

The Cronkite Journal

2014-2015

WALTER CRONKITE SCHOOL OF JOURNALISM AND MASS COMMUNICATION

Arizona PBS joins Cronkite

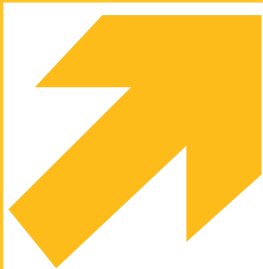
CREATING THE WORLD'S LARGEST J-SCHOOL-RUN MEDIA OUTLET

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On the Web cronkite.asu.edu

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

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Dean Christopher Callahan and staff post daily updates on news, information and tidbits about the Cronkite School.

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facebook.com/cronkiteschool
Our Facebook community page has the latest news from the Cronkite School.

Flickr

flickr.com/photos/asucronkite
Our Flickr page has thousands of photos from Cronkite School events, ranging from the Cronkite Award Luncheon to Cronkite Convocation.

Event Calendar cronkite.asu.edu/events/all

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

Cronkite School Newsletter cronkite.asu.edu/monthly-newsletter-signup

The Cronkite School distributes an electronic newsletter each month with news and events.

Podcasts tinyurl.com/cronkitepodcasts

A podcast collection on iTunesU, "Journalism in the Digital Age," makes our speaker series accessible to a wider audience.

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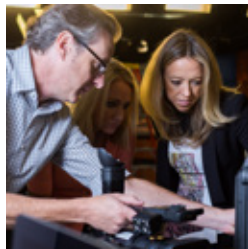
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Cover: Cronkite students Analise
Ortiz (left) and Jamie Warren
prepare to go on air for the award-
winning Cronkite News newscast.
Photo by Deanna Dent



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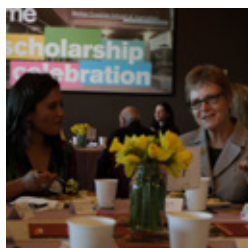
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Arizona PBS Provides 'Teaching Hospital' for Cronkite

Ten years ago, President Michael M. Crow announced plans to make the Walter Cronkite School of Journalism and Mass Communication an independent school and move it from Tempe to a newly planned campus in downtown Phoenix.

That move was the beginning of a dramatic transformation into what we believe is the best — and most innovative — professional journalism school in the country.

We have emerged as a leading force in journalism by championing a model for journalism education that is similar to medical education, creating a "teaching hospital" for aspiring journalists through a series of immersive professional programs: daily news bureaus in Phoenix and Washington; centers for digital innovation and strategic communications; a national investigative team; and a daily newscast seen across Arizona.

And we continue to build new immersion programs: sports reporting bureaus in Los Angeles and Phoenix; a community engagement initiative created with the help of the John S. and James L. Knight Foundation and American Public Media; a digital news production team; and the nation's first university-based daily reporting bureau dedicated to coverage of business and economics news, thanks

to our friends at the Donald W. Reynolds Foundation.

These programs are unique learning environments that provide unparalleled learning opportunities for our students and produce powerful news content for our community, state, region and nation. But until now, they have operated more like a series of "clinics" than a true "teaching hospital." We lacked a key ingredient: the "hospital" — a robust, multiplatform, community-embedded, major market news organization.

We now have the hospital.

On July 1, Arizona PBS, the 53-year-old public television enterprise in the nation's 11th largest media market, became part of the Cronkite School.

We will continue to provide the outstanding PBS content that 1 million viewers each week have come to rely on — programs such as "Nova," "PBS NewsHour," "Frontline" and "Downton Abbey" — and Kelly McCullough, a proud alumnus of the Cronkite School (class of '82) and the newest member of the Cronkite Alumni Hall of Fame, will continue to lead Arizona PBS as general manager.

But we also are bringing together all of our professional programs under one roof — Arizona PBS — and one brand — Cronkite News. This transformation has

started already, with our TV newscast students working closely with our digital news students in Phoenix, Washington and Los Angeles to cover news and produce enterprise. The combined Cronkite News operation constitutes the second largest news organization in Arizona.

Even more exciting, Arizona PBS, which includes the online platform azpbs.org and three television channels that reach 1.9 million households and 4.8 million people across 80 percent of our state, will serve as a national test bed for bold innovations and experimentations in digital news.

With these changes come a team of extraordinary professional news leaders — the single biggest influx of faculty talent in the history of the Cronkite School. They are joining a team of what is already the finest and most accomplished journalism faculty anywhere.

One of these "new" professors is actually a journalism educator and leader who helped build the Cronkite School in its earliest years. Doug Anderson served as director of Cronkite for 12 years, building the foundation that has led to today's Cronkite School.

Anderson left ASU in 1999 to be dean at the College of Communications at Penn State — the largest communications college in the country. After 15 outstanding years there, he has returned to Cronkite as one of our "newest" professors.

Welcome home Professor Anderson. ■

Christopher Callahan is the founding dean of the Cronkite School and vice provost for the Downtown Phoenix campus.



Photo by Sean Logan

ASU Pursues a New Model of Culture Change

People tend to think that learning occurs mostly in organized structures — in classrooms, with professors or teachers engaged with students, or perhaps through an online lecture series. But what most people really understand about learning is how humans used to learn.

When educators talk about innovation, some think that it's all about technological replacement of high labor costs. Others think that it's about replacing the archaic academic culture. I think it's really about culture change.

No two students follow the same path to success. Learning, at the end of the day, has to be about the individual and the individual means by which a single person learns. We must now realize, in societies where we're educating hundreds of millions of individuals, that institutions of higher education cannot continue to rely on the same teaching models and methods that we've relied on in the past. Innovation in education must revolve around creating learning environments for high levels of adaptation and high levels of diversity.

It must now focus on the student more than the teacher.

At ASU, we've gone through many elements of this culture change. We have worked very hard to produce a New American University that operates as a complex, adaptive knowledge enterprise, as opposed to a strict, structured, fixed model. A prime example of the flexibility of our approach is the "teaching hospital" model that the Walter Cronkite School of Journalism and Mass Communication has pioneered for communications studies,

in which students are directly engaged in the work that they are passionate about, going out into the field to report stories and using the latest technology to produce news reports across multiple platforms.

At the university level, this new model of culture change has allowed us to increase our graduates from roughly 9,000 to 20,000 — to quadruple our research activity, and to do all of that with a faculty of the same size and a smaller staff. It has allowed us to produce a high-quality degree at 60 percent below the cost to produce a degree of some of our peers, and about 30 percent below the average cost to produce a degree by a public university.

It's allowed us to increase diversity of our student body and to see success within all of the diverse student groups that are attending the university — success at a rate faster than the success for the traditionally successful students. It's allowed us to greatly enhance our four-year graduation rate, our retention rate. It's allowed us to operate an online learning program with more than a 90 percent retention rate.

"No two students follow the same path to success. Learning, at the end of the day, has to be about the individual and the individual means by which a single person learns."

— Michael M. Crow

This is the sort of culture change that educational innovation should be about, and its goal must be advancing our entire society to a higher level of educational outcome and educational success. ■

ASU President Michael M. Crow



Photo by Tim Trumble



teaching hospital

The Cronkite School

“is truly unique. There’s nothing like it in America today.
This is a wonderful thing to come here and see it.”

— Bob Schieffer, award-winning CBS newscaster



cronkite.asu.edu/professional-programs

Arizona PBS Moves to Cronkite School, Becomes ‘Teaching Hospital’ and Innovation Hub

Arizona PBS, the 53-year-old public television station based at ASU with more than 1 million viewers, is now part of the Cronkite School, serving as a national hub for news innovation and reinvention.

The change means that Arizona PBS, which includes three TV channels and azpbs.org, is the largest media organization operated by a journalism school in the world. The station had been part of ASU’s Office of Public Affairs prior to the June 2014 announcement.

The station “has served Arizonans for more than 50 years, providing important national and regional content in public affairs, education, the arts, science and culture across our state,” said ASU President Michael M. Crow. “That critical mission will continue, and we will redouble our efforts to make Arizona PBS the best public television enterprise in the nation featuring all of the outstanding PBS programming now available on Eight.”

As part of the Cronkite School, Arizona PBS will serve as a journalistic “teaching hospital,” tapping into the talents of advanced students in journalism and other disciplines who work under the guidance of top professionals from the ASU faculty and PBS staff to provide rich, new and innovative broadcast and digital content.

“A leading journalism school joining forces with one of the nation’s largest PBS stations at a university known globally for its leadership in innovation is a powerful and potentially game-changing combination,” Crow said. “We will be able to serve Arizonans on new levels while providing a national testing ground for new approaches to digital storytelling, audience engagement and

revenue models to help serve a news industry that needs to rapidly adapt in the fast-changing digital world.”

Since ASU made Cronkite a free-standing administrative unit in 2005, the school has been at the vanguard of a movement in journalism education to create highly immersive, professional programs in which students create journalism products under the guidance of top professionals recruited onto the faculty from some of the nation’s leading newsrooms. Harvard University recently documented Cronkite’s leadership role in Nieman Reports.

Like a teaching hospital in medical education, the immersive professional programs provide intensive learning environments for students, important services to the community and the ability to experiment and innovate. In the case of Arizona PBS, the community service consists of providing critically needed, in-depth journalistic content to readers and viewers.

“We have called this a ‘teaching hospital’ approach to journalism education, but until now we haven’t had the hospital,” said Cronkite Dean and University Vice Provost Christopher Callahan. “Now we have a multiplatform media organization in one of the nation’s largest media markets.”

Callahan said an expanded version of the school’s TV newscast, Cronkite News, which covers public policy news around the state, will give Arizona PBS one of the nation’s only daily local PBS newscasts. A recent study by the Radio Television Digital News Association found that only 16 of the nation’s 170 PBS stations have some kind of daily local public affairs programming. And most of those are not newscasts but public affairs

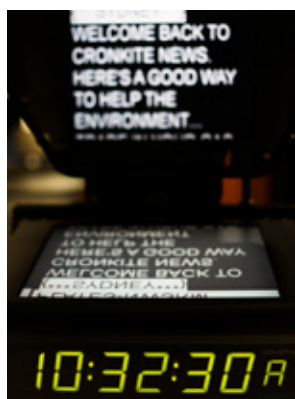
“A leading journalism school joining forces with one of the nation’s largest PBS stations at a university known globally for its leadership in innovation is a powerful and potentially game-changing combination.”

— Michael M. Crow,
ASU president

Opposite page: Cronkite News Production Manager Jim Jacoby gives camera advice to students Bethany Reed (center) and Elle Johns. Photo by Deanna Dent



Clockwise top left: Students Katrina Arroyos (left) and Bethany Reed anchor the Cronkite News desk. Brittany Ducksworth (left) and Alexis Eader work in the control room. Jamie Warren forecasts the weather for the Cronkite News broadcast. Photos by Deanna Dent



Arizona PBS reaches nearly 1.9 million households and 4.8 million people across 80 percent of the state.

interview shows, such as Eight's award-winning "Arizona Horizon."

Some of the other established Cronkite professional programs that will become part of Arizona PBS include multiplatform daily news bureaus in Phoenix, Washington and Los Angeles, which provide news coverage to professional media outlets across the region; an innovation lab that creates new digital media products for clients; the community engagement Public Insight Network Bureau that serves news organizations nationally; and the Carnegie-Knight News21 investigative multimedia initiative whose publishing partners include The Washington Post and NBCnews.com.

Cronkite plans to add new immersion programs in business reporting and sports within the next six months and will look to other disciplines across the university to create other professional programs within Arizona PBS.

"As a veteran newsman now on the Cronkite faculty who has been immersed in the reconstruction of American journalism, I could not be more excited," said Leonard Downie Jr., the former executive editor of The Washington Post who helps lead the News21 program. "This is a very important development, not just for journalism education and the development of outstanding journalists for tomorrow, but also for the transformation of the news media in the digital age.

"The future of news depends on the kind of 'teaching hospital' innovation and training that the creative combination of the Cronkite School and Arizona PBS will make possible," Downie said. "At the same time, it promises to provide residents of the Phoenix area and much of the rest of Arizona with significant public service

journalism in a university-based nonprofit model that could serve as a blueprint for universities and public broadcasting stations everywhere."

ASU also hopes other media organizations will bring their ideas to Cronkite to experiment on the Arizona PBS platforms.

"There remains a tremendous need for reinvention and disruptive innovation in today's news industry," Callahan said. "Our Arizona PBS initiative can provide a place where commercial news operations can try out their ideas."

Kelly McCullough, a Cronkite alumnus and general manager of Arizona PBS, said his team is excited about the station becoming a more integrated part of the university while continuing to serve Arizonans at the highest levels.

"We will continue to proudly bring Arizonans all of the quality programming they want and deserve," McCullough said. "And now, as part of the Cronkite School, we will be able to develop new local content to complement our current signature PBS programs — everything from 'Arizona Horizon' and 'Horizonte' to 'PBS NewsHour,' 'NOVA' and 'Downton Abbey.'"

Arizona PBS reaches nearly 1.9 million households and 4.8 million people across 80 percent of the state. Located in the 11th largest media market in the U.S., it has more than 1 million weekly viewers and the fourth-highest prime-time viewership per capita among the nation's major market PBS stations. It also has the second-largest viewership of the 57 university-operated PBS stations. ■

Visit cronkite.asu.edu for more information about the teaching hospital.



Journalism Innovation Lab 'Game-changing'

Arizona PBS offers Cronkite students like Lina Washington (above) the chance to produce professional-level journalism. Photo by Courtney Sargent

This article originally appeared in USA TODAY on June 25, 2014

By Rem Rieder, USA TODAY

In recent years, as the journalism industry has been thoroughly disrupted by the Internet and traditional news outlets have shrunk, the notion of journalism schools as teaching hospitals has gained traction.

The idea is that J-schools should focus heavily on professional skills and have their students produce actual journalism, just like the pros. And, in fact, student work increasingly is showcased by legacy news organizations hungry for content as a result of their diminished staffs. There's also hope the schools can be incubators for innovation in a field that desperately needs it.

Often, though, the hospitals are really more like clinics, valuable but one-off programs like bureaus covering the state capital.

Arizona State University's Walter Cronkite School of Journalism and Mass

Communication is about to take the concept to the next level.

Starting next Tuesday, the J-school will own and operate Eight, Arizona PBS, the PBS outlet in Phoenix, the nation's 12th-largest media market. It will take over news and public affairs programming on the station's three TV channels and its website. And, more intriguing, the school will offer the station as a venue for professional news outlets to experiment as they try to reinvent journalism in the digital age.

"This has game-changing potential," says Christopher Callahan, the Cronkite School's dean and the university's vice provost. "The combination of a large PBS outlet and a university that prides itself on disruptive innovation is very powerful."

Callahan says the PBS station will emphasize producing valuable content for its Arizona audience. But it's the national journalism lab that will make the venture stand out.

"We want to be a hub for ideas for a practice reinventing how we do what we do," he says. "It will be a lab in real time

in a big market. It's something the news industry really needs as it rapidly adapts to the digital age."

It's an opportunity to try to make headway in the search for new revenue models, new storytelling techniques, new ways to use social media.

Sometimes news outlets have creative ideas but fail to pursue them because of internal constraints or financial risks. Callahan will invite them to try them out in the desert. "If they have an idea, they can bring it here and beta test it," he says.

For many years, the ASU journalism program hardly ranked among journalism education's elite. But its stature has soared in the past decade under the leadership of ASU President Michael Crow, who was determined to create one of the nation's top J-schools, and Callahan, a former Associated Press reporter and associate dean at the Philip Merrill College of Journalism at the University of Maryland.

Now an independent college housed in an 8-year-old campus in downtown Phoenix, the Cronkite School features a wide array of professional programs. They

Cronkite students work in the control room during a newscast. Photos by Deanna Dent



Rem Rieder
@remrieder

Follow

Arizona State J-school taking over Phoenix PBS outlet and setting up national lab for journalism innovation
usatoday.com/story/money/columnist/



Dean Christopher Callahan says the Cronkite-Arizona PBS union has game-changing potential. Photo by Madeline Pado



“This has game-changing potential. The combination of a large PBS outlet and a university that prides itself on disruptive innovation is very powerful.”

— Christopher Callahan,
Cronkite School dean
and university vice provost

include a news service that covers state government for 30 news organizations, including The Arizona Republic (like USA TODAY owned by Gannett); a nightly television newscast; bureaus in Washington, D.C., and Los Angeles; a new-media innovation lab; and the Carnegie-Knight News21 Initiative, in which students produce deep-dive, multi-media investigations that have appeared in such venues as The Washington Post and on NBCnews.com. Coming soon are programs in business and sports journalism and a Mexico City bureau.

Up to now, the programs have functioned as independent outposts. Soon they will be combined into a single, good-size news organization. There are about 100 students each semester in ASU's panoply of professional programs.

The PBS outlet has been based at ASU since it debuted in 1961, but the university's role has been largely administrative, as is often the case with university-based public broadcasting outlets. Crow, who has a deep interest in disruptive innovation, and Callahan had been talking for quite a while about using the station

more aggressively. (It has been airing a newscast on one of its lower-tier digital channels.) Ultimately, says Callahan, “The stars aligned.”

After Eight, Arizona PBS moves from the School of Public Affairs to the Cronkite School next week, officials will spend the summer determining how to integrate the two institutions.

Once things get rolling, Callahan hopes to develop partnerships with other schools at ASU, working on, say, new approaches to market research or Web development.

So congratulations to the Sun Devils. Journalism needs all the help it can get as it retools in a daunting, yet exciting, time. This lab has the potential to be a great addition to the roster. ■

Visit usatoday.com to view this story.



Simple paper-napkin sketch sparked a metamorphosis



The Cronkite School is one of the anchors of the ASU Downtown Phoenix campus that has helped revitalize and grow an area that was once deserted after 5 p.m. Photo by Michael Schennum, The Arizona Republic

10 Years Later: ASU Downtown Campus Transforms Phoenix

By Christopher Callahan, Cronkite School dean and university vice provost

Ten years ago, Michael Crow unveiled an audacious plan for ASU. In just his second year as ASU's president, Crow announced that the university would create — from scratch — a major new campus in the heart of downtown Phoenix. Some of the university's signature colleges, mainstays of the Tempe campus for decades, would be uprooted and moved.

The new campus, despite the absence of a funding plan or even space to build, would be operational in just a few years. It would grow to 15,000 students. And, the new president vowed, the city of Phoenix — led by the newly elected mayor — would be an integral partner in the creation of this new state institution.

"We are about the business of building one of the great universities in American history," Crow told hundreds of university leaders, professors and staff in April 2004. "Can you build this university in one place? The answer is, unequivocally, no."

Reaction was mixed. Some expressed deep anxiety, believing programs moved to Phoenix would become irrelevant and wither away. Others were unfazed; they were confident the new campus would never materialize.

Less than two years after Crow's bold proclamation, Phoenix voters approved a \$223 million

bond to pay for an ASU downtown campus — an unprecedented investment in higher education by a city.

Five months later, the fledgling campus opened.

Today, ASU's Downtown Phoenix campus is completing its eighth year with more than 10,000 students — about the same size as the University of San Francisco, Southern Methodist University and the University of Maine. Students learn and live in 11 buildings across a vibrant 20-acre campus that is home to five colleges and 84 degree programs.

In many ways, the creation of the Downtown Phoenix campus was a perfect storm: The right leaders, in the right place, at the right time, with a shared vision and a willingness to take risks.

Phil Gordon was mayor for just three months when the plan was announced, but he had been pushing privately for an ASU campus a year earlier. In an October 2003 breakfast meeting with Crow, the pair sketched out the design of a downtown campus on a paper napkin.

Gordon and other city leaders — particularly Greg Stanton, the current mayor who, as chair of the City Council's education subcommittee, was a major player in the ASU plan — were convinced that infusing a critical mass of people into the urban core would breathe much-needed life into an area that mostly shut down after business hours. A university could be the perfect social,



Michael M. Crow



Greg Stanton



Phil Gordon



Before and after views of the Downtown Phoenix campus: An interactive campus timeline can be found at cronkite.asu.edu/about-the-cronkite-school. Photos by Wellington "Duke" Reiter

cultural and economic remedy.

"It was a big risk," Gordon said. "Would it work? No city had ever done it. Why should a city invest in a university?" The former mayor said both he and Crow "put our futures at risk."

Crow, for his part, badly needed space to grow ASU, and that commodity was quickly running out on the Tempe campus. But the need for more space was just part of his reason for a downtown campus. The new president saw the possibilities of the nation's sixth-largest city serving as a laboratory for aspiring policy makers, health professionals, journalists, social workers and other public-service professionals. And he saw it as a key part of his vision for a "New American University," one in which the university is deeply embedded in the community.

The aspirations for the campus became reality despite the project coming of age amid the worst downturn since the Great Depression. ASU "almost instantly turned around a downtown from a place that closed down after 5 o'clock," Gordon said.

The campus today includes nearly 1,200 students living in a twin 13-story residence hall and another 1,200-plus who live within 5 miles. More than 1,300 faculty and staff work on the downtown campus, and many live nearby as well.

Tax-revenue figures help illustrate the impact of what Jeremy Legg, the city's economic-development program manager, calls "a tale of two cities." From 2005-2013, sales-tax revenue was relatively flat citywide, but in the downtown district, it more than doubled — from \$4.2 million to \$8.7 million annually, according to city data. And those figures do not include the burgeoning area just north of campus between Fillmore and Roosevelt streets.

Construction expenditures have been another economic driver. Investments in campus construction and renovation will be more than \$500 million by 2016, and annual operating expenditures are in the \$110 million range, according to ASU Senior Vice President Richard Stanley, the project's financial planner from the beginning.

Beyond the numbers, ASU has changed the face and feel of downtown. The area around Central Avenue north of Van Buren Street was, at its best, desolate; at its worst, scary. Civic Space Park, punctuated by an iconic net sculpture, replaced empty lots and abandoned storefronts. New academic buildings that have won national design awards stand where there were once parking lots. Formerly deserted streets now bustle with pedestrian activity. New restaurants and shops are thriving

in spaces that were empty for years. Near campus there are new hotels, more new restaurants and a steadily growing nightlife.

The campus has impacted downtown in other ways. Hundreds of students are engaged in internships at nearby government agencies, health clinics, nonprofits and media outlets. The College of Nursing and Health Innovation runs two clinics for local residents. The Cronkite School covers the city and region with a daily news service and a nightly PBS newscast. The College of Public Programs operates a center that assists local nonprofits. And the campus annually hosts hundreds of public events.

Within a few weeks, construction is expected to begin on the Arizona Center for Law and Society, a \$129 million project that in 2016 will be home to the Sandra Day O'Connor College of Law. Meanwhile, the Herberger Institute for Design and the Arts is expected to expand the art studio programs it brought to downtown's Warehouse District earlier this year, a move that Stanton believes will ignite development there.

Stanton and Gordon say the campus has vastly exceeded their high expectations. Yet the city-university partnership has not been duplicated anywhere else, despite increasing financial strains on universities and urban cores in need of economic stimulation. But as the economy strengthens nationally, that may change.

In Florida, state legislators recently set aside \$2 million to look at the possibility of building a University of Central Florida campus — with up to 15,000 students — in downtown Orlando.

Officials from other cities have visited to examine the Phoenix-ASU model.

Stanton, who was influenced by his own college experience on an urban campus, Marquette University in Milwaukee, said Phoenix is experiencing an unprecedented revitalization and "this renaissance wouldn't be happening if it weren't for ASU."

"The success of ASU as a university and the success of the city of Phoenix economically, artistically, culturally, are one and the same. Our future is tied to the success of ASU," the mayor said, adding, "We are just getting started." ■

A version of this story originally appeared in The Arizona Republic on June 8, 2014.



professional programs

Education at the Cronkite School begins in the classroom but doesn't end there. As part of the school's "teaching hospital" model of education, students get hands-on experience in full-immersion professional programs, reporting and producing news content and creating digital products and services for the news and communications industries.

Students cover public policy issues from bureaus in Arizona and Washington, D.C., and sports from a bureau in Los Angeles. They produce a nightly newscast that reaches 1.9 million households on Arizona PBS, and they create new digital products and public relations campaigns for news organizations and other clients.

In 2014, the school opened its newest bureau, the Public Insight Network Bureau in partnership with American Public Media. In the PIN bureau, students work with media organizations around the country to source stories and engage with audiences.

Three more bureaus will come on line in early 2015, bringing to 10 the number of professional programs available to Cronkite students — far more than any other journalism school in the country. The new programs include a Phoenix Sports Bureau that will cover Major League Baseball spring training as well as professional and collegiate sports; the Reynolds Business Bureau, where students will cover business, finance and the economy for Cronkite News and regional news outlets; and a Digital Production Bureau that will produce the website for Cronkite News and work with students in other bureaus to create and showcase multimedia content.

2013-2014

155 students in professional programs

7 professional program bureaus

3 cities with Cronkite News bureaus

700 news stories distributed

34 Arizona publication outlets

Top: Cronkite students Brittany Bade (left) and Laurie Liles interview U.S. Rep. Ed Pastor, D-Phoenix, in Washington, D.C.

Cronkite Launches New Sports Journalism Program

Cronkite student Chris Ramos interviews Los Angeles Dodger Andre Ethier for the school's new Cronkite News – LA Sports Bureau. Photo by Ben Platt, MLB.com



The Cronkite School has launched a major new sports journalism program, featuring a Southern California bureau and a bureau in Phoenix that will prepare students for careers in sports media and communications through courses, internships and immersive professional programs.

As part of the new program, the Cronkite School is expanding its already extensive sports journalism offerings and is adding three new full-time professors. Students will be able to take courses in sports reporting and writing, photojournalism, sports video production and strategic sports communication.

The program also includes two professional immersion programs, with students producing content for professional news outlets from sports reporting bureaus in Los Angeles and Phoenix.

The LA Sports Bureau is located in the ASU California Center in Santa Monica and includes state-of-the-art audio and video editing bays and other digital technologies. Students cover professional and intercollegiate sports for national and regional media outlets.

Cronkite graduate student Megan Guthrie joined the Los Angeles sports bureau during its first semester in the summer of 2014, reporting

stories that included a Nike press conference with Major League Baseball All-Star Mike Trout for MLB.com.

"I just feel very thankful that I chose Cronkite," Guthrie said. "If you want to be busy every day, challenged every day and push yourself and grow, come here."

LA Sports Bureau Director Tom Feuer, a sports television executive with more than 25 years of experience, said he has been impressed with students' work.

"I most recently came from FOX Sports West and Prime Ticket, which are two regional sports networks" in Los Angeles, he said. "There are students in the bureau right now who can walk out of here and work over there — no problem."

The school will open a second sports bureau in Phoenix in spring 2015, expanding on its already well-established MLB spring training coverage in which students cover teams for major metropolitan news organizations and other national news outlets such as MLB.com, the Milwaukee Journal Sentinel, The San Diego Union-Tribune and The Arizona Republic. Students also will cover the run-up to Super Bowl XLIX in Phoenix and the 2016 Summer Olympic Games in

Visit sportsjournalism.jmc.asu.edu for more information about the sports journalism program.



Top: LA Bureau Director Tom Feuer (center) directs students Sam Rabadi and Jordan Young at the Cronkite News – LA Sports Bureau. Bottom: Cronkite students Secily Seljeskog (left), Serena Zhang and Young edit a video. Photos by Jake Fabricius

Rio de Janeiro.

Students in the new Super Bowl reporting class will produce multimedia content for FOX Sports Arizona, The Arizona Republic and azcentral as part of the course, said Cronkite Assistant Dean and News Director Mark Lodato, who leads the new sports journalism program.

"This class offers our students a unique opportunity to cover the most-watched event in the world and have their work highlighted by commercial media outlets," he said. "It's an excellent resume-builder that they're not going to find anywhere else and will provide Arizonans with important news content."

Students in the new sports journalism program also will do sports internships, benefitting from the school's professional partnerships with FOX Sports, Pac-12 Networks, ESPN, MLB.com and many others, Lodato said. Each year, students take part in nearly 100 sports-related internships, working at some of the largest media outlets and sports organizations.

"The sports journalism landscape is changing quickly across every platform," Lodato said. "This expanded program will ensure that Cronkite students are among the most qualified sports communicators in the country, able to take advantage of unprecedented partnerships with top-tier commercial sports media outlets." ■

Feuer Named Founding Director of Los Angeles Sports Bureau

By Madison Alder

Tom Feuer, an Emmy-winning sports television executive, is the founding director of Cronkite's new Los Angeles Sports Bureau.

Feuer joined Cronkite in May 2014, just as the new bureau was opening at the ASU California Center in Santa Monica, Calif. A longtime FOX Sports executive producer, Feuer has covered 10 Olympic Games and numerous other sporting events.

"Tom brings everything we were looking for to the table," said Cronkite Assistant Dean Mark Lodato, who oversees the new sports journalism program. "He has already made tremendous progress. Our student's content has appeared on the Pac-12 Networks, MLB.com and azcentral back here in Arizona — and that was just within the first six weeks."

With more than 25 years of sports reporting experience, Feuer provides support and guidance to upper-level undergraduate and graduate multimedia journalism students who create sports-related television and digital content for professional media outlets.

Feuer said the new job combines his love for sports and teaching. "I always wanted to teach ... and when an opportunity like this came along I felt it was the right thing to do," he said.

As a high school student, Feuer participated in cross country and track and field, but realized he probably did not have a future as an athlete, so he picked the next best option — sports journalism.

He went on to work for MSNBC, ESPN and Nike as well as Turner Sports in Atlanta. At MSNBC, he led editorial efforts on NBC's websites for the 2002 Winter Olympic Games in Salt Lake City. At Nike, he created and managed the company's major global public relations productions, including the 1996 Summer Olympic Games.



Photo by Jake Fabricius

Most recently, Feuer served as executive producer of FOX Sports Net, supervising content production and execution on more than 800 sporting events, including packages on the Los Angeles Dodgers, Lakers and Angels.

Over the course of his career, he has won three Emmys and 22 National Telly Awards, but it's an Emmy that he won for coverage of the 1999 World Track and Field Championships that he most cherishes.

"I hold it closer to my heart — more so than the Olympics — because the expectation is that you would win a statuette for the Olympics," while Emmys are much rarer for track and field championships, he said.

In the bureau, Feuer guides students as they report and produce stories for regional multimedia outlets. He said he especially enjoys working one-on-one with students because he can see the lessons "being absorbed and sinking in."

Feuer is ambitious for the bureau and its students. He wants students to get jobs and realize their dreams of being sports journalists. And he wants the LA Sports Bureau to be the country's best teaching lab for sports journalism.

"I want this program to be the destination of anyone who wants to be in the sports journalism industry," he said. ■



Left: Public Insight Network Bureau Chief Rebecca Blatt (center) holds a meeting with Cronkite students Sophia Mayberry and Dominick DiFurio. Photo by Deanna Dent

Right: Cronkite student Brooke Stobbe outlines a project for the new PIN Bureau. Photo by Courtney Pedroza

New PIN Bureau

Inspires Innovation and Entrepreneurship



“What we’re trying to provide is an idealistic kind of journalistic occurrence where you’re getting more voices to make sure that your story is objective and not just the same sources you go to every time.”

— Dominick DiFurio,
Cronkite student

By Samantha Incorvaia

The Cronkite School has launched an innovative, new professional program in which students are helping to change how journalism is reported and presented to communities across the country.

Housed in a state-of-the-art digital media lab, the Public Insight Network Bureau offers students an immersive digital journalism experience using American Public Media’s Public Insight Network, a database of more than 215,000 sources who help journalists create deeper stories by sharing their experiences.

The PIN Bureau opened in spring 2014 with funding from the John S. and James L. Knight Foundation and the Corporation for Public Broadcasting through American Public Media.

“The Public Insight Network is a great example of how journalists today are engaging with their audiences in new and important ways,” Cronkite School Dean Christopher Callahan said.

According to PIN bureau chief and veteran radio journalist Rebecca Blatt, students collaborate with national and regional media outlets, mining the PIN database to uncover stories, ask questions, test hunches, unearth angles and provide important context to stories.

Blatt, who led her newsroom in the use of PIN while at WAMU radio in Washington, D.C., said the bureau helps students develop

traditional journalism skills, such as writing and reporting, while also giving them an entrepreneurial experience. Students work closely with Blatt, learning how to formulate questions in a digital environment, understand the business side of media and develop relationships with newsrooms, reporters and news directors.

“I think for Cronkite to offer students an opportunity to learn those skills and have exposure to what a startup really means allows Cronkite to continue to be a leader in media entrepreneurship and innovation,” she said.

Cronkite senior Dominick DiFurio joined the bureau in spring 2014 along with fellow student Brooke Stobbe. He said the program opened his eyes to journalism’s online opportunities in an unconventional way. DiFurio said the PIN Bureau is a way for news organizations to find previously untapped and diverse sources.

“What we’re trying to provide is an idealistic kind of journalistic occurrence where you’re getting more voices to make sure that your story is objective and not just the same sources you go to every time,” DiFurio said.

In its first few months of operation, students in the bureau worked with news organizations that included CNBC, The Charlotte Observer, Colorado Public Radio, Rocky Mountain PBS and the Center for Public Integrity. Students also assisted other students reporting on gun rights

and regulation as part of the 2014 Carnegie-Knight News21 program.

Blatt also has been working with students to design a sustainable business model, with media organizations paying for PIN Bureau services. Cronkite sophomore Agnel Philip was attracted to the entrepreneurial aspect of the bureau because, he said, entrepreneurship is something every journalist should know something about.

"It's cool to get the opportunity to see different facets of journalism and see that the future is very muddy in terms of what journalism is and how people go about making content," he said.

Cronkite senior Sophia Mayberry joined the PIN Bureau with Philip during the summer semester. A public relations student, Mayberry said the bureau gave her a new skill set that she hopes will set her apart in the job market.

"We do a lot of research and a lot of trying new things," she said. "I think at some schools, with some experiences, you don't get that opportunity to try something new and just see what happens."

David Kansas, American Public Media's senior vice president and chief operating officer, welcomed the PIN Bureau as an exciting development in the evolution of PIN and the future of journalism education.

"It will provide an important service to the industry and a rich educational experience and career pipeline for students while helping to position PIN and the networked journalism it fosters for long-term sustainability," he said. ■

Visit pin.jmc.asu.edu for more information about the PIN Bureau.

Veteran Radio Journalist Rebecca Blatt Leads PIN Bureau

By Madison Alder

Rebecca Blatt, a former senior editor at the award-winning public radio station WAMU in Washington, D.C., is the inaugural head of the Cronkite School's new Public Insight Network Bureau.

As director of one of Cronkite's newest professional programs, Blatt teaches students the tools and practices of community engagement. She also manages the bureau's partnerships with newspapers, news websites, television stations and radio stations around the country who are interested in PIN Bureau services.

While serving as WAMU's senior editor for special projects, Blatt managed PIN database projects and community outreach and engagement efforts. She was WAMU's leading expert on PIN, an active online database of hundreds of thousands of sources who have signed up to share their insights with journalists.

"Very quickly, (we) began to see what a powerful tool it is for journalists," she said. The station "used it for in-depth reporting to find out how certain issues were affecting our communities and to find individuals who were affected by or involved with a particular issue."

Blatt is using her knowledge of PIN to help Cronkite students sharpen their research and analytical skills while exploring new models for collaboration and innovation in the news industry.

Cronkite School Associate Dean Kristin



Photo by Deanna Dent

Gilger said Blatt also has the know-how to help the bureau develop as a startup business. "Rebecca has an entrepreneurial bent, and that's important to us because basically what we're doing is launching a small business," she said.

In just a few months on the job, Blatt has spread the word about PIN at journalism conferences and training programs around the county and brought in a half-a-dozen media partners to work with students.

"I am thrilled to join the tremendous faculty and students at the Cronkite School as we embark on this new endeavor," she said. "The PIN Bureau will provide a powerful learning experience for students, a valuable service for partner newsrooms and an incredible opportunity to explore new models for collaboration and innovation throughout the news industry." ■

Support for the PIN Bureau

American Public Media

American Public Media is one of the largest producers and distributors of public radio programming in the world, with a portfolio reaching 18 million listeners on more than 900 radio stations nationwide each week. American Public Media's 200,000 participant-strong Public Insight Network promotes deep connections between journalists across the country and the communities they serve.

americanpublicmedia.publicradio.org

John S. and James L. Knight Foundation

Knight Foundation supports transformational ideas that promote quality journalism, advance media innovation, engage communities and foster the arts. It believes that democracy thrives when people and communities are informed and engaged.

knightfoundation.org

The Corporation for Public Broadcasting

The Corporation for Public Broadcasting is the steward of the federal government's investment in public broadcasting. It helps support the operations of more than 1,400 locally owned and operated public television and radio stations nationwide and is the largest single source of funding for research, technology and program development for public radio, television and related online services.

cpb.org

Innovation and Entrepreneurship Lab Fuels Interdisciplinary Collaboration



New Media Innovation and Entrepreneurship Lab Director Retha Hill checks out the work of Cronkite student Dominique Johnson.

