

# The Cronkite Journal

2013-2014

WALTER CRONKITE SCHOOL OF JOURNALISM AND MASS COMMUNICATION



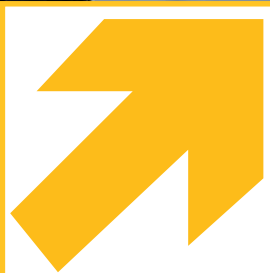
## Sports Journalism Takes Off at Cronkite

**INSIDE** Carnegie-Knight News21 Fellows Report on Post-9/11 Veterans  
Students Head to Canada, Mexico to Produce Borderlands Project  
Spring Training Reporting a Big Hit with Students





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Cover: Cronkite student Kari Osep shoots photos at a Phoenix Suns basketball game for her sports photojournalism class.

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Photojournalism students (left to right) Catherine Crook, Micaela Encinas, Madeline Pado, Danielle Gregory and Diana Lustig cover an ASU soccer game.

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# Sports





# Journalism

## Takes off at Cronkite

Major League Baseball. The PAC-12. The Phoenix Suns. The Olympics.

Students at the Walter Cronkite School of Journalism and Mass Communication have been involved in covering or producing coverage of all of these events as part of a sports journalism program that has grown dramatically over the past few years — with no end in sight.

“Interest in sports journalism just keeps growing,” said Cronkite Associate Dean Kristin Gilger. She said the school has responded by adding classes in sports writing, sports photography and sports production as well as a class each spring that puts students in the field covering MLB teams during spring training in the Valley. Students traveled to London to report on the 2012 Summer Olympics and will be involved in reporting on the run-up to the 2015 Super Bowl, which will take place in Glendale, Ariz.

“We’re lucky to be in a major sports town, and we’re lucky to have both the facilities and the faculty that make these programs happen,”

Gilger said. “Students can’t get enough of them.”

Special partnerships with the PAC-12 Networks and FOX Sports Arizona give students additional opportunities to practice sports journalism and make professional connections. Students are part of the production crews at football, basketball, soccer and wrestling events covered by the PAC-12 Networks, and they shadow FOX Sports Arizona producers who are doing pre-game, half-time and postgame coverage of Phoenix Suns road games out of a studio on the sixth floor of the Cronkite building.

Mike Wong, the school’s director of career services, who is himself an announcer at Arizona State University sporting events, said the school’s increased emphasis on sports journalism prepares students for jobs.

“Sports are a big business here in the United States and globally,” he said. “For us to get involved in that just means more opportunities for students.” □

## Sports Journalism Popular Focus for Female Cronkite Students

Will the gender imbalance in sports journalism shift with the next generation of aspiring reporters and broadcasters?

Cronkite instructor Greg Boeck said it already has started. Since he began teaching sports journalism three years ago, he said his classes usually have been evenly divided between male and female students. It’s a stark contrast to when he began his career as a sports reporter.

“When my career started in 1970, there were virtually no women covering sports,” he said. “It was one in a million. It was an all-male dominated field.”

Today, women like Cronkite student Megan Stewart can walk into a gym and interview NBA star Kobe Bryant for her Summer Olympics class, which

covered the 2012 London games. She is one of a growing number of female Cronkite students with a passion for sports journalism.

“Girls aren’t trying to go into sports to be the next sideline reporter,” Stewart said. “For the majority of girls I have met, they have a true love for the game, and they want to be there for themselves. They want to climb the mountain to see the world, not for the world to see them.”

Stewart is a founding member and the first president of the ASU chapter of the Association for Women in Sports Media. The organization works to support the advancement and growth of women in sports media.

Some Cronkite students had the opportunity



Top: Jourdan Rodrigue interviews former Arizona Diamondback Luis Gonzalez for her spring training reporting class. Photo by Mary Kate Lau

Bottom: Cronkite student Jamie Beno questions Milwaukee Brewer Ryan Braun.

Opposite page: Arizona Republic columnist Dan Bickley (left) and former Arizona Cardinal Jay Taylor talk with participants during “Sports Reporting: A Day With the Pros.” Photo by David Kadlubowski/The Arizona Republic



Cronkite student Carrie Adams records a stand-up for her report on the Milwaukee Brewers. Photo by Alexia Porto

to attend the AWSM's national convention in Scottsdale, Ariz., in June. There, they attended panels on investigative sports journalism and the relationship between sports media and public relations.

Cronkite student Arianna Grainey attended the conference and chatted with sports journalists such as USA Today sports columnist Christine Brennan and CBS Sports reporter Lesley Visser.

"It was really amazing to be able to meet some of the people who were such pioneers in the field," Grainey said. "Hearing Lesley Visser (the first female NFL analyst on TV) tell stories about equal access made me realize how far we've come — but there is still a lot of work to be done."

The work started in 1977, when Sports Illustrated reporter Melissa Ludtke was barred from entering the locker rooms at the World Series. Boeck cited the civil rights lawsuit that followed against Major League Baseball as the "big turning point" for women in sports journalism.

In the years since, women have left their mark on the male-dominated profession as they follow the path that Ludtke helped clear. Boeck said female Cronkite graduates have gotten sports journalism jobs at numerous media outlets across the country.

He attributes the success of both female and male Cronkite students in sport journalism to the growing number of opportunities at the school. Stewart shared similar thoughts.

"I definitely hands-down could have never gotten this amazing experience anywhere else. It got me to spring training and got me to the Olympics," she said. "There really are no other schools where I could have gotten a better education and technical training than at Cronkite." □



Photo courtesy of FOX Sports Arizona/Phoenix Suns

## Phoenix Suns Game Coverage Now Live from Cronkite

By Domenico Nicosia

Pregame, halftime and postgame coverage of Phoenix Suns' road games is now broadcast from the sixth floor of the Cronkite building under a partnership with FOX Sports Arizona that includes the opportunity for students to shadow producers.

"This represents a unique opportunity for our students to work with professionals at the highest level," said Assistant Dean Mark Lodato, who supervises the broadcast curriculum at the Cronkite School and is news director of the school's television newscast, Cronkite NewsWatch. "It is really one of the advantages of working in a city with a large market."

Discussions between the school, FOX Sports Arizona and Suns Productions, which produces the broadcasts, led to an agreement in the summer of 2012. The first broadcast from the set was during the Suns' first road game in November of that year.

Marc Goldberg, senior producer for Suns Productions, said it made sense to move to Cronkite from a Cox studio in north Phoenix.

"Cronkite is at the forefront of technology as far as the television business goes," Goldberg said. "It is an incredibly invaluable thing for the Cronkite students to have at their fingertips."

Up to two students attend each produc-

"Cronkite is at the forefront of technology as far as the television business goes. It is an incredibly invaluable thing for the Cronkite students to have at their fingertips."

— Marc Goldberg,  
senior producer for Suns Productions

tion, and dozens have volunteered since the partnership launched.

Joel Gantt, a junior focusing on broadcasting, said he and another student were able to roam between the control room and set, talking to people in the roles of producers, directors and audio technicians.

"Everyone was willing to take the time to explain exactly what they did," Gantt said.

"I think we are all very pleased at the way this started," Lodato said. "Our idea is to grow those roles in the months and years to come." □



# PAC-12 Networks

## Offers Production Experience for Cronkite Students

By Josh Thrall

In its inaugural year, the PAC-12 Networks faced a monumental challenge: covering hundreds of sporting events at 12 schools, including ASU — and doing it well.

Since fall 2012, dozens of students from those schools have been part of the production crews at every event the PAC-12 Networks covers, including football, basketball, soccer and wrestling. The students are on the sidelines or in the press box performing jobs crucial to the flow of the game and TV broadcasts, such as running cable, serving as stage managers and controlling the start and stop of play.

"I've also been able to network with some of the best television technicians in Phoenix, which has been wonderful," said Cronkite student Kaard Bombay, one of the participating students. "I was able to learn almost everything involved in the setup, execution and strike of sports television broadcasts."

Since his experience with the PAC-12 Networks, Bombay has been hired by two companies to help produce television broadcasts for the Phoenix Suns and ESPN.

"If you're serious about learning the innards of broadcast television, then there isn't a better opportunity out there," Bombay said. "It is the best opportunity you will ever have to meet and network with on-air talent."

The PAC-12 Networks broadcasts more than 500 events throughout the year, including dozens at ASU.

Leon Schweir, senior vice president of production and operations, said student workers have helped make the PAC-12 Networks successful, especially with the conference adding two schools in its inaugural year.

"We came in and were increasing volume in production, so finding people was one of our biggest challenges,"

"I think this is just the beginning of our relationship with the Pac-12 Networks. I predict that in the next year or two, you're going to see more opportunities for our students to be involved."

— Mark Lodato, Cronkite assistant dean



Cronkite student photographers (left to right) Jack Wilson, Justin Janssen, Juan Magana and Connor Radnovich prepare to shoot photos at Sun Devil Stadium for the ASU-Wisconsin football game.

Schweir said. "It was clear early on we couldn't do it without schools."

Schweir said he has been particularly impressed with the Cronkite School, where he said interest in the program is strong and students perform well.

"We knew when it came to ASU it wouldn't be a problem finding students to work with us," he said. "ASU is probably first on participation."

As the program expands, Schweir said students will be performing more duties. For example, those with production skills may get the chance to operate cameras, and those with digital skills could help produce online content.

Mike Wong, who as Cronkite's director of career services helps place students in the program, said working on the PAC-12 production crews is an ideal way for students to get hands-on experience.

"There are just a lot of benefits for our students to be involved in a live sports production," Wong said. "If you're interested in sports as a student and you want opportunities, this is the place to be."

Cronkite Assistant Dean Mark Lodato, said, "I think this is just the beginning of our relationship with the Pac-12 Networks. I predict that in the next year or two, you're going to see more opportunities for our students to be involved."

Cronkite senior Kim Pestalozzi said working with the PAC-12 Networks has prepared her for a career in sports broadcasting.

"I've actually gotten a lot of work outside of PAC-12 because of the relationships and contacts that I made," she said. "I worked the Fiesta Bowl at ESPN because of a contact I made there." □



# Cronkite Students Take a Swing at Spring Training Reporting

By Sean Peick

There was only one credentialed reporter in the Arizona Diamondbacks' spring training press conference room for the better part of one March morning at Salt River Fields in Scottsdale, Ariz.

And she wasn't with The Arizona Republic, MLB.com or any other professional media outlet covering the Cactus League.

Cronkite student Hayden Harrison was writing a story on player nicknames that would be published on the Cactus League Blog Network, a joint venture between USA Today Sports and azcentral.com.

Harrison was part of the third iteration of the Cronkite School's spring training class, which has students producing spring training content for several major news organizations. She said she decided to take the class because of the real-world experience it offered.

"We're right in the middle of (spring training), so we can actually be lucky enough to cover it," she said. "There are tons of students who want to be baseball reporters when they get older, and to be able to have that opportunity while you're in college is amazing."

Students spend all of spring training reporting from ballparks after intensive classroom

preparation. Greg Boeck, a former USA Today sportswriter who has led the class since its inception, said the opportunity is unlike any other in the country.

"I think it's unique, and it's extremely successful," he said. "I mean, how many other journalism schools can do this?"

During the 2012 season, three teams of six students each covered the Diamondbacks, San Diego Padres and Milwaukee Brewers in partnership with The Arizona Republic, San Diego Union-Tribune and Milwaukee Journal Sentinel. They spent two to three days each week at spring training complexes and were credentialed as working members of the media with full access to clubhouses, practice fields and press boxes.

Their articles, videos and photos — a mix of news, feature and enterprise reporting — were featured on the media outlets' websites.

New to the course in 2013 was the involvement of MLB.com, an assignment that gave four

Left: Cronkite students report and take photographs at spring training for major media outlets such as MLB.com. (Photo by Pat Marrujo) Right: Cronkite student Jason Galvin interviews Milwaukee Brewers infielder Rickie Weeks. Photo by Alexia Porto





“This kind of a program is a resume-maker. If you’re going to compete and you want to be in sports, to have this on your resume is very unique.”

— Greg Boeck, Cronkite School instructor



Greg Boeck leads the spring training reporting class.



Clockwise from top: Cronkite student Jamie Beno snaps photos at spring training. Cronkite students photograph players working out at the Milwaukee Brewers spring training camp. Cronkite students (left to right) Casey Rusnak, Christina Tetreault, John McKelvey, Brittany Vermilyea and Pat Moroney cover the San Diego Padres for the spring training reporting class.

students the opportunity to provide Cactus League-wide coverage rather than being tied to one team. Brett Kurland, an Emmy Award-winning sports documentary producer who co-teaches the class with fellow faculty associate Boeck, oversaw the MLB.com team.

“I think it was a terrific opportunity for the students to get exposure to that audience and also to have the experience of walking into a different clubhouse every day,” he said.

The students primarily produced short videos for Cut4, a section of MLB.com devoted to offbeat, edgy stories. Jordan Hamm, one of the students assigned to MLB.com, appreciated that format.

“We were able to produce a lot of multimedia stories rather than just strictly print or broadcast, which I thought was awesome,” he said. “I’ve always wanted to be in sports journalism, but I’m open to any format. So any experience in any field I can get, I’m grateful for.”

Bill Hill, an assistant managing editor at MLB.com and former adjunct professor at Cronkite, said he was more than willing to partner with the school.

“One of our big initiatives right now is to have as much video on the site as possible, not just stories,” he said. “So this worked right into that because a big part of the class is shooting and editing video.”

Chelsea Bolyard, another member of the MLB.com team, said seeing her byline on a heavily trafficked website was a thrill.

“Having my name attached to MLB.com — that’s huge for me,” she said.

Mike Davis, assistant managing editor for sports and digital development at the Journal Sentinel, said coverage provided by Cronkite students has consistently filled a niche since the partnership began in 2011.

“It just adds a nice additional touch to our coverage of spring training that we wouldn’t get with just our sports reporters (or) our Brewers’ beat writers,” he said.

Mark Faller, director of azcentral sports, said student content is sometimes as good as professional journalists produce. “Especially the video content,” he said. “There were some video packages that we definitely pulled out and displayed prominently on our Diamondbacks’ page on azcentral sports.”

Boeck said all seven students who took the class in its first year when the only partnership was with the Journal Sentinel have gotten jobs.

“That’s the ultimate success, right?” he said. “I’ve said this many times: This kind of a program is a resume-maker. If you’re going to compete and you want to be in sports, to have this on your resume is very unique.”

Harrison, who ultimately wants to be a travel writer, said the class will be rewarding no matter what path she takes.

“Learning how to interact with people who are known nationally is kind of a big step, and I’m doing it when I’m 20 years old,” she said. □

Stories and videos from the Cronkite School’s spring training class can be found on the following sites.

#### **The Cactus League Blog Network**

USA Today Sports and  
azcentral.com  
springtraininginformation.com

#### **Cut4**

MLB.com  
mlb.com/cutfour

#### **The Milwaukee Journal Sentinel**

jsonline.com

**San Diego Union-Tribune**  
utsandiego.com



# Fans Get Inside Look:

## Sports Reporting and the Business of Baseball

Top: Arizona Republic columnist Dan Bickley (left) and former Arizona Cardinal Jay Taylor talk with participants of "Sports Reporting: A Day With The Pros" prior to a taping of "Sports Tonight." Photos by David Kadlubowski/The Arizona Republic



Above: Bickley (right) talks with Cronkite Dean Christopher Callahan.

Below: Arizona Diamondbacks beat writer and 2002 Cronkite alumnus Nick Piccoro (left) discusses sports reporting with Cronkite faculty associate Greg Boeck.



Cronkite student Torrence Dunham dreams of a career in sports journalism.

"I see myself hopefully as a play-by-play guy," Dunham said. "I know I'm not going to get pushed right into a play-by-play position for some team. I know I have to climb up the ladder."

Dunham got one step closer to his career goal when he attended "Sports Reporting: A Day With the Pros." The August 2013 public event gave more than 50 sports fans from around Phoenix a glimpse of what it's like to be a sports journalist or a Major League Baseball executive.

The daylong event was the second in the "Community Conversations" series sponsored by Republic Media and the Cronkite School. The series is designed to bring depth and context to topics of interest to Arizonans.

Attendees sat in on interactive sessions with Arizona Republic reporters and baseball executives that included Arizona Diamondbacks President Derrick Hall and Arizona Republic sports columnist Dan Bickley. The event also featured behind-the-scenes tours of Chase Field and the Republic Media newsroom and television studio.

The day began at the Cronkite School with a discussion featuring Bickley and Cronkite School Dean Christopher Callahan.

Bickley remembered how, as a young sports reporter for the Chicago Sun-Times in the 1990s, he would carry an armful of newspapers hot off the press to the local bar after a hard day's work. Journalism has changed since those days, he said.

"Anybody who has spent time in this profession, you marvel at what has transpired over the course of time," Bickley said. "Back in the day, if you were covering a beat or writing a story, you would do

"Anybody who has spent time in this profession, you marvel at what has transpired over the course of time."

— Dan Bickley, [azcentral sports columnist](#) and [Arizona Sports 620 radio host](#)

your interviewing and do your reporting and then you would have time."

Today, Bickley's schedule is packed with writing newspaper columns, blogs and social media posts as well as making appearances on radio and television. Callahan called him the "quintessential multimedia sports journalist of today."

Bickley's session was followed by an inside look at baseball reporting with The Arizona Republic's Diamondbacks beat writer Nick Piccoro, a 2002 ASU graduate. Piccoro took attendees through the daily grind of covering a major league ball club for 162 games.

During his discussion with Cronkite instructor Greg Boeck, Piccoro recounted interviewing Luis Gonzalez, Sean Green and other veteran Diamondbacks players when he first took over the beat.

"I was definitely intimidated covering some of these veteran guys," Piccoro said. "You know — they're still Major League Baseball players ... But once the next wave of players came through, I kind of realized they're just guys. They make more





Top: Arizona Diamondbacks President Derrick Hall talks with those attending the "Sports Reporting" event. Left: Participants sit in on a press conference with Diamondbacks Manager Kirk Gibson. Right: Cronkite student Torrence Dunham snaps a picture of the broadcast booth. Photos by David Kadlubowski/The Arizona Republic

(money) than me, but that's OK."

"Sports Reporting" attendees then moved to the Republic Media offices, home to The Arizona Republic, KPNX-TV and azcentral.com. There, they toured the newsroom and watched a taping of "Sports Night," a weekly television program covering Arizona sports.

They got to see Bickley again, this time on camera for "Sports Night" with host Bruce Cooper and guests Tank Johnson and Jay Taylor, both former NFL players. They discussed the NFL's \$765 million concussion settlement with former players.

Attendees snapped some photos and chatted with the on-air personalities before heading to the Diamondbacks' stadium, where they got a franchise perspective.

Some attendees participated in an insider's tour of Chase Field that included a pre-game press conference with Diamondbacks Manager Kirk Gibson and outfielder Cody Ross.

During the press conference, attendee Austin White tweeted, "Sitting in the media room listening to Kirk Gibson speak in person. Phenomenal experience."

Others sat in on a discussion about the business of baseball with Diamondbacks executives Cullen Maxey, vice president of business operations, and Karina Bohn, vice president of marketing. Moderated by Cronkite Professor Tim McGuire, the talk focused on how the Diamondbacks work to grow attendance and revenue.

"We can't have a business plan dependent on wins and losses because that's the one thing that we can't control," Maxey said.

Rather, Maxey said, the Diamondbacks' plan hinges on the fan experience, which can include bobblehead giveaways, post-game concerts and throwback jersey nights.

Diamondbacks President Derrick Hall reiterated the importance of the fan experience during the final session of the day. He discussed his customer service policy, FAWTSY, meaning "find a way to say yes." Hall said he has worked to instill this mantra into the organization to create a more fan-friendly environment.

"Find a way to say yes' has been really good and it's resonated," said Hall, a 1991 Cronkite School graduate. "Other companies have borrowed that as well, and that's a point of pride for us."

## FOLLOW ME ON TWITTER



**Jordan Johnson** @jrjohn188 31 Aug  
The @azcentral crew at @dbacks #alumni-night chadgraham2 @meganmfinnerty @falleraz #azcpros instagram.com/p/dssl\_MOF6j/  
Expand



**Chad Graham** @chadgraham2 31 Aug  
VERY sunny seats at the #Dbacks game with #azpros @ Chase Field instagram.com/p/dspRHY116L/  
Expand



**David Kudlubowski** @Davidkadlu 31 Aug  
Sitting in on #Diamondbacks President & CEO Derrick Hall talks with participants in "A day with the Pros" at Chase Field. #azpros pic.twitter.com/7yr7fLi954  
View photo



**Mark Faller** @falleraz 31 Aug  
#azpros Touring Chase Field press box w/ @Dbacks @joshwitch as @JackMagruder works away diligently. pic.twitter.com/gU52koJBhu  
View photo



**David Kudlubowski** @Davidkadlu 31 Aug  
Participants sit on on a press conference with #Diamondbacks Manager Kirk Gibson

The initiative paid off when the United Nations recognized the Diamondbacks as the "most positive team in the world" with its NGO Positive Peace Award in 2010.

Phoenix-area resident Bobbie Congress, who attended the event because she wanted to be a sports reporter when she was young, was impressed with the way Hall runs the Diamondbacks.

"The Diamondbacks are so community-minded. I'm from Yankee territory. You would never see (Yankees President) Randy Levine do this," Congress said. "... I'm going to look into being a season ticket holder."

Hall said the entire organization has more of a family-oriented culture since he became president in 2006 — and that includes players.

"You probably heard a couple years ago how we changed the culture in the dug-out and clubhouse," he said. "We needed it. We wanted players that wanted to be here. ... Right now we've got 25 guys that are selfless."

A few hours later, some of the attendees saw those selfless guys grind out a 4-3 walk-off win against the San Francisco Giants. □

# Sports Photojournalism Class Prepares Students for Success

"I love sports so much; I'm a die-hard sports fan. So I was really excited to see that I was going to be able to go out and photograph sports."

— Joey Post,  
Cronkite student



Cronkite student Joey Post captures the action at an ASU softball game against the University of Illinois at Chicago for his sports photojournalism class.

By Sean Peick

Joey Post looked every bit a sports photojournalist as he waited in the bleachers, camera hanging from his shoulder, for the start of an ASU softball home game.

When he and other students signed up for Cronkite's first sports photojournalism class, the instruction moved quickly from the classroom to the field.

"I love sports so much; I'm a die-hard sports fan," Post said. "So I was really excited to see that I was going to be able to go out and photograph sports."

Cronkite Assistant Dean and News Director Mark Lodato said the class, taught by veteran sports photojournalist Roy Dabner, is one way the school has responded to overwhelming student interest in sports journalism.

"I think it's important that we are in a position to recognize the interests of students, not only those who are here today, but also those who are heading our way in the years ahead," he said.

Lodato said the sports photojournalism class is typical of the school's approach to journalism education.

"It's a perfect example of the teaching hospital model, because you have students out covering sports ... and they're able to turn around and go over that product with a seasoned pro, someone

like Roy (Dabner)," he said.

Dabner has spent nearly 20 years as a Phoenix-based photo stringer — currently with the European Pressphoto Agency and formerly with The Associated Press.

Early in the semester, Dabner took students to the spring training home of the Milwaukee Brewers to act as "fans for the day with cameras." Students found themselves at collegiate and professional sporting events for other assignments.

Each student was guaranteed a trip to a Brewers' spring training game with Dabner, who accompanies the students on each assignment.

Cronkite student Jamie Beno said the class helped expand her photography skills and opened her eyes to sports photojournalism as a possible career.

"I'm actually kind of good at it, I think, from what Roy says," she said. "So if the opportunity was there, I would totally want to do it because I really do enjoy it."

Post said the class makes students more marketable as photojournalists.

"If you can go and shoot sports, which is almost exclusively motion, you can go out and shoot stills, whether it's a wedding, a party or spot news," he said. "If you can do motion, you can do anything." □



Top: ASU student Taylor Norman shoots photographs at a Phoenix Suns basketball game.

Bottom: Veteran photojournalist Roy Dabner (center) gives instruction on the field.



# Cronkite Alumni Excel as Professional Sports Journalists

By Mauro Whiteman

As a Cronkite student pursuing a career in sports journalism, Madelyn Burke had the chance to report on a legendary sports figure: NBA star Shaquille O'Neal, then with the Phoenix Suns. But the story wasn't about O'Neal's athletic feats. Instead, it focused on his use of Twitter.

More than three years after she graduated, Burke still thinks about her Cronkite NewsWatch piece on Shaq and his tweets.

"He'd post on his Twitter, 'Hey, the first person to find me on the beach in Miami gets two tickets to tonight's game,' or something like that, and he would have a lot of fun with it," she said. "He was always such a character to talk to."

Burke, who now works as a reporter for the NBA's Los Angeles Clippers and as a host for FOX Sports, launched her sports journalism career during her sophomore year at ASU when she was hired as a runner for ESPN's "Monday Night Football." She was able to continue working with ESPN throughout her time at Cronkite, helping cover the 2008 Super Bowl at University of Phoenix Stadium in Glendale, Ariz., and landing a summer internship with the network. She also worked as part of the game-night staff for the NBA's Phoenix Suns.

For Burke, and for many other Cronkite alumni who have gone into sports journalism, the job isn't just about covering games. Like any other type of journalism, people are at the heart of it.

"My favorite thing about covering sports isn't so much about the stats and the Xs and Os, but it's about people," Burke said. "So many people know and recognize (athletes) for their athletic talent and their ability, but they're also people."

Burke credits her experiences at the Cronkite School with helping her become successful in one of the top markets for sports journalism.

"One of the cool things about being a sports journalist is that you can tell stories in new ways and find stories that aren't being told."

— Andrew Pentis,

Cronkite alumnus, editorial producer  
for Major League Baseball  
Advanced Media

The Cronkite School has connections with companies from ESPN to MLB.com as well as professional sports franchises in the Valley. With professional football, basketball, baseball and hockey teams as well as Sun Devil athletics, the area offers numerous opportunities for students to hone their skills.

"That's the beauty about working in a major market with major league teams; there are plenty of opportunities for our students to get involved," said Mike Wong, Cronkite's director of career services.

Cronkite alumnus Andrew Pentis began covering NCAA baseball for The State Press, ASU's independent student newspaper, as a sophomore. He remembers a feature on Sun Devils pitcher Josh Satow that drew him into in-depth sports writing.

"He was a senior, and it was kind of the twists and turns of his life and career," Pentis said. "It was the first real challenging feature that I had taken on."

Pentis, who now works in New York as an editorial producer for Major League Baseball Advanced Media, said the Cronkite School does a good job of teaching students the fundamentals of



Cronkite alumna Madelyn Burke interviews Los Angeles Clippers Blake Griffin (top photo) and Chauncey Billups (bottom photo). She is a sports reporter for the Clippers organization. Photo courtesy of NBA Photos

reporting, while also offering classes such as magazine writing that allow students to polish their craft.

Pentis advises students not to pigeon-hole themselves as sports journalists because versatility and strong foundational skills are important in any journalism job.

"I enjoy writing about people," he said. "Athletes, coaches — teams are made up of people, so if you know how to write news and you do that well, then you can find jobs."

His job as an editorial producer gives him a lot of freedom to tell stories in different ways, Pentis said.

"One of the cool things about being a sports journalist is that you can tell stories in new ways and find stories that aren't being told," he said.

Wong encourages students who are interested in sports journalism to take advantage of any opportunity available.

"As in sports, reps matter," Wong said. "Teams and players go through all these reps to get better and better at it. The same thing with this profession; if the students go through the reps, the better they're going to get at it." □



# Cronkite Students Shine at National Political Conventions

By Hayden Harrison  
Photos by Vaughn Hillyard

“It’s definitely an experience you really can’t learn in a classroom.”

— Cassandra Strande,  
Cronkite senior

Cronkite student Liz Kotalik works at the Democratic National Convention while nursing an ankle injury.



