inaugural Reynolds Visiting Business Journalism Professors at Colorado State University, Grambling State University, Texas Christian University and the University of South Carolina in spring 2012.

The visiting business journalism professor program is funded by a \$1.67 million grant from the Donald W. Reynolds Foundation. The five-year program ultimately will create 11 visiting professorships at 11 different schools. It is administered through the Donald W. Reynolds National Center for Business Journalism, which is headquartered at the Cronkite School.

The professorships, which were modeled on successful programs at Washington and Lee University and the Cronkite School, enabled students at the four universities to get valuable training in a specialized and increasingly critical area of journalism, said Andrew Leckey, president of the Reynolds Center and the Reynolds Endowed Chair in Business Journalism at the Cronkite School.

“We were delighted with the quality of the initial visiting professors and the commitment of the journalism programs at these four universities to business journalism,” Leckey said. “The professors and universities underscore the relevance and professionalism of this important field, which is a positive sign for the remainder of this program.”

Besides teaching courses in business journalism,



Reynolds Visiting Business Journalism Professor Rob Reuteman teaches at Colorado State University.

the visiting professors helped establish partnerships with local media and contributed to [businessjournalism.org](http://businessjournalism.org), the Reynolds Center’s website to help journalists cover business better.

The spring 2012 Visiting Business Journalism Professors were:

**Karen Blumenthal**, Texas Christian University  
Blumenthal, the author of several business books, writes The Wall Street Journal’s “Getting Going” column and is its former Dallas bureau chief.

**Rob Reuteman**, Colorado State University  
Reuteman, a freelance business journalist, is a former business editor of the Rocky Mountain News and former president of the Society of American Business Editors and Writers.

**Will Sutton**, Grambling State University  
Sutton, a former president of the National Association of Black Journalists, has held senior management positions at daily newspapers that include The News & Observer in Raleigh, N.C. He is a former Nieman Fellow.

**Rob Wells**, University of South Carolina  
Wells is deputy bureau chief for Dow Jones/Wall Street Journal in Washington and previously worked for Bloomberg News and The Associated Press. □



# Veteran LA Times Journalist Brings Business Journalism Expertise to Cronkite

By Alicia Canales  
Photos by Terri Smith

As a graduate student in journalism, Sharon Bernstein didn't envision becoming a business reporter — in fact, she never took any business journalism classes. But as her career progressed, she found that she was writing about business without even realizing it.

"I'm interested in anything that has an impact on society," Bernstein said. "Because businesses have an impact on society, I started writing about them before I really noticed it."

Bernstein, the Cronkite School's third Reynolds Visiting Professor in Business Journalism, is an award-winning reporter and editor with experience in print, broadcast and online media. She spent the spring 2012 semester speaking to students in business journalism courses about covering health care, real estate and entertainment and also lectured in reporting and writing classes about business reporting.

Before coming to Cronkite, Bernstein worked at the Los Angeles Times for more than 20 years, where, as an assistant business editor, she helped direct its coverage of the 2008 financial crisis. As a Times reporter, she contributed to the paper's Pulitzer Prize-winning coverage of a bank shoot-out in 1998 and the Southern California wildfires of 2004.

Bernstein began her journalism career as a reporter and producer for KSDK-TV, the NBC affiliate in St. Louis. After a stint as an associate producer and assignment editor at KSTP-TV in St. Paul, Minn., she became a general assignment reporter at the Contra Costa (Calif.) Times, where she received the Contra Costa Press Club Award for investigative reporting on a toxic waste dump.

In 1986, she landed her first business reporting position at the Los Angeles Herald Examiner, covering technology and entertainment. Three years later, she joined the Los Angeles Times as a reporter.

Bernstein was introduced to the Cronkite School while at the Times, when she worked with a Cronkite student who interned at the paper. When Andrew Leckey, president of the Donald W. Reynolds Center for Business Journalism and the Reynolds Endowed Chair in Business Journalism at Cronkite, began to search for the school's third Visiting Professor in Business Journalism, he thought Bernstein would be a natural fit.

"Sharon is important because she understands how business and the economy are directly tied to everyday life, and that's an important aspect of news coverage," Leckey said.

Bernstein's talents as a reporter and editor aren't the only reason Leckey brought her to the Cronkite School. Like past visiting professors Leslie Wayne, former business reporter for The New York Times, and Susan Lisovicz, former Wall Street reporter for CNN, Bernstein has a special ability to connect with students. Leckey said this connection is essential.

"A person's experience does not necessarily mean they are someone who can impart knowledge to others or they are someone you want to listen to for an hour," Leckey said.

Bernstein, who has served on the board of governors of the Society of American Business Editors and Writers, said it is important for students to learn business journalism because all stories have a business aspect. Understanding where the money comes from helps reporters understand who holds the power in society, she said, and that improves coverage of any issue.

"You can't really tell the story of our lives if you don't understand what's going on with money, business and the economy," she said. "Even if you never work as a business journalist, if you understand it, you will be a better reporter or editor."

Sarah Pringle, a Cronkite graduate student, said Bernstein's teaching helped enhance her understanding of what it's like to be a business reporter.

"She really delved deep into particular issues," Pringle said. "(She) gave you an insider's look at what it's like to cover such a specific business beat."

Bernstein encouraged students to persevere if they pursue business journalism.

"It's not as hard as people think," she said. "People are so worried it's going to be full of numbers, and they're afraid to do it. It's really not."

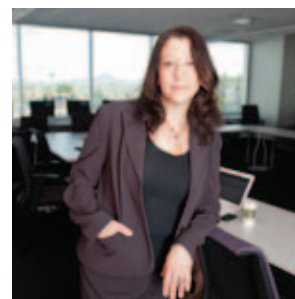
She also advised students to think of innovative story angles when reporting business stories. While covering the food industry, she addressed serious topics such as obesity but also lighter fare such as a food truck that served pancake-and bacon-flavored ice cream.

Bernstein said she's impressed with the Cronkite School and its students.

"I think it's amazing," she said. "The students get so much real, hands-on experience that it's almost like a first job." □

"You can't really tell the story of our lives if you don't understand what's going on with money, business and the economy."

Sharon Bernstein, 2012 Reynolds Visiting Professor in Business Journalism



Bernstein teaches a class.

# Meredith-Cronkite Fellowship Program

## Provides Hands-on Experience in Broadcast Journalism

By Alicia Canales

**“It’s really fun to see journalists that hungry and passionate remind all of us why we got into this business to begin with.”**

— Leona Wood, assistant news director, CBS 5, KPHO-TV

### **2012 Meredith Fellows**

Lydia Camarillo, Arizona State University  
 Kyle Inskeep, Butler University  
 Jonah Javad, University of Missouri  
 Aisha Morales, Arizona State University  
 Amanda Munoz, Arizona State University  
 Nathan O’Neal, Arizona State University  
 Jonathan Ortiz, Arizona State University  
 Denise Sawyer, Howard University  
 Brittany Tom, University of California, Berkeley  
 Liberty Zabala, California State University, Northridge

As a broadcast journalism student at California State University, Northridge, Liberty Zabala had experience reporting news stories. But before participating in the 2012 Meredith-Cronkite Fellowship Program, she never had shot or edited her own stories.

That quickly changed when, as a part of the weeklong fellowship program, she reported, shot and edited a package on the recovery of Tucson, Ariz., from the January 2011 mass shooting that killed six people and injured 13, including former U.S. Rep. Gabrielle Giffords.

“It just inspired me to challenge myself every day to do it all — to write, shoot, edit, produce and report and do it quickly so that I can be prepared for a real-world situation,” Zabala said.

Zabala and nine other college students participated in the Meredith-Cronkite Fellowship Program at the Cronkite School in January 2012. Now in its sixth year, the program, a partnership of the Cronkite School, Meredith Corp. and Meredith’s Phoenix television station, CBS 5, KPHO-TV, brings together broadcast journalism students from underrepresented communities for a full-immersion professional experience.

During the first five years of the program, the fellows focused on reporting stories while professional broadcast journalists from KPHO handled production duties. In 2012, fellows reported, shot and edited their own stories under the guidance of the professionals.

Cronkite Assistant Dean and News Director Mark Lodato, who helps lead the program, said the new approach focuses on “training the modern student journalist with the proper skills.”

“We wanted to be able to take some of what we believe are the core, strong experiences of the Cronkite School and some of the dedication and professionalism of Meredith Corp. and KPHO and open up more opportunities for students,” Lodato said.

Leona Wood, KPHO assistant news director, said the program’s new focus equipped fellows with multimedia knowledge crucial to their development.

“I think they got a baptism in the daily challenges of being a multimedia journalist,” Wood said. “I think that they probably walked



away with some good real-life experience and some great tried-and-true tactics from journalists who have already earned their way the hard way.”

As part of the experience, each fellow prepared a news package on topics ranging from the debate about guns on campus to AIDS vaccine research.

Nathan O’Neal, a Cronkite student, also covered the anniversary of the Tucson massacre, interviewing survivor Daniel Hernandez, whose quick thinking helped save Giffords’ life, to find out how Hernandez has fared since the shooting.

O’Neal found it beneficial to get guidance from KPHO’s professional journalists.

“They definitely took a hands-on approach, helping each one of us with our own little problems and quirks,” O’Neal said. “I think that was really helpful because I feel like I’m more comfortable on camera than before.”

In addition to the full-immersion experience, fellows attended workshops taught by KPHO professionals and Cronkite faculty and staff on topics such as media ethics and investigative journalism.

At the conclusion of the program, the fellows anchored newscasts that featured their news packages, which also appeared on KPHO’s website.

Wood said she was impressed with this year’s fellows and their work.

“They’re passionate, they’re bright, they’re talented and they’re downright fun,” Wood said. “They are clearly fired up about the business they’re trained to enter. It’s really fun to see journalists that hungry and passionate remind all of us why we got into this business to begin with.”

Lodato said the fellows seemed to understand the pressures and responsibilities of being multimedia journalists.

“Each year I feel like the students get smarter and stronger,” Lodato said. “This year was no exception. They were a terrific bunch that seems poised for success.”

Zabala said the program helped affirm her decision to pursue a career in broadcast journalism.

“Not a lot of companies or schools would do a program like this,” Zabala said. “It’s just something to commend the Meredith Corp. and the Cronkite School that they would take the time and resources to invest in the future of journalism.” □

# Village Voice Fellows Enhance Multimedia Skills, Explore Alternative Media

By Domenico Nicosia

Six college journalism students from diverse backgrounds came to the Cronkite School during summer 2012 to enhance their multimedia skills and explore alternative media as part of the Village Voice Digital Media Fellowship Program.

In its second year at the Cronkite School, the eight-week paid fellowship program, a partnership between Cronkite and Village Voice Media, provides hands-on, real-world experience to college students from underrepresented backgrounds who are interested in careers in alternative media.

"Alternative media has a long history in this country, and it has proven to be successful," said Cronkite Associate Dean Kristin Gilger, who helped create the fellowship. "The more kinds of media we have, the better."

During the program, which is led by Retha Hill, director of the Cronkite School's New Media Innovation Lab, the fellows learned multimedia journalism skills and put those skills into practice at the Phoenix New Times, Village Voice Media's Phoenix-based publication.

Gilger said Village Voice Media, which is a nationwide group of alternative newsweeklies, partnered with Cronkite in order "to cultivate more young multimedia journalists and help diversify their newsrooms."

During the summer, the six fellows lived at Taylor Place, Arizona State University's downtown residence hall, and divided their time between classroom learning at the Cronkite School and a professional experience at the Phoenix New Times.

The classes, which were taught by Cronkite faculty members and professional journalists from the Village Voice family of publications, focused on multimedia journalism skills such as

blogging, using social media and shooting and editing photos and video.

After several weeks in the classroom, the fellows entered the second phase of the fellowship as full-time reporters at the Phoenix New Times, said Andy Van De Voorde, executive associate editor of Village Voice Media.

The fellows were paired with New Times blog editors, covering beats such as news, food, music and arts and culture, Van De Voorde said.

"It is really a combination of some old-school reporting and writing with cutting-edge online practices," he said.

Alex Rodriguez, from Nova Southeastern University in Fort Lauderdale, Fla., spent the summer working on a column for the New Times' food blog, Chow Bella, about dining on 16th Street in downtown Phoenix.

Rodriguez said her day usually began and ended in the office, but she spent the majority of her time reporting and writing content for the publication.

"The driving force behind all education is actually getting out and working," Rodriguez said. "You can sit in class and have your head stuck in a book all day for years and decades, but you don't really learn anything until you get out and you do things firsthand."

Rodriguez enjoyed the opportunity to add multimedia elements to her stories.

"I've been really interested in incorporating film into my pieces," she said. "There are a lot of unspoken voices that need to be heard literally in their own voices, and I think that film is a really great way to showcase that."

For Cronkite student Lauren Saria, the fellowship provided the chance to experiment with a different style of writing.

"I don't really like boring inverted pyramid, AP-style news, so for me, writing for the Phoenix New Times is fun because I get to put a little attitude and opinion into my writing," Saria said.

The program also includes professional networking opportunities with Village Voice Media publications, something that can help fellows as they begin their professional careers.

"(Those are) the kind of introductions that are invaluable if you want to look for a job," Saria said. □

"It is really a combination of some old-school reporting and writing with cutting-edge online practices."

Andy Van De Voorde, executive associate editor, Village Voice Media



Village Voice Fellows report for the Phoenix New Times, Village Voice Media's Phoenix-based publication.

## 2012 Village Voice Fellows

Uriel "Johnny" Garcia, Arizona State University  
 Jason Lewis, University of Maryland  
 Evelyn Ngugi, University of Texas  
 Alexandra Rodriguez, Nova Southeastern University  
 Lauren Saria, Arizona State University  
 Mabel Suen, University of Missouri





The mission of the National Center on Disability and Journalism, which has been headquartered at the Cronkite School since 2008, is improving media coverage of disability issues and people with disabilities. Thanks to a newly established awards program, the center is one step closer to achieving that goal.

Katherine Schneider, a retired clinical psychologist from the University of Wisconsin-Eau Claire, recently created the Katherine Schneider Journalism Award for Excellence in Reporting on Disability through NCDJ. The award will recognize and reward outstanding media coverage of

with disabilities and disability issues.

"Authors are writing better books, and I thought, 'Oh, that worked so well with kids' books; maybe I could do something that will help journalism get better,'" Schneider said.

She chose to establish the award through NCDJ because of the organization's efforts to improve media coverage of disability issues as well as the Cronkite School's prominence.

The National Center on Disability and Journalism was founded in San Francisco in 1998 as the Disability Media Project. Its founder, photographer Suzanne Levine, put together a team of disability activists, journalists and journalism educators to help improve media coverage of disability issues.

The organization's name was changed in 2000 to emphasize an increased focus on journalism rather than advocacy, and in 2004, it relocated to Boston. In 2008, it moved its headquarters to the Cronkite School.

"ASU is known as a pretty accessible place with a lot of support, so in some ways it made a lot of sense to have the NCDJ at ASU," Gilger said. "At the Cronkite School, we're always trying to do interesting, innovative things, and we're also very committed to and interested in diversity, so it fit in at the Cronkite School as well."

The center's website features resources for journalists on interviewing people with disabilities as well as investigating disability issues. The site also includes news stories and information on disability organizations and experts.

Steve Doig, Cronkite's Knight Chair in Journalism and one of eight NCDJ advisory board members, said the award will help increase the visibility of the center.

"We were discussing ways to increase the visibility of disability journalism and also trying new ways to recognize good work that pays appropriate attention to problems of covering the disability community," Doig said.

Gilger said she also hopes the award inspires coverage of disability issues.

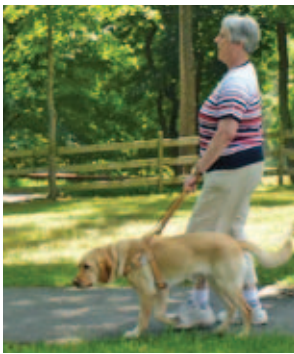
"This tends to be an area where journalists need some support," Gilger said. "If they can see good work, then we are setting the bar and trying to encourage journalists to tackle these issues and do it in a very nuanced and substantial way."

Schneider said she hopes the award will lead to media coverage that more accurately represents the lives of people with disabilities.

"Better to me is more realistic, not ignoring the disability but not sugarcoating it and making it inspirational," she said. "All of us are occasionally inspirational, but most of the time we're just people, whether we have a disability or not." □

## New Award Promotes Media Coverage of Disability Issues

By Alicia Canales



Katherine Schneider, creator of the Katherine Schneider Journalism Award for Excellence in Reporting on Disability, walks with her Seeing Eye dog, Luna. Photo courtesy of Katherine Schneider.

disability issues, honoring stories in the categories of print, broadcast and online journalism.

The first eligible stories will be those published or aired between July 1, 2012, and June 30, 2013. Submissions are due Aug. 1, 2013, and the first winners will be announced shortly after that. First-place winners receive \$5,000, second-place winners receive \$1,500 and honorable mentions receive \$500.

Schneider, who has been blind since birth, hopes the award helps journalists improve their coverage of disability issues, moving beyond "inspirational" stories that don't accurately represent the lives of people with disabilities.

"That kind of stuff is remarkable, but that's not life as most of us live it," Schneider said.

Kristin Gilger, Cronkite associate dean and administrator of NCDJ, added, "What we're really looking for is not the 'gee-whiz story' about this person who overcame obstacles or disabilities.

"It needs to be work that really probes deeply and helps people understand what it's like to have a disability or to overcome a disability. It needs to be about policy or issues," Gilger said.

Schneider first set out to raise awareness about disability issues with the Schneider Family Book Award, for authors of children's books that best represent the experiences of those with disabilities. The \$5,000 award helped spur the authorship of more children's books on the topic, Schneider said.

Schneider, the first visually impaired student to graduate from the public school system in Kalamazoo, Mich., has been interviewed several times because of her disability and her professional accomplishments. Not all of the stories have represented her experiences well, she said.

After seeing the success of the Schneider Family Book Award, she began to consider what she could do to improve media coverage of people



# Journalism Teachers Enhance Skills at Reynolds Institute

By Kristin Couturier  
Photos by Michel Duarte

As Dylan Smith, editor of the online news startup *tucsonsentinel.com*, lectured on the future of news and local journalism startups in the Cronkite Theater, 30 journalism students in the audience hurriedly prepared follow-up questions. As soon as the presentation ended, they would have two hours to submit news stories and photographs of the event.

These weren't typical Cronkite students, however; these were journalism teachers from across the nation attending the 2012 Reynolds High School Journalism Institute.

For two weeks each June, journalism teachers and advisers come to Cronkite for a boot-camp-style training program. The institute, which is open to teachers with any level of journalism experience, is funded by the Donald W. Reynolds Foundation and operated by the American Society of News Editors. It also is held at four other universities across the country.

Steve Elliott, the director of digital news for Cronkite News Service and a former Associated Press bureau chief, is the principal instructor. He said the goal of the program is strengthening journalism education by "making better, stronger journalism advisers."

According to Elliott, many high school teachers are asked to lead publications or journalism classes even though they lack experience. The institute is

designed to give enthusiastic journalism advisers the opportunity to learn new skills or, for those with past experience, give their skills a tuneup, he said.

Sarah Noah, who had just completed her first year of teaching and advising the student newspaper at Goshen High School in Goshen, Ind., said she lacked the knowledge to lead the publication, often leaning on her editor-in-chief. She said she applied for the Reynolds Institute to become more knowledgeable about journalism and help create a stronger news operation.

"I think it's going to make me a better teacher," Noah said. "Now I can hold my students more accountable for the quality of their work."

The teachers spent the two weeks covering topics ranging from First Amendment rights to diversity in the media to journalism ethics. They also got hands-on experience with new technology, learning to shoot video and use software such as Photoshop and Final Cut Pro.

In addition, teachers were required to use social media such as Facebook and Twitter to get a feel for the impact those platforms have on journalism. Elliott said all of these exercises were designed to help teachers overcome the fear that often surrounds new technology by keeping them working slightly out of their comfort zones.

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The Reynolds High School Journalism Institute is funded by the Donald W. Reynolds Foundation and operated by the American Society of News Editors.

**The Donald W. Reynolds Foundation** is a national philanthropic organization founded in 1954 by the late media entrepreneur for whom it is named. Headquartered in Las Vegas, it has committed over \$115 million nationwide through its Journalism Program.

**The American Society of News Editors** comprises top editors at news organizations; deans, directors and endowed chairs at accredited journalism schools; and leaders of journalism foundations and training organizations.



# Summer Journalism Institute Gives High School Students an Introduction to Multimedia Journalism



Top: Sydnee Geril (left) helps produce a newscast as Cronkite student Cory Crow looks on.

Bottom: (From left to right) Fabian Ardaya, Dominic Cotroneo and Kaly Nasiff attend class.



By Domenico Nicosia  
Photos by Terri Smith

For two weeks in June 2012, 38 high school students got a head start on college journalism as they participated in the Cronkite Summer Journalism Institute.

"We give those students in two weeks' time a boot camp that gives them the experience of a multimedia journalist," said Anita Luera, the Cronkite School's director of high school journalism programs.

Participants, many from underrepresented communities, lived on campus and attended classes at the Cronkite School. They received full scholarships to cover housing, meals and instruction.

At the Entravision Summer Digital Media Institute, sponsored by Entravision Communications Corp., 20 students attended sessions taught by Cronkite faculty on reporting, writing and multimedia journalism. The students also created a website, dubbed Pitchfork Press, that featured news stories enhanced by multimedia content such as photos and videos.

The Summer High School Broadcast Institute, sponsored by the Arizona Broadcasters Association and the Scripps Howard Foundation, brought together 18 students for classes in

reporting, writing, videography and editing. The students put their new skills to use by writing, anchoring, producing and directing their own 15-minute newscasts.

The program was founded in 1990 by the Arizona Broadcasters Association with the aim of giving high school students exposure to careers in radio and television broadcasting, a goal that since has expanded to include all forms of media. It has been housed at the Cronkite School since 1997.

"The industry is always in need of fresh journalists, fresh thoughts, a fresh look at how news stories are written and how they are prepared," said Art Brooks, president and CEO of the Arizona Broadcasters Association. "That is very, very important to keeping the industry fresh, vital and new."

"The disciplines are not as black and white and separate as they used to be," Brooks said. "Convergence is key."

Today the institute teaches students the multimedia skills necessary for journalists to be successful in the digital age. This includes everything from using social media such as Facebook and Twitter to editing video using Final Cut Pro.

"Journalism is very integrated," said Samantha Incorvaia, a senior at Basha High School in Chandler, Ariz., who participated in the digital

The Summer High School Broadcast Institute is supported by the **Arizona Broadcasters Association**, a nonprofit membership organization for TV and radio stations, and the Scripps Howard Foundation, the philanthropic arm of the E.W. Scripps Co.

The Entravision Summer Digital Media Institute is supported by **Entravision Communications Corp.**, a Spanish-language media company with assets that include TV and radio stations and digital platforms.





“Journalism is very integrated in terms of video, audio and media. I am surprised that I learned these skills in the short time that I was here.”

— Samantha Incorvaia,  
senior, Basha High School



Top: Samantha Incorvaia (standing) collaborates with Amber Franklin (left) and Tynin Fries on a project. Left: Kaly Nasiff anchors a newscast. Right: Cassidy Trowbridge works in one of Cronkite's digital media labs.



media institute. “I am surprised that I learned these skills in the short time that I was here.”

Keeping the institute on the cutting edge of journalism means constantly updating its curriculum and practices. Three years ago, the digital media program stopped producing a print publication, instead having students create an interactive website with multimedia content, Luera said.

“Look at where we get our information now; our primary sources of information can be found online,” she said.

The past few years also have seen greater emphasis on social media and the responsibilities that go along with it, Luera said.

In addition to learning technical skills, students attended classes designed to teach them about the principles of journalism. Richard Ruelas, a reporter for The Arizona Republic and a Cronkite faculty associate, taught journalism ethics.

“We don’t think of the consequences of the job — what reporting a story could do to somebody,” Ruelas said. “This helps them to see the true questions and struggles journalists face every day.”

The institute also helped students learn about the tools of the mobile journalist, with emphasis on smartphones and cell-phone cameras.

“What’s the best camera? The one that you have on you,” said Cronkite faculty associate David Cornelius, an instructor at the institute.

Roy Dabner, a lecturer at the Cronkite School, gave students a crash course in photojournalism. Dabner said he takes a semester’s worth of photojournalism instruction and condenses it into one two-and-a-half hour session, plenty of time for students to catch what he calls “the photo bug.”

“Their finished projects are going to be stuff just like anyone in a beginning multimedia class would be doing in their first semester in college,” Dabner said. “These guys are doing it in high school.”

The institute has proven to be a powerful recruiting tool for Arizona State University and the Cronkite School. Approximately 75 percent of the participants ultimately apply to ASU, and about 35 percent of those apply for and are accepted to the Cronkite School, Luera said. □



Teachers attending the Reynolds High School Journalism Institute listen to a presentation in the Cronkite Theater.

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Ryan Peacock, a journalism teacher and newspaper adviser from Tooele High School in Tooele, Utah, said he wants to create one of the best student newspapers in Utah. He hopes that with the training he received, the paper can produce more “hard-hitting” stories.

Peacock said after teaching for seven years, being back in the role of student was eye-opening.

“The things that I make my students do, I need to be willing to do myself,” he said. “I think it helps me understand my students better.”

Elliott said the program has proven to be highly beneficial to the teachers, their students and the world of scholastic journalism. Data from the American Society of News Editors shows that the teachers who attend the institutes stay in journalism teaching positions longer because they feel they’ve developed the support, skills and networks to succeed.

Aside from the advantage the institute gives to teachers professionally, it furthers student education, Elliott said.

“It actually helps journalism even if their students don’t become journalists,” he said. “It helps journalism have a more informed audience that actually values the information (the news media) produces.”

The teachers said they were impressed with the professionalism and rigor of the program.

“The institute, and especially the Cronkite School, has really treated us well,” Peacock said. “It’s a beautiful facility, and (the program is) really involved. We’re working from early in the morning until late at night.”

But the biggest advantage is how much the teachers can absorb in a short period of time, Peacock added.

“We’re learning more in two weeks than we learned in two years of college. I’m very amazed and thankful for it,” he said. □



Christiane Amanpour accepts the 2011 Walter Cronkite Award for Excellence in Journalism. Photo by Tom Story.

# Veteran Foreign Correspondent Accepts Cronkite Award

By Dustin Volz



Top: Christiane Amanpour talks with Eric Newton of the Knight Foundation at the 2011 Cronkite Award Luncheon. Bottom: Amanpour greets guests at the luncheon. Photos by Tom Story.

The first time Christiane Amanpour really felt at home in the U.S. was in 1986, when she visited Arizona. It reminded her of her native country of Iran.

"Just the pure beauty and desert nature made me feel at home," she said.

Amanpour felt at home again when she returned to the state to accept the 2011 Walter Cronkite Award for Excellence in Journalism, an honor given each year to a veteran journalist who demonstrates the values and standards of the school's namesake.

"Arizona means a lot to me, and coming here and being awarded this honor is truly something remarkable," Amanpour said during her remarks at a luncheon ceremony at the Sheraton Phoenix Downtown Hotel in November 2011.

"I'm so humbled not just because of how incredible a school this is, not just because of the amazing legacy of Walter Cronkite, but because I see the students with my own eyes living up to that legacy," she said.

Amanpour spoke to more than 1,000 luncheon guests, including media professionals and more than 100 Cronkite students, about her belief in the importance of journalism to society and the role it plays in holding the corrupt accountable and

stopping injustices around the world.

"Journalism is a great profession," she said. "I believe it is a human right and a human imperative to be fully informed as a citizenry."

Amanpour is widely recognized and well-respected among her audiences and colleagues for reporting on abuses around the world. Over the course of her 29-year career, she has covered the Persian Gulf and Bosnian wars from the front lines, famine in Somalia, genocide in Rwanda and Hurricane Katrina, among many other stories. Within the span of a few weeks in 2011, Amanpour scored an exclusive interview with then-Egyptian President Hosni Mubarak and a U.S. exclusive with Libyan dictator Muammar Gaddafi, making it a fitting year to honor her.

Amanpour is the 28th journalist to receive the Cronkite Award, joining icons such as Brian Williams, Diane Sawyer and Bob Woodward. She called Walter Cronkite "perhaps the greatest anchor that this country (or) any other country has ever known," explaining that his stature was something he earned through his hard work as a journalist and his commitment to getting the story.

"The reason why people trusted him and called him 'Uncle Walter' was not because he was a celebrity who was sitting in this important chair at CBS for so long, but it was because of everything that he had learned and everything that he had seen and witnessed," she said.

Amanpour also shared her memories of witnessing historic events during the 1979 Iranian Revolution, saying the experience made her decide to become a journalist so she could tell those stories.

Just a few years later, Amanpour moved to the U.S. and began studying journalism at the University of Rhode Island. She got her start as an entry-level desk assistant with CNN when the cable news channel was in its infancy. She worked her way up to the rank of chief international correspondent, a title she held until moving to ABC to anchor the Sunday morning program "This Week." Amanpour returned to CNN International in April 2012.

During her visit to the Cronkite School, Amanpour sat in on a taping of Cronkite News-Watch, the school's award-winning nightly newscast, before meeting with the students who reported and produced that day's broadcast.

The students confirmed for Amanpour that Cronkite's legacy is living on at his school, and that

**“Journalism is a great profession. I believe it is a human right and a human imperative to be fully informed as a citizenry.”** — Christiane Amanpour,

recipient of the 2011 Walter Cronkite Award for Excellence in Journalism

journalism is alive and well.

“To watch them ... gives me a huge amount of hope and faith in the future of this great profession,” she said.

Daisy Prado, a Cronkite student who attended the luncheon, said seeing Amanpour increased her admiration for her as a reporter and a person.

“I respect her for putting her life at risk in order to get the real and accurate story,” Prado said. “She made me realize the importance of journalism and the need to know.”

Amanpour also participated in a question-and-answer session moderated by Cronkite alumnus Samuel Burke in the school’s First Amendment Forum. In front of several hundred students and faculty, Burke, who worked with Amanpour at CNN after earning his master’s degree from the Cronkite School in 2009, delved into Amanpour’s experiences reporting on death, war and famine, working with Ted Turner and dealing with criticism.

Burke now works out of London as a digital producer for CNN International and is an anchor and producer for CNN en Español. He said Amanpour taught him the skills necessary to succeed in the industry.

“She cares about the people around her just as much as she cares about getting the story,” Burke said. “(Interviewing her) was a full-circle moment for me because when I left the Cronkite School, I only dreamed of working for Christiane.”

Cronkite Dean Christopher Callahan said Amanpour was an easy choice to receive the award because of her impressive career and ability to inspire other journalists and students to commit to great work.

“I think most people would tell you she kind of blew everybody away,” Callahan said. “She’s so passionate about what she does.”

Amanpour told the students that passion, a belief in the mission of journalism, a willingness to sacrifice for the job and putting aside fears of making mistakes are the ingredients for becoming a great journalist.