By Kimberly Koerth
Photos by Arianna Grainey

A website connecting alumni from around the globe. A Web app tracking wildfires burning in Arizona. An interactive news game that illustrates the bureaucratic obstacles veterans face as they attempt to access government services.

These are just a few of the recent digital products created in the Cronkite School's New Media Innovation and Entrepreneurship Lab.

"I've always liked cutting-edge stuff. You have to ask, 'How can we improve what's already out there?'"

— David Ryan, Cronkite student

ASU students collaborate in the lab to produce cutting-edge digital media products for regional and national media companies and other organizations. Journalism students work side by side with computer engineering, design and business students in a state-of-the-art digital media lab in the Cronkite building.

Pairing students from different disciplines results in projects that wouldn't be possible if students worked alone, said Retha Hill, a former vice president at Black Entertainment Television who now directs the lab. In just one semester, for instance, journalism junior David Ryan and computer science graduate student Sachit Dhal collaborated to build news games, apps and websites for university projects and outside organizations. One of the apps, commissioned by the Arizona State Parks department, maps hiking trails and provides hikers with information about weather and trail safety.

"I've had a great time at the lab so far," Dhal said. "Working with journalists, designers and budding entrepreneurs has been really interesting."

Hill said the lab is one of only a handful of such enterprises in the nation and offers students "the opportunity to reimagine journalism through the development of groundbreaking media products." It also helps launch their careers.

In the past two years, several of Hill's students have won grants through ASU's Edson Student Entrepreneur Initiative to fund startup companies. In 2014, Cronkite graduate student David Van En received an Edson grant for a venture providing



Clockwise from top left: New Media Innovation and Entrepreneurship Lab students create media products such as mobile apps. Cronkite student Diana Lustig tests an app in the lab. Lustig (left) and Dominique Johnson collaborate on a project.

survival training for journalists reporting in high-risk areas. Another student, Melissa Brennan, was awarded a Great Little Companies Network grant to develop “Srael,” a collaborative travel planning website that uses social media to connect travelers.

Other students have gone on to jobs with global news organizations such as CNN and NPR as well as tech giants like Facebook and Amazon.com.

Founded in 2006, the New Media Innovation and Entrepreneurship Lab has produced work for The Arizona Republic, the Newspaper Association of America Foundation and the city of Phoenix. Ongoing projects include a city guide-historical app for the town of Queen Creek, Ariz., apps for Univision and an app for the Society for American Baseball Research that aggregates information about the off-the-field fan experience.

Students also have delved into news games, creating one for a Carnegie-Knight News21 national project on veterans returning home from Iraq and Afghanistan.

In 2013, the lab and the ASU Center for Games & Impact joined to sponsor a news games workshop, designed to show ASU students how to build news games based on current events and

issues in the news. The students tested existing games, experimenting and modifying the rules, and then modeled their own games.

Ryan said news games are a relatively new way for media organizations to engage with and educate their audiences as well as generate revenue. The lab’s interest in news games represents its pursuit of “the next idea that’s too early for others to explore,” he said.

“I’ve always liked cutting-edge stuff,” Ryan said. “You have to ask, ‘How can we improve what’s already out there?’”

Cronkite Dean Christopher Callahan said the lab’s interdisciplinary atmosphere has produced results.

“The ideas from the New Media Innovation and Entrepreneurship Lab at ASU are driven by our students — some of the best and brightest — working together from many schools and departments across campus,” Callahan said. “Our students have an unparalleled experience, and they get to see the tangible impact of their innovations in the new media market.” ■

Visit nmil.jmc.asu.edu for more information about the New Media Innovation and Entrepreneurship Lab.

New Media Innovation Lab Projects

AZ State Trails App

AZ State Trails is a mobile application designed to let users explore Arizona and get detailed weather information.

Can You Make It in the VA?

This interactive news game lets players experience the difficulties veterans face obtaining post-war benefits from the U.S. Department of Veteran’s Affairs.

Cronkite Nation

Cronkite Nation is a searchable interactive website that allows students to find and connect with fellow alumni from around the world.

Urban Devil

Urban Devil is a smartphone and Web app that helps ASU students on the Downtown Phoenix campus discover things to do.

"I'm here four days a week for seven hours.
But it's really fun, and I get real-world experience.
I love seeing my projects grow from an idea to reality."

— Hannah Lurie, Cronkite student

Students Get

Agency Experience

in PR Lab



Left: Cronkite students meet in the state-of-the-art Public Relations Lab. Photo by Francisco Motta

Right: Edelman public relations executives Travis Kessel (left), Karen Lindsey-Lloyd, Ashley Zak and Zachary Tindall visit the Cronkite School for a special PR panel discussion. Photo by Arianna Grainey



By Cassidy Trowbridge

This spring, students in the Cronkite School's Public Relations Lab helped plan avionics manufacturer Honeywell Aerospace's 100th anniversary and spent several days working with leaders from Edelman, the world's largest public relations company.

They emerged with a new understanding of what it takes to be a PR professional, said Associate Professor Fran Matera, who directs the lab, where students work several days a week in an agency setting.

"The lab is an intensive-learning business environment," Matera said. "Students are using their reporting, online media and statistics skills and learning the psychology of public relations."

Each semester starts with Matera assigning students to teams to work with various clients who have signed on with the lab for public relations work. At the end of the semester, they present clients with their research and recommendations.

"At the beginning, we took a test to find our strengths, which identified our best skills and our strong suits," Cronkite student Brett Nachman

said. "It helped me find what I was passionate about and (I learned) how to work with my teammates."

Cronkite student Hannah Lurie was assigned to work on the Honeywell Aerospace anniversary campaign. She said her favorite parts of the project were the creative freedom and the real-world experience.

"I'm here four days a week for seven hours. But it's really fun, and I get real-world experience," Lurie said. "I love seeing my projects grow from an idea to reality."

Nachman, who was on the internal communication team for the Honeywell Aerospace project, said the experience cultivated his creativity and allowed for experimentation. "I was inspired by my love of transportation, and it is great to be working for a substantial business in Arizona," he said.

The lab's other clients have included large companies and organizations such as NASA, Intel, U.S. Commercial Service and the National Newspaper Association.

Master's student Torunn Sinclair worked on projects for the National Newspaper Association and U.S. Commercial Service. Her responsibilities

To learn more about the Cronkite School's Public Relations Lab, visit prlab.jmc.asu.edu.

Cronkite Student Wins PR's Aspire Award

By Alyssa Tufts

Torunn Sinclair is the 2014 recipient of the Aspire Award, an annual honor that recognizes the outstanding achievements of one Cronkite student in public relations.

Sinclair received the Aspire Award in April 2014 during the Public Relations Lab Mentorship Lecture, created in honor of Enid R. Pansky through a generous gift from Scott Pansky, co-founder of Allison+Partners, a global public relations firm.

"It's an honor to be recognized at a school where there are so many high-achieving students," Sinclair said. "I'm thankful to Dr. Matera and Mr. Pansky for choosing me."

As part of the honor, Sinclair spent a day with mentor Gail Adams-Jackson, a veteran PR specialist who serves as communications director for the International Association of Geophysical Contractors. It concluded with Adams-Jackson presenting Sinclair the award at the PR Lab Mentorship Lecture.

"Gail is absolutely wonderful. The experiences she told me about and advice she gave me were priceless," Sinclair said. "Gail is going to be a lifelong contact, and she's an amazing mentor to have."

Sinclair worked in the PR lab in spring 2014, focusing on a

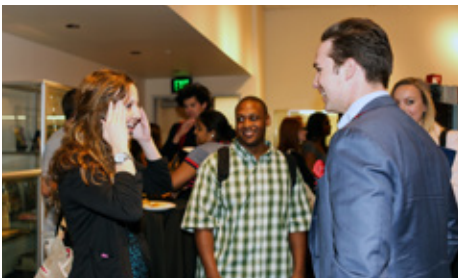


Cronkite student Torunn Sinclair (right) receives the Aspire Award from veteran PR specialist Gail Adams-Jackson. Photo by Sean Logan

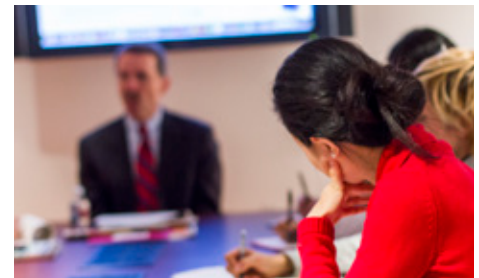
social media campaign with the U.S. Commercial Service, the trade promotion arm of the U.S. Department of Commerce's International Trade Administration.

Upon graduating in May 2014, Sinclair joined Doug Ducey's campaign for Arizona governor as deputy communication director.

The Cronkite School PR Lab Mentorship Lecture and Aspire Award were established by Scott Pansky in 2013 to honor the entrepreneurial spirit of his mother Enid, who served as a mentor to many. Cronkite student Danielle Chavez was the inaugural recipient. ■



From left to right: Cronkite student Kayla Pologa meets Edelman's Travis Kessel at a Cronkite networking event. (Photo by Arianna Grainey) Jessica Choi leads a presentation on media. PR lab students meet with Ray Artigue, founder and principal of The Artigue Agency. Photos by Francisco Motta



included developing social media tool kits and helping the companies with rebranding projects.

"I love that we have the freedom to enact our ideas," she said. "(We) research, compile and create something completely our own. It's so fulfilling to see an idea become a campaign."

In March 2014, Edelman leaders, including President and CEO Mark Hass, visited the Cronkite School and spent time in the PR lab. During the two-day visit, Edelman leaders also led a panel discussion and a student networking reception, which included Director of Recruitment Travis Kessel.

Cronkite student Patricia Oliverio-Lauderdale said Edelman's visit was a great learning experience. She especially appreciated the advice Haas offered on storytelling during his "Must See Mondays" presentation.

"Having Edelman here was an amazing experience," Oliverio-Lauderdale said. "To have those kinds of connections and to get to meet the real pros of the business was amazing."

Matera's students have won numerous awards, including an Award of Excellence from the Accolade competition as well as awards from Intel and the Woodside Foundation. And students go on to

communications and public relations jobs at agencies and companies across the country, she said.

"It's great that people are recognizing what we're doing and want to be a part of it," Matera said. "The PR lab is becoming a farm for talent."

Oliverio-Lauderdale said she feels confident about her career after working in the PR lab. "A lot of jobs these days want you to walk in and know what you're doing," she said. "So it's really nice having that experience" before ever submitting an application. ■

Cronkite News Steeps Students in

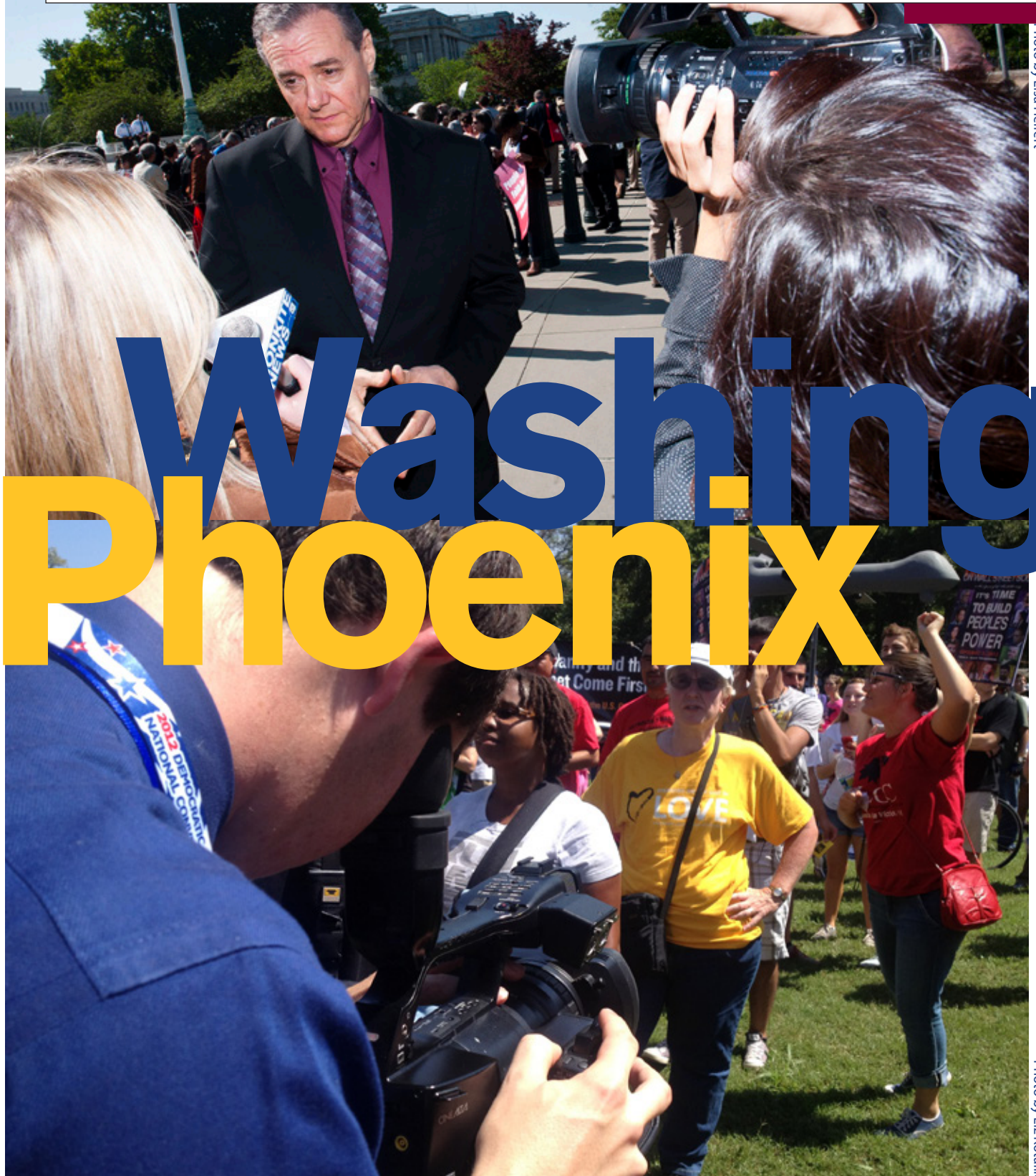


Photo by Lisa Helfert

Photo by Liz Koralk

Multimedia Journalism

By Madison Alder

Peter Haden thought of himself as a photojournalist when he signed up for a semester in the Cronkite News Phoenix bureau. He soon found himself reporting on everything from prescription drug abuse to reptile poaching and telling those stories in text, photos and video.

Colton Gavin, a reporter in the Cronkite News Washington, D.C., bureau, learned how to employ his smartphone for photos and quick video interviews with newsmakers on the Hill. And while he had never considered himself a photojournalist, some of his shots were picked up by The Associated Press and circulated to news outlets across the country.

Rachel Leingang, who was more comfortable with words than digital devices when she arrived in the Phoenix bureau, began shooting photos on a DSLR camera and using a smartphone to record interviews. One of her stories on a technique called dry needling used by some acupuncturists to treat muscle pain sparked a report for a local television newscast.

The Cronkite News Phoenix bureau was launched seven years ago with a focus on print and television, but quickly evolved into a multimedia operation, said Phoenix Bureau Director Steve Elliott. Students cover public policy issues in Arizona, including the state Legislature and governor's office, using every tool available to them.

"I encourage students to think beyond just text and a photo for stories," said Elliott, who spent 19 years with the AP before coming to the Cronkite School. "They bring the skills that they have and apply them, and students are coming to me with more multimedia skills."

Students in the Cronkite News bureau in Washington, which opened in 2011, cover Congress, the White House, the Supreme Court and federal agencies, reporting stories of interest to Arizonans.

Like their Phoenix counterparts, students on Capitol Hill have embraced new reporting tools, including smartphones and social media, said Steve Crane, who heads the Washington bureau. And Crane, whose training was as a Washington Times political reporter and editor, is now as comfortable working with a script for a television



newscast or a video for the Web as he is with a story destined for the pages of a newspaper.

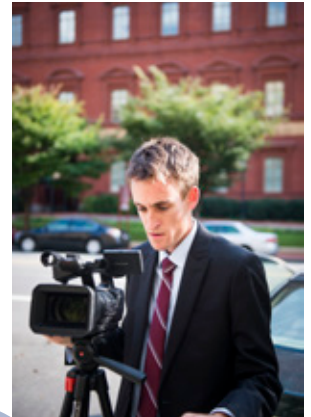
The bureaus' multimedia focus reflects changes in the industry, where "digital first" has become standard practice, said Cronkite Associate Dean Kristin Gilger. "Our students are learning the skills they'll need as they enter the profession, and they're also learning new and impactful ways of telling stories," she said.

Students leave the bureaus with portfolios of published work. Cronkite News stories have appeared in more than 30 professional news outlets across the state. Some stories, like Haden's reptile poaching story, have attracted national and international attention, appearing in news outlets as far away as Malaysia and Qatar.

Gavin's stories about a highway connecting Phoenix to Las Vegas and the balance between free speech and security also have received wide play. But he said he was most excited when one of his stories appeared in his hometown newspaper, the Daily Miner in Kingman, Ariz.

Haden said the work he generated while in Cronkite News helped him land a job as a health and environment multimedia reporter for WJCT-TV in Jacksonville, Fla., after graduating in May of 2014.

"The things we do (at Cronkite News) are real," Haden said. "We have the opportunity to get real play." ■



Left: Cronkite students Laurie Liles (left) and Brittany Bade head toward the Capitol for a story for the Cronkite News – Washington Bureau.

"The things we do (at Cronkite News) are real. We have the opportunity to get real play. I came here to win."

— Peter Haden, Cronkite graduate student

Above right: Stephen Hicks sets up a shot while reporting in Washington, D.C. Photos by Lisa Helfert

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Cronkite News Broadcast Expands Coverage

By Kristen Carver

Cronkite News reporter Alyssa Jones researches stories in the Stanley and Erika Tobin Broadcast Center at the Cronkite School.
Photo by Deanna Dent

For student reporter Juan Magana, working several days a week on the Cronkite News television newscast is nothing less than an adrenaline rush.

In a state-of-the-art television studio, student reporters push out assignments on deadline, anchors race to practice their scripts and camera operators work to line up just the right shots. At 4:30 p.m., the floor director counts down the seconds to air, and for the next 30 minutes the students' hard work is put to the test on Arizona PBS, which carries the newscast to 1.9 million households four nights a week.

"Cronkite News is hard," said Magana. "We have to do everything from pre-planning to shooting and editing — then come back and present it ... But in the end it's worth it because it prepares us for the real world."

According to Cronkite Assistant Dean and News Director Mark Lodato, the expectations for students working on the broadcast mirror those of a professional newsroom. Students work eight-hour days as anchors, reporters, camera

operators, producers and audio engineers under the guidance of broadcast journalism veterans.

"Our goal is for the students to walk out of our newsroom into another media outlet knowing exactly what's expected and to meet those expectations," said Lodato, a former anchor for stations in Washington, D.C., San Francisco and Phoenix. "I am confident there is not a better news experience than what we can provide here at Cronkite News."

In 2006, Cronkite News, then known as Cronkite NewsWatch, was a 30-minute taped show that focused on ASU and Tempe news and aired on a municipal cable channel. Under the leadership of Lodato and Cronkite News Broadcast Director Susan Green, the program was expanded and redesigned.

Today, it operates just like a newsroom. Students start their day in editorial meetings under the direction of veteran professional journalists such as Green, Cronkite News Executive Producer Melanie Asp Alvarez and Television Production Manager Jim Jacoby.

Coverage has significantly expanded, with reports from students working in a multimedia reporting bureau in Washington, D.C., and a sports bureau in Los Angeles. Students also report live across the state — thanks to a new cutting-edge video transmitter purchased through a grant from Women & Philanthropy, a program of the ASU Foundation for A New American University. Lodato said Cronkite is one of only a few schools in the country that use the new mobile technology for live shots.

“The thing that makes Cronkite News one of the best newscasts in the country is we cover the entire state,” Green said. “We let the news predict where we go, covering stories that most other stations don’t cover.”

Students who aren’t out reporting work behind the scenes to edit and produce graphics or direct the broadcast.

“Being the director is a very stressful position because during the live show you are the one everyone is looking at for answers to their questions,” said student Ashley Reyes, who worked as a senior director.

The newscast has been consistently honored at the highest levels of student news competition, including the Broadcast Education Association, the Hearst Journalism Awards, the Academy of Television Arts & Sciences Foundation and the

Society of Professional Journalists.

Cronkite News also has been a pipeline for broadcasting talent at the nation’s leading media companies, including Gannett, Scripps, ABC, CBS, NBC, ESPN and Univision.

Iris Hermosillo, a 2007 Cronkite graduate, said the broadcast prepared her for her job as a weather anchor at ABC15 in Phoenix.

“I truly believe that all of the skills I developed while at Cronkite News — reporting, shooting, editing, anchoring and doing weather — made me one of the strongest candidates when applying for my first job out of college,” she said. “To this day, I am grateful to have started out my career at the Cronkite School.”

Current Cronkite student Brittany Bade is hoping to follow in the footsteps of her aunt, Kathleen Bade, an anchor at FOX 5 in San Diego and a 1990 Cronkite graduate. Brittany Bade said the experience she has gained working on the school’s broadcast has built her confidence as well as her portfolio.

“I don’t know what I would have done without Cronkite News,” she said. “I will definitely be ready for my first job.”■

Visit cronkitenewswatch.jmc.asu.edu for more information. about Cronkite News.

Bottom left: Analise Ortiz (left) and Jamie Warren rehearse prior to a Cronkite News broadcast. Photo by Deanna Dent

Bottom right: Cronkite student Brittany Bade (left) shares the anchor desk with her aunt, Cronkite alumna Kathleen Bade, who is an award-winning journalist for FOX 5 in San Diego and a Cronkite Alumni Hall of Fame member. Photo by Arianna Grainey



“I don’t know what I would have done without Cronkite News. I will definitely be ready for my first job.”

— Brittany Bade, Cronkite student



“The Cronkite School’s Reynolds Business Bureau will serve to better train the next generation of business journalists and, in the long run, to better serve society with in-depth reporting on increasingly complex business topics.”

— Steve Anderson, Reynolds Foundation president

Reynolds Grant Establishes New Business Reporting Bureau

For more information, visit cronkite.asu.edu/cronkite-launches-reynolds-business-reporting-bureau.

The Cronkite School is opening a business and economics reporting program with the support of a \$1 million grant from the Donald W. Reynolds Foundation.

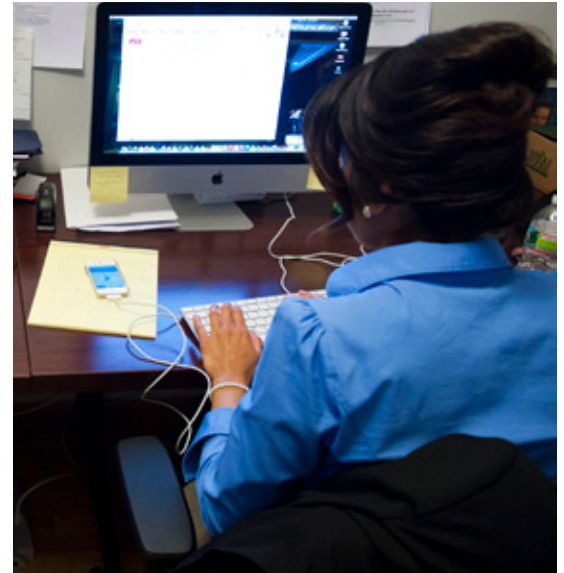
Opening in January 2015, the Donald W. Reynolds Business Reporting Bureau will be the only university-based newsroom in the country in which students produce daily coverage of business and economic issues for regional and national media outlets.

The Reynolds Business Bureau will be located in a state-of-the-art newsroom at the Cronkite School on ASU’s Downtown Phoenix campus and will be part of the news operations at Arizona PBS, the largest media organization run by a journalism school in the world. The bureau also will distribute stories through Cronkite News, which annually feeds some 700 stories to regional news organizations.

“The trustees of the Donald W. Reynolds Foundation have aimed, from the beginning, to enhance the quality and integrity of journalism, focusing particularly on strengthening business journalism,” said Reynolds Foundation President Steve Anderson. “The Cronkite School’s Reynolds Business Bureau will serve to better train the next generation of business journalists and, in the long run, to better serve society with in-depth reporting on increasingly complex business topics.”

As part of the grant, Cronkite will hire a business journalist to serve as director of the bureau, leading newsroom operations and providing guidance to students during the fall and spring semesters. In the summers, the director will lead business coverage for the Carnegie-Knight News21 program, a national initiative in which top journalism students from across the country report on an issue of national significance. The grant also funds four News21 fellows who will cover the business and economic aspects of each summer’s project.

“The Reynolds Business Bureau will give our students extraordinary preparation to cover financial stories in business, government and even



The Reynolds Business Reporting Bureau, one of 10 professional programs at Cronkite, is opening in January 2015. Photo by Lisa Helfert

sports,” said Cronkite School Dean Christopher Callahan. “We sincerely appreciate the Reynolds Foundation’s tremendous support of our mission to educate the next generation of business journalists.”

The Reynolds Business Bureau is part of a growing constellation of Cronkite professional immersion programs that will be contributing to Arizona PBS. The new bureau is one of 10 immersion experiences available to Cronkite students.

Through generous support from the Reynolds Foundation, the Cronkite School has become the world’s leader in business journalism education. Cronkite is home to the Donald W. Reynolds National Center for Business Journalism, a global training center dedicated to improving business journalism coverage; two endowed chairs in business journalism; and a national visiting professors program, which seeds business journalism courses at journalism schools across the country. Cronkite also is home to the Society of American Business Editors and Writers, the world’s leading association of financial journalists. ■

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 has committed more than \$115 million nationwide through its journalism program.

dwreynolds.org

New Digital Production Bureau to Open in 2015

The Cronkite School will open a new Digital Production Bureau in spring 2015, one of three new bureaus that will give students even more professional program choices.

The Cronkite News Digital Production Bureau will produce the website for Cronkite News and will work with students in other Cronkite News bureaus to create and showcase multimedia content. Like other professional programs, students will work two, three or four days a week under the guidance of a top-tier professional, getting invaluable experience and building their portfolios.

In addition to producing the website, students will create infographics and data visualizations, manage social media and measure metrics for student-produced work.

"Students in our new production bureau will be charged with conceptualizing and producing innovative multimedia content," said Associate Dean Kristin Gilger. "They'll work with other students across all of our platforms to think through the best way to tell stories and then help make that happen."

Interest in the new bureau already is high. Students are quick to recognize that the cutting-edge skills they'll learn will help them compete for jobs, Gilger said.

"We have found that students who successfully complete Cronkite's professional programs are extremely competitive in the job market and enter the profession with the confidence and skills to excel in their careers," she said. "We think this will be especially true for students who participate in the Digital Production bureau as employers are increasingly seeking job candidates who are comfortable producing Web content, who understand and can employ SEO and social media, and who are experienced working in a team environment on the development of photos, videos, graphics and other multimedia."

The school will hire a professional with a background in impactful digital storytelling to lead the new bureau, which will be located in one of the school's state-of-the-art newsrooms.

The other new bureaus that will launch in spring 2015 are a Cronkite News Sports Bureau and a Reynolds Business Reporting Bureau, both in Phoenix. They will bring the number of professional programs available to Cronkite students to 10. ■

Cronkite News – Broadcast

The award-winning television newscast airs daily on Arizona PBS, with top professionals guiding student anchors, reporters, producers and production staff.

Cronkite News – Phoenix Bureau

Students in the Cronkite News bureau in Phoenix produce stories across media platforms for 30-plus professional news outlets, covering stories from the Statehouse to the Mexico border.

Cronkite News – Washington Bureau

Students spend a semester in the nation's capital, covering news of interest to Arizonans for Cronkite News and other print, digital and broadcast outlets.

Cronkite News – Digital Production

Students serve as producers for the Cronkite News website and work with students in other Cronkite bureaus to create and showcase multimedia content.

Cronkite News – Phoenix Sports Bureau

Students in the Cronkite News sports bureau in Phoenix cover MLB spring training as well as professional and collegiate sports for major news outlets across the country.

Cronkite News – LA Sports Bureau

Students spend a semester in the Los Angeles bureau focusing on professional and intercollegiate sports stories in Southern California.

Reynolds Business Reporting Bureau

Business journalism students produce stories on all platforms, focusing on business, finance and the economy for Cronkite News and regional news outlets.

New Media Innovation and Entrepreneurship Lab

An entrepreneurial digital lab teams Cronkite students with computer engineering, design and business students to create cutting-edge media products.

Public Relations Lab

A strategic communications agency puts advanced PR students to work developing campaigns and strategies for Fortune 500 companies, nonprofit organizations and other clients.

Public Insight Network Bureau

Students work with professional news organizations around the country to mine news sources, engage audiences and generate story ideas in partnership with American Public Media.



Walter Cronkite School of Journalism
and Mass Communication

Photo by Jeremy Knop

cronkite scholarships

"This award is more than tuition money;
it is a motivating awareness that there
are successful people who believe in
my future."

— Maria Thompson,
Arizona Broadcasters Association Scholarship recipient

2013-2014

5 new endowed scholarships

70 Cronkite scholarships awarded

88 individuals and organizations made
gifts supporting student scholarships



www.asufoundation.org/Cronkite

#WeSupportCronkite

Bodney Family Establishes First Amendment Scholarship



Bodney family members, Anna (left), David, Sarah and Daniel, are strong supporters of the Cronkite School, establishing a scholarship for journalism students. Photo courtesy of David Bodney

“At the Cronkite School, this scholarship will enable a new generation of journalists to keep the tradition of responsible journalism alive in our communities for many years to come.”

— David J. Bodney,
partner at Ballard Spahr LLP

By Alyssa Tufts

David J. Bodney has been a strong advocate of the Cronkite School and ASU for more than two decades.

With a law office just a short walk from the ASU Downtown Phoenix campus, Bodney teaches a media law class and serves on the Cronkite Endowment Board of Trustees. He also teaches at ASU's Sandra Day O'Connor College of Law in Tempe.

As a partner at Ballard Spahr LLP, Bodney leads the Phoenix law firm's Media Law Group, defending print, broadcast and electronic media in defamation, privacy and related First Amendment cases.

In February 2014, Bodney established the Sarah and David Bodney First Amendment Scholarship at the Cronkite School. It will go to a student whose work demonstrates a commitment to responsible, vigorous reporting on matters of public concern, especially the accountability of the powerful and the rights of the vulnerable.

Bodney said he and his wife hope the recipient will contribute to finding new ways to produce journalism of the highest caliber.

“At the Cronkite School, this scholarship will enable a new generation of journalists to keep the tradition of responsible journal-

ism alive in our communities for many years to come,” Bodney said. “Nothing less than the future of journalism and government accountability are at stake.”

With more than 30 years of legal experience, Bodney has argued cases dealing with media and constitutional law, defamation and privacy in print, broadcast

“Thank you again for your generosity and faith in young journalists.”

— Lily Lieberman,
Bodney Scholarship recipient

and electronic media related to the First Amendment. He also has extensive experience handling commercial disputes and American Indian law and has briefed several high-profile cases before the U.S. Supreme Court.

In 1999, with The Arizona Republic, Bodney received the Arizona Newspapers Association's Freedom of Information Award for federal court work on behalf

of Phoenix Newspapers Inc. He also co-authored a monograph on freedom of information laws for the Arizona Broadcast Association's Central and East European Law Initiative to assist emerging democracies in the former Soviet Union with the enactment of FOI laws.

“To protect and secure (people's) rights, I believe in the importance of a rigorous press and rights under the First Amendment to communicate on issues of public importance,” Bodney said. “First Amendment rights are vital to the success of democracy.”

As president of the group of Phoenix-area media leaders that make up the Cronkite Endowment Board, Bodney has been a passionate and effective leader and advocate for the school, said Dean Christopher Callahan. “His work with the Cronkite Endowment Board and in the classroom has made the Cronkite School a better place for our students,” Callahan said.

Bodney said every time he enters the building, “I get enthusiastic about the mission, student body and top-notch faculty. Nobody does a better job of educating journalism students for the challenges of our evolving technologies in new economic realities.” ■



“The Cronkite School is a place of enlightenment and promotes the critical ideals and values of high quality journalism and its importance in a democracy.”

— Craig Newman, 1979 Cronkite graduate

Newman Family Scholarship Supports Study of 1st Amendment

By Alyssa Tufts

Newman family members, Rachel (left), Craig, Susan and Jonathan, are strong advocates of the Cronkite School and its mission to educate the next generation of journalists. Photo courtesy of Craig Newman

“Your scholarship will help lessen the financial stress I face as an out-of-state student.”

— Alicia Marie Canales,
Newman Scholarship
recipient

For three-plus decades, Craig Newman has been a champion of the First Amendment as a lawyer and, most recently, as the leader of an organization supporting Internet freedom around the globe.

For Newman, his interest in the First Amendment started in the late 1970s when he was an ASU journalism student.

“We were in the aftermath of Watergate and the Pentagon Papers, both seminal moments for the press and powerful symbols of the important work of journalists,” said Newman, a 1979 Cronkite graduate. “The imperatives of getting it right, asking the tough questions and objectivity were all values instilled in us in the early days of the school’s journalism program.”

Thirty-five years later, Newman and his wife, Susan, are working to inspire the next generation of journalists and defenders of the First Amendment at the Cronkite School by establishing the Susan and Craig Newman New American University Scholarship. The scholarship supports a deserving student who is committed to pursuing scholarship at the intersection of journalism and the First Amendment.

“Craig Newman has been a champion of the Cronkite School for many years,” said Cronkite School Dean Christopher Callahan. “We sincerely appreciate his family’s commitment and dedication to our school. This scholarship will help students studying the First Amendment for many years to come.”

As a managing partner of the New York law firm Richards, Kibbe & Orbe LLP, Newman has more than 25 years of experience as a lawyer, general counsel and corporate executive. His work ranges from representing clients in global finance and technology matters to corporate litigation, cybersecurity and data privacy.

Newman also is the leader of the Washington, D.C.-based Freedom2Connect Foundation, a nonprofit that raises awareness of global Internet

censorship while supporting secure communication technologies for millions of individuals and journalists. As CEO, he has spoken out against online censorship through op-eds in The Washington Post, The Wall Street Journal and Bloomberg BusinessWeek and has appeared on CNN as a legal analyst.

Newman regularly shares his thoughts on Internet censorship with Cronkite students and faculty at panel discussions and other school events. In October 2013, he moderated a panel discussion during Cronkite Day, the annual student-alumni celebration at Cronkite.

Over the years, he has been a strong supporter of his alma mater. In November 2013, he was appointed a member of the Trustees of Arizona State University, a board of leadership donors that serve as an advisory body for the university and ASU President Michael M. Crow. He also is the chair of the Cronkite School National Board of Advisors, a group of 10 geographically diverse alumni representing seven decades of journalism education at ASU.

Susan Newman said the scholarship is a way to give back to the Cronkite School.

“We are fortunate to have the opportunity to help defray the costs of higher education for a deserving student,” she said. “Craig and I believe strongly in the mission and integrity of the Cronkite School, its leadership, faculty and students.”

The Newmans said they look forward to seeing the benefits of their scholarship.

“The Cronkite School is a place of enlightenment and promotes the critical ideals and values of high quality journalism and its importance in a democracy,” Craig Newman said. “We wanted to provide an educational opportunity to someone who otherwise would not have access to the Cronkite School.” ■

“We have been very fortunate in a lot of ways. And now that we have the financial ability to give, we couldn’t think of a better destination for a donation.”

— John Misner, Republic Media chief operating officer

Misner Family Scholarship to Help Future Journalists

By Samantha Incorvaia

There are 168 hours in a week and Republic Media Chief Operating Officer John Misner tries squeeze the most out of every one of them.

A typical day starts at 4:45 a.m. with a workout before heading into work to oversee the digital, print and broadcast operations of Arizona’s largest media organization.

In February 2014, Misner and his wife established the John Misner and Angela Astore Misner New American University Scholarship to make a college education more affordable for a student at the Cronkite School.

“We have been very fortunate in a lot of ways. And now that we have the financial ability to give, we couldn’t think of a better destination for a donation,” said Misner, who also serves as general manager of 12 News, KPNX-TV.

Misner has been a longtime supporter of the Cronkite School. He is a current member and past president of the Cronkite Endowment Board of Trustees, a group of top Phoenix media leaders who support the school. Dean Christopher Callahan said Misner has played an instrumental role in assisting students inside and outside of the classroom.

“John brings an unmatched level of energy and enthusiasm to the Cronkite School,” Callahan said. “This has translated into amazing new opportunities for our students. We sincerely appreciate this new scholarship from the Misner family and having John as an integral partner in educating and training the next generation of journalists.”

Misner is credited with helping lead the

merging of television, newspaper and online platforms at Republic Media. Despite his successes, he said he had a nagging feeling that he needed to finish something he started many years ago — his college education. Misner attended UCLA in 1975 and 1976. In his sophomore year, he left to pursue a career in broadcasting.