Eight Cronkite students were in the middle of the action at the 2012 Republican and Democratic national conventions, reporting packages for Cronkite News Service and for Cronkite News-Watch, the school’s award-winning nightly newscast.

Those who traveled to Tampa, Fla., and Charlotte, N.C., followed Arizona delegates and covered debates on issues, such as illegal immigration, that are relevant to the state. They also produced stories about voting rights, contributing to ongoing coverage of this issue by the national Carnegie-Knight News21 Initiative based at Cronkite.

The students, who each produced at least one multimedia story a day, received credentials that gave them access to the convention centers, media centers and a place where they could listen to speakers such as President Barack Obama, First Lady Michelle Obama and former President Bill Clinton.

Sue Green, assistant news director and broadcast director for Cronkite News Service, said the decision to cover the conventions was part of the school’s commitment to “go wherever the story is that needs to be told.” CNS students regularly cover major public policy issues from bureaus in Washington, D.C., and Phoenix and pursue stories further afield when the news demands.

That kind of commitment is what AJ Vicens said he appreciates about the Cronkite School. Vicens, a graduate student who covered the Democratic convention in Charlotte, said the Cronkite students were among only a handful of student reporters at either convention. Cronkite, he said, “puts an emphasis on investing in opportunities for students that other schools might not do.”

Vaughn Hillyard, a senior who covered the Democratic convention for Cronkite NewsWatch, said he appreciated the chance to do the kind of political reporting he hopes to do one day professionally.

“Feeling comfortable with the environment of the political world is crucial,” Hillyard said. “By having the opportunity to immerse myself with a camera, tripod, microphone and a computer in the middle of political hysteria, I was able to get comfortable with the fast, crazy pace of the hoopla



Top: Cronkite students Vaughn Hillyard and Liz Kotalik report on camera at the 2012 Democratic National Convention.  
Bottom: Liz Kotalik shoots video at the convention.

that week.”

Hillyard ended up doing a live shot from the convention floor with just 30 minutes warning — something he called a surreal moment in the midst of speeches and with a Stevie Wonder song playing in the background.

Cassandra Strande, a senior who covered the Republican convention, said she and other students found there are some things you can only learn by doing. Covering a fast-paced national political convention, she said, “is definitely an experience you really can’t learn in a classroom. You can’t even really simulate it in NewsWatch.”

The students’ work was featured on the student newscast and on the Cronkite News website, managed by Steve Elliott, digital news director for Cronkite News Service.

Elliott said covering a convention is “one of the most intensive experiences you can have as a journalist.” Students were forced “to parachute in, cover something in another city that might be a somewhat remote concept and do the kind of journalism people back in Arizona would value,” he said. “I think our students did very well.”

He said students also learned the importance of doing their research so they understood the context of discussions and debates and experienced first-hand how critical it is to plan ahead and then change course quickly if they have to. □

View coverage of the conventions online at [cronkitenewsonline.com](http://cronkitenewsonline.com)

# Carnegie-Knight News21 Investigates Veterans' Struggles

## back HOME

THE ENDURING BATTLES FACING  
POST-9/11 VETERANS

[backhome.news21.com](http://backhome.news21.com)

An Ohio woman struggling to get adequate health care; a California man coping with post-traumatic stress disorder; a Florida woman battling the trauma of rape – these are among the powerful stories of post-9/11 veterans told by the 2013 Carnegie-Knight News21 fellows.

By Aimee Cash

Twenty-six fellows from a dozen universities around the country spent the summer of 2013 documenting how veterans of the Afghanistan and Iraq wars are struggling to adjust to civilian life and how the federal government has failed to deliver promised services.

The work began in January 2013 with a video-conferenced seminar on post-9/11 veterans taught by Leonard Downie Jr., former executive editor of The Washington Post and Weil Family Professor of Journalism at the Cronkite School. The students heard from multiple experts, conducted interviews and did extensive research on the country's response to returning veterans and the challenges ahead.

Starting in May, they participated in an intensive 10-week investigative reporting fellowship based out of a newsroom at the Cronkite School. The fellows traveled to more than 60 cities and 20 states, conducted hundreds of interviews and reviewed tens of thousands of public records and government reports. They also analyzed bonus payments and backlog data from the Department of Veterans Affairs, charitable financial data from the Internal Revenue Service and suicide and mortality data from across the country. Their most ambitious effort was to gather, organize and analyze all reported veteran suicides from health records in every state in the nation. Not even the VA has completed such an exhaustive analysis.

News21 fellows found that veterans are committing suicide at more than double the rate of the civilian population with approximately 49,000

suicides between 2005 and 2011. Nearly one in every five suicides is a veteran.

The News21 team also highlighted the millions of dollars wasted in an attempt on the part of the Department of Veterans Affairs and the Department of Defense to develop a single electronic health-records system between the two departments. And students produced a 23-minute documentary on veterans turning to alternative treatments, such as yoga and marijuana, to manage post-traumatic stress syndrome and other illnesses.

"One of my most challenging stories was writing about victims of military sexual trauma. Finding men or women who are willing to talk about such a vulnerable event in their lives is tough, but being fair to their stories requires even more diligence," Cronkite student Caitlin Cruz wrote in an email. Cruz worked with fellow News21 student Asha Anchan from the University of Nebraska to find reports of 26,000 cases of "unwanted sexual contact" in 2012. Of these, only about 13 percent reported their assaults.

The "Back Home" project was released in August 2013 and included dozens of stories, photos, videos and interactive graphics as well as a news game that puts users in the shoes of a veteran trying to navigate the federal bureaucracy and re-enter civilian life.

In addition to being published on the News21 website, portions of the project were published by major media partners such as The Washington Post, The Philadelphia Inquirer, NBCnews.com, The Philadelphia Inquirer and numerous other media outlets.

### 2013 News21 Schools

ASU  
Central Michigan University  
Florida International University  
University of Florida  
Kent State University  
University of Maryland  
University of Minnesota  
University of Missouri  
University of Nebraska  
University of Oklahoma  
University of Oregon  
University of Texas

### Media Partners

- Center for Public Integrity
- Investigative News Network
- NBCnews.com
- The Philadelphia Inquirer
- Scripps Howard News Service
- The Washington Post

*continued on p. 15*

# Pulitzer-winning Alumna Returns to Cronkite to Lead News21

By Aimee Cash  
Photos by Chad Garland

"She gave us all a lot of guidance and encouragement, but she also made clear that she expected a great deal of professionalism from us. Working with her was a huge benefit of News21."

Chad Garland, Carnegie-Knight News21 student



Petchel consults with Leonard Downie Jr., former executive editor of The Washington Post.

## Jacquee Petchel's journalism career has come full circle.

The Pulitzer Prize-winning journalist began her career at ASU, starting as a reporter and editor for The State Press student newspaper. After more than 30 years as an investigative journalist, the 1980 graduate is back at ASU, leading the Carnegie-Knight News21 multimedia investigative reporting initiative.

Petchel, who previously was senior editor for investigations and enterprise at the Houston Chronicle, joined the Cronkite faculty as a professor of practice and the executive editor of News21 in February 2013.

"I couldn't be more honored after more than 30 years of investigative journalism to return to the university where my own career started to coach and train the next generation of multimedia investigative journalists," Petchel said. "The News21 program is one of the most progressive initiatives in the country, and the Cronkite School is a national prize."

Petchel serves as the program's lead editor and newsroom manager, supervising a team of student reporters from top journalism programs around the country as they conduct major national investigations on critical issues and produce innovative multimedia journalism.

This summer's News21 team investigated the enduring battles facing post-9/11 veterans. Petchel worked closely with a team of Cronkite faculty, including Leonard Downie Jr., Retha Hill and Steve Doig, to conceptualize and plan investigations, coach student journalists and edit their work.

"She's tough and fair, but she's supportive and a good teacher, too," said Chad Garland, a News21 fellow. "She gave us all a lot of guidance and encouragement, but she also made clear that she expected a great deal of professionalism from us. Working with her was a huge benefit of News21."

Petchel began her professional career as a Pulliam Fellow at The Indianapolis News in 1980-1981 and then went on to spend six years as a reporter for The Arizona Republic.

In 1987, she joined The Miami Herald, where she



covered social services and then did investigative reporting. She was part of a team that won the 1993 Pulitzer Prize Gold Medal for Public Service for an investigation into property damage in South Florida caused by Hurricane Andrew.

Petchel then began producing investigative journalism for television, first as senior producer of investigations at WCCO-TV in Minneapolis and then as executive producer of investigations at WFOR-TV in Miami.

She returned to The Miami Herald in 1999 as assistant city editor in charge of the criminal justice team and later became the paper's investigations editor. In 2001, she was part of a team that received the Pulitzer Prize for Breaking News for coverage of the federal raid that removed 6-year-old Elian Gonzalez from his relatives' home in Miami and returned him to his father's custody. In 2005, she started managing the investigative team at the Houston Chronicle.

Over the course of her career, she has reported or led projects that have won the Robert F. Kennedy Journalism Award, the Investigative Reporters and Editors Award and an Alfred I. DuPont-Columbia University Silver Baton as well as numerous regional awards.

"Jacquee's award-winning accomplishments in print and broadcast investigative journalism and her contagious, high-energy personality make her an ideal leader for what has become the highest-impact student reporting project in the country," Downie said.

At the Cronkite School, Petchel hopes to teach her students how to tell the stories that matter.

"The world of journalism is, to me, only successful and exciting if we're doing things and telling stories that really matter, and so that's kind of the message I impart to everybody," she said. "This is a cause. This is something we can do, and I hope it's something they keep doing throughout their careers." □





Top: News21 Fellow Peter Haden interviews veterans for "Back Home." Left: Anthony Cave shoots a photo of Iraq war veteran Brian Oller for a story on the GI Bill. (Photo by Meg Wagner) Right: Meg Wagner previews the News21 website with other members of the team.

*continued from p. 13*

"Where else in America could a group of 26 budding journalists come together for 10 weeks and produce a project of this magnitude?" Petchel said. "It was a phenomenal endeavor that resulted in enterprising investigative stories and innovative multimedia elements that any editor would be proud to have supervised. Luckily for me, I was that editor."

Brandon Quester has experienced both sides of News21, first as a fellow and then as the program's multimedia editor.

"Each year I learn new things from the exceptional editors leading the project — and from the fellows who join our Phoenix newsroom each summer," said Quester, who also teaches photojournalism as an adjunct faculty member at the Cronkite School. "Only with News21 does one get to experience working with some of the most talented student journalists in the nation and some of the best editors of a generation."

Cruz said the experience was eye-opening for students who "grew up knowing these wars, but not fully understanding their impact. This project very clearly demonstrates that impact of more than a decade of war, and I have never

been so proud to be a part of a project."

The project won an EPPY Award from Editor & Publisher magazine for best college/university investigative or documentary report. The EPPY Awards recognize the best media-affiliated websites across 31 diverse categories, including three honoring excellence in college and university journalism. This is the second-consecutive year News21 has received the award.

News21 is a program of the John S. and James L Knight Foundation and the Carnegie Corporation of New York. Other support comes from foundations and philanthropic organizations that include the Ethics and Excellence in Journalism Foundation, the Hearst Foundations, the Donald W. Reynolds Foundation, the Peter Kiewit Foundation and Women & Philanthropy, part of the ASU Foundation.

Headquartered at the Cronkite School, News21 gives students the opportunity to produce in-depth coverage of critical national issues and present their work in innovative ways on the Web. Previous projects have covered voting rights, food safety and transportation safety and have won national and regional awards for online storytelling, data journalism and digital design. □

## Support for News21

### Carnegie Corporation of New York

The Carnegie Corporation is one of America's largest, most influential grant-making foundations. The foundation backs initiatives that advance education, knowledge and understanding.

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

The Knight Foundation aims to help sustain democracy by leading journalism to its best possible future. The foundation focuses on funding media innovation, journalistic excellence and freedom of expression.

### Ethics and Excellence in Journalism Foundation

The Ethics and Excellence in Journalism Foundation's mission is to invest in the future of journalism by building the ethics, skills and opportunities needed to advance principled, probing news and information.

### Hearst Foundations

The Hearst Foundations offer national philanthropic resources for organizations working in the fields of culture, education, health and social services. Its goal is to ensure that all people have the opportunity to build healthy and inspiring lives.

### The Donald W. Reynolds Foundation

The Donald W. Reynolds Foundation is a national philanthropic organization founded in 1954 by the late media entrepreneur for whom it is named. Headquartered in Las Vegas, it is one of the largest private foundations in the U.S.

### The Peter Kiewit Foundation

The Peter Kiewit Foundation was formed in 1979 from Kiewit's estate and is the product of his own design and direction. The foundation has awarded \$489 million in grants and scholarships since 1980.

### Women & Philanthropy

Women & Philanthropy inspires and empowers accomplished women to become visionary investors through a collective, significant force supporting ASU. It is part of the ASU Foundation.

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GET CONNECTED



## Cronkite Borderlands Initiative Hones International Reporting Skills

Above: Cronkite Borderlands Initiative reporter Alex Lancial interviews a Customs and Border Protection drone pilot at a Naval Air Station in Corpus Christi, Texas. Photo by Trahern W. Jones

Right: Peter Haden shoots a photo for the in-depth reporting project on the U.S.-Canada border. Photo by Cassandra Strande

**TWO BORDERS:** [cronkite.asu.edu/buffett/canada](http://cronkite.asu.edu/buffett/canada)

By Josh Thrall

"The trip was a remarkable experience that taught me a lot about reporting in the field and working with a team to accomplish a common goal."

Cassandra Strande, Cronkite student



Each year, a group of advanced journalism students put their reporting and multimedia skills to the test in another country as part of the school's Cronkite Borderlands Initiative program.

Students traveled to Canada during the 2013 spring break to learn how border and immigration issues play out on the northern border of the U.S. and then compared those findings to the situation along the U.S.-Mexico border.

The project, titled "Two Borders," included 14 stories, dozens of photographs, five multimedia presentations and a 14-minute documentary.

Cassandra Strande, a spring 2013 graduate of the Cronkite School, was one of 17 students who visited Toronto, rural Ontario, the Akwesasne Mohawk Indian Territory and Niagara-on-the-Lake, among other places, to interview migrant workers, immigration officials, health care workers and business owners.

"The trip was a remarkable experience that taught me a lot about reporting in the field and working with a team to accomplish a common goal," Strande said. "I'm very proud of the work we've done and what we are able to share."

The students also reported from Nogales, Ariz., and Nogales, Mexico; Yuma, Ariz.; Los Algodones, Mexico; Corpus Christi, Texas; and

Indio, Calif., during the semester. They worked under the direction of Cronkite faculty members Rick Rodriguez and Jason Manning. Rodriguez, former executive editor of the Sacramento (Calif.) Bee, is the Carnegie Professor of Journalism at the Cronkite School, and Manning, former political editor for washingtonpost.com, is ASU's director of student media. The two have guided students on two other trips — to the Dominican Republic and Puerto Rico — in recent years.

Rodriguez said students, all of whom are enrolled in a depth reporting class he teaches, develop a range of journalism skills. "For photographers, they can take pictures of scenes they won't generally see in the U.S.," he said. "For print students, they get to interview and create stories in an unfamiliar setting."

Students spend weeks researching stories, developing sources and setting up their interviews before they ever step foot in another country. "At the end of all that, students come away with confidence," Rodriguez said.

Strande, for instance, said she did extensive research on her topic, Canada's temporary foreign worker program, and set up 12 interviews in Canada and upstate New York prior to leaving.

"Each interview was a good experience, but my favorites were the interviews we did with workers in Toronto," she said. "It was great to





“The aim of this is to have students develop their journalism skills. For photographers, they can take pictures of scenes they won’t generally see in the U.S.”

— Rick Rodriguez, Carnegie Professor of Journalism



Clockwise from top left: Customs and Border Protection agents run through drone checklist procedures in Corpus Christi, Texas. Cronkite School reporter Alex Lancial films the agents. (Photos by Trahern W. Jones) Rancher Dennis Moroney surveys his property at the southern border fence in Naco, Ariz. Fruit farmer Jim Bittner (left) works from his office in Appleton, N.Y. Photos by Molly J. Smith

get their perspectives and hear their stories.”

Reporting in Canada was sometimes challenging, according to Manning. “Language, culture, transportation, lodging, workspace, weather and technology all become more difficult when you’re on the ground in another country,” he said. In Canada, for example, the weather was still cold when the students — many of whom are much more comfortable with temperatures in Arizona — arrived. But that didn’t stop them, Manning said.

“Reporting in the outdoors is important for border stories because that is where the action is, and so that’s where they went,” he said.

In addition, students worried about finding guest workers to interview since many don’t arrive in Canada until the summer. And there were no guarantees that the workers they did find would be willing to be interviewed.

“So, as good reporters should do, they just

went to the areas where they knew workers should be and met them at their living quarters, right at the fields,” Manning said. “It turned out that the workers had amazing, interesting and relevant stories to share. That is an example of research, drive and courage paying off.”

The students’ work is published online, and portions also were published by professional news outlets, including USA Today and BBC Mundo, which partnered with Cronkite, sending an editor along with the students to Canada to produce multimedia reports for its website. □

### Two Borders: Security

Cronkite Borderlands Initiative students produced a short documentary that highlights security issues at the southwest and northern borders of the U.S. Watch the video and read the project at [cronkite.asu.edu/buffett/canada](http://cronkite.asu.edu/buffett/canada).

### Support for Cronkite Borderlands Initiative

#### The Howard G. Buffett Foundation

The Howard G. Buffett Foundation is a private family foundation working to improve the standard of living and quality of life for the world’s most impoverished and marginalized populations. The foundation focuses on funding in food security, water security and conflict mitigation, resolution and post conflict development.

For more information, visit <http://www.thehowardgbuffettfoundation.org>.

#### The Adelaida and Barry Severson Family

Adelaida and Barry Severson provide funds to assist students with international travel and related reporting projects. Adelaida, a 1995 master’s graduate of the Cronkite School, and her husband are the founders and owners of Bushtex Inc., which specializes in providing remote satellite transmissions to broadcast, corporate and government clients.

For more information, visit <http://bushtex.com>





## Cronkite School Hosts Dow Jones News Fund's Summer Journalism Institute

By Erin Regan  
Photos by Kaard Bombe



Top: Emily Inverso of Kent State University shoots video at the Summer Journalism Institute.

Middle: Cronkite student Marcel Louis-Jacques (left) discusses photography with San Jose State student Leo Postovoit.

Bottom: Cronkite student Kristen Hwang and Columbia University student Zara Stone check their equipment before a photo assignment.

Fourteen students from around the country learned digital storytelling techniques at the Cronkite School before starting Dow Jones News Fund internships in summer 2013.

It was Cronkite's first year as host of the News Fund's Summer Journalism Institute, a boot camp that includes instruction in Web design, photography and video editing. Students complete a multimedia project to cap the experience.

"We were honored to be selected as a training center," said Mike Wong, Cronkite's director of career services and director of the program. "The Dow Jones summer program is very prestigious, very competitive, and hundreds of students apply."

About 120 students selected for Dow Jones internships went to eight training centers around the country, to get instruction in copy editing, sports copy editing, business reporting and digital journalism. Western Kentucky University served as the other digital journalism training center.

The students at Cronkite, who came from nine universities, then headed to news organizations that included The Arizona Republic, Alabama Media Group, International Center for Journalists, The Wall Street Journal, The Indianapolis Star, The Denver Post, AccuWeather and The Palm Beach Post.

Richard Holden, executive director of the Dow Jones News Fund, called the selection of Cronkite as a training site a "no-brainer."

"We've got the combination of obviously a school with a very good reputation, beautiful facilities and (terrific) faculty," he said.

Instructors included Leslie-Jean Thornton, a Cronkite associate professor who specializes in digital media and advanced editing, and Retha Hill, director of Cronkite's New Media Innovation Lab. Students also learned from adjunct faculty, including Andrew Long, associate director of the Arizona Center for Investigative Reporting; Dave Seibert, senior multimedia producer for The Arizona Republic; and Gilbert Zermeño, an investigative producer and photojournalist for CBS 5 in Phoenix.

Zara Stone, a Columbia University graduate on her way to an internship with The Wall Street Journal, called her experience at Cronkite "the ultimate in crowd-sourcing education."

"I didn't realize there was such a jewel out here," Stone said.

Jovelle Tamayo, a Rutgers University graduate heading to the Times Herald-Record in Middletown, N.Y., said that while the long days of training were exhausting, she enjoyed interacting with some of the nation's best young journalists.

"Even though we're going all over the country,



Top: Arizona Republic multimedia producer Dave Seibert gives Sarah Tooker of the University of Alabama pointers on taking good photos.

Bottom: Dow Jones News Fund Executive Director Richard Holden talks to students about the importance of mathematics in journalism.

**“I think it (Cronkite) is stunning ... I didn’t realize there was such a jewel out here.”**

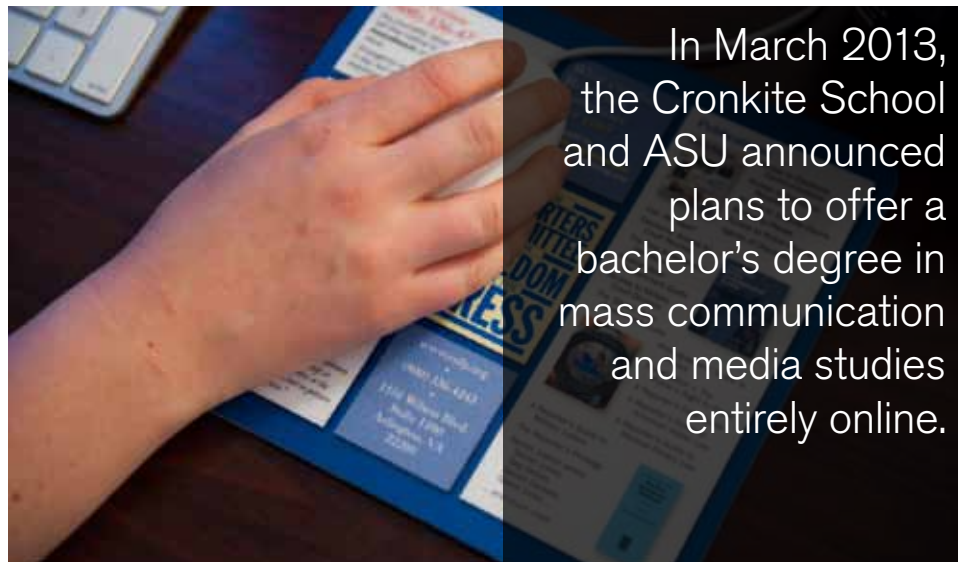
— Zara Stone,  
Dow Jones News Fund intern

we’re going to try to stay connected,” she said.

The Dow Jones News Fund partners with news organizations to provide internships as part of a mission that includes offering workshops for educators and honoring outstanding work by students and teachers.

Holden said that being chosen for such a competitive program benefits students well beyond their summer internships.

“There’s not a news organization in this country that doesn’t know and respect what we do,” he said. □



## Cronkite School Launches Online Degree Program in Media Studies

Students from around the globe now have the ability take advantage of the Cronkite School’s world-class journalism education. All it takes is an Internet connection.

In fall 2013, the Cronkite School began offering the first classes toward a bachelor’s degree in Mass Communication and Media Studies entirely online. The new program provides students anywhere with access to the Cronkite School’s award-winning faculty.

Eighty-seven students were enrolled in classes the first semester.

“This innovative program provides a new option for students who want and need the flexibility offered by a fully online program,” Cronkite Dean Christopher Callahan said. “It will enable students around the world to take advantage of the world-class education offered by the Cronkite School and ASU, providing a broad-based liberal arts education with a focus on mass communication and media studies.”

Cronkite Professor Dan Gillmor teaches a course on media literacy in the digital world. He said the primary difference between teaching in the classroom versus online is how he interacts with the

more than 100 students enrolled in his online class.

Gillmor experiments with different technologies, including online video and Web annotations. He also interviews guests, such as New York Times Public Editor Margaret Sullivan, via online video conferencing.

“Online is a great way to get good information and knowledge out to people,” he said.

The 30-credit degree program is designed to give students a deep and nuanced understanding of the growing importance, power and influence of mass media as well as the evolving nature of today’s media landscape.

It prepares students for careers in business, government and nonprofit organizations as well as for graduate study.

In addition to Gillmor, Cronkite faculty members teaching in the new program include Pulitzer Prize-winning journalist Steve Doig, the school’s Knight Chair in Journalism; Associate Professor Mary-Lou Galician, an award-winning researcher and educator with expertise in media literacy; and Assistant Professor Dawn Gilpin, a public relations practitioner and researcher with global expertise in social media. □





Top: Anna-Lysa Gayle of Howard University sits in the anchor's chair at CBS 5.

Bottom: ASU student Ariyanna Zoe Norman (left), Gayle of Howard University and Averi Harper of the University North Carolina at Chapel Hill spend some time at the CBS 5 studio.

### 2013 Meredith Fellows

Each year, 10 of the nation's best college broadcast students are selected for the program. Half come from ASU and half from other schools around the country. The 2013 fellows were:

Marcus Espinoza, ASU  
Anna Lysa Gayle, Howard University  
Jonathan Gonzalez, California State University Northridge  
Averi Harper, University of North Carolina-Chapel Hill  
Sasha Nicole Loftis, University of Arizona  
Lesley Marin, ASU  
Ariyanna Zoe Norman, ASU  
Andrea Perez, ASU  
Fahim Rasul, ASU  
Dee Dee Sun, Boston University



The 2013 Meredith-Cronkite fellows pose for a photo at the CBS 5 news desk.



Jonathan Gonzalez of California State University, Northridge, and ASU student Andrea Perez report from the CBS 5 news desk.

# Meredith-Cronkite Fellows Get Digital Reporting Experience

By Erin Regan  
Photos by Molly J. Smith

It's no secret that news organizations across the country are going digital.

Broadcast students participating in the January 2013 Meredith-Cronkite Fellowship Program discovered this first-hand. For the first time since the program came to Cronkite in 2007, fellows were required to create in-depth, online text versions of their stories as well as television reports.

Fellows spent a week in the CBS 5 newsroom with KPHO staff and Cronkite instructors getting hands-on instruction.

Meredith-Cronkite fellows such as Averi Harper, a University of North Carolina at Chapel Hill graduate, appreciated the program's added emphasis on multimedia.

"I think it's important to understand that news is converging, so it's not that you're a broadcaster or you're a print journalist or you're a photojournalist," she said. "It's kind of the meshing of all three."

Cronkite Assistant Dean Mark Lodato, who co-leads the program, said the fellowship aims to prepare students for broadcast careers by immersing them in newsroom culture and the professional demands of journalism.

"It's nice to break them out of a campus environment and put them in a working environment," he said. "It's one thing to be able to say, 'I produced stories as a part of my education at a college or university.' It's another thing to say, 'I produced stories in the field as part of a top-15 television station.'"

In addition to reporting and producing stories, fellows attended workshops taught by KPHO professionals and Cronkite faculty and staff on

topics such as media ethics and leadership.

Over the past few years, the program has been evolving to provide valuable professional experience. The fellows now shoot and edit their own stories with professional guidance. Previously, they focused on reporting stories while KPHO professionals handled videography and production.

KPHO Assistant News Director Leona Wood said the program gives fellows "a baptism in the daily challenges of being a multimedia journalist. 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."

Cronkite student and Meredith-Cronkite fellow Andrea Perez was practicing a 30-second live shot under the eyes of professional reporters when a car alarm began sounding halfway through her report.

"My reaction was to keep going, so I kept going with the car alarm in the background, and as soon as I was done, they acknowledged the fact that that was the right thing to do," she said. "The training of this program, this fellowship and the feedback that we got was great."

Perez said the added focus on online content improved her writing ability and made her feel more comfortable working online.