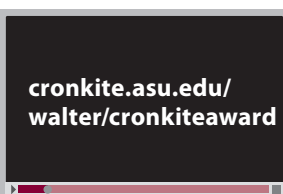
“It is not easy for any journalist at any level to sit down and ask the tough and rigorous questions. There’s always an element of fear,” she said. “What we have to do is control our fear ... and realize we are speaking on behalf of all our viewers and all our citizens.” □



Top: Cronkite alumnus and CNN International digital producer Samuel Burke hosts a student question-and-answer session with Christiane Amanpour in the First Amendment Forum. Photo by Brandon Qvester.



Bottom: Amanpour visits a Cronkite NewsWatch broadcast. Photo by Tom Story.



To watch videos of past recipients, go to [cronkite.asu.edu/walter/cronkiteaward](http://cronkite.asu.edu/walter/cronkiteaward)

## Recipients of the Cronkite Award include:

- 2011 Christiane Amanpour, anchor, “This Week with Christiane Amanpour”
- 2010 Diane Sawyer, anchor, “World News with Diane Sawyer”
- 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





"I am truly honored to be selected for the Cronkite Award ... I was privileged to know Walter Cronkite, and I have great respect for him and for the principles of journalism he embodied."

— Bob Costas, sportscaster, NBC and MLB Network

# Costas to Receive 2012 Cronkite Award

Emmy-winning sportscaster Bob Costas is the 2012 recipient of the Walter Cronkite Award for Excellence in Journalism.

Costas was scheduled to accept the 29th annual award at a luncheon ceremony Oct. 30, 2012, at the Sheraton Phoenix Downtown Hotel.

"I am truly honored to be selected for the Cronkite Award, especially given my great regard for many of those who have previously received it," Costas said. "I was privileged to know Walter Cronkite, and I have great respect for him and for the principles of broadcast journalism he embodied."

Costas, a 24-time Emmy Award winner, hosts NBC's "Football Night in America" studio show. He also co-hosts NBC's coverage of the U.S. Open, Kentucky Derby and Preakness Stakes and serves as primetime host of the network's coverage of the Olympic Games.

In addition, he is the host of MLB Network's "Studio 42 with Bob Costas" and serves as lead play-by-play announcer for the network's "Thursday Night Baseball" games.

"We're thrilled to have Bob Costas as the 2012 Cronkite Award winner," Cronkite Dean Christopher Callahan said. "He is the gold standard in sports broadcasting and an inspiration for our many students interested in careers in sports journalism."

Costas joined NBC, where he has the longest tenure of any of the network's sportscasters, in 1980, covering Major League Baseball, the NFL and college basketball. From 1982 to 1989, he was the play-by-play announcer for MLB's "Game of the Week" telecasts and also hosted All-Star Game and World Series pregame shows. He served as the host of "NFL on NBC," the network's NFL pregame show, from 1984 to 1992.

Beginning in 1990, Costas hosted NBC's

NBA pregame show, "NBA Showtime," for six seasons. In 1997, he became the top play-by-play announcer for "NBA on NBC" game telecasts, a role he held for three seasons.

He created "Costas Coast-to-Coast," a nationally syndicated sports radio show that ran from 1986 to 1996, and hosted a late-night interview program, the Emmy Award-winning "Later with Bob Costas," on NBC from 1988 to 1994. On HBO, he hosted "On the Record" from 2001 to 2005, "Inside the NFL" from 2002 to 2008 and "Costas Now," a one-hour sports magazine show, from 2005 to 2009.

He is the author of "Fair Ball: A Fan's Case for Baseball," which made The New York Times' Best Seller List in 2002.

Costas has been recognized with numerous sports journalism awards, including 24 Emmy Awards, a record 15 of them for Outstanding Sports Personality/Host. He also has been honored a record eight times as Sportscaster of the Year by the National Sportswriters and Sportscasters Association.

Costas, who attended Syracuse University, began his broadcasting career at WSYR-TV and Radio in Syracuse, N.Y., in 1974, later moving to KMOX Radio in St. Louis, where he was the play-by-play voice of the American Basketball Association's Spirits of St. Louis. He went on to cover regional NFL and NBA action for CBS Sports while serving as the radio voice of University of Missouri basketball from 1976 to 1981. □

## Cronkite School Hosts

# FCC Hearing on Landmark Report

By Caitlin Cruz  
Photos by Tom Story

Nearly 350 stakeholders from the public, businesses and universities, including a large number of Cronkite students, came together at the Cronkite School in October 2011 to hear testimony on a landmark Federal Communications Commission report.

The June 2011 report, "Information Needs of Communities: The Changing Media Landscape in a Broadband Age," analyzes the current state of the American media and information landscape and provides recommendations for strengthening and innovating news and information gathering.

FCC Chairman Julius Genachowski, Commissioner Michael Copps, Chief of FCC Media Bureau William Lake and report author Steve Waldman heard testimony from 12 media experts, including Leonard Downie Jr., the Cronkite School's Weil Family Professor of Journalism and former executive editor of The Washington Post, and Retha Hill, director of Cronkite's New Media Innovation Lab and former vice president for content for BET Interactive.

In his opening remarks, Copps said the report is "a very valuable contribution to the nation's dialogue on the future of our media."

Cronkite Dean Christopher Callahan added, "(It is) the most significant report thus far (on) the media needs of communities."

The report provided an overview of the current media and information landscape in the U.S., illustrating how changes to the traditional media business have affected local news coverage. Among the report's observations:

- Newspaper advertising revenue dropped 47 percent from 2005 to 2009.
- Staffs at daily newspapers have shrunk by more than 25 percent since 2006.
- Television network news staffs have declined by half from the late 1980s.

These changes have had an adverse effect on the civic health of communities,

according to Copps.

"Real news has too often been replaced by fluff, and democracy is not well-served by fluff," he said.

In his testimony, Downie said newspapers and television stations across the country have been transitioning into multimedia news organizations to make up for staffing shortfalls, citing as an example the converged multimedia newsroom in downtown Phoenix that houses The Arizona Republic, azcentral.com and 12 News, KPNX-TV.

He also pointed to increasing collaboration among for-profit and nonprofit news organizations.

"One way in which some of these news organizations have been trying to make up some of the shortfall is increasing collaboration — both with for-profit news organizations and with nonprofit startups," Downie said.

Copps said news organizations are exploring new business models and looking for new sources of funding, but solutions are slow to emerge.

"There is still no new media model to fund the investigative media our generation needs," he said.

Genachowski stressed in his remarks what he called the report's fundamental recommendation: universal broadband access.

"The need for universal access to information goes back to the earliest days of our republic," Genachowski said. "Access to broadband Internet connections must be universal and ubiquitous as well."

Susan Crawford, a law professor at Yeshiva University who testified at the hearing, also emphasized the need for universal broadband Internet access.

"The relevant communication service is high-speed access," Crawford said. "Enabling ubiquitous access to low-cost



Top: Cronkite Dean Christopher Callahan (far right) delivers opening remarks at the hearing as FCC Chairman Julius Genachowski (left) and Commissioner Michael Copps listen.

Bottom: Kevin Davis (left), CEO and executive director of the Investigative News Network, and Retha Hill, director of Cronkite's New Media Innovation Lab, give testimony at the hearing.

"If citizens don't get news and information, the health of our democracy suffers."

Julius Genachowski,  
FCC Chairman

broadband is vital to the future of news."

The hearing was broadcast live by Eight, Arizona PBS, and streamed live online. Many attendees also participated in a Twitter meet-up, using the hashtag #FCClive to tweet observations about the hearing.

Sara Steffan (@saras116), a Cronkite student studying public relations, tweeted, "Glad to see #fclive being tweeted by so many; that plus the live stream made it feel like I was there!"

Genachowski commended the number of young people in attendance, noting that providing information to communities "matters tremendously."

"If citizens don't get news and information, the health of our democracy suffers," he said. □

Right: Cronkite Dean Christopher Callahan (left) and Weil Family Professor of Journalism Leonard Downie Jr. lead a discussion about the role of universities in supporting local accountability journalism. Photo by Michel Duarte.

Far right: Julie Sandorf, president of the Charles H. Revson Foundation, listens to Callahan and Downie. Photo by Molly J. Smith.



# Symposium Explores Role of Philanthropy in Accountability Journalism

By Jamie Killin



Top: John Ellis of The Pittsburgh Foundation attends the symposium. Photo by Molly J. Smith.

Bottom: Sandorf and Laura Walker, president and CEO of New York Public Radio, chat during a free moment at the symposium. Photo by Michel Duarte.

As business models in the journalism industry change and traditional news organizations devote fewer and fewer resources to accountability journalism, it is increasingly falling to nonprofit news organizations to pick up the slack.

That was the message at a symposium hosted by the Cronkite School in February 2012 to explore local accountability journalism and the role that philanthropy plays in supporting it. The event, which was free and open to the public, featured representatives from nonprofit news organizations as well as funders that support these organizations.

"The whole area of nonprofit journalism is very new," said Cronkite Dean Christopher Callahan. "It didn't exist two years ago. And it is, in our minds, central to what the future of journalism is going to look like.

"These nonprofit models can really come in and help make a more robust journalistic landscape."

The symposium, sponsored by the John S. and James L. Knight Foundation and the Carnegie Corp. of New York, was one of a series of events held at leading universities to follow up on the June 2011 Federal Communications Commission report "Information Needs of Communities: The Changing Media Landscape in a Broadband Age," a comprehensive analysis of U.S. media policy.

The symposium examined one of the key elements of that report: how local accountability

journalism affects the information health and civic engagement of communities as well as the FCC's recommendation "that more foundations, philanthropists and citizens consider thinking about news media differently than in the past."

Leonard Downie Jr., the Cronkite School's Weil Family Professor of Journalism, hosted the symposium and gave a keynote address on the importance of accountability journalism to local communities. Downie said nonprofit news organizations are stepping up to meet the need that has been created by commercial news outlets' failing business models. He highlighted the accomplishments of nonprofit publications such as Voice of San Diego, MinnPost, The Texas Tribune and others that are succeeding with this new model.

Downie said traditional media organizations "now have significantly fewer resources to produce the kind of aggressive, in-depth accountability journalism that can lead to improvements in local life and government. At the same time, the number of nonprofit local news sites seeking to fill this gap has been steadily increasing."

Downie and Callahan also led a discussion on universities' role in local accountability journalism. Callahan said that universities are well-positioned to produce accountability journalism, citing the Cronkite School's success in this area.

"The Cronkite School is the leader among





Buzz Woolley (far right), president of the Girard Foundation, speaks at a panel discussion on the financial sustainability of nonprofit news organizations with (from left) Kevin Davis, CEO and executive director, Investigative News Network; James T. Hamilton, Charles S. Sydnor Professor of Public Policy, Duke University; and Robert "Rosey" Rosenthal, executive director, Center for Investigative Reporting. Photo by Michel Duarte.

"These nonprofit models can really come in and help make a more robust journalistic landscape."

Christopher Callahan, Cronkite dean and university vice provost

universities in terms of producing this sort of journalism," Callahan said.

The symposium also featured three panel discussions that explored different aspects of nonprofit accountability journalism.

"Journalism the Nonprofit Way" featured leaders of nonprofit accountability journalism organizations and included representatives from Voice of San Diego, MinnPost, Chicago News Cooperative, The Texas Tribune, New York Public Radio and the Pittsburgh-based PublicSource. Downie moderated the discussion, which focused on the role of accountability journalism in local communities.

Leaders of community and national foundations that support local accountability journalism participated in the panel "Serving Communities by Supporting Nonprofit Accountability Journalism," a conversation about how these funders became involved with nonprofit news organizations. The discussion, moderated by Sandra Mims Rowe, Cronkite's 2012 Edith Kinney Gaylord Visiting Professor in Journalism Ethics, featured representatives from Ethics and Excellence in Journalism Foundation, the Pittsburgh Foundation, the Arizona Community Foundation, the Charles H. Revson

## Universities are playing an important role in producing accountability journalism.

Foundation and the Chicago Community Trust.

"Keeping Local Accountability Journalism Alive" focused on the long-term financial sustainability of nonprofit accountability journalism organizations. The panel was moderated by James T. Hamilton, Charles S. Sydnor Professor of Public Policy and director of the Dewitt Wallace Center for Media and Democracy at Duke University, and featured representatives from Investigative News Network, MinnPost, Center for Investigative Reporting and the Girard Foundation. Callahan said he hoped the symposium would spark increased interest and involvement in nonprofit accountability journalism.

"I hope the participants are inspired by this new kind of journalism," Callahan said. "I'm hoping they think it's important enough to get involved in it themselves."

□

## The Role of Philanthropy in Local Accountability Journalism

The symposium featured three panel discussions that explored aspects of nonprofit accountability journalism.

### Journalism the Nonprofit Way

Moderator: Leonard Downie Jr., Weil Family Professor of Journalism, Cronkite School; vice president-at-large, The Washington Post

#### Panelists:

- Andrew Donohue, editor, voiceofsandiego.org
- Joel Kramer, CEO and editor, MinnPost
- James O'Shea, CEO and editor, Chicago News Cooperative
- Evan Smith, CEO and editor-in-chief, The Texas Tribune
- Laura R. Walker, president and CEO, New York Public Radio
- Sharon Walsh, editor, PublicSource

### Serving Communities by Supporting Nonprofit Accountability Journalism

Moderator: Sandra Mims Rowe, 2012 Edith Kinney Gaylord Visiting Professor in Journalism Ethics, Cronkite School; former editor, The (Portland) Oregonian

#### Panelists:

- Sue Hale, media consultant, Ethics and Excellence in Journalism Foundation
- Terry Mazany, president and CEO, Chicago Community Trust
- Grant Oliphant, president and CEO, The Pittsburgh Foundation
- Jim Pitofsky, chief strategy officer, Arizona Community Foundation
- Julie Sandorf, president, Charles H. Revson Foundation

### Keeping Local Accountability Journalism Alive

Moderator: James T. Hamilton, Charles S. Sydnor Professor of Public Policy, Duke University; director, DeWitt Wallace Center for Media and Democracy, Duke University

#### Panelists:

- Kevin Davis, CEO and executive director, Investigative News Network
- Laurie Kramer, chief revenue officer, MinnPost
- Robert "Rosey" Rosenthal, executive director, Center for Investigative Reporting
- Buzz Woolley, president, Girard Foundation

# Specialized Reporting Institute

## Helps Journalists Use Census Data

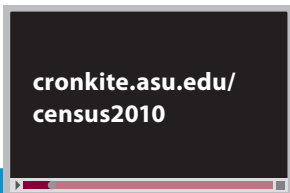
By Jessica Zook



Top: New York Times correspondent Ron Nixon gives an overview of the 2010 U.S. Census.



Bottom: Sarah Cohen, Knight Chair at Duke University's DeWitt Wallace Center for Media and Democracy, teaches journalists how to use census data to identify local business patterns.



To watch videos of the sessions or view presenters' PowerPoint presentations, visit [cronkite.asu.edu/census2010](http://cronkite.asu.edu/census2010)

In June 2011, the Cronkite School partnered with the Robert R. McCormick Foundation to host a Specialized Reporting Institute focusing on how journalists can use data from the U.S. Census.

"There's just a treasure trove of data (from the census), and so it's important for journalists to know what's available," said Cronkite Associate Dean Kristin Gilger, who helped organize the institute. "It's also important for them to know how to use that information."

The McCormick Foundation funds multiple Specialized Reporting Institutes around the country each year to train reporters on local or current issues. The traditional format consists of bringing together a couple of experts and 12 to 15 journalists to learn about the subject, said Steve Doig, Cronkite's Knight Chair in Journalism.

But Doig saw an opportunity to share the information from the Cronkite Specialized Reporting Institute with a wider audience: creating a website so that any journalist could access the information at any time.

"I figured we'd get more bang for our buck by bringing in 16 or 17 experts and then recording all of it and making it available to any reporter who's interested," Doig said.

The Census Bureau gathers information on demographics as well as the economy, housing and business measures, Doig noted. This data can be used in many ways, such as to show how trends have changed over time or to demonstrate how a city or state compares to other regions.

Adding data from the census often enhances stories, said Wes Basel, chief of the Small Area Estimates branch with the U.S. Census Bureau, who presented a session on small-area health insurance, income and poverty.

"It gives (journalists) some real data to back up the story they're trying to tell," Basel said. They're not basing their entire story on just anecdotes. It provides a lot of graphical displays."

The website includes videos of 17 sessions presented by journalists, data experts and census subject area experts as well as downloadable PowerPoint presentations.

The presenters offered advice on how to know

when data is not showing the whole picture, things that need to be taken into consideration when looking at certain data, different ways to look at the data and which conclusions can be accurately drawn from the data, Gilger said.

Sarah Cohen, Knight Chair in Journalism at Duke University's DeWitt Wallace Center for Media and Democracy, presented a session on county business patterns.

"If a reporter doesn't know how to read the data or where to start, it can be overwhelming to find what they need and draw accurate conclusions," Cohen said. "When you need to find something, you have to already have a clue of where to find it. With the (website) from the program, if reporters know they need some kind of data from the census, having one place to go is incredibly useful, especially when on a deadline."

With tighter budgets in the newsroom, any training other organizations can offer is a good thing, Doig said.

"Journalists rarely have time to become deep experts on any one thing," he said. "But if you can give them something and tell them, 'Watch this and in 45 minutes you'll know enough to be able to use this data,' that's like gold to journalists."

Gilger added, "This was a way for us to serve the industry with some really strong training. It was a way for us to showcase some of our own expertise."

The format of the institute gave presenters the opportunity to learn from each other as the presentations were being recorded.

"I remember hearing a couple people from the Census Bureau saying that they were very impressed by how much the journalists knew about what's in (the census) and how to use it, and how nuanced their view was of the quality of the information," Gilger said. "I think they were very impressed by how much the journalists in the room knew."

Basel concurred with Gilger's assessment.

"I was impressed by the people invited on the journalism side," he said. "I was surprised by the level of sophistication of the data users there. They knew how to use and read the data." □

# Inaugural Entrepreneurship Institute Draws Journalism Educators



Mark Briggs (standing) leads a session at the inaugural Scripps Howard Journalism Entrepreneurship Institute.



Dan Gillmor (right), director of Cronkite's Knight Center for Digital Media Entrepreneurship, addresses the Scripps Howard Fellows. Photos by Molly J. Smith.

Fifteen college journalism professors got a crash course in entrepreneurial journalism during the first-ever Scripps Howard Journalism Entrepreneurship Institute at the Cronkite School in January 2012.

The five-day seminar, sponsored by the Scripps Howard Foundation, the philanthropic arm of the E.W. Scripps Co., immersed participants in the concepts and practice of entrepreneurship. The 15 fellows, who were selected in a competitive process, came from journalism and communication schools across the country to learn how to teach media entrepreneurship classes at their home institutions, which pledged to introduce journalism entrepreneurship courses within the next year.

Mike Philipps, president and CEO of the Scripps Howard Foundation, said the goal of the institute is to “embed a culture of entrepreneurial thinking in journalism schools,” adding that ASU is “uniquely situated” to host the institute because of the university’s strong entrepreneurial culture.

The institute was led by Dan Gillmor, director of the Cronkite School’s Knight Center for Digital Media Entrepreneurship, author of the book “Mediactive” and an internationally known speaker and thinker on new media and entrepreneurship.

Gillmor said understanding entrepreneurship is vital to success in the media industry.

“Journalism graduates are entering a

diverse and quickly evolving marketplace,” Gillmor said. “They need to understand and appreciate the startup culture — ambiguity, rapid response, creativity and innovation, and ownership of processes and outcomes. They may not end up starting their own enterprises, but they will find these skills valuable even in large companies that are adapting to new conditions.”

Philipps said he hoped the fellows would bring a passion for entrepreneurship back to their students, helping them become creative thinkers who bring an entrepreneurial spirit to their work.

“If (students) can bring entrepreneurial thinking into the businesses they go into, we’ll have accomplished our goal,” Philipps said.

In addition to Gillmor, the institute’s presenters included Richard Gingras, head of news products for Google; Jeff Jarvis, director of the Tow-Knight Center for Entrepreneurial Journalism at the City University of New York; Mike McCue, CEO of Flipboard; Retha Hill, director of Cronkite’s New Media Innovation Lab; and Andrew Leckey, Cronkite’s Reynolds Endowed Chair in Business Journalism and president of the Reynolds National Center for Business Journalism. □

## 2012 Scripps Howard Journalism Entrepreneurship Institute Fellows

- Rosental Alves, Knight Chair in International Journalism and UNESCO Chair in Communication, University of Texas
- Lee Banville, assistant professor of journalism, University of Montana
- Jake Batsell, assistant professor of journalism, Southern Methodist University
- Battinto L. Batts Jr., assistant professor of journalism and director of the William R. Harvey Leadership Institute, Hampton University
- Michelle Ferrier, associate professor of communications, Elon University
- Pam Fine, Knight Chair for News, Leadership and Community, University of Kansas
- Craig M. Freeman, associate professor of mass communication, Louisiana State University
- Derina Holtzhausen, professor and director, School of Media and Strategic Communications, Oklahoma State University
- Lurene Kelley, assistant professor of journalism, University of Memphis
- Kim Kierans, professor of journalism and vice president, University of King’s College
- Carla Kimbrough, associate professor of journalism, University of Nebraska
- Ed Madison, adjunct instructor, University of Oregon
- Maria Marron, professor and chair of journalism, Central Michigan University
- Linda Menck, professional-in-residence, Marquette University
- Carol Zuegner, associate professor of journalism, Creighton University

**The Scripps Howard Foundation** is the philanthropic arm of the E.W. Scripps Co., a media enterprise with interests in national cable networks, newspaper publishing, broadcast television stations, electronic commerce, interactive media and licensing and syndication. The foundation strives to advance the cause of a free press by supporting excellence in journalism, quality journalism education and professional development.



# Reynolds Center Celebrates Business Journalism Week



Top: The Arizona Republic, Milwaukee Journal Sentinel and The Seattle Times won gold, silver and bronze awards respectively in the fifth annual Barlett & Steele Awards in Investigative Business Journalism, which were presented at Business Journalism Week. (From left) Raquel Rutledge and Rick Barrett of the Milwaukee Journal Sentinel and Craig Harris of The Arizona Republic.

Bottom: Investigative journalists Jim Steele and Diana B. Henriques stop to chat during Reynolds Business Journalism Week.

The Donald W. Reynolds National Center for Business Journalism celebrated its sixth annual Business Journalism Week at the Cronkite School in January 2012, hosting two weeklong seminars for business journalists and business journalism professors.

Thirty-six fellows — 20 journalists and 16 professors — were selected in a competitive process. The Strictly Financials seminar covers the basics of business reporting, while the Business Journalism Professors seminar provides training on teaching a university-level business journalism course.

The all-expenses-paid seminars are taught by prominent business journalists and business journalism professors. The 2012 instructors included New York Times financial reporter Diana B. Henriques, former Forbes senior editor Mark Tatge, Oklahoma State University finance professor Gary Trennepohl and University of Kansas journalism professor James Gentry.

A highlight of the week was a luncheon hosted by legendary investigative reporter Jim Steele at which the 2011 Barlett & Steele Awards were presented. The awards, named for Steele and reporting partner Don Barlett, honor the year's best investigative business journalism.

Dawn Nici, morning anchor at Phoenix's Money Radio 1510, said the Strictly Financials seminar was a great opportunity to enhance her knowledge and meet other business reporters.

"It gives me a new perspective," Nici said. "I think I'll look at things a little more knowledgeably."

Ralph Stephen Merkel, a faculty member at the University of Louisville, attended the Business Journalism Professors seminar. Merkel, who earlier in his career hosted a business news program on public television, hopes to help his students learn why business news is important.

"There is a dollar sign in every news story," Merkel said.

Merkel commended the Reynolds Center for offering the seminars.

The Reynolds Center is "creating the next generation of business journalism professors, who will create the next generation of business journalists," he said. □

**businessjournalism.org**

To learn more about Reynolds Business Journalism Week, visit **businessjournalism.org**



Left: Zuckoff signs copies of his book after the lecture.

Far left: Zuckoff talks with audience members at the lecture. Photos by Molly J. Smith.

## Best-Selling Author Headlines Fifth Annual Schatt Lecture

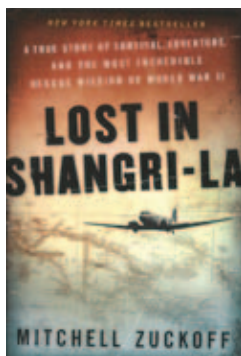
Award-winning writer Mitchell Zuckoff spoke about his transition from journalist to book author at the Cronkite School's fifth annual Paul J. Schatt Memorial Lecture in fall 2011.

Zuckoff, a professor of journalism at Boston University's College of Communication, was formerly a special projects reporter for The Boston Globe, where he was a finalist for a Pulitzer Prize in investigative reporting. He has written four books and co-authored a fifth.

At the lecture, Zuckoff discussed the process of writing his most recent book, "Lost in Shangri-La: A True Story of Survival, Adventure, and the Most Incredible Rescue Mission of World War II," published in April 2011 by HarperCollins. The book recounts the true story of the rescue of three survivors of a 1945 plane crash who ended up stranded in a jungle inhabited by cannibals in New Guinea.

"Mitch Zuckoff is a gifted storyteller," said Cronkite Dean Christopher Callahan, who introduced Zuckoff. "He was a marvelous daily journalist for many years, and now he has taken his talents to the book world. 'Lost in Shangri-La' is a powerful work that showcases Mitch's outstanding reporting and storytelling abilities."

Zuckoff first learned about the extraordinary tale when he came across an old newspaper article about the crash. As he began to research the story, he tracked down and interviewed the only surviving American involved in the incident. He also drew on numerous documentary sources, including a daily journal kept by one of the survivors, photographs, scrapbooks, letters, maps, declassified military documents and even original film footage of the event. Finally, he traveled to New Guinea to visit the site of the crash



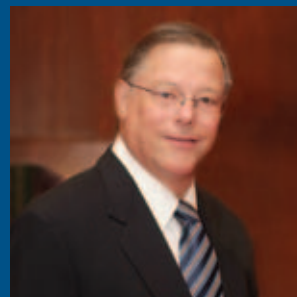
and talk with natives who had witnessed the incident as children.

"Lost in Shangri-La," which won the Independent Literary Award for nonfiction, was one of Amazon's top 20 books and top 10 nonfiction books on its "Best Books of 2011" list. It also reached No. 9 on The New York Times' paperback best-seller list and was featured on the Times' Book Review's "Paperback Row."

Zuckoff's other books are "Robert Altman," "Ponzi's Scheme," "Choosing Naia" and "Judgment Ridge," which he co-authored with Dick Lehr. He also has contributed to magazines, including The New Yorker and Fortune. His many awards include the Distinguished Writing Award from the American Society of News Editors, the Livingston Award for International Reporting, the Heywood Broun Award and the Associated Press Managing Editors' Public Service Award.

"Being asked to deliver the Paul J. Schatt Memorial Lecture was a great honor," Zuckoff said. "I was enormously impressed by the audience of Cronkite School students, faculty and community guests who peppered me with questions and shared their insights on narrative nonfiction." □

### Paul J. Schatt Memorial Lecture



The Paul J. Schatt Memorial Lecture is an annual event held in honor of the longtime Arizona Republic editor who taught journalism at Arizona State University for more than 30 years.

The series features prominent journalists exploring topics that were most important to Schatt: coverage of political leaders and governmental institutions, investigative reporting, journalism ethics and freedom of the press. It is made possible through a generous endowment from his widow, Laura Schatt-Thede, and an annual gift from The Arizona Republic.

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 career that spanned five decades.

Schatt died in 2005 at age 60. He received the Arizona Press Club's Distinguished Service Award posthumously. □



# Washington Post Political Editor Discusses 2012 Presidential Election at Sixth Annual Schatt Lecture

By Brittany Smith  
Photos by Molly J. Smith



Top: Washington Post national political editor Steven Ginsberg (right) talks with an audience member at the sixth annual Schatt Lecture.

Bottom: Ginsberg shares some of The Washington Post's recent presidential election coverage as Leonard Downie Jr., Cronkite's Weil Family Professor of Journalism and Ginsberg's former editor at the Post, looks on.

The new media landscape has added immediacy and depth to the way The Washington Post and other major media organizations cover the presidential election, the newspaper's national political editor said at the Cronkite School's sixth annual Paul J. Schatt Memorial Lecture.

"The versatility of what our journalists do now is much, much broader than it used to be," Steven Ginsberg told an audience of more than 100 during the spring 2012 event. "The journalism we do is similar to what we used to do and also very different."

Ginsberg, who supervises the Post's political coverage across all platforms, began his journalism career at the Post in 1994. He covered local and state politics in Virginia before moving to the regional transportation beat. In 2006, he became a metro editor, and the following year he was part of the editing team that won a Pulitzer Prize for coverage of the mass shootings at Virginia Tech.

A self-described "campaign addict," Ginsberg was part of the Post's national political team for the 2008 presidential election as well as the top editor of its coverage of the Virginia gubernatorial race the following year. He rejoined the paper's national political staff in 2010 as deputy political editor, leading coverage of that year's midterm elections. He was named the Post's national political editor in 2011.

Ginsberg said the use of multiple platforms has changed the publication's approach to presenting the news.

"We want people not just to come to The Washington Post the next day to find out what happened yesterday and what to think about it," he said. "We want people there at the moment it happens."

The Post's digital media offerings include a live blog and a recently introduced iPad app, Ginsberg said. The live blog is the centerpiece of an effort to bring readers to the Post's website at the moment news breaks, while the app helps distill news into the information that audiences most want to know.

"I think one of the problems is there is too much to read, and people don't know what is right (or) what is wrong," Ginsberg said.

One feature of the app is a graph that provides a visual representation of where candidates fall

within a spectrum of stances on controversial issues. If a politician changes his or her opinion on an issue, that switch also is noted on the graph.

Cronkite student Michael Brewer, who is studying digital journalism, said he is usually skeptical of candidate viewpoint summaries.

"(They) can simplify too much," he said. "Is the information accurate? But it seems the (Post) is really trying to achieve that accuracy."

One of the app's most popular features is The Fact Checker, a feature that uses images of Pinocchio, the fabled wooden puppet whose nose grew when he lied, to illustrate the veracity of politicians' statements. The accuracy of a statement is indicated by the number of "Pinocchios" it receives, from one to four.

"The Pinocchio is really a great gimmick because everyone knows what it means," Ginsberg said.

Emilie Eaton, a Cronkite sophomore, called the Pinocchio rating system "hilarious."

"I think it's a great way to ... get readers laughing and to catch the attention of presidential candidates and politicians who have to keep their facts straight now," she said. "The Post has made fact-checking fun."

Ginsberg said he would like the Post to focus more on candidates' views than what he called "the horse race" — tracking candidates' performance in the polls.

"We're really terrific at telling you who is going to win," he said. "We do polls every day. But ... what will they do (if) they become president?"

Ginsberg predicted that President Barack Obama would be re-elected in November, but he added that Republican nominee Mitt Romney could win if he found a way to relate to voters.

"The candidate who taps into what is important to people will win," he said.

Although he focused on the ability of innovative technology to improve the way news is presented, Ginsberg emphasized that good journalism is grounded in solid reporting and fine-tuned storytelling.

"A good story is still the best thing in journalism," he said. "If you write a good story, it works on every platform." □



A Pulitzer Prize-winning investigative reporter, a former Edward R. Murrow Press Fellow and two Poynter Institute faculty members were among the journalism and communication professionals who brought their expertise to the Cronkite School as part of the 2011-2012 Hearst Visiting Professionals program.