“I was very focused on getting into broadcasting,” he said. “So when I had an opportunity to do so, I quit school and started my broadcasting career, much to the dismay of my Ph.D. father and my high school teacher mother.”

When he was in his 50s, Misner decided to finish his degree, enrolling in classes at ASU and earning his bachelor’s degree in 2010. He said he was a much better student in his 50s than he was in his late teens.

Misner’s busy schedule includes training for triathlons. In November 2013, he completed the Ironman Arizona, which included a 2.4-mile swim in Tempe Town Lake, a 112-mile bicycle ride around the East Valley and a 26.2-mile marathon. In

Republic Media COO and Cronkite Endowment Board of Trustees member John Misner finishes the Ironman Triathlon in Kona, Hawaii. Photo courtesy of John Misner



Photo by Deanna Dent

“This scholarship will mean less financial hardship for myself, but more important for my family, as I attend school.”

— Claire Roney,
Misner Scholarship recipient

October 2014, he completed the Ironman World Championship in Kona, Hawaii.

Misner often uses the number 168 in conversations, a reference to the number of hours in a week. He said a week is always going to be 168 hours, and it’s up to each person to decide how to spend the time.

“I think as you get older, you can understand that life is short,” he said. “It’s a cliché ... but it’s indeed true, and I simply don’t want to waste time. So I try to get a good amount of sleep, get in a good swim, bike or run and get to work to be an effective leader.” ■



TJ Sokol

By John Haverlin

Thomas J. Sokol graduated from the University of Notre Dame in 1957 and went on to own and operate a successful quartz crystal manufacturing business for more than 20 years.

It all started because of a scholarship.

"My father went to Notre Dame, and he was very proud of the fact that he received a scholarship," said TJ Sokol, a 1992 Cronkite graduate. "He also wanted his sons and grandchildren to attend college and enjoy the experience of higher education."

To honor his late father, TJ Sokol and his mother, Dorothy J. Sokol, established the Thomas J. and Dorothy J. Sokol Maroon and Gold Scholarship for high-performing undergraduates at the Cronkite School.

TJ Sokol studied photojournalism at the Cronkite School. After graduation, he worked as a photographer for a small newspaper in Vail, Colo., before returning to the Valley to work as a freelance photographer for The Associated Press and Mesa Tribune.

In 1997, he returned to ASU as a technology support analyst for Student Media and then the Biodesign Institute. He returned

"...Words cannot express how grateful I am for your scholarship and your support."

— Emily Mahoney, Sokol Scholarship recipient

"People today need a chance to receive a good education just like my husband. We hope this scholarship can help future Cronkite students achieve their dreams."

— Dorothy J. Sokol

New Cronkite Scholarship Honors Memory of Thomas J. Sokol



Dorothy J. Sokol (left) says her late husband Thomas (right) would be pleased with the Cronkite scholarship dedicated in their names. Photo courtesy of TJ Sokol

to Cronkite in 2011 to lead the school's technology team as IT director. He and his staff are responsible for maintaining the cutting-edge technology throughout the building.

The technology he now manages is a big change from what he was used to as a student. "Technology was a lot different back then," he said. "We had computers, but it was the beginning of computers in the classroom. It was more of a print journalism emphasis than a digital journalism emphasis."

Sokol said establishing a scholarship for

Cronkite students was a family decision that included two older brothers, Chris and Tom, who wanted to honor their father and mother.

Dorothy J. Sokol, a retired music instructor and a longtime supporter of education, said her husband of 51 years would have appreciated the gesture.

"Education was very important to both of us," she said. "People today need a chance to receive a good education just like my husband. We hope this scholarship can help future Cronkite students achieve their dreams."

Cronkite School Dean Christopher Callahan said TJ Sokol is an integral part of Cronkite and its mission to foster journalistic excellence.

"TJ's dedication to the Cronkite School has made a positive impact on the lives of our students," he said. "We sincerely appreciate his family's support in establishing the Thomas J. and Dorothy J. Sokol Maroon and Gold Scholarship and helping a new generation of Cronkite students study journalism."

Sokol said, "Just to have their names on (the scholarship) is an honor to them. I am proud of my parents, and I am proud of the Cronkite School." ■



"I am truly thankful, and I will use this money to make an impact on not only Arizona but the world."

— Madalyn Heimann,
Callahan Scholarship recipient

Madalyn Heimann (right), the recipient of the Callahan Family Maroon and Gold Leaders Scholarship, celebrates Cronkite Day with her parents, Rochel and John Heimann. Photo by Madeline Pado

Dean Callahan and Family Give Back to Cronkite with Scholarship

Cronkite School Dean and University Vice Provost Christopher Callahan was the first person in his family to graduate from college.

He said it was possible because of a scholarship.

"It would have been difficult to receive the degree I received without having that scholarship," he said.

That was one of the reasons he and his wife established the Jean and Christopher Callahan Family Maroon and Gold Leaders Scholarship, intended to help aspiring journalists study at Cronkite.

"Jean and I had been thinking about how we could give back to the students here at Cronkite for a while," Callahan said. "The need for scholarships is greater than it's ever been, so Jean and I thought: 'What better way to show our support for this institution that we love and these students that we love in a very tangible way?'"

Callahan said he hopes the endowed scholarship gives students in need the opportunity to learn the critical values of great journalism as well as the skills they'll need in an ever-changing digital world.

Callahan, who was an Associated Press correspondent in Washington and New England, said the cost of a college

education has grown significantly since his days as an undergraduate. He said the rising cost of tuition has made it critical for donors to step up and help students.

According to Cronkite School Senior Director of Development Liz Bernreuter, the demand at ASU for Pell Grants, federal funds that support students in need, increased by 182 percent between 2002 and 2012.

"Cronkite School faculty and staff make a positive impact on the lives of students each and every day," Bernreuter said. "But it is especially inspiring when ASU leaders, who are already giving so much of themselves, go above and beyond by making a philanthropic contribution. The financial assistance being provided to students through scholarships can absolutely change the course of lives."

Callahan said he has been amazed by the outpouring of support from Cronkite leaders such as Endowment Board of Trustees President David Bodney, Endowment Board of Trustees immediate past president John Misner, National Board of Advisors Chair and ASU Trustee Craig Newman and IT Director TJ Sokol — all of whom have established endowed scholarships in the past year.



Christopher Callahan

"Creating a scholarship is a unique opportunity to make a meaningful difference in the lives of students — to provide access to a quality college education for all qualified students no matter their background or financial need," Callahan said. "It is a genuine honor and privilege to play a small part in the lives of our extraordinary students and for ASU students for years to come." ■

cronkite school outreach



Sherainne Hemmans of the University of Florida participates in the NAB Media Sales Institute at the Cronkite School. Photo by Kaard Bombe



cronkite.asu.edu/cronkite-school-outreach

At any time of year, you can walk into the Cronkite School and find journalists, entrepreneurs, teachers, students and others who have come from all over the country to take advantage of the school's many outreach programs.

During the summers, the Carnegie-Knight News21 program draws the nation's top student journalists to the school for an intensive multimedia investigation. At the same time, high school journalism teachers and students arrive for residential institutes that teach fundamental journalism skills as well as new digital tools and techniques.

In summer 2014, two new programs were added to the lineup: the Sports Broadcast Boot Camp for high schools students interested in sports journalism and the National Association of Broadcasters Education Foundation's Media Sales Institute, an intensive 10-day media sales training program for recent college graduates.

Cronkite also hosts the Scripps Howard Journalism Entrepreneurship Institute, a five-day seminar that immerses journalism professors from across the country in the concepts and practice of entrepreneurship. Top media entrepreneurs such as Richard Gingras, Google's head of news and social products, teach sessions at the institute.

2013-2014

16 universities participated in Carnegie-Knight News21

29 professors from other universities attended training seminars

Cronkite houses the Donald W. Reynolds National Center for Business Journalism, the nation's largest professional business journalism training program. Each year business journalists and journalism professors visit for Reynolds Business Journalism Week, which offers advice on a variety of money-related topics as well as reporting and teaching instruction.

The Cronkite School also opens its doors to the local community through its New Media Academy, a series of digital training workshops for journalists, entrepreneurs and business professionals on social media, public relations, blogging, video editing and digital self-publishing.

These programs are among the ways the Cronkite School is reaching out to improve the quality of journalism and journalism instruction for everyone.

56 high school students took part in Cronkite summer programs

35 high school teachers received journalism training



Carnegie-Knight News21 Investigation Targets Gun Rights and Regulation

Gun Wars

A News21 investigation of gun rights and regulations in America
gunwars.news21.com

2014 News21 Schools

Arizona State University
 Elon University
 George Washington University
 Hofstra University
 Kent State University
 Marquette University
 Syracuse University
 Texas Christian University
 University of British Columbia
 University of Florida
 University of Maryland
 University of Nebraska
 University of Oklahoma
 University of Oregon
 University of Tennessee
 University of Texas

In the wake of the Sandy Hook shootings and the ongoing gridlock over federal gun legislation, students in the Carnegie-Knight News21 program undertook an investigation into gun rights and regulation for its 2014 project.

As part of the multi-university reporting initiative headquartered at the Cronkite School, 29 students from 16 universities produced dozens of multimedia stories, videos, databases and photo galleries examining the issue from both sides of the divide.

News21 fellows combed through thousands of state statutes and other records to compile nine databases, ranging from gun-related deaths among children in America to gun laws in all 50 states.

Their work was published at gunwars.news21.com and portions of the project were picked up by more than 60 different news organizations. Publications included The Washington Post, NBC News, USA Today, Yahoo News, Mashable, The Center for Public Integrity, The Philadelphia Inquirer and numerous other print, Web, radio and television outlets.

"Our students have done an extraordinary job investigating one of the most polarizing issues in the country," News21 Executive Editor Jacquie Petchel said. "They received remarkable access to people and communities across the nation to show what forms people's beliefs and cultural perspectives on guns."

The project was led by a team of four Pulitzer Prize-winning journalists who are part of the

Cronkite student Emilie Eaton experiences shooting a firearm in preparation for the Carnegie-Knight News21 investigation on guns. Photo by Brittany Morris

Cronkite faculty. They included Petchel, who worked on investigations at The Miami Herald and Houston Chronicle as well as at two television stations; Leonard Downie Jr., former executive editor of The Washington Post; Peter Bhatia, former top editor at The Oregonian newspaper; and Knight Chair in Journalism Steve Doig, formerly of the Miami Herald.

Work on the project began in January 2014 with a video-conference seminar taught by Downie. Downie tapped investigative journalists Bob Woodward and Jeff Leen of The Washington Post, as well as experts and researchers in the areas of gun rights and regulation, to speak to students.

In May, Downie's students converged on Phoenix for an intensive 10-week investigative reporting fellowship based out of a newsroom in the Cronkite building. Students also traveled the country, visiting 28 states to interview gun advocates and proponents. All were expected to work as multimedia journalists, reporting, writing, taking photographs and shooting videos.

Cronkite student Lauren Loftus conducted interviews in Arizona, Colorado, Florida and Texas for her stories focusing on women and guns. "It's a really cool experience that we were able to travel to new places and were trusted to get the best sources and the best story that we could," she said.

Downie said fellows worked hard to objectively

cover both sides of the guns issue. They interviewed politicians, shooting victims, rural sheriffs, hunting enthusiasts, inner-city mothers and members of advocacy groups on both sides of the debate. For example, Alex Lancial of Cronkite and Jim Tuttle of Syracuse traveled to Mississippi to report on a local militia while Elon University student Kate Murphy focused on telling the stories of gun deaths involving children.

"This is not a pro-gun or anti-gun project," Downie said. "This is a project that explores the conflicts going on right now in the United States. We wanted to represent all views, interests and cultures."

Bhatia, who served as an assistant editor on the investigation, said he wanted the fellows to deliver groundbreaking features in new digital formats while upholding the highest journalistic standards for long-form reporting.

"I don't think there has been a lot of really good reporting on why people have guns, and there was a real opportunity to tell rich stories," Bhatia said.

Murphy said it was that part of the project — telling stories that have been previously overlooked — that most appealed to her. "To me, it's not as much about reporting the hard facts as finding those people who matter ... the behind-the-scenes story," she said.

To find those people, the reporting team

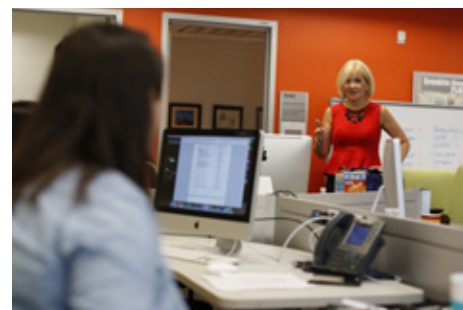
worked with other students in Cronkite's new Public Insight Network Bureau, tapping into American Public Media's database of more than 215,000 sources who have signed up to share their knowledge and experiences with journalists. The database led them to people who had never before spoken about their experiences with guns.

News21 was established by the Carnegie Corporation of New York and the John S. and James L. Knight Foundation. It also is supported by the Miami Foundation, the Ethics and Excellence in Journalism Foundation, the Hearst Foundations, the Donald W. Reynolds Foundation, the Peter Kiewit Foundation and Louis A. "Chip" Weil.

Since its launch in 2005, nearly 500 top journalism students have participated in the News21 program. Their work has been recognized with awards from the Online News Association, Editor and Publisher magazine, the Society of Business Editors and Writers, the National Association of Black Journalists, the Society of Professional Journalists, Global Editors Network and many others.

But fellows say the biggest rewards have come from the work itself.

"News21 has allowed me to work with magnificent editors as well as peers around the country that I'm sure I'll have contact with for the rest of my life," Lancial said.



Top: Jim Tuttle (left) of Syracuse University, Aaron Maybin of Marquette University and Jessica Boehm of ASU discuss the Carnegie-Knight News21 Gun Wars project. Bottom: Cronkite student Alex Lancial (left) talks with News21 Executive Editor Jacquie Petchel about the News21 investigation. Photos by Kaard Bombe

"Making those connections is extremely helpful for a career in journalism. News21 has developed my investigative, multi-media, design and collaborative skills, shaping me into a better reporter." ■

Samantha Incorvaia contributed to this story.

Support for News21

The John S. and James L. Knight Foundation advances journalism in the digital age and invests in the vitality of communities where the Knight brothers owned newspapers. The Knight Foundation focuses on projects that promote informed and engaged communities and lead to transformational change.

knightfoundation.org

The Carnegie Corporation of New York, which was established by Andrew Carnegie in 1911 "to promote the advancement and diffusion of knowledge and understanding," is one of the oldest, largest and most influential American grant-making foundations. The foundation makes grants to promote international peace and to advance education and knowledge.

carnegie.org

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

dwreynolds.org

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

journalismfoundation.org

The Hearst Foundations provide national philanthropic resources for organizations working in the fields of culture, education,

health and social services. The Hearst Foundations identify and fund outstanding nonprofits to ensure that people of all backgrounds in the U.S. have the opportunity to build healthy, productive and inspiring lives.

hearstfdn.org

Louis A. "Chip" Weil is the retired chairman, president and chief executive officer of Central Newspapers Inc. He also served on the board of directors of CNI and as a trustee of the Eugene C. Pulliam Trust. Weil also funds the Weil Family Professorship in Journalism at the Cronkite School.

The Peter Kiewit Foundation was formed in 1979 and awards grants in the areas of education, the arts, children and families, community development, health and human services.

peterkiewitfoundation.org



Google's Richard Gingras chats with Cronkite Professor Dan Gillmor before a session on news innovation. Photos by Dominic Valente



Cronkite New Media Innovation and Entrepreneurship Lab Director Retha Hill hosts a discussion on integrating entrepreneurship in the classroom with journalism professors from across the country. Photo by Alexis Macklin

Scripps Howard Journalism Entrepreneurship Institute Coaches Professors in Entrepreneurial Journalism

Fifteen journalism professors from across the country participated in a rigorous five-day boot camp at the Cronkite School as part of the annual Scripps Howard Journalism Entrepreneurship Institute in January 2014.

The institute, made possible by a grant from the Scripps Howard Foundation, is designed to empower university professors to teach media entrepreneurship courses to the next generation of journalists.

"Entrepreneurship and creativity have been at the heart of our company since its founding 135 years ago," said Mike Philipps, president and CEO of the Scripps Howard Foundation. "This spirit of innovation has made Scripps one of the nation's leading media companies, so it's incumbent upon us to encourage the kind of thinking that supports the industry's evolution."

The third-annual event featured a keynote by Richard Gingras, director of news products at Google as well as seminars with prominent digital entrepreneurs, experienced venture capitalists and funders such as Brad Burnham, managing partner at Union Square Ventures, and Mark Briggs, author of "Entrepreneurial Journalism: How to Build What's Next for News."

During his keynote, Gingras discussed the future of journalism and the role technology plays in the profession. He said search, social media and mobile technologies are dramatically influencing how people discover the news. He said the future of journalism starts in the classroom.

"I'm optimistic about the future of journalism," Gingras said. "But the fact is the future of journalism has yet to be created ... In fact, it's you folks here

nurturing young minds that are going to yield those people who will be creating journalism's future."

Professors were competitively selected to participate in the institute, where they learned the principles of entrepreneurship, studied pitch development and discovered how to turn ideas into digital products.

Norman Lewis, associate professor of journalism at the University of Florida, said the institute exceeded his expectations. He said the expert seminars and discussions will help him develop an entrepreneurial journalism course.

"Entrepreneurship is our future ... and we need to seize that future," Lewis said. "I'm grateful in a time of transition for journalism that a program like this exists."

The institute was directed by Cronkite Professor Dan Gillmor, founder of Cronkite's Knight Center for Digital Media



Clockwise top left: Cronkite's Retha Hill hosts a discussion with journalism professors at the Scripps Howard Institute. Michael Williams of the University of Kansas and Rachele Kanigel of San Francisco State University participate in a session at the Cronkite School. Kevin Rafter of Dublin City University in Ireland and Joy McDonald of Hampton University contribute to a discussion on entrepreneurship. Michelle Ferrier of Ohio University and Hugh J. Martin of Ohio University enjoy a talk at the institute. Photos by Alexis Macklin

Entrepreneurship. Instructors leading seminars included entrepreneurs, investors and Cronkite faculty such as Professor of Practice Retha Hill, director of the New Media Innovation and Entrepreneurship Lab.

"We've been lucky over the years to have fellows who are serious about the topic and work well together," said Gillmor, who served as the institute's lead instructor. "This year's group was no exception. It was a joy to have them here."

Northwestern University Assistant Professor Emily Withrow said the institute's expert instruction will help her teach entrepreneurial journalism to her students. "The institute was fantastic," she said. "It's a rare opportunity to put our regular, busy schedules on hold to explore some of the biggest questions in journalism today. I came away energized and ready to bring new ideas to my students." ■

The Scripps Howard Foundation is the philanthropic arm of the E.W. Scripps Co., a leading 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. Since 1941, Scripps has operated the National Spelling Bee, one of America's most-enduring celebrations of academic excellence. scripps.com/foundation

2014 Scripps Howard Journalism Entrepreneurship Institute Fellows

Kiesha Easley, mass communications instructor, Benedict College

Neil Foote, principal lecturer, the University of North Texas Mayborn School of Journalism

Lori Henson, journalism lecturer, Indiana State University

Susan Jacobson, assistant professor, Florida International University

Rachele Kanigel, associate professor of journalism and acting director of the Center for Integration and Improvement of Journalism, San Francisco State University

Beth Konrad, journalism program director and senior professional in residence, Loyola University Chicago

Kurt Lancaster, associate professor of digital media, Northern Arizona University

Norman Lewis, associate professor of journalism, University of Florida

Hugh J. Martin, associate professor, E.W. Scripps School of Journalism and the Scripps College of Communication at Ohio University

Joy McDonald, assistant professor, Scripps Howard School of Journalism and Communications at Hampton University

Colleen McEdward, lecturer, Georgia State University and anchor, CNN International

Sean Mussenden, lecturer of digital journalism, University of Maryland Philip Merrill College of Journalism

Kevin Rafter, associate professor and associate dean for research, Dublin City University, Ireland

Michael I. Williams, associate professor and director of special projects and innovation, University of Kansas William Allen White School of Journalism and Mass Communications

Emily Withrow, assistant professor of journalism, Northwestern University Medill School of Journalism

The National Association of Broadcasters Education Foundation is a nonprofit organization dedicated to reinforcing the future of broadcasting through a commitment to education and to advancing excellence in the diversity and community service efforts of the broadcast industry.

Support for the Media Sales Institute

The **General Motors Foundation** has been helping communities across the country, investing in the next generation of leaders and innovators through scholarship and outreach programs as well as bestowing grants supporting nonprofit organizations.

gm.com/gmfoundation

The Gannett Foundation is a corporate foundation sponsored by Gannett Co. Through its Community Grant Program, the Gannett Foundation supports nonprofit activities in the communities in which Gannett does business. Through its other programs, the foundation invests in the future of the media industry.

gannettfoundation.org



University of Dayton graduate Brendon K. Byers interviews with KPTV FOX 12 at the NABEF Media Sales Institute at the Cronkite School.

Media Sales Institute Teaches the Art of Selling

By Samantha Incorvaia
Photos by Kaard Bombe

Donning a suit and tie, recent Utica College graduate Kodey Crossett sat at the Cronkite School waiting for job interviews with more than a dozen top media companies.

It was the culmination of a new summer program at the Cronkite School — the National Association of Broadcasters Education Foundation's Media Sales Institute, an intensive 10-day media sales training program for recent college graduates from across the country.

Crossett was one of 21 students to participate in the sales training boot camp in June 2014. The program helps graduates of diverse backgrounds launch their careers in media sales through training sessions, mentorship and networking opportunities. The institute was supported by the GM Foundation and the Gannett Foundation.

"You learn so much in these 10 days in a business that you can make a lot of money in, but you have to have patience," Crossett said. "You have to be that type of person that can move past the initial 'no.'"

Cronkite School Assistant Dean and News Director Mark Lodato said MSI provides students with the necessary sales skills to succeed in today's broadcast media sales jobs. He said the institute also offers media companies an outlet for finding top-tier candidates for entry-level media sales positions.

"Together with the NAB Education Foundation, we brought the Media Sales Institute to the



University of Dayton graduate Nicholas Michel shares his professional work experience with ABC15 Director of Sales Jeff Burnton.



Byers networks with Republic Media COO John Misner during the institute.



Arizona Broadcasters Association President and CEO Art Brooks talks with Purdue University Calumet graduate Lyneice Harris (left) and Utica College graduate Vanessa Maines.

Cronkite School to expand our ability as a school to better prepare students,” said Lodato, who led the institute. “It’s been a great way to meet the needs of our media community in a very unique way.”

ASU is one of a few select universities to host this program. Florida A&M University, Howard University and Ohio University were the other institutions holding Media Sales Institutes in 2014.

Former Gannett sales executive Margie Albert helped organize the institute at Cronkite, offering sales insights to participants and bringing in guest speakers and mentors. MSI participant Sherainne Hemmans, a recent graduate from University of Florida, said she enjoyed connecting with her mentor as well as her cohort.

“I feel like once you’re in a place where other people around you share a common goal or a common interest, it’s easier to get along with them or at least see where they are coming from,” she said.

According to NAB Education Foundation President Marcellus Alexander, more than 85 percent of MSI graduates have been hired over the years. He said he enjoyed the productive partnership with the Cronkite School in establishing the school’s first institute.

“The Cronkite School has a well-deserved reputation for excellence,” he said. “And in looking for a partner university, ASU was at the top of our list. During our first year there, we were quite pleased with the school’s planning and execution of the Media Sales Institute.”

Crossett said he appreciated the sales lessons and best practices learned during his time at Cronkite.

“They gave us the tools, so we just have to implement them now,” Crossett said. “They gave us everything we needed, so it’s up to us now.” ■



Top: Marcellus Alexander (center), NAB executive vice president of television, shares his expertise with participants of the Media Sales Institute.



Middle: Cox Media Marketing Director James May (left), CBS 5 Sales Manager Raymond Rios Jr. and Bonneville International General Sales Manager Dave Zadzorny take part in a media sales panel discussion.

Bottom: More than a dozen Media Sales Institute participants gather at the welcome reception at the Cronkite School.



Business Journalism Week Offers Valuable Skills to Professors and Journalists



By Kristen Carver
Photos by Sean Logan

Assistant Professor Robin Blom wanted to launch a business journalism course at Ball State University but needed some help.

Blom found guidance at the Donald W. Reynolds National Center for Business Journalism's Business Journalism Week in January 2014. The annual event brought 14 professors and 16 journalists from across the country to the Cronkite School for four days of high-impact sessions on business journalism instruction and reporting.

"As a professor, you can try to create a new course from scratch, but it is much more effective when you hear from experienced colleagues what has worked in their classrooms and what has not," Blom said.

Blom participated in the Business Journalism Professors Seminar, an intensive training program that offered instruction on teaching university-level business journalism courses. Fellow attendee Cornelius Foote, a former Miami Herald business reporter and current principal lecturer at the University of North Texas, said he learned valuable business journalism teaching skills.

"I've already begun sharing information with my colleagues and encouraging students to seriously look at the numerous business reporting opportunities around the world," he said. "The wide range of presenters offered straightforward, clear and useful insights based on their own experiences of teaching business journalism over the years."

Instructors offered participants syllabus examples and best practices on teaching business journalism to college students. The participants also learned to decipher balance sheets and other financial documents.

In the Strictly Financials Seminar for professional business journalists, participants discovered how to dissect financial statements as well as Security and Exchange Commission documents.

Phoenix Business Journal reporter Hayley Ringle, who attended the Strictly Financials Seminar, said she enjoyed hearing from experienced reporters

"It's only after attending the Reynolds Center seminar that I have the confidence to teach this class."

— Steve Collins, associate professor of journalism at the University of Central Florida

about how they use public information to write in-depth stories that impact the community.

"I write about earnings reports frequently, and this information has helped me better understand what the reports mean," she said. "I also have experts I can call if I have further questions."

Top business journalists and journalism professors taught the seminars. Instructors included Jimmy Gentry, a journalism professor at the University of Kansas, and Chris Roush, founding director of the Carolina Business News Initiative at the University of North Carolina at Chapel Hill. Several Cronkite faculty members, including Steve Doig, Knight Chair in Journalism, also taught topics such as data journalism.

The event featured a keynote address by Raquel Rutledge, a Pulitzer Prize-winning investigative reporter for the Milwaukee Journal Sentinel, who shared her experience and offered advice on using data for in-depth business investigations.

"Our latest Reynolds Week especially benefitted from motivated journalist and professor fellows devoted to sophisticated use of cutting-edge technology and data research," said Andrew Leckey, president of the Reynolds Center and Cronkite Chair in Business Journalism. "The Cronkite School through Reynolds Week serves as an incubator for great business journalism ideas both in the news and in the classroom."

Steve Collins, an associate professor of journalism at the University of Central Florida, said Reynolds Week rekindled his excitement for teaching business journalism.

"I always knew that you can't really teach business journalism without talking about earnings reports and other aspects of covering publicly traded companies," he said. "It's only after attending the Reynolds Center seminar that I have the confidence to teach this class." ■



Reynolds National Center for Business Journalism President Andrew Leckey (bottom right) gathers with business journalists (top photo) and journalism professors (bottom photo) for Reynolds Business Journalism Week.

Lily Wu, a reporter at KAKE-TV in Wichita, Kan., participates in a session during the Strictly Financials Seminar.





New Broadcast Boot Camp



Sparks Interest in Sports Journalism

By Alyssa Tufts

Photos by Courtney Pedroza

For two weeks in July of 2014, 30 high school students from around the country experienced what it's like to cover professional baseball, football and basketball as sports journalists.

During the Cronkite School's inaugural Sports Broadcast Boot Camp, students received a crash course in sports journalism, writing scripts, operating camera equipment, editing video and anchoring a news desk.

High school students from 14 states, including Arizona, California, Colorado, Hawaii, Illinois and Texas, participated in the 13-day residential program, which featured hands-on training led by Cronkite faculty and staff. Students also visited area news organizations and professional sports venues, such as Chase Field and the US Airways Center, and gained experience reporting on the MLB's Arizona Diamondbacks, the NFL's Arizona Cardinals and the WNBA's Phoenix Mercury.

The Cronkite School partnered with FOX Sports Arizona and the Arizona Cardinals to provide mentorship and support to students.

Brian Hogan, FOX Sports Arizona senior vice president and general manager, said the partnership made sense both because of the organization's long-standing relationship with the Cronkite School and its goal of supporting education and Arizona's youth. "This new program gives high school students a tremendous introduction to the

sports broadcast profession, and we are proud to be involved," he said.

Interest in sports journalism is growing, said Cronkite Production Manager Brian Snyder, who led the camp, but students rarely have the opportunity at such a young age to develop their skills and see what it's really like.

Under Snyder's direction, students learned how to shoot video, write and edit highlights and produce a sports show.

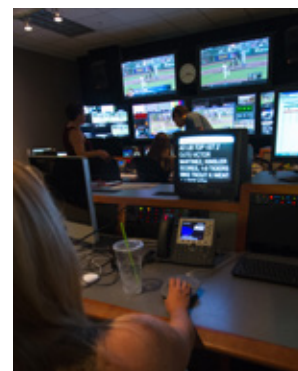
"I like to harness what they want to do and guide them," Snyder said. "They don't realize the work behind the scenes. There is research, preparation in watching videos and statistics."

For the two weeks of the program, students lived in Taylor Place residence hall just steps from the Cronkite School on ASU's Downtown Phoenix campus.

Kelsey Pharis of Highlands Ranch, Colo., said she enjoyed being around other students with the same kind of passion for sports journalism that she has. "They have the same drive and want to be successful," she said.

For other students, including Fabian Ardaya of Chandler, Ariz., and Tyler Lyon of Rancho Cucamonga, Calif., the camp was an opportunity to jumpstart their college careers. Both began their freshman year at the Cronkite School in fall 2014 — armed with new knowledge about sports journalism and the professionals at Cronkite who will continue to teach them. ■

Clockwise top left: Eric Ting of Orinda, Calif., shoots video for the Cronkite Broadcast Boot Camp. Ben Sundock of Nashville, Tenn., and Lindsey Lathan of Phoenix work behind the camera. Cronkite Production Manager Brian Snyder gives broadcasting advice to Kelsey Pharis of Highlands Ranch, Colo. Fabian Ardaya of Chandler, Ariz., prepares to host a sports segment.



FOX Sports Arizona and the **Arizona Cardinals** are official partners for the camp.



Students Sharpen Digital Reporting Skills

at Dow Jones News Fund Summer Journalism Institute

By Alyssa Tufts
Photos by Kaard Bombe

Left: Cronkite senior Ross Dunham collaborates with Cronkite junior Alexandra Scoville on a multimedia project at the Dow Jones News Fund Summer Journalism Institute. Right: Scoville practices shooting video in the field.

In May 2014, the Cronkite School served as a digital journalism training ground for some of the country's top student journalists participating in Dow Jones News Fund summer internships.

Eleven college journalism students, including five from the Cronkite School, spent a week receiving rigorous multimedia training before heading to internships that included The Denver Post, the International Center for Journalists, AccuWeather and The Arizona Republic.

Students like Cronkite's Weslie Swift participated in training sessions on visual storytelling, digital tools and interactive multimedia.

"Having as many skills as you can will set you apart from other journalists," said Swift, who interned as a content and platform coordinator with azcentral.com.

For the second consecutive year, the Cronkite School was the only DJNF-sponsored digital training center for college students in the country.

Six other universities offered training in areas such as business reporting, news editing and sports editing.

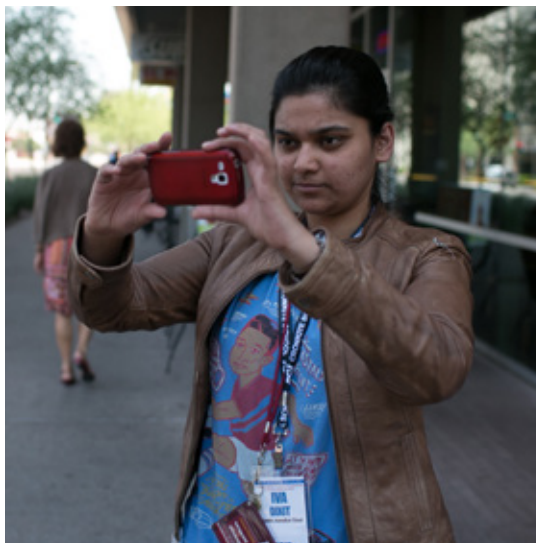
According to Cronkite Director of Career Services Mike Wong, students gain confidence using digital reporting technologies through training sessions before beginning their 10-week internships. He said the digital training allows students to tell stories in innovative, new ways.

"It was our honor and privilege to train students for their digital internships this summer," said Wong, who directed the program. "We're always excited to help train the next generation of digital storytellers."

Launched in 1960, the DJNF summer internship program supports seven training sites at leading journalism schools. This year, 86 undergraduate and graduate students were selected from more than 600 applicants for the program. Interns returning to college received \$1,000 scholarships.

Virginia Commonwealth University senior Colin Kennedy works on a multimedia assignment.





This year's interns are "bright students, problem solvers, have good news judgment and are willing to share what they know."

— Linda Shockley,
Dow Jones News Fund deputy director



Clockwise top left: Kent State University senior Rex Santus and Cronkite senior Chenea' Schacher shoot video for an assignment. Columbia University graduate student Iva Dixit uses a smartphone as a reporting tool. CBS 5 producer and photojournalist Gilbert Zermeño shows Cronkite senior Jacob Green how to handle camera equipment.

This year's interns are "bright students, problem solvers, have good news judgment and are willing to share what they know," said Linda Shockley, deputy director of Dow Jones News Fund.

The training camp at Cronkite included a session on videography taught by Cronkite faculty associate Gilbert Zermeño, an investigative producer and photojournalist for CBS 5 in Phoenix. Students learned how to operate equipment by shooting video stories in and around the downtown area.

Other training sessions included an introduction to photography by Cronkite faculty associate Dave Seibert, a multimedia producer for The Arizona Republic.

Radford University's Glen Luke Flanagan, who interned with the Alabama Media Group, said his week at Cronkite was a fantastic crash course in digital journalism.

The faculty "can condense weeks of information into a few days," he said. "They know what they're talking about and can teach it very well."

Iva Dixit, a Columbia University graduate student, said the week of digital journalism training prepared her for an internship with the International Center for Journalists in Washington, D.C.

"It's intense, which I think is a good thing," Dixit said. "It keeps you on your toes. It's a really good boot camp before your internship."

The Dow Jones News Fund is a nonprofit organization supported by the Dow Jones Foundation, Dow Jones and Co., publisher of The Wall Street Journal, and other media companies. Its mission is to encourage high school and college students to pursue journalism careers by sponsoring workshops and providing internships. ■

2014 DJNF Digital Journalism Interns

Mike Denison

University of Maryland
The Palm Beach Post

Iva Dixit

Columbia University
International Center for
Journalists

Ross Dunham

Arizona State
University
azcentral.com, Phoenix

Glen Luke Flanagan

Radford University
Alabama Media Group

Jacob Green

Arizona State
University
Alabama Media Group

Colin Kennedy

Virginia Commonwealth
University
New Haven Register,
New Haven, Conn.

Courtney Marabella

Temple University
The Indianapolis Star

Rex Santus

Kent State University
The Denver Post

Chenea' Schacher

Arizona State
University
AccuWeather

Alexandra Scoville

Arizona State
University
Alabama Media Group

Weslie Swift

Arizona State
University
azcentral.com



Cronkite student Aja Hood (left) and University of Central Florida student Symone Davis anchor the CBS 5 news desk as part of the Meredith-Cronkite Fellowship Program.

Meredith-Cronkite Fellows Take Charge in CBS 5 Newsroom

Photos by Dominic Valente

When Cronkite student Clarissa Tapia arrived at the Meredith-Cronkite Fellowship Program, she expected an internship on steroids, and that's what she got.

For one week in January 2014, Tapia and nine other college broadcast students from Cronkite and across the country worked in the CBS 5 newsroom with KPHO reporters, producers and editors as well as at Cronkite to produce multimedia packages.

"At the end of the week you're like, 'Wow, I can produce quality work just like these (professional) journalists,'" Tapia said. "It's fun because you know you belong at this table. I have the skills, and I'm someday going to end up sitting in a newsroom just like this. So it was fun getting a glimpse of what your future might look like."

As part of the program, fellows received hands-on training creating news packages and anchoring newscasts on deadline.

Training sessions included developing story ideas, perfecting voice-overs and live simulation reporting.

Tapia spent the week producing a story on the Arizona Burn Center at the Maricopa Medical Center, examining how doctors train military personnel to treat burns. Tapia received direction and help from CBS 5 reporter Donna Rossi on her live shots.

"It was just that one-on-one with her and her giving us tips on our personal story that really made it so memorable to me because that's something I can take away forever," Tapia said.

Fellow Cronkite student Dominique Johnson worked on a report on Arizona's minimum wage and the struggles families face paying bills and feeding their children. Johnson said she was paired with Norman Seawright III from Syracuse University as part of a structure that had fellows working in teams of two, with each member producing a story.