"At the end of the day, it was really cool seeing not only our video version up on the website, but seeing the print version on the website," she said. "I'm really glad that we got that experience because now when I'm applying for jobs I can say I'm kind of used to writing my stories both in the video format and then doing the print version as well." □



# High School Students Discover Multimedia Journalism at Cronkite

By Kimberly Koerth  
Photos by Noemi Gonzales

High school students got a glimpse of life as a college multimedia journalist during the 2013 Cronkite Summer Journalism Institute.

Thirty-four high school students, many from underrepresented communities, lived on ASU's Downtown Phoenix campus and attended classes at the Cronkite School at no charge, thanks to gifts from donors.

Organizers divided students into separate but concurrent two-week broadcast and digital programs, with 16 in the Summer High School Broadcast Institute and 18 in the Summer High School Digital Journalism Institute.

Students in the digital institute learned how to take and edit photos and videos as well as how to report and produce multimedia stories.

Jacob Arce, a senior at Agua Fria High School in Avondale, Ariz., said he learned blogging, social media, editing, photography, reporting and writing. Arce said his favorite part of the program was the field trips to news stations, where he saw journalists at work.

Cronkite faculty associate David Cornelius co-directed the digital institute with Anita Luera, Cronkite director of high school programs.

"Every year becomes a little bit more intense, and the bar gets raised a little bit," Cornelius said. "The individuals have to do everything, and it gives them a leg up on what is going to be required of them in the workforce."

Cornelius said the program helps schools, teachers and students realize they're not alone,

that Cronkite is there to support them in their development.

"There's this tremendously exciting and radical upheaval that is happening in journalism," Cornelius said. "We need quality content creators, but they may not be functioning like they used to. That's what's going to keep us working, and that's what kids need to know."

Students in the broadcast institute spent the majority of their time reporting stories and shooting and editing video packages. They then put together a newscast, filling roles such as anchor, reporter, director and producer.

Cheyenna Wallen, a senior at Phoenix's Moon Valley High School, came into the broadcast program without any journalism experience beyond taking photos and writing captions for her yearbook. "We got to go out and do what an actual reporter would, on our own," Wallen said.

Cronkite production manager Brian Snyder co-directed the broadcast institute with Associate Professor Craig Allen.

"This is one of the highlights of the year for me," Snyder said. "There's a different kind of energy, and they know this is the real deal."

Support for the digital institute came from Tom Chauncey, a media lawyer at Gust Rosenfeld PLC and a longtime Cronkite School supporter and Cronkite Endowment Board member as well as from the Dow Jones News Fund. The Arizona Broadcasters Association and the Scripps Howard Foundation supported this year's Summer High School Broadcast Institute. □

"I learned what it takes to be a journalist, how hard it really is. It was a really good experience and made me realize this is the profession I want to go into."

— Anya Rogers,  
Sandra Day O'Connor  
High School, Phoenix

Anita Luera (left), director of high school programs, reviews a story with Anna Flores of Carl Hayden High School in Phoenix.



Logan Flower of Scottsdale's Coronado High School works on her broadcasting skills during the institute.



Top: Skyler Youtsey of Coolidge High School in Coolidge, Ariz., practices her on-air skills.

Bottom: Arizona Republic columnist E.J. Montini tells high school students what it takes to write effective opinion pieces.

# High School Teachers Sharpen Journalism Skills at Reynolds Institute



Top: Aaron Fitzpatrick of Freedom Area Senior High School in Freedom, Pa., checks a photo at the Reynolds High School Journalism Institute.

Bottom: Rudy De La Torre Pegueros of Escondido High School in Escondido, Calif., takes notes during a session.

Thirty-four high school journalism teachers from around the country spent two weeks at the Cronkite School for the 2013 Reynolds High School Journalism Institute.

By Kimberly Koerth  
Photos by Noemi Gonzales

When high school math teacher Brandon Michaud of Hampton, N.H., was assigned to advise his school's newspaper, his only journalism experience was helping out the previous adviser.

To sharpen his skills, Michaud participated in the Cronkite School's Reynolds High School Journalism Institute, a two-week journalism boot camp that immerses high school teachers in writing, editing, reporting, multimedia, layout and photojournalism. The institute is sponsored by the Donald W. Reynolds Foundation.

Michaud described the Reynolds Institute as an "invaluable tool" as he prepared for his new role as journalism adviser at Winnacunnet High School.

He said the institute taught him app development and other technological skills and provided tips on fundraising and the technicalities of running a newspaper.

Michaud said his favorite activity, although he didn't realize it at the time, was a reporting simulation. The teachers were given "sources" to question and then wrote a story on deadline.

"It was stressful, but it was very worthwhile," Michaud said. "You had to perform well under pressure."

According to Reynolds Institute Director Steve

Elliott, the main benefit of the institute is that teachers gain confidence by practicing and teaching journalism during a time of change. The teachers also learn from each other, which is important in the sometimes lonely world of high school journalism.

"The main benefit is we give them a really amazing education here," Elliot said, "but secondarily it's nice to be around other teachers. It's affirming of what they do. It's very cathartic to have teachers get together and learn from each other."

Elliott said the content of the institute changes every year. Over the past two years, he has added more multimedia lessons, which help the teachers relate to and understand their students better.

"Every year I pitch about 25 percent of the program and try new stuff," he said. "This year what I ramped up was making them be much more active on social media."

Le Anne Wiseman is the director of the Youth Journalism Initiative for the American Society of News Editors, which has administered the institute since 2001. Wiseman said, the 2013 institute trained 172 teachers at five locations. Of these teachers, 35 participated in the institute at the Cronkite School. "It's so exciting to see," Wiseman

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@reynasu



Top left: Greg Cantwell of Sheldon High School in Eugene, Ore., pours over his notes at the institute. Bottom left: Jill Burns of Robinson Senior High School in Tampa, Fla., sets up her video camera. Bottom right: Scott Davis of Westville High School in Westville, Okla., records a tour of The Arizona Republic.

“In order to get kids excited about journalism, you really need to meet them where they are, and that’s online.”

— English teacher Hilari Anderson of Kentridge High School in Kent, Wash.



said. “The teachers really come from all different backgrounds. They get to learn in detail what it’s like to write a story or edit a story or do a multimedia piece or do graphics, and they may never have experienced that before or had someone look at their work and give them feedback before.”

New to the institute in 2013 was the opportunity for teachers to receive graduate credit for their work. Teachers could earn three credits from the University of Nevada, Reno. Twenty-one of the teachers at the Cronkite institute took advantage of the opportunity.

“There’s a synergistic benefit to the teachers from participating in the institute,” Wiseman said. “They’re often the only person in their school who does what they do, so here they get to share ideas and talk to other teachers who go through what they go through.”

English teacher Hilari Anderson of Kentridge High School in Kent, Wash., has been teaching journalism for about 15 years but has no professional experience beyond serving as the editor for her college’s weekly paper. Anderson said she applied to the institute to catch up on how the field of journalism has changed.

“I wanted to be recharged,” Anderson said. “I

wanted to see what was happening in the industry and connect with other teachers. I just thought I needed professional development so I could be better in the classroom.”

Anderson said the institute allowed her to hone her own skills through activities like the reporting simulation as well as learn about incorporating social media into an existing journalism program.

“In order to get kids excited about journalism, you really need to meet them where they are, and that’s online,” she said.

An added benefit is being able to connect with other journalism teachers, she said. “Generally, we are the only ones in our building, so we have nobody to cooperate with, to bounce ideas off of,” she said. “Having that opportunity is valuable.”

Elliott said teachers consistently describe the Reynolds Institute as a once-in-a-lifetime experience that enhances their skills and builds lasting professional contacts.

“In addition to helping these teachers develop the next generation of journalists, this institute leads to more engaged and informed campuses back home through more vibrant student news outlets,” he said. □

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

#### Support for the Reynolds Institute

**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

is comprised of top editors at news organizations; deans, directors and endowed chairs at accredited journalism schools; and leaders of journalism foundations and training organizations.



# Humphrey Fellows

## Bring the World to Cronkite



Left to right: Kibnesh Chala Fulas of Ethiopia, Gwendolin Mokake née Mojoko Messinge of Cameroon, and Fatima Talib of Pakistan, participate in a year-end retreat at Arizona's Monument Valley.



Fulas enjoys the sights at Arizona Monument Valley.



Humphrey fellows observe a Navajo dance during a year-end retreat at Arizona Monument Valley.

By Anna Gunderson

Even though Kibnesh Chala Fulas was thousands of miles from her home in Ethiopia, she said she felt at ease at the Cronkite School.

"When you go out of the house, there are people who say 'hi' or 'good morning,' and it makes it feel like there is someone out there who really cares about you," she said. "It makes me feel like I'm at home."

Fulas was among nine mid-career international journalists who studied at the Cronkite School during the 2012-2013 school year through the Hubert H. Humphrey Fellowship Program, an initiative of the U.S. State Department's Bureau of Educational and Cultural Affairs.

Curator of the Humphrey Program Bill Silcock, director of Cronkite Global Initiatives, said the program grooms global news media leaders.

"They are coming to learn all they can about American journalism (and) how we do things in the West," he said. "We are at the same time helping them understand leadership, growth and responsibilities so when they go home they can take up even more meaningful roles in their own countries."

Fulas, who worked in Ethiopia's nonprofit sector for a decade, said she honed her public relations skills at Cronkite by participating in seminars and working in the school's public relations lab.

"I want to share my knowledge" with others at non-profits, she said. "That's my passion, to work for a nonprofit."

Branko Veselinovic, who is the youngest primetime anchor at Radio Television of Serbia, said he applied for the fellowship to learn about digital media.

"I want to make a bigger step in my career," he

said. "I was seeking for years this opportunity, and the moment I saw it on the embassy's website, I knew that was the right chance for me."

Alma Telibečirević, a freelance project manager and public relations specialist in her native Bosnia and Herzegovina, said she applied for the fellowship to promote Bosnia around the globe.

"I was trying to find something, to do something, to learn something, to add some skills that I can use in my country and to promote my country," she said.

The 2012-2013 fellows, the Cronkite School's third class, also represented Cameroon, Republic of the Congo, Egypt, Latvia, Pakistan and South Africa. The Cronkite School and the University of Maryland's Philip Merrill College of Journalism are the only U.S. hosts for Humphrey Fellows in journalism.

All fellows participate in the Humphrey seminar, which also is open to Cronkite students. Silcock said the class builds leadership skills through examples and case studies. The groups complement each other, Silcock said, as the global professionals have journalism experience and Cronkite students understand digital media and American life.

Telibečirević said she appreciated the freedom in America, in and out of the classroom.

"I really love this kind of choice where I can be honest with myself and see what I can offer and which direction I can go," she said.

Telibečirević took advanced online media and philosophy of art, classes she called challenging. Veselinovic, who took a class in 21st century media organizations and entrepreneurship with Professor Tim McGuire, Frank Russell Chair for the Business of Journalism, said she loved the learning opportunities at Cronkite.

"I'm really happy that they put me here," she said. "The facilities and the professors are really,



Cronkite alumna Adelaida Severson (center) welcomes Humphrey fellows with visiting scholar Mei Jiao and Andrew Leckey, Reynolds Endowed Chair in Business Journalism. Severson and her husband fund the Adelaida and Barry Severson Family Cronkite Global Initiatives Suite. Photo by Molly J. Smith

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Left to right: Kibnesh Chala Fulas, Ethiopia; Branko Veselinovic, Serbia; Nikiwe Bikitsha, South Africa; Ilona Bičevska, Latvia; Fatima Talib, Pakistan; Alma Telibečirević, Bosnia and Herzegovina; Gwendolin Mokake née Mojoko Messinge, Cameroon; Kareem Awadalla, Egypt; and Borgia Miguel Samba Bouesso, Republic of the Congo. Photo by Michel Duarte



**Nine mid-career journalists spent the 2012-2013 academic year at the Cronkite School, pursuing studies, receiving leadership training and forging professional affiliations with journalism and public relations organizations in Arizona and across the nation.**

really good, and I wouldn't change that for another school."

In addition to taking classes, fellows engage in the community, work with faculty mentors and complete professional affiliations during their 10-month stay. Their professional affiliations may consist of working in newsrooms around the country, reporting and writing, doing social media and engaging in marketing, among other roles.

The fellows also take trips to attend conferences or learn more about America. The 2012-2013 group traveled to San Diego, Washington, D.C., Flagstaff, Ariz., and the Grand Canyon within three months of arriving in the U.S.

Silcock said the fellowship gives participants time to consider their futures.

"They get a chance to breathe. They get a chance to get away from their own country, their own environment, and get out of their comfort zone and really have time to think, explore, create, do different things," Silcock said. "Every great leader needs to take a moment, or longer, to reflect and meditate and think about what they're doing and what they want to do."

Although they represent many nations, the fellows said they appreciate the power of connections made through the program.

"We share common challenges as professionals," Fulas said. "After all, regardless of your color, we are all the same when it comes to challenges and successes."

"It's a bond forever, not just for this year," Veselinovic said. □

**Kareem Awadalla, Egypt**, has a bachelor's degree in tourism and hotel management from Alexandria University. He is the youngest talk-show host for Egyptian Radio and Television Union, where he hosts a prime-time political program as well as a live morning talk show.

**Ilona Bičevska, Latvia**, has a master's degree in film production from the Baltic Film and Media School. She is the director of Avantis Promo, a Latvian film and music production company, as well as the founder of Avantis Youth, a non-governmental organization that offers more than 30 social and youth programs.

**Nikiwe Bikitsha, South Africa**, holds a bachelor's degree in journalism and media studies from the University of Witwatersrand. An award-winning broadcast journalist with 15 years of experience, she is the senior news and current events anchor for the eNCA, South Africa's only 24-hour news station.

**Borgia Miguel Samba Bouesso, Republic of the Congo**, has a bachelor's degree in communications from Marien Ngouabi University. He has served as director of information for Tele Congo, the national public TV station, and chief editor for Radio Liberté, the country's first privately owned radio station.

**Kibnesh Chala Fulas, Ethiopia**, earned a master's degree in journalism and communications from Addis Ababa University. She has worked in the nonprofit sector for the

past 10 years and is currently communications officer of the Catholic Church's official relief and development agencies of the United Kingdom and Ireland.

**Gwendolin Mokake née Mojoko Messinge, Cameroon**, has a master's degree in journalism and mass communication from the University of Buea. Since 2005, she has headed public and alumni relations at the university. She also produces the weekly radio program "University Half Hour."

**Fatima Talib, Pakistan**, holds a master's degree in mass communication from Punjab University. As a reporter for the country's Express News Channel, she covers health and social issues, human and women's rights and politics. She was previously assistant editor at the think tank Pak Institute for Peace Studies.

**Alma Telibečirević, Bosnia and Herzegovina**, studied painting and education at the Classical Academy of Fine Arts in Sarajevo. She is a freelance public relations and marketing specialist and for the past nine years has organized the Kid's Festival, the largest independent youth event in Southeast Europe.

**Branko Veselinovic, Serbia**, holds a master's degree in economics from Alfa University and is pursuing a Ph.D. in journalism. He is the youngest prime-time news anchor at Radio Television of Serbia and also produces and anchors the country's most-watched weekend morning show.



# Cronkite Hosts Edward R. Murrow Fellows from Sub-Saharan Africa

"... it's a privilege to have people come here and learn from great professors and interconnect and rub shoulders firsthand with students — graduate and undergraduate — and just see how we do what we do."

Associate Professor Bill Silcock, director of Cronkite Global Initiatives and Humphrey Program curator



By Hayden Harrison

In November 2012, the Cronkite School hosted its third group of international journalists observing American journalism and civic processes as part of a U.S. State Department program.

The 130 foreign journalists chosen for the Edward R. Murrow program began with a visit to Washington, D.C., then traveled to Chicago before visiting schools that included ASU, Syracuse University, the University of Georgia, the University of North Carolina, the University of Oklahoma and Louisiana State University.

Seventeen journalists, all from sub-Saharan Africa, visited Cronkite. For most, it was their first trip to the U.S.

"We're a center of journalism education worldwide," said Bill Silcock, the associate professor who directs Cronkite Global Initiatives. "The Cronkite School is globally known for what it does and what it stands for, so it's a privilege to have people come here and learn from great professors and interconnect and rub shoulders with students — graduate and undergraduate — and just see how we do what we do."

Silas Tarus, a bureau chief from Kenya, said America was just how he imagined it.

"What I found exciting in the U.S. is the kind of freedom people enjoy," he said. "I think the U.S. covers every kind of passion in this world."

Tarus added that while Kenya's press has become more independent, it still isn't as free as in the U.S.

Tempitope Oluwatoyin, a reporter from Nigeria, said the press in her country is characterized by government restrictions and sponsorship from politicians.

"How free is free?" Oluwatoyin asked. "Here I



Edward R. Murrow fellows join Cronkite faculty and students in the First Amendment Forum. The Murrow Press Fellowship seeks to promote quality and responsible journalism. Photo by Madeline Pado

found out you have a totally free, free press, and I think that is something we also have to look toward working to in our own country."

Jerome Rwasa, the founding director of Isangano Community Radio in Rwanda, said journalism is more advanced in the U.S., as is journalism education. Rwanda didn't have a journalism school until 1996, so most journalists learned from practice, he said.

"I was not trained as a journalist," Rwasa said. "I was a teacher."

During their time at Cronkite, participants paired with journalists covering the general election, then they watched the results on television.

Rwasa was impressed by American voters and how the election system was organized.

"We went to the polls, and I appreciated the way people turn up," he said.

Cronkite professors and students also benefited, Silcock said.

"There's no better way to erase stereotypes than an in-person meeting with someone," he said. □

## Students Head to Brazil to Learn Business Reporting



Thirteen Cronkite students practiced international business journalism in Latin America's largest economy.

For two weeks in May 2013, students explored Brazil as part of the Cronkite School's annual summer study abroad trip. Students traveled between the country's two largest cities, Rio de Janeiro and Sao Paulo, to experience Brazilian

Cronkite students visit the Christ the Redeemer statue in Rio de Janeiro with Reynolds Center President Andrew Leckey. Thirteen students toured Brazil as part of a summer study abroad trip.

culture and learn how to report on international issues.

"We talked with business and civic and education leaders to try to find out if Brazil is ready to step on to the world stage," said Andrew Leckey, Reynolds Endowed Chair in Business Journalism, who led the trip.

Leckey and the students visited news organizations, global companies and business incubators. They also reported on issues such as the effects of deep water oil drilling and the impact of soccer. □

# Bob Costas

## Receives 2012 Cronkite Journalism Excellence Award



After accepting the Cronkite Award, Bob Costas is joined by (from left to right) CEO of Republic Media John Misner, student Liz Kotalik and Dean Christopher Callahan. Photo by Molly J. Smith



Costas spends time with local philanthropist Louise Solheim at the annual Cronkite Luncheon. Photo by Tim Trumble

"This is an honor that is difficult to overstate. Everyone in broadcasting reveres Walter Cronkite. If there were a Mount Rushmore of broadcasting, Cronkite would be on it, no question about it."

Bob Costas, 2012 Cronkite Award winner

By Hayden Harrison

As Bob Costas accepted The Walter Cronkite Award for Excellence in Journalism at the annual Cronkite Luncheon, he recalled the first time he met Cronkite, interviewing him on "Later with Bob Costas."

"On a personal level, he was so gracious," Costas said. "He was Walter Cronkite. He could've regarded this as something he was just doing for a young guy, but he treated me with tremendous respect."

In October 2012, Costas became the 29th person to receive the award bearing Cronkite's name.

"This is an honor that is difficult to overstate," Costas said. "Everyone in broadcasting reveres Walter Cronkite. If there were a Mount Rushmore of broadcasting, Cronkite would be on it, no question about it."

The award is presented each fall to a leading journalism professional. Recent recipients have included Christiane Amanpour, Diane Sawyer, Brian Williams and Al Michaels.

Costas said he felt humbled after he read the list of previous recipients.

"I can only conclude that as you approach 30 of them that you've run out of truly worthy candidates," he joked.

Addressing more than 1,000 guests, including industry leaders, professors and students at the

Sheraton Phoenix Downtown Hotel, Costas spoke about his career and the future of the journalism industry.

"The landscape of media is perpetually changing, and that's fine," Costas said. "But there ought to be some values that are timeless. I think in that respect, Walter Cronkite and the way he approached things — the dedication to the truth and credibility and what journalism is — can stand the test of time 100 years from now."

Costas said one trait he shares with Cronkite is his "dedication to the craft," but he warned students against copying the styles of the journalism professionals they admire.

"What sets the best people apart is that they have a discernible style," he said. "They're not carbon copies of one another."

Kerry Crowley, a Cronkite freshman who attended the event, said honoring a sports journalist "speaks to the transition the school is making. Sports is now a viable option for journalism at Arizona State, (which) is opening new pathways to journalism."

Costas said sports journalism should include hard news, such as stories about performance-enhancing drugs and concussions as well as play-by-play and commentary.

"The best of sports broadcasting is a combination of drama, theater, excitement and fun skillfully presented in a professional way," he said.

Costas said one of the most memorable



Top: José Cárdenas, ASU senior vice president and general counsel (center), and Brian G. Lawlor (right), senior vice president of the television division for The E.W. Scripps Company, chat with Costas during the Cronkite Luncheon.

Bottom: Cronkite Endowment Board of Trustees member Carleton Rosenburgh shares a moment with Costas at the luncheon.



## Recipients of the Cronkite Award include:

- 2012 Bob Costas, sportscaster, NBC Sports
- 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 Rooney 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



Top: Costas tours the Cronkite NewsWatch studio, home to the school's award-winning newscast. Photo by Tom Story

Bottom: Associate Professor Joseph Russomanno interviews Costas during a discussion session in the First Amendment Forum. Photo by Molly J. Smith

interviews of his career was with former Penn State assistant football coach Jerry Sandusky, later convicted of sexual abuse. Costas said the interview highlighted the power of college sports.

"What is the relationship between the proper function of the university and the (emphasis) on athletics within that university?" he asked. "Are they coming close to (an appropriate proportion), or are they making a mockery of it, as too many do?"

Costas' comments resonated with his audience.

"Bob Costas is probably the greatest speaker I've ever heard because he was able to have an audience on the edge of their seats for the better part of a half hour," Crowley said. "He was light-hearted. He was funny, but he also touched on the essentials of

journalism and the values that make journalism so exciting."

During his visit, Costas toured the Cronkite NewsWatch studio, home to the school's award-winning nightly newscast. He also appeared the morning before the luncheon at a session open to all students.

"No one can teach you to be a broadcaster," Costas told students. "They can give you some of the background information. They can give you advice. But the only way to find out if you have that knack is by hands-on experience, and at the Cronkite School that's what the young people get." □

To watch videos of past Cronkite Award recipients, go to [cronkite.asu.edu/walter/cronkiteaward](http://cronkite.asu.edu/walter/cronkiteaward)

# Schieffer

## Named 2013 Cronkite Award Winner



Bob Schieffer, the award-winning CBS News correspondent and longtime anchor of "Face the Nation," was named the 2013 recipient of the Walter Cronkite Award for Excellence in Journalism.

Schieffer was scheduled to accept the 30th annual award, given by the Cronkite School, at a luncheon ceremony Oct. 29 at the Sheraton Phoenix Downtown Hotel.

"Walter Cronkite is who I wanted to be when I was a young reporter," Schieffer said. "He is who I still want to be, so winning an award with Walter's name on it means as much to me as any recognition I have ever received."

CBS News President David Rhodes said, "There's nobody better than Bob in this business, and nobody better to work with, too."

Schieffer is the network's chief Washington correspondent and also serves as anchor and moderator of "Face the Nation," CBS News' Sunday public affairs broadcast. He contributes regularly to "The CBS Evening News," where he served as interim anchor in 2005 and 2006.

With 56 years of reporting experience, Schieffer may be the most experienced broadcast reporter in Washington. He has spent the past 44 years reporting on politics and government for CBS, serving as the network's chief Washington correspondent since 1982 and moderator of "Face the Nation" since 1991. He is one of the few journalists to have covered all four major beats in the nation's capital — the White House, the Pentagon, the State Department and Capitol Hill.

Schieffer has moderated three presidential

debates — in 2004, 2008 and 2012 — and has covered every presidential campaign and been a reporter or anchor at every Democratic and Republican national convention since 1972.

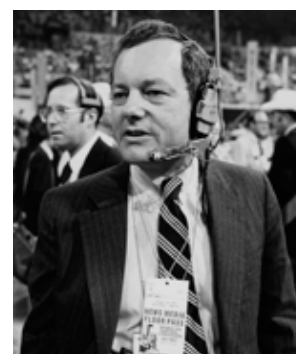
A native of Austin, Texas, who grew up in Fort Worth, Schieffer is a graduate of Texas Christian University and served three years in the U.S. Air Force. He began his journalism career as a reporter at the Fort Worth Star-Telegram, where in 1965 he became the first reporter from a Texas newspaper to report from Vietnam.

After returning from the war, he became news anchor at WBAP-TV Fort Worth/Dallas and then joined CBS News in 1969. He served as the network's Pentagon correspondent from 1970 to 1974 and its White House correspondent from 1974 to 1979.

He began anchoring the CBS weekend newscasts in 1973 and continued anchoring for the next 23 years.

Following Dan Rather's departure in 2005, Schieffer became anchor of the weekday evening news, where he served for two years until the arrival of Katie Couric. He then returned to the nation's capital to moderate "Face the Nation."

In 2005, TCU named its journalism school The Schieffer School of Journalism in his honor. "Schieffer epitomizes great broadcast journalism in the best tradition of Walter Cronkite," said Cronkite Dean Christopher Callahan. "We're thrilled to present him with this award and to have him share with our students some of what he has learned over a long and sterling career." □



Top: Bob Schieffer started as a reporter for the Fort Worth Star-Telegram. Photo courtesy of University of Texas at Arlington Library

Bottom: Schieffer reports from the 1980 Republican National Convention for CBS News. Photo courtesy of CBS Broadcasting Inc.

### Bob Schieffer's CBS Career Highlights

1969: General assignment reporter  
1970-1974: Pentagon reporter  
1973 to 1996: Weekend anchor, "CBS Evening News"  
1974-1979: White House correspondent  
1982 to present: Chief Washington correspondent  
1989 to present: Congressional correspondent  
1991 to present: "Face the Nation" anchor  
2004: Moderator, U.S. presidential debate at ASU  
2005-2006: Interim anchor, "CBS Evening News"



# Ifill Discusses the Power of Difference in the Newsroom

By Erin Regan



"I embrace (diversity) because it is good and necessary for journalism, for politics, for society and for our general national health."

— Gwen Ifill, moderator and managing editor of "Washington Week," senior correspondent for "PBS NewsHour"

Gwen Ifill's appearance was sponsored by the Cronkite School as part of the Institutional Inclusion Award, given to the school in recognition of its efforts to advance diversity and inclusion. It included a grant to fund the visit under the university's Diversity Scholar Series, a bi-annual event designed to stimulate conversations about diversity.

While interning for the Boston Herald-American in the late 1970s, Gwen Ifill found a note on her desk with two words: "Go home."

Ifill did not, and more than three decades later, she is a renowned political journalist, managing editor of "Washington Week" on PBS, senior correspondent for "PBS NewsHour" and a leading advocate for diversity in journalism.

"For me, covering race was not always about covering grievance," she told a group of students, faculty and members of the public at a Diversity Scholars lecture at the Cronkite School in April of 2013. "It is also about opportunity and pride and empathy and humanity and understanding the value of difference. And it's something every journalist should be able to do, not just journalists of color."

As moderator of "Washington Week," Ifill leads a roundtable discussion with other award-winning journalists and analyzes the top news inside the beltway. She has covered seven presidential campaigns and moderated two vice presidential debates.

In 2009, Ifill published "The Breakthrough: Politics and Race in the Age of Obama," which details the rise of breakthrough candidates and the influence of African-American politicians.

Ifill said students often ask her why diversity matters in what some of them consider a post-racial world. She said race does, and will always, matter and is something to be celebrated.