The visitors gave “Must See Mondays” lectures, spoke to classes and visited with faculty, staff and students. The program is funded by the William Randolph Hearst Foundation.

# Newton Predicts the Future of Journalism by Looking at the History of News

By Shine Salt  
Photos by Molly J. Smith

What will the future of journalism look like as the development of new technology accelerates? A top official with the John S. and James L. Knight Foundation posed this question at a November 2011 “Must See Mondays” presentation.

“Technology has driven the future of news, and if we don’t engage in technology, we’re not engaging with our own futures,” said Eric Newton, senior adviser to the foundation’s president.

To predict the future of journalism, Newton turned to the past, analyzing undiscovered patterns in the history of news. He noted that each American generation has come of age as a different news medium has gained prominence. During the second half of the 19th century, the illustrated magazines and niche publications popular around the time of the Civil War gave way to major metropolitan daily newspapers. The first half of the 20th century saw the rise of radio newscasts, movies and newsreels.

In the second half of the 20th century, the pace of change began to accelerate, and there was an information explosion. From 1943 to 1960, baby boomers saw the rise of home telephones, color television and glossy magazines. In the 1960s and ‘70s, innovations such as TV newscasts, satellite communications and cable television were the hallmarks of Generation X. The emergence of the World Wide Web defined the millennial generation in the 1980s and ‘90s, while the current generation, which Newton called the cyber generation, experienced the rise of mobile and social media.

In each generation, people have sought new ways to make their voices heard, leading to the development of new technology, Newton said.

“It’s almost like there’s a basic human need not just to know but to tell,” he said.

Newton said that if past patterns hold, the development of new media forms will continue to accelerate. He predicted that within the next 35 years there will be enormous technological changes that affect the way news is shared, making it more personal, portable and participatory. Future generations will see the development of intelligent media such as smart grids, robotics and artificial intelligence.

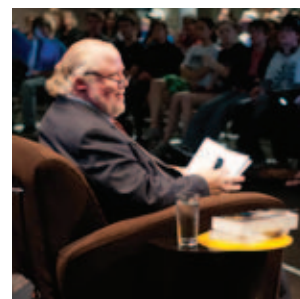
“You’ll carry on conversations with computers in any language — asking them questions, asking them to do your research,” he said. “In time you’ll be able to experience any event anywhere on the planet as though you were there.”

According to Newton, in the latter half of the 21st century, bio media that enhances human capacity and augments reality will begin to make people nearly indistinguishable from machines. Technology will eliminate genetic flaws and implants will correct brain damage. In this era, people will be able to save their entire life experience in a digital cloud.

In the last 20 to 30 years of the 21st century, the development of hyper media such as cranial downloads and thought aggregators will bring about another fundamental change in our understanding of what news is. Newton said these innovations will allow information to be downloaded directly into the brain so that people can master any topic or skill in a matter of seconds.

“So what is news at this point?” Newton asked. “News is whatever we want to know at any given moment, and it creates a quantum leap in our ability to solve problems or create problems.”

By the end of the 21st century, Newton said, technology will have evolved to the point where



Eric Newton addresses a capacity crowd in the First Amendment Forum at a November 2011 “Must See Mondays” lecture.

“Technology has driven the future of news, and if we don’t engage in technology, we’re not engaging with our own futures.”

Eric Newton, senior adviser to the president of the John S. and James L. Knight Foundation

## Leading Professionals Share Their Expertise at 'Must See Mondays'

Each Monday during the semester, the Cronkite School brings prominent media and communication professionals to speak to students as part of the "Must See Mondays" series. The 2011-2012 "Must See Mondays" presentations were:

- "Meet the Women of Arizona TV News": Catherine Anaya, CBS 5, KPHO-TV; Lin Sue Cooney, 12 News, KPNX-TV; Carey Peña, KTVK 3; Katie Raml, ABC15, KNXV-TV; Linda Williams, FOX 10, KSAZ-TV
- "Ten Years Later: Reflections on the 9/11 Attacks": Aaron Brown, Walter Cronkite Professor of Journalism and former CNN anchor
- "From Apple to Google: Reporting Inside the Internet Business": Steven Levy, senior editor of Wired and author of "Hackers"
- "Investigating Power and the Future of Truth": Charles Lewis, executive editor, Investigative Reporting Workshop
- "Food Safety: A News21 Investigation": Carnegie-Knight News21 students
- "Covering the World": Kim Barker, reporter, ProPublica, and author of "The Taliban Shuffle"
- "Celebrating National Freedom of Speech Week": James Weinstein, Amelia Lewis Professor of Constitutional Law at the Sandra Day O'Connor College of Law with Associate Professor Joseph Russomanno
- "Thinking Like an Entrepreneur": Dan Gillmor, director, Knight Center for Digital Media Entrepreneurship, and Retha Hill, director, New Media Innovation Lab
- "Opinion Writing: Exploring the Op-Ed World": A panel of top Valley columnists
- "Through the Photojournalist's Lens": Michael Chow, photographer, The Arizona Republic
- "A History of the Future of News: What 1767 Tells Us About 2110": Eric Newton, senior adviser to the president of the John S. and James L. Knight Foundation
- "Social Media and the Digital Culture": Steve Rubel, executive vice president/global strategy and insights, Edelman
- "Public Relations in a Fast-changing Media World": A panel of top Valley PR professionals
- "Africa: One Journalist's Journey into a Misunderstood Continent": Professor of Practice G. Pascal Zachary
- "Journalism and an Economy that Better Serves More People": David Brancaccio, host, "Marketplace Tech Report," American Public Media
- "Leadership Now: Making a Difference in a New Journalism World": Stephen Buckley, dean of faculty, The Poynter Institute
- "Secrets of a Pulitzer Prize-Winning Investigative Journalist": Jeff Leen, assistant managing editor, investigative unit, The Washington Post
- "Making Sense of Social Media in Public Relations": Jennifer Hellum, formerly of azcentral.com; Chris Kline, ABC15, KNXV-TV; and Ashley Oakes, Zion and Zion
- "Baseball's Brightest: Covering Spring Training": Tom Haudricourt, Milwaukee Journal Sentinel; Gayle Jansen, FOX 10, KSAZ-TV; Janie McCauley, The Associated Press; Scott Miller, cbssports.com; and Bob Nightengale, USA Today
- "The Changing Role of the News Photographer in a Multimedia World": Dave Seibert, multimedia producer, The Arizona Republic
- "Phones, Tablets and the Future of News": Regina McCombs, faculty member, The Poynter Institute, and former senior producer for multimedia, startribune.com
- "Student Showcase: Public Relations Lab": a panel of Cronkite PR students
- "Ethics and Excellence: A Global Perspective": Sandra Mims Rowe, Edith Kinney Gaylord Visiting Professor in Journalism Ethics and former editor, The (Portland) Oregonian
- "Reporting Abroad: Puerto Rico and the Dominican Republic": Cronkite depth reporting students Joe Henke, McKenzie Manning, Tarryn Mento and Brandon Quester



Top: Newton says that the future of journalism can be predicted by looking at patterns in the history of news.

Bottom: Cronkite students Monica Vainauskas (left) and Jessica Saenz listen to Newton's presentation.

thought projection, telepathy and telekinesis will be possible. Technology will make it possible for humans to know everything and do anything, including read others' thoughts, project commands or teleport.

Cronkite student Agnes Kozina, who attended the presentation, agreed with Newton's perspective on how changing technology will affect the future of journalism.

"I feel like our world just won't keep evolving or growing if we don't follow up with the technology and keep up to date with it," she said. "When we do, we will be on the verge of changing our future and changing our technology in the most unexplainable ways possible."

Newton said that even as technology changes radically, journalism will still play a vital role for future generations. He urged young journalists to learn truthful storytelling in all media and explore new digital tools.

"There are going to be people in power abusing authority, and they're going to use all the technology," he said. "Does society need someone to provide an independent, truthful source of information so people can decide what's going on out there in the great expanse, the great sea of data? Absolutely. All of these things that you do now become exponentially more important as the technology becomes exponentially larger. If you don't engage with technology, you're not part of the future." □

# Lewis Explores History and Future of Investigative Journalism

Investigative journalism is a critical part of a healthy democracy, according to Charles Lewis, founding executive editor of the Investigative Reporting Workshop and founder of the Center for Public Integrity.

"If you don't have an informed citizenry, you don't have a democracy," Lewis told a "Must See Mondays" audience in September 2011.

Lewis, a longtime investigative journalist who also teaches at American University, said that many of the advancements in American society, such as the minimum wage and the 40-hour work week, were a result of investigative journalism.

"I happen to think that most good things that ever happened in this country were created by investigative reporting," he said. "We have a long tradition of great, great journalism in this country that stands by itself in the world."

Lewis said that the U.S. has seen a number of "iconic moments of truth-telling," such as the civil rights movement and the Watergate scandal, in which journalists have been able to bring about significant change through their reporting.

But though the country has had moments of great reporting, journalists haven't always "had a tenacious hold on real-time truth," he said. From the tobacco industry's denial of its products' health effects to the search for weapons of mass destruction in Iraq, there have been many instances throughout American history in which journalists were not at the forefront of reporting the truth. In some cases, the truth didn't come to light until years or even decades later.

Lewis said there are huge consequences for failing to uncover abuses of power by government and corporations.

"We blunder into mistakes or decisions we shouldn't make, or we don't notice things that are happening to our people," he said.

The decline of the traditional newspaper industry has weakened investigative journalism, Lewis said, pointing to a 21 percent decrease in the number of entries in the investigative journalism category of the Pulitzer Prizes since 1985. The shift away from investigative reporting by traditional media organizations is cause for concern, he said.

"Where are we going to get this contrarian, independent, in-your-face reporting by tough journalists?" he asked.



But Lewis also said he has found reason to be optimistic about the future. He noted that in recent years there has been a sharp increase in the number of nonprofit news organizations conducting investigative journalism. Before 2006, there were just a few such organizations, while today there are dozens. And the Investigative News Network, a consortium of nonprofits doing investigative journalism, has a syndication deal with Thomson Reuters — the first time that syndication of such content has been attempted.

Lewis also emphasized the important role that technology plays in today's investigative journalism. The global nature of the Web, along with its multimedia capacity and its speed, makes it a powerful tool for investigative journalists. In addition, global platforms such as WikiLeaks allow people around the world to share information anonymously.

Cronkite student Vaughn Hillyard, who worked at Lewis' Investigative Reporting Workshop in summer 2011, agreed that technology is changing the face of investigative journalism.

"Technology is not substituting (for) investigative reporting; instead it is supplementing it, and it's huge for allowing people and especially anonymous sources to get information directly to reporters," Hillyard said.

Lewis encouraged students to consider a career in investigative reporting, saying that while they won't become popular with the people on whom they're reporting, they'll feel they did something useful with their lives.

"There couldn't be a more important thing to do as a calling," he said. "And yes, it is a calling — it's not a job." □

[Shine Salt contributed reporting to this story.](#)

"If you don't have an informed citizenry, you don't have a democracy."

— Charles Lewis,  
founding executive  
editor of the  
Investigative Reporting  
Workshop



Charles Lewis says many of the advancements in American society are the result of investigative journalism. Photos by Jacob Stein.

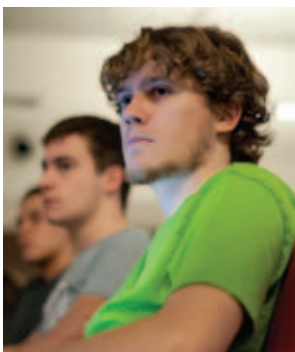


# Barker Imparts Advice for Aspiring Foreign Correspondents

By Shine Salt  
Photos by Molly J. Smith

"I loved the idea of being part of that rough draft of history."

Kim Barker, reporter, ProPublica, and author of "The Taliban Shuffle"



Top: Kim Barker relates her experiences reporting in Pakistan and Afghanistan to Cronkite students. Cronkite freshmen Julia King (middle) and Steve Zinsmeister (bottom) listen as Barker shares her advice for aspiring foreign correspondents.

In 2001, Kim Barker was working at the Chicago Tribune when she heard that the paper was looking for reporters — particularly women — to send overseas. Despite having no experience as a foreign correspondent, she leapt at the opportunity.

"I decided I was going to get overseas no matter how I had to get there," she said.

Barker, who now works for ProPublica as an enterprise and investigative reporter and is the author of "The Taliban Shuffle," spent five years reporting on the rising militancy in Pakistan and Afghanistan and working on a series of projects in Pakistan, Iran and Indonesia called "Struggle for the Soul of Islam." She shared her experiences at an October 2011 "Must See Mondays" presentation at the Cronkite School.

At the Tribune, Barker made the case to the foreign editor that she should go overseas despite her lack of international reporting experience.

"I walk in the foreign editor's office and I say, 'Hi, my name is Kim Barker. I'm single and I'm childless; therefore, I'm expendable, and I'll go anywhere you want."

"He started laughing and said, 'Get ready to go to Pakistan,'" she recalled.

Barker prepared for her journey by reading about the country and seeking advice from veteran foreign correspondents who had reported from Pakistan, learning everything from how to find a trustworthy translator to what to pay for a taxi. Her preparation paid off when she arrived in Pakistan and looked for a taxi to take her from the airport to her hotel in Islamabad. Several taxi drivers, viewing her as an unsuspecting tourist, offered to take her there for 600 rupees, but she knew that the usual rate was only 350 rupees.

While reporting in Pakistan and Afghanistan, Barker had to adapt to the culture and traditions of those places. She learned not to interview people while they were eating, and she ate everything offered to her, including fish eyeballs and other unfamiliar foods.

She advised potential foreign correspondents to be open-minded, try anything and pay attention to cultural norms.

"Don't shame anyone," she said. "Show respect."

Goran Rizaov, a visiting scholar from Macedonia who attended the presentation, said that Barker had a good strategy for communicating with the

people she met.

"She accepted them as they are and she probably tried to be more like them so they would trust her more," he said. "It was probably a mutual help thing between her and the people she met."

In March 2003, Barker was sent to Afghanistan, where she was reminded of the importance of having a trustworthy, reliable translator. Her Afghan translator helped her find stories, protected her, translated every detail of her interviews and knew where to find sources. She considered him a member of her family, as he did the same.

"By the end of our relationship in Afghanistan, we were basically like an old couple — fighting, bickering — but I trusted him with my life," Barker said. "He was the man who was responsible for my security."

Barker said that when reporting in a war zone, it is crucial to be smart and pay attention to your environment. Not only is your life on the line but so are the lives of others, such as your driver and translator.

She also warned that journalists witness some difficult things in conflict zones.

"It's hard to go out and see things whenever you're reporting, but that's why it's important to keep some level of perspective and come up with ways to cope with it," she said.

Despite the challenges, Barker values her experience covering the world.

"I never questioned (being a foreign correspondent)," she said. "I always felt like what we were doing was just so awfully important. We were in some ways part of history ... I loved the idea of being part of that rough draft of history."

Barker recommended that aspiring foreign correspondents study business journalism because opportunities are plentiful to report overseas for companies such as Reuters or Bloomberg.

"Learn Mandarin and business, and then you can go to China," she said. "Learn Arabic and about Islam. Learn about business. Then you can go to the Middle East."

Barker offered encouragement to those wanting to follow her path.

"If I could do it, anyone can," she said. "I got a crash course, I learned on the ground and luckily I had people to pick up after me." □

In a world of almost infinite media options, what is the best way to tell stories? Steve Rubel, executive vice president for global strategy and insights at Edelman, the world's largest independent public relations firm, spoke at a November 2011 "Must See Mondays" event about how the firm helps its clients achieve what he called transmedia storytelling.

Rubel said that there have been several major changes to the media landscape over the past several years that have affected storytelling. First, there has been an explosion of media channels,

and The Huffington Post. According to Rubel, these organizations look like traditional media companies but are digital natives and utilize search and social networking in a powerful way that is disruptive to the industry.

Owned media, which includes brand or corporate websites and mobile apps, is the third leaf. Rubel said that these media assets are entirely owned by a brand or company such as American Express or Starbucks, which allows for the company's complete control of the content and experience.

"It's difficult to attract an audience to corporate

## Rubel Discusses Storytelling in a Changing Media Landscape

making it possible for content to scale infinitely. Coupled with this is the fact that people consume content on multiple screens — for example, a person might watch a TV program while using a smartphone or tablet to tweet about the show.

According to Rubel, another significant change is that "every company is a media company" — organizations don't have to use traditional media as an intermediary to reach their audiences; they can reach them directly. In addition, stories are more social than ever as people use social media to share them.

Finally, Rubel said, stories now last forever. The search and storage capabilities of the Internet ensure that any story is instantly available at any time.

Despite the rapid transformation of the media landscape, Rubel said, people's love of good stories remains unchanged.

"Stories are what connect us as a society and have for thousands of years," he said.

To help its clients successfully create stories across different types of media, Edelman uses a tool called the media cloverleaf. Each leaf of the clover represents one of four pieces of the contemporary media landscape.

The first leaf represents traditional media, which includes mainstream media organizations such as newspapers and TV stations. These organizations are well-established media brands such as the BBC and The New York Times that have a broad reach and are staffed by traditional journalists. Many of them are becoming multiplatform and can drive reverberation in social media.

"It's the media our clients want the most," Rubel said.

Hybrid media is represented by the second leaf of the clover. It includes media entities that are journalistic enterprises and are categorized as media brands and organizations, such as Politico

content, but it can be very effective," he said. "It's a place to look for jobs if you're willing to go to the corporate side."

The final leaf represents social media such as Facebook, Twitter, YouTube and Google+. Social media has the highest consumer and mobile engagement and often acts as a source — and an amplifier — for traditional and hybrid media. Rubel said Edelman recommends that its clients use social media to create "digital embassies" for their organizations.

According to Rubel, in order to be successful, companies must tell stories using all four leaves of the clover.

"Effective storytelling spans the media cloverleaf," he said.

Rubel said the transformation of the media landscape has resulted in "new rules of engagement" for public relations professionals and their clients. This means that companies must:

- craft the story and choose the audience;
- use the media cloverleaf to synchronize how, when and where the story should be told;
- think coverage and conversation, as reverberation often trumps circulation;
- use search insights to make information "findable" and shape strategy; and
- create and curate content worth sharing.

A particularly important part of effective storytelling is making it easy for people to find stories, Rubel said. This means using search data to understand what people are looking for, develop insights that help shape stories and write copy that incorporates relevant keywords.

"Media now is like wet snow," he said. "It melts as soon as it hits the ground. We need to make sure that snow accumulates, and search is where that happens." □

[Shine Salt contributed reporting to this story.](#)



Top: Steve Rubel says the transformation of the media landscape has resulted in "new rules of engagement" for public relations professionals and their clients.

Bottom: Assistant Professor Dawn Gilpin introduces Rubel at a November 2011 "Must See Mondays" presentation. Photos by Molly J. Smith.



# Brancaccio

## Shares Business Journalism Basics

By Alicia Canales  
Photos by Terri Smith



David Brancaccio says it is important for journalists to include diverse perspectives in business stories.

**"The problem is a network of failures to consider how a story, often a business story, will affect most of us..."**

— David Brancaccio,  
host of American Public  
Media's "Marketplace  
Tech Report"

Understanding and connecting with your audience is one of the most important tenets of journalism, but some business journalists fail to remember this, said David Brancaccio, host of American Public Media's "Marketplace Tech Report."

Brancaccio spoke about the importance of relating business stories to the average person at a January 2012 "Must See Mondays" presentation.

He said that being more informed about business can help people see trends and understand why unemployment has increased, family members have been laid off and the federal government has bailed out corporations.

Brancaccio also said there is a lack of diverse perspectives in some business stories. He said that store managers, shoppers and financial experts tend to be the main sources, while employees often are overlooked.

"The problem is a network of failures to consider how a story, often a business story, will affect most of us, how it will affect the rest of us — us, the regular people, the hard-working people," he said.

Brancaccio, a veteran business journalist, was the host of "Marketplace" from 1993 to 2003 and later was a special correspondent for "Economy 4.0," a "Marketplace" series featuring in-depth reporting on the economy. He rejoined "Marketplace" in 2012 as host of the tech report.

Cronkite student Lindsay Welnick, writing on school blog "Cronkite Conversations," said that Brancaccio's advice about representing all stakeholders in stories was helpful.

"Regardless of what we think about issues, it is always important to illustrate the points of view of every person that may have a stake in the story," Welnick wrote.

Brancaccio's appearance was the result of a recent partnership between Arizona State University and American Public Media designed to enhance public affairs journalism by fostering collaborative reporting and innovative storytelling.

Mark Lodato, Cronkite assistant dean and news director, said the partnership results in new experiences for students as well as possible internships and job opportunities with American Public Media.

"(American Public Media has) some innovative programming. They tackle complex issues in a way that really relates to the average American," Lodato said. "If we can teach our students how to do that and cover some unique stories along the way, it's a terrific experience for everyone involved."

As part of the partnership, American Public Media staffers Linda Fantin, director of network journalism and innovation, and Joaquin Alvarado, senior vice president of digital innovation, taught a class on public interest reporting for radio at Cronkite during the spring 2012 semester. Students' work appeared on national programs and local public radio stations.

In addition to his "Must See Mondays" presentation, Brancaccio spoke with students in several business journalism classes.

Andrew Leckey, the Reynolds Endowed Chair in Business Journalism at Cronkite and president of the Donald W. Reynolds Center for Business Journalism, said Brancaccio's concern for his audience was apparent in the curiosity he showed about students' work.

"Having someone like David speak to our students provided great inspiration about what can be accomplished," Leckey said.

Brancaccio said he looked forward to seeing Cronkite students further improve journalism.

"You are designers, designing the journalism future, and I'm incredibly pleased to be with you here today because very soon you will master all of this, and I'll be asking you for a job," he said. □



# Buckley Encourages Young Journalists to Pursue Leadership Roles

Journalism today makes it possible for young journalists to immediately make a difference in the profession as leaders, according to the dean of faculty at The Poynter Institute.

Stephen Buckley said that the skills and talents of today's young journalists align well with the needs of American journalism organizations.

"I believe young journalists are poised to save American journalism, not as followers but as leaders," he said at a February 2012 "Must See Mondays" event at the Cronkite School. His visit was part of a new partnership between Cronkite and Poynter, a nonprofit organization that trains journalists and media leaders.

Buckley said that the "relentless churn" of buyouts and layoffs has stripped many news organizations of veteran journalists, creating opportunities for young journalists to step into leadership roles.

Buckley identified several reasons that young journalists are well-positioned to take on leadership roles early in their careers. At a time when teamwork is essential to putting out a strong journalism product, young journalists' comfort with collaboration will give them immediate influence, he said.

Their facility with changing technology also will give young journalists a tremendous advantage, Buckley said. As digital natives, they will move into their professional lives with skills that the previous generation of journalists still is struggling to learn.

Finally, in a profession whose leaders historically have been notoriously risk-averse, young journalists' openness to innovation is a huge asset, Buckley said.

"One of the greatest advantages young people bring to American journalism today is an entrepreneurial spirit," he said, pointing out that young people have been behind innovations in journalism such as Homicide Watch, a multimedia reporting project that chronicles every homicide in Washington, D.C., and localocracy.com, an online platform that helps citizens keep up with issues in their communities.

But Buckley also cautioned young journalists to remember that these advantages are meaningless without journalism fundamentals.

"None of it matters if you're not trying to master the craft," he said. "Journalism is still about collecting facts and giving meaning to those facts in the interest of improving the communities we serve."

Buckley predicted that some young journalists will be tapped for leadership roles within a year or two of starting their careers. But he added that it isn't always necessary to have a formal leadership role in order to make a difference.

"You don't have to have a title to be a leader," he said. "You can use your ideas, your talents, your relationships to influence your peers and your bosses in ways that can transform journalism."

He also warned that there will be challenges for young journalists as they navigate the path to leadership. According to Buckley, despite the drastic changes in the media industry, newsrooms haven't changed much. Most newsrooms still have a top-down hierarchy, and the mentoring and coaching to which many young people are accustomed generally are not part of newsroom culture, he said.

Buckley also pointed out that there is a diversity crisis in American journalism. Many people who helped diversify newsrooms have become expendable, he said, and the number of minority journalists has decreased.

Despite the challenges, Buckley is confident that young journalists can make a big difference in American journalism.

"As you leap into this new journalism world, bring your optimism with you," Buckley said. "Bring a sense of hope. Journalists and journalism need a shot of optimism, and you can help provide that."

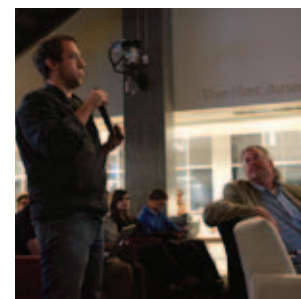
Kate Kunkel, a Cronkite student who attended the presentation, said that Buckley persuaded her that everyone can be a leader.

"Stephen Buckley taught me that leadership is something everyone should pursue, no matter their positions or statuses," Kunkel wrote on Cronkite Conversations, the school blog.

Paulina Pineda, another attendee, wrote on the blog that Buckley "made it clear that as journalists we can make a difference, even if we are just beginning our careers." □



Stephen Buckley believes young journalists today are well-positioned to take on leadership roles early in their careers. Photo by Michel Duarte.



Top: Cronkite students gather in the First Amendment Forum to hear Buckley speak about leadership opportunities for young journalists.

Bottom: Cronkite student Mauro Whiteman asks a question after Buckley's lecture. Photos by Michel Duarte.



Jeff Leen says that it takes at least 15 years to fully master investigative reporting.

# Leen Shares Secrets of Investigative Reporting

By Bailey Johnson  
Photos by Molly J. Smith

The path to a career as an investigative reporter is long and requires dedication and perseverance, but in the end it is highly rewarding, said Jeff Leen, the assistant managing editor of The Washington Post's investigations unit.

"You truly are the representative of the public good, the public will, the public service, and when you do it right, there is no better feeling than righting wrong," said Leen, who spoke about his career as an investigative reporter and editor at a February 2012 "Must See Mondays" presentation at the Cronkite School.

Over the course of his career, Leen has worked on seven Pulitzer Prize-winning investigations. In 1993, he was part of a team at The Miami Herald that won the Pulitzer Prize Gold Medal for Public Service for an investigation into property damage in South Florida caused by Hurricane Andrew. At The Washington Post, he was part of Pulitzer-winning investigations into police shootings in the District of Columbia, the abuse of children in D.C.-area group homes, the causes of the Sept. 11 terrorist plot and the scandal involving lobbyist Jack Abramoff, among others.

Leen described investigative reporting as a 15-year apprenticeship that consists of five steps. Aspiring investigative reporters must first learn to write and then to write on deadline. The third step is learning to cover a beat, which takes about five years to master, he said.

"Then there is investigative reporting ... and that takes about 10 years to master," he said. The final step is synthesis, or putting everything together, which takes about 15 years to fully master, he said.

Leen began his career as a beat reporter for The Miami Herald in the early 1980s, covering the local drug trade. As he reported on cocaine busts, he started to piece together clues about the source of the cocaine flooding the city. Leen's work led to a two-and-a-half year investigation that revealed that Colombia's Medellín cartel, led by the infamous Pablo Escobar, was behind the area's cocaine trade.

"By connecting the dots, by doing something that investigative journalists did, we were able to expose ... the biggest cocaine traffickers in the world," Leen said, calling it the best investigation of his career.

Leen went on to produce many more success-

"When you do it right, there is no better feeling than righting wrong."

— Jeff Leen, assistant managing editor,  
Washington Post investigations unit

ful investigative pieces by connecting the dots, discovering patterns and organizing chaos. At The Washington Post, he uncovered a pattern of indiscriminate police shootings by the Metropolitan Police Department in the District of Columbia. He reported the story with a Post police reporter, using Post stories and MPD press releases on the shootings. They also used Freedom of Information Act requests to uncover wrongful death lawsuits resulting from the shootings.

The MPD and the U.S. Department of Justice took action as a result of the story, and police shootings in the district decreased, Leen said. The piece won the 1999 Pulitzer Prize Gold Medal for Public Service. The following year, Leen worked on a Post investigation into the abuse of children in D.C.-area group homes that also won the Gold Medal for Public Service, marking the first time that the same paper earned that honor two years in a row.

Leen predicts that the future of investigative journalism will involve more collaboration among reporters and organizations in order to "maximize firepower and leverage resources," especially as more investigative journalism is produced by nonprofit news organizations.

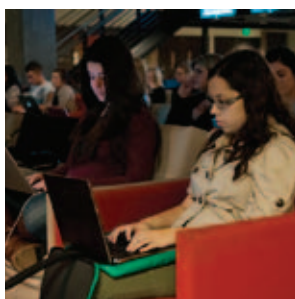
"(Collaboration is) another weapon in the quiver of 21st-century journalism," he said.

Even after seven Pulitzer Prizes, the allure of investigative journalism is still there for Leen.

"For me, there is no other kind of reporting," Leen said. "Nothing else raises my pulse."

Cronkite student Kate Kunkel, who attended the presentation, said she loved the passion Leen had for his job.

"It was inspirational to listen to a journalist who truly loves his job," Kunkel said. "Leen did a great job of spelling out the true meaning of investigative reporting." □



Top: Cronkite student David Ryan attends Leen's February 2012 "Must See Mondays" lecture.

Bottom: Cronkite freshmen Chloe Brooks (left) and Aubree Abril listen as Leen describes working on seven Pulitzer Prize-winning investigations.

# McCombs Discusses Impact of Mobile Devices, Tablets on News

As people increasingly use smartphones and tablets to consume news, media outlets must develop new strategies to reach their audiences, according to Poynter Institute faculty member Regina McCombs.

McCombs, former senior producer for multimedia for starttribune.com, spoke at a March 2012 “Must See Mondays” presentation at the Cronkite School about the challenges facing the news industry as a result of increased mobile and tablet usage.

McCombs shared research showing who today’s mobile and tablet users are and how they’re using their devices.

According to McCombs, mobile users are a broad and diverse demographic. Ninety percent of the U.S. population owns cellphones, and they use their devices for a number of activities, including email and social networking, news, navigation, entertainment and planning. They also tend to multitask with their phones, using them while engaged in other activities such as waiting in line, she said.

McCombs said that the number of people using mobile devices for Internet access will grow in the coming years — it is projected that by sometime in 2013 or 2014, the number of people worldwide accessing the Internet via mobile device will surpass the number accessing it with wired devices. Minority communities in particular depend heavily on mobile devices for Internet access, she said.

Approximately 46 percent of the U.S. population owns smartphones, and 60 percent of new cellphones purchased in the U. S. are smartphones, something that is significant for news organizations.

“We care because smartphones enable much easier Internet access, and for news providers, that’s a big part of how we give our news,” McCombs said.

News is the top search among smartphone users, and local news is particularly important to this audience, as 95 percent of smartphone users have looked for local information on their phones.

“We know that people really want local information on their phones,” McCombs said.

In contrast to mobile users, tablet and e-reader users are a much narrower demographic, according to McCombs. Twenty-nine percent of people in the U.S. own a tablet and 19 percent own an e-reader. Unlike users of mobile devices, who want to get news quickly, they are heavy readers who

“How do we design next-gen apps and sites? How will we localize mobile info? How do we enrich the mobile and tablet experience? How do we realistically present news on multiple platforms?” — Regina McCombs, Poynter Institute faculty member

want longer-form, high-production-value content.