"It was also really cool because we got to work with out-of-state students from



Top: College journalism students from across the country gather at the CBS 5 anchor desk.

Bottom: Cronkite senior Dominique Johnson reports on Arizona's minimum wage for an online CBS 5 News report.



Clockwise top: Cronkite student Clarissa Tapia practices her CBS 5 news report. Marquette University student Aaron Maybin prepares to deliver his story. Washington State University student Timothy T. Pham anchors the CBS 5 news desk.

the other top journalism schools in the country," Johnson said. "There was camaraderie. We had a mutual respect for each other."

Program co-leader and CBS 5 News Director Leona Wood called the program intense.

"It replicates the challenges that the fellows will face in their first newsroom, but with the safety net of a team of professionals dedicated to their success," Wood said.

Wood said all of the fellows produced journalistically sound stories worthy of broadcast in markets across the country. "While I found their end work to be strong, I was most impressed with the tenacity they showed when faced with challenges, their hunger for learning and their passion for the fundamentals of journalism," she said.

At the end of the week, fellows shared their packages in an anchored newscast that was posted on the CBS 5 website.

Johnson said she appreciated the respect that was built throughout the week. "I learned there's no one person in the newsroom that's more important than the other," she said. "Everyone has an equal part to play. It's a team effort."

The program also included sessions on

"There's no doubt these fellows will be among the best job candidates in the United States once they graduate."

— Mark Lodato,
Cronkite assistant dean

producing audition tapes and interviewing for jobs.

Cronkite Assistant Dean Mark Lodato, who co-led the program with Cronkite Assistant News Director and Broadcast Director Susan Green, said the program is tailored to help fellows get today's multimedia journalism jobs.

"It's an unparalleled opportunity to be able to work with journalists in the 11th-largest media market," Lodato said. "There's no doubt these fellows will be among the best job candidates in the United States once they graduate." ■

2014 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 2014 fellows were:

Natasha S. Alford,
Northwestern University

Symone Davis,
University of Central
Florida

Aja Hood,
ASU

Dominique Johnson,
ASU

Juan Magana,
ASU

Aaron Maybin,
Marquette University

Timothy T. Pham,
Washington State
University

Norman Seawright III,
Syracuse University

Clarissa Tapia,
ASU

Blake M. Walker,
ASU



Photo by Courtney Pedroza

High School Students Discover the Power of Journalism

By Alyssa Tufts

Aspiring teenage journalists from across the country got a crash course in journalism during the 2014 Summer Journalism Institute at the Cronkite School.

Twenty-six students, many from underrepresented communities, received hands-on training in how to report and write stories, produce newscasts and create multimedia content for the Web. The students, who are nominated by their high schools, came from across Arizona as well as four other states — California, Maryland, North Carolina and Texas — to attend the two-week residential program, with housing, meals and journalism training provided at no charge.

The institute is funded by the Arizona Broadcasters Association, the Dow Jones News Fund, the Scripps Howard Foundation and Cronkite Endowment Board of Trustees member Tom Chauncey, a media lawyer at Gust Rosenfeld PLC.

Art Brooks, president and CEO of the Arizona Broadcasters Association, said the purpose of the

institute is twofold: “First to expose them to the Cronkite School and ASU and, second, to expose them to the diverse career choices in television, radio and print as well as all media in the digital environment.”

Students visit local media outlets, hear from professional journalists and meet news makers. They also report, shoot photos and videos, capture audio and produce a newscast and a multimedia-rich website.

Additionally, students experienced the ASU Downtown Phoenix campus, staying at the Taylor Place residence hall and visiting the Sun Devil Fitness Complex.

Anita Luera, who directs Cronkite’s high school programs, said the Summer Journalism Institute was founded in 1988, making it one of Cronkite’s oldest outreach programs. Over the years, she said, it has become much more digital in focus, and it still serves to inspire students.

“As these students get a chance to experience



The Summer Journalism Institute “was even better than I could have expected. I took so much out of it on the journalism side. ... It showed me what the real field of broadcast journalism is like and helped spark my passion to do it as a job.”

— Monica Harkins, Cedar Park Texas High School student

Top: Thomas Oide of Davis, Calif., works on a media project in the New Media Innovation and Entrepreneurship Lab. Middle: Courtney Edwards (left) of Bowie, Md., and Hannah Burnam of Glendale, Ariz., collaborate on a video project. Bottom: Delaney Drew (left) of Vail, Ariz., gets help from SJJ counselor Yahaira Jacquez as Monica Harkins of Cedar Park, Texas, prepares to go on camera. Photos by Arianna Grainey

real-world journalism with us at Cronkite, the light goes on, the passion is ignited and they see themselves as being journalists.” Luera said. “When they take what they learned back to their high schools, that’s the big payoff. That’s what makes SJJ successful.”

Victor Venegas from Sierra Linda High School in Phoenix said he learned skills over the summer that will help him improve his school’s newspaper website. And Monica Harkins from Cedar Park High School in Cedar Park, Texas, said she learned valuable broadcast writing and producing skills that she plans to apply in her school’s student-produced television program.

“It was even better than I could have expected,” Harkins said of the institute. “I took so much out of it. ... It showed me what the real field of broadcast

journalism is like and helped spark my passion to do it as a job.”

Harkins said her favorite session was broadcast writing taught by Cronkite Associate Professor Craig Allen. Harkins said it was memorable for her because it exposed her to a new area of broadcasting.

Mike Philipps, president and CEO of the Scripps Howard Foundation, said the industry needs students like these. “We need their energy and we need their enthusiasm,” he said. “Even those who choose a different career path will come away with a life-long appreciation for the fundamental importance of journalism and free speech in our society.”

This marks the second year the Dow Jones News Fund has provided a grant for the Summer Journalism Institute. Linda Shockley, deputy director of the fund, said, “DJNF values the fine work SJJ students produce and appreciates the excellent instruction they receive at ASU.” ■

Support for the Summer Journalism Institute

Arizona Broadcasters Association
azbroadcasters.org

Scripps Howard Foundation
scripps.com/foundation

Dow Jones News Fund
newsfund.org

Cronkite Endowment Board of Trustees
Member Tom Chauncey
cronkite.asu.edu/walter/board

Reynolds Institute Inspires High School Journalism Teachers



“For the first time, I’m actually writing and cutting video and doing what I need to do with my students so that I know that I am going to be a much better teacher.”

— Tracy Anderson,
teacher, Community High
School, Ann Arbor, Mich.



Top: The Reynolds High School Journalism Institute brings high school teachers from across the country to Cronkite for journalism training.

Bottom: Cherita Smith, a high school teacher at Creative Communications Academy in Calumet City, Ill., participates in a session at the Reynolds Institute.

By Samantha Incorvaia
Photos by Arianna Grainey

Jerry Miller started his career as a journalist before becoming a teacher 17 years ago.

In June 2014, Miller was reacquainted with the profession through the Cronkite School’s Reynolds High School Journalism Institute, a two-week training program for high school journalism teachers from across the country.

“The industry has changed so much since I left journalism that this has been really helpful to reconnect me and to get me up to speed to things that weren’t in existence when I was in the newsroom,” said Miller from Sparks High School in Sparks, Nev.

Thirty-five teachers from 15 states participated in the program funded by the Donald W. Reynolds Foundation and administered by the American Society of News Editors through its Youth Journalism Initiative. This marked the program’s eighth year at Cronkite.

The Reynolds Institute helps teachers develop skills in writing, editing, reporting, multimedia, layout and photojournalism. It also offers training in professional ethics, news literacy, the



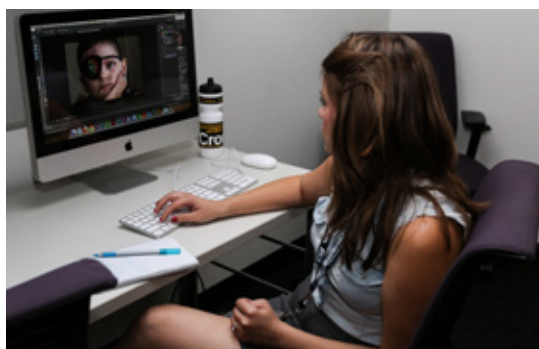
Left: Luis Senteno of San Diego High School in San Diego snaps a photo during a lecture at the Reynolds Institute.



Right: Dean Christopher Callahan welcomes high school teachers to the Cronkite School.



Left: Angela Hobart of Starkville High School in Starkville, Miss., checks her schedule.



Right: Krystin Pinckard of Mountain Pointe High School in Phoenix edits a photo for an assignment.



Left: Reynolds Institute instructor Alan Weintraut gives pointers to Katie Moreno of Seven Lakes High School in Katy, Texas.



Right: Arizona Republic Multimedia Producer Dave Seibert helps Annie Gorenstein of Arvada West High School in Arvada, Colo., with a project.

First Amendment and scholastic press freedom.

The high school teachers were taught by Steve Elliott, director of Cronkite News – Phoenix. He said many of the teachers didn't have a journalism background, but they shared a universal love for the craft.

"They're so dedicated to their students and journalism," Elliott said. "And even if they didn't mean to do it, they really do affiliate with it and want to do a good job. You see that radiating through everything they do."

English teacher Laura Medina is in the process of establishing a student newspaper at Montini Catholic High School in Lombard, Ill. She said she appreciated the spirited staff and resources available at the Cronkite School.

High school teacher Alan Weintraut served as a mentor instructor during the Reynolds Institute. Weintraut, who has assisted with the program since 2007, said the institute is a one-of-a-kind professional development opportunity for teachers.

"You see a lot of the same things you'd see in the growth of a student over a year's time," he

said. "At first you're a little timid, you might be a little fearful of the enormity of the task that's spelled out in front of you."

Tracy Anderson from Community High School in Ann Arbor, Mich., said she enjoyed the instruction from professional reporters and appreciated the collaborative learning environment.

"It puts me in the student's seat in that I get to experience what my students experience," she said. "For the first time, I'm actually writing and cutting video and doing what I need to do with my students so that I know that I am going to be a much better teacher."

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

"It's been extremely rewarding through the years to see the benefits of this instruction, not just through these dedicated teachers, but through the countless students they influence back home by creating more engaged, informed campuses," he said. ■

The Donald W. Reynolds Foundation

is a philanthropic organization founded by the late media entrepreneur for whom it is named. It has committed more than \$150 million to journalism initiatives nationally.

dwreynolds.org

The American Society of News Editors

is dedicated to the leadership of American journalism. ASNE is comprised of top editors, producers and directors, deans, directors and endowed chairs at journalism schools as well as leaders of journalism foundations and training organizations.

asne.org

New Media Academy Sharpens Multimedia Skills

By Kimberly Koerth
Photos by Sean Logan

“The program offers cutting-edge information and technology that is presented in an interactive and fun format.”

— Marshall Terrill,
Cronkite New Media
Academy attendee

Bottom left: Cronkite Instructional Technology Analyst Niclas Lindh (left) teaches New Media Academy participant Robert Scanlan the basics of online publishing.

Bottom right: Participant Lori Feuer (left) receives instruction on self-publishing from Cronkite Outreach Director Elizabeth Mays.

The Cronkite New Media Academy is a special program for anyone who wants to understand and participate in the new digital world of communications. The academy offers affordable training and workshops throughout the year at the Cronkite School's state-of-the-art building in downtown Phoenix. Discover more at cronkite.asu.edu/newmedia

Although Marshall Terrill has been writing best-selling books for 20 years, the biographer said he doesn't have much experience with e-books.

“It's the next piece of evolution in the publishing world,” said Terrill, who works by day as an ASU media relations officer. “With book stores going away, it makes much more sense to do an e-book.”

To learn more, he enrolled in Cronkite's New Media Academy, which offers a series of hands-on workshops for individuals of all backgrounds. Launched in 2009, the academy hosts in-depth sessions on website design, social media and photo, video editing and self-publishing.

Cronkite Assistant Dean Kristin Gilger said the academy was developed in response to a growing demand from Valley residents for multimedia and online skills. “We were hearing from a lot of people who say they need to know more to communicate successfully online,” she said.

In September 2013, Cronkite students and faculty as well as Valley residents participated in a one-day workshop on self-publishing at the Cronkite School. Participants worked one-on-one with expert instructors.

Cronkite Outreach Director Elizabeth Mays, who has published three e-books on professional development, taught the workshop with Cronkite Instructional Technology Analyst Nic Lindh.

“We offer a very expedient immersion into one topic,” Mays said.

Three years ago, journalist Pamela Burke attended the inaugural series of New Media Academy sessions on website design, social media, search engine optimization and photo editing. The experience helped her develop The Women's Eye, a popular website that spreads the word about positive actions of women around the world.

Burke, who did not have much multimedia prowess before attending the New Media

Academy, said the experience was invaluable in helping her build and promote her website, which is running strong three years later. She said the support she received from instructors was exceptional.

“They were terrific,” Burke said. “They were very open to my questions, and I had a lot of them. They were accessible after class.”

Tim McGuire, the Frank Russell Chair of Journalism at Cronkite, attended the self-publishing session, which he said was a positive experience.

“I liked it because it was so honest and so realistic,” he said. “It explained exactly what challenges you'd face. It was very pragmatic.” He added the New Media Academy, with its goal of connecting with the community and sharing skills and knowledge, makes Cronkite a “great force in the community.”

Terrill, who has authored more than 15 books, said the self-publishing session was an exciting opportunity, and he's now thinking about converting some of his past print books into e-books.

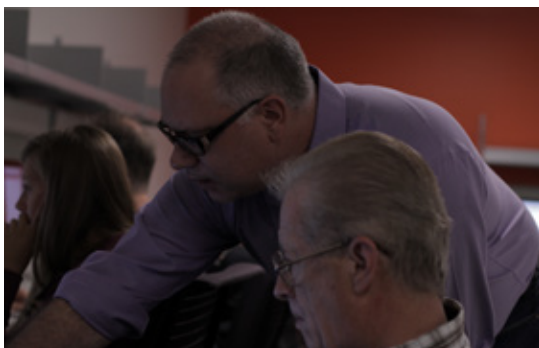
“The program offers cutting-edge information and technology that is presented in an interactive and fun format,” he said.

Gilger said the New Media Academy is designed for participants from diverse backgrounds with a variety of professional goals.

“Whether you're looking to develop a social media presence for your business or organization or you want to advance your career by sharpening your digital media skills, the New Media Academy can help you keep up with the constantly changing world of digital communications,” she said.

Burke said she is considering attending a future class on social media to learn new skills for her website. Meanwhile, she continues to use the skills she learned in her first academy.

“People ask me how I learned this, and I always tell them about Cronkite,” she said. “I think it is a terrific way to learn.” ■





global programs

At the Cronkite School
global awareness comes
in many forms.

Students have the opportunity to interact with journalists from around the world through two U.S. State Department programs – the Hubert H. Humphrey Fellowship in Journalism and the Edward R. Murrow Program for Journalists. The Humphrey Fellowship program brings up to a dozen international journalists to the school for a year of academic study, mentoring and professional development. And each fall during election season, another group of international journalists arrive to view first-hand how democracy works as part of the Murrow program.

During the summer, students traveled to London, Paris and Milan to visit top media outlets and cultural landmarks as part of Cronkite's study abroad programs. Other students spent their spring semester studying border and immigration issues

under the guidance of Southwest Borderlands Initiative Professor Rick Rodriguez. Rodriguez's students traveled to Chiapas, Mexico, over their spring break to do on-the-ground reporting on that region's struggles with illegal immigration and efforts to improve the quality of life for residents, and they produced a multimedia-rich website showcasing their work.

Cronkite's global outreach efforts are an important part of the school's educational mission, according to Professor B. William Silcock, who directs Cronkite Global Initiatives. Whether it's bringing journalists and media professionals from around the world to the school or organizing experiences for Cronkite students abroad, the goal, he said, "is to see the world, know the world and report the world."

Phoenix resident Deirdre Sparling (center) celebrates the graduation of Hubert H. Humphrey Fellows Derya Kaya (left) and Hina Ali. Photo by Deanna Dent

Since 2010

63 Edward R. Murrow visitors

49 Humphrey Fellows

60 countries represented

7 Cronkite study abroad trips



Photo by Brittany Morris

Cronkite Students Travel to Mexico for Depth Reporting Experience

By Madison Alder

In January 1994, an armed rebellion over social, cultural and land rights erupted in Chiapas, Mexico, resulting in nearly 100 casualties and leaving an open wound in the region's spirit.

Twenty years later, 16 Cronkite students traveled to ground zero of the Zapatista Rebellion and surrounding areas to report on and better understand a region that is still coping with the conflict's aftershocks.

The reporting trip was part of Cronkite's Borderlands Initiative, an in-depth multimedia reporting experience that teaches students how to report on Latino communities and border issues. The initiative is supported by the Howard

G. Buffett Foundation and the Adelaida and Barry Severson family.

During spring break, Cronkite faculty members Rick Rodriguez and Jason Manning led the depth-reporting excursion to San Cristóbal de las Casas in the state of Chiapas, located in southern Mexico near Guatemala and Honduras. Borderlands reporting trips

in previous years have included the Dominican Republic, Puerto Rico and Canada.

"We haven't gone to Mexico a lot lately because of all the drug violence, but this was a unique opportunity to go to a state where there's no travel advisory," said Rodriguez, former executive editor of The Sacramento Bee, who leads the program.

Before the weeklong trip, students spent significant time researching and pitching story ideas in Rodriguez's depth reporting class. Cronkite graduate student Steven Totten said he tallied three months of research before the flight to Mexico to report on the role that basketball and other sports play in Chiapas.

Totten interviewed local gym teachers and Chiapas' secretary of sports, youth and recreation. And he talked with sports journalists to better understand the therapeutic role sports are playing in the region.

"The government is trying to use (basketball) courts and the sport at large as a way to improve the relations between themselves (and their citizens)," Totten said.

Students encountered many of the obstacles international journalists face — transportation problems and language barriers among them.

"The Borderlands Initiative has made a huge impact on my investigative reporting and my ability to understand different cultures."

— Alex Lancial, Cronkite student

Left: During an International Women's Day press conference, Cronkite student Laurie Liles (right) speaks with translator Paco Vasquez Moto. Photo by Lacey Darrow



Right: An activist attending International Women's Day events in San Cristóbal de las Casas, Chiapas, Mexico, wears a banner that reads, "Careful! Machismo kills." Photo by Alex Lancial





Top: At the House of Mercy immigrant shelter in Arriaga, Chiapas, Mexico, Cronkite student Emilie Eaton (center seated on ground) interviews a Salvadoran man attempting the long, dangerous journey to the U.S. Cronkite faculty member Jason Manning (center seated in chair) translates the interview. (Photo by Jessie Wardarski) Bottom left: Cronkite students Brittany Morris (center) and Carolina Lopez interview Moises de la Cruz on his farm in Buena Vista, Chiapas, Mexico. (Photo by Yihyun Jeong) Bottom right: American Virgil Edwards, a land owner in San Cristóbal de Las Casas, Chiapas, Mexico, looks over plants on his farm. (Photo by Connor Radnovich)

Totten said he was initially worried about getting his equipment confiscated or even being attacked. However, the students received training in threat analysis and mitigation from an expert who has helped the FBI and U.S. State Department.

Cronkite student Alex Lancial shot photographs and provided graphic design support on the project. She collaborated with other students on several stories, including reports on fair trade coffee and women's rights. For one assignment, Lancial traveled two hours by cab with a reporter and guide to the city of Bochil for a story on midwives.

Manning said the program offers an unmatched opportunity for journalistic growth.

"To report from a foreign country and deal with all the challenges that go along with that (like)

logistical challenges, transportation challenges and language challenges ... (offers) a rare experience for someone who is still in journalism school," he said.

Lancial said the Borderlands Initiative was a transformative experience that made her a more understanding, prepared and focused reporter. "The Borderlands Initiative has made a huge impact on my investigative reporting and my ability to understand different cultures," she said. "It helped me understand the importance of research and knowing everything you can about a subject before you go report it." ■

View the full Borderlands project at cronkite.asu.edu/buffett/Chiapas.

Support for Cronkite Borderlands Initiative

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 thehowardgbuffett-foundation.org.

The Adelaida and Barry Severson Family provides 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 www.bushtex.com.

Cronkite Hosts Global Journalists in Murrow Program

By Aimee Cash

When international journalist Meredith Nakane Kuusa stepped inside the Cronkite School, she was amazed at what she saw.

"It's really advanced here," said Kuusa, a journalist from Papua New Guinea. "The Cronkite School is like a dream type of university. I couldn't even imagine this type of university existed."

Kuusa was one of 12 international journalists who visited the Cronkite School in November 2013 as part of the Edward R. Murrow Program for Journalists, a public-private partnership between the State Department and several of the nation's top journalism schools.

The Murrow Program brought more than 100 young international media professionals to the U.S. to study journalism practices for three weeks. Cronkite was one of nine schools to host a group of participants for a week. The program also included stops in New York and Washington, D.C.

The 2013 ASU cohort was from the East Asia-Pacific region. The countries included Australia, China, Hong Kong, Indonesia, Japan, Papua New Guinea, Philippines, Taiwan, Tonga and Vietnam.

"The East Asia-Pacific region of the world is a vibrant, expanding and significant part of the world," said Cronkite Associate Professor B. William Silcock, director of Cronkite Global Initiatives. "For our students, faculty

"The Cronkite School is like a dream type of university. I couldn't even imagine this type of university existed."

— Meredith Nakane Kuusa,
Murrow Program participant

and staff to hear firsthand from the best and brightest journalists in this region was such a true honor and wonderful opportunity."

Members of the 2013 group studied the influence of social media on journalism. They participated in several interactive sessions with social media thought leaders at Cronkite and media outlets such as The Arizona Republic.

"I'm really interested in social media and how it helps news organizations," Kuusa said during her visit. "Right now, it's no longer the traditional media. You have to be in with the times."

The participants also studied national and state politics and learned about U.S. election coverage in sessions taught by Cronkite faculty members Leonard Downie Jr., Weil Family Professor of Journalism and former executive editor of The Washington Post, and Aaron Brown,

Walter Cronkite Professor of Journalism and former CNN anchor.

"You get the chance to live and travel with journalists from all over Asia. That alone is enriching, and then you sit in on all of these different talks by all these experts," said Michael Josh Hui Villanueva, a multimedia journalist from the Philippines.

In addition to the sessions, participants said they learned from each other.

"It's a really big opportunity for me to come here — not only for my networking but to learn from my peers," said Murrow journalist Telesia Adams, who is a newspaper editor in the South Pacific nation of Tonga.

Adams, who writes for the newspaper Taimi Media Network about the relationship between the U.S. and her home country, said the Murrow Program helped her address some of the challenges she faces on the job back home.

The Edward R. Murrow Program for Journalists was named in honor of the late CBS News journalist. Since 2006, more than 1,000 international journalists have studied in the U.S. through the program. Cronkite has been a host four times.

"I think the legacy of Murrow is really in the spirit of this program because he became famous by going overseas and being in the right place at the right time," Silcock said. ■

The Edward R. Murrow Program for Journalists brings international media professionals to the Cronkite School to study journalism practices and create new professional contacts. Photo by Madeline Pado



Humphrey Fellowship Program Fosters Global Friendships

By Kimberly Koerth

Photos by Deanna Dent

Derya Kaya and Hina Ali became friends soon after arriving in Arizona as part of the Hubert H. Humphrey Fellowship Program.

Although the two shared some similar experiences, their lives before traveling to the U.S. were quite different. Kaya, quiet in demeanor, worked for nonprofit organizations in Turkey. In contrast, the gregarious Ali was a documentary producer and director in Pakistan.

Despite these differences, the two forged a friendship at Cronkite. They shared their professional hopes and discussed the culture of their home countries during long walks at night and in the classroom.

"That was one of the best parts of the program — exchanging cultures, histories," Kaya said. "You realize that although you are from different countries, there are so many similarities. It's unbelievable."

Kaya and Ali were among 10 midcareer international journalists and media professionals at Cronkite during the 2013-2014 school year as part of the prestigious Humphrey Fellowship Program, an initiative of the U.S. State Department's Bureau of Educational and Cultural Affairs.

The program teaches leadership and journalism skills to international media professionals and gives them the opportunity to expand their professional experience.

"They have the chance to get to know America differently than the version in Hollywood. They're learning their fields from an American perspective," said Associate Professor B. William Silcock, director of Cronkite Global Initiatives and Humphrey Program curator. "And the program allows Cronkite to bring the world here. They get to see the world, know the world and report the world."

In addition to taking classes and working in internships or volunteer positions, the fellows regularly interacted with Cronkite students. They gave presentations as part of the Cronkite Global Conversations series on topics such as success stories in their countries and terrorism's impact on the global environment.



The program also gave the fellows the opportunity to travel. They visited students and faculty at Yavapai College in central Arizona for a daylong event on globalization and international cooperation. They also toured Nogales, Ariz., with Humphrey fellows from the University of Minnesota Law School to learn about border issues.

Both Kaya and Ali described their time in the U.S. as life-changing.

"I think that when you travel you become more innovative," Kaya said. "You develop a different kind of vision. You meet people, you eat different food, you do things you wouldn't normally do in your country."

One of Kaya and Ali's favorite memories was watching the opening ceremony of the Winter Olympics. Many of the fellows were accustomed to watching the Olympics with their families and friends at home. However, the experience created new bonds and respect for each other.

"It was something really nice for me," Ali said. "It was one of the few moments where I've felt like as a person I'm growing because I'm accepting more. I feel connected with more people, more cultures, so that made me really happy and satisfied."

Ali said she hopes to remain in contact with all of the fellows after they've returned home.

"We are friends for life," Ali said of Kaya. "We will always stay in touch for the rest of our lives. We will always stay in touch one way or another. This is one of the most valuable parts of the program." ■

The Valley of the Sun United Way's marketing team celebrates the graduation of Humphrey Fellow Ivana Braga (second from left).



Top: Humphrey Fellow Javaria Tareen shares a moment with Cronkite associate faculty member Nancie Dodge.

Bottom: Humphrey Fellow Hina Ali (left) poses for a photo with her host family, Sandi and Al Blumit.



Left to right: Steven James Kapoloma, Fernando Aguilar, Ivana Braga, Wahida Ifat, Hina Ali, Maja Čakarun, Derya Kaya, Javaria Tareen, Rhonda Jaipaul-O'Garro and Issa Koumouréoua Napon. Photo by Michael Duarte

Humphrey Fellows Represent the World

Ten mid-career journalists spent the academic year at the Cronkite School as part of the Hubert H. Humphrey Fellowship Program. They pursued studies, received leadership training and forged professional affiliations with journalism and public relations organizations in Arizona and across the nation. The 2013-2014 fellows were:

Fernando Aguilar, El Salvador, is a social communicator working for Quetzalcoatl Consulting Group, leading the implementation of a strategy to promote the cultivation of traditional cacao in the municipality of Izalco. He works with multiple sectors of society to create partnerships that will bring prosperity to the region. A graduate of Central American University with experience in academia and the private sector, he devoted his Humphrey year to learning new tools and resources for implementing effective communication campaigns aimed at broad audiences.

Hina Ali, Pakistan, is a producer for Pakistan's first and only Oscar-winning production company, Sharmeen Obaid-Chinoy Films, which specializes in investi-

gative and socially motivated content. She holds a bachelor's degree in journalism and a master's degree in advertising and public relations from the University of Karachi in Pakistan. Ali has directed and produced for leading television channels in Pakistan, including DawnNews (TV), Aaj News (TV), Express News and BBC Pakistan. During her Humphrey year, she studied documentary production, television reporting and visual storytelling.

Ivana Braga, Brazil, is a communications coordinator with Grupo de Apoio às Comunidades Carentes do Maranhão, a nongovernmental agency that promotes community development within socially vulnerable populations. She coordinates for the Rede Amiga da Criança network composed of 25 institutions spanning governmental and nongovernmental sectors that help at-risk children and adolescents. With a bachelor's degree in communication and journalism from the State University of Maranhão, Braga focused on how social mobilization strengthens social organizations and influences public policies for minority populations.

Maja Čakarun, Croatia, is head of the public relations division in Zagreb City Holding Ltd., a public company owned by the city of Zagreb. She earned a Master of Arts in European studies from Katholieke University in Leuven, Belgium, and a bachelor's degree in political science from the University of Zagreb in Croatia. She has two diplomas: one in public relations from the London School of Public Relations and the other from the Academy for Political Development. During her Humphrey year, Čakarun developed her public communication skills in order to leverage social media for successful PR campaigns.

Wahida Ifat, Bangladesh, is the information manager in communications and development services in iccdr,b, an international public health research organization in Bangladesh. She has worked as a senior sector specialist for BRAC, a nonprofit organization based in Bangladesh. With a master's degree in sociology from Dhaka University and a Master of Arts in gender-focused education and international development from the University of London, she has contributed to the development of



Each fall, Humphrey Fellows arrive at Cronkite for 10 months of academic study, leadership development, professional enrichment and American cultural immersion. The 2013-2014 cohort visited San Xavier del Bac in Tucson, Ariz., and the U.S.-Mexico border, among other places, and met ASU President Michael M. Crow. Photos by Deanna Dent and Michael Duarte

life-skills-based education material for underprivileged teens in Bangladesh. She studied public relations and social media at ASU.

Rhonda Jaipaul-O'Garro, Trinidad and Tobago, manages marketing and communications for the University of the West Indies. She is production editor of *The Pelican*, the university's flagship magazine, which has won four international awards for excellence since its launch in 2006. O'Garro is a final-year Ph.D. candidate in UWI's Department of Management Studies and holds a master's degree in public communication and public relations from the University of Westminster, London. She focused on digital communications strategies for effective communication while at Cronkite.

Steven Kapoloma, Malawi, is the deputy director of corporate affairs for the Malawi Revenue Authority, a tax-collecting body, leading a team to develop domestic revenue mobilization initiatives by encouraging voluntary taxation. He has championed campaigns against consumer exploitation and

successfully lobbied to protect consumers from unfair trade practices. Kapoloma has a Bachelor of Arts from the University of Malawi, a post-graduate certificate in public relations from the Centre of Public Relations and Communication Management in South Africa and a professional certificate in marketing from the Chartered Institute of Marketing in the U.K. During his Humphrey year, he studied public relations and social media.

Derya Kaya, Turkey, is experienced in several areas of the nonprofit sector, having worked as a development professional, social entrepreneur, volunteer and activist in her country for almost 10 years. She works for Women for Women's Human Rights-New Ways, a nongovernmental organization that promotes gender equality and women's human rights. Kaya holds a bachelor's degree in international relations from Galatasaray University in Istanbul and focused on communications and public relations during her Humphrey year.

Issa Koumouréoua Napon, Burkina Faso, is a news anchor and reporter for RTB, the public radio and television

station in Burkina Faso, where he has worked for 16 years. He was honored with a CNN African Journalists Award after being selected from 2,000 candidates across 40 African countries to be recognized in a CNN awards contest celebrating the best African journalists. He holds bachelor's and master's degrees in communication and journalism from the Université de Ouagadougou and the Université AUBE Nouvelle. During his Humphrey year, Napon developed online media and investigative journalism skills.

Javaria Tareen, Pakistan, reports for the Balochistan Times and has experience in reporting, radio and public relations. She has covered gender issues, child protection and education for the past eight years. She holds a bachelor's degree in information technology and master's degrees in international relations and media and journalism. She also is studying law at the University of Balochistan. During her Humphrey year, Tareen learned more about new media, online technique and public relations strategies. ■

“There’s no other program that will let you meet international figures you’d never thought you’d meet and visit newsrooms like CNN and BBC.”

— Tien Bischoff,
Cronkite student



Cronkite students participating in the summer study abroad program take in the sights in Paris with Associate Professor B. William Silcock (far right), who co-led the trip. Photo courtesy of B. William Silcock

Cronkite Students Get a Taste of Global Journalism

Cronkite Euro



Experience the Cronkite study abroad program at cronkiteeuro.com.

By Alyssa Tufts

Three weeks in London, Paris and Milan may sound like a fun summer vacation, but for 14 Cronkite students, traveling to those cities involved a lot more than visiting tourist attractions.

The students, who were part of a Cronkite study abroad experience in June of 2014, also made stops at major media organizations, interviewed journalists and media consumers and blogged about their experiences. The Cronkite Euro blog featured news and feature stories as well as photos.

This year’s program included stops at CNN and the BBC in London, Bloomberg in Paris and Edelman public relations in Milan. Students met with prominent journalists such as CNN’s Christiane Amanpour and Wolfgang Blau, The



Cronkite students talk with CNN’s Christiane Amanpour during the London leg of the European study abroad trip. Photo courtesy of B. William Silcock

Guardian’s director of digital strategy.

Cronkite student Tien Bischoff was especially impressed with Blau, who he described as “a very



Cronkite students tour the headquarters of The Guardian newspaper (top photo) and CNN (bottom photo) in London. Photos courtesy of B. William Silcock

interesting and open-minded journalist. His focus was really on how journalism needs to adapt to the progress of technology."

Associate Professor B. William Silcock, director of Cronkite Global Initiatives, and Associate Professor Dawn Gilpin led the trip. Silcock, who has directed a number of other study abroad programs for Cronkite, said the experiences are designed to teach students about global media organizations as well as media cultures and practices in other countries, but the biggest benefit lies in expanding students' horizons beyond the classroom.

"The students prove to themselves they can succeed and gain the confidence to ask questions of professionals and think on their feet by traveling, reading and writing," he said.

Bischoff said he learned how to develop stories in unfamiliar settings. And he came away with a new appreciation for how highly media organizations value employees with digital skills.

"I feel more confident in my path through Cronkite because now I know what news organizations are really looking for in a journalist," he said.

Cronkite student Windsor Smith said visits to the BBC in London and Rai TV, Italy's leading television station, helped her understand the differences in how journalism is practiced in Europe and the U.S.

I learned "how lucky we are to be journalists in the U.S. and have freedom of speech," Smith said. "In Italy, you have to have a license to be a journalist. We're lucky we have the opportunities that we do here in the U.S."

Students did manage to find some time for sightseeing. They completed walking tours in each of the cities they visited, stopping at the Louvre in Paris, St. Bride's Church in London and the Sforza Castle in Milan, among other landmarks. Along the way, they took photos to share on the Cronkite Euro blog and on Facebook and Twitter using the hashtag #CronkEuro14.

Bischoff said he would recommend the experience to any Cronkite student.

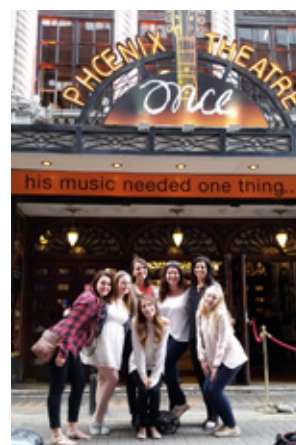
"There's no other program that will let you meet international figures you'd never thought you'd meet and visit newsrooms like CNN and BBC," he said. "With such a small group, you get to see and learn a lot." ■



Top: Cronkite students gather for a group photo in Paris.

Middle: Students catch a glimpse of Catherine, Duchess of Cambridge, in a London park.

Bottom: Students pose for a photo outside the Phoenix Theatre in London. Photos courtesy of B. William Silcock





our events

Bob Schieffer of CBS News and Karl Ravech of ESPN. Robin Roberts of ABC News, Scarlett Spring of Vision-Gate and Steve Capus, formerly of NBC. Lou Ferrara of The Associated Press, Ryan Gabrielson of The Center for Investigative Reporting and Mark Hass of Edelman, the world's largest public relations firm.

These are just some of the leading journalists and communications professionals who shared their ideas and experiences with Cronkite students, faculty and the public during the 2013-2014 school year.

Bringing professionals to the school — and getting them involved — is an important part of keeping the Cronkite School closely connected to the working world of journalism and communication, said Cronkite Dean Christopher Callahan. "We learn from them, and they leave more enthused than ever about the generation that will follow in their footsteps."

2013-2014

70-plus school events

1,100 guests at annual Cronkite Award Luncheon

45 "Must See Mondays" lecture speakers

Major media and journalism organizations represented:

The New York Times, ESPN, Edelman, Google, The Associated Press, CBS News, The New Yorker and Knight Foundation

Above: CBS newscaster Bob Schieffer (center) receives the Walter Cronkite Award for Excellence in Journalism. Photo by Tim Trumble



cronkite.asu.edu/events



Clockwise left: CBS newscaster Bob Schieffer (second from left), who is pictured with Republic Media COO John Misner (left), University Provost Elizabeth Phillips and Cronkite Dean Christopher Callahan, accepts the Walter Cronkite Award for Excellence in Journalism. Schieffer greets David Whillock, dean of the Bob Schieffer College of Communication at Texas Christian University. Schieffer (left) and his wife, Pat, talk with Cronkite alumna Lisa-Charisse Blanco, Cronkite Assistant to the Dean Carolyn McNearney and alumna Desiree Salazar. Photos by Tim Trumble

Bob Schieffer Accepts Cronkite Award

As a young journalist, award-winning CBS newscaster Bob Schieffer idolized one person.

"Walter (Cronkite) truly was, when I was a young reporter, my hero," he said. "I wanted to be like him. I still want to be like him."