"I embrace it because it is good and necessary

Gwen Ifill (left) talks with Associate Dean Kristin Gilger, Dean Christopher Callahan and Delia Saenz, ASU associate professor of psychology, during a reception before her lecture. Photo by Dominic Valente



for journalism, for politics, for society and for our general national health," she said.

Ifill's presentation was the result of the Cronkite School winning its first ASU Institutional Inclusion Award, which included a grant to fund the visit.

Ifill was born to West Indian immigrants, and her father was an ordained minister who marched with Martin Luther King Jr. during the civil rights movement. Her parents' fight for equality as well as the lack of African-American faces on television news inspired her to pursue a career in journalism.

"I was taught that the search for truth and the search for justice are not incompatible and are, in fact, essential," she said.

Diversity also is essential to the success of the news industry, she said, noting that journalists must include diverse voices in coverage in order to reach a broader audience.

"We have stories to tell, but many of our audiences have stopped listening because they can tell that we're not talking about them," she said.

Journalists need sensitivity, humility and curiosity in order to bring these new and necessary voices to newsrooms, she said.

Ifill acknowledged her own struggle while covering the 2008 Democratic National Convention that nominated Barack Obama for president. She said that while interviewing Obama, she was unable to envision the political transformation that would follow his election.

"Change happens under our noses. Transformations unfold as we are glancing the other way," she said. "By the time we look back, the rules of the game have shifted."

Ifill urged aspiring journalists to embrace professional standards of justice, equality and social change.

"There are expectations we should set for ourselves and expectations we should set for others when we talk to each other, when we engage each other on these topics," she said. "And we should use them also as a yardstick for what we deem to be newsworthy." □

"I think any time we can bring the public inside what we do...it increases engagement..."

— Brahm Resnik, 12 News anchor and host of "Sunday Square Off"



## Cronkite Partners with Arizona Republic for New 'Community Conversations' Series

By Erin Regan

Photos by Madeline Pado

The Cronkite School and Republic Media are partnering to break down the barriers among newsmakers, journalists and the public with a new program called "Community Conversations."

The first event, held at the Cronkite School in February 2013, focused on politics and the press.

"Community Conversations" is designed to add depth and context to topics of interest by bringing together members of the public, journalists and public figures. Sessions are interactive and range from panels and interviews to question-and-answer sessions.

The politics and press event featured USA Today Washington Bureau Chief Susan Page, who discussed her experiences covering nine presidential campaigns. Other speakers included former U.S. Sen. Jon Kyl; Leonard Downie Jr., Cronkite's Weil Family Professor of Journalism and former Washington Post executive editor; Arizona Republic columnists E.J. Montini and Laurie Roberts; and Arizona Republic editorial cartoonist Steve Benson.

After a morning of panels and conversations, the 40 attendees walked to The Arizona Republic's office to watch Brahm Resnik host "Sunday Square Off," KPNX-TV's political roundtable show.

Resnik said he was thrilled to participate. "I think any time we can bring the public inside what we do ... it increases engagement, it gets them closer to us, it brings us closer to them, and personally I love it because I really want to know what they think," he said. "It helps me enormously."

Page, the keynote speaker, recounted her years covering politics and the changes in coverage since the advent of the Internet and social media. "Covering politics in the digital age, particularly the emphasis on immediacy, has its challenges," she said.

"As a nation, we need professional journalists who are dedicated to the proposition that getting the story and telling it in a fair and accurate way is a



Cronkite Dean Christopher Callahan (left) and Leonard Downie Jr., Weil Family Professor of Journalism at the Cronkite School and vice president at large of The Washington Post, discuss politics and the press.

fundamental American value," she said. "Blogs and commentary — I think there's a huge role for that. But I don't think it's enough."

Kathy Knecht of Peoria said she attended because of her position as executive director of Leadership West, a West Valley organization that supports public engagement and leadership.

"It's very important for me to understand what the community issues are and be exposed to what other leaders in the community are thinking about and talking about," she said.

Republic columnist Robert Robb interviewed Kyl about his perceptions of the media and how legislators are portrayed outside the Capitol.

"There is a sense of wanting to get things done," Kyl said. "It's outside the room, when you go back out in front of the cameras, that the talking points come into play."

He said news media are in part responsible for inaction by Congress because time once spent forging compromise is now spent on building a public image.

"At least as I recall, after an election there would be a year or so in which legislators would go off and legislate with each other, Democrats and Republicans both," Kyl said. "It seems now that it's full-time campaigning." □



Top and middle: Former U.S. Sen. Jon Kyl (right) shares his thoughts on the press with moderator Robert Robb, columnist for The Arizona Republic.



Bottom: USA Today Washington Bureau Chief Susan Page shares her experiences covering nine presidential campaigns.

"There is a sense of wanting to get things done. It's outside the room, when you go back out in front of the cameras, that the talking points come into play."

Jon Kyl, former U.S. senator



Right: ASU President Michael M. Crow welcomes Knight News Challenge guests. Far right: Cronkite Professor Dan Gillmor (left) moderates a discussion with Merlyna Lim, distinguished scholar of technology and public engagement at the ASU Consortium on Science, Policy and Outcomes, and Seth Flaxman, co-founder of TurboVote.



Top: Ed Finn, founding director of the ASU Center for Science and Imagination, speaks about imagining the digital future.



Top: Knight Foundation Vice President Michael Maness discusses the foundation's investment in journalism and media innovation.

Bottom: Kacie Kinzer discusses her team's winning project during the Knight News Challenge.

## Cronkite School Hosts Knight News Challenge Event

Photos by Molly J. Smith

The future of mobile media may include technology that transforms cell phones into "micro" radio stations and applications that help newsrooms manage mobile content.

The creators of eight mobile ventures presented their award-winning ideas at the Cronkite School during the Knight News Challenge, an annual program that accelerates media innovation by funding ground-breaking projects.

The Cronkite School and ASU's Center for Science and the Imagination hosted the January 2013 event, which included a live Web stream. The News Challenge focused on mobile technologies and awarded a total of \$2.4 million to eight winners.

"These eight Knight News Challenge projects and the innovators behind them are helping to stretch the ways people around the world are engaging with information and using it to shape their communities," said Michael Maness, vice president for journalism and media innovation at the Knight Foundation.

Winning organizations included the Wikimedia Foundation, the group responsible for Wikipedia. The Knight Foundation awarded it \$600,000 for a project that will allow users to access Wikipedia articles via text message.

"It's really an honor for us to be invited here and awarded as one of the winners of the Knight News Challenge," said Kul Takanao Wadhwa, head of mobile and business development at the Wikimedia Foundation. "I think this really helps validate our work."

Wadhwa said the grant will help Wikipedia's mission to expand "free knowledge" around the world. He said many people in developing nations only have access to low-end mobile phones, and Wikimedia's venture can help these people connect to Wikipedia.

RootIO received \$200,000 for plotting software that connects basic mobile phones with a transmitter to turn them into radio stations. The other winners were Digital Democracy, Abayima, Textizen, TKOH, Cafedirect and WITNESS.

WITNESS received \$320,000 for an app that helps newsrooms authenticate the stream of photos and videos coming from people at news events.

"Beyond newsrooms, human rights organizations and courts of law also receive citizen-shot media, but it is often missing vital information that would enable them to verify the story — such as who shot it, who might have handled it since its creation and surrounding context," said WITNESS Program Director Sam Gregory in a written statement.

The Cronkite School has had a long relationship with the Knight Foundation, said Dean Christopher Callahan, who called the foundation "the world's leader in supporting and promoting innovations in digital media."

The school was the recipient of a Knight News Challenge grant in 2010, which, along with funding from the Ewing Marion Kauffman Foundation, launched the Knight Center for Digital Media Entrepreneurship at ASU.

In 2010, Retha Hill, director of Cronkite's New Media Innovation Lab, and student Cody Shotwell won \$90,000 for a venture, and a student entrepreneurial team of Adam Klawonn and Aleksandra Chojnacka won \$95,000 to pursue a digital project in 2009.

Since 2007, the Knight Foundation has reviewed more than 13,000 applications and given more than \$32 million to support 88 projects. Recipients include leading Internet entrepreneurs, emerging media innovators and traditional newsrooms. □

## Award-winning Journalist

# Discusses Role of Editorial Pages in Digital Era

By Josh Thrall

While printed newspapers have shrunk, opinion pages maintain an essential conversation with readers by offering editorials, columns and letters to the editor, Pulitzer Prize-winning journalist Carla Anne Robbins said during the February 2013 Paul J. Schatt Memorial Lecture.

"That's what the best newspaper does. It gives you the chance to draw people in and have a conversation," said Robbins, who was deputy editorial page editor for The New York Times from 2006-2012. "Editorial writing is the space where that happens."

In a session titled "Sorting Through the Cacophony: Opinion Writing in an Opinion-Filled World," Robbins and moderator Phil Boas, editorial page editor of The Arizona Republic, discussed the challenge to newspapers' traditional role of offering opinions at a time when social media and blogs provide forums for anyone.

"Whether it's sweet music or cacophony, there is a lot of it out there," Robbins said. But there are important distinctions between a newspaper's opinion and everything else, she added.

Editorials "are the voice of the newspaper, of the institution of the newspaper," Robbins said. "Good editorials are not partisan. They are synthesizing for the reader a lot of information and telling them what the newspaper thinks is right or wrong."

"Because of Twitter and social media, everybody can make up their own opinion and their own news. But I see the difference between what we do and what (others) do."

The Cronkite School began the annual Schatt Lecture in 2007 to honor former Arizona Republic reporter, editor and columnist Paul J. Schatt, who served as an adjunct faculty member at Cronkite for more than 30 years. Supported by an annual gift from The Arizona Republic and an endowment established by Schatt's widow, Laura Schatt-Thede, the lectures have addressed topics that include coverage of politics, international news,



Top: Pulitzer Prize-winning journalist Carla Anne Robbins discusses the evolution of the editorial page in the digital age. Bottom: Robbins shares her thoughts on the role of newspapers with moderator Phil Boas, editorial page editor of The Arizona Republic.

investigative reporting, journalism ethics and press freedom.

Robbins has worked for several publications as a reporter, editorial writer and editor. She was a member of Wall Street Journal teams that won Pulitzer Prizes for international reporting and national reporting.

Robbins said she worries about increasing apathy among news consumers about which sources of information and opinions are credible. Too many people don't see the value in news and opinion that adheres to journalistic standards.

"The best editorials are deeply reported the way the best news stories are," Robbins said. "You have to work through them the same way you work through a news story, which is: You have to consider all sides. Being a professional writing opinion is different from having a gut opinion."

She added, "People who aren't journalists don't understand that sense of holy responsibility we have in the business." □

"Good editorials are not partisan. They are synthesizing for the reader a lot of information and telling them what the newspaper thinks is right or wrong."

Carla Anne Robbins,  
Pulitzer Prize-winning  
journalist

## 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 ASU for more than 30 years.

The series features prominent journalists exploring topics that were 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 a 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 posthumously received the Arizona Press Club's Distinguished Service Award. □



To learn more about Reynolds Business Journalism Week, visit [businessjournalism.org](http://businessjournalism.org).

**“The coaching that I got on publicly traded companies has been a real value.”**

— Jonathan Horn, Reynolds Business Journalism Week fellow

# Reynolds Week Develops Next Generation of Business Reporters and Professors



Journalists from across the country participate in the Strictly Financial Seminar at Cronkite.



Journalism professors brush up on their business knowledge at the Business Journalism Professors Seminar.

Cronkite professor Andrew Leckey says business reporting used to be highly anecdotal, but that is no longer the case.

“There is more use of databases and financial documents,” said Leckey, president of the Donald W. Reynolds National Center for Business Journalism and the Reynolds Chair in Business Journalism at the Cronkite School. “Now journalists and professors are really doing research to come up with viable information that they can back up with numbers.”

Business reporters and professors from around the country learned new tools of the trade during the Reynolds Center’s annual Business Journalism Week in January 2013. The event brought 31 fellows — 16 journalists and 15 professors — to the Cronkite School for four days of intensive study in business journalism.

The Business Journalism Professors Seminar showed professors how to teach a university-level course in business journalism. The Strictly Financials Seminar taught journalists how to dissect financial statements and Security and Exchange Commission documents.

Jonathan Horn, a San Diego Union-Tribune business reporter, said the Strictly Financials Seminar has significantly helped with his reporting.

“Now that I’ve been back, I’ve been looking more at publicly traded companies. I know how to go on the SEC website and get important information,” Horn said. “The coaching that I got on publicly traded companies has been a real value.”

Prominent business journalists and professors taught the all-expenses-paid seminars. Instructors included Mark Tatge, former senior editor at Forbes, and Gary Trennepohl, a finance professor at Oklahoma State University-Tulsa, as well as several Cronkite faculty members, including Steve Doig, the school’s Knight Chair in



Reynolds Center President Andrew Leckey (far left) and Pulitzer Prize-winning investigative journalist James B. Steele (far right) present the 2012 Barlett & Steele Bronze Award to winners Ames Alexander, Karen Garloch and Joseph Neff.

Journalism.

Kathleen Wickham, associate professor at the University of Mississippi, said she has applied what she learned to her advanced reporting class.

“I found the program very enriching, and it gave me many ideas for developing business journalism courses at Ole Miss,” Wickham said. “I was able to fill in some gaps in my knowledge, refresh some of my old skills and develop a vision for what I’d like those courses to cover.”

A highlight of the week was the keynote address by James B. Steele, part of the investigative reporting duo that includes Donald L. Barlett. Reynolds Week also featured the winners of the 2012 Barlett & Steele Awards, an honor that celebrates the best in print and online investigative business journalism.

Leckey said Reynolds Week continues to turn out excellent business reporting and instruction.

“The focus of Reynolds Week since its origination is that these fellows take home with them significant tools to make a difference in their communities and at their universities,” he said. “Never has the intensity level and the sincerity level been stronger than in this year’s group of fellows.” □



Cronkite Professor Dan Gillmor (left) moderates a discussion on entrepreneurship with journalist Jeff Jarvis and Richard Gingras, Google's head of new products. Photo by Molly J. Smith

## Scripps Howard Journalism Institute Teaches Entrepreneurship

Fifteen professors from U.S. universities came to the Cronkite School in January 2013 to learn principles of journalism entrepreneurship at the Scripps Howard Journalism Entrepreneurship Institute.

The five-day institute, made possible through a grant from the Scripps Howard Foundation, immerses selected faculty in entrepreneurial approaches to journalism and digital media.

Dan Gillmor, founder of Cronkite's Knight Center for Digital Media Entrepreneurship and a thought leader on journalism entrepreneurship, led the institute. He was joined by speakers who included Richard Gingras, head of news products for Google, as well as prominent digital entrepreneurs and experienced venture capitalists.

"With Gillmor and numerous other digital media leaders on its faculty, the Cronkite School was early to embrace teaching entrepreneurship as part of its journalism curriculum," said Cronkite School Outreach Director Elizabeth Smith, "so it's only natural that it would share its knowledge with other J-schools wishing to follow suit."

The 15 fellows were competitively selected. The foundation's goal is to infuse entrepreneurship into college journalism and communications classrooms across the country. Each of the

fellow's universities offers a class in journalism entrepreneurship in the year following the fellowship.

"There are terrific opportunities in our industry," said Mike Philipps, a longtime journalist and president and CEO of the Scripps Howard Foundation, "but those best equipped to exploit those opportunities will need to understand how to be entrepreneurial, innovative and nimble in everything they do. We think the best way to create young people with those skills and perspectives is to model the way with skilled and motivated faculty. This program achieves that goal."

Faculty who attended the 2012 institute introduced new classes and programs into their curricula, improved existing classes and forged external partnerships that enhanced student opportunities. They also explored journalism entrepreneurship at a symposium and a conference and in research for an academic paper.

"This institute was life-changing," wrote 2012 participant Derina Holtzhausen, professor and director of the School of Media and Strategic Communications at Oklahoma State University. "I cannot quit referring to it with colleagues and in class. They may have even tired of hearing about 'The Institute.'"

### 2013 Scripps Howard Journalism Entrepreneurship Institute Fellows

- Nsenga Burton, chair, Department of Communication and Media Studies, Goucher College
- Donica Mensing, associate professor, Reynolds School of Journalism, University of Nevada-Reno
- BJ Roche, senior lecturer, Journalism Program, University of Massachusetts-Amherst
- Camille Broadway, assistant professor, Department of Communication Arts, Georgia Southern University
- Kim Garris, assistant professor, Department of Communication/Journalism, Shippensburg University
- Debra Johnson, public relations professional-in-residence, Department of Journalism and PR, Cal State-Chico
- Carrie Brown, assistant professor, Department of Journalism, University of Memphis
- Francis McDonald, assistant dean, Scripps Howard School of Journalism and Communications, Hampton University
- Ryan Thornburg, assistant professor, School of Journalism and Mass Communication, UNC-Chapel Hill
- John Dinges, Godfrey Lowell Cabot Professor of Journalism, Columbia Journalism School
- Brendan Watson, assistant professor, School of Journalism & Mass Communication, University of Minnesota-Twin Cities
- Jose Luis Benavides, associate professor, Journalism Department, CSU-Northridge
- Hans Meyer, assistant professor, E.W. Scripps School of Journalism, Ohio University
- Kimetris Baltrip, assistant professor, A.Q. Miller School of Journalism and Mass Communications, Kansas State
- George Daniels, associate professor, College of Communication and Information Sciences, University of Alabama

**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.





Each Monday, the Cronkite School brings local and national professionals to talk to students about their work and careers.

## 2012-2013 'Must See Mondays'

The school's "Must See Mondays" speaker series featured guests that ranged from CNN anchor Becky Anderson to David Plotz, the editor of Slate Magazine. Many were part of the Hearst Visiting Professionals program, which brings leading journalists and communicators to the school to share their expertise with students. The program is made possible through a grant from the Hearst Foundations.

### Fall 2012

- "Cronkite Alumni on Camera," Clara Colmenero, Univision; Hailey Frances, KPNX-TV; Kristen Keogh, KSAZ-TV; Colton Shone, KPHO-TV; and Carina Sonn, KTVK-TV
- "Digital Journalism: If You're Not Living on the Edge, You're Taking Up Too Much Room," Jennifer Sizemore, vice president and editor-in-chief, msnbc.com and today.com
- "21st-Century Opportunities for Journalists," Francine Hardaway, entrepreneurship coach, blogger and marketer
- "Unity 2012: The Power of the 'D-Word' in America's Newsrooms," Susan Green, assistant news director and broadcast director of Cronkite News Service; Aric Johnson, Arizona Republic editor-in-residence; and Anita Luera, director of high school journalism programs
- "Social Media: Harnessing the Opportunities and Navigating the Challenges," Ellyn Angelotti, faculty member, The Poynter Institute
- "The Last Debate: Presidential Campaigns and the Media," Leonard Downie Jr., Weil Family Professor of Journalism and former executive editor, The Washington Post
- "Covering the World," Becky Anderson, anchor and host, CNN International
- "Who Can Vote? A National News21 Investigation of Voting Rights in America," A panel featuring News21 students
- "The Future of Network News," Jeff Fager, chairman, CBS News
- "America, Through My Immigrant Eyes," Fernanda Santos, Phoenix Bureau Chief, The New York Times
- "The Truth-O-Meter, the Obameter and the Promise of New Journalistic Forms," Bill Adair, editor, PolitiFact
- "Too Fast, Too Furious: Are the Speed and Vitriol of the Web Destroying Journalism?," David Plotz, editor, Slate Magazine
- "Walter Cronkite and American Journalism," Douglas Brinkley author of "Cronkite," a biography



### Spring 2013

- "Interviewing the President," John Hook, anchor, FOX 10, KSAZ-TV, Phoenix
- "The Making of a Documentary," Peter Byck, director and producer, "Carbon Nation"
- "The Future of What It Means to be Human and the Prevail Project," Joel Garreau, Lincoln Professor of Law, Culture and Values, ASU Sandra Day O'Connor College of Law and director, The Prevail Project
- "Journalism and the American Underclass," Leon Dash, Pulitzer Prize-winning journalist and University of Illinois professor
- "Adventures in Alternative Journalism," Mark Zusman, editor, Willamette Week
- "Evolution of Cause Marketing," Scott Pansky, co-founder and senior partner, Allison+Partners
- "Becoming a Global Journalist," Angel Gonzalez, Houston bureau chief, Dow Jones Newswires



Visitors gave lectures, spoke to classes and visited with faculty, staff and students.

- "Covering the Olympics," Panel of Cronkite student reporters
- "Real-Life TV," Rob Hammersley, producer, Discovery Studios
- "Visual Storytelling: Finding the Best Forms," Sara Quinn, faculty member, The Poynter Institute
- "Diversity and Inclusion in the News," Gwen Ifill, managing editor and moderator, "Washington Week"
- "Bricks and Bytes: Political Activism in the Social Media Age," Merlyna Lim, Distinguished Scholar of Technology and Public Engagement and director, Participatory Media Lab, ASU
- "Build It, Fix It, Reimagine It – Your Business and Your Career," Laureen Ong, president, Travel Channel
- "Canada and Puerto Rico: Reporting Abroad," Panel of Cronkite depth reporting students □



"If you're not living on the edge and taking chances and being willing to fail, you're probably missing opportunities."

– Jennifer Sizemore, vice president/general manager and editor-in-chief, NBC News Digital

## NBC Digital Editor Encourages Students to Embrace Technology

By Anna Gunderson

Content providers need to adjust to a "marketplace in chaos" as the news industry changes, the vice president and editor-in-chief of NBC News Digital said at a September 2012 "Must See Mondays" event.

"If you're not living on the edge and taking chances and being willing to fail, you're probably missing opportunities," Jennifer Sizemore said.

Sizemore, a Hearst Visiting Professional, explained how her news operation evolved when it transitioned from msnbc.com in summer 2012 to NBCnews.com.

Students need to understand the unpredictability of the current news ecosystem in addition to journalism fundamentals, she said.

"Online news consumers are just nuts," Sizemore said. "They're voracious; they're fragmented; they're always updating and insisting that you always be updating as well."

Increasingly, the new generation of news consumers gets information through mobile devices, she said, noting that about half of U.S. adults have tablets.

"What does all of this exploding technol-

ogy, all this really interesting stuff going on, these demographics, these economies, this necessity of us being willing to experiment and fail and try again with all kinds of different platforms and storytelling — what does all this mean for what we really describe as content?" she asked.

Sizemore has enjoyed a long career in newspapers. She has held several senior editorial positions, including assistant managing editor at the Seattle Post-Intelligencer and deputy managing editor of news at the Houston Chronicle.

Sizemore advised students to learn how to write code for the Web.

"In the future, you knowing how to code will be you owning the printing press or you owning your own broadcast network," she said. "Even if you think you're going to be a narrative storytelling specialist — God bless you — if you want control over when, who and how people see the content you produce, learn how to code."

Sizemore said unconventional thinking is the best approach to figuring out how to handle news in the digital age.

"Ultimately, the only way to find that edge is to walk away from everything you think you used to know," she said. □



Right: CBS News Chairman Jeff Fager says quality storytelling is always going to be in demand, no matter the platform.

Far right: Fager addresses a packed audience in the First Amendment Forum in November 2012.



# Fager Redefines the Past and Future of Network News

By Erin Regan  
Photos by Molly J. Smith



Top: Cronkite graduate student Chris Carr listens to Fager's address.

Bottom: (right to left) Broadcast students Marissa Scott, Heather Jackson and Jessica Goldberg sit with Alison Pepper of CBS News and Cronkite student Vaughn Hillyard.

Success in broadcast journalism depends on technical skills, initiative and charm, but the chairman of CBS News and executive producer of "60 Minutes" told Cronkite students that humility and teamwork are important as well.

"We consider '60 Minutes' to be a reporters' shop. Everybody's a reporter. It just so happens that six or seven of us are on TV," Jeff Fager said during a November 2012 "Must See Mondays" event. "In the days of Murrow, they called it 'Murrow and his boys' ... in the Cronkite days, they were called 'Cronkite and company,' but they were all reporters."

Within six months of being named chairman of CBS News in February 2011, Fager brought the core values of "60 Minutes" to the evening news, giving the program a harder edge.

"We set out to build a broadcast that fits our identity," he said.

Those values also transformed the online presence of CBS News. As executive producer, Fager revamped 60minutes.com, created the Web-based "60 Minutes Overtime" and developed apps for the iPad, all of which feed public interest in long-form journalism.

"I think quality storytelling on every platform, whatever the platform is, whatever the length of the storytelling, is always going to be in demand," he said.

Fager said he learned the importance of writing as an English major at Colgate University in New York. "It's about telling a story, and it's about reporting," he said. "How good of a reporter are you? How well can you dig things up?"

As a production assistant for CBS affiliate WBZ-TV in Boston, Fager said he learned both the technical skills and humility needed for a career in broadcast.

As a producer for "60 Minutes," he got to know broadcast icon Don Hewitt, the television news producer and executive who created "60 Minutes" in 1968. Hewitt's advice to Fager after he landed the job: "Just go out and do good stories and everything will be fine."

He said broadcasters often devote too much time to celebrity news and fluff at the expense of hard news because they think that is what their audiences want to see — a problem he said stems in part from audience research.

"I know serious journalists who run news organizations who would not cover the war in Afghanistan because they believed the research told them it was a turnoff," he said. "There's something just dead wrong about that."

Fager argued that there is demand for quality in-depth reporting on significant stories.

"If you cover what's important, and you cover it really well and you make it interesting, the viewer, the audience, will grow," he said.

Cronkite student Nicole Lavella wrote in a blog that Fager's presentation was her favorite "Must See Mondays" event because it reminded her of the importance of quality storytelling.

"The Internet and social media may have changed how we capture eyes in the news industry, but that doesn't mean we should change how we report," she said. "I'm sincerely afraid our industry might be losing its values in its effort to stay afloat." □

# Brinkley Narrates the Life Behind Cronkite's Legacy

By Erin Regan

Photos by Madeline Pado

Walter Cronkite was much more than a journalist, historian Douglas Brinkley said during a December 2012 "Must See Mondays" presentation, sponsored in part by the Arizona House of Broadcasting.

"He was a kind of conscience and collective voice," said Brinkley, whose biography on the legendary journalist, titled "Cronkite," was published earlier in the year.

Brinkley said he was first drawn to the CBS anchor when he read the letters Cronkite sent to his wife Betsy during World War II. He used these letters, along with extensive research and original interviews with Cronkite's close friends, colleagues, relatives and Cronkite himself, in his book.

According to many reviews, Brinkley's account, though sometimes critical, is the most definitive and revealing account of Cronkite's life.

"'Cronkite' will endure not for what it tells us about broadcast media but for what it reveals about the man — his paradoxes, his penchant for pranks and dirty jokes, his long and happy marriage," wrote Chris Matthews in a July 2012 New York Times' book review.

Brinkley spoke about Cronkite's childhood, focusing on his years of hardship in Houston during the Great Depression and his humble start as a journalist. As a reporter and editor for his high school paper, "(Cronkite) got intoxicated by the smell of printer's ink. He was particularly intoxicated by the sight of his own byline," Brinkley said.

After dropping out of the University of Texas, Cronkite's big break came in 1937 when he reported on a natural gas explosion at a Texas school and "took these harrowing notes of seeing an entire town lose all of its kids," Brinkley said.

"He later said he never saw anything as



Douglas Brinkley poses for a photo with MoniQue Shaldjian and Mike Shaldjian of the House of Broadcasting.

gruesome in World War II or Vietnam as this little town of New London, Texas," Brinkley said.

When hired by CBS in 1950, Cronkite "was given the lowliest job in journalism: television." Yet by the late 1960s, his voice was in nearly everyone's living room, and it carried great weight.