“These are very much news devices and reading devices,” McCombs said of tablets and e-readers, adding that 68 percent of tablet owners use them for at least an hour each day and 30 percent say they spend more time getting news now than they did before getting a tablet.

Tablet users also want interactive content such as videos.

“They’re interested in professional video clips, original Web shorts and news clips,” she said.

While there are some significant differences between mobile and tablet users, there are some similarities as well. McCombs noted that both mobile and tablet users use multiple screens at the same time — for example, 40 percent of people daily watch TV and use a smartphone or tablet simultaneously.

McCombs said this research has several implications for news organizations that are adapting their strategies to meet the demand for news on mobile devices and tablets.

“We need to create both apps and strong mobile sites,” she said. “We need to keep multitasking in mind ... do things to help people engage with us on multiple platforms. We need to create products for multiple screen sizes.”

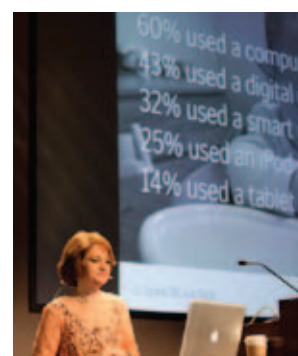
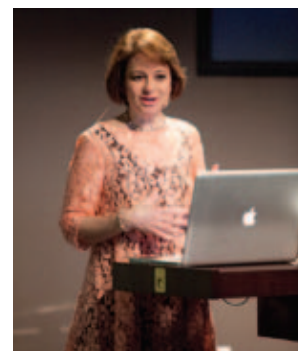
McCombs said news organizations must answer a number of questions as they find new ways to reach audiences who are using mobile devices and tablets.

“How do we design next-gen apps and sites? How will we localize mobile info? How do we enrich the mobile and tablet experience? How do we realistically present news on multiple platforms?” she said.

Humphrey Fellow Andreza Andrade, who attended the presentation, agreed that news organizations must find ways to reach audiences who are using mobile devices and tablets.

“We have to have a good strategy to design effective apps and mobile sites,” Andrade said. □

Bailey Johnson contributed reporting to this story.



Top: Regina McCombs says news organizations must develop new strategies to reach their audiences as people increasingly use smartphones and tablets to consume news.

Bottom: McCombs shares research on smartphone and tablet usage. Photos by Terri Smith.





## Student Awards Fall 2011

### Outstanding Undergraduate Students

- Jordan Johnson
- Siera Lambrecht
- Cassidy Olson

### Outstanding Graduate Student

- Whitney Phillips

### Highest Grade Point Average

- Cassidy Olson

### Moeur Awards

Students attained a 4.0 GPA in eight or fewer consecutive semesters.

- Jordan Johnson
- Leigh Anne Zinsmeister

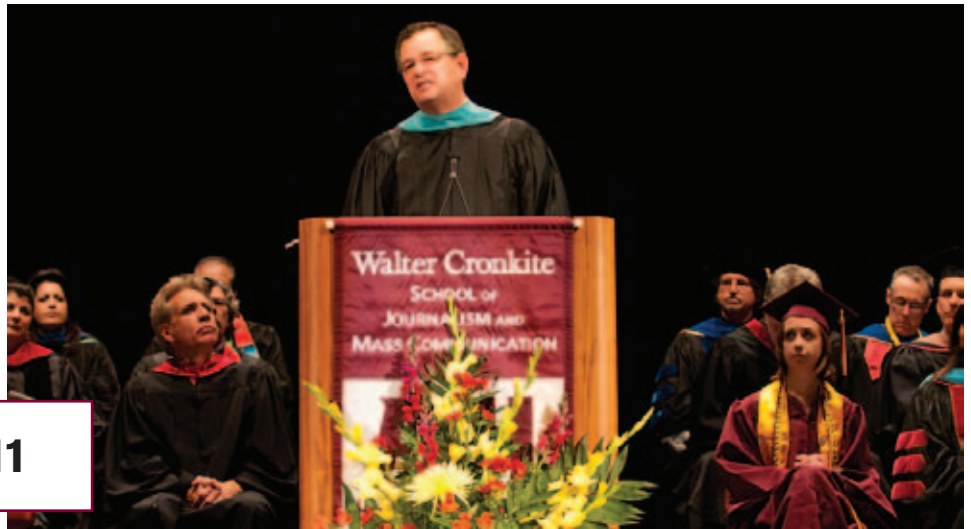
### Kappa Tau Alpha Honor Society

Students represent the top 10 percent of graduating journalism students.

- Patricia Anderton
- Kyle Daly
- Jennifer Hoagland
- Jordan Johnson
- Thomas Lenneberg
- Ando Muneno
- Cassidy Olson
- Whitney Phillips
- Tye Rabens
- Michael Sackley
- Leigh Anne Zinsmeister

### Student Speaker

- Leigh Anne Zinsmeister



Above: American Public Media President and CEO Jon McTaggart addresses the graduates at the Cronkite School's fall 2011 convocation ceremony. Left: Convocation student speaker Leigh Anne Zinsmeister is recognized at the ceremony.

# American Public Media Chief Urges Cronkite Grads to Make an Impact

Photos by Molly J. Smith

At the Cronkite School's fall 2011 convocation ceremony, the president and CEO of American Public Media encouraged the school's newest graduates to make a conscious effort to have an impact on society as they embark on their careers.

"Journalism is a wonderful opportunity and an awesome obligation," keynote speaker Jon McTaggart told the 102 Cronkite graduates and nearly 1,100 guests at Grady Gammage Memorial Auditorium on Arizona State University's Tempe campus. "I hold journalists accountable for telling the whole story and doing so with integrity."

McTaggart told the graduates that journalists are needed now more than ever to help people understand an increasingly complex world.

"You have the power — and because of that, the imperative — to help America find solutions," McTaggart said. "And that important work begins by making sure we hear the whole story."

Student speaker Leigh Anne Zinsmeister noted that she and her fellow graduates are entering a profession that is facing a great deal of change and uncertainty, but that hasn't deterred them from pursuing their dreams.

"We are the brave few who went ahead and followed our passion anyway, and we are the few who are going to make this transition in the media world exciting instead of scary," she said.

Cronkite Dean Christopher Callahan praised the graduates for their accomplishments and their commitment to journalism.

"You are smart, you are passionate, you are dedicated and you possess an energy and spirit that inspires others," he said. "It has been a privilege to have you as Cronkite School students, and it will be an honor to call you Cronkite School alumni."

□



Left: CBS News President David Rhodes speaks at the Cronkite School's spring 2012 convocation ceremony.  
Right: Cronkite Dean Christopher Callahan congratulates B.A./M.M.C. graduate Salvador Rodriguez.

# CBS News President Tells Graduates to Stay True to Cronkite's Values

Photos by Molly J. Smith

The president of CBS News urged spring 2012 graduates of the Cronkite School to stay true to the values embodied by the school's namesake as they embark on their careers.

David Rhodes told the 196 Cronkite graduates and more than 1,600 guests at Grady Gammage Memorial Auditorium on Arizona State University's Tempe campus that Cronkite's values are still highly relevant for today's journalists.

"Cronkite represented certainty in an uncertain world, trust in an untrusting world," Rhodes said. "Tonight I want to tell you that those values, our values, aren't antique. They're timeless."

Rhodes said that a generation of journalists defined by the assassination of President John F. Kennedy Jr. is giving way to one defined by the events of Sept. 11, 2001.

"All of us at CBS hope that Walter Cronkite's memory will continue to inspire this new generation and generations of communicators to come," he said.

Rhodes also urged the graduates to

challenge themselves to make a significant impact as journalists.

"(I) encourage you to follow what you've learned here, but get outside your comfort zone and do something really meaningful," he said. "Get noticed. Be different."

Student speaker Isaac Easley encouraged his fellow graduates to "always remember to be the best you that you can be."

Easley also spoke about the special sense of community at the Cronkite School.

"This school teaches us how to be good reporters, but more importantly, (it) teaches us how to be greater people," he said.

"It's not about awards or recognition," he added. "It's the love we have for one another and for this business that makes us the best."

Cronkite Dean Christopher Callahan said that the graduates have succeeded in upholding the legacy of excellence established by the school's namesake.

"Walter would be incredibly proud of you," Callahan said. □

## Student Awards Spring 2012

### Outstanding Undergraduate Students

Gardenia Lamadrid Coleman  
Jordan Moon  
Daniel Neligh  
Nathan O'Neal  
Salvador Rodriguez  
Jessica Testa

### Outstanding Graduate Student

Brandon Quester

### Highest Grade Point Average, Undergraduate

Kiali Wong

### ASU Alumni Association Outstanding Graduate

Dustin Volz

### Moeur Award

Students attained a 4.0 GPA in eight or fewer consecutive semesters.

Krystal Klei  
Daniel Neligh  
Stephanie Russo

### Kappa Tau Alpha Honor Society

Students represent the top 10 percent of graduating journalism students.

Gardenia Lamadrid Coleman  
Morgan Cox  
Adriana DiMatteo  
Beth Easterbrook  
Jaclyn Gettinger  
Krystal Klei  
Shala Marks  
Meghann McKendry  
Daniel Neligh  
Christina O'Haver  
Brandon Quester  
Stephanie Russo  
Roshanak Safarmehdi  
Elias Small  
Jessica Testa  
Emily Timm  
Jessica Von Schell  
Kiali Wong

### Student Speaker

Isaac Easley

# Cronkite School Welcomes First Ph.D. Class

By Jamie Killin  
Photos by Molly J. Smith



Top: First-year doctoral students Elizabeth Candello (left) and Janice Sweeter participate in a class discussion.

Bottom: Students in Cronkite's first Ph.D. cohort look over their notes during class.

In fall 2011, the Cronkite School welcomed its first class of doctoral students in a program intended to transform journalism and communications professionals into media researchers and scholars.

Five mid-career professionals enrolled in the full-time, three-year program, which is designed to prepare students to conduct scholarly research and teach at the university level, said Cronkite Professor Donald Godfrey, the driving force behind the program's creation.

It is the only Ph.D. program in journalism and mass communication in Arizona and one of few in the region. Cronkite Associate Professor Craig Allen, who serves as director of the program, said the Cronkite School's location in Phoenix — the nation's sixth-largest city and 12th-largest media market — gives the program a competitive edge.

"The other universities we compete against are basically in small-town, campus-oriented places," Allen said. "This is one of the few major media markets (with a Ph.D. program)."

This means there are a lot of potential students for the program locally, he added.

Most of the current students already have significant experience in the journalism industry, Allen said. The inaugural class consists of former editors, reporters, news directors and public relations and marketing professionals.

"The people we have are seasoned journalists. One of our students was a 20-year TV news and radio executive, and another was a foreign correspondent," he said. "They've gotten that out of their system and now they want to do something new."

Janice Sweeter, one of the students in the program's first cohort, said the novelty of the program attracted her to it.

"I'm excited to be part of something that's brand new," she said. "The energy that comes with that is amazing."

Sweeter, who earned her master's degree in public relations from Boston University and worked in advertising and public relations for organizations such as Blue Cross Blue Shield AZ, the Arizona Office of Tourism and the Arizona Lottery, is studying how communications can benefit nonprofit organizations and the people



(From left to right) Steven Garry, Brian Rackham and Michael Bluhm are part of Cronkite's first class of Ph.D. students.

they serve. She hopes to teach college after completing her Ph.D.

"I learn so much working with students; that's the best part," she said.

Sweeter said she also has benefited from exchanging ideas with her colleagues in the program.

"Along with the professors, our gang of five now is a really wonderful, diverse group (and we) really respect and enjoy these debates and discussion on everything from Milton to Stephen Colbert," she said. "It's been just a really exhilarating, incredible experience."

In addition to taking classes and teaching undergraduate students, the Ph.D. students must conduct original research, something that requires significant effort and commitment, Allen said.

"You have to really dedicate yourself. You can't just whip out a blog and expect to do this," he said.

Godfrey echoed Allen's sentiments.

"It's not like doing a report for the 10 o'clock news or for the morning paper or to write in your blog," he said. "When you publish a scientific paper, for example, if it goes into a decent journal, that journal probably has a 10 to 12 percent acceptance rate. That's pretty significant."

Godfrey said adding a doctoral program is an important step in the Cronkite School's development as a pre-eminent journalism school.

"The Cronkite School's reputation can't go too much further without research," he said. "Most of the big schools in the country have a solid research doctoral program, and that creates a vibrant, interactive, engaging, intellectual exchange that doesn't exist without it." □



# Allen Leads Ph.D. Program

By Jamie Killin

More than a decade into his career as a professional journalist, Craig Allen decided that he needed a change.

"After I was in TV news about 12 years, it started to get boring," Allen said.

He started teaching journalism at a small college, where he was encouraged to pursue a doctoral degree.

"For the first time I heard that there was some life other than the stuffy newsroom," he said. "I was told if I went to graduate school and got a Ph.D. that (I) would be light years ahead coming out the other end."

Allen, now an associate professor at the Cronkite School, earned his Ph.D. from Ohio University in 1989 and joined the Cronkite faculty in 1991. He became the director of Cronkite's Ph.D. program in fall 2011.

As program director, Allen oversees recruitment and admissions. He convenes the committee that makes admission decisions and gives committee members recommendations on the applicants.

"By the time the committee meets, I am the one who has had the most contact with all of these people," Allen said.

"They all have different needs, they're all from different places, they have different backgrounds, different objectives. I recommend to the committee which ones most fit and what we can do for them."

Allen described the ideal Ph.D. candidate as someone who is "curious about journalism" and has "found bigger issues and bigger questions, bigger anomalies than going to work in the newsroom every day." Because the program is heavily research-oriented, candidates must have a strong interest in scholarly work.

One of Allen's primary goals is seeing Cronkite Ph.D. students produce original research that they can publish and present at conferences.

Having a paper accepted for publication is "the most uplifting experience," Allen said.



Associate Professor Craig Allen is the director of the Cronkite School's Ph.D. program. Photo by Courtney Sargent.

"Suddenly you transform because you know you can do this," he said. "All of our students can do this; it's just a matter of pointing them towards it."

Since completing his Ph.D., Allen has written the books "News is People: The Rise of Local TV News" and "Eisenhower and the Mass Media," which originally was his dissertation.

"People advised me to write a fuller version, and then it became a book," Allen said. "That's what you want to do, because if you're a professor, you have to write books to keep your job and get tenure."

He currently is working on "Hola America: The History of Spanish-language Television in the United States," about the development of Spanish-language TV in the U.S.

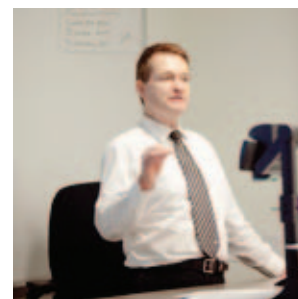
He hopes the Cronkite doctoral students eventually will write books on their research. But his main focus is helping them complete the Ph.D. program.

"The big goal is to see these people finish their degrees and get jobs as professors," he said. □

"The big goal is to see these people finish their degrees and get jobs as professors."

Craig Allen, Cronkite  
associate professor

Allen described the ideal Ph.D. candidate as someone who is "curious about journalism" and has "found bigger issues and bigger questions, bigger anomalies than going to work in the newsroom every day."



# Master's Students Bring Census to Life with Multimedia Project

By Alicia Canales

"A lot happens in four or five days in boot camp. You get thrown into it very, very quickly."

Leslie-Jean Thornton,  
Cronkite assistant professor

The boot camp, now in its fifth year, launches first-semester master's students with little or no journalism experience into an intense, immersive 15-week program in which they learn print, broadcast and multimedia journalism.

Lorri Allen, a broadcast journalist with 25 years of experience, didn't know how to use a Mac computer when she enrolled in the Cronkite School's professional master's program last year.

By the end of her first semester, Allen not only knew how to use a Mac, she had mastered Dreamweaver, Photoshop, Final Cut Pro and many other programs. She gained these skills in Cronkite's multimedia boot camp for master's students.

"I learned things I wish I had known 25 years ago that I didn't learn in my undergraduate career," Allen said.

The boot camp, now in its fifth year, launches first-semester master's students with little or no journalism experience into an intense, immersive 15-week program in which they learn print, broadcast and multimedia journalism.

The 2011 boot camp was taught by Assistant Professor Leslie-Jean Thornton, Knight Chair of Journalism Steve Doig and Melanie Alvarez, executive director of Cronkite NewsWatch, the school's award-winning, student-produced newscast. Thornton, an expert on digital media, focused on multimedia, while Doig, who spent much of his career with The Miami Herald, taught the fundamentals of print journalism. Alvarez introduced students to broadcast journalism.

"By the end of first week, they put together a couple of interactive slideshows," Thornton said. "A lot happens in four or five days in boot camp. You get thrown into it very, very quickly."

Danielle Verbrigghe, who has a bachelor's degree in English, chose to pursue a master's degree in journalism to learn new skills that would help her land a job. She said she wasn't expecting the intensity of boot camp.

"It felt like we learned something new every day, but we did it in a fun way, so it was enjoyable," Verbrigghe said.

The students spent the first two-thirds of boot camp learning multimedia skills. At the end of the semester, they created a multimedia project during "a crazed two weeks," Thornton said.

Each boot camp project focuses on a specific theme. The 2010 project, which won two national awards from the Broadcast Education Association, explored the growth of Arizona since it attained statehood in 1912.

The theme for the 2011 project was "We the People: Bringing the Census to Life in Arizona," a topic Thornton called timely and interesting.

"I wanted to make the census come to life," Thornton said.

The 28 students compiled 172 multimedia



Master's student Natasha Khan participates in a class discussion. Photo by Courtney Sargent.

stories highlighting people, families, celebrations and challenges, all related in some way to the 2010 U.S. Census. Allen and fellow student Matthew Standerfer both produced stories on housing issues. Allen's video on the growth of Arizona's homeless population featured church volunteers who provide breakfast for the homeless each Sunday, while Standerfer used census records of occupied housing units to create a video highlighting a Phoenix architect's struggle with the city to convert a silo into a residence.

Students' stories also focused on the census's record of spoken languages in the U.S. Maryann Batlle produced a story about an app to teach toddlers the Navajo language, while Jerilyn Forsythe created a video on bilingual and English as a Second Language students in the state.

All students contributed stories or packages to the website, but each had a different role in creating it. Verbrigghe created much of the HTML coding, and Standerfer acted as a self-described "code janitor," cleaning up the HTML so everything displayed correctly.

"Everybody kind of falls into their own niche, and you just go, go, go," Standerfer said. "Hopefully, what emerges is a testament to all the hours you spent running around like a crazy person."

Allen, the former broadcast journalist, plans to teach journalism at the college level after earning her master's degree. She said the boot camp prepared her to teach multimedia journalism.

"By being exposed to all these different areas, it will make me a better teacher," she said.

Thornton said she enjoys watching the students interact with each other and learn skills she once had to teach herself.

"I think storytelling is the initial impetus for all of news. We just want to know the story behind something," Thornton said. "I think multimedia is a tool to tell those stories. It gives us sound, sight, emotion. What a gift!" □

# Mentorship Program Helps Freshmen Make Connections

By Jamie Killin

The Cronkite School's mentorship program reached an important milestone in spring 2012 when members of the first participating class graduated and began their careers as media professionals.

The mentorship program, which was created in 2008, matches incoming freshmen with local journalism and communications professionals who mentor them throughout their freshman year. But often the connections last much longer than that.

Cronkite student Isaac Easley decided to participate because he wanted to get connected to area professionals and start networking. Easley, an aspiring sports journalist, was paired with Tim Healey, the play-by-play announcer for Arizona State University athletics, and the two have kept in touch since.

"It's perfect," Easley said. "I couldn't ask for anybody better than Tim."

Easley credits the program with giving him valuable experience and connections in the professional world. He said he continues to seek guidance from Healey as he applies for jobs, getting advice on his resume and job search.

The goal of the program is to "get freshmen involved and engaged in the profession early on," said Mike Wong, Cronkite director of career services.

Approximately 50 students participate in the program each year. Incoming freshmen apply during their senior year of high school, and Wong matches each applicant with a professional based on the student's interests and career goals.

Each year Wong recruits journalism and communications professionals to serve as mentors. They are eager to get involved, he said.

"The mentors like meeting our students," he said. "They like helping our students. It gives them a sense of giving back to the school and to higher education."

Mentors and students are asked to touch base at least once a month, but some communicate more frequently. Students can get feedback from their mentors on their resumes, ask for career advice, sit in on mentors' meetings and shadow them on the job.

Cronkite student Sophia Mayberry, who is focusing on public relations, was paired with



Cronkite student Annika Cline (right) speaks with her mentor, Robin Phillips, digital director of the Donald W. Reynolds National Center for Business Journalism. Photo by Evie Carpenter.

Cronkite alumnus Ray Artigue, principal at the Artigue Agency, a public relations agency in Scottsdale. Artigue has been a mentor since the program's inception and also serves as a member of the Cronkite Endowment Board of Trustees.

For Mayberry, it was the opportunity to develop professional contacts that first attracted her to the program.

"How do you pass up that kind of opportunity?" she said. "Especially in public relations — the more people you know, the better. It's all about connections."

Mayberry shadowed Artigue, giving her the opportunity to meet other professionals working at the Artigue Agency and in public relations. He also asked her questions to make the experience more interactive and engaging, she said.

Mayberry said she and Artigue relate well on a personal level, making him an even more effective mentor.

"We get along really well," she said. "I would like for him to always be a friend or someone I could get advice from."

She plans to keep in contact with Artigue.

"I would love to intern at his agency," she said.

The mentorship program not only connects freshmen with professionals in their chosen fields, it has been shown to improve freshman retention.

"In the last three years, 94 percent of students who participated in the mentorship program returned to Arizona State University," Wong said.

□

"(The mentors) like helping our students. It gives them a sense of giving back to the school and to higher education."

Mike Wong, Cronkite director of career services

## By the numbers:

Cronkite's fall 2011 freshman class

246 full-time freshmen

1146 average SAT

25.2 average ACT

3 National Hispanic Scholars

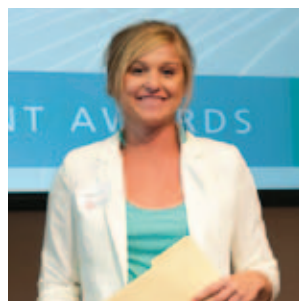
20 percent enrolled in Barrett, The Honors College





# Cronkite Students Lead the Country in National Competitions

Photos by Molly J. Smith



Top left: Selena Larson (right) and her mother attend the Cronkite School's spring 2012 student awards ceremony.

Top right: Daniel Neligh (left) and Michel Duarte are among the award recipients.

Above: Nathan O'Neal (top) and Selena Larson accept their awards at the ceremony.

Cronkite students continued their tradition of excellence in national and regional competitions during the 2011-2012 school year, earning honors in prestigious contests such as the Society of Professional Journalists' Mark of Excellence Awards and the Hearst Journalism Awards.

Cronkite students won seven awards in SPJ's 2012 Mark of Excellence national competition, including best student newscast for Cronkite NewsWatch and best online in-depth report for the Carnegie-Knight News21 investigation "How Safe Is Your Food?" The school, which has the best record in the country over the past seven years in the national contest, won three first-place awards and four national finalist awards.

In the 2012 Mark of Excellence regional competition, Cronkite students earned 38 awards, including 13 first-place honors, across the contest's print, radio, television and online categories. The Cronkite School has finished first in its region for 12 consecutive years.

The Mark of Excellence competition was one of many in which Cronkite students excelled during the 2011-2012 school year.

Three Cronkite students traveled to San Francisco to compete in the national championship of the 2011-2012 Hearst Journalism Awards, often called the Pulitzer Prizes of college journalism. Daniel Neligh won first place in the competition's television broadcast news championship, while J. Weston Phippen won third place in the writing championship. Nathan O'Neal was a finalist in the television broadcast news championship and also received an award for best use of television for

news coverage.

In all, 16 Cronkite students placed in the Hearst Awards. The school finished first in the intercollegiate broadcast competition and sixth overall in the country for the year.

The Cronkite School, which has one of the best records in the country over the past seven years in the Hearst Awards, has finished in the top 10 nationally for 11 consecutive years, including first-place finishes in 2008-2009 and 2006-2007. The school also has placed first in the intercollegiate broadcast competition twice in the past three years.

In addition, for the third consecutive year, the Cronkite School won more awards in the Broadcast Education Association's Festival of Media Arts competition than any other school in the country. Cronkite students earned 20 broadcast and multimedia journalism awards, including "Best of Festival" awards for Cronkite NewsWatch and the documentary "Tipping the Scales."

Cronkite public relations students also received recognition for their work, earning three Awards of Merit in the national Accolade Competition.

Other honors for Cronkite students included a Best in Business Award from the Society of American Business Editors and Writers, two First Amendment Awards from SPJ's Valley of the Sun Chapter and six Rocky Mountain Emmys from the Rocky Mountain Southwest Chapter of the National Academy of Television Arts and Sciences. And for the third time in four years, Cronkite students won the prestigious Robert F. Kennedy Journalism Award. □

**National SPJ Mark of Excellence Awards**

These students placed in the national Mark of Excellence Awards after taking first place in the regional competition.

**Best All-Around TV Newscast**

Winner: Cronkite NewsWatch

**Online In-Depth Reporting**

Winner: Staff, News21, "How Safe Is Your Food?"

**Online Opinion and Commentary**

Winner: Vaughn Hillyard, 2011 columns

**TV General News Reporting**

Finalist: Kylee Gauna, "American Border Patrol"

**TV News Photography**

Finalist: Daniel Neligh, "A Line in the Sand: The Story of Two Volunteers on the U.S.-Mexico Border"

**Online News Reporting**

Finalist: Staff, Cronkite News Service, "24 Hours at the Border Reveals Region that Defies Stereotypes"

**Best Independent Online Student Publication**

Finalist: Downtown Devil

**Regional SPJ Mark of Excellence Awards**

In addition to the students above, these students placed first in the Region 11 Mark of Excellence Awards.

**TV Breaking News Reporting**

Lauren Titus, "Occupy Phoenix"

**TV General News Reporting**

Kylee Gauna, "American Border Patrol"

**TV In-Depth Reporting**

Lisa Ruhl, "The Daily Journey"

**TV Sports Reporting**

Lisa Blanco and Isaac Easley, "Kenny Mitchell"

**TV Sports Photography**

Brandon Kamerman, "Volleyball Smarties"

**Online Feature Reporting**

State Press staff, "Life on the Light Rail"

**Best All-Around Daily Student Newspaper**

State Press staff, "The State Press"

**Hearst Journalism Awards****Television Broadcast News Championship**

Daniel Neligh, first  
Nathan O'Neal, finalist

**Writing Championship**

J. Weston Phippen, third

**Feature Writing**

J. Weston Phippen, first  
Dustin Volz, sixth

**Television News Reporting**

Nathan O'Neal, first  
Ryan Haarer, sixth

**Television Feature Reporting**

Daniel Neligh, fourth  
Krystal Klei, 14th

**Radio Feature Reporting**

Lydia Camarillo, ninth

**Multimedia Reporting — Human Condition**

Alexandria Gregory, ninth  
Selena Larson, 11th

**Multimedia Feature Reporting**

Alexandria Gregory, ninth  
Jeremy Knop, 12th  
Selena Larson, 15th

**Multimedia News Reporting**

Stephanie Snyder, 19th

**Enterprise Reporting**

Griselda Nevarez, 13th  
Kyle Daly, 18th

**Breaking News Reporting**

Dustin Volz, 18th  
Connor Radnovich, 25th

**Multimedia Team News**

Tia Castaneda, eighth  
Dustin Volz, 27th



**'You are Nobody'**  
Thousands find themselves stateless in the Dominican Republic, without a country to call their own.

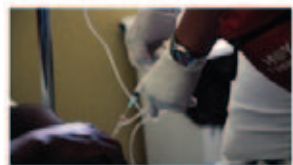


**A Place to Cross**  
Border markets provide passage for undocumented immigrants two days a week.

"Stateless in the Dominican Republic" is a multimedia project produced by Cronkite depth reporting students that explores immigration and border issues in the Dominican Republic.



**Educational Roadblock**  
Without proper documentation, thousands of Haitian youngsters find their education blocked after grade school.



**Dying in Childbirth**  
Haitian women, many already in labor, are taxing an already stressed health care system.

## Cronkite Students Win

# Third RFK Award in Four Years

For the third time in four years, Cronkite students won a prestigious Robert F. Kennedy Journalism Award.

Their project, "Stateless in the Dominican Republic," about immigration and border issues in the Dominican Republic, won in the college category.

The Robert F. Kennedy Journalism Awards program honors outstanding reporting on issues that reflect Kennedy's concerns, including human rights, social justice and the power of individual action in the U.S. and around the world. The winning entries are selected by a panel of 40 judges in several rounds.

Carol Knopes, a former news editor and media consultant who was among the judges, praised the project for its comprehensive coverage of a timely human rights issue that has gone largely unreported.

"We have read so much about the suffering in Haiti following the 2010 earthquakes," Knopes said. "Arizona State University's broadcast and print stories offer a two-sided look at another part of the Haitian story that is not often reported. ASU's entries perfectly reflect the ideals of the Robert F. Kennedy Journalism Awards: first by shining a bright light on the plight of Haitians who have fled to the Dominican Republic for safe harbor, only to find themselves victims of cruel injustice and bigotry; second, by telling the stories of generous people in Dominican Republic hospitals and social service agencies who are trying to offer help to the Haitians — and their own poor — but who are thwarted by a rigid, uncaring system."

"Stateless in the Dominican Republic" was the work of 17 students in the Cronkite School's 2011 depth reporting class. The students spent the first part of the class researching story topics, then traveled to the Dominican Republic for a 10-day reporting trip over spring break. Rick

Rodriguez, Cronkite's Carnegie Professor of Journalism and Southwest Borderlands Initiative Professor, and Jason Manning, ASU's director of student media, taught the class and accompanied students on the trip.

The students used in-depth reports, photographs and video to create a rich multimedia website exploring the impact of the abolition of birthright citizenship on those of Haitian descent living in the Dominican Republic. It includes a 30-minute video that documents the students' experiences.

"This was a major test for the students, and they passed with flying colors," Rodriguez said. "Most knew very little about the Dominican Republic at the start of the semester. After digging into their subjects, they had to find the right sources and set up their interviews and photographs as well as report the story in multiple languages. This project involved great teamwork and was a professional-level experience with professional-level results."

Cronkite students who contributed to the project were Joshua Armstrong, Serena Del Mundo, Michel Duarte, Lauren Gilger, Carie Gladding, Joanne Ingram, Bastien Inzaurre, Lindsay Erin Lough, Tarryn Mento, Nick Newman, Nathan O'Neal, Whitney Phillips, Brandon Quester, Cristina Rayas, Lisa Ruhl, Stephanie Snyder and Dustin Volz.

"It is a tremendous honor to have been a part of this project and to now have our names associated with such an iconic champion for social justice," Volz said. "I grew up idolizing Robert F. Kennedy for his commitment to helping the poor and the voiceless."

Lauren Gilger, now an investigative producer for KNXV-TV, Phoenix's ABC affiliate, added, "This was an experience that really affected all of us. I'm happy that we're being recognized for this kind of reporting because these are the kinds of stories that need to be told and that no one else would have told."