Schieffer reminisced about his mentor and friend as he accepted the 2013 Walter Cronkite Award for Excellence in Journalism. The seven-time Emmy Award winner received the accolade during the annual Cronkite Award Luncheon at the Sheraton Phoenix Downtown Hotel in October 2013.

"In many ways, Bob Schieffer receiving this year's Cronkite Award brings us back to our beginning," said Cronkite Dean Christopher Callahan at the luncheon. "Bob, of course, was a longtime CBS News colleague and great friend to Walter Cronkite, our namesake who remains the school's guiding light."

The Cronkite Award is an annual honor the school gives to a distinguished journalist who embodies the values of the school's namesake. Schieffer is the 30th recipient of the award, joining previous winners such as Christiane Amanpour, Tom Brokaw, Jane Pauley and Bob Woodward.

Schieffer spent two days at Cronkite, touring the building, visiting with faculty and students,

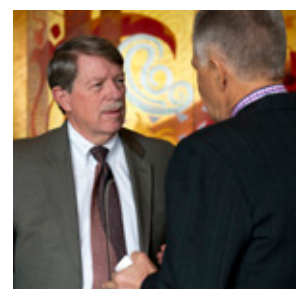
meeting with local media and watching a broadcast of Cronkite News, the school's award-winning, student-produced newscast. Along the way, he shared stories about his friendship with the legendary "CBS Evening News" anchor.

"Walter Cronkite on television was exactly the same as he was in person," Schieffer said during a "Must See Mondays" discussion with Assistant Dean Mark Lodato. "He was exactly the same. He talked exactly the same way. He had this insatiable curiosity. He loved the news."

Schieffer also discussed the political gridlock in Washington, D.C., and the 50th anniversary of the John F. Kennedy assassination. As a young reporter for the Fort Worth Star-Telegram in Texas, Schieffer said he received a phone call from a woman looking for a ride to Dallas on the day Kennedy was shot.

Schieffer recalled saying to the woman, "Lady, we don't run a taxi here and, besides, the president has been shot." The caller replied, "Yes, I just heard on the radio. I think my son is the one they arrested."

The woman was Marguerite Frances Claverie, the mother of assassin Lee Harvey Oswald. Schieffer and an editor drove her to Dallas, gaining behind-the-scenes access to the Dallas police



Top: Retired Cronkite staff member Millie Christensen (left) chats with Cronkite emeritus faculty member Robert Ellis and his wife Frankie Jo Ellis at the Cronkite Award Luncheon.

Bottom: Arizona Broadcasters Association President and CEO Art Brooks talks with guests at the luncheon. Photos by Molly J. Smith

Recipients of the Cronkite Award include:

- 2013 Bob Schieffer, correspondent and anchor, "Face the Nation" and CBS News
- 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, "The MacNeil/Lehrer NewsHour"
- 2007 Jane Pauley, former anchor, NBC's "Today Show" and founding co-host, "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, "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, The Washington Post
- 2000 Cokie Roberts, ABC News correspondent
- 1999 Tom Johnson, president, CNN
- 1998 Ben Bradlee, executive editor, The Washington Post
- 1997 Roone Arledge, chairman, ABC News
- 1996 Charles Kuralt, former host, "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, United Press International
- 1992 Don Hewitt, creator and executive producer, "60 Minutes"
- 1991 George Will, Pulitzer Prize-winning syndicated columnist and author
- 1990 Ted Turner, chairman and president, Turner Broadcasting System and founder, CNN
- 1989 Malcolm Forbes, publisher and editor-in-chief, Forbes magazine
- 1988 Allen H. Neuharth, chairman, Gannett Co. and founder, USA Today
- 1987 Katharine Graham, chairwoman of the board, The Washington Post Co.
- 1986 Otis Chandler, publisher, the Los Angeles Times
- 1985 Bill Mauldin, Pulitzer Prize-winning editorial cartoonist
- 1984 William Paley, founder, CBS, and Frank Stanton, former president, CBS



Clockwise top: The Cronkite Award Luncheon attracts media leaders, business executives and civic leaders. Cronkite supporters Michael and Ellie Ziegler talk with Bob Schieffer. Cronkite Dean Callahan chats with Schieffer and his wife Pat. Photos by Tim Trumble

investigating the crime.

Eventually, he said police realized he was a reporter when Claverie was about to speak to Oswald, and Schieffer was asked to leave.

"That became the biggest interview I almost got and didn't," he said. "What an adventure in a time of tragedy like that. As tragic and traumatic as that time was, I think that's just one (answer to the question), 'Why do you want to be a reporter?' How else could you have an experience like that?"

At the Cronkite Award Luncheon, Schieffer discussed the dangers and hopes for digital journalism.

"We spend a lot of time in journalism worrying about whether newspapers will continue to be printed on paper," he said to nearly 1,100 students, journalists, business leaders and Cronkite supporters. "I believe that is the wrong question. The question is not whether we are going to get the news written down on paper or on our wristwatch but the content that we receive."

While the Internet has made it easier to distribute and share the news, Schieffer said accuracy has taken a back seat to immediacy. He touched on social media and journalism, saying

students must recognize the difference between the two.

"Social media is fine. Tweets and such are nice," he said. "But journalism is not about scratching the surface. It is about going beneath the surface and finding the truth."

Schieffer said schools such as Cronkite and the School of Journalism at Texas Christian University, his alma mater, have created new teaching models for training journalists.

"You must be, and should be, very, very proud of what has been accomplished here at the Cronkite School," he said. "It is truly unique. There's nothing like it in America today. This is a wonderful thing to come here and see."

Cronkite student Caitlin Cruz, who attended the luncheon, said she was inspired by Schieffer's acceptance speech. "Bob Schieffer's appearance was very impressive," she said. "He learned directly from Walter Cronkite, and it was really neat to hear stories about this legendary person." ■

To watch videos of past Cronkite Award recipients, go to cronkite.asu.edu/walter/cronkiteaward.



Top left: Cronkite student Brett Nachman attends the Cronkite Award Luncheon honoring Schieffer. Photo by Molly J. Smith

Top right: Cronkite students Hattie Hayes (left) and Erica Lang chat during the luncheon. Photo by Molly J. Smith

Left and below: Schieffer tours the Cronkite School, visiting the Cronkite News – Broadcast studio and shares his experiences with students. Photos by Courtney Pedroza



"You must and should be very, very proud of what has been accomplished here at the Walter Cronkite School. It is truly unique. There is nothing like it in America today."

— Bob Schieffer, accepting the 2013 Cronkite Award

"I'm truly humbled to join the list of remarkable journalists who have received the Walter Cronkite Award. I'm honored to be selected and look forward to spending time with the students at Arizona State University. I know we're all in great hands with this next generation of journalists."

Robin to Receive Roberts 2014 Cronkite Award

Robin Roberts, the award-winning anchor of "Good Morning America" on ABC News, will be the 2014 recipient of the Walter Cronkite Award for Excellence in Journalism.

Roberts will accept the 31st annual award, given by the Walter Cronkite School of Journalism and Mass Communication, at a luncheon ceremony in October at the Sheraton Phoenix Downtown Hotel.

"I'm truly humbled to join the list of remarkable journalists who have received the Walter Cronkite Award," Roberts said. "I'm honored to be selected and look forward to spending time with the students at Arizona State University. I know we're all in great hands with this next generation of journalists."

Roberts was named co-anchor of "Good Morning America" in 2005, leading the broadcast to the top of the morning show ratings and earning three consecutive Emmy Awards for Outstanding Morning Program. With more than 20 years of broadcasting experience, she has conducted interviews with newsmakers that include President Barack Obama, Academy Award-winning actor Sidney Poitier and basketball legend Kareem Abdul-Jabbar.

From 1990-2005, Roberts was a contributor to ESPN, serving as one of the network's most versatile commentators. Her assignments included anchoring "SportsCenter" and contributing to "NFL Primetime." She also served as a contributor to "Good Morning America" while working at ESPN.

Roberts faced public battles with a rare bone marrow disorder called myelodysplastic syndrome in 2012 and breast cancer in 2007. For her courageous spirit, she was recognized with awards and honors, including the Susan G. Komen Foundation,

the Congressional Families Cancer Prevention Program, ESPN's Arthur Ashe Courage Award and the prestigious Peabody Award for "Robin's Journey" in 2013.

Roberts has reported on news around the globe, including a trip to Africa with former President Bill Clinton for a firsthand look at the AIDS crisis. She also played an important role in the coverage of the 2008 presidential election and Hurricane Katrina in 2005.

A native of the Mississippi Gulf Coast, Roberts graduated with a communications degree from Southeastern Louisiana University in 1983. She was a standout performer on the women's basketball team, ending her career as the school's all-time leading scorer and rebounder.

Roberts started her broadcasting career while in college at WHMD/WFPR radio in Hammond, La., where she was the sports director. From there, she worked in sports broadcasting for television stations in Mississippi, Tennessee and Georgia before joining ESPN.

She is the author of two books, "Everybody's Got Something" and "From the Heart: Eight Rules to Live By."

"Robin Roberts' outstanding contributions to our profession and the great personal courage she has demonstrated make her the perfect recipient for this year's Cronkite Award," Cronkite School Dean Christopher Callahan said.

"We are excited for our students, alumni, supporters and friends to hear her inspirational story and celebrate her career."

Previous Cronkite Award recipients include TV anchors Diane Sawyer, Brian

Williams and Tom Brokaw; newspaper journalists Ben Bradlee, Helen Thomas and Bob Woodward; and media executives Katharine Graham, Al Neuharth and Bill Paley. Cronkite, who passed away in 2009, personally presented the award during its first quarter-century. ■



Photo courtesy of ABC News



Reynolds Center Recognizes the Best in Business Investigations with Barlett & Steele Awards

By Aimee Cash

Some of the country's top business investigative journalists shared stories of uncovering financial abuse of the needy, taxpayers and consumers during the presentation of the 2013 Barlett & Steele Awards.

Named in honor of Pulitzer Prize-winning journalists Donald L. Barlett and James B. Steele, the awards recognize the best in business investigative journalism and are awarded by the Donald W. Reynolds National Center for Business Journalism at the Cronkite School. The gold, silver and bronze winners accepted their awards and discussed their stories during a November 2013 "Must See Mondays" event.

"These pieces represent the very best because the stories aren't just anecdotal," Steele said. "There is a statistical component that shows what's going on and, by the same token, shows the human impact."

The winner of the gold award and \$5,000, "America's Worst Charities," was produced by Kris Hundley of the Tampa Bay Times and Kendall Taggart of The Center for Investigative Reporting. The reporters spent a year collecting data and consulting with experts to expose charities that turned out to be fraudulent and ones that were giving a small slice of donations to intended recipients.

"The question became: Why would you give 85 and 90 percent of every donation to the person

who is making the phone calls? And why should you do that year after year?" said Hundley, who accepted the award with Taggart. "We never did get a good answer. So that's why we called them 'America's Worst.'"

Louise Story of The New York Times won the silver award and \$2,000 for "The United States of Subsidies." Her story started with a simple question: How much money do cities and states spend on business incentives in the name of job creation? After months of digging, Story found that approximately \$80 billion in tax breaks and business incentives were doled out by local governments to recruit and keep businesses.

"I spent four months collecting the data," Story said. "And when I had it all collected, I then looked at it and analyzed it, and the findings ... drove the stories that I reported and wrote."

A team from The Wall Street Journal took home the bronze award and \$1,000 for "Inside Game: How Corporate Insiders Profit Ahead of the Public." Reporters Susan Pulliam, Rob Barry, Michael Siconolfi and Jean Eaglesham spent more than six months building a database to examine how executives traded their own companies' stocks over the course of eight years. Their investigation revealed more than 1,000 executives had avoided big losses or generated profits through loopholes in insider trading laws.

"It started with an anecdote, a case, and then expanded outward, asking the question: How often

Pulitzer Prize-winning investigative business journalist James B. Steele (left) and Reynolds National Center for Business Journalism President Andrew Leckey (far right) congratulate the 2013 Barlett & Steele Award winners Rob Barry, Louise Story, Kris Hundley and Kendall Taggart. Photo by Madeline Pado

Support for Barlett & Steele Awards

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 business journalism.

For more information, visit dwreynolds.org



SABEW Hosts Ethics Seminar at Cronkite

The Society of American Business Editors and Writers took a deep look at journalism ethics during a two-day seminar that featured past and present New York Times public editors and Cronkite faculty.

The October 2013 Gary Klott Ethics Symposium explored ethical issues that journalists face as the result of the decline of print advertising revenues and the rise of blogs and social media. The event featured veteran journalists Margaret Sullivan, Clark Hoyt and Barney Calame, all former public editors at The New York Times.

Walter Cronkite Professor of Journalism and former CNN anchor Aaron Brown began with a discussion on "Ethics Is Easy, Judgment is Hard." And Cronkite Professor Tim McGuire, Frank Russell Chair of Journalism, led a one-on-one discussion with Sullivan on the future of journalism ethics.

During their panel discussion, "How Public Editors Deal with Emerging Ethical Issues," Sullivan, Hoyt and Calame examined current and emerging ethical concerns facing today's journalists.

Panelists talked about the challenge of accurately reporting breaking news, referencing The New York Times' coverage of the 2012 Sandy Hook Elementary School shooting in Newtown, Conn.

"I criticized the Times for its inaccuracies online after Newtown," Sullivan said. "There was a gunman named that turned out to be the brother of the actual gunman."

She said reporters need to take more time to fact-check information before it goes online. "You take more time. You try to get it from multiple sources," she said. "None of this stuff is new. You try to get

Tim McGuire, the Frank Russell Chair for the Business of Journalism, participates in a discussion with New York Times Public Editor Margaret Sullivan at the SABEW Gary Klott Ethics Symposium at Cronkite. Photo by Gabriel Rodriguez

someone on the record who is a named official — and all of those things will help."

The journalists also examined the rise of social media and how people get news from platforms such as Twitter.

"I think there's now a differentiation among all the different kinds of news media out there," Sullivan said. "Twitter is an incredible source of news and a valuable one, but you bring different kinds of expectations to it that are very different ones than you bring to a major newspaper."

SABEW organized the program to celebrate its 50th anniversary and to honor its late, former president. Klott, who was SABEW president from 1994-1995 and who died of a heart attack in 2002 at age 52. He is credited with getting the organization to expand its ethics guidelines for business journalism.

At the time of his death, Klott was a widely syndicated tax-advice columnist and ran a tax information website he founded. Previously, he was a business writer for United Press International and The New York Times. He also wrote three books, including "The New York Times Complete Guide to Personal Investing" in 1987.

"We had a splendid program befitting of SABEW's 50th anniversary in 2013," SABEW Executive Director Warren Watson said. "Gary Klott was a seminal leader of SABEW in the 1990s and an ethics conscience for our group. Doing this in his honor was special." ■



James B. Steele discusses business journalism with the winners of the 2013 Barlett & Steele Awards. Photo by Madeline Pado

does this happen? How prevalent is this?" said Barry, who accepted the award on behalf of his team. "We took a sweeping look at the entire world of insider trading and found that there were, in fact, these loopholes that these executives were exploiting."

Reynolds Center President Andrew Leckey, the Reynolds Endowed Chair in Business Journalism at the Cronkite School, asked Steele to share his experiences collaborating with Barlett, who was unable to attend the event.

"The whole issue of team reporting is of great interest in journalism," Steele said. "Any time it can happen is tremendous because you can get twice the work done. But on top of that, I think the most valuable thing is that you have a fellow sounding board."

The panel of reporters fielded questions about planning and organizing in-depth stories and verifying information in data. They also provided career advice to students interested in pursuing jobs in investigative journalism.

Leckey expressed his appreciation to students for attending the awards presentation, which typically happens during ASU's winter break. "We're just delighted that students could be a part of this year's event because I think you can see that not that far down the road in your careers, you have the capacity to do really great things," he said. ■



National Center on Disability and Journalism Names Winner of New Journalism Award

Photos by Sean Logan

People with mental or physical disabilities make up at least 19 percent of the U.S. population, and yet they are frequently overlooked by the media, said Cronkite Associate Dean Kristin Gilger, who directs the National Center on Disability and Journalism.

To call attention to the issue and highlight outstanding disability reporting, the NCDJ at the Cronkite School created the Katherine Schneider Journalism Award for Excellence in Reporting on Disability.

"The most common stories are about a cure for a condition or a superhuman who overcomes the disability," said award namesake Katherine Schneider, a retired clinical psychologist who has been blind since birth. "I wanted to help highlight good stories and chose to work with the NCDJ and the Cronkite School because of their commitment to fair and accurate journalism that includes diversity."

The inaugural first-place award went to Ryan Gabrielson, a reporter for The Center for Investigative Reporting's California Watch, for "Broken Shield," a series of stories exposing routine failure by police to protect the developmentally disabled at California care institutions. The series included an accompanying animated video titled "In Jennifer's Room," produced by Carrie Ching and Marina Luz.

Gabrielson accepted the trophy and a \$5,000 prize on behalf of his news organization during a November 2013 "Must See Mondays" event and also discussed investigative reporting and coverage of the disabled community. He said stories about the disabled often are under-covered by the news media because reporters don't recognize them or don't know how to go about reporting them.

Stories about the disabled "are like shuttered



Ryan Gabrielson, a reporter for The Center for Investigative Reporting, discusses disability journalism with Cronkite students after accepting the Katherine Schneider Journalism Award for Excellence in Reporting on Disability.

big box store buildings to reporters," he said. "They're monoliths — ugly, windowless, featureless. Their doors appear barricaded."

Gabrielson said the idea for the winning story began as a tip in 2011 about financial fraud within a small, obscure state police force called the Office of Protective Services. What at first appeared to be a "quick-turn investigation" spiraled into an exhaustive probe over two years and uncovered a system that ignored patient abuse and deaths.

Since the investigation was published, state lawmakers have begun to address the problems with a series of bills aimed at reform, Gabrielson said.

Schneider, who attended the awards ceremony, said the response to the first contest was incredible and called Gabrielson's work "just

To learn more about the Katherine Schneider Journalism Award for Excellence in Reporting on Disability, visit ncdj.org/contest.

The National Center on Disability and Journalism

was founded in 1998 by freelance photographer Suzanne Levine as the Disability Media Project to raise awareness of how the news media can better cover people with disabilities. In 2008, the NCDJ relocated its headquarters to the Cronkite School, where the organization continues to provide support and guidance for journalists as they cover people with disabilities.

For more information
ncdj.org

“I wanted to help highlight good stories and chose to work with the NCDJ and the Cronkite School because of their commitment to fair and accurate journalism that includes diversity.”

— Katherine Schneider, founder of the Katherine Schneider Journalism Award for Excellence in Reporting on Disability

2013 Schneider Award Winners

First Place

Ryan Gabrielson,
Carrie Ching and
Marina Luz
California Watch | The
Center for Investigative
Reporting
“Broken Shield”

Second Place

Gareth Cook
The New York Times
Magazine
“The Autism
Advantage”

Honorable Mentions

Daphnee Denis and
Hoda Emam
Documentary: “Playing
by Ear”

Broughton Coburn
Dartmouth Alumni
Magazine
“Second Chapter:
A Portrait of Barry
Corbet”

Find out more about
the winners at
[ncdj.org/contest/
first-winners-
named-in-
disability-awards-
contest](http://ncdj.org/contest/first-winners-named-in-disability-awards-contest).



great journalism.”

“Broken Shield” was chosen from among 72 entries submitted by journalists around the world. Second place and a \$1,500 prize went to Gareth Cook for his New York Times Magazine piece “The Autism Advantage.” Two honorable mentions, each with \$500 awards, went to Daphnee Denis and Hoda Emam for a video documentary, “Playing by Ear,” and Broughton Coburn for a Dartmouth Alumni Magazine article, “Second Chapter: A Portrait of Barry Corbet.”

The goal of the contest is to help set a standard for disability reporting, Gilger said. “We want to hold up as an example work that displays a deep and nuanced understanding of the issues and challenges experienced by the millions of people who live with physical or mental disabilities,” she said. “This year’s winners did that far beyond our expectations, and they did it by telling compelling human stories and by holding power accountable.”

Clockwise top left: Ryan Gabrielson accepts the 2013 Schneider Journalism Award from Katherine Schneider. Steve Doig, Cronkite’s Knight Chair in Journalism, introduces Gabrielson. Tim McGuire, the Frank Russell Chair for the Business of Journalism, discusses the judge’s selection process. McGuire (left), Doig, Schneider, Cronkite Associate Dean Kristin Gilger, former Knight Ridder editor Nan Connolly and Center for Investigative Reporting editor Jennifer LaFleur gather for a photo with Gabrielson.

The judges for the inaugural contest were Tony Coelho, former U.S. congressman and primary author and sponsor of the Americans with Disabilities Act; Leon Dash, the Swanlund Chair Professor of Journalism and the director of the Center for Advanced Study at the University of Illinois at Urbana-Champaign; Cyndi Jones, former director of The Center for an Accessible Society; Jennifer Longdon, a disability rights advocate and former chair of the Phoenix Mayor’s Commission on Disability Issues; and Tim McGuire, the Frank Russell Chair for the Business of Journalism at the Cronkite School. ■

Cronkite Nation Runs the Y Race Phoenix



Left: W. P. Carey School of Business student Sean Sommer runs in the Y Race Phoenix 5K. Right: ASU President Michael M. Crow (center with hat) greets students before the race.



Top: Cronkite students Langston Fields and Jessica Boehm prepare to run the Y Race Phoenix 5K.

Bottom: Cronkite School Assistant Dean Mark Lodato chats with his children, Tyler (left) and Sydney, before the race.

By Aimee Cash
Photos by Madeline Pado

Cronkite Nation traversed the scenic hills of Phoenix's South Mountain Park in October 2013 for the Y Race Phoenix, the oldest running event in Arizona.

Cronkite students, alumni and faculty participated in the half marathon and 5-kilometer races. ASU partnered with the Valley of the Sun YMCA to host the event, which drew more than 1,000 runners from ASU and around the Valley.

"I thought the Y Race was pretty cool because this one was for my school, and we had a Cronkite Nation team," said student Vianka Villa, who ran the half marathon. "It was pretty awesome getting the faculty out there and seeing them, especially our dean running with us."

ASU leaders, including President Michael M. Crow and Cronkite Dean and University Vice Provost Christopher Callahan, participated in the race. As a team, the Cronkite School finished the half marathon fifth with an average time of 2 hours, 10 minutes and 50 seconds. In the 5K, the team finished in fourth place with an average time of 28 minutes and 6 seconds. The W. P. Carey School of Business won both the half marathon and 5K team challenges.

"We were thrilled to see some great competition among the various ASU schools and colleges, students and alumni, and faculty and staff as well as teams from the 14 Valley Y locations and other local companies, schools and nonprofits," Callahan said.

Y Race festivities kicked off two days earlier with the Y Race Fitness Fest, an interactive community

health event and expo at Civic Space Park across from the Cronkite School.

Hundreds came to the inaugural event to pick up their race-day materials and enjoy an assortment of health and wellness information and activities.

The YMCA hosted a "Healthy Village" that provided information about fitness classes and programs. It also invited visitors to participate in Zumba, yoga and aerobics in Civic Space Park.

ASU's College of Nursing and Health Innovation and College of Health Solutions also had interactive attractions, including a nutritional trivia game, a display on sugar content in food and drinks and a stationary cycling and jump rope challenges.

"By bringing awareness, we can actually help improve the health and wellness of our community," said Cecilia Romero, project manager for the College of Health Solutions.

Valley of the Sun YMCA CEO George Scobas said he was impressed with participation in the Y Race and Fitness Fest.

"The Valley of the Sun YMCA started its first half marathon 45 years ago and, in the years since, added a 5K run/walk to get people up, active and enjoying the beautiful Arizona weather," he said. "We are grateful for the overwhelming community support and proud of the partnership with Arizona State University. The increase in students and faculty who participated was impressive, and we look forward to even more success in the future." ■

Learn more about the oldest running event in Arizona at yracephoenix.com.

"I thought the Y Race was pretty cool because this one was for my school, and we had a Cronkite Nation team."

— Vianka Villa,
Cronkite student

Cronkite School Dean Christopher Callahan (left) runs the Y Race Phoenix's half marathon with Jon Kemp of Scottsdale, Ariz.



2013-2014

“Must See Mondays”

The Cronkite School's Monday night lecture series offers something for everyone.

“Must See Mondays” is one of the school's most popular offerings, with students, faculty and members of the public packing the First Amendment Forum each Monday night to hear from top journalism and communications professionals on current events and issues. During the 2013-2014 academic year alone, speakers covered topics that included sports journalism, immigration reporting, coverage of the auto industry, narrative storytelling, female entrepreneurship and the tectonic technological shifts taking place in media.

WALTER CRONKITE SCHOOL OF JOURNALISM AND MASS COMMUNICATION
MUST SEE MONDAYS #CronkMSM
“INSIDE SPORTS JOURNALISM”
Karl Ravech, commentator and host, ESPN's
“Baseball Tonight”
Introduced by Christopher Lasch, Dean and University vice provost

ESPN's Karl Ravech talks about sports journalism and spring training baseball at a “Must See Mondays” in February 2014. Photo by Madeline Pado



The Women of Arizona TV News Explain How to Succeed in Journalism

By Aimee Cash
Photos by Madeline Pado

FOX 10 Arizona anchor Linda Williams offered succinct advice to Cronkite students during a panel discussion at the Cronkite School.

"People will say the craziest things as you go through this journey, and it is your job to say, 'Oh, we'll see about that,'" she said. "Don't let anyone: a) steal your joy; and b) steal your passion and determination to make it in this business."

Williams was one of four female television journalists participating in a September 2013 "Must See Mondays" panel, sharing the stage with Catherine Anaya of CBS 5, Lin Sue Cooney of 12 News and Carey Pena of 3TV.

The four women discussed the state of broadcast journalism as well as the hurdles female reporters face.

"The biggest obstacles for women aren't going to change," Cooney said. "It's going to be balancing your career with your family. It is a total juggling act, and it is not just for journalists. It's for a woman who is a high-powered attorney, a woman who is a physician, and it's for the mom who works two jobs."

Anaya said she makes a point of going home for family dinners. "The happier you are in your personal life, the happier you are in your professional life," she said.

During the discussion moderated by Cronkite News Executive Producer Melanie Asp Alvarez, the women talked at length about the future of broadcast journal-

"Don't let anyone: a) steal your joy; and b) steal your passion and determination to make it in this business."

— Linda Williams, FOX 10 anchor

ism and the rise of social media. With her smartphone by her side, Pena said broadcast journalism is evolving to include social media.

Williams said she likes that social media makes her more accessible to her audience, even though it intimidated her at first. Anaya shared similar thoughts.

"I think (social media is) a really valuable thing because it's allowed us to connect with our viewers in a way that we've never been able to do before," she said. "I think it's really important for us to have that relationship with our viewers."

Panelists also discussed how to break into the competitive field of TV news. Pena stressed the importance of internships as a way to get experience. Williams said versatility is quickly becoming important as journalists do more multi-media reporting. Cooney shared a piece of career advice that she regularly gives journalism students.

"Don't look at somebody and say, 'I want to be like her,' and copy her," she said. "It is the worst thing you can do. Even if you admire someone as a journalist, you don't want to be a clone."

The four fielded questions from the audience on the struggles of cover-



Top left: Catherine Anaya (left) of CBS 5, Lin Sue Cooney of 12 News, Carey Pena of 3TV and Linda Williams of FOX 10 participate in a panel discussion on women in television news. Top right: Cooney offers advice to Cronkite students. Above: Williams discusses working in television.

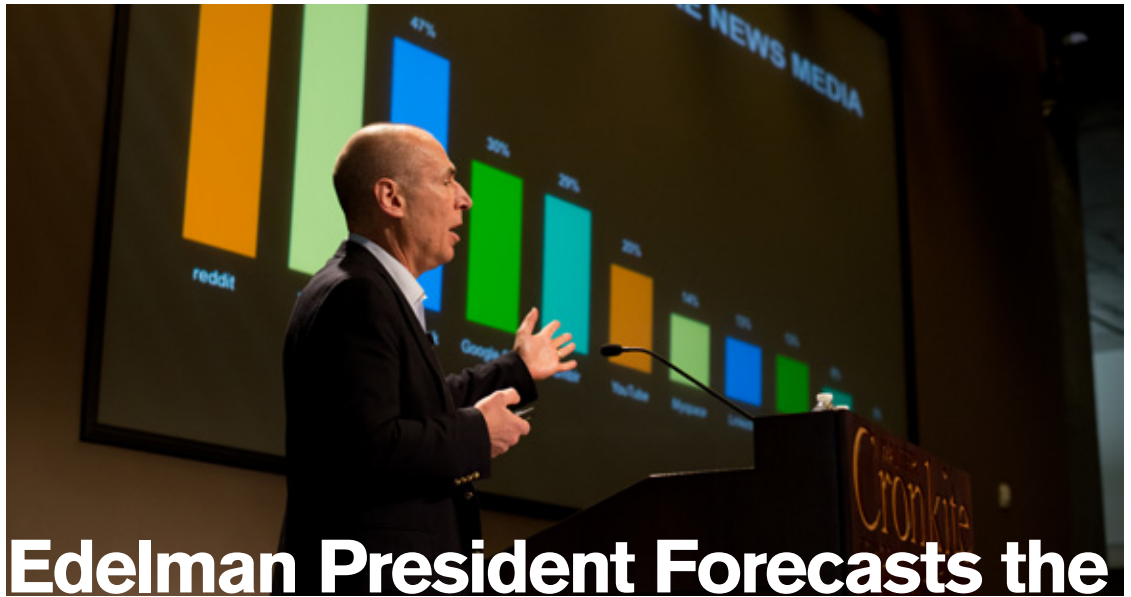
ing breaking news, the time it takes to produce a story and the anxiety of being on camera for the first time.

"You just got to go out there and do it," Pena said. "Really, television is about learning on the fly."

Cronkite student Alexandria Land, said she found the advice helpful and motivational.

"They provided really valuable insight as to the reality of the career and how to succeed. It was really inspiring," she said. "It makes me excited to be a journalist." ■

Right: Edelman President and CEO Mark Hass addresses Cronkite students on the future of public relations and journalism.



Edelman President Forecasts the Future of Public Relations and Journalism

By Cassidy Trowbridge
Photos by Madeline Pado

When Edelman President and CEO Mark Hass was a young newspaper reporter in Syracuse, N.Y., in 1979, all he needed was a typewriter to cover the courts and a shovel to dig his way out of the snow that routinely buried the city. Today, he said, only the snow shovel is still in demand for journalists in New York.

Hass, the leader of the world's largest public relations firm, discussed the dramatic changes shaping the communications industry during a March 2014 "Must See Mondays" presentation.

"I want you to understand that the technology revolution that killed the typewriter ... that is on the way to putting newspapers in the Smithsonian — that technology revolution was kindergarten compared to the one that is going on now," he said. "The rate of change is dramatic."

Hass' presentation was part of a special visit by the Edelman leadership team, which included a panel discussion and networking reception for students featuring the firm's director of recruitment. Associate Professor Fran Matera, director of the Cronkite Public Relations Lab, said

Hass is uniquely qualified to talk about the robust intersection of journalism, PR and online media.

"Why? Because he's lived it — if not created it," she said.

Hass pointed to

trends that drive media consumption, noting people are posting media to social networks at a phenomenal rate. He said mobile devices are accelerating the news consumption rate, adding that the average person looks at a mobile device 150 times a day.

He also explored the current business model for news, saying that despite problems, the media will continue to thrive.

"The reports of the death of media have been greatly exaggerated," he said. "Media is thriving in America. Media will continue to thrive in America, and our roles as journalists and communicators will continue to be a valuable one in society."

Hass answered students' questions about careers, visual storytelling and the profitability of media companies.

"There's reason for optimism because most of the big media companies are looking for ways to monetize the clicks," he said. "They're looking for ways to monetize your behavior in your space."

During his visit, Hass spent time in the Cronkite School's Public Relations Lab and praised the school for its willingness to innovate and change. He said Cronkite is his favorite journalism school in America.

"The Cronkite School is different, committed to innovation, leading the industry in new directions," he said. "You are in good hands as you go out into the communications business." ■



"The Cronkite School is different, committed to innovation, leading the industry in new directions."

— Mark Hass, Edelman president and CEO

ESPN's Karl Ravech Coaches Students on Sports Journalism Careers



By Kristen Carver

Photos by Madeline Pado

The host of ESPN's "Baseball Tonight" offered an insider's advice to students targeting careers in sports journalism during a "Must See Mondays" lecture in February 2014.

Ravech took a break from covering Major League Baseball spring training to discuss his experiences at the worldwide leader in sports for more than 20 years.

Ravech told students to find and observe successful people, such as "Monday Night Football" announcer Mike Tirico and "College GameDay" host Chris Fowler.

"Find out what it is that makes those guys get the respect of their bosses, why they are moving up ... and do that," he said.

"Ravech kind of reinforced what I already thought. I'm going to have to work harder than everybody else — and that should be embraced."

— Joe Cortez, Cronkite student

Ravech also discussed networking within the newsroom and understanding everyone's roles. He highlighted the significance of taking charge and adding value. "Make yourself so valuable that they don't want to function without you," he said.

He also advised students to find mentors and follow their guidance.

Ravech said, his career in sports journalism started because of an injury. After hurting his knee

playing soccer, he didn't know what to do. His guidance counselor recommended communications because of his passion for sports and writing.

"If she had not suggested communications, I have no idea what I would be doing," he said.

Ravech started at a small local cable access station after graduating from Ithaca College in New York in 1987. He worked his way up to Binghamton, N.Y., where he reported on sports for WBNG-TV.

Three years later, Ravech became a weekend sports reporter and anchor for WHTM-TV in Harrisburg, Penn. He was there for three years before moving to ESPN.

His career path included some hurdles. Ravech said he used to carry a book of rejection letters from networks he called the "Yellow Pages."

He advised students to identify their core strengths. "You will realize there are things you do and don't do well," he said.

Ravech joined ESPN in May 1993 and has served as the primary host of the Emmy-winning "Baseball Tonight" since 1995. He also has hosted ESPN's coverage of the Major League Baseball playoffs and World Series.

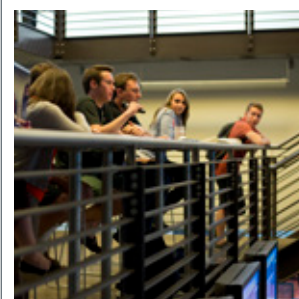
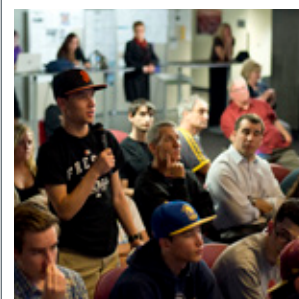
Additionally, Ravech has covered the Little League World Series and college basketball. He also followed Tiger Woods' run for a Grand Slam while hosting ESPN's golf coverage at Pebble Beach, St. Andrews and Valhalla.

Ravech also touched on Hall of Fame voting, the length of games, instant replay and the use of advanced statistics to analyze games.

Cronkite student Joe Cortez, who aspires to a career in sports journalism, called Ravech's talk invaluable.

"For someone who isn't necessarily a natural like myself, Ravech kind of reinforced what I already thought," Cortez said. "I'm going to have to work harder than everybody else — and that should be embraced." ■

Karl Ravech, the host of ESPN's "Baseball Tonight," shares sports journalism experiences with a packed audience at the Cronkite School.



Cronkite students ask Ravech questions on sports reporting and careers in journalism.

Phoenix-area business leaders MaryAnn Guerra (left), Sharon Lechter, Scarlett Spring and Alan Lobock discuss female entrepreneurship with moderator and Cronkite faculty associate Kathryn McManus.



Business Leaders Forecast Future of Female Entrepreneurship

Photos by Madeline Pado

According to Phoenix-area business leaders, female entrepreneurship is on the rise.

Four Valley-area executives explored the opportunities and obstacles for female entrepreneurs during an April 2014 "Must See Mondays" panel discussion.

"It's never been easier to start a business as a woman," said Sharon Lechter, founder of the financial literacy organization Pay Your Family First. "Women are at a tipping point of being able to create economic change."

Lechter was joined by BioAccel CEO MaryAnn Guerra, SkyMall co-founder Alan Lobock, VisionGate President Scarlett Spring and Cronkite faculty associate Kathryn McManus, who moderated the panel.

Panelists encouraged women to define themselves in the workplace, find mentors and take on leadership roles. Guerra said women have traditionally been uncomfortable assuming leadership roles. She advised young women to take control and accept management roles outside their comfort levels.

Lobock cited studies that show companies with men and women in leadership positions tend to perform better than organizations with a single gender in control. He encouraged female audience members to redefine the role of women in business through entrepreneurship.

Lobock shared how he started SkyMall, a shopping magazine tucked in the seat pockets of many commercial airline flights. He said entrepreneurship comes with risk, adding that good entrepreneurs concentrate on solving problems when faced with adversity.

The panelists also examined ways to cultivate the next generation of female business leaders

and entrepreneurs. Spring said playing sports made a big difference in her development.