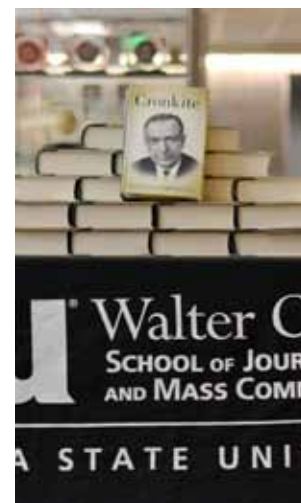
"Suddenly the Cronkite broadcast is dictating war policy," Brinkley said. "By the end of '68, Walter Cronkite is probably the most powerful person outside of Nixon in the world of politics."

Though it was sometimes difficult to interview Cronkite toward the end of his life, it was clear that he cherished his connection with the school that bears his name.

"I do know that he loved, loved, loved it here at Arizona State University," Brinkley said. "It's the biggest thrill, and it brought him the most joy the last decades of his life."

Cronkite student Becca Bogdanský said in a school blog that hearing Brinkley's anecdotes about Cronkite made her feel more connected to his legacy.

"Since Cronkite was such a private man, it was nice to hear personal stories about him," Bogdanský said. "Tonight's presentation made me prouder than ever to be attending his namesake school." □



"Since Cronkite was such a private man, it was nice to hear personal stories about him. Tonight's presentation made me prouder than ever to be attending his namesake school."

Becca Bogdanský,  
Cronkite student

Brinkley recounts Walter Cronkite's life and legacy during his presentation at the Cronkite School.



Left: Brinkley signs a copy of his book, "Cronkite," for attorney David Bodney following his "Must See Mondays" discussion on the life of Walter Cronkite. Right: Brinkley chats with (from left to right) Hubert H. Humphrey fellows Gwendolin Mojoko Messing and Alma Telibečirević and Reynolds Center President Andrew Leckey.



“You want to use social media because that’s where your audience is engaging.”

— Ellyn Angelotti, faculty member, Poynter Institute



Ellyn Angelotti of the Poynter Institute talks with Robin Phillips, digital director for the Donald W. Reynolds National Center for Business Journalism, about the growing potential of social media for news.

## Angelotti Explores Social Media as a Journalist’s Tool



“Before, we were the storytellers; we were the ones that were defining the narrative. And now we’re more the sense-makers.”

— Ellyn Angelotti, faculty member, Poynter Institute

By Erin Regan

The rise of social media isn’t replacing journalism, but it has changed the role of journalists, said Ellyn Angelotti, a faculty member at the Poynter Institute, the nation’s leading training center for professional journalists.

“Before, we were the storytellers; we were the ones that were defining the narrative. And now we’re more the sense-makers,” Angelotti said during an October 2012 “Must See Mondays” lecture. “Our responsibility is to help guide people to the untold stories, to the unheard voices in our community.”

Because social media blurs the line between personal and professional, transparency and objectivity, Angelotti encouraged students to develop distinct but professional online voices.

“When it comes to personal branding, we find that people gravitate more to you if you are authentic, if you are yourself,” she said. “Don’t censor yourself, but be aware of what you are saying.”

Angelotti’s presentation was part of a partnership launched in 2012 between the Cronkite School and the Poynter Institute, a nonprofit journalism training center in St. Petersburg, Fla.

“We enjoy working closely with our Poynter colleagues on our shared mission to improve, expand and evolve journalism in the digital age,” said Cronkite Dean Christopher Callahan.

The alliance includes a faculty exchange. Participating Cronkite faculty members have included Callahan; Steve Doig, Knight Chair in Journalism; faculty associate Terry Greene Sterling; Associate Dean Kristin Gilger; and Jason Manning, ASU’s director of student media.

In addition to Angelotti, Poynter Institute faculty to speak at Cronkite include Dean of Faculty Stephen Buckley on media leadership, faculty member Regina McCombs on mobile journalism and Sara Quinn on visual storytelling.

Angelotti said the blogging community has redefined the role of the journalist and the world of politics since the 2008 election.

“This started the whole debate of who’s a journalist. Are bloggers journalists? What rights do bloggers have on the campaign trail?” Angelotti said.

But one of the greatest weaknesses of social media is that it can reinforce biases, she said. Many users only follow people who subscribe to their own beliefs, polarizing audiences and undermining news coverage.

“It challenges our ability to think critically about issues, and if we’re not being presented with multiple perspectives and trying to understand the issue fully, it could really prevent us from making critical decisions,” Angelotti said.

Angelotti encouraged students to take advantage of social media as a tool for storytelling and audience outreach. “You want to use social media because that’s where your audience is engaging,” she said.

Kelsey Tardio, a Cronkite student who attended the lecture, said she was encouraged to learn about social media opportunities for aspiring journalists.

“Social media has become an integral part of storytelling and journalism. It won’t be going away for a while, and it is important that we learn from it and utilize it to the best of our ability,” Tardio wrote in a Cronkite blog. □



# New Cronkite Professor

## Discusses Climate Change, Documentary Filmmaking

By Erin Regan

The issue of climate change is not about politics or controversy but about finding common solutions, documentary filmmaker Peter Byck said during a January 2013 "Must See Mondays" presentation.

Byck's 2010 feature-length documentary "Carbon Nation" focuses on what people are doing across the U.S. to alleviate climate change. Nominated for an Environmental Media Award in 2011, the critically acclaimed film has received praise for its optimism and explanation of political roadblocks.

Byck said he knew he wanted to tell a positive story when he began research in 2007.

"We wanted it solutions-based. We didn't want to make it sound like we were moaning or whining or blaming or preaching. We knew that," he said. "And we also knew that the most important thing was to get the right characters."

When he began conducting interviews, Byck discovered that political affiliation played a small role in most discussions about climate change. For example, he was surprised when Bernie Karl, proprietor of Alaska's Chena Hot Springs Resort and a proponent of geothermal power, said he didn't believe humans are causing climate change.

"How many other really cool people are being kept out of this tent of solutions for this one issue? ... It's just an artificial divide," Byck said. "As we've been promoting the film, it's really become evident to me how much common ground there is in the U.S., especially about energy, when you wouldn't know it by what you read in the press."

Alexandria Coleman, a Cronkite student who attended the presentation, said Byck's approach opens the door for discussion and change.

"Not only do his works garner attention, but the common-sense approach he takes has the potential to inspire change," Coleman said in a Cronkite blog. "His documentaries do not just appeal to the left wing of American politics; they appeal to everyone who wants better and cheaper energy."

Byck told aspiring documentary filmmakers

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**Sustainability @ ASU** @ASUgreen 2 Oct  
In 30 min head to @ASU Tempe's ISTB4 Marston Exploration Theater for food & @co2nation conversation w/ @peterbyck! <http://bit.ly/17jRvE6>  
Expand



**Cronkite School** @Cronkite\_ASU 11 Sep  
@ASUgreen & Cronkite Prof @peterbyck presents his @co2nation documentary 7PM at Cronkite School. <http://bit.ly/17QmQhD>  
View media



**Amelia Huggins** @AmeliaHuggins 30 Aug  
Sitting in on #Sustainability Short-Form #Documentary class taught by @co2nation @PeterByck. @Cronkite\_ASU @ASUgreen pic.twitter.com/va3zV7u0AK  
Retweeted by Megan Calcote  
View photo



**AZ State University** @ASU 1 Aug  
RT @co2nation: Check out @peterbyck, director & producer of Carbon Nation at last week's Future Tense event: <http://bit.ly/16n70dH>  
View media



**Amelia Huggins** @AmeliaHuggins 15 Jul  
In #WashingtonDC? Interested in fighting #ClimateChange? RSVP: @FutureTenseNow event 7/25 [http://newamerica.net/events/2013/agricultural\\_](http://newamerica.net/events/2013/agricultural_)



"As we've been promoting the film, it's really become evident to me how much common ground there is in the U.S., especially about energy, when you wouldn't know it by what you read in the press."

— Peter Byck, director  
and producer  
of "Carbon Nation"

they should start small and work persistently.

"Get good at a short form, and that will be the leverage," he said. "You've got to jump off a couple cliffs. Fiscal cliff? Forget about it. Documentary cliff? Much bigger."

Cronkite student Aeryn Morgyn wrote in a blog that Byck's experiences demonstrate the bravery sometimes needed to take that leap.

"Byck's greatest lesson is also what I find somewhat unnerving: being OK with being uncomfortable, or with the 'unknowns,' as I call it. He extolled serendipity, his 'own nickel' and 'just doing it,'" Morgyn said.

Byck recently joined the ASU faculty and teaches at both the School of Sustainability and the Cronkite School. This fall, he is working on "Carbon Nation 2.0," a series of short films that follow the feature film. He said he hopes to involve more aspiring filmmakers by having students contribute some ASU-produced clips.

"I'm excited. I think it's awesome to be based here and to take advantage of what's happening here," Byck said. □



Pulitzer Prize-winning journalist Leon Dash discusses the key to interviewing people for in-depth stories.

# Dash Discusses Fundamentals of Immersion Journalism

By Erin Regan

“The same quotes appear over and over and over again because the reporters are following a conventional format. If you break the format, you can get a very different story and a richer story.”

— Leon Dash, Pulitzer Prize-winning journalist and University of Illinois professor

Pulitzer Prize-winning journalist and University of Illinois Professor Leon Dash first practiced immersion journalism in 1971 when he interviewed a father and son who were being held in the same Washington, D.C., prison.

After visiting the prison over several months, he discovered that many inmates, including his subjects, couldn’t read.

“This process of rehabilitation would not work for them because they had not been habilitated,” Dash said.

And so was born what became a lifelong obsession with the American underclass and immersion reporting — the practice of interviewing a subject over months or years to provide depth and context.

Dash explained the technique to Cronkite students during a February 2013 “Must See Mondays” presentation.

In 1984, Dash began to research the rise of adolescent African-American mothers living in urban poverty, interviewing members of six families that included 20 teenage parents.

“I realized that I would have a difficult time in this process because I was 40, very middle class,” he said. “Even though all of this was voluntary ... it was difficult for them to open up to me. And also I was asking them about a very sensitive topic: their sexuality.”

According to Dash, one of the advantages of immersion journalism is its power to build trust. Every one of the adolescent parents he interviewed lied to him at first, he said. Less than an hour into his first interview, Dash turned off his tape recorder and asked the interviewee if she was being honest.

“She said no, that she had given me the answers she thought would satisfy a high school counselor,” he said. “And I said to myself, ‘Well those are not the answers I want ... I don’t want to write that kind of story.’”

Dash broke down for students the interview process he has since developed. In the first



Associate Dean Kristin Gilger introduces Dash’s lecture on journalism and the American underclass.

session, he reviews a person’s early experiences in school; in the second, he covers the person’s family life; in the third, he questions the person about his or her faith or lack of faith and his or her worldview; and in the fourth, he asks about social development and experiences outside of the family.

“Usually between the third and fourth interview, people begin to contradict what they’ve told you in the first two interviews, sometimes dramatically, sometimes subtly,” Dash said. “The process you’re engaged in is asking the person you’re interviewing to remove his or her public mask and let you into something that’s closer to the truth.”

Dash encouraged students to break the usual interview mold. “The same quotes appear over and over and over again because the reporters are following a conventional format. If you break the format, you can get a very different story and a richer story,” he said.

Cronkite student Josh Burton said in a Cronkite blog that Dash reminded him of the true purpose of journalism and the significance of that pursuit over profit.

“We cannot sacrifice our heart and soul for the almighty dollar bill,” Burton wrote. “Rather, it is a vital part of our journalistic calling to be a voice for the oppressed and voiceless.” □

# AZ Republic Editor Tells Graduates to Take Action

Photos by Molly J. Smith

At Cronkite's fall 2012 convocation ceremony, the executive editor of The Arizona Republic and azcentral.com told graduates of the Cronkite School that although the journalism industry is changing rapidly, they can look forward to a bright future.

"Change is hard, but there has never been a more exciting time to be in journalism," Nicole Carroll told the 132 graduates and more than 1,000 guests at Grady Gammage Memorial Auditorium on ASU's Tempe campus in December 2012 at the Cronkite School's fall convocation ceremony.

Carroll urged the new graduates to be "dreamers who do."

"I hope you suggest that wild idea," she said. "I hope you are fearless. I hope you make your editors, news directors and managers just a little bit nervous."

Carroll, who graduated from the Cronkite School in 1991 and is a member of the school's Alumni Hall of Fame, reminded graduates of the "extraordinary

education" they got at the Cronkite School.

"The Walter Cronkite School of Journalism and Mass Communication is truly the best journalism school in the nation," she said.

Student speaker Jack Highberger of Rye, Colo., encouraged his fellow graduates to "look a little deeper and reflect a little longer" as they celebrated their accomplishments.

"Do successful careers begin with an award or a diploma or do they begin with a moment of passion, a realization that all the things society uses to recognize success will come if we can just do what we love and do it well?" he asked.

In the fall graduating class, 17 students achieved summa cum laude status (with a grade point average of at least 3.8); another 20 graduated magna cum laude (3.6 to 3.79 GPA); and 19 graduated with cum laude honors (3.4 to 3.59 GPA).

In addition, 13 students were inducted into Kappa Tau Alpha, a national college honor society that recognizes academic excellence and promotes scholarship in journalism. The top 10 percent of the graduating class is inducted into the society each semester.

Cronkite Dean Christopher Callahan told graduates they are Walter Cronkite's greatest legacy.

"It has been a privilege to have you as Cronkite School students, and it will be an honor to call you Cronkite School alumni," he said. □

Clockwise top left: Arizona Republic Executive Editor Nicole Carroll gives advice to Cronkite graduates during the fall 2012 convocation ceremony. Students pose for group photos prior to the ceremony. Danielle Verbrigghe (left) and Natasha Khan snap a photo together.



Jack Highberger, Kailey Latham and Liz Kotalik get ready for the fall 2012 convocation ceremony.

## Student Awards Fall 2012

### Outstanding Graduate Student

- Corbin Carson

### Outstanding Undergraduate Students

- Jessica Abercrombie
- Uriel Garcia
- Elizabeth Kotalik
- Taylor McArthur

### Highest Grade Point Average (Graduate)

- Amber Harding

### Highest Grade Point Average (Undergraduate)

- Kyle Newman
- Mugo Odigwe

### Kappa Tau Alpha Honor Society

Students with GPAs that put them in the top 10 percent of the graduating class.

- Kristen Barrett
- Nicholas Gnat
- Rachel Hancock
- Amber Harding
- Chelsey Heath
- Joseph Henke
- Kevin Keller
- Kyle Newman
- Mugo Odigwe
- Kara Philp
- Caroline Porter
- Amanda Roberts
- Haley Shore

### Student Speaker

- Jack Highberger



## Student Awards Spring 2013

### ASU Alumni Association Outstanding Graduate

- Vaughn Hillyard

### Outstanding Undergraduate Students

- Danielle Chavez
- Mary Shinn
- Molly J. Smith
- Samuel Tongue
- Julie Vitkovskaya

### Outstanding Graduate Student

- AJ Vicens

### Highest Grade Point Average, Undergraduate

- Julia Tylor

### Moeur Award

This award is given to students earning a 4.0 grade-point average and above for eight consecutive fall and spring semesters.

- Alex Ferri
- Nicole Lavella
- Samuel Tongue
- Kelsea Wasung

### Cronkite Spirit Award

This award is given to students who best represent Sun Devil spirit, pride and tradition.

- Robert Barrett
- Anne Stegen

### Kappa Tau Alpha Honor Society

These students represent the top 10 percent of graduating journalism students.

- |                       |                     |
|-----------------------|---------------------|
| ▪ Nesima Abera        | ▪ Sean Peick        |
| ▪ Kirsten Adams       | ▪ Kyle Porter       |
| ▪ Lorri Allen         | ▪ Lillian Reid      |
| ▪ Ryan Bawek          | ▪ Minerva Ruelas    |
| ▪ Danielle Chavez     | ▪ Mary Shinn        |
| ▪ Sarah Edelman       | ▪ Haley Shore       |
| ▪ Alex Ferri          | ▪ Sara Smith        |
| ▪ Danielle Gregory    | ▪ Samuel Tongue     |
| ▪ Zachary Haptonstall | ▪ Julia Tylor       |
|                       | ▪ AJ Vicens         |
| ▪ Brenna Kearney      | ▪ Julie Vitkovskaya |
| ▪ Amanda Kesting      | ▪ Kelsea Wasung     |
| ▪ Nicole Lavella      | ▪ Jacob Wipf        |

### Student Speaker

- Kristina Zverjako

# Cronkite Grads Urged to 'Pay It Forward'

The national director of the Carnegie-Knight News21 program urged graduates of the Cronkite School to "pay it forward," giving back to their professions and to others as they embark on their careers.

Jacquie Petchel, a Cronkite alumna, was the keynote speaker at the school's spring 2013 convocation, held at the Grady Gammage Memorial Auditorium in May 2013.

Two hundred and thirty four students received bachelor's degrees and 24 received master's degrees.

Petchel told graduates, "You have been given all the tools to be reporters, photographers, digital innovators, public relations specialists, anchors, producers and storytellers, so pay it forward and start now."

Petchel, former senior editor for investigations and enterprise at The Houston Chronicle, talked about her career as an investigative reporter and editor, a career she said started when she was a "dark horse hire" at ASU's student newspaper, The State Press. In addition to The Houston Chronicle, she has conducted investigations for newspapers in Miami, Phoenix and Indianapolis and produced investigative journalism for television stations in Minneapolis and Miami.

"The subjects of my journalistic obsessions were most often poor and exploited ... people unjustly convicted, young unarmed men shot to death by officers who then planted guns at the scene, women kidnapped in Mexico and used as sex slaves, disabled war veterans whose savings were pilfered by the guardians who were supposed to protect them," said Petchel, who shared in two Pulitzer Prizes at The Miami Herald and has won numerous investigative reporting awards. "Every such story urged me on to the next."

"But what I revel in are not the awards I received and the journalism that I did, but the person I became because of them," she said, adding, "Not one of those stories, not one award ... would ever have happened except for my time at ASU."

The student convocation speaker was Kristina Zverjako, who studied broadcast journalism as an undergraduate. She



Jacquie Petchel, executive editor of the Carnegie-Knight News21 program, tells Cronkite graduates to give back after graduation.

worked as a multimedia reporter and anchor for Cronkite's NewsWatch, the school's award-winning student newscast, and interned at ABC News' Good Morning America; KNXV-TV, the ABC affiliate in Phoenix; and KTVK-3TV, an independent Phoenix station.

Zverjako said her parents made a difficult decision to leave their native Russia for the U.S. when she was still a child. It was a decision that led her to the Cronkite School and to becoming the first in her family to complete college.

"Thank you, Mom and Dad, for forever sacrificing your life and giving me an opportunity at the American dream," Zverjako said.

Dean Christopher Callahan praised the graduates for their accomplishments. Members of the class have won more than 100 local, regional, national and international awards in the past year alone.

Walter Cronkite, the school's namesake, who died in 2009, "would be incredibly proud of you," Callahan told students. "We believe in your abilities and your dreams, and we are confident that you will be leaders in the complex and ever-changing world of digital communications." □

# Students Get a Taste of It All in Cronkite's Master's Program

By the time they graduate, Cronkite's master's students have had significant "hands-on, day-to-day professional-level experience, and that then makes them much more employable."

— Marianne Barrett,  
Cronkite senior associate dean



Graduate students from across the country arrived in Phoenix in the fall of 2012 to find themselves enrolled in boot camp.

During the first half of the semester, students are drilled in the basics of news reporting and writing under the direction of Knight Chair in Journalism Steve Doig, who served in the U.S. Army during the Vietnam War and who first applied the term "boot camp" to the intensive first-semester of Cronkite's master's program.

After a morning reporting and writing on deadline, Cronkite Associate Professor Leslie-Jean Thornton takes over, teaching digital skills that include multimedia storytelling, coding, Web design, analytics and social media. On Fridays, students take a course in 21st century media organizations from Professor Tim McGuire, the Frank Russell Chair in the Business of Journalism, and in between, they work on projects and reporting stories across platforms.

During the second half of the semester, the morning boot camp is devoted to radio and television reporting and editing. "From day one, they are just immersed" in journalism, said Cronkite Senior Associate Dean Marianne Barrett.

Most of the students do not have undergraduate degrees in journalism and haven't had much, if any, journalism experience.

Amy Gleich, who earned an English literature degree at ASU before entering the Cronkite program, said being exposed to print, broadcast, digital media, entrepreneurship and innovation — all in the first semester or two — gives students the chance to try everything and figure out what they're good at and what they want to pursue.

"I'm basically going to try to do everything before I start specializing or limiting myself," she said.

Gleich said the Cronkite program offers another distinct advantage — instructors like Doig and Thornton, who have extensive professional experience. Doig is a Pulitzer Prize-winning reporter who still does data reporting for various media outlets, and Thornton was a newspaper editor in New York,

Connecticut and Virginia who is a leading researcher and practitioner in digital media.

"I feel like they actually know what it takes because they've been doing it," Gleich said. "It's not just theory; they've been putting it to practice."

One of Gleich's classmates, Brandon Brown, said students end up learning from each other as well as from their professors, thanks to the relatively small size of the class. Twenty-two students entered the program in fall of 2012, and they move through the program together, which means they get to know each other well, he said.

"We all have different experiences in school and in life," Brown said. "We're able to help each other, and I learn almost as much from the other students as I do from the professors."

After their first semester in boot camp, master's students take advanced classes in their area of interest and then cap off their program with an immersive professional experience in Cronkite NewsWatch, the New Media Innovation Lab or Cronkite News Service in Phoenix or Washington, D.C. Many also manage to squeeze in classes in business writing, sports writing or depth reporting.

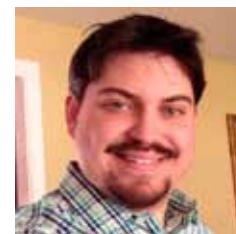
By the time they graduate — usually a year to 15 months after entering — they've had significant "hands-on, day-to-day professional-level experience, and that then makes them much more employable," Barrett said.

They've also built a support network that will be helpful to them as they enter the job market and advance in their careers, said Evan Bell, who majored in political science and philosophy at Lake Forest College in Illinois before entering the master's program. Cronkite encourages a lot of professional networking, he said.

"It lets you meet new people and gets you new opportunities" he said. "That's what the journalism media industry is — the people you know and the people you can network with. It's one of the biggest parts of it." □

Cronkite student Hayden Harrison contributed to this report.

## Cronkite Master's Students



Evan Bell



Brandon Brown



Amy Gleich

## Meet the 2012-2013 Ph.D. Students



Joe Fortunato



Rubie Govindraj



Rich Johnson



Seth Koury



Miles Romney



Kristy Roschke

# New Ph.D. Program Continues to Grow

By Anna Gunderson

The Cronkite School launched its doctoral program in the fall of 2011 with five students and added six more students just a year later.

Associate Professor Craig Allen, who directs the program, said most of the students come to Cronkite with both master's degrees and significant professional journalism experience, but their interests diverge greatly. They each follow an individualized program of study that allows them to pursue classes in the Cronkite School and elsewhere at the university.

"It's more of a boutique approach," Allen said. "It's interdisciplinary, and it's vastly smaller than other ones at other universities."

The students are already beginning to produce serious research, Allen said.

Janice Sweeter, who entered the program in 2011, was the first Cronkite doctoral student to present a peer-reviewed paper at an academic conference. The paper, presented at the American Journalism Historians Association conference, focused on her research into transformational leadership in public relations.

"I'm excited to see it all come together and to really dig into my research and hopefully add value," Sweeter said. "That's the whole point: to add something new to the body of knowledge."

Liz Candello, another second-year student, had a paper on front-of-package labeling accepted to the Second International Conference on Food Studies.

Sweeter, who works at Medicis Pharmaceutical Corp., studied communications at ASU before receiving a master's degree in public relations from Boston University. When she isn't working at her day job, she's doing research on leadership and community solutions for nonprofits and taking classes in non-profit leadership and management as well as social work.

Sweeter said she hopes to teach after completing her degree. "I learn a lot from the students and really enjoy the energy of a learning environment," she said.

Doctoral student Miles Romney, a second cousin of 2012 presidential candidate Mitt Romney, said he came to ASU in fall 2012 in part



Cronkite Ph.D. student Janice Sweeter and her classmates participate in Assistant Professor Dawn Gilpin's class. Photo by Molly J. Smith

"I'm excited to see it all come together and to really dig into my research and hopefully add value."

— Janice Sweeter,  
Cronkite Ph.D. student

because of the Cronkite School's facility.

"I've been in a lot of newsrooms, and it is on par with some of the best newsrooms I've seen across the country," he said.

Romney studied broadcast journalism at Brigham Young University before receiving his master's degree in communication from Westminster College in Salt Lake City. He said he is interested in sports journalism and is taking classes in history.

He described the doctoral program as "intense but worth it."

"I feel like right now I'm at the base camp of Mount Everest and I'm looking up at the mountain and thinking, 'Oh, my gosh, that thing is so big and so tall, and I have to do all this work to get there,'" he said. "The only way to finish it is to put one boot in front of the other." □



# Ph.D. Student Researching How to Make Journalism Profitable

By Sean Peick

In more than two decades as a broadcast journalist, Brian Rackham had a front-row seat as seismic changes began reshaping the industry. That perspective now informs his research as a Cronkite School doctoral student.

"I'm interested in the future of journalism, specifically the question everybody wants to know in the field right now: How do we make quality journalism pay for itself?" he said.

He has focused his research on the school's New Media Innovation Lab, conducting interviews and observing the day-to-day process of innovation and creation. The lab, which brings together students from journalism, computer science, business and design, develops digital products for media companies.

"We don't know much academically about how you prepare students to be entrepreneurs,"

"I'm interested in the future of journalism, specifically the question everybody wants to know in the field right now: How do we make quality journalism pay for itself?"

— Brian Rackham, Cronkite Ph.D. student

Rackham said. "This research will hopefully shed some light on that — on entrepreneurs and product innovators — so that other schools can use it as a model or we can figure out different approaches." □



Cronkite Ph.D. student Brian Rackham's research focuses on how to fund quality journalism in the 21st century.

"Not very many Ph.D. students get published ... The ones that get published, they'll go to the front of the line when placement comes up."

— Craig Allen, Cronkite professor

## First Cronkite Doctoral Student Published in Scholarly Journal

By Sean Peick

Barely two years after entering the Cronkite School's inaugural doctoral class, Liz Candello became the first student to have research published in a scholarly journal.

"Associate Justice Sonia Sotomayor as Framed by Spanish-language and English-language News Media" was accepted for publication in the Southwestern Mass Communication Journal's fall 2013 edition.

"I wanted to look at how English-language newspapers and Spanish-language newspapers covered Sonia Sotomayor's confirmation ... during her confirmation stage and how it was positioned," she said.

Candello's findings, which she said were consistent with other work on the topic, included a suggestion that a greater cultural identification between Latinas and Spanish-language media

helped prevent negative stereotypes in coverage. Her research also suggested that Spanish-language audiences become marginalized in political and judicial discourse because of the relative lack of importance mainstream media places on that type of coverage.

Candello, who moved on to research health literacy among minorities and those with low socioeconomic status, said she hopes to teach public relations after receiving her doctorate.

Associate Professor Craig Allen, who directs the doctoral program, said Candello's achievement is not only rare but also extremely helpful to her career.

"Not very many Ph.D. students get published," he said. "Many will get conference papers, but not very many get published. The ones that get published, they'll go to the front of the line when placement comes up" □



Liz Candello is the first Cronkite doctoral student to get published in a scholarly journal. She is part of the Cronkite School's inaugural doctoral class.

# Mentorship Program Gives Students Jump-start on Journalism Career

By Sean Peick

Before she even set foot in a college classroom, Cronkite freshman Danika Worthington had visited The Arizona Republic and accompanied reporter Michael Kiefer as he covered the courts.

She and Kiefer had been matched through the Cronkite School's freshman mentorship program, which connects incoming students with journalism and communications professionals.