Students received the award at



“This project involved great teamwork and was a professional-level experience with professional-level results.”

— Rick Rodriguez, Carnegie Professor  
of Journalism and Southwest  
Borderlands Initiative Professor

a ceremony at the United States Institute of Peace in Washington, D.C., in May 2012. Kerry Kennedy, the daughter of Robert F. Kennedy, presented the award as well as a \$500 prize and a bust of the late senator and U.S. attorney general created by sculptor Robert Berks.

The project was part of the Cronkite School’s Southwest Borderlands Initiative, whose aim is to teach students how to report on Latino communities and border issues in the U.S. and around the world. Two previous Southwest Borderlands Initiative projects have won Robert F. Kennedy Awards, including “Crossing Lines” (2010), a multimedia report by Cronkite student David Kempa about a man’s mission to help impoverished Mexican farmers, and “Divided Families” (2009), which documented the effects on families separated by the U.S.-Mexico border.

The projects were supported by the Howard G. Buffett Foundation, an Illinois-based nonprofit organization founded by the international photojournalist, author, environmentalist and philanthropist. Since 2006, Buffett’s foundation has funded multiple photojournalism and reporting projects that have given Cronkite students the opportunity to practice journalism in other countries.

The Robert F. Kennedy Journalism Awards program was founded by a group of journalists covering Kennedy’s 1968 presidential campaign and has grown to become the largest program of its kind in the world. □

## Volz Wins Fulbright Award

Cronkite alumnus Dustin Volz will spend nine months in Indonesia teaching English and studying the country’s evolving journalism industry after receiving a Fulbright English Teaching Assistantship through the Fulbright U.S. Student Program.

Volz, who graduated from the Cronkite School in May 2012, is among more than 20 Arizona State University students who won the prestigious grants in 2012. For the past three years, ASU has ranked in the top 10 universities nationally in the number of students accepted to the Fulbright Program.

The program, sponsored by the U.S. Department of State, is the largest U.S. international exchange program, sending U.S. students, teachers, professionals and scholars to study, teach, lecture and conduct research in more than 155 countries. The Fulbright U.S. Student Program offers fellowships for U.S. graduating college seniors, graduate students, young professionals and artists to study, conduct research or be an English teaching assistant abroad for one academic year.

Volz is the fourth Cronkite student in six years to win a Fulbright. In 2011, Lauren Gambino received the Alistair Cooke Award in Journalism to the United Kingdom. Ian Lee, now a Middle East correspondent and frequent CNN contributor, won a Fulbright award in 2007 to study in Egypt, and that same year, Emily Falkner won a Fulbright English Teaching Assistantship to the Slovak Republic.

In addition, Steve Doig, the school’s Knight Chair in Journalism, served as a Fulbright Distinguished Chair in Portugal during the fall 2010 semester.

“I am extremely honored to be traveling to Indonesia with a Fulbright award,” Volz said. “This award allows me to combine my passions for journalism and teaching in a new and challenging environment.

“Indonesia has possessed a free press only since 1998, making the country’s budding journalism industry, by U.S. standards, young and rapidly evolving,” he added. “I plan to spend time outside the classroom interviewing journalists, scholars and civilians to better understand the role journalism plays in shaping public opinion, particularly as it

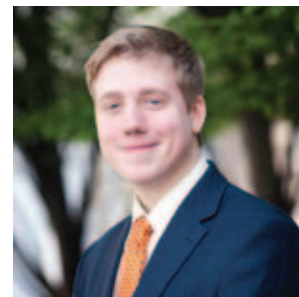


Photo by Lisa Helfert

relates to perceptions of other countries and the Western world.”

As a freshman, Volz co-founded Downtown Devil, a student-run online news startup that has grown into an award-winning publication with more than 50 staffers. He also interned for the Arizona Capitol Times and The Arizona Republic and was a graduate research assistant at the Center for the Future of Arizona. He reported on politics and immigration for Cronkite News Service in Washington, D.C., and also investigated the safety of the nation’s food supply as a Carnegie-Knight News21 Fellow.

Steve Crane, Cronkite’s director of Washington operations, worked with Volz at the Cronkite News Service Washington bureau. He described Volz as a “rock-solid reporter” whose inquisitiveness led him to constantly pursue new story ideas.

“Dustin hits on pretty much all cylinders all the time,” Crane said.

Volz was honored with three Hearst Journalism Awards in 2012 for feature writing, breaking news reporting and opinion writing and shared in two Society of Professional Journalists’ team awards at the regional and national levels. He also contributed to a depth reporting project on immigration and border issues in the Dominican Republic that won this year’s prestigious Robert F. Kennedy Journalism Award.

After his Fulbright year, Volz plans to return to the U.S. to participate in Teach for America, a national corps of recent college graduates who commit to teach in under-resourced urban and rural public schools for two years.

“I expect to be working for him someday,” Crane said. “His prospects are bright and limitless.” □

# Highberger

## Wins Reporting Competition, Travels to Japan

By Domenico Nicosia

"When you cover news somewhere foreign to you, it helps you look back on the news that you cover every day here in the United States in a fresh way."

Jack Highberger, Cronkite student



Highberger rings the bell in front of the Temple of the Golden Pavilion, a Zen Buddhist temple in Kyoto. Photo courtesy of Jack Highberger.

Cronkite student Jack Highberger is no stranger to international experiences, having traveled throughout Europe and Central America and interned with NBC News in London. In June 2012, he added another stamp to his passport as he traveled to Japan to get a firsthand look at the country's culture, history and media practices.

Highberger was one of nine college students from across the country to win the 2012 Roy W. Howard National Collegiate Reporting Competition. The competition was established in 1984 by the Scripps Howard Foundation and the Indiana University School of Journalism in honor of Roy W. Howard, an early -20th-century reporter who "made a name for himself reporting in Asia," Highberger said. Howard went on to lead Scripps Howard Newspapers for more than 30 years.

The winners of the competition participated in a nine-day, all-expenses-paid guided study tour of Japan.

Highberger, who will graduate from the Cronkite School in December 2012, has a strong interest in international reporting and politics.

"To understand what is going on in the world is really essential," he said.

Each year the competition's winners are selected based on portfolios of their work and essays on their interest in international affairs. Highberger is the sixth Cronkite student to win the Howard competition, joining a list that includes Dan Neligh in 2011, Natalie Podgorski in 2010 and Deanna Dent in 2008.

"Scripps Howard has been very good to the Cronkite School," said Michael Wong, Cronkite director of career services. "They have been a great supporter of this school."

The study tour, which included visits to Kyoto, Osaka and Tokyo, was led by Brad Hamm, then dean of the Indiana University School of Journalism and a Roy W. Howard Scholar.

"Dean Hamm has a deep understanding and a deep appreciation for the Japanese people," Highberger said. "He was really able to give us insight into what was going on around us."

Highberger said that Japan "is a very small country by area, but it is dense both in population



Jack Highberger (far right) and other Howard winners take in the scene at Shibuya crosswalk in Tokyo, the busiest crosswalk in the world. Photo courtesy of Jack Highberger.

and in history. There is so much to learn there."

The trip took the group to historical and cultural sites such as the Hiroshima Peace Memorial Park and Kyoto's Golden Pavilion as well as media organizations such as the Tokyo bureau of The Associated Press.

Highberger said the experience helped provide a new perspective on journalism in the U.S.

"When you cover news somewhere foreign to you, it helps you look back on the news that you cover every day here in the United States in a fresh way," he said. "Anytime you are writing in another country or about another country, you are inherently learning something about your own."

In Japan, there is a more group-oriented and collaborative approach to media, Highberger said. More often than in Western media, Japanese journalists do not include bylines with articles. In addition, there are "press clubs" that get access to news of an event at the same time.

"It's more working as a team to get the news," he said.

Another difference between the U.S. and Japanese media industries is the business model. Highberger said that while Japanese newspapers have faced struggles similar to those encountered by U.S. papers, the Japanese papers rely more heavily on subscriptions than their American counterparts do and have been able to remain more profitable by comparison. He noted that some Japanese publications cultivate younger audiences with companion editions featuring popular articles rewritten at a child's reading level.

"There is a humongous thirst for news in Japan," he said. "Papers there are extremely successful. Their business models are something that can be looked at by Western companies."

Highberger said that international reporting comes with a unique set of challenges.

"Normally you're supposed to ask the extra question, but when you are an international reporter, you have to ask the extra, extra question because there is always going to be something slightly beyond your grasp," he said. □

# Lavinsky Wins 2012 Crowder Award

By Domenico Nicosia

As visitors to the Cronkite School ascend the stairs from the First Amendment Forum to the third floor, they are greeted by a collection of eight photographs hanging on the north wall. The photos range from a vivid action shot of a quarterback on the field to a black-and-white portrait of an Apache elder to a breaking news photo of a SWAT team member at an Occupy Phoenix protest.

This is the work of Cronkite student Aaron Lavinsky, winner of the 2012 Greg Crowder Memorial Photojournalism Award.

Lavinsky's winning portfolio displayed a range of skills, yet all the photographs "show a moment in a way that is very simple," he said. "If every photo had an agenda, it is to show this one thing."

"Ultimately, a photographer is a trained eye," Lavinsky said. "They look for things in ways that are different than other people see them."

Troy and Betsy Crowder established the Crowder Award in 2010 in memory of their son Greg, a Cronkite alumnus and longtime photojournalist who died in 2005. Lavinsky received a \$1,000 prize, and his work will be showcased in the halls of the Cronkite School for one year.

Each year's Crowder Award winner is selected by a panel of judges that includes Cronkite faculty and professional photojournalists. This year's judges were Michael Meister, director of photography and video at The Arizona Republic; Con Keyes, former photography editor for the Los Angeles Times; and Cronkite Associate Dean Kristin Gilger.

This year's contest was the most competitive by far, Meister said.

"It was incredible to see so many talented students' work," he said. "That really says something about the program at ASU."

Meister said Lavinsky's consistency made his work stand out.

"Every image that he submitted had this incredible message," he said. "His visual storytelling was tremendous."

Lavinsky began his education at the Zaki Gordon Institute for Independent Filmmaking at Yavapai College in Sedona, Ariz., where he studied film. He then moved to Los Angeles and worked as a gaffer.

Lavinsky then decided to return to school to



Cronkite student Aaron Lavinsky is the winner of the 2012 Greg Crowder Memorial Photojournalism Award. Photo by Michel Duarte.

pursue photojournalism. During his time at the Cronkite School, he has served as multimedia editor of The State Press, ASU's independent student newspaper, and interned at The Seattle Times.

"I really do like the idea of capturing reality, not creating fantasy," he said.

While his focus is now on photojournalism, Lavinsky said his roots in cinematography have had an effect on his photography style, such as the way in which he captured the light in the subject's eyes in the photo of the Apache elder.

"In this moment, it was almost like a time machine," he said. "You could almost see all those years packed into this one photo."

"I'm always looking to bring out personality in people's eyes, and when I can get that in a photojournalism sense, some emotion, that is the best," he said.

Lavinsky will graduate from the Cronkite School in May 2013, earning a bachelor's degree in journalism with an emphasis on digital media. His ultimate career goal is to work for a wire service such as Reuters or The Associated Press, which he said represents "the ultimate grind for photojournalism."

"You are brutally entrusted with telling the news as quickly and as accurately as possible," he said.

Lavinsky said being a photojournalist gives him the opportunity to be "at the front of what is happening."

"There is this adrenaline rush that comes from being somewhere where there is something breaking," he said. □

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

Visit [cronkite.asu.edu/crowderwinners](http://cronkite.asu.edu/crowderwinners) to view Aaron Lavinsky's winning photos as well as previous winners' photos.

## Photojournalism Endowment Honors Cronkite Alumnus

In 2007, retired Cronkite professor Troy Crowder and his wife, Betsy, set up a photojournalism endowment in memory of their son Greg, a Cronkite graduate and newspaper photographer.

In addition to providing photography equipment and guest speakers, the endowment supports the annual Greg Crowder Memorial Photojournalism Award, which each year goes to a Cronkite student whose portfolio is selected by a panel of judges. The winner receives a \$1,000 prize and his or her photos are displayed on the third floor of the Cronkite building for a year.

Greg Crowder graduated from the Cronkite School in 1980 after interning at The Arizona Republic and working for The State Press, ASU's independent student newspaper. He was working for The Press-Enterprise of Riverside, Calif., when he died in 2005. □

### 2012 Crowder Award Honorees

Winner: Aaron Lavinsky  
Honorable Mention: Blake Wilson, Stephanie Snyder and Duyen Tran

### 2011 Crowder Award Honorees

Winner: Molly J. Smith  
Honorable Mention: Michel Duarte, Lauren Hillhouse and Stephanie Snyder

### 2010 Crowder Award Honorees

Winner: Damien Maloney  
Honorable Mention: Kara Horowitz, Matt Pavelek and Branden Eastwood



# Cronkite Students Establish AAJA Student Group

By Emily Campos

The Cronkite School is home to numerous student organizations that provide a range of opportunities for students to pursue their interests, expand their skills and develop their professional networks.

Asian American Journalists Association  
Association of Multicultural Journalists  
Associated Press Television and Radio Association  
Fashion Journalist Club  
National Academy of Television Arts and Sciences  
National Association of Black Journalists  
National Association of Hispanic Journalists  
National Lesbian and Gay Journalists Association  
National Press Photographers Association  
Public Relations Student Society of America  
Radio Television Digital News Association  
Society of Professional Journalists  
Student Leadership Advisory Council

**cronkite.asu.edu/  
/experience/  
studentorganizations**

To see a complete list of student journalism organizations, visit:  
**[cronkite.asu.edu/experience/  
studentorganizations](http://cronkite.asu.edu/experience/studentorganizations)**

Cronkite students have founded the first university-based organization affiliated with the Asian American Journalists Association, providing new opportunities for students to explore newsroom diversity and inclusion and advance their professional development.

Cronkite students Kiali Wong, Karen Schmidt and Raffy Ermac founded AAJA-ASU in January 2012 with the assistance of Cronkite faculty associate Yvonne Leow and Arizona Republic reporter Michelle Lee, a board member of AAJA's Arizona chapter.

Established in 1981, AAJA is a nonprofit professional and educational organization that provides support to Asian-American and Pacific Islander journalists and offers information, guidance and scholarship assistance to Asian-American and Pacific Islander journalism students. With more than 1,500 members in 21 chapters in the U.S. and Asia, the organization also works to promote fair and accurate media coverage of Asian-Americans and Pacific Islanders.

This is the fifth student journalism organization at Cronkite dedicated to issues of diversity in the news and in newsrooms. AAJA-ASU joins the Association of Multicultural Journalists, student chapters of the National Association of Black Journalists and the National Association of Hispanic Journalists and the first campus chapter of the National Lesbian and Gay Journalists Association.

Wong, president of AAJA-ASU, said her involvement with the organization has proven beneficial.

"In general, it's been huge for my own professional development in terms of networking and growing as a journalist, maturing as a journalist, learning more about the industry," Wong said. "I've tried to share with other students the huge opportunities that are available by being a part of AAJA."

Leow, who has been a member of AAJA for five years, encourages Cronkite students to make use of the opportunities available from the organization.

"I'm hoping that a lot of students take advantage of AAJA and realize that (it's) there as a resource, because it was a huge stepping stone for me," she said.



(From left to right) Faculty adviser Yvonne Leow, co-founder and president Kiali Wong and professional adviser Michelle Lee lead AAJA-ASU. Photo by Lauren Jordan.

Membership benefits include opportunities to earn scholarships, attend conferences and other professional gatherings and meet journalists from different parts of the country, Leow said.

Students also benefit from the mentorship of professional journalists in the Arizona chapter of AAJA, which provides mentors to AAJA-ASU members.

"The networking is really a big deal," Wong said. "Meeting other professionals is the way that you get your foot in the door and actually get a job."

"If you can go to your phone and you have a whole contact list of people who you can call up and ask for help, that's huge," she said.

Among AAJA-ASU's activities during its inaugural year were a recruitment event, a resume workshop and a joint social event with the student chapter of the National Association of Black Journalists. Going forward, recruitment is a priority for the group, which is open to all students regardless of race or ethnicity.

"It's open to anyone — you don't have to be Asian — as long as you support diversity in the newsroom," Leow said. □

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@AAJAASU

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ARIZONA STATE UNIVERSITY





Photo by Courtney Sargent

# Football, Military Shape Doig's Life and Career

By Jordan Moon

“Life can be approached like sports. Everything you do takes dedication and discipline.”

— Steve Doig,  
Knight Chair in  
Journalism, Cronkite  
School

High school football hero. Vietnam veteran. Pulitzer Prize-winning journalist. Highly respected professor at one of the country's top journalism schools. Steve Doig's resume is pretty impressive.

Doig, the Cronkite School's Knight Chair in Journalism, joined the faculty in 1996 after a 23-year career as a newspaper journalist. His personal philosophy is rooted in his background in athletics.

“Life can be approached like sports,” he said. “Everything you do takes dedication and discipline.”

That mindset came to fruition during Doig's years at Staples High School in Westport, Conn., where he played football and basketball and ran track. His lifelong friend and high school teammate Tom Allen described watching Doig — a sophomore at the time — impress teammates and competitors during a preseason varsity scrimmage against a neighboring school.

“Steve, wearing a leather helmet, took a kickoff and sped the length of the field for a touchdown,” Allen said. “Those of us who hadn't played with him the year before stood there with our mouths agape.”

“Suffice to say Steve never played a junior varsity game. He was a starting cornerback on a terrific senior-dominated varsity team that season.”

Doig's football career almost ended at the beginning of his senior year when he ripped his quadriceps muscle during practice. Despite his injury, he earned college scholarship offers and ultimately decided to attend Dartmouth College.

But history repeated itself Doig's freshman year at Dartmouth as he reinjured his quadriceps. Football for him was over for good. School became less important to him.

“I stopped attending classes,” he said. “I lived what you call an ‘Animal House’ life.”

Doig dropped out of college and was soon drafted by the Army to serve in the Vietnam War. After receiving training at the Defense

Information School, he was assigned to serve as a combat reporter at the public information office of Army headquarters in Long Binh.

Doig's life as he knows it today began to take form in Vietnam.

“I started reporting for the Army and liked it,” he said. “I started thinking ‘Hey, this journalism thing is interesting.’”

When Doig, who earned a Bronze Star for his service in Vietnam, left the country a year later, he spent 18 months as an instructor at the Defense Information School. When his three-year enlistment ended, he returned to Dartmouth and majored in political science because the school didn't offer a journalism degree.

“School had a purpose now,” he said. “I began studying harder and focusing and receiving better grades.”

Six weeks before graduation in 1974, Doig drove down the Florida coast in search of employment, stopping at different newspapers along the way. He ultimately landed a job with the Daytona Beach News-Journal, where he worked for three years.

“I learned a lot about journalism during this time, far more than I had ever known before,” he said.

Doig then took a job as an investigative reporter for The Miami Herald, where he learned to use computers to enhance his reporting and become an early expert in computer-assisted reporting, the use of computers and social science techniques to aid journalists.

At the Herald, Doig was part of investigative teams that won many awards, including the 1993 Pulitzer Prize for Public Service for coverage of Hurricane Andrew.

“I had a deep personal interest in that one because Hurricane Andrew pretty much trashed my house,” he said. “I was pretty angry about that because we had been told in Miami that we had really tough building codes and our homes should be able to withstand hurricanes.”

After 19 years at the Herald as a reporter and





Steve Doig (far left) carries the football for Staples High School in Westport, Conn. Photo courtesy of Steve Doig.

editor, Doig decided to make a change.

"I loved my job but didn't want to be there for 20 more years," he said. "The next step was managing editor, and I didn't want to get into management."

Doig decided to make the transition to academia, joining the Cronkite faculty in 1996. As the school's Knight Chair, he specializes in computer-assisted reporting and teaches classes in news writing, media research methods, public affairs reporting and precision journalism. He also teaches a multimedia boot camp for students in the school's professional master's program.

In 2010, he spent four months in Portugal as a Fulbright Distinguished Chair, teaching graduate students at the Universidade Nova de Lisboa and lecturing around the country.

"He has such excitement and enthusiasm about what it is he's teaching that it comes across to students," said Cronkite Senior Associate Dean Marianne Barrett. "That engagement makes students want to do well for him."

And while his football days are long behind him, the same mindset that Doig, who was honored in 2011 with a Sportsmen of Westport Award from his hometown, showed as a high school athlete is still present, according to Allen.

"Steve was such a hard worker," Allen said. "There was nothing fancy about his playing style, no snazzy moves. He was a superb defender, excellent tackler and what used to be called a 'slashing' runner who sliced through holes and bounced off tacklers.

"He was a relentless, smart, resourceful competitor. In a tough and fast-changing profession — journalism — he still is." □

## Doig Wins Polk Award

Though Steve Doig moved from the newsroom to academia 16 years ago, that hasn't stopped him from continuing to produce award-winning journalism.

In February 2012, he won a prestigious George Polk Award for his work with California Watch, a nonprofit investigative journalism organization. Doig and his California Watch colleagues Christina Jewett and Lance Williams were the winners of the 2011 George Polk Award for Medical Reporting for "Decoding Prime," a series of articles that exposed a pattern of suspicious Medicare billing at Prime Healthcare Services, a California-based hospital chain.

Doig used his computer-assisted reporting expertise to help Jewett and Williams analyze more than 51 million patient records. Their findings revealed that the chain routinely billed Medicare for treatment of rare medical conditions, resulting in substantial bonus payments to the company.

The series, which appeared in publications across California, led to increased scrutiny by state and federal regulators of Prime Healthcare Services' billing practices. In September 2011, after hearing testimony that cited the California Watch series, the California Attorney General's Office declined a request by the company to open a new hospital in the state. And in December 2011, the FBI began investigating the chain, interviewing former billing administrators and patients who were quoted in the stories.

The George Polk Awards are given annually by Long Island University to recognize special achievements in journalism, with particular emphasis on investigative and enterprise reporting. The Polk Awards were established in 1949 in memory of CBS correspondent George Polk, who was murdered in Greece in 1948 while covering that country's civil war. □

## Godfrey Retires



Professor Donald G. Godfrey (right) interviews Walter Cronkite in 2005. Photo by Scott Troyanos.

Professor Donald G. Godfrey retired in June 2012 after nearly 25 years of service to the Cronkite School.

Godfrey, a longtime broadcaster, educator and historian, joined the Cronkite faculty in 1988 after a distinguished professional career during which he served as reporter, anchor, program director and producer at various television and radio stations in Utah, Oregon and Washington.

Throughout his tenure at the Cronkite School, Godfrey taught a wide range of journalism and mass communication classes, including courses on mass media and society, mass communication history and mass communication research methods. He also was the founding director of the school's doctoral program, which began in fall 2011.

A prolific author, Godfrey wrote and edited numerous books on the history of broadcasting in the U.S., including "Methods of Historical Analysis in Electronic Media," "Philo T. Farnsworth: The Father of Television" and "Historical Dictionary of American Radio."

"Professor Godfrey was a true mentor to students and to junior faculty," said Cronkite Senior Associate Dean Marianne Barrett. "To those of us who came from the industry, he offered support and encouragement as we navigated our way through the tenure process."

A past president of the Broadcast Education Association and founding chair of the BEA Festival of Media Arts, Godfrey was honored for his contributions to broadcast education with BEA's Distinguished Education Service Award and the Festival of Media Arts Founder's award. He is a member of the National Association of Television Arts and Sciences Silver Circle, which honors those who have at least 25 years of service to the television industry and have made meaningful and significant contributions to the field. □

# Reynolds Center Reporter Receives Prestigious Awards for Investigative Piece

By Leila O'Hara



Photo by Molly J. Smith

"I like to step into the unknown, figure it out, work my way through it and come out the other end better informed."

— Kelly Carr, senior online producer, Reynolds National Center for Business Journalism

"(She) is detail-oriented, she doesn't claim to know everything and her research combines a youthful exuberance with an investigative seriousness that focuses on her work."

Andrew Leckey, president, Reynolds National Center for Business Journalism

A business journalist based at the Cronkite School earned international recognition for shedding light on the shadowy industry of buying and selling companies that exist on paper but don't possess any real assets.

Kelly Carr, senior online producer at the Donald W. Reynolds National Center for Business Journalism, partnered with award-winning reporter Brian Grow on an investigative series for Reuters that uncovered details about shell corporations.

The first story, "Little House of Secrets on the Great American Plains," won the 2011 Foreign Press Media Award for financial/economic reporting. The series also won the New York Press Club Award for business reporting, the Gerald Loeb Award for Distinguished Business and Financial Journalism in the news services category and the National Press Club Award for consumer journalism, periodicals.

Carr began her journalism career as a high school student in Pennsylvania, working as a sports reporter for The (Wilkes-Barre) Times Leader. She went on to study journalism at West Virginia University, earning a bachelor's degree in 2003. She received her master's degree in creative nonfiction from Goucher College in Towson, Md., in 2006. Throughout her time in college, she continued to work as a sports reporter for multiple news outlets, including as a sports correspondent for The Associated Press.

After graduation, Carr wanted to explore different aspects of journalism, so she became a general assignment reporter for the Battle Creek (Mich.) Enquirer. She later did a stint as an education and municipal reporter for The Arizona Republic before coming to the Reynolds Center.

Carr had limited background in business journalism prior to joining the Reynolds Center, but her innate curiosity and desire to be challenged drove her to learn more about the field. She said she initially was intimidated by business journalism because of the complex jargon, numbers and statistics involved.

"Business journalism seemed daunting and complicated to me, and a great challenge," Carr said. "I like to step into the unknown, figure it out, work my way through it and come out the other end better informed."

She said her goal is telling great stories that break down the complicated world of business.

Andrew Leckey, president of the Reynolds Center, said Carr's natural inquisitiveness, attention to detail and relentlessness in pursuing stories make her a perfect fit for the job.

"(She) is detail-oriented, she doesn't claim to know everything and her research combines a youthful exuberance with an investigative seriousness that focuses on her work," Leckey said.

The idea for "Little House of Secrets on the Great American Plains" took shape as she began wondering about the inner workings of shell corporations. She decided to dive deeper to find answers and discovered an entire industry based on the buying and selling of such entities.

Carr and Grow built a series of online databases for shell corporations to follow a trail that repeatedly led to the address of a little house in Cheyenne, Wyo. When Carr traveled to 2710 Thomes Ave., she found an entire room of cubbyhole mailboxes, each representing a corporation. The house was home to more than 2,000 corporations.

Carr and Grow exposed the potentially dangerous ways in which shell corporations can hide their assets and be "vehicles for corruption," she said. The story launched a series of investigations by Reuters called "Shell Games" about the trickery of U.S. shell corporations, which can potentially harbor just as many secrets as offshore entities in tax havens such as the Cayman Islands.

The story received national attention. MSNBC's Rachel Maddow featured it on her show, and National Public Radio interviewed Grow on "All Things Considered."

Carr advises aspiring business journalists to develop a network of mentors who can offer helpful career tips and knowledgeable perspectives. To be successful investigative journalists, she suggests that students follow topics they are passionate about, ask critical questions and be fearless. She admits it can be scary investigating a topic because the trail can lead to unexpected places, and the end result is unknown.

Carr said investigative journalism protects the public by uncovering corruption in business and politics.

"There's never been a better time to do investigative reporting because we have more tools at our disposal to put the dots together," she said. □

# Rowe Brings Unique Perspective to Teaching Ethics

By Jamie Killin

Sandra Mims Rowe reminds her students that the decisions they make as journalists have consequences for others.

"Journalists make decisions every day on stories that affect people," she said. "That affects real people and their lives and affects the credibility of the institutions (journalists) work for."

Rowe, former editor of The (Portland) Oregonian, served as the Cronkite School's 2012 Edith Kinney Gaylord Visiting Professor in Journalism Ethics.

"Sandy is one of the news leaders of our generation," said Cronkite Dean Christopher Callahan. "She has been for many years a spectacular editor of major news organizations and has both a deep understanding of ethics and diversity and an incredible degree of thoughtfulness."

Rowe's extensive experience as a journalist allows her to help students explore the real-life scenarios they will be faced with in the future.

"It's so much fun," said Cronkite student Jessica Boehm, one of Rowe's students. "It's like you're actually in a newsroom discussing these cases."

Rowe, whose father was a newspaper editor in Virginia, started her own journalism career at her high school paper. She went on to write for the school paper at East Carolina University, where she majored in English and political science. Despite her newspaper experience, she was undecided about her career path.

"I think my family half expected that I would be like many other women of the day and go to college, get married and live happily ever after in a house with a white picket fence," she said.

Rowe decided to pursue a career in journalism. After graduation, she worked for a radio station for a brief period, then joined the staff of The Ledger-Star, an afternoon newspaper in Norfolk, Va., in 1971. She held a number of positions there, including reporter, city editor, features editor and assistant managing editor, eventually rising to become managing editor of The Ledger-Star and its sister publication, The Virginian-Pilot. In 1984, she became vice president and executive editor of The Virginian-Pilot, a position she held until 1993.

From 1993 to 2010, she served as editor of The Oregonian, the largest newspaper in the Pacific Northwest. Under her leadership, the paper won five Pulitzer Prizes, including the Gold Medal for Public Service.

She also has received numerous individual honors. She was named Editor of the Year twice,

once in 2003 by the National Press Foundation and again in 2008 by Editor and Publisher magazine.

In 2010, the American Society of News Editors presented her with its National Leadership Award.

To Rowe, however, the accolades are just the icing on the cake.

"There's no single award or big story that overshadows the joy of being able to do journalism and work with talented people, and as editor being able to create an environment in which talent can thrive," she said.

Rowe also has served as president of the American Society of News Editors and as a member and the chair of the Pulitzer Prize Board.

In May 2011, she was named chair of the Committee to Protect Journalists, a nonprofit organization founded in 1981 to defend journalists' rights.

"What CPJ does and has been doing for the last 30 years is really trying to make it safe for journalists to report the news wherever they are," she said. "I really think it's a noble mission and could not be more worthwhile."

She recently traveled to Africa on behalf of CPJ.

"It was so eye-opening and humbling to see the conditions that some journalists have to work in," she said. "I'm not talking about physical conditions; I'm talking about the aura of repressive societies and governments."

Rowe's involvement with CPJ gives her a unique view of journalism ethics that informs her teaching.

"I'm teaching ethics mostly from the perspective of the United States media," she said. "Part of what I think about and what I try to bring into the class a little bit is that it's not the only perspective."

Her experience in the newsroom and her skill as an instructor have made Rowe stand out at the Cronkite School.

"It's not just the depth of the experience but her ability to apply that experience in the classroom," Callahan said. "Some editors are natural teachers in the newsroom and some aren't. Sandy has always been in that former category of natural teachers — someone who interacts very well with reporters and other editors and leads by example."

Cronkite students were impressed by Rowe's wealth of knowledge and experience in the journalism industry.

"When she first told us her background and where she's been, I (thought), 'I want to be this woman,'" said Cronkite graduate student Samantha Bare. "She's done so much and she's really been a trailblazer." □



Photo by Courtney Sargent

"There's no single award or big story that overshadows the joy of being able to do journalism and work with talented people."