"I grew up playing sports in a team-based environment," she said. "I'm a huge believer, whether it's sports or any kind of activity, that being on a team, learning how to be a leader, learning when you need to be supportive, learning what it is to fail — all of those are things that you face in business."

McManus asked the panelists about the role of failure in entrepreneurship. Spring said mistakes are part of the learning process.

"You're going to hit a wall, and you're going to have to sit down and try to solution-solve," she said. "Adversity is coming. You have to have an element of risk."

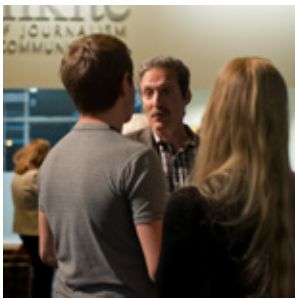
The discussion also touched on the spirit of entrepreneurship and its relationship to job growth. Lobock said most jobs are not created by small businesses, but young businesses.

"Entrepreneurship is necessary in order to create jobs because we create young businesses," he said. "At a micro-level I would say entrepreneurship is important because you want to control your own destiny."

The panelists also offered career advice. Spring said college students should identify mentors and start networking. She challenged students to ask a business leader out for a cup of coffee. Guerra said successful entrepreneurs are focused, passionate, resilient and creative.

"I think persistence is the biggest thing," she said. "Once you decide to do something you just have to go at it ... If it doesn't quite work, stay at it." ■

Cassidy Trowbridge contributed to this story.



Top: Lobock, the co-founder of SkyMall, offers career advice to students after the talk.

Bottom: Lechter, the founder of Pay Your Family First, talks with a student.

“I love this school. I think it's doing some really amazing work. I have to say I come out of a place like this really energized about the future of journalism because people here are getting some remarkable training.”

— Steve Capus, former NBC News president

Former NBC News President Discusses Covering the Big Story

By Madison Alder
Photos by Madeline Pado

In his first week as president of NBC News, Steve Capus was thrust into managing coverage of one the deadliest storms in U.S. history.

In the aftermath of Hurricane Katrina in 2005, Capus was on the ground in New Orleans directing logistics and worrying about “NBC Nightly News” anchor Brian Williams, who was suffering from dysentery.

“It was bad. Talk about trial by fire,” said Capus during a February 2014 “Must See Mondays” presentation at the Cronkite School.

During his lecture, the veteran television news executive shared his experiences in network news and offered advice on covering the big stories. He discussed the evolution of news since the days of Walter Cronkite, stressing the importance of audience relevance.

Capus worked at NBC for 20 years before taking a position at the University of Navarra, Spain, to work with graduate business students. He said keeping the audience’s attention is essential to remaining a prominent news source and embracing new technologies such as smart-phones is one way to stay relevant.

“You’ve got to know your audience,” he said. “The most important thing for any business — and I don’t care if you’re in the communication business or if you’re working for a big Fortune 500 company or you’re working for a bank or a local television station or network — you’ve got to know your audience.”

Capus also touched on his days as executive producer of “NBC Nightly News” during the Sept. 11 terrorist attacks. He recalled sleeping in his office for about a week and called the tragic events a “wake-up call” for a news industry that had been heavily covering the saga of U.S. Rep. Gary Condit and shark attacks.

The former NBC News president said Sept. 11 was one of those moments in journalism in which



Former NBC News President Steve Capus shares stories from his days at “NBC Nightly News” during a “Must See Mondays” presentation in February.

reporters’ skills were put to the test.

“People did amazing work at that time,” he said. “Any number of publications did fascinating work, from The (New York) Times’ effort to remember those lost to investigative reporting about what happened and how it took place.”

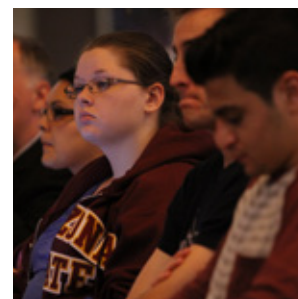
He said he is described as “being the person most responsible for everything that comes out of the mouth of Brian Williams or Tom Brokaw.”

But in reality, he said he ran a business with multiple brands such as “NBC Nightly News,” “TODAY” and NBCNews.com.

Capus also discussed the future of journalism, saying he doesn’t believe the craft is about to “go the way of the typewriter.” In fact, he said, the news business is alive and well.

Prior to his talk, Capus got a glimpse of the future of journalism by visiting classrooms and meeting with Cronkite students and faculty.

“I love this school. I think it’s doing some really amazing work,” Capus said. “I have to say I come out of a place like this really energized about the future of journalism because people here are getting some remarkable training.” ■



Students pack the First Amendment Forum to hear Capus discuss covering the big stories that matter.



Top right: Former Associated Press Reporter Giovanna Dell'Orto (left) and Arizona Republic reporter Daniel Gonzalez share experiences covering the U.S.-Mexico border in Arizona.

By Kristen Carver
Photos by Madeline Pado



Veteran Reporters Explore the Immigration Beat

Former Associated Press reporter and editor Giovanna Dell'Orto offered a snapshot of what it's like to cover the immigration for a major media outlet.

"Being on this beat could cost your life," Dell'Orto said during a March 2014 "Must See Mondays" presentation.

Dell'Orto, currently an assistant professor at the University of Minnesota's School of Journalism and Mass Communication, joined Arizona Republic immigration reporter Daniel Gonzalez to discuss the importance of covering immigration issues from multiple perspectives.

"Journalism constructs images of borders and immigrants that help define the box within which the public think," she said. "But we can provide the chance to think outside of it."

of sources. Dell'Orto said reporters can protect themselves by doing thorough research and preparation.

Dell'Orto is the author of "Reporting at the Southern Borders: Journalism and Public Debates on Immigration in the U.S. and the E.U.," which recounts the role of the news media in the public discourse on immigration on the U.S.-Mexico border and along the Mediterranean.

"I really wanted to show the academic world as well as students how immigration journalism gets done," she said.

Gonzales said he has received insults and direct threats as a result of his reporting. However, he said listening to critics is valuable.

"It's difficult because my dad was an immigrant, and my grandparents were immigrants from Mexico," he said. "Part of me wants to take on the advocacy role and argue with them, but as a journalist I have to resist doing that."

Gonzalez joined The Arizona Republic in 1999 and has covered border and Latino affairs. He is a member of the news organization's Watchdog team and covers immigration and minority communities.

During the discussion, the two also answered questions about the country's appetite for immigration coverage, immigration policy and the struggle to objectively cover stories, among other topics.

"What's really important is that you're listening," Gonzales said. "You're listening for how the story is changing while you're talking to that person. ... I'm always open to how the story might change based on what they're telling me."

Cronkite student Jennifer Soules called the talk thought-provoking.

"I really liked the emphasis they put on the possible ethical dilemmas a reporter could face when covering immigration," she said. ■

"Immigration transforms our societies. How do you move from talking about invasion of different people to actually addressing in a legitimate way the transformation of society?"

— Giovanna Dell'Orto, former Associated Press reporter and editor

Dell'Orto, who is originally from Italy, said European journalists have a different perspective of immigration. They focus on national identity and culture, whereas U.S. reporters emphasize legal and economic issues.

"Immigration transforms our societies," she said. "How do you move from talking about invasion of different people to actually addressing in a legitimate way the transformation of society?"

Dell'Orto and Gonzales both touched on the pitfalls reporters face when working the immigration beat, such as judging the credibility

Reporter Shares Stories from Inside the Taliban

By Aimee Cash

When Nicholas Schmidle went to Pakistan to pursue his dream of being a foreign correspondent, he made a promise to his family not to cover the volatile jihadi movement.

After a few months in the Taliban's backyard, the promise fizzled. "It's Pakistan. It's unavoidable," he said. "That's where the story was."

Schmidle, a writer for the New Yorker, shared his experiences reporting on the Pakistani Taliban and the pursuit of Osama bin Laden during an October 2013 "Must See Mondays" presentation.

He said the key to a good reporting is venturing where no one else will go. The next step is to find characters to articulate interesting stories. For example, he developed a relationship with radical Islamist cleric Abdul Rashid Ghazi, who was killed by Pakistani commandos in 2007. Schmidle shared an anecdote about Ghazi's syndicate kidnapping brothel owners in the Pakistani capital of Islamabad.

"A journalist from the AP asked (Ghazi) if this signaled the 'Talibanization' of Islamabad," Schmidle said. "His response was: 'When Rudi Giuliani became the mayor of New York, he came after the brothels too. And no one said that was the Talibanization of New York.'"

Schmidle was able to get some rare glimpses into the world of the Taliban. He reported from secret Taliban compounds in the mountains of Pakistan and witnessed public punishments of alleged criminals.

When he returned to the U.S., Schmidle wrote an article for the New Yorker detailing how a Navy SEAL team killed Osama bin Laden. He outlined the process of working with anonymous sources and fact-checking information.

"Everyone was also fed by a little bit of ego to try to tell me something I didn't know," Schmidle said. "You go in there with 95 percent of the story, and they say, 'Yeah, yeah, yeah, that's right, but you didn't know this small detail.'"

Schmidle said he spent months working on the New Yorker story, which was a finalist for a National Magazine Award.

His presentation also touched on his coverage of Viktor Bout, one of the world's most notorious weapons traffickers, and ended with fielding questions from the audience about source-



New Yorker writer Nicholas Schmidle shares his experiences in Pakistan during a "Must See Mondays" presentation in October 2013. Photo by Madeline Pado

"I liked what he said about humility, how he was humble when he went and that he was able to become part of the culture instead of being that American who was out of his element."

— Aubrey McCleve, Cronkite student

building, government surveillance and interacting with militants.

"I definitely wouldn't take the same risks I took then," he said. "But if I was 26 again and I was trying to make a name in journalism, the way you have to make a name is by doing stupid stuff and (taking) risks."

Cronkite freshman Aubrey McCleve said she admired Schmidle's candor.

"I feel like he was brave for even doing the types of things that he did in those types of countries because there is a big taboo about the Middle East and how it's dangerous and how it's scary," she said. "But I liked what he said about humility, how he was humble when he went and that he was able to become part of the culture instead of being that American who was out of his element." ■

Carnegie-Knight News21 Fellows Share Investigative Reporting Experience

By Aimee Cash



Cronkite students ask questions about investigative reporting. Photo by Megan Calcote

Carnegie-Knight News21 fellows recounted their experience reporting on the enduring battles facing post-9/11 veterans during a September 2013 “Must See Mondays” event at the Cronkite School.

News21 Executive Editor Jacquee Petchel and Leonard Downie Jr., Weil Family Professor of Journalism and vice president at large of The Washington Post, led the discussion with five News21 fellows.

“This year is obviously the climatic year for the return of 2 million or more military people from both the wars in Iraq and Afghanistan,” Downie said via a video conference feed displayed in the First Amendment Forum, “and they’re beginning to discover the challenges that await them in this country.”

“It was amazing just how many stories and experiences we had just being on the road and spending time with these veterans.”

— Jake Stein, Carnegie-Knight News21 fellow

Carnegie-Knight News21 Executive Editor Jacquee Petchel (left) leads a discussion on veterans’ issues with News21 fellows Caitlin Cruz, Jake Stein and Rachel Leingang. Professor Leonard Downie Jr. (center on screen) joins from Washington. Photo by Megan Calcote



“I don’t know anywhere else in America right now where you can put 26 people together ... and say, ‘You have 10 weeks, and you must produce videos, stories, pictures, games and you must do it to perfection,’” Petchel said. “These guys really pulled it off, and it’s an amazing (testimony) to their dedication.”

Headquartered at the Cronkite School, News21 provides students with experience producing in-depth investigative reporting on critical issues facing the nation. News21 is a program of the John S. and James L. Knight Foundation and the Carnegie Corp. of New York.

The 2013 project included an analysis of all reported veteran suicides in every state in the nation.

“We compiled the only existing national database on suicides of veterans in the states around the country,” Downie said. “No one else had done this before. ... Each year, we try to do a database that no one else has done.”

The project also featured a 23-minute documentary, “Marching Forward,” which focused on alternative methods of recovery such as yoga and marijuana. News21 fellow Jake Stein, who produced the video with Bonnie Campo, described how the two traveled to five different states to interview six veterans.

“To produce a documentary — and you only have 10 weeks — is a huge undertaking,” Stein said. “It was amazing just how many stories and experiences we had just being on the road and spending time with these veterans.”

News21 Fellow Caitlin Cruz said it initially was difficult to find veterans willing to discuss their experiences. She worked on stories about female veterans coping with post-traumatic stress disorder and rape.

Downie said more than 35 news outlets across the country published stories. They included The Washington Post, NBC News and the Philadelphia Inquirer.

Cronkite student Sandy Balazic, a veteran who watched the presentation, said she hopes the project will spur a national dialogue.

“Hopefully, this can start something nationwide,” she said. “Whoever is reading this and looking at it and paying attention — maybe this will open some dialogue to help other veterans.” ■

Journalists Discuss Reporting on the Edge between Life and Death

What happens when a journalist becomes the subject of a deeply personal story?

For Tampa Bay Times reporter Kelley Benham, it happened in April 2011 when in the middle of an ordinary pregnancy she went into labor and gave birth to a baby more than four months early.

Benham and her husband, Tom French, a Pulitzer Prize-winning journalist, shared their account of the survival of their premature baby and writing about the experience during a December 2013 “Must See Mondays” event at the Cronkite School.

The couple’s daughter, Juniper, was born at 23 weeks, weighing 1 pound, 4 ounces, and was the length of a Barbie doll. Benham said their baby was born in a gray zone in which not even the smartest doctors know what to do.

“It didn’t seem possible for a human being to be so small and alive,” French said. “To both of us, she looked like a baby bird who had fallen from her nest too soon.”

Benham wrote about the experience in a Tampa Bay Times series of stories, “Never Let Go,” which was a finalist for the 2013 Pulitzer Prize in Feature Writing. At the time of the presentation, the couple was working on a book recounting their experiences.

For six months, their child was confined to a plastic incubator. French said it took doctors an hour to move Juniper just 3 feet in order for Benham to hold her for the first time. When they interviewed doctors for the story and book, they learned a startling omission.

“The reason they let me hold her is because they thought she was going to die,” Benham said. “And they believe that every mother should get to hold their baby before they die.”

Benham said French started taking notes during the long days at the hospital as a way to cope with the uncertainty of the situation. When Juniper made it out of the hospital, Benham said she and her husband realized they had to write a story.



“I found that things that seemed simple when writing about other people — or when I was editing the work of other writers — became very, very difficult when I was writing about myself,” Benham said.

She said French coached her through the process and helped her discover the story’s theme.

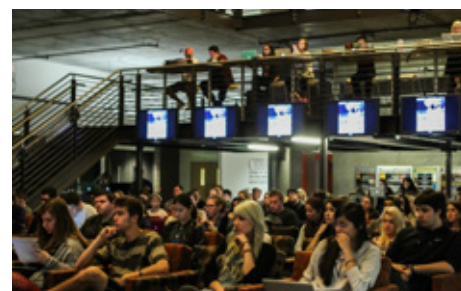
“This was a very personal story about how smart and talented and accomplished scientists pushed science and medicine technology to their limit, and in the end it took human beings and love and faith to pull this baby through,” she said.

Benham said combing through 7,000 pages of medical charts and interviewing doctors helped to create a more powerful story. She said the research taught her an important lesson about the fallibility of memory.

“It forced me to dig and find a story that was better than the one in my head,” Benham said. “I also found that a lot of the stuff in my head was wrong.”

While interviewing doctors and staff, she discovered that they, too, were praying and hoping Juniper would make it.

The couple showed pictures of their daughter during her time at the hospital.



Pulitzer Prize-winning journalist Tom French and Tampa Bay Times reporter Kelley Benham discuss writing about deeply personal experiences during a session at the Cronkite School. Photo by Arianna Graine

“The bizarre thing is you don’t want your baby to be born four months early,” French said. “But if it happens, it’s one of the most amazing things to watch your baby develop in front of you in a way that most parents don’t see babies develop because it’s usually happening in utero.”

Their presentation ended with a video of a lively 2-year-old Juniper enjoying a bath.

“She’s doing great,” Benham said. “She’s in preschool. She swims. She climbs. She runs. She talks. She prays. ... She’s doing awesome.” ■



“See the auto industry as a component of your career, as a launching pad and as a heck of a lot of fun.”

— Micheline Maynard, former New York Times senior business correspondent and Reynolds Visiting Professor

Automotive Veterans Drive to the Heart of Journalism Ethics



Top: Matt DeLorenzo shares his experiences as the managing editor at Kelley Blue Book.

Bottom: Tom Kowaleski, former communications vice president at BMW, discusses the ethics of press junkets.

By Madison Alder
Photos by Madeline Pado

A free trip to a beautiful European country with accommodations at a luxurious hotel and a weekend driving shiny new cars.

It's no vacation. It's how some automotive journalists review the newest vehicles on the road.

Four auto industry veterans discussed the ethics of these junkets and offered an insider's look into one of the world's largest industries during an April 2014 “Must See Mondays” presentation at the Cronkite School.

Former New York Times Senior Business Correspondent and Reynolds Visiting Professor Micheline Maynard led a discussion with Kelley Blue Book Managing Editor Matt DeLorenzo, former BMW Communications Vice President Tom Kowaleski and Larry Edsall, former managing editor of Autoweek and current editor of ClassicCars.com.

The panel touched on the ethics of whether or not automotive journalists should accept all-expenses-paid trips from automotive companies and the impact on car reviews. Maynard, a longtime Detroit automotive journalist, said ethical practices vary.

“Working at USA Today and The New York Times, I was not allowed to go on (the press trips),” she said. “If I did go on them, we had to reimburse the car companies for the cost of the trip, but other publications allow people to take the trips.”

DeLorenzo, who has been on such trips, said his publication strives for as much transparency as possible. If anyone asks who paid for the trip, staff members provide honest answers. It's difficult for smaller outlets to cover the costs of these kinds of trips, he said.

Kowaleski, who has worked for Detroit's big three at various points in his career, said there are no hidden expectations behind these trips.

“Anybody who gets into this business from the communications side and thinks because you have taken someone somewhere to drive a car and there's an expectation ... that's extremely naive,” Kowaleski said. “You don't need to be in this business very long to understand that.”

Edsall, who also is a Cronkite faculty associate, said press trips are a good way to gain access to automotive engineers and executives who can provide essential information for reviews. However, he expressed concern about those who pose as freelance journalists to profit from the trips.

Panelists also discussed declining interest in automobiles, especially among Millennials — those born between the 1980s and early 2000s.

“We have seen the data show that, versus 10 years and 20 years ago, there are fewer people of driving age perusing driver's licenses,” Kowaleski said.

Kowaleski said the trend might be driven by Millennials' preference for urban living. The fact that they aren't purchasing automobiles now doesn't necessarily mean they won't buy them later in life, he said.

The panelists also pointed to career opportunities for journalist who cover the automotive industry.

“See the auto industry as a component of your career, as a launching pad and as a heck of a lot of fun,” Maynard said. ■



Reynolds Visiting Professor and veteran automotive journalist Micheline Maynard (left) leads a talk on journalism ethics with automotive industry veterans DeLorenzo, Larry Edsall and Kowaleski.

Associated Press VP Explores the Changing Media Landscape

By Cassidy Trowbridge

The vice president and managing editor of The Associated Press encouraged Cronkite students to embrace the tectonic digital shifts in journalism and to brave new technological territories.

Lou Ferrara spoke from the perspective of the world's oldest and largest newsgathering organization during an April 2014 "Must See Mondays" presentation at the Cronkite School. Ferrara, who oversees the AP's sports, entertainment and business coverage, has played an instrumental role in the organization's digital shift in newsgathering and content delivery.

"No job in journalism these days is for the faint of heart or the weak-stomached," he said. "It's a bit of a rollercoaster with a lot of distracting noise, and it certainly doesn't have the same career roots that it did several years ago."

Ferrara screened an AP video highlighting the evolving digital landscape, noting news consumption has significantly changed in the past five years because of mobile devices and social media.

Despite the changes, Ferrara said news consumption remains high. To reinforce his point, he shared an AP study that shows nearly 90 percent of Americans enjoy receiving news and information. He said this enthusiasm has sparked interest from investors looking to capitalize on journalism startups, citing Nate Silver's FiveThirtyEight statistical analysis website as a recent success.

Ferrara said being adaptable is the key to succeeding in today's digital age. But despite the wave of technological changes, the heart of journalism remains the same.

"I never strayed from the core of journalism," Ferrara said, "which is getting facts, getting the truth and telling a story ... no matter the story, no matter the platform."

Ferrara said the automation of some journalistic processes has freed reporters to conduct investigations important to the public. "Until computers can fully ferret out the incompetence and corruption of politicians and other leaders — then journalists will be needed," he said.

Ferrara also fielded questions from students about AP coverage and social media's role in journalism. He expressed enthusiasm for the



Lou Ferrara, vice president and managing editor of The Associated Press, talks with Cronkite student Kelcie Johnson following his "Must See Mondays" talk. Photo by Madeline Pado

changes in journalism and encouraged students to look outside traditional media for jobs. For example, many professional sports leagues and teams have entire media operations, which are great opportunities for journalists interested in sports.

To succeed, students need a variety of skill sets, he added.

"Until computers can fully ferret out the incompetence and corruption of politicians and other leaders — then journalists will be needed."

— Lou Ferrara, Associated Press vice president and managing editor

"Journalism is this great melting pot," Ferrara said. "You're going to have people who do multiple things. But then you're going to have people who are real specialists at things and that's OK."

Cronkite student Jacob Garcia said Ferrara gave valuable career advice, especially about sports journalism.

"It delightfully surprised me, since sports were one of his major talking points," Garcia said. "He assured me that there are indeed jobs available for journalists, especially those with specific talents and focuses." ■



Clockwise top left: Cronkite students gather outside ASU Gammage prior to the convocation ceremony. Students celebrate graduating from ASU. Derek Trebesch receives his diploma. Republic Media COO John Misner delivers the keynote speech.

Republic Media COO Congratulates Cronkite Grads on Crossing the Finishing Line

Photos by Sean Logan

The chief operating officer of Republic Media told fall 2013 graduates of the Cronkite School that accuracy and integrity are critical in the new era of digital communications.

John Misner, Republic Media COO and general manager of 12 News/KPNX-TV, was the keynote speaker at the Cronkite School's December 2013 convocation ceremony at ASU Gammage, where 118 students received bachelor's degrees and 15 received master's degrees.

Misner, an ASU graduate, played a key leadership role in the merger of three news platforms — television, newspaper and online — at Republic Media, the largest media organization in Arizona. He told more than 750 guests that the rise of social media has created greater demands for multimedia journalists to perform at high levels.

"The need to quickly publish on social media has created new pressure for

journalists to get it right before getting it first," he said. "And sometimes, this work requires that you ignore the velocity of the story and put the brakes on and make sure you're treating all parties fairly and factually."

Misner, the outgoing president of the Cronkite Endowment Board of Trustees, a board of top local media leaders who advise the school, shared stories of completing his college degree relatively late in life and competing in the grueling Ironman Arizona triathlon.

"Why do I mention Ironman?" he said. "Because I think it's analogous to what you've just done. That is, you've completed an arduous race in order to cross the finish line and grab your diploma."

Misner was presented with the Dean's Award for Outstanding Service in recognition of his efforts and work on behalf of the students at the Cronkite School. It was only the third time the school has given this prestigious award.

Marianela Lichtscheidl of Newhall,



Top: Kyle O'Donnell prepares to graduate from the Cronkite School. Bottom left: Cronkite students Jenna Murrell (left), Marysol Ortiz and Liliana Soto gather before the ceremony. Bottom right: Hayden Harrison poses for photographs with family and friends.

Calif., was the student speaker. While at Cronkite, she interned at USA Today and participated in Cronkite News, the school's award-winning newscast that reaches 1.9 million households on Arizona PBS four nights a week. Lichtscheidl pointed out that she had to stand on a box to reach the podium as she is only 4 feet 11 inches tall. People will make assumptions based on appearance or other superficial factors, she told her fellow graduates, but that shouldn't be the last word.

"Go out there and shock the world," she said. "Don't let anyone prescribe your life's goals and achievements. You should define who you are and who you want to be."

In the fall graduating class, 11 students achieved summa cum laude status with grade-point averages of at least 3.8; another 16 graduated magna cum laude (3.6 to 3.79 GPA); and 16

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 noted the graduate's accomplishments, which included more than 100 awards in broadcast journalism, digital and print journalism and public relations.

"You are a truly remarkable group of young women and men, and Walter would be very, very proud of you," Callahan said. "We believe in your abilities and your dreams. And we are confident you will be leaders in the complex and ever-changing world of digital communications." ■

"Go out there and shock the world. Don't let anyone prescribe your life's goals and achievements. You should define who you are and who you want to be."

— Marianela Lichtscheidl,
Cronkite convocation student speaker



Student Awards Fall 2013

Outstanding Graduate Student
Chad Garland

Outstanding Undergraduate Students

John Fitzpatrick
Hayden Harrison
John Genovese
Janslle Ong

Highest Grade Point Average
Jason Pacini

Kappa Tau Alpha Honor Society

Tara Boyd
Ashton Buccola
Christopher Carr
Chad Garland
Alexandria Gregory
Ashley Haines
Aiyana Havir
James O'Donnell
Janslle Ong
Jason Pacini
Jordan Pena
Kay Temple
Derek Trebesch

Student Speaker
Marianela Lichtscheidl

Knight Foundation President Unveils New Grant at Convocation



Photos by Dominic Valente



Top: Knight Foundation President and CEO Alberto Ibarguen challenges Cronkite graduates to disrupt journalism.

Middle: Cronkite Dean Christopher Callahan sits with student speaker Kelly Andersen.

Bottom: Caitlin Cruz (left) and Harmony Huskinson receive their Outstanding Undergraduate Student Awards.

Addressing the Cronkite School's spring convocation ceremony, the president of the John S. and James L. Knight Foundation announced the establishment of a special \$250,000 grant for ASU journalism graduates to accelerate innovation in newsrooms across the country.

Alberto Ibarguen, Knight Foundation president and CEO, made the surprise announcement in May 2014 at ASU Gammage in front of 255 graduating students and nearly 1,700 guests.

Ibarguen, who leads the nation's largest funder of journalism and media innovation, said the opportunity grant will make available up to \$15,000 to any Cronkite graduate working in a newsroom who proposes an innovative way to advance digital reporting and storytelling.

"We've been waiting for (this) generation of digital natives, driven to tell stories, to become the leaders of newsrooms in America," he said. "And maybe this will help that generational turn go even faster."

Ibarguen's talk centered on disrupting the status quo in newsrooms across the country to promote innovation. He challenged Cronkite graduates to lead the change.

"Think of this grant as a quarter-million-dollar bet that you have the drive and imagination to lead in the digital era," he said. "So go forth and accelerate disruption."

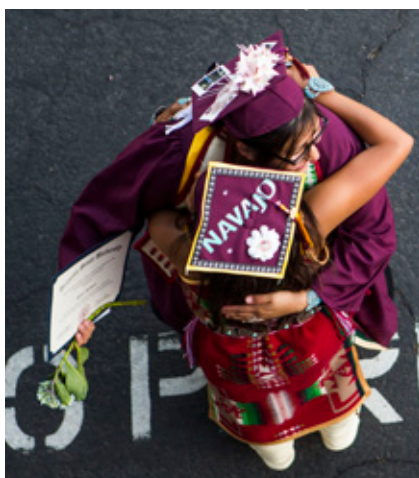
"Think of this grant as a quarter-million dollar bet that you have the drive and imagination to lead in the digital era. So, go forth and accelerate disruption."

— Alberto Ibarguen,
Knight Foundation president and CEO

Ibarguen also shared his thoughts on freedom of speech in the digital era. He said universities and foundations should consider ways to keep speech free on the Internet.

"It is troubling that we could end up with a licensing of speech on the Internet unless we firmly establish, while still at the beginning of the Internet, that the applicable law should be like that of newspapers," he said. "In other words, that we are free to speak, not free to be allowed to speak."

Callahan said Knight Foundation's latest support will significantly assist Cronkite alumni



Cronkite students celebrate graduating from ASU during the spring 2014 convocation ceremony at ASU Gammage.



in newsrooms.

"At Cronkite, we teach our students how to be innovative thinkers and entrepreneurs in the digital age," he said. "This latest grant from the Knight Foundation will help our outstanding alumni promote innovation in newsrooms and the media. We are tremendously grateful to Mr. Ibargüen and Knight Foundation for their transformative support in helping us prepare the next generation of leaders in journalism."

Student speaker Kelly Andersen of Silver Spring, Md., shared an inspirational story on surviving a serious car accident during her freshman year and fighting to pursue her education in the face of adversity.

"When I look at the scars from the accident now, I don't see a painful memory," Andersen said. "I see a community that held me up when I

couldn't walk on my own. Cronkite is always going to be here for all of us."

Andersen advised her fellow graduates to take control of their lives as they leave the Cronkite School. "At the end of the day, you're the only person that can write your own story," she said.

In the spring graduating class, 36 students achieved summa cum laude status with grade-point averages of at least 3.8; another 37 graduated magna cum laude (3.6 to 3.79 GPA); and 53 graduated with cum laude honors (3.4 to 3.59 GPA).

In addition, 21 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. ■

Student Awards Spring 2014

ASU Alumni Association Outstanding Graduate

Mauro Whiteman

Outstanding Undergraduate Students

Caitlin Cruz
Harmony Huskinson
DiAngelea Millar
Connor Radnovich
Gabriela Rodiles
Jacob Stein

Outstanding Graduate Student

Rachel Leingang

Highest Grade Point Average, Undergraduate

Jeffrey Marshall

Moeur Award

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

Lauren Basile
Ellen Kuni
Katie Kunkel

Cronkite Spirit Award

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

Torunn Sinclair
Robert Soares

Kappa Tau Alpha Honor Society

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

Lauren Basile	Jeffrey Marshall
Kailin Biggerstaff	Valerie Nunez
Elizabeth Blackburn	Kyle Renick
Joshua Chesler	Kelsey Roderique
Austin Controulis	Genevieve Roublick
Caitlin Cruz	Jacob Stein
Ryan Foote	Cassandra Strauss
Brittany Hargrave	Clarissa Tapia
Harmony Huskinson	Mauro Whiteman
Ellen Kuni	Emily Wininger
Katie Kunkel	

Student Speaker

Kelly Andersen

our students



The "TODAY" show's Al Roker surprises Cronkite students Torunn Sinclair (left) and Kari Osep at the Taylor Place residence hall. Photo by Courtney Pedroza



cronkite.asu.edu/cronkite-school-students

1,600

2013-2014

1,600 students enrolled

200-plus student journalism awards

600-plus students participating in internships

When they choose the Cronkite School, students say they're drawn by the state-of-the-art facility, the top-tier faculty and the wide range of professional programs.

But what they really see is opportunity.

From the day they enter the school, students are connecting with journalism professionals, producing news content and exploring their options.

Freshmen dive right into the profession with the Cronkite Mentorship Program, which connects them with media pros from around the Valley. As they progress, students participate in immersive professional experiences, producing content for professional media outlets such as the spring training class, which partners with MLB.com, The Arizona Republic, the Milwaukee Journal Sentinel and U-T San Diego.

Students also blaze new paths in journalism, developing mobile apps on Yahoo's campus or creating a news broadcast for the deaf.

Outside the classroom, students participate in student media outlets such as The State Press, the Downtown Devil and The Blaze radio station. A dozen student clubs cater to special interests that range from photojournalism to sports journalism and from broadcasting to public relations.

Hundreds of students intern each year at major media organizations such as CBS, ESPN, the Los Angeles Times, The New York Times, the Arizona Diamondbacks, The Arizona Republic and Univision, among many other news organizations, media companies and public relations agencies.

And before they leave, they win journalism competitions. Cronkite has one of the best overall records in the Hearst Journalism Awards program and the Broadcast Education Association awards competition and the best record for the past eight years in the national Society of Professional Journalists' Mark of Excellence competition. Recent student honors also include three international Robert F. Kennedy Journalism Awards for reporting on social justice issues.

At the graduate level, professional master's students prepare for careers in today's rapidly evolving media industry. And doctoral students conduct scholarly research, participating in international academic conferences and publishing articles in peer-reviewed academic journals.

26%

54 percent of freshman class from out of state

36 states represented in freshman class

26 percent of freshman in Barrett, The Honors College



NBC's Al Roker visits Cronkite students at Taylor Place after students decorated their residence hall with a "TODAY" show theme. Photo by Courtney Pedroza



Follow

Kerri and Torrun, the ASU students who started all this pic.twitter.com/spafN7rcov



Tweets from Cronkite Students Inspire Surprise Visit from @AlRoker

By Aimee Cash

In October 2013, nearly 100 Cronkite students got a big surprise when NBC's Al Roker made an unannounced visit to the Taylor Place residence hall for a live segment on the "TODAY" show.

It all started because of the power of a tweet — nearly 100 tweets with the hashtag #SunDevilsHeartTODAY, to be exact.

Students Torunn Sinclair and Kari Osep hatched the idea when Taylor Place residents started decorating their halls, each with a theme involving Universal Studios.

The floors housing Cronkite students at Taylor Place, known as Cronkite Village, took the idea one step further and decorated their floors with an NBC theme. Some did sitcoms. Others did late night shows and general news. Sinclair and Osep opted to adorn their floor in the spirit of the "TODAY" show.

"I was so excited to find out that Torunn

has the same passion for the show as I do and selected it for our floor theme," said Osep, a residential college student leader at Taylor Place. "After putting all the work into getting our floor decorated before our residents arrived I knew we had to try to get the show's attention."

While on Facebook, Sinclair discovered the "TODAY" show was marketing its fan appreciation week and fans were reaching out with the hashtag #TODAYheartsFans.

"I sent an email to all my residents, and we all got together one evening and Kari and I coordinated making a video and taking a bunch of photos to tweet the 'TODAY' show," said Sinclair, a community assistant at Taylor Place. "Afterward, Kari and I created the hashtag #SunDevilsHeartTODAY and told our residents to use the photos and the video and tweet at all the anchors."

The anchors, Roker, Matt Lauer, Savannah Guthrie, Natalie Morales, Hoda

Kotb and Kathie Lee Gifford, responded. Lauer tweeted to Sinclair, saying he loved the greeting and would put the students on the show. What they were not told was that they would get to meet Roker.

"Our residents were just as excited to try to get their attention, but no one knew we would get the dream ending we all had wanted," Osep said.

Sinclair recalled being nervous the day before the interview. Her excitement carried into the night. "I was up way before 3," she said. "I was required to be there by midnight, and I tried to sleep from 7-11 p.m., but I was way too wound up, so I laid in bed and stared at the ceiling. I ended up pulling an all-nighter."

On Oct. 23 at 3 a.m., the residents of the "TODAY" show floor were set to have a satellite interview with Matt Lauer. Excitement was high, and some were nervous, Sinclair said.

“It is still amazing to me that I could share a moment like that with everyone who was there and especially with the freshman students on our floor. Hopefully the experience has inspired them as much as it has inspired me to continue to have big dreams.”

— Kari Osep, Cronkite student

Katie Couric Remotely Interviews ASU Students in Cronkite School Studio



On the heels of a surprise visit from Al Roker at Taylor Place, Katie Couric remotely interviewed ASU students in the Cronkite School's Sony Television Studio about their challenge to fill a truck with enough food to help families in need during the holiday season.

In November 2013, ASU students collected and donated more than 5,000 nonperishable food items to St. Mary's Food Bank in less than 72 hours. The food drive was part of the show's "Challenge for Change," a series challenging communities big and small to create positive changes.

ASU Fraternity and Sorority Life organizations Gamma Phi Beta, Sigma Kappa, Delta Kappa Epsilon and Sigma Phi Epsilon spearheaded the initiative. Student leaders Donna Evans and Ben Frelka were remotely interviewed at the Cronkite School by Couric in New York.

"I think the students at Arizona State recognize that when there is a need in the community — it's not only an obligation — we have the agency to step up and be change makers, and that's all we want to do as Sun Devils is make a positive impact on our community," Evans said during the interview.

Students from across ASU, including the Cronkite School, sat behind Evans and Frelka in the state-of-the-art Cronkite studio.

During the interview, Couric expressed her gratitude to the students. "On behalf of all of us here on the show, we just want to thank you all so much for helping out," she said. ■



When the interview began, Sinclair and Osep chatted with Lauer and Guthrie about their viral tweets. As a thank you, Lauer said they had a special present for them.

Moments later, Roker, donning a Sparky mask, appeared to an eruption of screaming fans.

"I didn't respond to your tweet. I just retweeted you, so I figured I had to come and give you the love in person," Roker said after removing the mask. "And I got to tell you, I love wearing that (Sparky mascot) head."

Osep said she was overwhelmed. "It was already surreal to have the opportunity that we did. But to have Roker surprise all of us, it was so overwhelming and will be a memory I will hold onto forever," Osep said. "I think you can tell how excited I was by how I instantly reached out for a hug."

In addition to appearing on national television with Roker, students had the chance to ask him questions about his experiences.