Worthington said she was eager to get involved and having a mentor made that possible right away.

"Just the idea of meeting someone who is already in the field and seeing what it's actually like really appealed to me," she said.

During the 2012-2013 school year, 65 freshmen participated in the program. Director of Cronkite Career Services Mike Wong matched students with mentors based on their interests. Mentors meet with their students, introduce them to others in their fields and allow them to spend time in their newsrooms and workplaces.

"If you know you're majoring in journalism, this program can help you

"Just the idea of meeting someone who is already in the field and seeing what it's actually like really appealed to me."

— Danika Worthington, Cronkite student

get started," Wong said. "For instance, you might be mentored by the editor at azcentral.com. What a great connection at such an early stage."

Stevi Rex, who hopes to get into baseball broadcasting, was paired with Jeff Munn, a play-by-play radio announcer for the Arizona Diamondbacks and host of the team's pregame and postgame shows.

Rex said she and Munn met at least once a month over coffee. Her mentor also was available by email.

"I'm sure it will definitely be one of the first things I look back on because it's the first thing that really related to me," she said. "At the start of my career, I wouldn't know anything without Jeff."

Munn, who has mentored two other

students, said he gets great satisfaction from participating.

"It's been fun, just to help out and knowing that the people I've dealt with — they understand it, they get it," he said. "There's going to be a lot of trial and error, growth and what have you. They already understand that."

While the mentorship officially lasts only for the freshman year, it's not uncommon for mentors and students to keep in touch well beyond that.

"I hope it continues," Rex said. "It really is great. I can ask him anything."

Wong said mentorships have led to internships or jobs at the mentors' places of work or through their contacts.

"Those are the really good success stories," he said. □

## FOLLOW ME ON TWITTER

**Michael Wong** @mrconnect 30 Aug  
Cronkite students: We're getting ready for Spring '13 internships. Apps. for broadcast internships are due 9/17. [Tiny.cc/c3cvjw](http://tiny.cc/c3cvjw)  
Expand

**Michael Wong** @mrconnect 30 Aug  
Employers to interview Cronkite students for SPR '13 internships on 10/19 (Broadcast), 11/12 (Writing & Digital Journalism) & 11/30 (PR).  
Expand

**Michael Wong** @mrconnect 27 Aug  
Apply for the James Alan Cox Foundation Scholarship for student photojournalists. Apply by 11/15. Awards are \$2500. [Tiny.cc/ldqjw](http://tiny.cc/ldqjw)  
Expand

**Michael Wong** @mrconnect 26 Aug  
On the move: Cronkite alumna Lindsay Lynch ('09) to Morning Show Host at Hot 97.5 FM in PHX from Exec. Producer of

Mike Wong, director of Cronkite Career Services, welcomes students and mentors to the school.



# Crowder Award Celebrates the Power of a Photo

By Erin Regan

Photos by Madeline Pado

Two competitors in Phoenix's Color Run cross the finish line holding raised hands, their faces covered with paint and joy. This was among the eight images that earned Cronkite graduate Danielle Gregory the 2013 Greg Crowder Memorial Photojournalism Award.

Gregory received a \$1,000 prize, and her winning portfolio will be displayed in the Cronkite School for a year.

Troy and Betsy Crowder of Chandler, Ariz., created the award in 2010 in memory of their son Greg, a 1980 Cronkite graduate and photojournalist who passed away in 2005. This year's judges were Mike 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.

Gregory's work demonstrates everything the judges were looking for, Gilger said.

"We want to see that students can tell a story with a photo," she said. "And then we're looking for technical things like lighting and cropping and framing ... I think Danielle is especially good at capturing an interesting moment that has movement and emotion."

Gilger noted that interest in the school's photojournalism program has grown significantly since the Crowder Award was introduced in 2010. Six or seven years ago, Cronkite offered only one photojournalism class a semester. For fall 2013, students could choose from four Photo I classes and two Photo II classes, she said.

Cronkite Director of Development Liz Bernreuter, who manages the Crowder family's donation, said the impact goes beyond the winners.

"Every single student, every single prospective student and prospective family who comes through this building sees ... (the student work), and I think it makes a statement about the important role visual journalism plays to the Cronkite School," she said.



Top: Cronkite Dean Christopher Callahan addresses the audience during the Greg Crowder Memorial Photojournalism Award presentation in September 2013. Bottom: Millie Christensen looks at Danielle Gregory's photos on display at the Cronkite School.

Troy Crowder said he was inspired to create the award because of his own interest in photography and because his son made a career of it. Crowder said he enjoys being able to pass on that passion to students at the Cronkite School.

"The participation and the interest in it keeps it going," he said. "If it hadn't developed that kind of interest ... it wouldn't mean as much to the school or to me and my wife and the whole community."

Gregory began cultivating her interest in photography after high school. She joined the Arizona Army National Guard and worked in public affairs before deciding to enroll at the Cronkite School.

As a student, she worked as a photographer for The State Press, ASU's independent student-run news organization, and as an intern for The Arizona Republic. Since graduating, she has been working for The Cannoneer, a publication for the Fort Sill military base in Oklahoma. □

Visit [cronkite.asu.edu/crowderwinners](http://cronkite.asu.edu/crowderwinners) to view Danielle Gregory's winning photos as well as previous winners' photos.



Crowder winner Danielle Gregory

## Endowment Honors Cronkite Graduate Greg Crowder

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.

"He was a very intelligent, very bright young man," said Con Keyes, a former Los Angeles Times photo editor who was one of Crowder's instructors at the Cronkite School. "He had a great sense of loving the feature picture, and he loved his community." □

### 2013 Crowder Award Honorees

Winner: Danielle Gregory

Honorable Mentions: Peter Haden, Diana Lustig and Cydney McFarland



# Students Continue Award-winning Tradition at Cronkite

Cronkite students continued to shine in national and regional competitions during the 2012-2013 school year, receiving top honors in contests such as the Society of Professional Journalists' Mark of Excellence Awards and the Hearst Journalism Awards.

In the SPJ Mark of Excellence national competition, Cronkite Students won 12 awards, more than double the number of any other university in the country. This included five first-place awards in the categories of general news reporting, online feature reporting, TV general news reporting, TV news photography and TV sports reporting.

The Cronkite School also took first place in the regional SPJ Mark of Excellence student awards for the 13th consecutive year. Students claimed a total of 41 awards in the Region 11 contest, more than three times the number won by any other school. This included 19 first-place finishes.

In the Hearst Journalism Awards, two students garnered national honors. John Genovese received first place in the national television broadcast news championship. He is the second Cronkite student in two years to win the television news championship. Nick Franck was a finalist in the radio category.

"I'm honored to have competed alongside some of the most talented student journalists in the country," Genovese said. "This was truly a once-in-a-lifetime experience. I am extremely proud to represent ASU and the Cronkite School."

The Cronkite School finished sixth overall in the country in the Hearst Journalism Awards. The school has finished in the top 10 nationally for the past 11 years, including three first-place finishes and three second-place finishes.

At the Broadcast Education Association's Festival of Media Arts,

the Cronkite School won more awards than any other school in the country for the fourth year in a row. Students earned 16 broadcast and multimedia journalism awards in nine different categories.

Cronkite students won five Student Achievement Awards at the 2012 Rocky Mountain Emmy Awards, including best student newscast for Cronkite NewsWatch. They received 13 nominations in six categories that included general-assignment reporting, sports reporting and photography.

A 2012 Carnegie-Knight News21 investigation into voting rights also brought home top awards. It won the National Association of Black Journalists' Salute to Excellence National Media Awards competition in the Digital Media Online News Project category. The investigation also earned an SPJ First Amendment Award.

In public relations, PR News selected the Public Relations Lab as a finalist in its Platinum PR Awards in the public affairs category for the PR lab's "21 or Too Young" campaign for the Tempe Coalition. The Phoenix chapter of the Public Relations Society of America also awarded the campaign a Copper Anvil Award and a Platinum PR Award. Another campaign, "Sealed Sweets: Uniquely Sweet Gifts," won an Accolade Competition Award of Merit for creativity/originality and sales/branding.

Other awards and recognition included: a College Television Award in the "Best Newscast" category; first- and second-places in the AEJMC International Communication Division News Story Contest; an EPPY Award for investigative reporting; a Film, Television, New Media and Videography Award; and a "Big Shot" award from the Arizona Partnership for Immunization. □

## National SPJ Mark of Excellence Awards

### General News Reporting

Winner: AJ Vicens and Natasha Khan, News21, "Voters Feel Intimidated by Election Observers"

### Online Feature Reporting

Winner: Natasha Khan and Fara Illich, Borderlands Initiative, "Dominican Immigrants Fight for Land Rights in Puerto Rico"

### TV General News Reporting

Winner: Bill Melugin, Cronkite NewsWatch, "Scottsdale City Council Bought and Paid for by Liquor Industry?"

### TV News Photography

Winner: Blake Essig, Cronkite NewsWatch, "Vets Training to Become Firefighters"

### TV Sports Reporting

Winner: Amber Harding, Justin Beatty and Kim Pestalozzi, Cronkite NewsWatch, "In Depth: The Price of Playing"

### Feature Photography

Finalist: Aaron Lavinsky, nationalgeographic.com, "Painting the Painted Desert"

### General News Photography

Finalist: Aaron Lavinsky, The State Press, "Election Night"

### TV Feature Photography

Finalist: Jack Highberger, Cronkite NewsWatch, "Nogales Old West Tradition Survives"

### Breaking News Reporting

Finalist: Dustin Volz and Victoria Pelham, Cronkite News Service, Washington Bureau, "SB 1070 Arguments Before Supreme Court"

### Feature Writing

Maryann Batlle, Borderlands Initiative, "Violent Campaign for Puerto Rico Independence Shatters Families on Both Sides of the Fight"

### Best Affiliated Website

Statepress.com, The State Press

### Online Opinion & Commentary

Gabriel Radley, Downtown Devil, a selection of columns

## Hearst Journalism Awards

### Broadcast News

John Genovese, "Posse Training & Attorney Threats," fifth  
Jack Highberger, "Bootmaker, Juarez Journalist," seventh

### Radio Broadcast News

Nick Franck, "Super Fan & Pet Detective," third  
Kristen Weisell, "Rooster Cogburn's Ranch & Sex Offender Halloween," 12th

### Broadcast News Television Features

Jessica Goldberg, 13th

### Multimedia

Alexandria Gregory, ninth

### Multimedia Enterprise

Aaron Lavinsky, "Journey Home," 17th  
William Melugin, "Scottsdale Campaign Finances," 25th

### Multimedia News

Julia Tylor, "Bighorn Sheep," 21st

### Photojournalism News & Features

Aaron Lavinsky, seventh  
Molly J. Smith, 25th

### Multimedia Team Reporting

Tia Castaneda, Ellie Cano, Kylee Gauna, Jessie McDonough, Maycie Thornton, Channing Turner, Colton Shone, Aldo Vazquez, Laura Yanez and Alysson Zepeda, eighth

### Television News

Kristina Zverjako, 30th

### Writing: Enterprise Reporting

Jessica Testa, eighth

### Writing: Features

Veronica Jones, eighth  
Diana Martinez, 16th

## EPPY Award

### Best College/University Investigative Report: Documentary Report

Corbin Carson, Maryann Battle, Jack Fitzpatrick, Joe Henke, Natasha Khan, Jeremy Knop, Khara Persad and AJ Vicens, Carnegie-Knight News21, "Who Can Vote?" first

## Broadcast Education Association Festival of Media Arts

### Best of Festival

Dan Neligh, Student Television News (Television Feature News), "More Arizonans Traveling to Mexico for Dental Work"

### Television Hard News Reporting

Nathan O'Neal, "Navajo HIV," first

### Television Newscast

Cronkite NewsWatch staff, first

### Radio Sports Reporting

Hayden Packwood, "Halloween Baseball," first

### Television News Anchor

Ryan Haarer, second

### Long-form Documentary

Alex Lancial, Tara Molina and Jake Stein, "Scholarship," second

### Television Hard News Reporting

Bill Melugin, "Scottsdale City Council Campaign Finance Reports Show Controversial Funding," third

### Television Feature Reporting

Jack Highberger, "Old West Tradition Survives in Nogales Boot Shop," third

### Television Hard News Reporting

Ryan Haarer, "Buffalo Invasion," honorable mention

### Television Hard News Reporting

Jack Highberger, "For Crime Reporter on Streets of Ciudad Juarez, Change Comes Slowly," honorable mention

### TV Sports Story/Feature/Element

Justin Beatty, Amber Harding and Kim Pestalozzi, "The Price of Playing," honorable mention

### TV Sports Talent

Amber Harding, honorable mention

### Long-form Documentary

Morgan Cox, Mary-Catherine Parent and Nicole Shumate, "Paying the Price," honorable mention

### Short-form Documentary

Dan Neligh, "The Incidents at Church Rock," honorable mention

### TV Sports Story/Feature/Element

Lisa Blanco, videography, "Sun Devils 101: Todd Graham All-Access Show," Award of Excellence

### TV Sports Story/Feature/Element

Fahim Rasul, storytelling, "Annie Lockwood," Award of Excellence

## Rocky Mountain Emmys

### Newscast

Cronkite NewsWatch staff

### News: General Assignment

Blake Essig, Cronkite NewsWatch, "Unemployed Military Veterans Look to the Arizona Outdoors for Jobs"

### Sports

Blake Essig, Cronkite NewsWatch, "Brad Evans' Homecoming"

### Photographer

Jessica Goldberg, Downtown Devil, "Cadets Train to Become Firefighters"

### Editor

Jessica Goldberg, Downtown Devil, "Tough Workouts at The Duce Bring out the Best"

## Public Relations Society of America, Phoenix

### Public Affairs Copper Anvil Award and Public Affairs Platinum PR Award

Cassidy Olson, Rachel Steingard and Samantha Womer, "21 or Too Young Campaign to Reduce Underage Drinking"

## AEJMC International

### Communication Division News Story Contest

Stephanie Paprer, Lindsay Hoffman and Selena Larson, "Scars of War," first

Julia Tylor and Mary Shinn, "Citizens of Nowhere," second

# PR Lab Director Nominated for Professor of the Year Award

By Sean Peick

**The Cronkite Public Relations Lab** is a professional program that puts advanced public relations students to work developing campaigns and strategies in a real-world environment.

Under the guidance of Cronkite Associate Professor Fran Matera, the lab functions like a PR agency, with students serving in roles mirroring those in a professional setting and developing campaigns and strategies for real clients. Students leave with enhanced portfolios and professional experience.

Students work on strategic communications plans and campaigns; crisis communication; event planning and promotion; image and reputation management; internal and external communication management; and corporate communications.

Clients for the Public Relations Lab may come from any type of business or nonprofit organization seeking quality, low-cost public relations services. □



Fran Matera (center) instructs Cronkite students. She is among the ASU faculty nominated for the 2013 ASU Professor of the Year Award. Photo by Francisco Motta

Fran Matera, director of the Cronkite School's Public Relations Lab, was among 24 faculty nominated for the 2013 ASU Sun Devil Family Association Professor of the Year Award.

The annual award honors those who best exemplify a passion for teaching and who excel in both undergraduate teaching and in their area of research or creativity activity.

"To me, it's a vote of confidence, in that the kind of work that I was doing within the school rose to the level that it was recognized by other individuals," Matera said.

She was nominated by students and peers. The award spotlights the contributions of tenured faculty who excel in both undergraduate mentorship and in their areas of research. It was Matera's second nomination in three years.

Cronkite Dean Christopher Callahan said the nomination shows just how important Matera is to the school.

"Fran has been an integral member of the Cronkite team for many years now, leading our public relations curriculum," he said. "And her engagement today is more impactful than ever in her new role as director of our Public Relations Lab."

Matera, who joined the school in 1989, has directed the PR Lab since it launched in 2011. In its first year, the lab produced award-winning campaigns for Intel as well as the Tempe Coalition.

This year, Matera was the recipient of a prestigious Woodside Sustained Community Service Award. The \$6,000 Woodside Award supported the creation of a public information campaign by PR Lab students for the Arizona Bridge to Inde-



Matera (far right) leads a discussion with public relations students (left to right) Cassidy Olson, Rachel Steingard and Rachel Sutherland during a PR Lab showcase at the school. Photo by Molly J. Smith

pendent Living/Phoenix's Virginia G. Piper Sports & Fitness Center for persons with disabilities. The campaign centered on ways to empower disabled youth in the Phoenix area as part of ABIL's mission to advocate for personal responsibility by and for people with disabilities as a means to independence.

Students created a 60-second public service announcement for English and Spanish audiences and hosted a virtual open house for special education educators from across the state. Also as part of the campaign, Matera and her students developed a logo, banners, an online media kit and other promotional tools for a summer series of free youth adaptive sports clinics in wheelchair basketball and power soccer.

Matera said a team of "very talented" students spent the semester researching and creating the campaign. Such projects give students the opportunity to apply what they've learned in a professional setting, she said.

Students and lab participants said Matera is a mentor but also treats them as colleagues.

"Not only are we in the lab full time, working on these projects for class credit, but she's also advising us as far as our job searches and looking into our future plans," Danielle Chavez said.

Another of Matera's students, Annie Carson, said, "She gives us so much responsibility when we're choosing tactics for our clients that it actually makes what we're learning and what we've learned in the past in our previous public relations courses applicable to what we're doing in real life. It sets us up for the real world." □



# Cronkite Casts Filmmaker as Professor of Practice

Story and photos by Kimberly Koerth

Filmmaker Peter Byck didn't expect to end up teaching college, but his students and colleagues say he's a natural.

Cronkite student Jessie Wardarski said Byck represents a fresh perspective for students.

"With the filmmaking aspect of the class, you can tell a more lively story," Wardarski said. "He has the mindset of bringing awareness to a cause."

Wardarski is one of 10 students in Byck's sustainability storytelling class, a new offering at the Cronkite School. Students collaborate in small groups on topics — each dealing with some aspect of solar energy in Arizona — and develop five-minute documentary films. At the end of the semester, Byck said he hopes to host screenings of the short-form documentaries on both the Tempe and Downtown Phoenix campuses.

"I think he's a great example of someone who's able to bring an issue to life that's important to ASU, that being the issue of sustainability, and his background in documentary filmmaking is a tremendous asset for the Cronkite School," Assistant Dean Mark Lodato said.

Byck holds teaching appointments in both the Cronkite School and the School of Sustainability. Students in his sustainability storytelling class come from both schools and bring different skill sets and perspectives. The first month of the class was spent familiarizing the students with the topic and learning how to use cameras and editing software.

"One of the things I really want the students to learn is how to receive constructive criticism and how to give it because that's the only way I've found to make films better, is to be able to get that constructive criticism," Byck said. "And to be a good collaborator, you need to give it as well."

Cronkite graduate student Amy Gleich said Byck takes a practical, hands-on approach in the classroom.

"It's beneficial having him there in the classroom, with all the work he's done," Gleich said. "He knows how to make a film great and impactful."

Byck said he tries to give students as much knowledge as he can during the three-plus hours a week he spends with them in the classroom.

"My goal is just to teach the students what I know," said Byck, a professional filmmaker since



"My goal is just to teach the students what I know."

— Peter Byck,  
professor of practice

1990. "It's not complicated, and people ask me if the class has required a lot of preparation. I kind of realized I've been preparing for this since I was in film school, which was 30 years ago."

Byck said he directed, produced and edited music videos for a while before his 1996 documentary "Garbage" won the South by Southwest Film Festival. Following that, he edited documentaries and TV shows such as "ER," "Scrubs" and "The West Wing."

He had the idea for his documentary "Carbon Nation" while watching the world premiere of Al Gore's "An Inconvenient Truth" at the Sundance Film Festival in 2006. The film deals with the concepts of energy efficiency, clean energy, land use and leadership. Byck described it with the documentary's tagline, "A climate change solutions movie that doesn't even care if you believe in climate change."

After "Carbon Nation" won critical and popular acclaim, Byck decided to create a series of short films called "Carbon Nation 2.0," a project he is still pursuing and one he hopes to make available online.

"Carbon Nation" researcher Michael Cochran said Byck, whom he has known for nearly 20 years, is meticulous and able to adapt — both vital skills.

"He is one of the most passionate, most informed people I've ever met," Cochran said. "He's really a unique person ... and he knows what he wants and how to get there." □



Professor of Practice Peter Byck assists ASU student LaDawn Haglund during his class on sustainability storytelling.

# Gaylord Professor Brings Ethics to Life in the Classroom

“Ethics is the foundation everything is built upon. To be a great journalist, you have to be ethical.”

— Joe Hengemuehler,

2012-2013 Gaylord Visiting Professor in Journalism Ethics



Joe Hengemuehler

## Past Edith Kinney Gaylord Visiting Professors

- Sandra Mims Rowe, former editor of The Portland Oregonian
- Caesar Andrews, former executive editor of the Detroit Free Press
- Sharon Rosenhouse, former managing editor of the South Florida Sun-Sentinel
- N. Christian Anderson III, former publisher of the Orange County Register
- Ellen Soeteber, former editor of the St. Louis Post-Dispatch
- James N. Crutchfield, former publisher and president of the Akron Beacon Journal

By Josh Thrall

While the journalism business has changed dramatically, the ethical values underlying it have not, according to a broadcast journalism leader who served as Cronkite’s 2012-2013 Gaylord Visiting Professor in Journalism Ethics.

“Ethics is the foundation everything is built upon,” Joe Hengemuehler said. “To be a great journalist, you have to be ethical.”

The Cronkite School requires every student to receive instruction in ethics, and many had the opportunity to receive it from Hengemuehler, who worked in broadcast journalism for 25 years in Oklahoma City, Washington, D.C., and, most recently, Phoenix.

While he served as news director for the ABC affiliate in Phoenix, the station earned its first two George Foster Peabody Awards, which recognize achievement and meritorious service in broadcasting. Hengemuehler said he loved his career in broadcast journalism, but felt it was time to do something new. He now runs a qualitative research and consulting firm.

“I just decided that the broadcast industry has given me so much, but at the same time, I had an entrepreneurial idea,” he said.

“One of the highlights of my career was getting to work with really talented journalists and watch them grow their craft,” he added. “Now it’s great watching that next wave of journalists right before my eyes.”

Discussions in his class often center on contemporary ethical challenges, such as those stemming from the rise of social media.

“I tell my students to engage in social media but be responsible with it,” Hengemuehler said. “In the end, it’s dangerous to assume that what



Left to right: Hengemuehler (fifth from left) is joined by the ABC15 news team (left to right) Anita Helt, Rebecca Thomas, Katie Raml, Amber Sullins, Christiane Amanpour of ABC News, Steve Irvin, Lauren Gilger and Chris Kline at the annual Cronkite Luncheon. Photo by Tim Trumble

the public wants is anything but the truth. They are able to discern factual news from anything else.”

Cronkite School Assistant Dean and News Director Mark Lodato, who helped recruit Hengemuehler, worked for him at WUSA-TV in Washington, D.C.

“It seemed like a natural fit given his experience,” Lodato said. “Professional experience adds a valuable element to the discussion when it comes to ethics. He’s coming to us with a deep commitment to strong journalism.”

Master’s student Rachel Leingang, who took Hengemuehler’s course, said he lets students mold the discussion and addresses issues that matter to them.

“He allows for different viewpoints and encourages them, and I’m grateful for that,” Leingang said. “He has a lot of experience with ethics firsthand.” □

The Gaylord Visiting Professor in Journalism Ethics is made possible through a grant from the Ethics and Excellence in Journalism Foundation of Oklahoma City and named in honor of reporter Edith Kinney Gaylord, the daughter of Daily Oklahoman Publisher E.K. Gaylord. She created the Ethics and Excellence in Journalism Foundation in 1982 to improve the quality of journalism.

# Visiting Professor Shares Her Lifelong Love of Learning

By Erin Regan

Susan Lisovicz was a self-proclaimed apathetic student until she wrote her first story for her high school newspaper and began a “lifelong love affair” with journalism.

“It made me a better student, a better observer of life, a better communicator,” she said. “I discovered that my true self was not an apathetic teenager, but rather someone who was endlessly curious and immensely interested in others. I really feel that one inspired teacher, and journalism, helped save me from a life of mediocrity.”

As a reporter, she has committed herself to a life of learning and, most recently, teaching as the Donald W. Reynolds Visiting Professor in Business Journalism at the Cronkite School. The position is made possible by a grant from the Donald W. Reynolds Foundation.

Lisovicz, a longtime CNN and CNBC Wall Street reporter who covered the 2008 financial meltdown, taught at Cronkite during the spring 2013 semester. She first served as the school’s Reynolds visiting professor in 2011 and will be returning for a third time in 2014.

In her 13 years at CNN, Lisovicz interviewed business leaders that included Bill Gates and Warren Buffett and provided daily coverage of the dot-com boom and bust and the financial aftermath of the 9/11 terrorist attacks.

Andrew Leckey, president of the Reynolds National Center for Business Journalism and who holds the Reynolds Endowed Chair in Business Journalism at Cronkite, got to know Lisovicz when he worked as an anchor at CNBC. He said her enthusiasm and professionalism make her an ideal visiting professor.

“The thing about business and money is that you want to get the numbers right, but you don’t want only numbers,” Leckey said. “It’s about people, and it’s about relating a story, and it’s explaining difficult topics simply, and I think Susan has all those abilities.”

Lisovicz said she does her best to encourage students to make their stories relevant and understandable.

“Business is complex, and many businesses don’t communicate clearly. They are the antithesis to what we learn in journalism — communicate clearly, eliminate ambiguity, eliminate jargon ... business journalists have to uncover; they have to boil it down, they have to distill it,” she



Cronkite student Maycie Thornton gets help from Susan Lisovicz, Donald W. Reynolds Visiting Professor in Business Journalism at the Cronkite School.

said. “I think that history has proven that to be in the dark is at your own peril. We need students who are well versed in basic business terms.”

Cronkite Assistant Dean Mark Lodato said Lisovicz’s professional experience and extensive business knowledge made her an obvious choice.

“Susan spent decades in professional television news covering business at the very highest level,” Lodato said. “To be able to have a resource like her in our classrooms is a tremendous advantage for our students.”

Since leaving CNN in 2010, Lisovicz has participated in two journalism fellowships in Asia and Europe, trained business leaders, hosted the National Economics Challenge in New York City and taught at William Paterson University and the City University of New York Graduate School of Journalism.

“It feels good to encourage students because I feel like any success I’ve had was fueled by, first of all, a great teacher who really opened my eyes to the pleasure of learning,” she said.

Cronkite students and faculty said her enthusiasm and energy come through in the classroom.

“Students love Susan. She’s engaging. She’s not afraid to challenge them but does so in a respectful way, and she just brings a wonderful attitude and a smile to the classroom every day,” Lodato said. □

**The Donald W. Reynolds Foundation funds programs that enhance the quality and integrity of journalism, focusing particularly on better training of journalists who serve smaller communities and on business journalism.**



Top: Lisovicz works with students in the Stanley and Erika Tobin Broadcast Center. Bottom: Lisovicz poses with Cronkite student Lauren Hillhouse.

**“It feels good to encourage students because I feel like any success I’ve had was fueled by, first of all, a great teacher who really opened my eyes to the pleasure of learning.”**

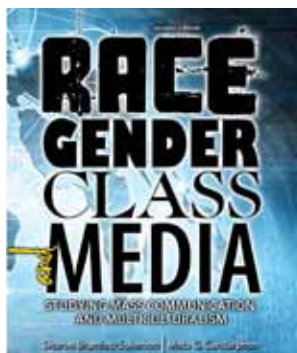
— Susan Lisovicz,  
Reynolds Visiting  
Professor



# Cronkite Professor's Book on Media and Multiculturalism Pushes the Envelope



Sharon Bramlett-Solomon



Cronkite Associate Professor Sharon Bramlett-Solomon, ASU's Lincoln Center Professor of Media and Culture, said the second edition of her book "pushes the envelope in inviting students to explore the legacy, changes and challenges of why diversity in media matters." "Race Gender, Class and Media: Studying Mass Communication and Multiculturalism" will be available before January 2014.