— Sandra Mims Rowe,  
2012 Edith Kinney  
Gaylord Visiting Professor  
in Journalism Ethics



Rowe talks with Evan Smith (left), CEO and editor-in-chief of The Texas Tribune, and James O'Shea, CEO and editor of the Chicago News Cooperative, at a Cronkite School symposium on local accountability journalism. Photo by Molly J. Smith.



# Johnson

## Is an 'Advocate of the Students'

By Brandon Ross



Aric Johnson is the Cronkite School's Arizona Republic editor-in-residence. Photo by Jeffrey Lowman.

He's a great resource to have because he's not someone who's going to give you praise if you don't deserve it."

Maria Polletta, Cronkite alumna

"He's always positive. People who work at newspapers now can get kind of grumpy about all the changes and cutbacks, and how 'the industry is not what it used to be.' You never hear Aric say things like that."

Kristin Gilger, Cronkite associate dean

Few journalists expect to find themselves watching streets roll and houses split in two on their first day of work. But that's exactly what happened to Aric Johnson — and after the initial shock, the first thing to come to mind was going to work.

Johnson, the Cronkite School's Arizona Republic editor-in-residence, took an atypical path to journalism. After graduating from high school in his hometown of San Francisco, he worked at a movie theater until he enrolled at City College of San Francisco. The enrollment counselor was skeptical about how well he would fare because of his very low high school GPA, but Johnson worked hard to do well his first semester, earning the counselor's respect.

Johnson later transferred to the University of Southern California, where he took the first steps toward his journalism career. His girlfriend at the time worked at USC's school newspaper, and Johnson decided to join her.

"There's no really awesome story about how I switched to journalism," he said.

Johnson earned his journalism degree from USC in 1993 and went on to intern at the Sacramento Bee and the Pasadena Star-News.

His first day at the Star-News was Jan. 17, 1994, the day a massive earthquake hit Northridge, Calif., killing 60 people and injuring thousands.

Johnson was in a house he shared with some USC graduate students when the quake hit.

"It made noises that no house should make," he said. "It shook in a way that is really not describable. You couldn't stand (because) it was shaking so violently.

"I thought I was going to die."

But he kept his wits about him and made it to his first day of work.

After a year and a half at the Star-News, he became a night police reporter for the Reno Gazette-Journal. There he wrote a story about how the lack of a traffic light on a busy street was a safety hazard to people living in the neighborhood. Because of Johnson's story, a traffic light was installed on the street.

A few months after the story was written, one of the neighborhood residents called to thank Johnson, saying the residents had been trying to

get a light there "forever."

"I've done some cool stories, but that one probably means the most," Johnson said.

After spending two years at the Gazette-Journal, Johnson moved to The Fresno Bee, where he worked as an assistant metro editor, the paper's bureau chief in Visalia, Calif., and the business editor. He then joined The Arizona Republic, where he has worked for about eight years.

As Cronkite's Arizona Republic editor-in-residence, Johnson oversees the school's multimedia reporting course in which students cover breaking news for azcentral.com, Republic Media's online presence.

He treats his students like professional reporters, offering them encouragement and critique.

"He has high expectations," said Maria Polletta, one of Johnson's former students who is now a reporter for the Republic. "He will ask you to pull up a chair with him sometimes as he edits. He's a great resource to have because he's not someone who's going to give you praise if you don't deserve it."

Polletta said that Johnson continued to give her guidance and support even after she finished the class, helping her get hired at the Republic.

"He always backed me 100 percent," she said. "He does a good job of navigating that role of being your supervisor, being your boss, but also being a friendly influence."

Cronkite Associate Dean Kristin Gilger said Johnson "is there for them if they need help or advice or support. From day one he's been an advocate of the students."

"He's always positive," Gilger added. "People who work at newspapers now can get kind of grumpy about all the changes and cutbacks, and how 'the industry is not what it used to be.' You never hear Aric say things like that. He understands the changes in the industry and embraces them."

Johnson said that while the unpredictability of covering breaking news "can take some years off your life," he enjoys leading the multimedia reporting program.

"This is the best journalism job I've ever had," he said. □

# Faculty Associate Honored as Giant of Broadcasting

As a young man beginning his journalism career, John Dille went to work for Federated Media, his family's Indiana-based company of newspaper, radio and television outlets. In 1971, he was sent to "see what he could do" with WMEE and WMEF, two struggling radio stations in Fort Wayne, Ind.

Forty years later, Dille's distinguished career in the media industry is a testament to what he accomplished with the Fort Wayne stations and numerous other media outlets. In October 2011, Dille, now president and CEO of Federated Media and a faculty associate at the Cronkite School, was named a Giant of Broadcasting by the Library of American Broadcasting.

He was among 13 broadcast professionals who were recognized at a ceremony in New York City for their contributions to the field. Honorees included "NBC Nightly News" anchor Brian Williams; Christiane Amanpour, CNN's chief international correspondent; and Brian Lamb, founder and CEO of C-SPAN.

Dille, a native of Indiana, studied history and government at Colby College in Waterville, Maine, and earned an MBA from the University of Notre Dame. He got his start in journalism as a copy boy for The Washington Post, then moved to Thomson Newspapers as a reporter in England, Scotland and Wales.

After serving in the U.S. Army, Dille returned to Indiana and began working for Federated Media, becoming general manager of The Elkhart Truth newspaper. Later he took over the management of WMEE and WMEF, and his success with those stations led to the acquisition of other stations in Indiana, Michigan and Ohio. Today Federated Media is a group of media companies reaching nearly 2.5 million people each week in Indiana and Michigan through radio, online products, smartphone applications, advertising and marketing.

Dille has been an industry leader, serving as chair of the National Association of Broadcasters Radio Board, which gave him its 2005 National Radio Award. He also is past chair of the Radio Advertising Bureau and past director and president of the Indiana Broadcasters Association.

Dille began teaching about the business and



Cronkite Faculty Associate John Dille (far left) poses with fellow Giants of Broadcasting (from left to right) Brian Lamb, Frances Preston, Brian Williams, Christiane Amanpour, Charles Osgood, Rand Morrison and Frederick Pierce at an October 2011 ceremony in New York. Photo by Wendy Moger-Bross.

"John is a statesman of the industry (and) a major figure in American broadcasting."

— Tim McGuire, Frank Russell Chair  
for the Business of Journalism, Cronkite School

future of journalism at the Cronkite School in 2009. The required course, which most Cronkite students take as seniors, covers the changing media industry and introduces students to business models and concepts of entrepreneurship.

Tim McGuire, the school's Frank Russell Chair for the Business of Journalism, who also teaches the class, knew Dille and encouraged him to come to the school.

"He's been an entrepreneur for 40 years. He's lived it," McGuire said. "John is a statesman of the industry (and) a major figure in American broadcasting."

Dille said in his acceptance speech that teaching at the Cronkite School has helped him better understand the challenges facing media today.

"Our business is never going back to the old days," he said. "If we could muster the confidence to release our grip on this magnificent, but unsustainable, oligopoly that has benefited us so well in old media, we just might be able to re-establish a better one along with these students in the new media world."

The Library of American Broadcasting, housed at the University of Maryland, was founded in 1967 and serves as a resource for the radio and television industries and academia. Its collection, considered the premier archive of broadcasting history and policy, holds audio and video recordings, scripts, photographs, books, oral histories and related materials.

The Giants of Broadcasting awards are given by the Library of American Broadcasting Foundation, a nonprofit organization that supports the library.

□

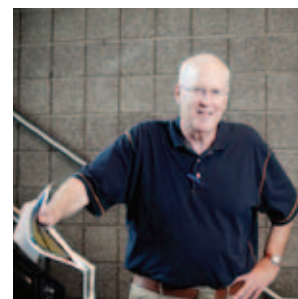


Photo by Courtney Sargent

# Cronkite Faculty Co-Author Broadcast Journalism Textbook

By Brittany Smith



“News Now” focuses on visual storytelling and uses of modern broadcast journalism.

Eye-catching photos and graphics. Conversational, easy-to-read chapters. Information on the latest technology and modern media trends.

These were the primary goals for “News Now: Visual Storytelling in the Digital Age,” a new broadcast journalism textbook authored by several Cronkite faculty members.

The textbook, published in fall 2011 by Pearson Education, was written by Assistant Dean Mark Lodato, the school’s news director; Susan Green, assistant news director and broadcast director of Cronkite News Service; and Associate Professor B. William Silcock, director of Cronkite Global Initiatives. Former Associate Professor Carol Schwalbe, who now teaches at the University of Arizona, also contributed to the book.

The project began about five years ago, when an acquisitions editor contacted Lodato and Cronkite Dean Christopher Callahan about the possibility of partnering to produce a broadcast journalism textbook.

“My impression was that (Pearson) was excited about the school’s approach to journalism,” Lodato said. “I think they wanted to tap into some of that enthusiasm and insight and be able to share that with other schools as well, and this was a way to do that.”

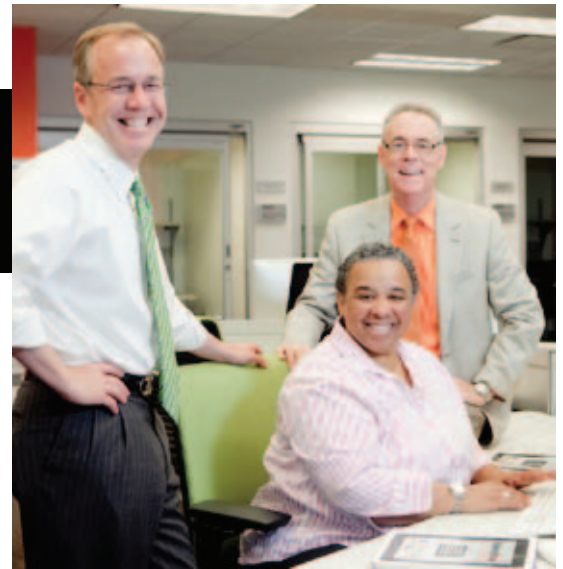
From the start, the authors’ goal was to create a book that students would view as worth its cost.

“I want (students) to buy books that they won’t sell back,” Silcock said. “I want them to get books that they will keep on their first and second jobs as a reference tool.”

Lodato chose Green, Silcock and Schwalbe as co-authors because they had complementary backgrounds in broadcast journalism.

“I thought a team approach would work well,” Lodato said. “My background is in field reporting, but getting someone with producing experience like Sue, someone with Bill’s broad background in several different areas and Carol’s online presence ... made a lot of sense.”

The book includes chapters on reporting, interviewing, writing, videography and production as well as media law, ethics and diversity. Short essays called “Voices from the Newsroom” appear throughout.



Cronkite faculty members (from left) Mark Lodato, Susan Green and B. William Silcock authored a new broadcast journalism textbook. Photo by Courtney Sargent.

In addition to the four primary authors, about three dozen guest writers, including several Cronkite faculty members, contributed material.

“It’s definitely an ensemble approach to a book project,” Lodato said. “I think we’re really fortunate to have so many resources in one building. It was sort of a natural way to approach it.”

Writing the textbook wasn’t without its difficulties. The project was scheduled to take two years but ended up taking four, according to Lodato.

“I think some things plain took longer than we scheduled them to take, and that’s OK,” Lodato said. “I’d rather things take longer and have a stronger product in the end.”

“News Now” is currently being used in two Cronkite classrooms, including a class on television reporting, and also has been introduced to classrooms at universities around the country, including Brandeis University, Kent State University and Ohio State University. The book’s authors said they have received positive feedback from professors at other schools.

“We hear that kids are reading it, that they like the visuals included in it, that it makes for easier reading and understanding of the topic and that they like the examples,” Green said.

Throughout the process of writing the book, the authors tried to keep the school’s namesake in mind, making sure that everything “was grounded in what Walter would believe, say, do and support,” Lodato said. “That came back in the book in a lot of different ways. We wanted to produce a book that he would be proud of.” □



# 'Technological Wizard' of Cronkite Works Behind the Scenes to Maintain School's Technology

By Brandon Ross

Cronkite Chief Broadcast Engineer Jim Dove is the school's point man for making connections, literally and figuratively. During his nearly three decades at the school, Dove has had a hand in everything from the construction of Cronkite's \$71 million media complex in downtown Phoenix to keeping the school's technology at the top of its class.

Though most of Dove's work is behind the scenes, the fruits of his labor can be seen throughout the school in a number of significant ways. From the massive screen in the First Amendment Forum to details such as the placement of electrical outlets, his handiwork is evident in every corner.

Dove was involved with the new building from the start, working with the architects to plan everything from the layout of the rooms to the path of thousands of feet of cable. He spent nearly four years on the project.

"I walked around with a clipboard and a hard hat and took a lot of pictures and notes," he said.

The school was built on a "design build," meaning that it was designed and built simultaneously. This made it particularly hard to plan ahead, Dove said.

"They were pouring concrete on the second floor and we were designing the layout of the fourth floor," he said.

Dove began working at Arizona State University in 1984 as a production manager for Eight, Arizona PBS, the university-owned PBS station. He also took care of the Cronkite School's TV studio, and in 1994 he became Cronkite's first production engineer and began teaching studio production.

Today, as Cronkite's chief broadcast engineer, Dove oversees broadcast technical operations. His myriad responsibilities include everything from making sure the microphones in the radio newsroom are working properly to managing the school's satellite uplinks.

And although the Cronkite building was completed in 2008, Dove is continually working to ensure that the school's technology remains state of the art. Part of his job is assessing the school's constantly changing broadcast technology needs and identifying potential solutions.

"The Cronkite School is a leader in technology, (and) we look to continue that role," Dove said. In October 2011, he helped secure the gift of industry-leading graphics management system CAMIO from Chyron Corp., a provider of digital

broadcast graphics products and services.

"In terms of partnerships, he understands what the Cronkite School is all about," said Mark Lodato, Cronkite assistant dean and news director. "He's very good at identifying other companies around the country that share our vision for the future and how students can take part in the way this industry is evolving."

Although Dove's current responsibilities mean that he now has less interaction with students, he always has been "a huge influence on a lot of people and a lot of students in a positive way," said Jim Jacoby, a lecturer and television production manager at Cronkite.

Jacoby, who met Dove 20 years ago when he was a member of the Eight production crew, said Dove's technical knowledge and approachability made him stand out among the station's engineers.

"If I had a question about something, he would be the guy I would go to," Jacoby said.

Brian Snyder, a broadcast engineer and production specialist for the Cronkite School, was a student in Dove's studio production class in the 1990s. Snyder, who described Dove as "the technological wizard of the Cronkite School," credits Dove with helping him get hired at Cronkite.

"This goes to Jim's character," Snyder said. "I think he's always looking for former students, for current students, trying to connect them with something that they want to do. He listens to what you say, and then retains that and tries to help you down the road."

In addition to his position at Cronkite, Dove has been a freelance video editor for ESPN for more than 20 years, working on the network's "Sunday Night Baseball" and "Monday Night Football" programs. He also has helped produce sporting events for ABC, FOX and NBC, including 11 Super Bowls.

Dove said his sports broadcasting work also benefits the Cronkite School.

"I'm working with the latest and greatest technology (at ESPN), and that knowledge and experience definitely come back to the school," he said.

Careful not to become complacent, Dove described his approach to new technologies as "always learning."

"It's an evolving world. That's one of the things that's really exciting about it," he said.

Lodato praised Dove's dedication to the Cronkite School and his work.

"I've been in this industry for more than 20

"(He) makes sure that we are ahead of the curve in terms of finding new equipment and solutions and ensuring that we're on the cutting edge."

Mark Lodato, Cronkite assistant dean and news director



Jim Dove poses with Christiane Amanpour (center) and his wife, Nancy, at the 2011 Cronkite Award Luncheon. Photo by Tim Trumble.

"The Cronkite School is a leader in technology, (and) we look to continue that role."

— Jim Dove,  
Cronkite chief broadcast engineer

years, and I've never met an engineer like Jim," he said. "He doesn't just worry about making sure everything we have works well, he makes sure that we are ahead of the curve in terms of finding new equipment and solutions and ensuring that we're on the cutting edge." □



Photo by Lauren Jordan

**KPHO-TV**  
investigative  
producer and  
photojournalist  
Gilbert Zermeño  
shares his nearly  
three decades  
of professional  
experience with  
Cronkite students.

One adjunct faculty member is recognized as outstanding faculty associate each school year. Winners include:

**2011-2012 - Gilbert Zermeño**, investigative producer/photojournalist, CBS 5, KPHO-TV

**2010-2011 - Tom Blodgett**, assistant sports editor, The Arizona Republic

**2009-2010 - Richard Ruelas**, features reporter, The Arizona Republic

**2008-2009 - Jennifer Johnson**, communications director, Arizona Democratic Party, and **Andrea Decker**, teacher, Phoenix Country Day School

**2007-2008 - Wilma Mathews**, former director of constituent relations, Arizona State University

**2006-2007 - Norm Ginsburg**, former CBS marketing executive

# Zermeño

By Kristin Couturier

Gilbert Zermeño first envisioned becoming a journalist when, as a sixth-grader in Lorenzo, Texas, he listened to a Career Day presentation by a news anchor from nearby Lubbock. As the anchor told the students how every day was different, and how he could call the mayor or the police chief and get a call back, Zermeño knew he'd found his calling.

Years later, Zermeño, or "Z," as he is widely known, is living his childhood dream as a highly successful investigative producer and photojournalist at KPHO-TV, Phoenix's CBS affiliate. For the past four years, he also has been sharing his passion for journalism with Cronkite students as a faculty associate teaching videography. In spring 2012, in recognition of his outstanding service to students and the school, Zermeño was named Cronkite's 2011-2012 faculty associate of the year.

"He is someone who goes above and beyond, and his students tell us that repeatedly, semester after semester," said Mark Lodato, Cronkite's assistant dean and news director.

Lodato said that when choosing the faculty associate of the year, the school looks for someone who has had a tremendous impact not only on the students but also the university, someone "who wants to invest significant time and resources into somebody else's future" — a quality the school recognized in Zermeño.

"It's the availability on weekends, it's the instant reply to a text message and it's putting in the hours before and after class to walk a struggling student through some difficult times," Lodato said.

Zermeño, the son of migrant farm workers, grew up working in the cotton fields of West Texas. He attended college at West Texas A&M University, where he studied mass communication. He began his career in 1983 with a TV production internship at the CBS affiliate in nearby Amarillo.

Eager to gain more experience, Zermeño volunteered to shoot footage for the station on his days off. His dedication impressed his colleagues and led to his first job as a part-time photographer.

Zermeño was able to turn his passion into a career spanning 29 years. He came to Phoenix in 1986 as one of the first multimedia journalists at KTSP-TV, then the city's CBS affiliate. He stayed with CBS when its affiliation changed to KPHO-TV, becoming an investigative producer and photojournalist.

He has covered myriad stories, including the first Gulf War, the 1992 Los Angeles riots and the continuing controversy over Maricopa County Sheriff Joe Arpaio. Over the course of his career, he

## is Faculty Associate of the Year

has received 18 Emmy Awards and three Edward R. Murrow Awards, including one for an investigation into the murder of a Maricopa County Jail inmate that was caught on camera.

But he is most proud of the 24 hours he spent with one of Phoenix's busiest fire stations in 1989. He accompanied the crew of Station 33 to a near-drowning call during a summer in which Phoenix had a record number of drownings. His coverage of the first responders saving a little girl's life helped change pool fence ordinances in Arizona.

Zermeño, who gives his students his personal cellphone number at the first class, said his philosophy is to teach from the student's seat. His goal is to see things from his students' point of view, and he believes that if students don't understand something, he's not doing a good job of teaching it.

His students, many of whom credit him with being one of their most influential professors, can see his genuine care for them reflected in his teaching.

Kyle Thompson, a Cronkite graduate and former student of Zermeño's, said Zermeño's best quality as a teacher was his constant willingness to help students, no matter how long it took. Thompson said that Zermeño was flexible in his approach to teaching, making sure that students grasped each concept.

"He would ask each person what they wanted to get out of the class," Thompson said. "He never seemed upset about (the time it took); he just wanted everybody to know what they were doing so that they could advance (their skills)."

Cronkite graduate Justin Freemyer, another former student, said Zermeño's class was his first experience with videography and that Zermeño went out of his way to make learning enjoyable with his hands-on approach and open-door policy.

"If people want a real-world experience ... and someone that knows (his) stuff so well and cares, genuinely cares about his students and how they do, then he's the teacher," Freemyer said.

Lodato agreed that Zermeño's professional experience is invaluable, saying he truly is a "been-there-done-that" videographer with much wisdom to share with his students.

"We want teachers to look for ways to encourage students and show them there is opportunity within change," Lodato said. "Students walk out of his classroom more excited to be in the industry than ever before, and that's a terrific asset for us."

□

# Cronkite, Poynter Partner on Faculty Exchange

The Cronkite School has formed an alliance with The Poynter Institute, a nonprofit school dedicated to teaching and inspiring journalists and media leaders, to improve the teaching and training of journalists in the digital media age.

The 36-year-old Poynter Institute, which owns the Tampa Bay Times, teaches journalism skills and values to thousands of people around the world every year through its in-person seminars and online offerings. The organization promotes excellence and integrity in the practice of craft and in the practical leadership of successful businesses.

The first phase of the partnership consists of a faculty exchange, with members of the Poynter faculty visiting the Cronkite School several times a semester to give lectures, visit classes and meet with faculty and students. In turn, Cronkite faculty will teach seminars and consult with faculty and staff at Poynter's headquarters in St. Petersburg, Fla.

The exchange began in January 2012, when Cronkite Dean Christopher Callahan joined Poynter faculty in teaching "A New Curriculum for a New Journalism," part of its College Educator Seminar Series. In addition, Poynter Dean of Faculty Stephen Buckley and faculty member Regina McCombs visited the Cronkite School during the spring 2012 semester as Hearst Visiting Professionals, giving presentations as part of the school's "Must See Mondays" speaker series as well as consulting with faculty and speaking to students.

The partnership is expected to evolve into other areas, such as journalism research and the development of online training programs. In addition, Poynter will consider hosting some of its highly regarded training programs at the Cronkite School, making them more accessible to newsrooms in the West.

Cronkite Dean Christopher Callahan called the partnership between one of the nation's top journalism schools and the nation's leading professional training institute for journalists "a natural."

"We are honored to partner with the Poynter



Top: Cronkite Dean Christopher Callahan (right) greets Poynter Institute Dean of Faculty Stephen Buckley at Buckley's "Must See Mondays" presentation in January 2012. Photo by Terri Smith.



Bottom: Poynter Institute faculty member Regina McCombs addresses the audience at a March 2012 "Must See Mondays" presentation. Photo by Michel Duarte.

Institute, which has added so richly to journalism over the years through its superb news training and development programs," Callahan said. "We're looking forward to working closely with our Poynter colleagues on our shared mission to improve, expand and evolve journalism in the digital age."

Buckley said the partnership "is a terrific opportunity for both institutions to combine our formidable brainpower to do some great work together. The Cronkite School is one of the world's pre-eminent journalism schools, and we're thrilled to be working with its leadership and faculty." □

"We're looking forward to working closely with our Poynter colleagues on our shared mission to improve, expand and evolve journalism in the digital age."

Christopher Callahan,  
Cronkite dean

The Poynter Institute teaches journalism skills and values to thousands of people around the world every year through its in-person seminars and online offerings.



# Faculty News & Notes



Craig Allen



Sharon Bramlett-Solomon



Aaron Brown



Dan Gillmor



Retha Hill



Dennis Russell

## Associate Professor Craig Allen

participated in the panel “The Implications of Changing Narratives in Television News” at the annual conference of the International Communication Association in May 2012 in Phoenix. Also in May, he presented the paper “American Consultants in Newsrooms Abroad: A Study of Effects in Turkey and of Change in Global TV” to the Arizona Foundation for Inter-Cultural Development. He presented the paper “Journalism and Humanities: Sources of Estrangement, Future Collaboration” to ASU humanities faculty in February 2012. Allen also contributed a chapter to “News Now: Visual Storytelling in the Digital Age,” the new broadcast journalism textbook authored by Cronkite faculty members Susan Green, Mark Lodato and B. William Silcock.

**Associate Professor Sharon Bramlett-Solomon** published the second edition of her book “Race, Gender, Class, and Media: Studying Mass Communication and Multiculturalism” (Kendall Hunt Publishing) in August 2012. Also in August 2012, she presented the lecture “Local TV News, Colorism and Crime Punishment” at New York’s Chautauqua Institution and was a panelist for the session “Teaching Race, Gender and Media: What’s New and What’s Next” at the AEJMC annual conference in Chicago.

**Walter Cronkite Professor of Journalism Aaron Brown** was the journalist-in-

residence for the Washington Center for Internships and Academic Seminars’ Republican National Convention Academic Seminar in Tampa, Fla., and Democratic National Convention Academic Seminar in Charlotte, N.C. He also was the keynote speaker for American Legal Media’s annual meeting in New York City.

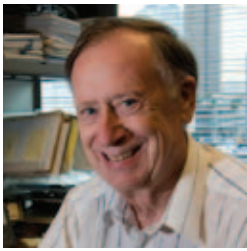
**Professor John Craft** was inducted into the Gold Circle of the Rocky Mountain Southwest Chapter of the National Academy of Television Arts and Sciences in honor of his 50 years of service to the television industry.

**Knight Chair in Journalism Steve Doig** received the 2011 George Polk Award for Medical Reporting for his data analysis work in the 2011 California Watch investigation of Medicare fraud in California hospitals. He also was among an international group of journalists who contributed to “The Data Journalism Handbook,” published in July 2012 by O’Reilly Media and available for free online at [datajournalismhandbook.org](http://datajournalismhandbook.org). He gave numerous presentations on data journalism during 2012, including at the Investigative Reporters & Editors conference in Boston; The Poynter Institute in St. Petersburg, Fla.; the TechRaking conference at Google headquarters in Mountain View, Calif.; the International Festival of Journalism in Perugia, Italy; and the National Institute of Computer Assisted Reporting conference in

St. Louis. In May 2012 in Australia, Doig gave lectures to journalism classes at the University of Technology in Sydney, the University of Wollongong and Monash University in Melbourne as well as presentations to reporters and editors and professional groups in Sydney and Melbourne.

## Weil Family Professor of Journalism

**Leonard Downie Jr.** wrote the white paper “Making a Difference: Philanthropy and the Future of Local Accountability Journalism” following a February 2012 symposium at the Cronkite School on the growing importance of philanthropy in accountability journalism. Downie gave the keynote address at the symposium and moderated the panel “Journalism the Nonprofit Way.” He also wrote a piece about investigative journalism 40 years after Watergate that was published in The Washington Post in June 2012. At the Investigative Reporters and Editors national conference in Boston, he moderated the showcase panel on the News Corp. scandal, moderated a panel on journalism school investigative reporting projects and presented the session “Forty Years After Watergate: A Conversation With Len Downie.” His article “Big Journalism on Campus,” on the Carnegie-Knight News21 initiative and other university journalism school-produced professional-level journalism, appeared in the December 2011/January 2012 issue of the American Journalism Review.



John Craft



Steve Doig



Leonard Downie Jr.



Joe Russomanno



Ed Sylvester



G. Pascal Zachary

**Knight Center for Digital Media Entrepreneurship Director Dan Gillmor** writes a weekly column for The Guardian's U.S. news site. He also authored an article in the Columbia Journalism Review on threats to an open Internet.

**New Media Innovation Lab Director Retha Hill** was a finalist in ASU's 10,000 Solutions initiative for her community engagement tool, SeedSpeak. The tool allows users to geotag suggestions for community improvement, organize neighbors to do community projects and alert local officials to problems as well as proposed solutions in the community.

**Associate Professor Dennis Russell** presented the paper "The Cinema of Lisandro Alonso" at the Far West Popular Culture Association Conference in Las Vegas in February 2012. Russell also won a second-place award in the Arizona Authors Association Published Nonfiction Book contest for his peer-reviewed book "The Portrayal of Social Catastrophe in the Films of Austrian Filmmaker Michael Haneke" (The Edwin Mellen Press). That book also was reviewed in a recent issue of Popular Culture Review, a peer-reviewed journal. Russell currently is researching a book on the cinema of groundbreaking Hungarian filmmaker Bela Tarr.

**Associate Professor Joe Russomanno** published the article "Freedom for the

Thought That We Hate': Why Westboro Had to Win" in the spring 2012 issue of the journal Communication Law and Policy. The article examines the U.S. Supreme Court's 2011 ruling that the First Amendment protects the picketing at a military funeral by members of the Westboro Baptist Church. In July 2011, he traveled to Nepal as an invited guest of the U.S. State Department and U.S. Embassy in Kathmandu to share his perspective on the critical importance of press and speech freedom as Nepal's new government writes a new constitution that includes a provision to protect speech and press. He is writing a research article using a comparative law approach that draws on Nepal's current circumstances to highlight the American experience at the time U.S. press and speech freedoms were instituted.

**Professor Ed Sylvester** gave a workshop on "Writing Science and Medical Books" to the National Federation of Press Women at its national conference in Scottsdale in September 2012.

**Professor of Practice G. Pascal Zachary** published the book "Hotel Africa: The Politics of Escape," a collection of essays on African politics, economics and development, in August 2012. □



Leslie-Jean Thornton

## Thornton Promoted to Associate Professor

Assistant Professor Leslie-Jean Thornton reached a major career milestone in 2012 as she was promoted to associate professor with tenure.

Thornton first came to the Cronkite School in 2004 as a visiting lecturer. After earning her Ph.D. in 2006 from the University of North Carolina, where she was a Freedom Forum Fellow, she joined the Cronkite faculty as an assistant professor.

A former newspaper reporter and editor, Thornton taught at the State University of New York at New Paltz, Old Dominion University and Mercy College before coming to the Cronkite School, where she teaches advanced editing and online media and leads the multimedia portion of the school's boot camp for master's students.

She has been recognized for her teaching by the Association for Education in Journalism and Mass Communication, which named her 2011-2012 Educator of the Year in its Newspaper and Online News Division. She recently was elected head of the division for 2012-2013.

"Leslie-Jean Thornton exemplifies what it means to be a teacher-scholar," said Cronkite Senior Associate Dean Marianne Barrett. "Her research continues to inform her teaching, and she earns rave reviews from her students, who cite her class as a life-changer."

Her research interests include news communication and participatory journalism, with her recent research focusing on how people use Twitter and similar digital technologies to share news.

During the 2011-2012 academic year, Thornton's research was published in the journals "Journalism Educator," "Sex Roles" and "Newspaper Research Journal," and she presented research at journalism conferences at the University of Cardiff, Wales, and the University of South Carolina as well as at the Broadcast Education Association conference in Las Vegas. □

# New People

Cronkite staff members are critical to the mission of the school, supporting students and faculty in and out of the classroom.

Photos by Evie Carpenter and Madeline Pado

**Molly Brush** is communications program coordinator for the Cronkite School and the university vice provost's office. Prior to joining the school in September 2011, she spent 10 years in a variety of marketing and communications positions at nonprofit and higher education organizations in Wisconsin and Indiana. A native of Milwaukee, she earned a master's degree in journalism from Indiana University and a bachelor's degree in international studies and Spanish from Butler University.