Sinclair said all of the work organizing the visit was rewarding.

"I put so much work into this project, not for me but for my residents," she said. "In between commercial breaks, Al answered a bunch of journalism-related questions and offered tons of advice. Hopefully this turned out to be one of the most exciting memories of their college careers. This was really just the icing on the cake for me."

Osep said she hoped the event will inspire students to dream big.

"It is still amazing to me that I could share a moment like that with everyone who was there and especially with the freshman students on our floor," she said. "Hopefully the experience has inspired them as much as it has inspired me to continue to have big dreams." ■

See Roker's surprise visit to the ASU Downtown Phoenix campus at today.com/video/today/53350920.



Cronkite School Dean Christopher Callahan welcomes freshmen to the school. Photo by Sean Logan

By Aimee Cash

The 2013-2014 Cronkite freshman class was one of the most gifted and diverse groups in the school's history.

"For the first time, more than 50 percent of our students are from out of state and 40 percent are students of color," Cronkite Associate Dean Kristin Gilger said. "We have two National Merit Scholar finalists and one National Hispanic Scholar, and more than a quarter of our freshmen are honors students who have been admitted to Barrett, The Honors College."

Yet, like the classes before them, this group of first-year students experienced many of the same concerns about going away to college. "My first day at Cronkite was definitely a mix of emotions," said Madalyn Heimann from Surprise, Ariz. "I was scared, excited and proud all at the same time."

Heimann said she chose the Cronkite School because of its reputation as one of the country's top journalism schools. "It took some persuading in order to convince my parents, but I am very glad I chose Cronkite," she said.

For fellow freshman Tyler Petersen, it was the state-of-the-art facility that drove him to attend the Cronkite School. "I took a little college trip and our first stop was Arizona State," he said, "and I came here and fell in love with this place and didn't go to any other places on my planned college trip because I just loved this place so much. I really believe that there is no better school where I can accomplish my goals than at the Cronkite School."

Petersen, who is from the Bay Area, said the Cronkite School's sports journalism program interested him. He hopes to become a play-by-play

broadcaster when he graduates. To get an early start, he attended "Sports Reporting: A Day with the Pros" in August 2013. The event gave students and community members a behind-the-scenes look at Major League Baseball and baseball coverage in the Valley.

Students like Heimann also said they were impressed with Taylor Place residence hall.

"One of the biggest things I like about being a college student is the connections I have made with other students," she said. "I have made a lot of great people while living in the residence hall."

Heimann said she also appreciates the size of many of her classes. In high school, she was told college classes average 300 to 400 students. When she walked into her first class at Cronkite, she was pleasantly surprised.

"College was all I thought it was and more," she said. "I think some upperclassmen try to joke with us that college is so hard. But if you stay focused, it's not that bad."

Gilger said she saw the academic abilities of the freshman class in her Principles and History of Journalism class, a required course for freshmen.

"This year I've found the level of attention, discussion and thinking just extraordinary," she said. "And these students are getting involved earlier than ever — they're turning out for school lectures and other events; they're joining clubs and writing for The State Press and the Downtown Devil; and they're doing internships and volunteering. I don't think there's any doubt that this is going to be a very successful group of future journalists and communications professionals. I can't wait to see what they do." ■

Meet the 2013-2014 Freshman Class

Enrolled students: 262

Out-of-state students: 134

Students with scholarships: 248

Students in Barrett, The Honors College: 69

Average high school GPA: 3.4

National Merit Scholar finalists: 2

National Hispanic Scholar: 1



Cronkite alumna Gayle Bass, host of "RightThisMinute," speaks with a Cronkite freshman at the Cronkite Mentorship Program reception.

Cronkite Freshmen Connect with Media Pros

By Aimee Cash

Photos by Sean Logan

Members of the Cronkite School's freshman class got an early look at possible careers, connecting with journalism and communications professionals through the Cronkite Mentorship Program.

Nearly half of the freshman class was paired one-on-one with media professionals during the 2013-2014 school year. The mentorship program has steadily grown from about 40 students five years ago to more than 100 this past year, according to Mike Wong, director of Cronkite Career Services.

"The goal of the freshman mentorship program is to try to connect our freshmen to the profession at a very early stage," Wong said. "So if you think about it, these students are coming right out of high school and, in their very first year of college, they're being connected to the profession."

The program matches freshmen with media professionals in print and broadcast journalism, photojournalism, public relations and related communications fields.

"I think the program is great because it connects you to a person from the professional journalism world," said Cronkite freshman Samantha Incorvaia, who was matched with Arizona Republic reporter Michael Kiefer. "Also, it helps you get a realistic idea of what it's like to have a career in journalism."

Mentors offer students advice and introduce them to colleagues. Some students get internship offers, Wong said, and all develop professional

contacts in the fields they are pursuing.

"I believe in mentorship. I had mentors that helped me tremendously," said mentor Kristin Bloomquist, executive vice president and general manager of the PR firm Cramer-Krasselt. "I love giving back as well as learning from the students about what they are interested in."

Wong said he carefully matches students with mentors from across the Valley, working to connect students with experienced professionals who reflect their career goals.

"If they want to do radio play-by-play, I will try to find a radio play-by-play person," Wong said. "If someone wanted to do music writing, I would try to find somebody who professionally is a music writer."

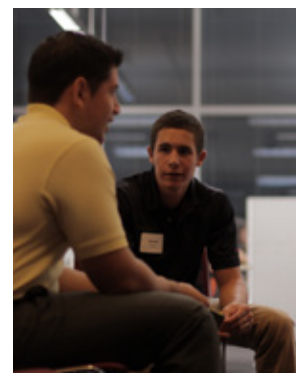
Wong said the mentors are some of the top professionals in the Phoenix market and in their fields. Many are graduates of the Cronkite School. "The first people that I reach out to are Cronkite alumni because I know that they want to give back to the school," Wong said.

Cronkite student Nicole Tyau from Yorba Linda, Calif., aspires to be a television producer or possibly a foreign news correspondent. Her mentor is 3TV senior producer and 1996 Cronkite graduate Tyson Milanovich. She said her mentor has answered many of her questions and introduced her to other professionals at 3TV. Because of the experience, Tyau hopes to repay the favor when she graduates in a few years.

"I would love to be a mentor when I become a media professional because I see how much this experience helped me," she said. "And I would love to provide future Sun Devils with that sense of dependability, leadership and care." ■

"I think the program is great because it connects you to a person from the professional journalism world. Also, it helps you get a realistic idea of what it's like to have a career in journalism."

— Samantha
Incorvaia, Cronkite
freshman



Top: Cronkite alumna Lisa Blanco (left), representing FOX Sports Arizona, chats with freshman Tamsyn Stonebarger.

Bottom: Univision Sports Anchor Jesus Quinonez (left) spends time with freshman Jacob Garcia.

Cronkite Students Take Home Serious Journalism Hardware

The Cronkite School continues its tradition of leading the country in national and regional journalism competitions.

During the 2013-2014 academic year, Cronkite students amassed dozens of awards and recognitions in competitions that included the Society of Professional Journalists' Mark of Excellence Awards and the Hearst Journalism Awards.

For the eighth time in nine years, Cronkite students finished with the best record in the SPJ Mark of Excellence national competition with first place awards in newspaper breaking news reporting, online sports reporting, TV breaking news reporting and TV sports reporting.

Cronkite also dominated the SPJ Mark of Excellence Region 11 competition for the 14th consecutive year — winning 36 awards, twice as many as the second-place school.

In the Hearst Journalism Awards, Shayne Dwyer of North Wales, Pa., took home first place in the national television broadcast news championship. He is the third consecutive Cronkite student to capture the top spot in the broadcast news championship, following John Genovese in 2013 and Dan Neligh in 2012.

"This was one of the best experiences of my life," Dwyer said. "The Cronkite School gave me the confidence and prepared me for this competition. My experiences in the Cronkite Washington news bureau gave me a major advantage."

The Cronkite School finished in the top 10 for the 13th consecutive year in the Hearst Journalism Awards. Cronkite secured sixth overall based on student work in a variety of categories, including multimedia, television, radio, print and photojournalism. Connor Radnovich of Boise, Idaho, was one of two students in the competition to place in the top 10 in three separate categories.

At the Broadcast Education Association's Festival of Media Arts, students won more awards than any other school in the country for the fifth year in a row. Cronkite students collected a total of 14 awards, nearly twice as many as the second place school. Students won in 10 separate categories recognizing the best work nationally in sports, video and documentaries.

The school's student-produced television newscast was named the country's best college student newscast at the 2013 Rocky Mountain Emmy Awards. Cronkite student Kimberly Pestalozzi of Tempe, Ariz., also won in the student sports category for her story "Overcoming the Odds," which appeared on FOX Sports Arizona.

Cronkite's Carnegie-Knight News21, a national student investigative journalism initiative, won an EPPY award for the best college investigative or documentary report and placed in the Investigative Reporters and Editors awards contest for outstanding student investigative work. The News21 project examined the enduring battles facing post-9/11 veterans as they return home from war.

Students in the school's Public Relations Lab competed against professional organizations in the Accolade Competition, winning seven awards in public service programming, contemporary issues awareness, script writing and editing categories.

"We are extremely proud of the outstanding work of our exceptional students," said Cronkite School Associate Dean Kristin Gilger. "Year after year, our students are among the best in the country in national and regional journalism award contests — a testament to their hard work and the dedication of the faculty who guide them." ■

Broadcast Education Association Festival of Media Arts

Radio Hard News Reporting

Best of Festival: Cooper Rummell, "Maricopa County Jail Flags"

Television Hard News Reporting

First Place: Kristina Zverjako, "Immigration Partner"

Honorable Mention: Vivian Padilla, "Online Sex Demand"

TV Sports Talent Anchor/Host

First Place: Nicholas Marek
Second Place: Robby Baker

Television News Anchor

Second Place: Caiti Currey
Honorable Mention: Gabriela Rodiles

Radio Hard News Reporting

Third Place: Caiti Currey, "Playworks"

Excellence in Editing: Promotional Video 90 Seconds and Longer

Kimberly Pestalozzi, "Experience Cronkite"

Excellence in Research: Documentary Short Form Video

Alex Lancial, Tara Molina and Perla Farias, "Two Borders"

Documentary Long Form Video

Honorable Mention: Gabrielle Bizzarro and Bailey Frasier, "Blisters of a Butterfly"

Radio Feature Reporting

Honorable Mention: Caiti Currey, "YouTube Guru"

Radio Sports Story/Feature

Honorable Mention: Kerry Crowley, "Men's Senior Baseball World Series"

Television Weathercaster

Honorable Mention: Marissa Scott

Hearst Journalism Awards

Personality/Profile Writing

Second: Connor Radnovich, "Gulf War Veteran Mike White Faces His Toughest Battle Yet: ALS"
10th: Ashley Footer, "Teen Pokemon Player Sees Victory in the Cards"

TV News Reporting

Fourth: Shayne Dwyer, "Few Physicians Handing Out High Share of Pot Prescriptions" and "AZ Doctors Teach Burn Care to Military Medics"
10th: Tara Molina, "Mesa Police Officers' Standard Issue Now Includes an On-body Camera" and "Arizona State Parks That Lost Funding Seek State Support"

Feature Writing

Fourth: Molly J. Smith, "Immigration Reform Poses Challenges for Farmers Along Two Borders"
21st: Alexis Smith, "Phoenix Widower Uses Craft-beer Nonprofit to Advance Brain-cancer Research and Grieve Loss"

Multimedia News

Fifth: Erin O'Connor, "American Dreamers"
21st: Dominick DiFurio, "Students Take Responsibility for National Safety"

TV Feature Reporting

Sixth: Robby Baker, "Florence High School Coach" and "Phoenix Tunnels"
33rd: Gabriela Rodiles, "Phoenix Museum Is Saving the Music with Instrument Conservation" and "Phoenix Graffiti"

Radio Feature Reporting

Seventh: Mark Remillard, "Food Trucks" and "Vet Medic"
Ninth: Cooper Rummell, "Maricopa County Jail Flags" and "Catholic Tech Changes"

Enterprise Reporting

Eighth: David Robles, "Law Enforcement Officials: Flow of Drugs Across U.S. Borders Continues 'Every Day, All Day Long'"
28th: Aaron Rop, "The Secrets of Tempe Town Lake"

Multimedia Team Reporting

Ninth: Yihyun Jeong and Laura Sposato, "A Way of Life"
15th: Caitlin Cruz, Alexandra Lancial, Kate Mykleseth, Tara Molina and Lillian Reid, "Two Borders: Security"

Breaking News

10th: Connor Radnovich, "Border Patrol Union Offers Cut in Overtime Pay Rate to Avoid Furloughs"
13th: Marianela Lichtscheidl, "Supreme Court Frees Arizona From Advance Federal Voting Law OK"

Photojournalism Picture Story/Series

10th: Connor Radnovich, "Gulf War Veteran Mike White Faces His Toughest Battle Yet: ALS"
17th: Jessie Wardarski, a selection of photos

Multimedia Feature

12th: Sean Logan, "A.skate Foundation Comes to Woodward West"
16th: Erin O'Connor, "Dan Fulton's Comeback"

Photography – News and Features

16th: Aaron Lavinsky, a selection of photos

National SPJ Mark of Excellence Awards

Newspaper Breaking News Reporting

Winner: Mary Shinn, Cronkite News, "Back Home: Giffords Urges Lawmakers to 'Be Courageous' on Gun Violence Measures"

Online Sports Reporting

Winner: Sean Peick, Cronkite News, "Special Report: Combatting Concussions in High School Sports"

Television Breaking News Reporting

Winner: Kristina Zverjako, Cronkite News, "New Jersey Snowstorm"

Television Sports Reporting

Winner: Robby Baker, Cronkite News, "Florence Coach"

Best Independent Online Student Publication

Finalist: Downtown Devil

General News Reporting

Finalist: Kay Miller, Carnegie-Knight News21, "Hearing Loss Prevalent Among Post-9/11 Vets"

Online In-depth Reporting

Finalist: Carnegie-Knight News21 staff, "Back Home: The Failures"

Rocky Mountain Emmy Awards

Student Newscast

Cronkite News

Student Sports

Kimberly Pestalozzi, "Overcoming the Odds"

SABEW Best in Business Competition

Student Publications

Winner: Chad Garland, Andrew Knochel, News21, "Scoundrels, Thieves and Rip-off Artists' Prey on Veterans"

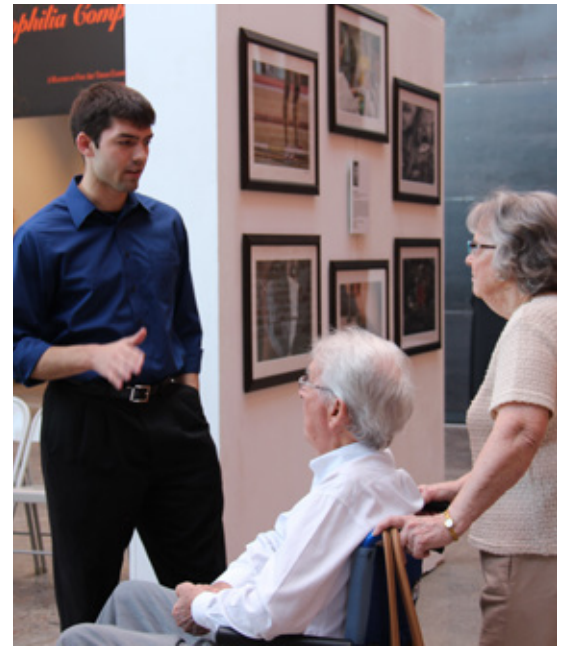
Student Professional Publications

Finalist: Brandon Brown, The Arizona Republic, "Superior Hopes Magma's Makeover will help transform a Copper Town into a Tourist Destination"

AP Television and Radio Association Regional Awards

Best Use of Sound

Second: Cooper Rummell, KTAR, "Maricopa County Jail Flags"



Crowder Photojournalism Award Captures the Human Spirit

By Alyssa Tufts

Connor Radnovich thought of himself as more of a reporter and writer than a photojournalist until he discovered just how powerful an image can be.

While working on an in-depth story for his magazine class about a man with what is commonly known as Lou Gehrig's disease, Radnovich accompanied the man and his fiancée to the doctor's office. The photo he took of the couple's reaction to the doctor's words was one of more than a half-a-dozen he submitted for consideration in the 2014 Greg Crowder Memorial Photojournalism Award contest.

That photo, along with those of an immigration protest in Washington, D.C., a portrait of a farmer in southern Mexico and an ASU football player unleashing a roar of victory, captured the attention of the judges, who awarded him first place in the annual contest.

Established in 2010 by Troy and Betsy Crowder, the Crowder Award honors the life and spirit of their late son, Greg Crowder, a gifted photojournalist and Cronkite alumnus who passed away in 2005. The contest is open to all Cronkite students, who submit selections of their work from the previous year.

"The past winners of this award are some of the best photographers to come out of the Cronkite School," Radnovich said, "so to be counted among them now is quite remarkable for me."

Radnovich received a \$1,000 prize, and his photographs will be exhibited at the Cronkite School for a year. He was recognized during a special fall 2014 reception along with second place winner Carla Leon Celaya and two other students, Adrian Borunda and Cierra Eubank, who received



Top left: Connor Radnovich is the recipient of the 2014 Greg Crowder Memorial Photojournalism Award. Top right: Radnovich discusses photojournalism with Troy and Betsy Crowder, the award's founders. Above: The Crowders view winning photos from the past five years at the ASU Grant Street Studios in downtown Phoenix. Photos by Zachary Joseph Hillenbrand



Cronkite Associate Dean Kristin Gilger presents Connor Radnovich's award-winning photos and discusses the history of the Crowder Award. Photo by Sean Logan

honorable mentions.

Radnovich, who began a Hearst Journalism Fellowship in Washington, D.C., following his graduation in May 2014, said he took photos for his high school newspaper. But he didn't get serious about photography until coming to the Cronkite School.

"The professors and deans emphasized that if we wanted to have successful careers in the journalism industry, we would need to have multiple skills," Radnovich said. "You couldn't just be a text reporter anymore."

So he took classes that taught him how to tell stories through both still photos and video and he began to shoot photos as well as report for the Downtown Devil, a student website that covers downtown Phoenix. He later did the same as a multimedia reporter in the Cronkite News



Washington bureau.

His favorite photo is the one he took in the doctor's office, Radnovich said. It became part of a package of photos and an in-depth story that appeared in the Phoenix New Times in March 2014.

"It shows the most real emotion of any of the photos I submitted, and I think capturing emotion is one of the ultimate goals of photography," he said.

Judges for the contest were Con Keyes, former photo editor of the Los Angeles Times and a former photo instructor at the

"The past winners of this award are some of the best photographers to come out of the Cronkite School, so to be counted among them now is quite remarkable for me."

— Connor Radnovich,
2014 Greg Crowder Memorial
Photojournalism Award winner



Cronkite School; Mike Meister, photo editor of The Arizona Republic; and Cronkite Associate Dean Kristin Gilger.

Gilger said the judges look for submissions that show students can shoot a variety of topics, including sports, portraits, feature and news.

All of Radnovich's photos were technically strong, with good exposure, lighting and framing, she said. "But what makes his work exceptional is that he captures the emotion of the moment. He's a true storyteller." ■

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." ■

Spring Training Class a Big Hit with Students

By Kristen Carver
Photos by Brett Kurland



Cronkite student Gabby Castillo found herself covering one of Major League Baseball's biggest stories of spring training, and it had nothing to do with the coaches, players or on-the-field performance.

Castillo, a member of Cronkite's 2014 spring training class, was one of the first to report on the new unofficial mascot of the Milwaukee Brewers — Hank the Dog. Her stories appeared on the Milwaukee Journal Sentinel's Peanuts and Cracker Jack blog and went viral on social media.

"She brought the story to life," said Greg Boeck, a former USA Today sports writer who co-teaches

Arizona Diamondbacks.

A special guest this year was Cronkite alumnus Andrew Gruman, who took the spring training class while a Cronkite student and now works for FOX Sports Wisconsin, covering the Milwaukee Brewers and Bucks as well as Marquette University sports.

As soon as spring training games begin, students head to ball parks around the Valley to report on fans, players, coaches and even mascots.

"They are getting a grade, but they are not out there as students in the traditional sense," Kurland said. "They are 100 percent working journalists."

Many students are a little intimidated when first approaching professional baseball players or coaches for interviews, Kurland said. But over time they develop confidence, and, by the time spring training is over, they're functioning like true professionals.

"Out of all the students we've ever had, I can't remember one who didn't get a job after going through the program," Boeck said.

The 2014 class was no exception. Castillo, for example, is now a production assistant for ESPN, and another student, Robby Baker, was hired by U-T San Diego as a multimedia sports reporter after covering the San Diego Padres for the class.

"I can't speak highly enough of this program," Baker said. "I don't think there is any other school in the country that can give its students an opportunity like this."

Boeck, who has taught the class since it began in 2011, said the students just keep getting better every year.

"It is amazing to see the growth students go through," Boeck said, "but watching them work is even more incredible." ■

"Out of all the students we've ever had, I can't remember one that didn't get a job after going through the program."

— Greg Boeck, Cronkite School instructor



Top: Cronkite student Alex Gallant reports from the spring training facility of the San Diego Padres in Peoria, Ariz.

Above: Cronkite student Ross Dunham interviews Kansas City Royals first base coach Rusty Kuntz.

the spring training class with Brett Kurland, an Emmy Award-winning sports television producer. "Gabby was at the beginning of it."

Castillo was one of 21 students in the spring 2014 multimedia reporting class, which covers the Cactus League each spring. Students are assigned to various teams and produce videos, photos and news stories for hometown media outlets, including The Arizona Republic, the Milwaukee Journal Sentinel and U-T San Diego and MLB.com.

During the first five weeks of the semester, students get multimedia training and hear from veteran sports journalists and communicators such as Pedro Gomez of ESPN and Casey Wilcox, director of player and media relations for the



Right: Cronkite student Justin Janssen shoots photos of the San Diego Padres.

Cronkite Student Launches TV News Program for Deaf and Hearing Communities

By Cassidy Trowbridge

For Peyton Gallovich, an ASU course in American Sign Language evolved into something more than just an opportunity to learn a new language.

It inspired the Cronkite student to develop a professional news program that connects the deaf and hearing communities.

"I have watched a lot of (television) news since it's my major, and I would turn on the captions and they lagged or were inaccurate," she said. "I just felt like maybe there was something I could do that could bridge the gap."

In spring 2014, Gallovich approached her sign language instructor, Dyan Kovacs, after class with an idea for the Deaf and Hearing Network, which combines the use of signing, voices and captions into one show.

"Peyton was my student and shares the same passion as I do with ASL," said Kovacs, who also serves as a DHN sports anchor. "She came (up) with the idea of DHN, which I thought, 'Yes — that is what we need in our community.'"

The show's first run included eight episodes and aired on area public television DeafTV.com and DeafVideo.tv. Production takes place at the Cronkite School in a state-of-the-art television studio. Gallovich works behind the scenes serving as a producer.

In March 2014, the 12-person crew was hard at work preparing the show's sixth episode. Gallovich was focused, putting the finishing touches on the preproduction of the show, while the news anchors, who are deaf, rehearsed their lines. After taping, Gallovich spent the next two days editing the video and adding the voice-overs.

The finished product was a 15-minute program that included coverage on the crisis in Ukraine, the missing Malaysia Airlines plane and the NCAA Final Four.

Gallovich said the program also highlights news important to the deaf community. The staff did an in-depth story on a housing dispute between a



Anchors Dyan Sue Kovacs (left), Melissa Huber and Clayton Ide prepare to report the news for the Deaf and Hearing Network from the Cronkite School. Photo by Cassidy Trowbridge

Tempe, Arizona, residential community for the deaf and the U.S. Department of Housing and Urban Development.

Melissa Huber, a DHN news anchor, said she is proud of the staff, which consists of Cronkite students and members of the deaf community, including ASL teachers and students.

"It is always amazing to see how well everyone comes together and works together to deliver amazing shows," said Huber, who works as a counselor at the Phoenix Day School for the Deaf. "The shows, when they are posted and delivered to the community — that is also a favorite part of working at DHN — seeing the fruits of our labor, and how we were all able to create something beautiful."

According to the National Institutes of Health, more than 36 million adults report some form of hearing loss. Additionally, two to three out of every 1,000 children in the U.S. are born deaf or hard of hearing. Gallovich said the Deaf and Hearing Network has opened her up to an entire culture.

"Like most hearing people, I had no contact with the deaf community prior to taking a sign language class," she said. "So once I got there and learned about the

culture and the people, I learned it's not a disability. You just have to do things a little differently."

The Deaf and Hearing Network has received support from both the deaf and hearing communities. The show has racked up thousands of views on its YouTube page and has a strong following on social media.

"We have been receiving a very positive response from the community," Kovacs said. "Actually — not only the deaf community but the ASL community — ASL interpreters, ASL students, Children of Deaf Adults (International) and many non-ASL users have expressed their awe at the shows."

Gallovich said the Deaf and Hearing Network plans to begin taping its second season during the fall 2014 semester. In the meantime, the crew was working to build the show's following by reaching out to national deaf organizations. Gallovich said she hopes the program continues to grow and make a difference.

"My whole goal was to make an impact, and that's actually happening," she said. "This is my way to get involved and meet people I might not normally see." ■

Student Radio Station Gets Major Upgrade with Move to Cronkite

It was difficult for ASU's student-run radio station, The Blaze, to broadcast from its old home on the Tempe campus, said Station Manager Glen Anderson.

"We had a lot of issues over at Tower Center," said Anderson, a senior at the Cronkite School. "The board was 15 or 20 years old. We also had issues with the Internet connection" for streaming programs online.

In August 2013, The Blaze, 1330 KASC-AM, moved to a fully digital radio studio at the Cronkite School on the Downtown Phoenix campus. Anderson said the transition was a major upgrade for the radio station, which broadcast from Tempe for 30 years.

According to Blaze professional adviser Brian Rackham, the new location boasts better sound quality and technical support. He said the move has improved the station's ability to stream through the Internet, a popular way to listen to the station.

"The move has given the station a huge boost," Rackham said. "More students are participating, and it's great. We're hearing from a lot of students that being at Cronkite has made it easier to participate."

Rackham said nearly 200 students from across ASU hosted radio programs, produced news and sports segments and managed business operations in fall 2013. He said The Blaze is open to all ASU students, including freshmen.

Anderson said he discovered The Blaze during his first year at ASU. He said the audio editing skills he developed at the radio station helped him at his internship with the Arizona Diamondbacks.

"At the Diamondbacks, we had to highlight videos with songs," he said. "It got to the point where (other) interns were



Blaze Station Manager Glen Anderson broadcasts from a new fully digital radio studio at the Cronkite School. Photo by Noah Findling

"This move made perfect sense. We were able to quickly and easily take the station from an antiquated studio setting and place it in a state-of-the-art radio facility."

— Mark Lodato,
Cronkite assistant dean

"This move made perfect sense. We were able to quickly and easily take the station from an antiquated studio setting and place it in a state-of-the-art radio facility," said Cronkite Assistant Dean Mark Lodato. "And our students have quickly taken advantage of the new opportunities."

Lodato said he and others tried to preserve much of the station's rich history during the move. Many of the station's memorabilia, photos and historical albums and CDs are at Cronkite. "The Blaze itself is an important part of the Valley's music history, and we don't want to lose that," he said.

The Blaze has served as a source of independent and alternative music for the Valley. In 2008 and 2009, Phoenix New Times named The Blaze "Best Station for Local Music." In addition, the sports department provides extensive coverage of ASU football, men's and women's basketball, baseball and ice hockey.

Anderson said he has had a great time working at The Blaze and hopes the move will inspire others to join.

"I love working at The Blaze because of the people," he said. "I love everyone that I've worked with over the past four years. They're awesome people." ■

having trouble editing songs. When it came to music and audio, my boss would say, 'I don't have time to edit this. Go have Glen edit it.'"

The Blaze first went on air at the Tempe campus in 1982. When the Cronkite School moved into its new building in 2008, the radio station's news and sports departments moved to the Downtown Phoenix campus. Now, all Blaze departments are under one roof at Cronkite.

Listen to The Blaze

Radio: 1330 AM

Computer: **BlazeRadioOnline.com**

Mobile Device: ASU Mobile App

Students Report for NPR Member Station KJZZ

By Kimberly Koerth

Students interested in radio journalism now have the opportunity to produce in-depth news stories for an NPR station.

The Cronkite School partnered with Phoenix-area station KJZZ in fall 2013 for its advanced radio reporting course. Former KJZZ reporter Paul Atkinson, who teaches the course, said the class is a great opportunity for students with a passion for long-form reporting.

"Having a partnership like this gives students an opportunity that they're not going to get at another school," said Atkinson, a Cronkite School faculty associate and director of communications for ASU's School of Criminology and Criminal Justice. "They get to work with top-notch staff from one of the leading public radio stations in the country."

Caiti Currey was one of 13 students who took the fall semester course. Her story on a nonprofit's program that promotes a safe environment for school children at recess was featured on KJZZ. She said hearing her story on air was an emotional moment.

"I had a cousin who passed away a few years ago, and he reported for NPR in Chicago," Currey said. "It was cool to hear my story on the radio because he was one of the reasons that I wanted to go into journalism. It was kind of symbolic."

Atkinson, who spent six years at KJZZ and has more than 20 years of broadcasting experience, said he teaches students how to produce stories in a variety of formats, including general news, analysis and features, and how to craft layered public radio stories through quality sound gathering, writing and audio production.

Student Alec Damiano said she took the class because she enjoyed an earlier broadcast reporting class and working for the ASU student radio station, The Blaze.

"I really like radio, so why not get more experience in it?" she said.

Damiano said the class taught her a lot of skills. She worked with Atkinson one on one to develop her radio voice, one of the many benefits she said the class offers students.

The partnership benefits KJZZ as well. Atkinson said having Cronkite students report for the station provides another set of eyes and ears on news and features happening in the Valley. Students represent a younger demographic with



Cronkite student Caiti Currey works on a story for her advanced radio reporting course. Photo by Noah Findling

different interests and knowledge, allowing KJZZ to expand its coverage, he added.

"The goal of public broadcasting is to serve your listeners," Atkinson said. "I'm really excited that our students have this opportunity. I think they exemplify what we're trying to do with this class. They're telling stories that haven't been told, and I can't wait to hear their stories on air."

Atkinson said many of the students have surprised him with their growth over the course of a semester. Most didn't have advance knowledge of NPR-style radio news at the start of the semester but worked hard to develop their skills.

"The students that I'm dealing with are going to be the reporters of tomorrow, and so for me, I take great satisfaction in seeing students I worked with in the past who are doing really well today," he said.

For the class, senior Jenna Murrell worked on stories about people ordering fake IDs off the Arizona Department of Transportation website, the influence the drug MDMA has had on music and how small businesses use social media.

"This is an amazing opportunity other schools don't have," she said. "I was really lucky to get into the program. It's given me invaluable connections, and it really gives (students) an upper hand." ■

"This is an amazing opportunity other schools don't have. I was really lucky to get into the program. It's given me invaluable connections, and it really gives (students) an upper hand."

— Jenna Murrell,
Cronkite student

KJZZ is the NPR member station in Phoenix and broadcasts on 91.5 FM and at **kjzz.org**. The station is owned by the Maricopa County Community Colleges and operates from the Rio Salado College campus in Tempe. KJZZ features award-winning programming and news coverage that has been recognized by the Society of Professional Journalists, the Corporation for Public Broadcasting and many others.

Cronkite Students Compete at Yahoo to Rethink Journalism

In November 2013, three ASU students — a computer programmer, a graphic designer and a journalist — had 30 hours to reimagine online journalism.

Thania Betancourt, Sachit Dhal and Mauro Whiteman were challenged to rethink the format of online news stories as part of the Editors Lab Hackdays. The worldwide competition, organized by the Global Editors Network and Yahoo News, addresses the need for more collaborative innovation in newsrooms by generating new ideas and best practices.

The interdisciplinary Cronkite team, representing one of only two colleges in the 13-team field, engaged in the competition at Yahoo's headquarters in Sunnyvale, Calif. The field included professional news organizations such as CNN, the Los Angeles Times, the Chicago Tribune and The Huffington Post as well as the University of California, Berkeley.

The competition's theme, "kill the article," encouraged teams to rethink traditional ways of creating and presenting articles, said Whiteman, the team's reporter. To accomplish the task, the students brainstormed and developed a mobile news application that allows users to deconstruct articles and rearrange story elements to suit personal preferences.

"The concept behind the app was to format the article the way you want it, so you become the editor," said Betancourt, the team's graphic designer. "I'm a very visual person, so I would want the photos first rather than the text. You choose how you want to see the article."

With a tap and a swipe of a finger, users can move article elements — lead/summary, quotes, images, videos and social media-sharing features — on their smartphones. Whiteman described the concept as a "news salad." He said team members' different perspectives helped to produce an interesting end product.

Whiteman and his colleagues spent hours brainstorming, designing and programming the app, working late into the night in the hotel lobby long after

leaving the Yahoo campus.

"We were all very excited about what we were doing," he said. "That's something that comes with entrepreneurship and creating something that hasn't existed before. There is a certain energy to it."

Dhal, the team's programmer, recalled typing away at his computer until 4 a.m. to code a working demo of the app.

"It was stressful," he said. "The tough part was adding all of these graphics and making sure nothing crashes because you don't want to be doing the demo and the app crashes."

According to Dan Gillmor, a Cronkite School professor, the team's presentation went well. Gillmor, a Global Editors Network board member, provided guidance to the teams.

"I thought it was an interesting notion to literally deconstruct an article," he said of the team's app. "It was a pretty fascinating approach, and it was fun to look at."

Betancourt said her work in Cronkite's New Media Innovation and Entrepreneurship Lab prepared her for the competition. There, she worked with journalism, engineering, design and business students to create cutting-edge digital media products.

At Cronkite, "we're surrounded by so

But if lawmakers cannot agree to them, the government could shut down again. Sen. John McCain, R-Ariz., said this week he is not open to the potential partnership in Washington that led to the shutdown.

"They have done substantial damage to innocent citizens in my state," McCain said. "I am not proud of our Republican congressional colleagues who supported this effort and they will not make the damage here all in one stroke."

McCain's visit the country has more than 10 million hours of labor from federal workers who are in a state of the shutdown. But the Arizona Chamber of Commerce said that the shutdown has more in the private sector as well as throughout government employees who will get paid for the time they were furloughed.

"There is no back pay for those government workers," said Dennis Rouse, executive vice president for the Arizona Chamber of Commerce.

Representative House members were some of the loudest in the House. Sen. McCain said he is not open to the partnership in Washington that led to the shutdown. McCain said he is not open to the partnership in Washington that led to the shutdown.

McCain said he is not open to the partnership in Washington that led to the shutdown.

User-centric

Users are at the heart of our Cronkite News app.



many things that can help us like technology and design," Betancourt said, "so I felt like we had an edge because we were so young, and we're around new technology all the time."

In the end, WSJ/Marketwatch won the competition with a financial ticker app. However, Gillmor said the judges commended the Cronkite team's concept. The WSJ/Marketwatch team moved on to the international Hackathon in Barcelona, Spain, which included winners from other Hackdays competitions around the world.

The team members all said they gained valuable experience. Dhal said the opportunity sparked job interviews with Yahoo and Bank of America.

"This is something that you can put on your resume," he said. "It's something you won't find on every resume. Anywhere I go, I will have this." ■

ASU students Mauro Whiteman (left), Thania Betancourt and Sachit Dhal present their ideas at the Yahoo competition on reimagining online journalism. Photo courtesy of Dan Gillmor



Cronkite Students Report on Global Sustainability in California



Cronkite students Chloe Nordquist (left) and Kelsey Hess participate in a Zócalo Public Square event on water sustainability. Photo courtesy of Chloe Nordquist

“This was a lot different than your average reporting internship. It was really interesting. Getting the opportunity to be a part of the editorial meetings and the team was a great experience.”

— Chloe Nordquist, Cronkite student

A new fellowship program is giving Cronkite students the chance to report on sustainability issues for a cutting-edge media outlet in California.

Kelsey Hess of South Pasadena, Calif., and Chloe Nordquist of Gilbert, Ariz., were the first Cronkite students to participate in a special journalism sustainability fellowship at Zócalo Public Square, an ideas exchange that blends live events and humanities journalism. The nonprofit organization is part of the ASU Center for Social Cohesion, a project dedicated to studying the forces that shape social unity.

“Chloe and Kelsey’s work at Zócalo, as part of our deep and proud affiliation with ASU and Cronkite, reflects our mission of translating ideas to broad audiences and engaging a new, young and diverse generation in the public square,” said Gregory Rodriguez, founder and publisher of Zócalo. “We look forward to having more ASU Cronkite students as part of our team.”

During the summer of 2014, the two students worked with Zócalo leadership and staff, helping to conceive of, report and edit original stories about sustainability, community health and other civic issues. They tackled topics such as water reuse and recycling and the use of public spaces, working out of Zócalo’s offices in Santa Monica, Calif., at the ASU California Center.