"My second edition expands its probe of race, gender and class in America with more inclusive and updated themes, some of which are a bit edgy and provocative," she said.

Examples include "the dynamics of class and U.S. news," "video game depiction of race, gender and class," "colorism in media and society," "TV local news impact in cultivating attitudes toward brown and black males" and "GLBT representation in media."

Bramlett-Solomon, who has published and presented more than 100 papers on media and race issues, is a former reporter for The Courier-Journal in Louisville, Ky., and The Commercial Appeal in Memphis, Tenn., as well as former public information director for the Memphis Urban League.

Her goal in writing the book was to appeal to students "with breadth and depth on provocative media and inclusiveness themes," she said.

The book differs from most offerings on the topic because in addition to probing race and gender representation, it examines social class identity in media.

Bramlett-Solomon said she also tries to make it clear that "U.S. print, broadcast and online media industries can embrace America's growing multicultural society acceptance or can promote hostility toward it." She said U.S. media can promote fear of increased multiculturalism or they can work to enhance understanding of it and create a bridge for people to work together.

In her classes, Bramlett-Solomon often uses current events and issues to drive home such points. When the "Breaking Bad" TV show finale

"I needed a book that would introduce my students in a conceptual way from start to finish to the changes and challenges of media and multiculturalism."

— Sharon Bramlett-Solomon,  
Cronkite associate professor

aired, for example, it blossomed into a class topic that students "not only were extremely passionate about, but one that allowed robust analysis of how class, gender and race were represented," she said. "I rarely see students so intensely interested in weighing in on the discussion, but this was the case as students shared their 'Breaking Bad' perspectives in class. In fact, I had to say, 'Class is over and we must leave, to shut down discussion — which was a nice display of what can occur when students are connected and really engaged on a topic.'"

Bramlett-Solomon said it's important to teach students about race, gender and media because students, regardless of their majors or goals, need to be media literate.

"We have the most diverse nation on the planet, and our media images should reflect that," she said. "What my class emphasizes is that we must think seriously, critically, about media power and influence — but we must think as well about how we impact media." □

# Adams Named

## Outstanding Faculty Associate of the Year

By Erin Regan

Allysa Adams planned to be a lawyer. It wasn't until she landed a job as a part-time assistant for Walter Cronkite in New York during her senior year at Barnard College that she began to consider a career in journalism.

"I went to career services, and there was this great job that offered \$10 an hour at CBS. A few days later, I am interviewing with Walter Cronkite to be his assistant," Adams said. "Being his employee got me interested in the news."

Adams went on to a 24-year career in journalism, working as a production assistant, researcher, investigative reporter and, most recently, a freelance reporter and producer in Phoenix.

Since 1999, Adams has shared her experience and skills with students at the Cronkite School teaching broadcast classes. In recognition of her dedication to students and their success, she was named Cronkite's 2012-2013 Faculty Associate of the Year.

"She's been a consistent presence within the Cronkite School," Assistant Dean and Cronkite News Director Mark Lodato said. "She is consistently praised by her students as someone who can bring out the best in each one of them and give them honest, open, constructive criticism."

After working at CBS during her senior year of college, Adams moved over to "60 Minutes," where she began as a receptionist and worked her way up to production assistant and researcher. She then went back to school at the University of Missouri to earn a graduate degree in journalism so she could be in front of the camera.

Adams went on to work as a general assignment and investigative reporter for several stations in the Midwest. As a freelancer in Phoenix, she has partnered with National Geographic, Odyssey Weekly and Health Corner TV. She also produces educational videos for Pearson Education.

"In the freelance world, everything sort of opens you up," she said. "You become a jack-of-all-trades. As a journalist, you're trained to take all sides in and be cognizant and aware that you're not an expert in any one thing. You



Cronkite Assistant Dean Mark Lodato and Faculty Associate of the Year Allysa Adams pause for a photo during the annual student awards ceremony.

train yourself every day."

But it's teaching that really keeps her energized, Adams said.

"I can't even tell you how impressive the school has become, not just in the manner of its facilities and how that's manifested itself ... but also in the caliber of the students," she said. "It's lived up to Cronkite's name in a way I never knew that he foresaw years and years ago."

Lodato said Adams showed her dedication during the 2012-2013 academic year when she provided daily help and supervised the production of Cronkite NewsWatch, the school's award-winning, student-produced nightly newscast.

"She's taken the time to work with students one-on-one, often taking more time out of her day to really dedicate herself to the teaching mission," Lodato said.

Cronkite graduate Jessica Goldberg said she loved Adams as a teacher in her advanced broadcast reporting class and as a supervisor for Cronkite NewsWatch.

"A good teacher is someone who provides knowledge that you don't already have or didn't know, but I think a truly great teacher is someone who invests and cares about the success of the students, and Allysa (Adams) does that," Goldberg said. □

"She's taken the time to work with students one-on-one, often taking more time out of her day to really dedicate herself to the teaching mission."

Mark Lodato, assistant dean and Cronkite News director

### Faculty Associates of the Year

Previous winners of the school's Outstanding Faculty Associate of the year award include:

**2011-2012: Gilbert Zermeno**, 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 ASU director of constituent relations  
**2006-2007: Norm Ginsburg**, former CBS marketing executive

# Faculty News & Notes



Craig Allen



Linda Austin



Marianne Barrett



Sharon Bramlett-Solomon



Aaron Brown



John Craft



Steve Doig



Leonard Downie Jr.



Kristin Gilger

Associate Professor **Craig Allen** traveled to Turkey as a guest of the Foundation for Inter-Cultural Dialogue in June 2013. He also completed his manuscript, "Hola America: The History of Spanish Language Television in the United States."

**Linda Austin**, executive director of the Donald W. Reynolds National Center for Business Journalism, completed her Master of Education degree in educational technology at ASU and — with the rest of her Reynolds Center team — designed an online, graduate certificate program in business journalism.

Senior Associate Dean and Louise Solheim Professor **Marianne Barrett** was an invited guest at the dedication of Auckland University of Technology's Sir Paul Reeves Building in Auckland, New Zealand in March 2013. Barrett also was selected to participate in the Broadcast Education Association's Time Warner College Professor Thought Leaders seminar in New York in July 2013.

Associate Professor **Sharon Bramlett-Solomon**, Lincoln Center of Applied Ethics Professor of Media & Culture, received the 2013 Educator Award from the Maricopa County Branch of the NAACP. The award is given to an educator whose teaching and scholarship accomplishments have made a noted and indelible mark in the community and on

the profession. A noted national scholar in media and race representation, the second edition of Bramlett-Solomon's "Race, Gender, Class & Media" book was completed in the summer of 2013 and will be available by January 2014.

Walter Cronkite Professor of Journalism **Aaron Brown** participated in a Zocalo Public Square conversation titled "You Can't Fight Infotainment" in March 2013. The discussion focused on the brave new world of celebrity, politics and the Internet. He also was the keynote speaker at the ASU Faculty Alumni Weekend.

Professor **John Craft**, curator of the Cronkite Gallery, spoke at numerous events across Arizona throughout the year, showing "Along Old Route 66," a 30-minute documentary that he produced on the historic highway. He also served on several boards, including the House of Broadcasting and the Scottsdale Broadcast Museum. During the school year, Craft served as a faculty director for student documentary productions that went on to earn numerous honors.

**Steve Doig**, Knight Chair in Journalism, spent part of his 2013 spring semester sabbatical in Europe, giving lectures and workshops on computer-assisted reporting. In 48 days, he conducted 25 training sessions in 11 cities and nine countries, a total of 59 hours of instruction to a total of nearly 700 editors, reporters

and journalism students. In March 2013, he was named to the inaugural Hall of Fame of the Defense Information School. Known as DINFOS, this school was where Doig got his formal journalism training before going to Vietnam as a journalist for the U.S. Army.

**Leonard Downie Jr.**, Weil Family Professor of Journalism, wrote two opinion pieces on the Obama administration and the press for the Sunday Outlook section of The Washington Post during the 2012-2013 school year. In fall 2012, his Oxford conference paper, "Keeping American Accountability Journalism Alive," was accepted as a chapter for a forthcoming book to be published in Britain on journalism and government transparency. The paper focuses on the future of journalism and its relationship to the government. In spring 2013, he worked with Cronkite Professor of Practice Jacquie Petchel to supervise the Carnegie-Knight News21 project on post-9/11 veterans returning home. During summer 2013, national and local television programs interviewed him about the purchase of The Washington Post by Amazon.com Founder and CEO Jeff Bezos.

Associate Dean **Kristin Gilger** was a visiting faculty member at the Poynter Institute in St. Petersburg, Fla., assisting in leadership training for several dozen





Dan Gillmor



Susan Green



Terry Greene Sterling



Retha Hill



Jim Jacoby



Jason Manning



Fran Matera



Joe Russomanno



B. William Silcock



Xu Wu



G. Pascal Zachary

mid-career journalists from around the world. She also moderated two panels and participated in a third panel at the annual Association for Education in Journalism and Mass Communication conference in Washington, D.C., and was a guest on "Horizon," the weekly news show hosted by Eight, Arizona PBS, discussing the 2012 Carnegie-Knight News21 project on voting rights.

**Dan Gillmor**, Kauffman Professor of Digital Media Entrepreneurship, spoke at a number of universities, including Harvard University, University of Missouri, Louisiana State University and Champlain College, on media developments, journalism and technology. Gillmor also contributed a weekly column for The Guardian on technology and the media. In January 2013, he ran the Scripps Howard Foundation Institute for Entrepreneurial Journalism, which brought 15 journalism educators to the Cronkite School. Throughout the year, he spoke at many gatherings, including the World Journalism Education Conference in Belgium, the National Conference on Media Reform in Denver, Freedom to Connect in Washington, D.C., and the Poynter Institute's New Ethics of Journalism Symposium in New York.

**Susan Green**, Cronkite News Service broadcast director and assistant news director, participated in a televised NBC

12 News election panel discussion featuring U.S. congressional candidates Ben Quayle and David Schweikert in fall 2012. She also wrote and produced "Arizona's Diamond Dynasty," a documentary on the state's history of fast-pitch softball. During the school year, Green became a national board member for UNITY: Journalists for Diversity and the National Lesbian and Gay Journalists Association. She also coordinated a summer program with George Washington University, titled "Face the Facts," that covered the presidential election.

**Terry Greene Sterling**, Cronkite's writer-in-residence, was guest faculty at the Poynter Institute, where she taught a weeklong workshop on independent journalism in September 2012. The following month, she appeared on CNN en Espanol to discuss the Arizona Senate race. She also was interviewed about Arizona politics and immigration numerous times throughout the year by national broadcast news organizations. Sterling was published extensively in The Daily Beast and wrote stories for The Atlantic, Rolling Stone, Slate and National Journal. Her story on the death of a Guatemalan child in the Arizona desert was a Newsweek cover story in July 2013. Ex-rock star Henry Rollins interviewed Sterling on immigration for a documentary he was shooting in

conjunction with his "Capitalism" tour in October 2012.

Professor of Practice **Retha Hill**, New Media Innovation Lab director, was part of the team that won a National Association of Black Journalist's Digital Media Award for work on Carnegie-Knight News21's 2012 project on voting rights in August 2013. She also completed a manuscript on Alzheimer's in the African-American community. During the school year, her lab built a game for News21 on the issues facing veterans of the Afghanistan and Iraq wars.

**Jim Jacoby**, lecturer and Cronkite NewsWatch television production manager, won a BEA Award of Excellence with **Melanie Alvarez** in April 2013 for a video they produced on Bob Costas for the 2012 Cronkite Luncheon. In August 2013, he traveled to Latvia to work in a week-long camp with teens, teaching them storytelling as well as shooting and editing video. The camp was co-founded by Ilona Bicevska, a 2012-2013 Humphrey fellow.

**Jason Manning**, director of student media, began a one-year term as president of the Western Association of University Publication Managers in May 2013 and will host the WAUPM national conference at the Cronkite School in May 2014. He also led a Poynter Institute webinar in June 2013 on the remaking of

college media in the digital age.

Associate Professor **Fran Matera**, Public Relations Lab director, garnered a second nomination by students and faculty for the 2013 ASU Sun Devil Family Association Professor of the Year Award, which honors tenured faculty who best exemplify a passion for teaching. She also was nominated in 2010. In 2013, Matera won the Woodside Foundation Sustained Community Service Award, which recognizes individuals and projects that enhance a community's welfare, education or children's activities. She also supervised Cronkite PR Lab students who received two Accolade Awards for a client video in creativity/originality and branding/product demonstration categories. The industry competition honors outstanding craft and creativity in film, television and videography.

Associate Professor **Joseph Russomanno** served as the host, moderator and interviewer of "A Conversation with Bob Costas" at the Cronkite School in October 2012. In June 2013, Russomanno was an invited panelist to the Arizona Public Defender Association's statewide conference on "The Jodi Arias Trial: Justice Versus the Media." His paper, "The 'First Amendment in Nepal: How Madison's America Informs Press Freedom Efforts Globally,'" was competitively selected and presented to AEJMC's Law Division session on Global Law Perspectives. Also at the August 2013 AEJMC conference, he

arranged for and organized two exclusive group tours of the U.S. Supreme Court. And he organized and moderated a panel session observing the 25th anniversary of the landmark case *Hustler v. Falwell* in Washington, D.C.

Associate Professor **B. William Silcock**, director of Cronkite Global Initiatives, presented a conference paper, "A Comparative Visual Framing Analysis of the Official LDS Website and Other Denominations' Digital Representations of Politics, Values, and Social Media in the Mormon Moment," at the November 2012 Mormon Media Symposium at Brigham Young University. The paper was co-authored by Steven P. Garry, a Cronkite doctoral student. Silcock also partnered with the University of Zagreb's journalism program, serving as executive producer of a team of three faculty members and 20 students to create a 30-minute TV special focused on Croatia's 2013 entrance into the European Union. The student documentary won a 2013 BEA Festival of Media Arts Best of Festival Award. He also moderated an August 2013 AEJMC conference panel, "News Coverage of Terrorism in the Name of Allah."

Associate Professor **Xu Wu** published numerous articles in English and Chinese academic journals throughout the school year. His article, "Para-Crisis: The New Challenges in the Social Media Era," appeared in the journal *International*

PR. "The Import-export Deficit of China and West's Intellectual Exchange" was published in *International Communications*. He also contributed editorials to the Chinese newspaper the *Global Times* on topics such as the similarities and connections between the Chinese and American dream. Wu appeared on China's Phoenix Television network and China Central Television, discussing Sino-U.S. relationships, cross-cultural communication, crisis management and national image building. He also appeared on Chinese television to provide commentary on Barack Obama's State of the Union address and North Korea leader Kim Jong-il's funeral.

Professor of Practice **Gregg Pascal Zachary** was part of a team that received a grant from the National Science Foundation in August 2013 to examine how African computer science is developing in Kenya and Uganda and the role it plays in supporting innovation in those countries. The idea for the project arose out of an article of Zachary's published in *The New York Times*. In the fall of 2013, Zachary launched a book series under the name, "The Rightful Place of Science." He serves as editor of the series, which is devoted to books on science, technology and the human condition. For the Cronkite School's new online communications degree, he is designing a class, "Journalism as Literature," which will debut in the summer of 2014. □

## Cronkite New Media Academy 2014

The Cronkite New Media Academy is a special program for people who want to understand and keep up with how communication is changing and participate in the new digital world of communications.

### Friday, Jan. 10 : Securing Sensitive Communications and Information in the Internet Age

Learn how to lock up your laptop and protect sensitive stored information — about sources, clients and proprietary efforts — from interception.

### Friday, Feb. 7: Social Media 101

Discover the basic principles of social media and get hands-on training on the most popular platforms, including Facebook and Twitter.

### Saturday, Feb. 8: Advanced Social Media

Find out how you can maximize your organization's use of Facebook and Twitter by developing a social media strategy and measuring for success.

### Friday, April 4: Video: Capturing Compelling Stories

Learn how to shoot high-quality video, compose strong shots and capture compelling video to tell a visual story, whether for broadcast or the Web.

### Also on Friday, April 4: PR for Nonprofits, Small Businesses and Organizations

Get valuable public relations/marketing skills and strategies to promote your organization like a pro.

### Saturday, April 5: Video Editing: Learn Adobe Premiere

Learn how to edit video packages using Adobe Premiere software, whether for personal or professional applications. Basic to intermediate functions will be covered.

All sessions begin at 8:30 a.m. and conclude at 4 p.m. at the Cronkite School, 555 N. Central Ave., Phoenix.

Register at: [cronkite.asu.edu/newmedia](http://cronkite.asu.edu/newmedia)

## Remembering

# Our Alumni and Friends

### James L. Loper '53

The Cronkite School lost an esteemed member of its Alumni Hall of Fame when television broadcast executive James L. Loper passed away in July 2013. He was 81.

Loper was the founder and former president of Los Angeles KCET-TV Channel 28, a leading educational public television station. For 15 years, he also served as the executive director of the Academy of Television Arts & Sciences, a nonprofit organization that hosts the Emmy Awards.

In 1994, he was inducted into the Cronkite School's Alumni Hall of Fame, which honors graduates who have achieved distinction in the media. Loper graduated from ASU in 1953. He earned his master's from the University of Denver in 1957 and received his doctorate in 1967 from the University of Southern California.

For nearly 20 years, Loper worked as vice president, general manager and CEO of KCET-TV. He also was the founding chairman of the board of the Public Broadcasting Service. He served three terms as chairman of PBS during its early years.

During his tenure as executive director of the Academy of Television Arts & Sciences from



1984-1999, the Emmy Awards expanded to include television programs on cable networks. He also spearheaded the creation of the Archive of American Television, an organization that documents television history through video interviews with actors, directors and producers.

Following his retirement from the academy, Loper served as a visiting scholar and executive-in-residence at USC Annenberg School for Communication and Journalism.

Loper was born on Sept. 4, 1931, in Phoenix. He is survived by his wife, Mary Lou Brion, and a daughter, Elizabeth Serhan of Arcadia, Ariz.; a son, James L. Loper Jr. of Newbury Park, Calif.; and six grandchildren — Molly and Emily Serhan; and Megan, Caroline, John and James Aidan Loper. □

### Frank E. Russell

Frank E. Russell — a leader in print journalism, a philanthropist and a good friend of the Cronkite School — passed away in January 2013 at the age of 92.

Russell served as president of Central Newspapers Inc., the one-time parent company of The Arizona Republic, The Phoenix Gazette and The Indianapolis Star. In 2000, The Arizona Republic donated \$1 million to the Cronkite School to establish the Frank Russell Chair in Business Journalism at the Cronkite School to honor the former CNI president.

Russell began his newspaper career in Indianapolis in 1959 as a newspaper business manager. In 1977, CNI named him vice president and general manager. Two years later, he became CNI president, a position he held until 1995. He also was chair of the board from 1996-1998. He shared a business relationship and friendship with CNI founders Eugene and Nina Pulliam for nearly 40 years.

Russell helped launch the Nina Mason Pulliam Charitable Trust, one of the largest philanthropic foundations in Arizona and Indiana. According to The Arizona Republic, the trust has contributed more than \$192 million to 847 nonprofit organizations.



Russell was born on Dec. 6, 1920, in Kokomo, Ind. He graduated from the University of Evansville in 1942 and joined the U.S. Marine Corps, serving as a first lieutenant during World War II. Following the war, he attended the Indiana University School of Law and graduated with honors.

Russell's children, whose mother is Dorothy M. Russell, include: Linda C. Atkins, Richard L. and his wife Belinda, Rita J. Eagle and husband Dru, Frank E. Russell III, and Juli B. Russell; 16 grandchildren and 16 great grandchildren. When Russell and Nancy married in 1992, the family grew to include: Kevin R. Shover and wife Gail, Sandra Shover Moses and husband John, Lisa Shover Kackley and husband Jerry, and T.A. Shover and wife Julie; seven grandchildren and two great grandchildren. Russell also is survived by his brother Harold G. Russell and wife Virginia. □

## In Memoriam

The Cronkite School respectfully honors those alumni and friends who have recently passed away and who contributed so much to the school.

### Flossie Ballard

### Bert N. Bostrom '61

### Mary Anne Buttrick '98

### Brenda Ann Felldin-Rossetti '75

### Kathy Hernandez

### Catherine Houser '78

### Robert P. "Jake" Jacobsen '63

### John Richard "Dick" Mansperger '58

### Betty Waters





# Inaugural Cronkite Day Celebrates 'Walter's School'

By Anna Gunderson  
Photos by Molly J. Smith

Clockwise from top left: ESPN "Monday Night Football" Producer Jay Rothman (left) and reporter Lisa Salters discuss covering the NFL. Students gather around ESPN's Mike Tirico at Cronkite Day. Cronkite student Cooper Rummell (left) speaks with FOX 10 anchor John Hook. The "Monday Night Football" panel gives a behind-the-scenes look at the show. Public relations alumni panelists chat about PR's role in the digital age. Arizona Republic Executive Editor Nicole Carroll discusses 2012 election coverage with Cronkite News Service Director Steve Elliott.

Presentations and panel discussions featuring alumni and faculty highlighted the inaugural Cronkite Day in October 2012, but for many in attendance, the star was the school itself.

"Most alumni, especially those who are coming from out of town, haven't seen the school in years," said Craig Newman, class of 1979 and chair of the Cronkite National Board of Advisors, a national alumni group. "They will now, with their own eyes, really understand why Cronkite is among a handful of elite journalism programs in the country."

Cronkite Day drew more than 750 people who caught up with old school friends and teachers, attended panel discussions and toured the building with guides, one of whom was Cronkite Dean and Vice Provost Christopher Callahan.

A panel on global news in the 21st century featured Becky Anderson, anchor and host of CNN International, and Rafael Romo, senior Latin American affairs editor at CNN. Chip Dean, coordinating director of ESPN's "Monday Night Football," and play-by-play commentator Mike Tirico anchored another panel, offering a behind-the-scenes look at how the program

is produced each week. Other panel topics included the 2012 election, photojournalism, public relations in the digital age and the state of local television news.

The facility was on full display throughout the day, with various student groups and professional programs showcasing their work. Alumni interacted with students working in the Cronkite Borderlands Initiative, Cronkite News Service, Cronkite NewsWatch, New Media Innovation Lab, Public Relations Lab and the Carnegie-Knight News21 multimedia reporting program. And organizations such as The State Press student newspaper, The Blaze 1330 AM radio station, the Downtown Devil student news website and the Cronkite chapter of the Society of Professional Journalists were on hand to share news about their activities.

The day also included workshops during which Cronkite faculty offered feedback on resumes, social media, videography and photography.

Cronkite Day took place the day before ASU's annual Homecoming festivities and football game against the UCLA Bruins. Many attended the football game the following day.



Clockwise from top left: Cronkite Writer-in-Residence Terry Greene Sterling (left) reviews clips with 2008 graduate Melissa Matthews. Graduate students Natasha Khan (left) and Fara Illich discuss the graduate program. A tour group listens to New Media Innovation Lab Director Retha Hill. ASU President Michael M. Crow (center) tours the school with Dean Christopher Callahan. Prospective student Dana Lewandowski (left) speaks with Cronkite student Vaughn Hillyard. Leonard Downie Jr. leads a student panel on Carnegie-Knight News21.

Gail Maiorana, a 1983 graduate who was a Sacramento Bee copy editor before becoming a lawyer in Los Angeles, said she enjoyed seeing the students' work and is proud of the programs Cronkite offers. "I'm glad that I get to say that I'm an alum of this school," she said.

Kristy Roschke, who received bachelor's and master's degrees from Cronkite and is now in the school's Ph.D. program, called the event a "heck of a networking opportunity."

"With ASU being such a huge school overall, it's hard to get involved in alumni stuff," she said. "From a professional perspective, most of the people who I do keep in touch with are people I met specifically at Cronkite. To have an event where you can come back and see

those people and see your old professors and relive that — that is a really cool idea."

Newman said the National Board of Advisors suggested Cronkite Day for just those reasons.

"It was a result of hugely enthusiastic support from Dean Callahan and a sense among a lot of alumni that their commitment to the school could be harnessed in a way that the students could benefit from it," he said.

Callahan said the first Cronkite Day was so successful that the school plans to make it an annual event. "It's a great opportunity to connect with old friends, make new friends and see what today's students are doing," he said. "I think it's going to become a tradition here." □

"I'm glad that I get to say that I'm an alum of this school"

— Gail Maiorana,  
1983 Cronkite Graduate



1993 Cronkite graduate Erin Weissman poses for a photo with Sparky. Photo by Molly J. Smith

## Cronkite Nation: The Alumni Social Network

Cronkite alumni can connect with other graduates across the globe on Cronkite Nation, the school's interactive online alumni network.

Cronkite Nation features a searchable map that displays alumni around the world. It enables graduates to create and update profiles that aggregate their online content and social media accounts. Users also can send private messages to other Cronkite alumni.

Launched in 2012, the network already showcases more than 1,200 alumni. Liz Smith, Cronkite's outreach director, said the website 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.

"Alumni from all different class years are signing up for this," Smith said. "It's a powerful way to network as well as reconnect with the Cronkite School."

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. □





# Alumni Notes



Mohamud Ali '13



Danielle Chavez '13



John De Groote '13

## 2013

Mohamud Ali (B.A.) is an international broadcaster for Voice of America in Washington, D.C. Ali is making videos and radio reports in multiple languages and also hosts his own call-in show, which is broadcast in his native Somalia. The purpose of the program is to engage young Somalis in dialogue about their futures.

Sarah Blais (B.A.) is a social media specialist for RideNow Powersports in Phoenix.

Annie Carson (B.A./M.M.C.) is a digital communications coordinator for the Artigue Agency in Phoenix.

Danielle Chavez (B.A./M.M.C.) is a new media coordinator for Texans for Greg Abbott in Austin, Texas.

Jessica Choi (B.A./M.M.C.) is a social media coordinator for MobiSquad in Phoenix.

Jennifer Crane (B.A.) is a public relations specialist for Ewing Irrigation Products in Phoenix.

John De Groote (B.A.) is a sports editor at West Hawaii Today in Kailua Kona, Hawaii. De Groote, who grew up in Hawaii, started as a college intern for the daily newspaper, doing reporting, copy editing, photography and page design. As sports editor, he manages the paper's daily sports section.

Morgan Dowling (B.A.) is a product marketing associate at Kapow Events in Chicago.

Brittany Everhart (B.A.) is a production coordinator for Clear Channel Media and Entertainment in Phoenix.

Emily Johnson (B.A.) is a broadcast operations technician at KPNX-TV, the NBC affiliate in Phoenix.

Amber McMurray (B.A.) is a producer for KERO-TV, an ABC affiliate in Bakersfield, Calif., where she produces the Sunday 6 p.m. and 11 p.m. newscasts as well as a weekday 11 p.m. show. She organizes content, writes segments and adds graphics. She also oversees the newscast from the control room.

Patrick Moroney (B.A.) is a sports anchor/reporter for WFXL-TV, a FOX affiliate in Albany, Georgia.

Zachary Solomon-Beloin (B.A.) is in corporate relations at Allstate Insurance in Phoenix.

Sara Steffan (B.A./M.M.C.) is in corporate communications at the Louis Berger Group in Washington, D.C.

Anne Stegen is an online content producer for KERO-TV, an ABC affiliate in Bakersfield, Calif.





AJ Vicens '13



Amber McMurray '13



Cassandra Strande '13



Jennifer Crane '13



Sara Steffan '13



Andrew Boven '12

Cassandra Strande (B.A.) is a producer for KTSP-TV, an ABC affiliate in Minneapolis.

AJ Vicens (M.M.C.) is an editorial fellow at Mother Jones in San Francisco.

## 2012

Jessica Abercrombie (B.A.) is an associate account manager at d2 publicity in Phoenix.