**Chris Campbell** came to the Cronkite School in August 2009 as technology



Molly Brush



Chris Campbell



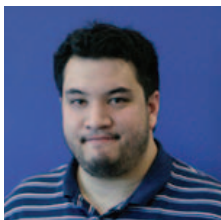
Keith Chandler



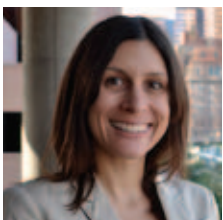
Carolyn McNearney



Catalina Monsalve



Mark Ng



Liz Smith



TJ Sokol



Andrea Tom



Emily Walter

support analyst/audiovisual technician. His past positions include CAD technician for AlliedSignal, music director for the Diocese of Phoenix, automotive technician for Lund Cadillac and diesel/hydraulics technician for Empire Southwest Cat. Campbell and his twin brother run A-GoGo Media Solutions, an Arizona-based Web company specializing in Web design and development, search engine optimization, email and social media marketing and computer and home media solutions.

**Keith Chandler** joined the Cronkite staff in March 2012 as events and administration program coordinator for the Downtown Phoenix campus, planning events and programs in collaboration with community businesses and organizations. Before coming to Cronkite, he served as ground enrollment events manager for Grand Canyon University for four years. Originally from Decatur, Ill., he received his bachelor's degree in communication with an emphasis in media studies from Millikin University.

**Carolyn McNearney** serves as assistant to the dean and university vice provost. Prior to coming to the Cronkite School in October 2010, she was assistant to the provost at LaGrange College in LaGrange, Ga., where she earned her bachelor's degree in business administration. She has more than 20 years of experience in administrative support positions in education.

**Catalina Monsalve** joined the staff in September 2011 as an administrative assistant. Prior to that, she was an assistant to the financial aid and veterans affairs directors at Mesa Community College for five years and a senior financial analyst for Ashford University for two years. A native of Colombia, she earned a bachelor's degree in business with minors in urban planning and international relations from ASU in 2011. She currently is pursuing her master's degree in public administration at ASU.

**Mark Ng** joined the Reynolds National Center for Business Journalism as a Web developer in January 2012. He has 14 years of experience, including working for several business-to-business and business-

to-consumer media companies, running his own consultancy and acting as chief technology officer for a London-based Web agency. He also has worked in the Cronkite School New Media Innovation Lab, building apps and teaching journalism students about programming and the product development process.

**Liz Smith** works on new media innovation, recruitment and downtown campus growth efforts for the Cronkite School and the university vice provost's office. An alumna of the Cronkite School's mid-career master's program with an M.M.C. in digital media entrepreneurship, Smith has 10 years of experience as an editor and writer for consumer, regional, visitor and in-room magazines.

**TJ Sokol** manages the Cronkite School Information Technology team, which handles the day-to-day technology needs of Cronkite faculty, staff and students. Prior to joining the Cronkite staff, he served as a technology support analyst at ASU Student Media from 1998-2005 and the ASU Biodesign Institute from 2005-2011. Sokol, a 1992 graduate of the Cronkite School, worked as a photojournalist in Vail, Colo., and Phoenix before beginning his career in information technology.

**Andrea Tom** is Cronkite's academic operations coordinator. She came to Cronkite in July 2012 from A.T. Still University's School of Osteopathic Medicine, where she served as curriculum coordinator. She earned a bachelor's degree in business administration from the University of Arizona.

**Emily Walter** joined the Cronkite staff in October 2010 as an undergraduate academic adviser. Before coming to Cronkite, she held student advising positions in ASU's College of Liberal Arts and Sciences as well as at Ball State University and Illinois State University. She has a master's degree in sociology from Illinois State University and a bachelor's degree in liberal arts and sciences from the University of Illinois. □



# Remembering Ben Silver

The Cronkite School lost a special friend and supporter in May 2012 when Professor Emeritus Ben Silver passed away from complications of Parkinson's disease at his home in St. Louis Park, Minn., at age 85.

Silver came to Arizona State University after a long and distinguished career as a broadcast journalist. He began teaching in what was then the university's Department of Mass Communication and later became the Walter Cronkite School of Journalism and Mass Communication. He retired in 1990 after 18 years of teaching. After his retirement, Silver and his wife, Linda, funded a scholarship for Cronkite students.

"Ben was an amazingly popular professor," said Cronkite Dean Christopher Callahan. "Some of our best and brightest alumni today are remembering a person they called their favorite professor and most influential mentor. He had an inspirational impact on many young journalists through his teaching and continued that positive effect on today's students through his scholarship."

Cronkite Professor John Craft, who taught alongside Silver, called him a "great guy and a huge part of the early days of the Department of Mass Communication, teaching everything there was to teach about broadcast reporting."

Bill Miller, former chairman of the Cronkite School Endowment Board of Trustees and founder of MagicDust Television, added, "Hundreds of former students have lost a teacher who truly shaped their lives. The world has lost a very good man."

Prior to coming to ASU, Silver was a national correspondent for CBS News, covering some of the major stories of the 1960s, including race riots, school integration and Sen. Edward M. Kennedy's accident at Chappaquiddick.

As a CBS News reporter, Silver worked with prominent journalists such as Dan Rather, Mike Wallace and, of course, Walter Cronkite, who was anchor and managing editor of the CBS Evening News.



Senior Associate Dean Marianne Barrett helps Professor Ben Silver get ready for a Cronkite School convocation ceremony. Photo by Ryan A. Ruiz.

He brought those relationships with him to the Cronkite School.

"Ben could get on the phone and ask people from CBS News to come out and visit with us," Craft said. "That brought a tremendous amount of credibility."

Brian Rackham, a former student of Silver's who is now enrolled in the Cronkite School's doctoral program, called Silver "a mentor and a friend who inspired my love of journalism."

"He was an excellent teacher who recognized potential in his students and encouraged them to follow their dreams," Rackham wrote in Silver's online guest book. "Ben left a lasting impression on me and countless other aspiring journalists."

Former student Robin Schiebler Cacopardo said Silver was "my most memorable professor during my time at ASU."

"He challenged me to be a better journalist and took a personal interest in my work," Cacopardo wrote in the guest book. "It was a privilege to study under him."

Before joining CBS, Silver worked at WCKT-TV in Miami from 1957 to 1966, reporting from the Soviet Union and throughout Latin America. He won a Peabody Award in 1960 for his coverage of Latin America. He also covered Fidel Castro's takeover of Cuba, the Cuban missile crisis and the early days of the space program.

A New York native, Silver dropped out of high school at age 17 to join the Army in honor of his oldest brother, Morris, who died in the World War II battle for Normandy. Upon his return, he earned a bachelor's degree in speech and later a master's degree in journalism from the University of Iowa. He began his broadcasting career in Sioux City, Iowa, at KTIV-TV.

He is survived by his wife, six children and 11 grandchildren. □

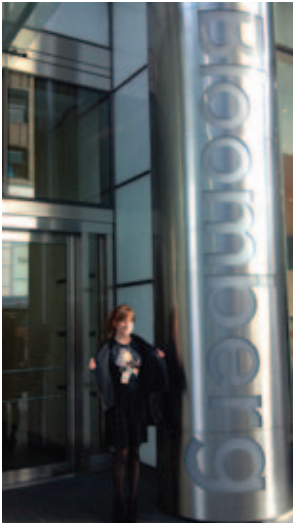
## In Memoriam

The Walter Cronkite School of Journalism and Mass Communication respectfully honors those alumni and friends who recently have passed away. Our thoughts and prayers go out to their families and loved ones as we pause to remember the many contributions they made to the Cronkite School.

Diana Maria Balazs '79  
Terry Brennan '82  
James D. "Dave" Chamberlain  
Jeanette Marie Frantz '83  
Jack Alan "Frazier" Fryxell '67  
Clarence W. Fusselman Jr. '60  
Mary Alice Mullen Gindhart '89  
Alexander Dean Haler  
Daniel Steven Kemp  
Suzanne Leslie (Randall) McIntyre '83  
Sarah "Sally" Louise (Hinderland) Ordini '79  
June Patricia Payne  
Ben Silver, professor emeritus  
Dean Ellis Smith '44  
Stanley E. Smith, professor emeritus  
Betty Waters  
Randi Weinstein

# Alumni Credit Cronkite With Launching Their Careers

By Alicia Canales



Molly Kissler

Cronkite alumna **Molly Kissler** first realized where she wanted to work after graduation during her sophomore year, when a Bloomberg News recruiter talked to her class.

A few months after graduating in fall 2010, following a lengthy interview process, Kissler landed a job as an editor on Bloomberg's speed desk, creating headlines of 60 or fewer characters from news releases.

"What helped me with the Bloomberg job was that I was really excited about the company itself," she said. "I think an interviewer can tell if you know about the company, if you like the company."

Kissler, who now lives in New York, attributes her success to Cronkite's focus on multimedia journalism.

"I think the school's Web focus is really revolutionary," Kissler said.

Mike Wong, Cronkite's director of career services, said the school's emphasis on multimedia journalism benefits students because employers are looking for well-rounded candidates.

"We're teaching our students a wide range of skills to make them more marketable coming out of the school," he said.

**Colton Shone**, who graduated in spring 2011 with both bachelor's and master's degrees, became a multimedia reporter and assignment desk editor for CBS 5, KPHO-TV, in September 2011.

As a multimedia reporter, Shone shoots video and writes stories that focus on breaking news. As a weekend assignment desk editor, he monitors breaking news, helps producers find story ideas, assigns stories and writes for the Web.

"The Cronkite School's philosophy is multimedia journalism, and it is exactly what this job requires," Shone said. "Everything (at Cronkite) lays a good foundation for what to expect."

Shone said he expected to work at smaller stations before moving to large-market stations such as CBS 5 and that he recognizes the significance of the opportunity to start out in a market such as Phoenix.

"I like that I get to work alongside some of the best journalists in Phoenix," he said. "I'm working with people who have been doing this for decades. It's very exciting knowing what they have to offer and seeing them work."

**Ando Muneno**, an editorial assistant for the Phoenix New Times, said his Cronkite education helped him obtain his position.

"If you pay attention to the classes you take at Cronkite, you learn the basic things," said Muneno, who studied print journalism. "You learn what you need to do to be successful: meet the deadlines, how to write, be ethical."

Muneno interned for the New Times before graduating in 2011 with a bachelor's degree. He was hired full time in March 2012.

He recommends that Cronkite students complete as many internships as possible.

"I only did one and I got really lucky," Muneno said. "I liked where I was and liked the people I worked for. As hard as it is to find jobs in journalism, it doesn't hurt to investigate your options."

Wong said that while some students are hired by the organizations with which they intern, an internship doesn't guarantee a full-time job. However, internships can provide valuable experience that helps ready students for the job market.

**Elvina Nawaguna-Clemente**, who earned a master's degree from the Cronkite School in fall 2011, said her internships with publications in Arizona and New York during her time at Cronkite helped prepare her for work as a business reporter at The Ledger in Lakeland, Fla.

"My internship at The Arizona Republic and my time at The New York Times, the combination of all that as well as Cronkite News Service prepared me for it," she said.

She covers news, finance and banking at The Ledger and said the best part of her job is telling "real stories of real people and what's going on in the economy."

Nawaguna-Clemente, originally from Uganda, also credits the Cronkite School with enabling her to learn about journalism in the U.S.

"The Cronkite School gave me the opportunity to (learn) how to write for an American audience," she said. "It opened so many doors."

Nawaguna-Clemente advises current students not to wait until the last minute to apply for jobs.

"Do as many internships as you can because it helps you figure out who you are and what you want to do," she said.

**Heather Billings**, who graduated from Cronkite in spring 2011 with a master's degree, is now a news application developer for the



Elvina Nawaguna-Clemente



Ando Muneno



Colton Shone (top) and Heather Billings

Chicago Tribune. She said that though journalists who understand programming are in high demand, journalists should specialize in one area they enjoy rather than try to do it all.

"Don't try to do everything, but do what you're good at. Focus on what you really like to do," she said.

At the Tribune, Billings develops news apps that tell stories with data and builds news websites "to help journalists on the ground help tell people's stories better." For example, one of the projects she helped develop is a site that allows people to get detailed information on crimes that have occurred in their communities and view crime trends.

Billings came into Cronkite's master's program with a background in Web design, but she said the Cronkite instructors helped her further develop her skills.

"The Cronkite School gave me a place to practice these skills on a larger scale," she said. "I met people who helped take my skills to the next level." □

# Cronkite Day

## Oct 26, 2012



**Cronkite School National Board of Advisors**

- Craig Newman '79, chair
- Samuel Burke '09
- Julie Cart '80
- Don Dotts '57
- Derrick Hall '91
- Athia Hardt '70
- Linda Kauss '68
- Fran Mallace '82
- Hannah Mullins '06
- Adelaide Severson '95

## Cronkite Day Celebration Helps Alumni Reconnect with the Cronkite School

Arizona State University journalism alumni spanning seven decades were invited back to the Cronkite School for the school's first-ever large-scale alumni celebration on Oct. 26, 2012.

Conceived and designed by the Cronkite National Board of Advisors, Cronkite Day was planned as an all-day festival of professional, social, career development and networking opportunities at the Cronkite building on ASU's Downtown Phoenix campus.

"I can't think of a more fitting way to honor the legacy of Walter Cronkite or the great strides and accomplishments made by the school that bears his name than our first Cronkite Day event," said Craig A. Newman, chair of the National Board of Advisors. "We live in an era when journalism's role, methods and innovations are constantly reinvented, challenged and redefined. The Cronkite School has taken a leadership role in this global conversation, with many alumni who are industry leaders returning to campus for Cronkite Day to share their experiences, challenges and visions for the future of media."

The event was to feature a series of alumni panels on topics ranging from coverage of the 2012 elections, the impact of social media, and international news coverage to public relations in the digital age and the state of local TV news.

Alumni also were to have the opportunity to talk with current Cronkite students and see their work in state-of-the-art newsrooms, TV studios, digital classrooms and innovation laboratories around the building.

Cronkite faculty and staff were to be on hand to talk with alumni about career development opportunities, including the Cronkite New Media Academy, the Office of Career Services, the Reynolds National Center for Business Journalism and graduate programs. In addition, alumni were to have the opportunity to get feedback on their writing, photography, video and resumes with top Cronkite alumni and faculty in one-on-one settings.

Also planned were behind-the-scenes tours of the award-winning, LEED-certified Cronkite building with the building's architects and a happy hour reception.

Cronkite Dean Christopher Callahan said the event aimed to provide "an unprecedented opportunity for Cronkite alumni from around the world to reconnect with old friends and classmates and favorite professors, make new friends and professional connections and learn about what's happening at the school.

"We're delighted to welcome our graduates to this unique celebration," Callahan said. □



# Alumni Notes



Bill Hennigan '09 (left) and Sal Rodriguez '12 are reporters at the Los Angeles Times.



Matt Culbertson '11



Christine Harvey '11

 [facebook.com/cronkiteschool](https://www.facebook.com/cronkiteschool)  
 [@Cronkite\\_ASU](https://twitter.com/Cronkite_ASU)  
[cronkite.asu.edu](http://cronkite.asu.edu)

GET CONNECTED

## 2012

**Brittney Goodsell** (M.M.C.) is digital content manager at the Skagit Valley (Wash.) Herald.

**Chelsea (Smith) McFarland** (B.A.) is a corporate communications intern with APS.

**Allie Nicodemo** (B.A.) is a writer/editor at ASU's Office of Knowledge Enterprise Development, covering research from all disciplines. Her stories appear at [researchmatters.asu.edu](http://researchmatters.asu.edu).

**Sal Rodriguez** (B.A./M.M.C.) is a technology reporter for the Los Angeles Times.

**Sunny Rodriguez** (B.A.) is public relations coordinator for ZOG Digital in Scottsdale, Ariz.

**Caitlin Rose** (B.A.) is a film publicity assistant at Ginsberg/Libby, a film, television and corporate PR firm in Los Angeles.

## 2011

**Matt Culbertson** (B.A.) is a client executive at Burson-Marsteller, where he has worked since graduating in May 2011. He reports to the firm's chief global digital strategist and works closely with senior leadership to provide strategic communications counsel and execute digital and traditional campaigns for Fortune 50 companies in addition to startup and midsize clients.

**Josh Frigerio** (B.A.) is an online editor for the Omaha (Neb.) World-Herald. He creates content for its website, [www.omaha.com](http://www.omaha.com), and manages the publication's social media accounts.

**Christine Harvey** (B.A.) is a business reporter for Bloomberg News.

**Nicole Klauss** (B.A.) is a general assignment reporter at the Kodiak (Alaska) Daily Mirror.

**Elvina Nawaguna-Clemente** (M.M.C.) is a business reporter for the Lakeland (Fla.) Ledger.

**Griselda Nevárez** (B.A.) is an online news reporter for VOXXI, a Miami-based news site that provides an independent voice for Hispanic America. She was named a 2012 Chips Quinn

Scholar, a program that places young journalists in news organizations across the country to help improve newsroom diversity.

**Gitzel Puente** (B.A.) is one of four reporters selected for NBC's Reporter Training Program, which trains young journalists from diverse backgrounds. She is spending a year reporting for KNSD-TV, the NBC affiliate in San Diego.

**Alexander Rosen** (B.A.) is a video journalist for CNN.

**Colton Shone** (B.A./M.M.C.) is a multimedia journalist and content creator for CBS 5, KPHO-TV, Phoenix.

**Kirsten Stubbs** (B.A.) is social media and digital marketing manager at Roc Nation, a multimedia company founded by rap artist and entrepreneur Jay-Z. She was the first hire at the company's newest branch, an in-house digital agency that develops strategies to market Roc Nation artists as well as products, causes, sponsorships and partnerships associated with those artists.

## 2010

**Cristina Boccio** (B.A.) is a bank origination specialist at USAA.

**Stephanie Dembowski** (B.A.) has been promoted to public affairs specialist for AAA Arizona. She joined the organization as public affairs coordinator immediately after graduating from the Cronkite School in December 2010.

**Courtney Godfrey** (M.M.C.) is the morning anchor at KBJR-TV, the NBC affiliate in Duluth, Minn.

**Jennifer Johnson** (M.M.C.) is a freelance business reporter in Memphis, Tenn.

**Molly Kissler** (B.A.) is a speed desk editor at Bloomberg News.

**Collin McDowell** (B.A.) is a shift lead in the quality control department at 2G Digital Post, a leading post-production facility in Burbank, Calif. He also does freelance video editing, graphic



Amanda Chan '09

design and cinematography with his company, Tall Sea Productions.

## 2009

**Amanda Chan** (B.A.) is associate news editor, healthy living, for The Huffington Post.

**Drew Douglas** (B.A.) is a general assignment reporter for WLKY-TV, the CBS affiliate in Louisville, Ky.

**Laura Kennedy** (B.A.) is an anchor and reporter for KULR-TV, the NBC affiliate in Billings, Mont.

**Megan Martin** (B.A.) works as a content lead for Yodle, an online marketing company. She also is a media representative for the Phoenix affiliate of the Pancreatic Cancer Action Network, a volunteer organization working to raise awareness and funding for research to combat pancreatic cancers.

**Justin McHeffey** (M.M.C.) is a weather anchor for KCNC-TV, the CBS affiliate in Denver.

**Lindsay Walker** (B.A.) earned a master's degree in public affairs from Indiana University. She is associate director of Community Counselling Services in Chicago.

## 2008

**Chris Casacchia** (M.M.C.) is the technology reporter at the Orange County Business Journal.

**Megan Jurgemeyer** (M.M.C.) is a content producer for KMGH-TV, the ABC affiliate in Denver.

**Codie Sanchez** (B.A.) works for State Street Global Advisors as vice president of institutional sales, covering the western half of the country and driving strategy for Latin America.

**Stephanie Sanchez** (B.A.) is a reporter for KSWT-TV, the CBS affiliate in Yuma, Ariz.

## 2007

**Ian Lee** (B.A.), a stringer for CNN in the Middle East, is part of a team that won the Investigative



Lauren (Haire) Whitney '07 and Justin McHeffey '09 are weather anchors at KCNC-TV, the CBS affiliate in Denver. Photo by Wendy Holmes/CBS.

Reporters and Editors' Tom Renner Award for the CNN Freedom Project documentary "Death in the Desert."

**Scott Olinski** (B.A.) is an event manager for the Aurora, Ill.-based Feld Motor Sports "Monster Jam" tour. He travels the country producing shows on a weekly basis.

**Tom Vitron** (M.M.C.) is the media and communications coordinator at Lowell Observatory in Flagstaff, Ariz. He produces all internal and external communications, collaborates with the Discovery Channel to produce programming and works with the media to secure coverage of Lowell's many initiatives. He wrote and produced "Uncle Percy's Adventures in Space," an 11-part animated series for kids about astronomy that is available free on Lowell's website, lowell.edu.

**Lauren (Haire) Whitney** (B.A.) is the weather anchor on the "CBS Early Show" at KCNC-TV in Denver.



Stephanie Sanchez '08



Jennifer Johnson '10

The Cronkite School has more than 9,000 alumni throughout the Valley, across the country and around the world.

**Lauren Wise** (B.A.) founded Midnight Publishing LLC to provide writing, editing and publishing services to authors, businesses and publications all over the country. She also freelances for the Phoenix New Times as a rock music journalist and is working on a novel.

## 2006

**Hawlie (Ohe) Benedict** (B.A.) runs the Los Angeles-based website "Fab Housewife" (fabhousewife.com). She is pursuing on-air hosting and acting opportunities.

**Charles English** (B.A.) is a video editor at FOX 10, KSAZ-TV, Phoenix, where he works with anchors, reporters and producers to put stories together for daily broadcasts.



Mark Allan '78 and Katie Ussin '06 are news anchors at WDTN-TV, the NBC affiliate in Dayton, Ohio.



Erin Monaghan '01



Jason Friedlander '98



## Connect with Cronkite Colleagues

Cronkite grads have a new way to reconnect with classmates: the ASU Walter Cronkite School Alumni group on LinkedIn. Formed in March 2009, the group boasts more than 1,500 members and is growing rapidly. The group includes Cronkite School news and announcements as well as job leads posted by members and Mike Wong, the Cronkite School's director of career services. Join the discussion and the Cronkite professional network.

[linkedin.com/groups/ASU-Walter-Cronkite-School-Alumni-1837452](https://www.linkedin.com/groups/ASU-Walter-Cronkite-School-Alumni-1837452)

To join the group, go to [linkedin.com/groups/ASU-Walter-Cronkite-School-Alumni-1837452](https://www.linkedin.com/groups/ASU-Walter-Cronkite-School-Alumni-1837452)

### 2006 continued

**Emily Jastrow** (B.A.) began working for ClickSquared, a global provider of cross-channel marketing software and services, as a member of the strategy and analysis team in June 2011.

**Katie Ussin** (B.A.) is a news anchor at WDTN-TV, the NBC affiliate in Dayton, Ohio.

### 2005

**Jeff Bardach** (B.A.) is executive producer of special projects and sports at KWTU-TV in Oklahoma City.

**Dillon Collier** (B.A.) is a reporter for KENS-TV, the CBS affiliate in San Antonio, Texas.

**Thomas Demane** (B.A.) is a producer and news writer for WBBM-TV, Chicago's CBS affiliate.

**Katie Mayer** (B.A.) is a marketing and community outreach specialist for Court Appointed Special Advocates of Arizona.

**Christian Palmer** (B.A.) is an investigative reporter with the Goldwater Institute in Phoenix.

### 2003

**Andrea Flatley** (B.A.) is social media and communications manager at Northwest Harvest.

### 2002

**Jodie Lau** (B.A.) is the wire desk team leader at Gannett's Phoenix Design Studio.

**Samaruddin Stewart** (B.A./M.M.C.) is a John S. Knight Journalism Fellow at Stanford University. The John S. Knight Journalism Fellowships foster journalistic innovation, entrepreneurship and leadership.

### 2001

**Alicia Markham's** (B.A.) blog, "Alicia's Deals in AZ," won in the "best blog/website" category in Phoenix Magazine's Best of the Valley 2011.

**Erin Monaghan** (B.A.) is an associate producer for ABC15, KNXV-TV, Phoenix. She previously

worked for the station for six years as a studio technician and Chyron operator.

### 2000

**Alicia Caldwell** (M.M.C.) is the homeland security and immigration reporter for The Associated Press in Washington.

### 1999

**Bessie Strategos** (B.A.) is accounting manager at Six Degrees LLC.

### 1998

**Jason Friedlander** (B.A.) earned a master's degree in human-computer interaction from DePaul University. He works as senior director of user experience and strategy at Trailer Park in Hollywood, creating mobile apps for major broadcasters such as E! and CBS and major online brands such as Food.com. He is the co-founder of upLynk, a streaming media solution provider that powers all the video delivery of ABC and Disney's suite of iOS and Web video apps.

### 1997

**Claire Simeone-Stern** (B.A.) is a public information officer for the City of Phoenix Aviation Department.

### 1996

**Jhoana Molina** (B.A.) works in the Public Information Office for the Maricopa County Department of Public Health. She works with both general and Spanish media on a wide variety of health topics, including breast feeding, nutrition, childhood immunizations, HIV and emergency preparedness. She had been a freelance reporter and producer for PHX 11, Phoenix's official TV station, and an anchor and reporter for Univision in Phoenix.

### 1994

**Roy Orecchio** (B.A.) is an executive producer working in non-scripted television in Los Angeles. He currently is an executive producer on a new series for the Oxygen Network. Most recently he served as executive producer of Bravo's highest rated series, "The Real Housewives of Atlanta," and supervising





Philip Tortora '93

producer of MTV's "Jersey Shore" for two seasons.

**1993**

**Heather Steil** (B.A.) works in the public affairs section of the U.S. Embassy in Kabul, Afghanistan. She has been a Foreign Service Officer for the State Department since 2005, serving in Nepal, Iraq and Romania. She blogs at [heathersworldadventures.blogspot.com](http://heathersworldadventures.blogspot.com).

**Philip Tortora** (B.A.) is the Web editor for the Burlington Free Press, a Gannett newspaper in Burlington, Vt. He was part of a Free Press team that was awarded the Delta Sigma Chi award from the Society of Professional Journalists for online deadline reporting for coverage of an Occupy Burlington shooting. Previously he spent eight years as the website editor for the East Valley Tribune.

**1989**

**Troy Bausinger** (B.S.) was named publisher of a recently acquired title by the Harrisburg, Pa.-based Journal Multimedia. He is responsible for re-launching an established regional business journal serving 25,000-plus readers in Pennsylvania's Lehigh Valley.

**1987**

**Judie Bizzozero** (B.A.) is senior editor at VIRGO Publishing.

**1983**

**Dave Campbell** (B.S.) is the founder and president of IndustrySource Inc., an agency specializing in high technology, industrial and medical marketing communications.

**Tracy Munsil** (B.S.) earned a Ph.D. in political science from Arizona State University in August 2011. She is an associate professor of political science at Arizona Christian University.

**1980**

**Sherry Sacino** (B.A.) authored the book "A Commentary on the United Nations Convention on the Rights of the Child: Article 17 — Access to a Diversity of Mass Media Sources," which



Judie Bizzozero '87

provides the first legal analysis and unique insight into a provision of this international treaty designed to protect children. She is the president of Youth Empowerment Alliance, an international nongovernmental organization focused on global projects that enhance the lives of children.

**1979**

**Craig A. Newman** (B.S.) was named CEO of the Freedom2Connect Foundation, a new nonprofit organization founded by Radio Free Asia to fund technologies that bypass Internet censorship and secure privacy for individuals and journalists living and doing business in countries with repressive regimes.

**1978**

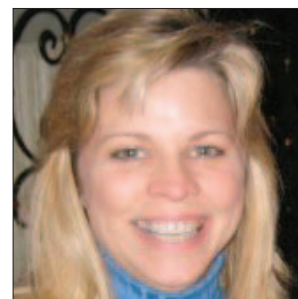
**Mark Allan** (B.A.) is a news anchor at WDTN-TV, the NBC affiliate in Dayton, Ohio.

**1971**

**William Jackson** (B.A.) retired after more than 30 years as an agricultural reporter with the Greeley (Colo.) Tribune. He was inducted into the Colorado Agriculture Hall of Fame, the only journalist so honored, and was recognized on the floor of the U.S. House of Representatives by Rep. Cory Gardner of Colorado upon retirement.

**1968**

**John Polich** (B.A.) was appointed professor of journalism and mass communication at the American University in Bulgaria, which prepares students of outstanding potential for democratic and ethical leadership serving the needs of the region and the world. He previously was faculty member at Franklin College Switzerland, Columbia University, Fordham University, The New School and Golden Gate University, where he was associate dean. He also headed research companies or units at The New York Times, Informa PLC, the Freedom Forum, and Simmons-Scarborough. Polich, a journalist for The Arizona Republic and 12 News, KPNX-TV, and with UPI while at ASU, was the 1998 Cronkite Alumni Hall of Fame inductee. □



Sherry Sacino '80



Craig A. Newman '79



John Polich '68



## We are Cronkite Nation.

The Cronkite School launched Cronkite Nation, an interactive online network for Cronkite alumni, in fall 2012.

Cronkite Nation connects Cronkite graduates across the years and features a searchable map that displays alumni around the globe. It enables graduates to create and update profiles that aggregate their online content and social media accounts. Users also are able to send private messages to other Cronkite alumni.

Liz Smith, Cronkite's outreach director, said the site allows Cronkite alumni to reconnect with others from their class cohorts and help each other advance in their careers. It also enables employers to search for graduates by name, location and skill set.

"This platform will allow Cronkite alums to leverage the school's powerful worldwide alumni network, Cronkite Nation, to their advantage, helping employers find them and allowing them to follow classmates' careers," Smith said.

Cronkite Nation was developed by a team of students in the school's New Media Innovation Lab, a full-immersion professional program in which students create digital media products for companies and nonprofit organizations. The student team was led by project managers David Ryan and David Sydiongco and included Andrew Gilstrap, Chelsey Heath and Donyelle Kesler. The project was overseen by Lab Director Retha Hill and Web Developer Micah Jamison. □

# The Cronkite Journal now available as e-Book

The school's annual publication featuring news from the Cronkite School, including new faculty, programs, awards and facilities as well as features on top students and alumni, is now available in e-book form.

The e-book version, published in e-pub and Kindle format, is optimized for long-form reading and viewing on a tablet or e-reader device. Readers can annotate and bookmark the publication for their convenience and reference.

The e-publication currently is available for download on the Cronkite School website. It will soon be available on Amazon for the Kindle reader and in Apple's iBookstore for iPads and iPhones.

**ASU** Walter Cronkite  
SCHOOL OF JOURNALISM  
AND MASS COMMUNICATION  
ARIZONA STATE UNIVERSITY

# Giving to the Cronkite School

As you contemplate your charitable intentions for this year and beyond, we hope you will include the Cronkite School among the organizations you choose to support.

The Cronkite School offers an array of philanthropic investment opportunities, from general funds that are allocated to the areas of greatest need within the school to more directed support for the programs that mean the most to you. There also is tremendous flexibility for donors in terms of structuring a gift, whether a one-time donation or a pledge paid over multiple years. Some of the more popular giving opportunities are listed below:

**Dean's Investment Fund (Academic Enrichment Fund)** — Gifts to the Dean's Investment Fund provide critical resources to help support students and faculty 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 Giving Fund)** — Gifts to the Cronkite Fund for Excellence support initiatives and activities that celebrate Walter Cronkite's legacy and career and educate future generations in the principles and values that he exemplified.

**Journalism Scholarships** — Gifts to the Cronkite School's scholarship fund have a direct impact on current students, offering that little bit of assistance that can make the difference between not being able to complete their degrees and being able to focus on their studies.

**Endowed Funds** — Endowed funds provide sustaining support for scholarships, fellowships, chairs and professorships. The income generated by these funds strengthens our programmatic core, enabling the Cronkite School to attract and retain the highest-caliber students and faculty. Named funds may be established to recognize and

honor friends, family members, former professors, colleagues and mentors or simply to provide support for the Cronkite School in perpetuity.

**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: Cronkite NewsWatch; Cronkite News Service in both Phoenix and Washington, D.C.; New Media Innovation Lab; PR Lab; Carnegie-Knight News21 initiative; Donald W. Reynolds National Center for Business Journalism; Summer High School Journalism Institutes for both broadcast and digital media; Donald W. Reynolds High School Journalism Institute; and the Cronkite School's growing array of international programs.

**Bequest Through a Will or Living Trust** — It is easy to include a gift to the Cronkite School in your will or living trust. A simple provision or amendment prepared by your attorney at the time you make or update your will or trust is all that is necessary. Gifts included in wills and living trusts are popular because they 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 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 [liz.bernreuter@asu.edu](mailto:liz.bernreuter@asu.edu).





It is with deep appreciation that we recognize the following donors for their support of the Walter Cronkite School of Journalism and Mass Communication during the 2011-2012 academic year.

## Thanking Our Supporters

The Walter Cronkite School of Journalism and Mass Communication offers its most sincere thanks to the following alumni, parents, grandparents, friends, foundations, corporations and community partners for their generous support during the fiscal year that ended June 30, 2012. Through their thoughtful philanthropic investments, the Cronkite School is able to continue the important work of preparing the next generation of exceptional journalism, media and public relations professionals to assume leadership roles within their fields, and to do so with a strong foundation of excellence, integrity and innovation that was the hallmark of Walter Cronkite.

### **\$1,000,000 and above**

Donald W. Reynolds Foundation

### **\$100,000 to \$999,999**

American Society of News Editors

Anonymous

Ethics and Excellence in Journalism Foundation

William Randolph Hearst Foundation

John S. & James L. Knight Foundation

### **\$50,000 to \$99,999**

Katherine Schneider

Scripps Howard Foundation

Louise Solheim

### **\$25,000 to \$49,999**

Anonymous

Gannett Foundation

Lila Harnett

Cheryl and Andy Mandala

Meredith Corp.

Thunderbirds Charities

**\$10,000 - \$24,999**

12 News, KPNX-TV, Phoenix  
 ABC15, KNXV-TV, Phoenix  
 Anonymous  
 APS  
 Arizona Broadcasters Association  
 The Arizona Republic  
 Cox Communications  
 Entravision Communications  
 Anita and Kip Helt  
 PRSA Phoenix  
 Wells Fargo Bank

**\$5,000 - \$9,999**

AEJMC  
 Kathy Chauncey and Tom Chauncey '73  
 Cox Media  
 John Dille  
 Journal Communications  
 Donna and Beau Lane  
 Doreen and Glenn Marek  
 Susan Newman and Craig Newman '79

**\$2,500 - \$4,999**

3TV, KTVK-TV, Arizona's Family  
 Arizona Highways Magazine  
 Cable One  
 Jean and Christopher Callahan  
 Clear Channel Media + Entertainment  
 Diane and David Eichler  
 Fidelity Charitable Gift Fund  
 FOX Sports Net Arizona  
 Hardt and Associates Public Affairs  
 Athia Hardt '70  
 Christine and John Hatfield  
 Lisbeth and Sheldon Jacobs  
 Susan Karis '80  
 Mary M. Media  
 Jean and Tim McGuire  
 Media Buying Services  
 Mary Morrison  
 Off Madison Ave  
 Qwest Communications  
 Louise and Carleton Rosenburgh  
 Steptoe & Johnson  
 Telemundo Phoenix  
 Dee Whiteman and John Whiteman '63

**\$1,000 - \$2,499**

ANA Advertising Services  
 Deborah Anderson '88  
 Arizona Cardinals  
 Arizona Diamondbacks  
 Arizona News Service  
 Martha Artigue and Ray Artigue '76  
 AZ-NM Cable Communications Association  
 Marianne Barrett  
 Liz and Jon Bernreuter  
 Kristin Bloomquist

Blue Cross® Blue Shield® of Arizona  
 Samuel Burke '07 '09  
 Liz and Richard Burns  
 CBS 5, KPHO-TV, Phoenix  
 CBS Radio  
 Cities West Publishing  
 Clear Channel Outdoor  
 Clear Channel Radio  
 Beverly and Jack Clifford  
 Cox Media Group  
 Cramer Krasselt  
 David and Sam PR  
 Christine Y. Devine '87  
 Mary Dozbaba  
 E.B. Lane  
 Frankie Ellis '51 '64 and Robert Ellis '53  
 Elvira and Jesus Espinoza  
 Patrick Hays  
 Henderson Foundation  
 Carolyn and Winfield Holden  
 Horizon Media  
 Hospice of the Valley  
 The Jordan Group  
 Caroline Kirkham  
 KJZZ/Friends of Public Radio  
 Christine Newlin Kovach '82 and  
 Richard Kovach '83  
 KSLX Cactus Radio  
 Ginger Lamb  
 Andrew Leckey  
 Randall Lovely  
 Molina Management  
 Manny Molina  
 Morgan Murphy Media  
 Karen and Ed Munson  
 Rocky Mountain Southwest Chapter  
 of NATAS  
 Nielsen  
 Mary Ann Nock '74 and Jack Nock  
 Mary O'Hanlon and Charles Artigue  
 Perkins Coie  
 Phoenix Business Journal  
 R & R Partners  
 Raza Development Fund  
 Linda and Ben Silver  
 Catherine and Matt Silverman  
 Mark Steinmetz  
 Terry Greene Sterling '71 '84  
 Townsquare Media  
 Univision Management Company  
 Urias Communications  
 Lisa Urias  
 Pam and John Zidich

**\$500 - \$999**

Kristine Berry and Douglas Berry '81  
 Anthony Chavez '97  
 Mary-Lou Galician  
 Nancy Griffin and Steven Ehrlich

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 [liz.bernreuter@asu.edu](mailto:liz.bernreuter@asu.edu).

# Can My Gift Really Make a Difference?

**Sometimes we don't realize how impactful our philanthropy can be. But as you can see from the list below, even modest gifts can make a huge impact. The Cronkite School relies on these investments from alumni, parents and the community. Please consider a gift that is significant to you.**

**Support the Cronkite School today.**

## A gift of \$100 can:

- Enable a student reporter to cover the State Capitol for a semester.
- Support a "Dinner with the Dean" event for a group of first-year students. These meetings help ease the transition to college life by facilitating fellowship experiences.

## A gift of \$250 can:

- Enable student reporters to travel to the Navajo reservation to cover stories such as on the impact of AIDS on the Navajo community.
- Allow our many award-winning students to attend conferences where their work is being honored, such as events hosted by the Society of Professional Journalists, the Broadcast Education Association, Investigative Reporters and Editors and the Public Relations Society of America.

### \$500 - \$999 continued

Laura Jordan and Michael Jordan '83  
Kathleen McWilliams '77  
RFK Center for Justice & Human Rights  
Monica Rothgery  
The Thunderbirds  
Marilyn Vanier '63

### \$250 - \$499

Bennett Dorrance Trust  
Beth Bowen '79  
Leslie and Donald Budinger  
Norma and David Butterfield  
Molly and Nick DeFilippis  
Catherine Foley '75  
Carla Kiernan and Christopher Kiernan '75  
Mary and Daniel Kincaid  
Abraham Kwok  
Sandy and Jack Lengyel  
Janis and Dennis Lyon  
Brent Milner '96  
Joe Milner  
Robert Mirrer  
Deborah Muller  
Cheryl Newton '88 and Walter Newton  
Virginia Nosky '89 and Richard Nosky  
Linda and George Orr  
Paragon Mortgage Corporation  
Jane and Vincent Perla  
The Phoenix Philanthropy Group, Inc.  
Rebecca and Joe Pruitt  
Russell Rhea '85  
Barbara and Ralph Rockow  
Rodel Charitable Foundation — AZ  
Kim Ruggiero '78 and Martin Ruggiero '78  
Adrienne Schiffner '89 '01 and Charles Schiffner  
Natalee Segal '95  
Beverly and James Shaver  
Nancy Simonie '02 and Frederick Simonie  
Mollie Trivers

### \$100 - \$249

Judy Ackerman and Richard Epstein  
Andrea Aker '08  
Richard Allen  
Rance Amend  
Louraine Arkfeld '74 '76  
Mary Hamm Barrett and James Barrett '61  
Deborah Bateman  
Jacob Batsell '96  
Krista Benninger  
Janet and Raymond Bernreuter  
Anu Bhardwaj  
Boeing Gift Matching Program  
Rosalind Gail Bradley '76  
Jo and William Brandt  
Suanne Brownell '64 and David Brownell  
Tess and William Burleson

Keary Cannon '78  
Paula Casey '74 '78 and Thomas Casey '74  
Sandra and William Cawley  
Cynthia Choate '87  
Chubb & Son Inc.  
Laurie Clark '87 and Steven Clark '87  
Nancy Dean  
Anne and Daniel Donahoe  
Donald Dotts '58  
Nancy Dove '07 and James Dove  
Annette Dowell and Kevin Dowell '84  
Sherri Downing '10 and Tim Downing  
Jane Edmunds and Geoffrey Edmunds '63  
Natalie Ehmka '06  
Ehrlich Architects  
Odilia and Mark Estes  
Arduth Evans and Stephen Evans '67 '68  
Jeff Fairman  
Lisa Farland and Kelly Farland '89  
Denise Fetherolf and Bobby Fetherolf '95  
Theodore FioRito '58  
Barbara Van Fleet '81  
Jeanne Forbis '87  
Thomas Fortner  
Frank N. Magid Associates  
Patricia Gentry '72 and Harrison Gentry  
Pune Ghebleh '89  
Kristen Go Gipner and Michael Gipner  
Marilyn and Oscar Glasberg  
Jamie Glass  
GlaxoSmithKline Foundation  
Suzanne Goldman '89  
Julie Goldstrom and Donald Goldstrom '74  
Katherine Gottesman and Russell Gottesman '03  
Alexis Hanes and Douglas Hanes '96  
Katherine Hanna '66  
Rhonda and James Harvey  
Venita Hawthorne-James and Daryl James  
Mary Heiss and Harold Dorenbecher  
Laraine Herman '77 and Ralph Herman  
Zachary Irwin '98  
Ellen and Malcolm Jozoff  
Claudia Kelley '05 and Charles Kelley  
Janet and James Kennedy  
Jung-Hoon Kim '05  
Diana Kindig and Mark Kindig '82  
Jennifer Klein  
Marjorie Lewis '78 and Charles Lewis  
Anita Mabante-Leach '77 and Benny Leach  
Carolina Madrid '10  
Patricia Mariella  
James May '98  
Susan McGarry '80  
Ana Melikian and James Melikian '77  
Michelle Moorhead '85  
John Nadel '66  
Sallie Brophy Najafi '85  
Donna Nardoza '85



National Bank of Arizona  
 Debra and Don Nicoson  
 Robert Pegler '00  
 Laura Peles '93 and Joseph Peles '90 '96  
 Janaki and Panol Ram  
 Linda and Charles Redman  
 Diane Reilly and Robert Reilly '65  
 Taylor Renfro '11  
 Laura and Herbert Roskind  
 Barbara and Irving Rousso  
 Margaret Samuels and Peter Samuels '84  
 Robert Schneider '73  
 Eloy Sedillo '79  
 Sandra Seward '94  
 Karen and Mathew Shannon  
 Charles Smith  
 S.P.I.E.S  
 Carolyn Stein and Richard Stein '75  
 Virginia and Edward Sylvester  
 Trudy Thompson-Rice and William Rice  
 Tyler Thompson '07  
 Elizabeth Tracy and Brian Tracy '67  
 Dawn and William Tripp  
 Deanna and Lee Vickers  
 Video Enterprizes Inc.  
 Katie Voss '70 and Jack Voss  
 Wallace Wilson '71

#### **\$1 - \$99**

Kimberly Agster '91 and Jeffrey Agster '91  
 Sheri Albrecht '82  
 Dena Aleska  
 Dan Alex  
 Adriana Alvarado '05  
 Bryant Alvarado '07  
 Alyssa Andrews '84  
 Onyx Antara  
 Christine Anthony '92 and Mark Anthony  
 Catherine Bailey '02  
 Christopher Baker '05 '12  
 Bank of America Charitable Foundation  
 Wendy Black '88 and Ronald Black  
 Janelle and Michael Brannock  
 Tara Burns '11  
 Jennifer Burrows '95 and Michael Burrows  
 Amy Cameron '83  
 Martha Christopherson '85 and Larry Clark  
 Lynn Clevenger and Robert Clevenger '71  
 Victoria Clive '98  
 Matt Culbertson '11  
 Deborah Dellis '82 and  
 Rusty Austerman '88  
 Christine DePauw '97  
 Amber Dixon '09  
 Montgomery Dixon '94  
 Patrick Dugan  
 Bradford Dworak '11  
 Marcia Joy Edelstein '77 and  
 Jeffrey Edelstein

Andrew Encisco '93  
 Candy Fein  
 Cory Fetter '11  
 Andrea Flatley '03  
 Brittany Gansar '10  
 Kylie Gifford '10  
 Lauren Gilger '11  
 Mindy Goldstein and  
 Howard Goldstein '86  
 Amy Graham '11  
 Aaron Granillo  
 Mary Havill and Paul Havill '76  
 Kelsey Hazlewood '09  
 Lauren Hengl '08  
 Philip Johnson '70  
 Jane Kern '06  
 Leesa Kirkland '99  
 Natalie Kitson '11  
 Melissa Krishnamurthy '78 '84 '00  
 Lori Lauersdorf '99 and  
 Michael Lauersdorf '99  
 Christopher Lavoie '92  
 Lily Leung  
 Janet Limone and Michael Limone '85  
 Carol Lynde  
 Alexander MacLean '11  
 Macy's Foundation  
 Ignacia Marquez '85 and Juan Marquez '99  
 Phyllis Peebles Mescon and Jed Mescon '82  
 Desmond Miller '10  
 Loren Molever '77 '82  
 Martin Montorfano '01  
 Jeffrey Morris '72  
 Jennifer and Scott Munstermann  
 OCE North America Inc.  
 Gary Olmstead '63  
 Cortney Pellettieri '95  
 Andrew Pentis '10  
 Teresa Perrius '97 and Matthew Perrius '98  
 Donna Pohle '80  
 Jeanine Rogers  
 Tracey Rolfsen '86 and Eric Rolfsen  
 Marla Rothfarb and Robert Rothfarb '90  
 Bob Rothgery  
 Leslie Schaffer '76 and Dean Schaffer '75  
 Tracy Scott '88  
 Rachel Snell '99 and Travis Snell '00  
 Lisa Sweeting '00 and Russell Sweeting  
 May Tang and Stanton Tang '88  
 Dawn Thomas and William Thomas '76  
 Jessica Uy '07  
 Erin Weissman '93  
 Fern Wilgus  
 Lynly Williams '03 and Brenton Williams  
 Suzanne Wilson '97  
 Bruce Worden '76  
 Elizabeth Young '88  
 Patricia Young '78

#### **A gift of \$500 can:**

- Sponsor a peer mentor for one semester to serve 25 new freshmen and help them adjust to college life, the Cronkite School and living on their own for the first time.
- Support Career Services events that bring internship and employment recruiters to campus. These events help students begin networking with potential employers and ultimately find jobs after graduation.
- Give student reporters the opportunity to cover Major League Baseball spring training for major news organizations as part of the spring training multimedia reporting class.

#### **A gift of \$1,000 can:**

- Help send student reporters to Mexico and Canada to report on immigration and border security issues.
- Enable the purchase of an online media camera, a critical news-gathering device used for numerous Cronkite classes. Nearly 200 students use these cameras each semester.
- Provide resources for a student reporter to spend a semester in Washington, D.C., covering news and issues that affect Arizona from the Cronkite School's news bureau in the nation's capital.

# Chyron Corp.

## Brings State-of-the-Art Graphics to Cronkite

"The Cronkite School is a leader in developing high-caliber media and communications specialists, and we are pleased that the new Chyron Media Center will support the school as it continues this fine tradition of excellence."

Michael Wellesley-Wesley,  
president and CEO, Chyron  
Corp.



Above: Chyron President and CEO Michael Wellesley-Wesley and Cronkite Assistant Dean and News Director Mark Lodato attend the dedication of the Chyron Media Center.

Right: Wellesley-Wesley speaks at a ceremony naming the Chyron Media Center. Photos by Molly J. Smith.

The Cronkite School has partnered with Chyron Corp., a pioneer of innovative digital broadcast graphics products and services, to bring a new graphics management system to the school.

The Long Island, N.Y.-based company donated its cloud-based Axis World Graphics and CAMIO graphics management systems to Cronkite. The technology gives Cronkite students access to the industry's most advanced tools for news graphics creation and delivery, better preparing them for their digital media careers.

In recognition of the gift, the Cronkite News Service newsroom was named the Chyron Media Center at a November 2011 ceremony.

"Chyron's investment will help ensure that future journalists and media leaders learn with the very best, state-of-the-art equipment and graphics software available to the industry, building a pipeline of professionals who know the power and value of Chyron technology," said Cronkite Dean Christopher Callahan. "We are absolutely delighted about our partnership with Chyron."

Axis World Graphics simplifies, streamlines and facilitates the graphics creation process, enabling artists, reporters, production assistants and news producers to create broadcast-quality graphics.

CAMIO is a news graphics management solution that gives users control over the look and delivery of graphics.

"Our students' ability to get experience on such cutting-edge technology helps give them a strong leg up in today's competitive job environment," said Mark Lodato, assistant dean and news director at the Cronkite School. "This is exactly the sort of workflow you'll find in newsrooms today, which means our students will be well-prepared to enter the workforce."

Chyron President and CEO Michael Wellesley-Wesley said, "The Cronkite School is a leader in developing high-caliber media and communications specialists, and we are pleased that the new Chyron Media Center will support the school as it continues this fine tradition of excellence." □



# Cronkite IT, Engineering Teams

## Help Keep Technology at Peak Performance

By Brandon Ross

Thanks to the efforts of a dedicated team of engineers and information technology staff, the Cronkite School's \$71 million media complex and its state-of-the-art technology remain up to date and in top condition.

The IT team, led by IT Director TJ Sokol, oversees Cronkite's IT infrastructure, managing the school's computer hardware and software systems and audiovisual equipment, including microphones and projectors.

While all team members can handle a variety of general issues, each member has his own specialty, said Chris Campbell, the team's audiovisual technician. In his role, Campbell provides technical support to users of audiovisual equipment and handles the audiovisual needs for public events such as lectures. In addition, he is responsible for maintenance of the equipment, performing tasks such as replacing lamps and filters in the school's projectors.

The engineering team primarily maintains the school's broadcast equipment and provides instruction on its use to students. Team members' responsibilities range from repairing tripods to managing satellite uplinks and assisting with the production of Cronkite NewsWatch, the school's award-winning live nightly newscast.

"It's technology, so we cross over quite a bit," Cronkite Production Specialist Brian Snyder, a member of the engineering team, said of the relationship between the two teams. "It's really coordination with (the IT team) and us. It's a matter of making sure that what we're doing is going to be acceptable and usable for (students)."

As a production specialist, Snyder manages the school's equipment lab, maintaining the video cameras, voice recorders, microphones, tripods and other gear available to students for checkout. He also instructs students on how to use the equipment.

Cronkite's investment in state-of-the-art technology enables students to learn on industry-

"Our students' ability to get experience on such cutting-edge technology helps give them a strong leg up in today's competitive job environment."

Mark Lodato, Cronkite assistant dean and news director

standard equipment currently used in professional news organizations, said Chief Broadcast Engineer Jim Dove, who leads the engineering team. Knowing how to use this equipment gives Cronkite students an advantage as they enter the job market, according to Dove.

While Cronkite's technology is ahead of the curve, Dove, Sokol and their teams work vigilantly to ensure that the school is prepared for the future. They research emerging technologies and make recommendations about which ones the school should pursue. They also manage Cronkite's relationships with corporate partners such as Chyron Corp. that donate or provide discounts on equipment and technology.

"I talk to the company to engage them in conversations about what's the next step for us," Dove said.

While the IT and engineering teams have different responsibilities, their goal is the same: to ensure the school's equipment and technology are performing at an optimum level and to provide Cronkite students with the technical skills they need to become successful professionals in today's journalism industry.

"The equipment they're using here, in all likelihood, they will run across in some form or fashion in their careers," Snyder said. □



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

"The equipment they're using here, in all likelihood, they will run across in some form or fashion in their careers."

Brian Snyder, Cronkite production specialist





Photo courtesy of Carolyn Pendergast

“It was the guidance of people like Doug Anderson that made a difference in focusing me in the right places and really helping advance my education and career potential.”

— Carolyn Pendergast, Cronkite alumna

# Alumna's Gift Honors

## Former Cronkite School Director

By Emily Campos



Doug Anderson, former Cronkite Endowment Board of Trustees Professor and former director of the Walter Cronkite School of Journalism and Telecommunication. Photo courtesy of Penn State University.

There were many people at the Cronkite School who had a strong impact on alumna Carolyn Pendergast during her years as a student in the mid-1980s. But one person who was particularly influential was Professor Douglas Anderson, who later became director of the school in 1987.

To recognize Anderson as well as help current Cronkite students, Pendergast made a contribution to the Doug and Claudia Anderson Scholarship, which was established in 1999 to honor Anderson, who is credited with bringing the Cronkite School to national prominence during his 15 years as director. Pendergast's contribution has enabled the school to significantly increase the amount of the scholarship, which is awarded to one student each year.

Pendergast, who graduated from the Cronkite School in 1986, said her desire to give back to the school stems from her positive experiences as a student.

“It's just a neat feeling to consider how you can help those who are following along the same path and (experiencing) some of the same challenges that you tackled 20 or 30 years ago,” she said.

Pendergast knew from a very young age that she loved to write and wanted to study journalism. While at Cronkite, she took Anderson's communications law and editing classes.

“One of the special things about Dr. Anderson is that he motivated you to be a better student and a better journalist,” Pendergast said. “He was so good and so thorough that I never wanted to disappoint him.”

She credits Anderson and the Cronkite faculty with preparing her for a successful career.

“It was the guidance of people like Doug Anderson that made a difference in focusing me in the right places and really helping advance my education and my career potential,” Pendergast

said. “That made all the difference for me.”

After graduating, Pendergast went into marketing and public relations, working for ASU and the University of California, Berkeley, as well as companies such as the Arizona Biltmore, Motorola and US Airways. She now runs her own marketing and public relations consulting business.

Pendergast is glad she can pay tribute to Anderson by helping Cronkite students.

“There are lots of meaningful memorial gifts, but I like to look for ways to honor people while they are still living so they know that their good works are appreciated and have a lasting impact.”

Anderson, who currently serves as dean of Penn State University's College of Communications, said he was honored to be recognized.

“I was completely humbled by it,” Anderson said. “Carolyn was a marvelous student, and she has enjoyed an impressive professional career.”

Liz Bernreuter, Cronkite director of development, said that in addition to helping current students, Pendergast's contribution sets an example for other Cronkite alumni.

“I think the greater impact is the example that she sets as an alumna who's making a gift in honor of someone who was very meaningful to her when she was in school,” Bernreuter said.

“Support from our alumni not only sets an example for other alums to follow, but it demonstrates that the school is doing a good job.”

Pendergast hopes to keep making a difference at the Cronkite School and beyond.

“I want to continue to find ways to give back to the community,” Pendergast said. “Being a fourth-generation Arizonan, it's important to me to continue to better the Valley and the state of Arizona.” □

“Support from our alumni not only sets an example for other alums to follow, but it demonstrates that the school is doing a good job.”

Liz Bernreuter, Cronkite director of development

# **Invest** **in the Cronkite School**

Sometimes we don't realize how impactful our philanthropy can be. But as you can tell from this edition of The Cronkite Journal, even modest gifts can make a huge impact. The Cronkite School relies on investments from alumni, parents and the community. Please consider a gift that is significant to you.

**Support the Cronkite School today.**



## New Scholarships Benefit Students

Each year the Cronkite School awards about 50 scholarships ranging from \$500 to \$4,000 that help students pay for their education. Support for many of these scholarships comes from alumni and others with close relationships to the school. Two new scholarships have been established in the past year:

"Receiving this scholarship will help me achieve my goal of graduating college in four years and heading straight into the workplace with some experience under my belt."

Jennifer Crane,  
Cronkite public relations student and recipient of the E.B. Lane Scholarship



Photo courtesy of Jennifer Crane

### E.B. Lane Scholarship in Honor of Diane Lane

In honor of its 50th anniversary, Phoenix-based public relations agency E.B. Lane established the E.B. Lane Scholarship in the name of agency co-founder Diane Lane. The agency will contribute \$1,000 per year for five years to support a Cronkite student studying public relations.

The scholarship is the first at the Cronkite School that specifically benefits public relations students. The inaugural E.B. Lane Scholarship was awarded for fall 2012 to Jennifer Crane.

Founded in 1962, E.B. Lane is a full-service advertising, interactive, social marketing and public relations agency with offices in Phoenix and Denver. Its clients include the Arizona Cardinals, Walmart, Arizona Super Bowl Host Committee, Cable One Inc., Arizona Lottery, Tilted Kilt Pub & Eatery and Phoenix Convention & Visitors Bureau.



Diane Lane  
Photo courtesy of E.B. Lane

### Cheryl and Andy Mandala Washington Bureau Business Reporting Scholarship

Cheryl and Andy Mandala of Goodyear, Ariz., established the Washington Bureau Business Reporting Scholarship to support students reporting on business and economic issues for Cronkite News Service's Washington bureau. Their contribution of \$25,000 will provide up to \$5,000 in scholarship funds each year for five years. Cronkite graduate student Joe Henke was the recipient of the inaugural scholarship.

The Mandalas are the founders of Mortgage Commentary, a financial and business newsletter company that began in 1963 with 18 subscribers and is now part of Thomson Reuters. □



Andy Mandala

Photo by Terri Smith



# Faculty Give to Support Cronkite

By Jessica Zook

The Cronkite School receives financial support from many sources, but there is one group whose contributions have particular significance: faculty donors.

"It's always special when faculty give (donations) because they give so much of their heart and soul in the classroom," said Liz Bernreuter, Cronkite director of development. "When they decide to make a monetary gift above and beyond what they're already doing, it's just really special."

Bernreuter said that faculty contributions go toward a variety of things, including recruiting and retaining students, building the school's programs and hiring top faculty.

"Like gifts from all of our donors, their contributions help the Cronkite School in so many ways," she said. "It helps elevate the entire stature of the school."

Bernreuter said there are a number of ways for Cronkite faculty members to provide financial support to the school, including one-time donations, recurring gifts and contributions of equipment. Gifts can be designated to support a specific program or scholarship or go to the Dean's Investment Fund, which provides general operating support for the school.

Steve Elliott, director of digital news for Cronkite News Service, said he likes donating to the Dean's Investment Fund because the school has many options for using the money.

"I'm sure there are many donations that go to specific things," Elliott said. "I just want to give some flexibility to the school on how they use (my donation) because I know it'll go toward something good."

Some gifts offer the opportunity for the donor to name Cronkite facilities or equipment. Andrew Leckey, the Reynolds Endowed Chair in Business Journalism and president of the Donald W. Reynolds National Center for Business Journalism, gave a gift that named an editing bay in the school's Chyron Media Center.

"When I see the editing bay that I contributed, I always feel good that at least in one concrete way I contributed," Leckey said. "My contribution was a very sincere affirmation that I realize it's an honor to be here."

Leckey said that making a financial contribution is a way of showing his support of the school.

"When we first moved into the building (on the Downtown Phoenix campus), I was so excited about the potential of the place that I wanted to do something financial that was simply my way of

saying, 'I heartily endorse this and wish to do my part in every way that I can,'" Leckey said.

Faculty donors cite a variety of reasons for contributing. John Dille, president and CEO of Federated Media and a Cronkite faculty associate, said he was motivated to give after he observed the efforts of ASU President Michael M. Crow and Cronkite Dean Christopher Callahan to make the Cronkite School one of the country's top journalism schools.

"Chris has set out to assemble the best faculty in the country, at least by my reckoning, and I'd like to be a part of that," Dille said.

Terry Greene Sterling, the school's writer-in-residence, said she donates to support Cronkite students.

"I very much like and believe in the Cronkite students," Sterling said. "They are the future of my profession, and the future of the nation, really."

Some have more personal reasons for donating. Anita Luera, director of high school journalism programs, decided to donate to a scholarship honoring the memory of a journalist who was a friend of hers.

"When they set up the scholarship fund, I just knew it was the right thing to do to support that," Luera said. "And the fact that it was supporting specifically a journalism student was really important."

Luera said she is especially moved to donate to scholarships because of the students she's met and the need she has encountered.

"To know that it is used for scholarships is really important because I've met a lot of the students and I've seen a lot of the need," Luera said.

Associate Professor Mary-Lou Galician also chose to honor a loved one with her gift. After her mother's death more than 20 years ago, Galician started the Evelyn-Nancy Galician Memorial Book Scholarship to honor her mother's passion for reading.

"I wanted to have something that would honor her and her memory," Galician said. "She was an avid reader, so I thought establishing a book scholarship would be a great way to do that. I know how expensive books have become for students, so I hope to defray the cost."

Though their reasons for giving vary, Cronkite faculty members agree that the decision to contribute is a very personal one.

"I think everybody has to follow their own conscience and look at their own economic situation," said Tim McGuire, Frank Russell Chair for the

"It's always special when faculty and staff give (donations) because they give so much of their heart and soul in the classroom."

— Liz Bernreuter,  
Cronkite director of  
development

Business of Journalism. "Some people are blessed in different proportions than others, and they have to make their own individual decisions. Giving is good for me, and everyone else should make their own individual decision."

Leckey said that giving money to something he's passionate about isn't a difficult choice.

"This is a school that makes me want to do my best, and contributing financially is a small part of me trying to do my best," he said. □

# Cronkite School Endowment Board of Trustees

Since its inception in 1983, the Cronkite School Endowment Board of Trustees has played a pivotal role in advancing the school's mission and elevating it to national prominence. The board is composed of top media leaders from the Phoenix metropolitan area. Members include newspaper editors and publishers, television and radio station general managers, magazine editors and publishers, public relations executives and other industry executives, all of whom contribute time, talent and treasure in support of the school and its students. Board members serve as mentors to students, offer numerous internships, hire Cronkite graduates, facilitate community partnerships and advise the dean. They also organize and host the annual Cronkite Award Luncheon, at which the Walter Cronkite Award for Excellence in Journalism is presented to an exceptional journalist. Perhaps most important, members of the Endowment Board serve as advocates for and ambassadors to the Cronkite School, raising its public profile and drawing attention to its many extraordinary programs. □

Walter Cronkite School of Journalism and Mass Communication  
2011-2012 Endowment Board of Trustees



John Misner, president,  
Cronkite School Endowment  
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Photo by Courtney Sargent

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