Maryann Batlle (M.M.C.) is a multimedia journalist for the Naples Daily News in Florida.

Lisa Blanco (B.A.) is an entertainment/sports reporter for FOX Sports Arizona in Phoenix.

Rebecca Bogdanský (B.A.) is a PR coordinator for the Shine Factory in Scottsdale, Ariz.

Andrew Boven (B.A.) is a reporter for KOSA-TV, a CBS affiliate in Odessa, Texas.

Cailyn Bradley (B.A.) is the 5 p.m. producer for KGUN-TV, an ABC affiliate in Tucson, Ariz.

Corbin Carson (M.M.C.) is a reporter/anchor for KTAR radio in Phoenix.

Tian Chen (M.M.C.) is a China news reporter for Global Times in Beijing.

Kristin Couturier (M.M.C.) is an associate producer for KNXV-TV, an ABC affiliate in Phoenix.

Anthony Dewitt (B.A.) is an executive assistant at Gemfields, PLC in New York and a blogger for TheManual.com, a New York-based men's style guide.

Lauren Fach (B.A.) is director of digital marketing at Black Dog Promotions in Tempe, Ariz.

Uriel Garcia (B.A.) is a general assignment reporter for the Santa Fe New Mexican. His stories focus on immigration and Native American issues. He also takes photos and videos to accompany his stories.

Kristin Glocksien (B.A.) is an administrative assistant in sales at Sony Music Entertainment in New York.

Nicholas Gnat (B.A.) is a dbTV graphics assistant for

the Arizona Diamondbacks in Phoenix.

Stacy Gollinger (B.A.) is a marketing coordinator for AKA Promotions in New York.

Megan Goodrich (M.M.C.) is a news producer for EuroVision Americas in Washington, D.C.

Michelle Hamel (B.A.) is a public relations assistant at Kricun Media in Scottsdale, Ariz.

Rachel Hancock (B.A.) is Web services director for Rain Visual Strategy and Design in Los Angeles.

Thomas Hanson (B.A.) is a writer/producer for CNN in Atlanta.

Amber Harding (M.M.C.) is a real-time correspondent for Major League Baseball. She covers the Arizona Diamondbacks.

Chelsey Heath (B.A.) is a publishing editor at The Arizona Republic in Phoenix.

Joseph Henke (M.M.C.) is a multimedia journalist at KERO-TV, an ABC affiliate in Bakersfield, Calif.

Jack Highberger (B.A.) is a general assignment reporter for KGPE-TV, a CBS affiliate in Fresno, Calif.

Leandra Huffer (B.A.) is a digital specialist for Digital Airstrike in Scottsdale, Ariz.

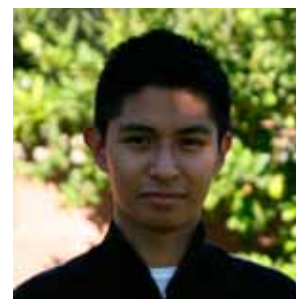
Arielle Hurst (B.A.) is marketing coordinator at Axosoft in Scottsdale, Ariz., and founder of Accerlant, a company that creates Web-based tools for entrepreneurship programs.

Heather Jackson (B.A.) is a reporter for KRIS-TV, a NBC affiliate in Corpus Christi, Texas.

Donyelle Kesler (M.M.C.) is a digital media specialist for the town of Queen Creek in Arizona.

Natasha Khan (M.M.C.) is the energy and environment reporter for PublicSource in Pittsburgh.

Rachel Korchin (B.A.) is the field producer for the Phoenix Coyotes. She works in the Game Operations Department, coordinating with other



Uriel Garcia '12

## 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 2,000 members and is growing rapidly. The group gets school news and announcements as well as job leads posted by members and Mike Wong, Cronkite's director of career services. Join the discussion and the Cronkite professional network.

[cronkite.asu.edu](http://cronkite.asu.edu)  
[@Cronkite\\_ASU](https://www.facebook.com/cronkiteschool)  
[linkedin.com/groups/ASU-Walter-Cronkite-School-Alumni-1837452](https://www.linkedin.com/groups/ASU-Walter-Cronkite-School-Alumni-1837452)

GET CONNECTED



Chelsey Heath '12



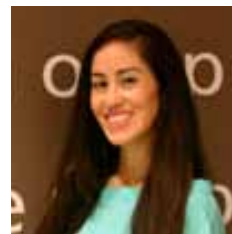
Joseph Henke '12



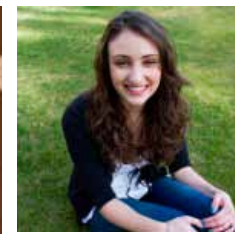
Maggie Zehring '12



Rachel Korchin '12



Brenda Yanez '12



Monique Zatcoff '12



Tian Chen '12



Elizabeth Kotalik '12



Nathan O'Neal '12



Samantha Valtierra Bush '12

departments to ensure a fun, fan-friendly atmosphere at each game. Korchin also coordinates all pregame and in-game activations such as the national anthem, pregame ceremonies, on-ice games, giveaways and the promotional squad.

Elizabeth Kotalik (B.A.) is a multimedia journalist at KGUN-TV, an ABC affiliate in Tucson, Ariz.

Julie Levin (M.M.C.) is a digital media assistant at KJZZ, a NPR member station in Phoenix.

Matthew Loper (B.A.) is a marketing assistant at Rio Salado College in Tempe, Ariz.

Taylor McArthur (B.A.) is director of events at the Arizona Chamber of Commerce and Industry in Phoenix.

Preston Melbourne-Weaver (B.A.) is a social media/marketing intern for Disney Interactive in Glendale, Calif.

William Melugin (B.A.) is a reporter for KFOX-TV, a FOX affiliate in El Paso, Texas.

Danielle Norris (B.A.) is a marketing coordinator for WPIX-TV, a CW affiliate in New York.

Mugo Odigwe (B.A.) is a multimedia journalist at KGAN-TV, a CBS affiliate in Cedar Rapids, Iowa.

Nathan O'Neal (B.A./M.M.C.) is a reporter at KVOA-TV, a NBC affiliate in Tucson, Ariz.

Kara Philp (B.A.) is associate editor for Highroads magazine at AAA Arizona in Phoenix.

Angela Piazza (B.A.) is a community photographer trainee at The Orange County Register in Irvine, Calif.

Caroline Porter (B.A.) is a marketing specialist for Child Care Resource and Referral in Phoenix.

Sarah Pringle (M.M.C.) is an auctions reporter for The Deal in New York.

Ruby Ramirez (B.A.) is a public relations coordinator for the Harlem Globetrotters in Phoenix.

Amanda Roberts (B.A.) is an online community development specialist for Toolbox.com in Phoenix.

Jessica Slapke (B.A.) is project manager at Splinter Creative in Phoenix.

Terri Lea Smith (B.A.) is a design associate at Phoenix Magazine in Scottsdale, Ariz.

Lindsey Smith (B.A.) is a social media/sports reporter for Cox Sports in Phoenix.

Corrine Stark (B.A.) is an account coordinator for social media at Integrated Web Strategy in Phoenix.

Samantha Valtierra Bush (B.A.) is a mobile producer for The Arizona Republic in Phoenix.

Danielle Verbrigghe (M.M.C.) is a reporter for GatekeeperIQ, a Financial Times news service in New York.

Amy Vogelsang (B.A.) is a reporter for the Roswell Daily Record in New Mexico.

Dustin Volz (B.A./M.M.C.) is a fellow at Atlantic Media in Washington, D.C.

Jessica Von Schell (B.A./M.M.C.) is an education manager in corporate affairs at Intel in Santa Clara, Calif.

Lina Washington (B.A.) is a weekend sports anchor at KGET-TV, a NBC affiliate in Bakersfield, Calif.

Melanie Yamaguchi (M.M.C.) is a news content specialist for Hawaii News Now at KGMB-TV (CBS) and KHNL-TV (NBC) in Honolulu.

Brenda Yanez (M.M.C.) is a PR/communications specialist for Torres Consulting & Law Group in Phoenix.

Monique Zatcoff (B.A.) is a social media coordinator and public relations assistant for Classy Closets in Chandler, Ariz.



Trish Anderton '11



LaKeidra Bronner '11



Adriane Goetz '10



Charlsy Panzino '10



Toby Phillips '10



Jaclyn Kelley '10

Maggie Zehring (B.A.) is a content advocate at the digital marketing agency, iAcquire, in Phoenix. She focuses on publisher relations, in addition to social media marketing and branding for two subsidiary companies. She also moonlights as an assistant editor for Raising Arizona Kids, a local parenting magazine.

## 2011

Trish Anderton (M.M.C.) is a digital communications manager for the Children's Health Fund in New York.

LaKeidra Bronner (M.M.C.) is an associate producer for WXYZ-TV, an ABC affiliate in Detroit.

Andrew Ellison (B.A.) is a multimedia journalist for KRIS-TV, a NBC affiliate in Corpus Christi, Texas.

Nick Newman (M.M.C.) is a digital producer/editor for The Cincinnati Enquirer.

Stephanie Ostos (B.A.) is promotions assistant for CBS Radio in Phoenix.

Laura Palmisano (B.A.) is a reporter for Arizona Public Media (NPR/PBS) in Tucson, Ariz.

Molly Pfister (B.A.) is a social media specialist for The Mx Group in Chicago.

Nick Ruland (B.A.) is a writer for eHow in Phoenix.

## 2010

Adriane Goetz (M.M.C.) is a SMB growth analyst for Facebook in Austin, Texas. She works as an agency strategist on the global marketing solutions team. Her primary role is supporting agencies that advertise on the Facebook platform. She also is part of an agency training team who will attend AdWeek in New York this year.

Jaclyn Kelley (B.A.) is a reporter at WWL-TV, a CBS affiliate in New Orleans.

Charlsy Panzino (B.A.) is a copy editor at Gannett Government Media in Washington, D.C.

Toby Phillips (B.A.) is a digital strategist for Ogilvy Public Relations Worldwide in Washington, D.C.

## 2009

Deanna Dent (B.A.) completed her two-year volunteer work with the Peace Corps. She was assigned to the African country of Zambia and taught English at a school in village of Samuteba. She also worked with the Kamulumi Women and Youth Group, teaching young girls of the Lunda tribe self-esteem, assertiveness and leadership as well as sexual and reproductive health. In Zambia, Dent made good use of her photojournalism skills, shooting a series of photographs that were featured in ASU News.



Deanna Dent '09

Daniel Newhauser (B.A.) was named to the 2013 "Politicos to Watch" list by the political news site Politico. The annual list names 50 people in Washington, D.C., who are on interesting career trajectories. Newhauser covers House leadership for Roll Call, where he has broken stories involving high-stakes negotiations on the budget and a payroll tax cut extension. In his spare time, he is a drummer for the band Shark Week, which landed a spot to play at SXSW, the music and film festival in Austin, Texas.



Daniel Newhauser '09

Ashley Panter (B.A.) is a digital content manager for the Desert Botanical Garden in Phoenix.

Sam Sweeney (B.A.) is a reporter at ABC7, an affiliate in Fort Myers, Fla.

## 2008

Rebecca Armendariz (B.A.) has been promoted to public relations director for Banner Health in Phoenix.

Annalyn Censky Kurtz (B.A.) is an economics writer for CNNMoney in New York. Since joining CNNMoney in 2010, Kurtz has covered a wide range of economic topics, including Federal Reserve policy, unemployment and income inequality. She participates in press conferences with Fed Chairman Ben Bernanke and recently interviewed former Vice President Al Gore. In addition to her day job, she teaches an economics reporting class at CUNY Graduate School of Journalism.



Annalyn Censky Kurtz '08

## 2007

Sarah Hubbell (B.A.) launched EMMA Magazine, a women's publication that bills itself as the "how-to



Sarah Hubbell '07





Rebecca Armendariz '08



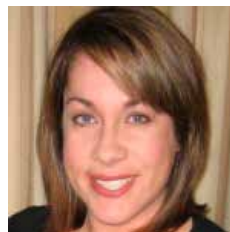
Justin Karp '07



Matt Barrie '01



Brooke Stelzer '01



Erin Williams '98



Jim Brewer '90

guide for the modern domestic." Established in November of 2012, the magazine is aimed at a 20-something demographic, covering at-home crafts and fashion. She said she chose the magazine's name from a list of popular baby girl names.

Justin Karp (B.A.) is social media manager at WJLA-TV, an ABC affiliate in Washington, D.C.



Adam Johnson '92

#### 2004

Andres Diaz (B.A.) is a producer of special projects for CNN Headline News in Atlanta.

Adam Fuller (B.A.) is a senior corporate communications strategist for the Salt River Project in Phoenix.

#### 2001

Matt Barrie (B.A.) is ESPN studio host for "Highlight Express" and ESPNNews in Bristol, Conn. Prior to working for ESPN, Barrie was an anchor/reporter at KXAS, NBC5 in Dallas.

Chris Melvin (B.A.) is a media relations manager for the Arizona Cardinals.

Brooke Stelzer (B.A.) is a supervising producer for Katie Couric at ABC Studios in New York.



Ellen Lundy Leyva '86

#### 2000

Cynthia Weaver (B.A.) is director of communications for the Phoenix Convention Center.

#### 1998

Erin Williams (B.A.) is an executive director, marketing partnerships and promotions at 20th Century Fox Filmed Entertainment in Los Angeles.

#### 1997

Jennifer Froelich (B.A.) is the author of the novel "Dream of Me," and lives near Boise, Idaho.

#### 1995

Nikki Riordan Ripley (B.A.) is a communication and media relations manager for the city of Tempe. Ripley has been with the city of Tempe for more than nine years, and she leads a team of communicators that includes public information officers, Web and graphic designers and video producers.



Chris Shlemon '83



Aldo Casartelli '81

#### 1993

Erin Weissman (B.A.) is director of promotions and event activation for the NFL in New York.

#### 1992

Adam Johnson (B.A.) won the 2013 Pulitzer Prize for fiction for his novel, "The Orphan Master's Son." The novel examines propaganda, identity and state power in totalitarian North Korea. He is an associate professor of English at Stanford University.

#### 1990

Jim Brewer (B.A.) is the executive director of the Leukemia & Lymphoma Society's Arizona chapter in Phoenix.

#### 1989

Greg Stiles (B.A.) is the owner of Stiles Communications in Scottsdale, Ariz.

#### 1986

Ellen Lundy Leyva (B.A.) is a co-anchor at KABC-TV, the ABC affiliate in Los Angeles. She has been at KABC for 18 years and is the anchor of the 4 p.m. and 6 p.m. newscasts Monday through Friday. Leyva participates in philanthropic events, such as the AIDS Walk Los Angeles and the Revlon Run/Walk for Women.

#### 1983

Chris Shlemon (B.A.) was named the 2013 Television Editor of the Year by the White House News Photographers Association for an unprecedented fourth time. Shlemon is an award-winning video journalist for the Washington, D.C., bureau of Independent Television News of London. His winning entries ranged from coverage of the 2012 presidential election to Hurricane Sandy, the effects of the drought on Midwest crops and the hardships the "fiscal cliff" inflicted on inner-city Baltimore. President Barack Obama hosted Shlemon and other winners at an Oval Office ceremony in April.

#### 1981

Aldo Casartelli (B.A.) is vice president of Cable One Inc. in Phoenix.

# Walter Cronkite School of Journalism and Mass Communication 2012-2013 Endowment Board of Trustees

## Executive Committee

- John Misner, chief operating officer, Republic Media: president
- Christopher Callahan, dean, Walter Cronkite School of Journalism and Mass Communication
- Kristin Bloomquist, executive vice president, general manager, Cramer-Krasselt: chair, Mentoring Committee
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- John Hatfield, vice president of communications, APS: chair, Luncheon Committee
- Anita Helt, vice president and general manager, ABC15/KNXV-TV: chair, Outreach Committee
- Win Holden, publisher, Arizona Highways Magazine: chair, Assessment Committee

## Board Members

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 Cronkite to national prominence.

The board is composed of top media leaders from the Phoenix metropolitan area and includes 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 financial resources 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. □

- Lynn Agnello, senior vice president, marketing partnerships and suite sales and services, Phoenix Suns
- Ray Artigue, principal, The Artigue Agency
- Susan Bitter Smith, executive director, Southwest Cable Communications Association
- Art Brooks, president and CEO, Arizona Broadcasters Association
- Paula Casey, executive director, Arizona Newspapers Association
- Jack Clifford, president, Clifford Consulting
- Araceli De Leon, regional vice president, Telemundo Arizona
- Michael Dee, president, Arizona Foothills Magazine
- David Eichler, founder and creative director, Decibel Blue Creative Marketing & PR
- Elvira Espinoza, publisher, La Voz Publishing
- Kristin Gilger, associate dean, Walter Cronkite School of Journalism and Mass Communication
- Derrick Hall, president and CEO, Arizona Diamondbacks
- Don Henninger, publisher, Phoenix Business Journal
- Michael Hiatt, publisher, Scottsdale Magazine
- Brian Hogan, senior vice president & general manager, FOX Sports Arizona
- Rich Howe, executive vice president & general manager, KAZT
- Roger Hurni, partner, Off Madison Ave.
- Laura Jordan, owner, The Jordan Group, Inc.
- Susan Karis, group publisher, Cities West Publishing Inc.
- Ginger Lamb, vice president and publisher, Arizona Capitol Times
- Randy Lovely, editor and vice president-news, The Arizona Republic
- Fran Mallace, vice president and general manager, Cox Media
- Kelly McCullough, general manager, Eight/KAET
- Joe Milner, professor emeritus
- Art Mobley, senior vice president broadcasting, ETA 3D Natural Sound
- Manny Molina, president and CEO, M&M Media
- Mary Morrison, Mary M Media
- Ed Munson, general manager, KPHO-TV 5
- Nick Nicholson, president and general manager, KTVK-TV/3TV Arizona's Family
- Jim Paluzzi, vice president, division of public service, Rio Salado College, KJZZ/KBAQ
- Tim Pohlman, senior vice president and market manager, CBS Radio
- Jose Rodiles, general manager, Riviera Broadcast Group
- Mark Rodman, vice president and general manager, Fox 10 / KSAZ-TV Phoenix
- Carleton Rosenburgh, senior vice president-Newspaper Division (Retired), Gannett Co. Inc.
- Matt Silverman, vice president and managing director, R&R Partners
- Mark Steinmetz, president, Gross Communications
- Robert Stieve, editor, Arizona Highways Magazine
- Scott Sutherland, vice president and market manager, Bonneville Media
- Loren Tapahe, publisher, Arizona Native Scene
- James Taszarek, president, TazMedia, Inc.
- Diane Veres, president and general manager, Clear Channel Outdoor
- Clancy Woods, president, D Mobil
- Roberto Yañez, vice president and general manager, Univision 33 & TeleFutura 35
- John Zidich, publisher, The Arizona Republic

# Giving to the Cronkite School

The Cronkite School offers donors an array of philanthropic investment opportunities that include everything from directed support for programs that are most meaningful to you to general support that can be allocated to areas of greatest need. 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.

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. Some of the more popular giving opportunities are listed below:

**Dean's Investment Fund** — Gifts to the Dean's Investment Fund provide important resources that are allocated towards the most pressing needs of the school. Contributions may be used to support the school's professional programs, create new and innovative curricula, attract world-class faculty, supplement student scholarships or upgrade the school's equipment and facilities.

**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.

**Walter Cronkite Fund for Excellence in Journalism** — 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.

**Endowed Funds** — The income generated by endowed funds provides sustaining support for scholarships, fellowships, chairs and professorships. 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).



# Thanking Our Supporters



The Cronkite School 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, 2013. 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.

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 2012-2013 academic year.

## **\$1,000,000 and above**

Donald W. Reynolds Foundation

## **\$100,000 to \$999,999**

American Society of News Editors  
Ethics and Excellence in Journalism Foundation  
John S. and James L. Knight Foundation  
The Miami Foundation

## **\$50,000 to \$99,999**

Gannett Foundation  
Estate of June P. Payne  
Scripps Howard Foundation  
Mrs. Louise Solheim '92

## **\$25,000 to \$49,999**

Dow Jones News Fund  
William Randolph Hearst Foundation  
Meredith Corporation  
Katherine Schneider  
Adelaida Severson '95 '06 and Barry Severson  
Stanley and Erika Tobin Foundation

# 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 the impact of AIDS on the Navajo community.
- Allow our many award-winning students to attend conferences where their work is being honored. These include events hosted by the Society of Professional Journalists, the Broadcast Education Association, Investigative Reporters and Editors and the Public Relations Society of America.

### \$10,000 - \$24,999

12 News / KPNX-TV  
ABC15-KNXV  
Anonymous  
APS  
Arizona Broadcasters Association  
The Arizona Republic  
Blue Cross® Blue Shield® of Arizona  
Chauncey Foundation  
Kathy Chauncey and Thomas Chauncey '73  
Cox Communications  
Deseret Management Corporation  
Entravision Communications  
Women & Philanthropy  
Ellen Glazer Ziegler Foundation

### \$5,000 - \$9,999

AEJMC  
Anonymous  
Arizona Diamondbacks  
Bonneville Broadcasting  
Christine Devine '87  
John Dille  
Cheryl and Andrew Mandala  
Glenn Marek  
Rocky Mountain Southwest Chapter of NATAS  
Susan Newman and Craig Newman '79  
Yovita and Scott Pansky  
PRSA Phoenix  
Stewart Filmscreen  
Thomson Reuters

### \$2,500 - \$4,999

3TV  
Arizona Cardinals  
Arizona Foothills Magazine  
Arizona Highways Magazine  
The Artigue Agency  
Martha Artigue and Ray Artigue '76  
Bushtex  
Jean and Christopher Callahan  
CBS Radio  
Clear Channel Outdoor  
Fox Sports Arizona  
Hardt and Associates Public Affairs  
Athia Hardt '70  
Christine and John Hatfield  
Anita and Kip Helt  
Susan Karis '80  
Madison WISC 3 TV  
Jean and Tim McGuire  
Anastasia Miller and Steven Miller '83  
Catherine and Matthew Silverman  
Southwest Cable Communications Association  
Steptoe & Johnson  
Dee Whiteman and John Whiteman '63

### \$1,000 - \$2,499

Arizona News Service  
Marianne Barrett  
Liz and Jon Bernreuter  
Kristin Bloomquist  
Cable One  
Paula Casey '74 '78 and Thomas Casey '74  
Cities West Publishing  
Decibel Blue Creative Marketing & PR  
Donald Dotts '58  
Nancy and Jim Dove  
Elvira and Jesus Espinoza  
Fry's Food Stores  
Terry Greene Sterling '71 '84  
Hodes Family Foundation  
Carolyn and Winfield Holden  
Hospice of the Valley  
House of Broadcasting  
KAZT  
KJZZ / Friends of Public Radio  
KPHO-TV CBS 5  
KSLX Cactus Radio  
Ginger Lamb  
Donna and Beau Lane  
The Lavidge Company  
Andrew Leckey  
Randall Lovely  
Major League Baseball  
Francie Mallace '82 and Michael Mallace '82  
Maricopa County Community College District  
Media Buying Services  
Milwaukee Brewers  
Angela Misner and John Misner '10  
Molina Media Group  
Manny Molina  
NBC Universal Media  
Nielsen  
Mary Ann Nock '74 and Jack Nock  
James Paluzzi  
Perkins Coie  
Phoenix Automotive Press Association  
Raza Development Fund  
Riviera Broadcasting  
Mark Rodman  
SRP  
Linda Silver  
Skyview Networks  
Susan Bitter Smith '77 '82  
Mark Steinmetz  
Suns Legacy Partners, LLC  
Telerep  
Univision Management Company  
Urias Communications  
Lisa Urias  
Video Enterprizes  
Pam and John Zidich

### \$500 - \$999

Arizona Capitol Times  
Douglas Berry '81  
Beth Bowen '79  
Anthony Chavez '97  
Beverly and Jack Clifford  
Helen and Jerry Hill  
Deborah Muller  
State Farm Companies Foundation  
Robert Stieve '94

### \$250 - \$499

Leslie and Donald Budinger  
Laurie Clark '87 and Steven Clark '87  
Molly and Nick DeFilippis  
Jane Edmunds and Geoffrey Edmunds '63  
Christine Elliott and Steven Elliott '03  
Mel Flores '09  
Kristin and Gary Gilger  
Kimberly Halloran '92 and Joseph Halloran  
Krystyana and Stanley Hurd  
Lisbeth and Sheldon Jacobs  
Christine Newlin Kovach '82 and Richard Kovach '83  
Valery and Mark Lodato  
Kelly McCullough '82 '91  
Sylvia McFadden and Lewis McFadden '81  
Janice Merkel '68 '74 and Richard Merkel  
Joe Milner  
Cindi Nannetti  
Cheryl Newton '88 and Walter Newton  
Virginia Nosky '89 and Richard Nosky  
Phoenix Newspapers, Inc.  
William Redeker '71  
John Roberts  
Rodel Charitable Foundation  
Jennifer Ryan '96  
Mark Scarp '80  
Lindsey Shirley '05  
Stacy Wilson '98 and Todd Wilson '10

### \$100 - \$249

Judy Ackerman and Richard Epstein  
Active Voice Communications  
Richard Allen  
Laura Anderson '97  
Christine Anthony '92 and Mark Anthony  
Martina Aranda '96  
Donna Ballard '72  
Flossie and Sam Ballard  
Mary Hamm Barrett and James Barrett '61  
Jacob Batsell '96  
Stacy Bertinelli  
Stephanie Blumenthal '09  
Timothy Bojeczko  
Mark Brown '82  
Sandra and James Bruner  
William Cawley  
Margaret Childs-Watson and Donald

Watson '71  
Chubb & Son, Inc.  
Michael Cimino '92  
Mary Collum '95 and Michael Collum  
Stephanie Conner '01  
Cay Cowie  
Vanessa Barrera de Leyvas  
Michael D'Elena '07 '12  
Andrew DeLorenzo '88  
Annette Dowell and Kevin Dowell '84  
Janice and Leonard Downie  
Luann and Patrick Dugan  
Emily Engberg '02  
Event Centrale  
Sue Fletcher  
Mary Fulton '85 and Chris Fulton  
Patti Gentry '72 and Harrison Gentry  
Cameron Gidari '10  
Lauren Gilger '11  
GlaxoSmithKline Foundation  
Julie Goldstrom and Donald Goldstrom '74  
Katherine Hanna '66  
Barbara Hedges '63 and John Hedges  
Laraine Herman '77 and Ralph Herman  
Debra Hood '88  
Phyllis Hughes '68 '86 and Mark Hughes '66  
Richard Iazzetta  
Ellen and Malcolm Jozoff  
Natalya Kadziauskas  
Cynthia Kapci  
Kristi Kappes  
Christina Kelman '06 and Joshua Kelman '01  
Janet and James Kennedy  
Carla Kiernan and Christopher Kiernan '75  
Leesa Kirkland '99  
Pauline Komnenich  
Cheryl and Robert Kroyer  
KT Wielkopolski Foundation, Inc.  
Adrienne and Brett Kurland  
Nancy Lacher and Richard Lacher '73 '74  
Jane Layton '87  
Miriam Lynch '68  
Anita Mabante-Leach '77 and Benny Leach  
Ina and Murray Manaster  
Jennifer Manning '87 and Michael Manning  
Albert Martinez '81  
Christine Martinez '99 and Juan Martinez  
Carolyn and Bob McNearney  
Kathleen McWilliams '77  
Lori Medigovich '79  
John Nadel '66  
News Talk Media, LLC  
Debra and Don Nicoson  
Kathleen Norton  
Diane and James Osborne  
Cora Petty '62 and Robert Petty '70

### 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.

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).



**\$100 - \$249 continued**

Linda Rauch and Robert Rauch '86  
Mark Sanchez '74  
Leslie Schaffer '76 and Dean Schaffer '75  
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