The students connected with people from diverse backgrounds, from sustainability scholars and experts to an Australian farmer, helping them formulate articles for the Zócalo website, which publishes original daily essays that are distributed to more than 150 media outlets around the

world. The students used their journalism skills to collaborate with the authors to identify important sustainability angles and trends, such as water desalination and the ethical dilemmas of profiting off public spaces.

Hess and Nordquist also helped organize several Zócalo public events, connecting people to innovative ideas. The fellowship culminated with the students writing articles on topics of their choice for the Zócalo website. Those articles also appeared on The Washington Post’s PostEverything website.

Zócalo Editor and Associate Publisher Sarah Rothbard said the fellowship is designed to help students move beyond the typical buzzwords associated with sustainability and gain a deeper understanding of the growing discipline.

“Chloe and Kelsey were terrific,” Rothbard said. “They were a real part of the culture here. They came away knowing more about sustainability and practicing a 21st-century model for sustainability journalism.”

Hess, who wants to pursue a career in magazine journalism, said the fellowship taught her a lot about the editorial process and how to pursue stories overlooked by others.

“Zócalo has an amazing collection of editors,” she said. “I was really learning from the best.”

Added Nordquist: “This was a lot different than your average reporting internship. It was really interesting. Getting the opportunity to be a part of the editorial meetings and the team was a great experience.” ■



Top: Zócalo Public Square is headquartered at the ASU California Center in Santa Monica.

Bottom: Nordquist reviews the guest list for a sustainability event. Photo courtesy of Chloe Nordquist



Steve Doig, Cronkite's Knight Chair in Journalism, teaches media research methods to students in the master's program.

"The professors are incredible professional journalists, and I love the topics that we cover in class. I love it all."

— Laurie Liles,
master's student

Cronkite Master's Students Want to Do it All

Story and photos by Cassidy Trowbridge

Brittany Ducksworth said she needed just one day to decide Cronkite's professional master's program was right for her.

"When I came to visit I was so impressed by the technology available and by the professors," she said.

In fall 2013, Ducksworth enrolled along with 20 other students in the 12-month program leading to a master's degree in journalism.

The students, who came from all over the country as well as several foreign countries, spent their first semester in an intensive "boot camp" learning fundamental reporting and producing skills for digital, print and broadcast platforms. Students also delved into the future, taking a class in 21st century media from Tim McGuire, the Frank Russell Chair for the Business of Journalism and former editor of the Minneapolis Star Tribune newspaper.

In their second semester, students took advanced classes in their areas of interest before spending their final term in one of the school's immersive professional programs. Among their choices are the nightly student news broadcast, the New Media Innovation and Entrepreneurship Lab, reporting bureaus in Phoenix and Washington or one of the school's two sports bureaus.

The 12-month program is designed to prepare

students for careers in today's rapidly evolving media industry, said Cronkite Senior Associate Dean and Louise Solheim Professor Marianne Barrett.

"The master's program teaches solid reporting and writing skills, along with providing a foundation in ethics and media law," she said. "But all of our students learn multimedia reporting and production as well, and many go further, developing advanced digital skills or specializing in business reporting, investigative journalism or reporting on immigration and border issues."

Master's student Laurie Liles, who studied political science at Northern Arizona University and worked in health advocacy before deciding to get an advanced degree, said she was drawn to the program by the opportunity to develop as a digital journalist under the mentorship of Cronkite faculty.

"The professors are incredible professional journalists," she said, "and I love the topics that we cover in class. I love it all."

Like Liles, many of Cronkite's master's students have undergraduate degrees in disciplines outside of journalism and are looking to acquire new knowledge and skills, Barrett said. The biggest problem they run into is figuring out how to fit in everything they want to do.

"Many students come in with an idea of what they want to study and realize just how many



Top: Cronkite master's student Laurie Liles takes notes in Doig's media research methods class.

Bottom: Cronkite master's students work in a program designed to prepare them for media industry careers.



Cronkite Doctoral Program Hits Its Stride

In only its third year, the Cronkite School's Ph.D. program already is producing nationally recognized scholars, with doctoral students publishing their work and presenting their research at top journalism conferences.

"With every published paper, the value of an ASU degree goes up, adding prestige," said Associate Professor Craig Allen, who directs the program. "Our ultimate goal is to help students get their degrees and write their dissertations. But the ones who excel in their field will not just write dissertations but submit conference papers."

In 2012, Liz Candello was the first of Cronkite's doctoral students to be published in a scholarly journal. She was followed by Joe Fortunato, whose paper was published in the scholarly journal *Visual Communication Quarterly*.

Fortunato's research placed first at

the 2013 Association for Education in Journalism and Mass Communication conference, where three other Cronkite doctoral students also presented their work. Fortunato's paper, "The Gaze and the Spielberg Face: Spielberg's Application of Lacan's Mirror Stage and Audience Response," presents a statistical analysis of the relationship between selected camera shots used by Spielberg and the success of the film at the box office.

"Liz Candello's and Joe Fortunato's work can be read long from now," Allen said. "They are making a real academic contribution."

Second-year Ph.D. student Miles Romney, who also presented at the AEJMC conference, has focused his research on mass communication history and sports broadcasting, specifically Herb Jepko, a longtime radio talk show host in Salt Lake City.

opportunities they have," Barrett said. "Some end up wanting to do it all."

Ducksworth said she is trying both broadcasting and business journalism. She worked to improve her writing and reporting in a business journalism class and spent time in another class working on her broadcast production skills.

"I thought we were just going to use Handycams in class, but we were allowed

to use professional equipment, which was amazing," she said.

Ducksworth also said she likes the collaboration that comes with being part of a group of students who move through classes together.

"I really enjoy the cohort aspect," she said. "I saw that others were dealing with the same issues I had, and we connected over our learning."



Left: Cronkite doctoral students Ian Punnett (left) and Ceeon Quiett Smith participate in a class led by Associate Professor Craig Allen. Right: Doctoral student Joe Fortunato speaks to a class at the ASU Herberger Institute's School of Theatre and Film. Photos by Cassidy Trowbridge

Cronkite students also have written papers and presented at the Broadcast Education Association and International Communications Association conferences.

Students in the school's doctoral program are mentored by Cronkite faculty who specialize in qualitative and quantitative research. With 15 students, the program is small enough that students also form close collaborations with each other.

Romney, for example, has worked closely with another second-year doctoral student, Rich Johnson. Teaming up enriches both of their research, Johnson said, and has led to a close friendship that "encourages me to keep collaborating." ■

Liles said she'll almost be sorry when the program ends, but she's also excited about what comes next.

"I'm interested in exploring opportunities in the nonprofit journalism world, or I may return to the public policy arena and use my master's degree to advance my public affairs career," she said. "Whatever direction I take, the skills I've learned at Cronkite will be invaluable." ■



our people

The Cronkite School welcomed seven new faculty members in 2013-2014, adding expertise in digital media, business journalism, public relations and sports journalism, among other areas.

The newcomers include someone familiar to many Cronkite graduates — Doug Anderson, who spent 20 years at ASU, first as a faculty member and then as director of the journalism program. Anderson returned to Cronkite after retiring as dean of Penn State University's College of Communications.

Other new faculty members include professor of practice Jeff Cunningham, former publisher of Forbes magazine, and Peter Bhatia, former editor of the Oregonian newspaper in Portland, Ore., as well as Assistant Professor Monica Chadha, a former international journalist for BBC World Service in India, who specializes in digital media.

The additions bring to 45 the number of Cronkite faculty members — more than doubling the size of the faculty in just eight years.

2013-2014

45 full-time faculty members

7 new faculty hires

4 Pulitzer Prize winners

3 Fulbright Scholars

Faculty include professionals from:

The Washington Post, The New York Times, CNN, BBC, Forbes Magazine, The Associated Press, BET, FOX Sports and The Miami Herald

7
4
3
45

Above: Cronkite Senior Associate Dean and Solheim Professor Marianne Barrett (right) talks with Cronkite student Vondalynn Dias during the school's annual scholarship celebration. Photo by Sean Logan



cronkite.asu.edu/cronkite-school-people

“I felt privileged to serve Penn State for 15 years, just as I feel privileged to once again be part of the Cronkite School.”

— Doug Anderson, Cronkite senior research professor

Penn State Dean Returns to ASU Cronkite Faculty



Photo by Deanna Dent

Doug Anderson, who led the nation's largest accredited communications program for the past 15 years as dean of Penn State's College of Communications, is back at ASU, where he built the foundation for the Cronkite School.

Anderson, who served as director of the Cronkite School from 1987-1999, returned to ASU in August 2014 as a senior research professor, focusing on a variety of leadership, teaching and research initiatives. He retired in June 2014 as dean at Penn State.

At Cronkite, Anderson took a little-known program and put it on the national journalism education map. Under his leadership, the Cronkite School secured one of the earliest endowed chairs awarded by the John S. and James L. Knight Foundation, establishing a permanent faculty position specializing in the then-new area of data journalism. The \$1.5 million grant was at the time the school's largest gift.

Anderson also was instrumental in launching a student-produced television newscast, a hall of fame honoring outstanding graduates, summer residential programs for high school journalists and the Hearst Visiting Professionals program.

Cronkite also became highly competitive in the Hearst Journalism Awards under Anderson. Cronkite won the Hearst intercollegiate writing competition for the first time in 1990 and captured first in intercollegiate broadcasting in 1991. Cronkite won the overall Hearst competition for the first time in 1994 and again two years later.

In 1996, Anderson was named Journalism Administrator of the Year by the Freedom Forum — the youngest person ever to win the award.

“Doug Anderson laid the groundwork for so much of the success we are experiencing today,” said Cronkite School Dean Christopher Callahan. “Quite simply, we would not be where we are

today without Doug's leadership, passion and vision. We are thrilled to welcome him back home.”

Anderson, who also served as the Cronkite Endowment Board of Trustees Professor, was a popular faculty member among students. Many of his former pupils have gone on to successful careers in journalism and beyond.

“Doug Anderson had a profound effect on my life and the lives of countless students at ASU,” said Jay Heiler, a 1983 Cronkite graduate who currently serves on the Arizona Board of Regents. “He combined intellectual excellence in his discipline with a great teacher's love of students and dedicated regard for their futures. He created the Cronkite School, and his return to ASU is a wonderful thing.”

At Penn State, Anderson dramatically increased the student body; more than doubled the number of annual internships; had the highest graduation rates at the university; created four new centers; more than tripled the school's endowment and annual scholarships; built new broadcast studios and newsrooms; and nearly doubled the number of students of color.

Anderson has served as chairman of the Accrediting Committee of the Accrediting Council on Education in Journalism and Mass Communications, president of the Association of Schools of Journalism and Mass Communication, and chairman of the Hearst Awards Steering Committee.

“I felt privileged to serve Penn State for 15 years, just as I feel privileged to once again be part of the Cronkite School,” Anderson said. “Because of Chris Callahan's strategic leadership, energy and drive, Cronkite has soared to previously unimaginable heights and it continues to open new frontiers. I am looking forward to playing a small role on the Cronkite team.” ■

“My goal is to help journalists everywhere understand the role money plays in every kind of story, from traditional business coverage to education, sports and politics, just to name a few areas.”

— Micheline Maynard, director of the Donald W. Reynolds
National Center for Business Journalism



Photo by Dominic Valente

Reynolds Center Selects

Micheline Maynard

as New Director

Micheline Maynard, a former New York Times senior business correspondent, is the new director of the Donald W. Reynolds National Center for Business Journalism at the Cronkite School.

Maynard leads business journalism training efforts for the Reynolds Center, the world's premier provider of training for business reporters and editors. The center is supported by grants from the Donald W. Reynolds Foundation.

“I’m excited to join the Reynolds Center team, which is already a legend for business journalism education,” Maynard said. “My goal is to help journalists everywhere understand the role money plays in every kind of story, from traditional business coverage to education, sports and politics, just to name a few areas.”

As the new director, Maynard sets the direction for the center and develops and delivers a variety of business journalism training programs for professional journalists, including webinars, workshops and conferences. She also oversees the Reynolds Center’s new online graduate certificate in business journalism and works to extend the Reynolds brand globally.

“Micki Maynard is a part of the family thanks to her Reynolds visiting professorships at Central Michigan and the Cronkite School,” said Andrew Leckey, president of the Reynolds Center and Cronkite’s Reynolds Chair in Business Journalism. “By injecting her own innovative ideas

and journalism skills, she is sure to add to the string of constructive successes the Reynolds Center has enjoyed in improving the quality of business journalism.”

Maynard, who started in her new role in summer 2014, taught at the Cronkite School as a Reynolds Visiting Professor in Business Journalism during the previous semester. She replaces Linda Austin, an experienced newsroom leader who led the center for more than five years.

As a visiting professor, Maynard taught two upper-level in-depth business journalism courses. She said she worked to boost her students’ confidence.

“Business journalism can be complicated and intimidating,” she said. “I want people to feel comfortable and go talk to editors and say, ‘I know how to do this.’ I want to open up opportunities for them.”

As a journalist, Maynard directed multimedia coverage of the automotive and airline industries as a senior business correspondent for The New York Times. Prior to that, she ran the newspaper’s Detroit bureau, directing coverage of the auto industry and other national news stories. She was the 2009 recipient of the Nathaniel Nash Award, which recognizes outstanding business and economics coverage and collegiality by a Times staffer.

Before joining The New York Times, Maynard was Detroit bureau chief for both USA Today and Reuters news service. She also worked as a business reporter for New

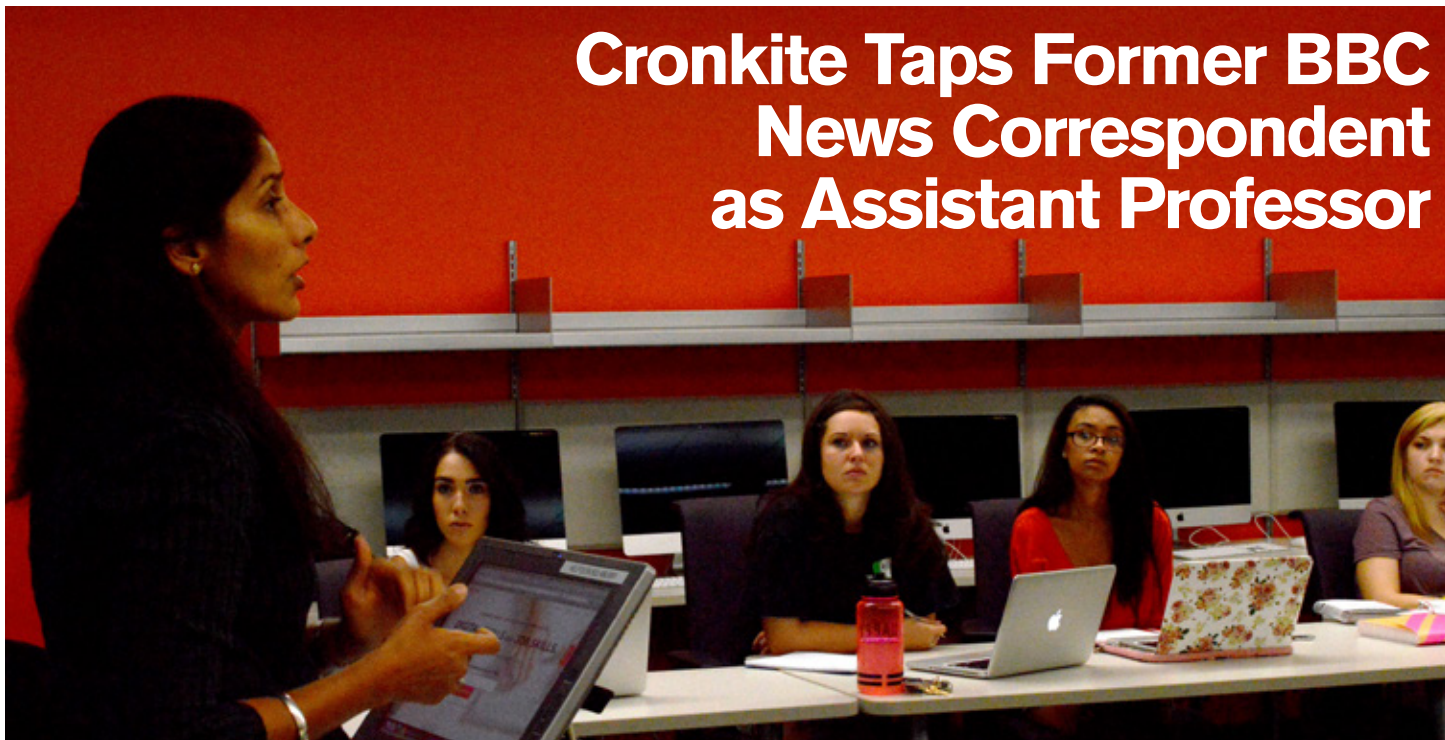
York Newsday, automotive editor for United Press International and associate editor for U.S. News & World Report, covering personal finance and serving as Midwest correspondent.

In 2010, Maynard became senior editor of a two-year Corporation for Public Broadcasting project called “Changing Gears,” directing a staff that produced multimedia coverage on the reinvention of the industrial Midwest. In 2013, she launched a new crowdfunded journalism venture, “Curbing Cars: Rethinking How We Get Around,” examining why people are driving less and turning to alternative types of transportation. “Curbing Cars: America’s Independence from the Auto Industry,” was published in April as part of Forbes Magazine’s new e-book series. She also writes the “Voyages” blog on transportation and reinvention topics for Forbes.com.

“Micki Maynard has been a leader in business journalism for some of our country’s most-respected news organizations, and she has the kind of entrepreneurial spirit that will serve the Reynolds Center well as we move forward,” said Cronkite School Dean Christopher Callahan. “I can’t think of a better person to lead the Reynolds Center in offering world-class professional training and development for journalists.” ■

Kristen Carver contributed to this story.

Cronkite Taps Former BBC News Correspondent as Assistant Professor



Cronkite Assistant Professor Monica Chadha, a former BBC journalist, speaks to a class on multimedia journalism. Photo by Zachary Joseph Hillenbrand

By Samantha Incorvaia

Monica Chadha, a former international journalist for BBC World Service in India, is a new assistant professor at the Cronkite School, specializing in digital media.

Chadha accepted the position in summer 2014 in the midst of defending her dissertation and planning a wedding on the other side of the world. She said she landed the Cronkite assistant professorship three days before traveling to India for her nuptials.

"I couldn't have asked for a better wedding gift," she said.

Chadha will teach digital media and research entrepreneurial journalism. Cronkite Senior Associate Dean and Solheim Professor Marianne Barrett said she is thrilled Chadha will be joining the Cronkite School in fall 2014.

"Her professional background and research focus will beautifully complement the school's outstanding digital media faculty," Barrett said.

Chadha was a reporter for *The Asian Age* and the *Indian Express* before becoming a correspondent for BBC News in 1999. She reported on a wide variety of stories, including the 2004 tsunami in New Delhi and the 2006 Mumbai railway blasts.

In 2007, Chadha came to the U.S. to pursue a Ph.D. at the University of Texas

at Austin. Her dissertation centered on new media startups and hyperlocal journalism. She examined how journalists are venturing out on their own, starting up new local news sites and handling both journalism and business operations.

"We know journalists by the whole idea that they have to tell a story, but at the same time they're also human," she said. "What is it that drives them? It's fascinating to me — the whole new aspects to the business because my whole experience has been the exact opposite."

Associate Professor Renita Coleman, who chaired Chadha's dissertation committee at the Moody College of Communication at Texas, said the new assistant professor is an enthusiastic techno-geek, an early adapter and a lively person who will not lecture behind a podium.

"She will stand out and be energetic," Coleman said. "Winning the hearts and minds of students will be no problem for Monica."

Chadha said she was amazed how her research and teaching focus aligned with the Cronkite School's principles. When she visited the campus for the first time, she appreciated the optimism and energy of students, faculty and staff.

It was like "the feeling you get at a

"Her professional background and research focus will beautifully complement the school's outstanding digital media faculty."

— Marianne Barrett, Cronkite senior associate dean and Solheim Professor

crossroad in New York City where everyone is moving really fast and you feel like you better start moving or you'd never catch up," she said.

Texas Professor Tracy Dahlby encouraged Chadha to apply for the position at Cronkite. He said he was impressed by her work ethic, intelligence and comprehensive sense of international news.

"She's always willing to help the students and has a reporting background as a valuable asset as well as her ability to coach people in telling stories in the news media," he said. "I wish her the best, and I think she'll do a great job." ■

Former Forbes Publisher to Teach the Business of Journalism



By Madison Alder

Jeff Cunningham didn't just meet Walter Cronkite; he partied with him.

In 1990, Cunningham ran into the legendary news anchor at the 70th birthday party of Malcolm Forbes at the magazine tycoon's home in Morocco. During the festivities that welcomed in a new decade, Cunningham had the chance to share some lighthearted banter with Cronkite about the pros and cons of Moroccan cuisine and sailing before the news anchor's wife, Betsy, pulled him to the dinner table.

"He was thoroughly delightful, engaging, outrageous in his humor, and (he) had a joie de vivre and a common touch for people," Cunningham said. "Even this brief interaction left me overwhelmed by the force of his personality and his warmth."

In April 2014, Cunningham's memorable meeting with Cronkite came full circle. The former publisher of Forbes magazine and founder of Directorship Magazine joined the faculty of "Walter's school."

Cunningham was named a professor of practice at Cronkite as well as at the W. P. Carey School of Business as part of a joint-faculty appointment. At Cronkite, his efforts center on imparting the lessons he learned about the business of journalism during his 26-year career in magazine publishing and later as an Internet venture capital investor and publishing entrepreneur. He also shares his expertise on boardroom dynamics and senior executive leadership at the Carey school.

"Jeff's leadership at Forbes and his expertise in the business of journalism offer an extraordinary opportunity for our students, our school and the news media industry," said Cronkite School Dean School Christopher Callahan.

Cunningham worked at Forbes for nearly 20 years and was the third publisher in the magazine's history. He moved to the digital world

in 1998 as president of Internet incubator CMGI and later became managing director of Schroder Ventures Internet fund. In 2005, he founded the leading publication for corporate directors, Directorship Magazine, which was acquired by the National Association of Corporate Directors in 2010. Lord William Rees-Mogg, former editor of The Times of London, described Cunningham as "one of the top media professionals in America."

During his 39-year career, Cunningham also served as an adviser to many Fortune 500 CEOs and boards of directors on corporate governance,

leadership and crisis management. In the boardroom, he has held numerous corporate directorships with technology and multinational firms, including Schindler of Switzerland, Data General, Bankrate and TheStreet.com.

"In addition to having his own extensive boardroom experience as founder and editor-in-chief of Directorship Magazine, Jeff Cunningham also has interviewed some of the

biggest names in business, including Berkshire Hathaway's Warren Buffett, Hewlett-Packard's Meg Whitman and Goldman Sachs' Lloyd Blankfein," said Amy Hillman, dean of the W. P. Carey School of Business. "He understands some of the most important issues in business right now and brings real-world knowledge to our students."

Cunningham said he hopes to help students discover their dreams in the somewhat confusing landscape of the Internet and journalism. He said he believes his understanding of successful media business models can help students identify some of the ways the media industry might evolve.

"I am delighted that I will now be able to impart my experience as a CEO, publisher and board director to such pre-eminent institutions as the W. P. Carey School of Business and the Cronkite School," he said. ■



Right: Jeff Cunningham and Walter Cronkite celebrate the 70th birthday of Malcolm Forbes in 1990. Photos courtesy of Jeff Cunningham

Renzulli Brings Strategic Communications to the Classroom



Photo by Courtney Pedroza

By Lauren Hornberger

Virgil Renzulli learned a lot about the way leaders make decisions during his more than 30 years working in communications and public affairs.

Among the key lessons was this one: "If you're in communications and you assume everybody makes logical decisions, you could be making a very big mistake because a lot of times they do not," he said.

As one of the school's newest faculty members, Renzulli will teach strategic communications classes for graduate and undergraduate students. His first course, Advanced Issues in Strategic Communications, will use a case study approach to teaching communications strategies in business, political and university settings. Renzulli also will serve as a senior communications adviser to ASU President Michael M. Crow, an extension of the job he held at ASU for more than a decade.

From 2002-2014, Renzulli was ASU's vice president of public affairs, with responsibility for overseeing the university's media and public relations offices, community, city and state relations, ASU Gammage and Arizona's public television station, housed in the Cronkite School.

"Virgil has played an important role in our mission to create 'A New American

"Virgil has played an important role in our mission to create 'A New American University.' Now, he will leave an indelible mark at Cronkite, helping prepare the next generation of communication professionals."

— Michael M. Crow,
ASU president

University," Crow said in a release when Renzulli's new role was announced. "Now, he will leave an indelible mark at Cronkite, helping prepare the next generation of communication professionals."

Renzulli began his career as a high school teacher before being smitten by journalism. He worked at several Philadelphia-area newspapers, getting

what he described as an immersion in every aspect of the newspaper business. Then came a series of roles in which he led communications efforts at the University of Pennsylvania, New York University and Columbia University.

In his spare time, Renzulli managed to author three novels, "Caliburn," "Beyond the Edge of the Universe" and "Kaleidoscope." He has studied at Temple University's film school and the Wharton School at the University of Pennsylvania.

Cronkite School Dean Christopher Callahan said he is excited to have Renzulli join the faculty. "Virgil brings extraordinary expertise and experience in strategic communications. Our students will have the opportunity to learn from one of the best in the business," he said.

Renzulli said his new role will allow him to keep a hands-on connection to university communications while also teaching, mentoring and advising Cronkite students.

"This is the best of both worlds for me," he said. "I'll have the opportunity to teach at Cronkite, which Dean Callahan has built into the premier school of journalism and communications in the United States, while continuing to work with President Crow to help promote ASU, the most innovative and exciting university in the country." ■

**Edith Kinney
Gaylord Visiting
Professor**

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.

**Past Edith Kinney
Gaylord Visiting
Professors**

Joe Hengemuehler,
former news director of
ABC15, KNXV-TV

Sandra Mims Rowe,
former editor of The
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

The Oregonian's Top Editor Comes to Cronkite



By Samantha Incorvaia

Peter Bhatia, the award-winning editor of The Oregonian, started his journalism career when he was 12, publishing and distributing a neighborhood newspaper that his father printed on a mimeograph machine.

Bhatia said his late father, a career academic, would be smiling about the latest chapter in his son's distinguished career. After 20 years and six Pulitzer Prizes at The Oregonian, Bhatia joined the Cronkite School as the Edith Kinney Gaylord Visiting Professor in Journalism Ethics in summer 2014.

"This is an extraordinary place with extraordinary students, so I'm just thrilled to have the opportunity to contribute to it," he said.

Bhatia started in May 2014, working with more than two dozen students from across the nation as the assistant editor for the Carnegie-Knight News21 Initiative.

In his role at News21, Bhatia managed and mentored some of the nation's top student journalists working on an investigation on gun rights and regulation in America.

Bhatia said he is excited to engage students in the classroom on ethical conversations about journalism.

"Journalism is still a very, very important part of our society," he said, "but doing it in the right way with the right values and the right techniques is just as important today as it was in 1975 when I came out of college and started my first job as a reporter."

Bhatia was the first journalist of South Asian descent to lead a large daily newspaper in the U.S.

Peter Bhatia, the Edith Kinney Gaylord Visiting Professor in Journalism Ethics, leads a meeting on the Carnegie-Knight News21 "Gun Wars" investigation. Photo by Kaard Bombe

He also worked for The Fresno California Bee and The Sacramento Bee in California, the Dallas Times Herald, The York Dispatch and Sunday News in Pennsylvania, the San Francisco Examiner and The Spokesman-Review in Washington before joining The Oregonian.

"I've had the opportunity to see and understand how this country is a collection of parts, like any organization is, really," he said. "Trying to sort it out all the time and trying to understand that is a really good thing for a journalist who is trying to bring sense out of chaos."

Bhatia was named Editor of the Year by Editor and Publisher magazine in 2008 along with Sandra Mims Rowe, former top editor at The Oregonian as well as a past Gaylord Visiting Professor at Cronkite.

"There is going to be a wonderful freedom for him to not have to manage the day-to-day operations of a newsroom," said Rowe, who is chair of the Committee to Protect Journalists. "After you've done that for 20 years, just being in a classroom and just being with students and being responsible for helping them is very freeing."

Cronkite School Dean Christopher Callahan said, "Bhatia has been one of our era's great editors. His extraordinary skills, values and experiences will be an enormous benefit to a new generation of journalists. We're thrilled Peter will be helping to guide these aspiring young journalists through the complexities of creating strong, ethically sound journalism in the digital age." ■

Visiting Professor Susan Lisovicz Back at Cronkite for 3rd Time

By Kristen Carver

Former CNN Wall Street correspondent Susan Lisovicz said she never saw herself teaching. Yet in spring 2014 she completed her third tour as a Donald W. Reynolds Visiting Professor at Cronkite.

"It was not something I planned, but I was open to the opportunity," she said. "And I found that not only did I love the school but that it was a good transfer of skills."

Lisovicz, who also taught at Cronkite in spring 2011 and 2013, said business journalism wasn't originally part of her plan either. "I stumbled into it," she said. "And I discovered that I really loved this niche form of journalism. It is anything but dry. It's chock full of colorful personalities and dramatic stories."

Lisovicz spent two decades reporting on air as a business correspondent for CNN and CNBC, covering everything from the dot-com boom to 9/11 and the financial crisis. She interviewed many of the world's most famous business leaders, including Warren Buffett and Bill Gates.

When CNBC offered her a six-week reporting gig, she said she kept an open mind about working as a business journalist, which was a new field for her. "I had taken exactly one business course in college — and that was only because it was required," she said.

Lisovicz said CNBC hired her on the strength of her work as a general assignment reporter and anchor in Atlanta for CNN. Her supervisors told her they needed someone to fill in before a number of veteran business correspondents came aboard. But Lisovicz said she dove in, and CNBC ended up offering her a long-term contract at the end of those six weeks.

"I think it's a good lesson: Keep your mind open to new possibilities," she said. "Life is not a linear journey but often full of interesting twists and turns. And that is something I tell my students."

Lisovicz said she took the same approach when she received a call from former CNBC colleague Andrew Leckey, president of the Reynolds National Center for Business Journalism and the Reynolds Endowed Chair in Business Journalism, to teach at Cronkite. She said she had no formal training in teaching but knew her professional experience would be valuable in the classroom.

"When I left CNN, I was touched by the number of notes from colleagues that thanked me for my mentoring," she said. "A really passionate teacher changed my life in high school. I'd be very

satisfied if I can pay this forward."

Lisovicz taught two upper-level courses, Business and Future of Journalism and Television Reporting, as she did in 2013. She also worked two days a week at Cronkite News, the school's award-winning student newscast, where she assisted in everything from script approval to wardrobe advice.

"She has been terrific in her previous visits, and we were very happy to have her back at the Cronkite School," Assistant Dean Mark Lodato said.

Cronkite student Alexis Eader, who took Lisovicz's Business and Future of Journalism class, said the course was an exciting interactive experience. "She provides an energetic and fun environment," she said. "Rather than giving us a textbook, we read up-to-date stories on how businesses are evolving."

"Cronkite has quickly put its mark on the journalistic map. It has a visionary dean, an incredible faculty and an enthusiastic student body."

— Susan Lisovicz,
Donald W. Reynolds
Visiting Professor



Lisovicz said she has been honored to work at the Cronkite School. "I feel my career has been linked to these game-changing startups, like CNN and CNBC," she said. "Cronkite has quickly put its mark on the journalistic map. It has a visionary dean, an incredible faculty and an enthusiastic student body." ■

Reynolds Visiting Professor Susan Lisovicz works with Kimberli Horyza in a Cronkite News editing bay. Photo by Arianna Graine

Downie Investigates US Government's Treatment of Reporters



Former Washington Post Executive Editor Leonard Downie Jr., Cronkite's Weil Family Professor of Journalism, discusses the Obama administration's aggressive war on leaks during an April panel discussion at Cronkite. Photo by Sean Logan

Downie said the Obama administration takes a narrow view of whistleblowing.

"Exposing 'waste, fraud and abuse' is considered whistleblowing," he said in the report. "But exposing questionable government policies and actions, even if they could be illegal or unconstitutional, is often considered to be leaking that must be stopped and punished. This greatly reduces the potential for the press to help hold the government accountable to citizens."

The report also covers the government's secret seizure of reporters' phone and email records in leak investigations and the chilling effect it has had on journalists' ability to report on issues of public interest.

Downie presented the 30-page report during a news conference at the Newseum in Washington. Shortly before its release, the CPJ sent a letter to the Obama administration with recommendations to develop policies for protecting journalists from prosecution and to become more forthcoming about surveillance.

"The fact that the Committee to Protect Journalists felt compelled to investigate the U.S. government's treatment of the press is a remarkable statement here in the home of the First Amendment," said Cronkite Dean Christopher Callahan. "U.S. government tactics are increasingly impeding journalists' work and placing a chill on newsgathering that could endanger our democracy."

Since the report's release, Downie said the White House has been silent on the issue. However, he said the Justice Department has been discussing with the media possible changes to guidelines on how reporters are subpoenaed and investigated.

Downie said he worries the Obama administration's use of technology to tightly control the message will set a precedent for future presidents to act in similar ways.

"Obama has said one thing and done another," Downie said. "If he had done what he said when he entered office, he could have created quite a good legacy of government transparency, but not enough of that has happened yet. I hope in the last few years (of his presidency), some of that will still happen." ■

Access the report at cpj.org.

Committee to Protect Journalists

CPJ is an independent, nonprofit organization founded 32 years ago to promote and defend press freedom and rights around the world. Each year it documents attacks on the press and on journalists, compiling an annual census of journalist fatalities, the number of journalists incarcerated around the world and the number in exile from their countries. It also assists journalists around the world who have been targeted for their work.

cpj.org

For three decades, the Committee to Protect Journalists has reported on assaults on press freedoms in China, Iran, Syria and other countries with government regimes traditionally hostile to a free and robust news media.

For the first time, the CPJ conducted a major investigation of attacks on press freedoms by the U.S. government. Former Washington Post Executive Editor Leonard Downie Jr., the Weil Family Professor of Journalism at Cronkite, authored the report, which was released in October 2013.

The comprehensive report, "The Obama Administration and the Press: Leak Investigations and Surveillance in Post-9/11 America," found that the Obama White House has chilled the conversation between journalists and their sources.

"The administration's war on leaks and other efforts to control information is the most aggressive I've seen since the Nixon administration, when I was one of the editors involved in The Washington Post's investigation of Watergate," Downie said in the report.

The report documents the growth of government surveillance programs following the Sept. 11 attacks that have led to skirmishes with the press. It outlines how the Obama administration has used the 1917 Espionage Act to attack people accused of leaking classified information to the press.

The report says the Obama administration prosecuted six government employees, plus two contractors, using the Espionage Act. By comparison, a total of three such prosecutions occurred in all previous U.S. administrations.

John Craft Celebrates 40 Years at Cronkite



In 1973, Jim Croce's "Bad, Bad Leroy Brown" was at the top of the music charts. "The Exorcist" and "American Graffiti" were two of the year's most popular films. In sports, Miami defeated Washington in Super Bowl VII.

At ASU, the Department of Mass Communication was moving into a new building named in honor of former Arizona Republic owner and publisher Charles A. Stauffer. That same year, John Craft visited ASU in search of a job.

"They took me to Stauffer Hall, which was mostly completed, and said, 'When you come here in August, this will be your office,'" Craft said. "It was a brand new, nice, clean building — and I thought, 'This is kind of nice. I like that.'"

Forty years later, the school's name and building may be different, but Craft is still at ASU and still teaching aspiring journalists. In fall 2013, ASU and the Cronkite School honored Craft for his four decades of service.

Over the years, Craft has taught courses in broadcast management, sales, programming, international media, production, direction, station operations, announcing, documentary and mass media and society. He also was the director of graduate studies for more than a dozen years and is the lead author of a major textbook on American electronic media and academic articles as well as producer of several major television documentaries.

In recent years, Craft has served as the curator of the Cronkite Gallery and its collection of artifacts from Walter Cronkite and other journalists. He also teaches broadcasting and graduate classes each semester.

Mark Bork is among the Cronkite alumni who credit Craft with changing their lives and careers. Bork, who graduated in 1980, said he began studying accounting at ASU and was miserable. It was only after he signed up to help at the student radio station and met Craft that he found his calling and changed his major to journalism.

"Because I made the switch, I was able to excel

and made my career," said Bork, who owns a film production company. "Dr. Craft showed real concern for his students and wants every one of them to achieve and do well."

Phil Alvidrez, a 1975 graduate and production executive of "RightThisMinute," said Craft is a friend to all of his students. He remembers taking Craft's journalism management course and pulling an all-nighter in order to complete a television programming assignment.

"I can't even imagine how many lives he's touched," Alvidrez said.

Craft said the person who made the biggest impact in his life is without a doubt Walter Cronkite. He can still picture the CBS News anchor sitting in his class, talking with students and savoring every moment. And he remembers enjoying a two-hour lunch with Cronkite at the Phoenician during which they talked about everything but their jobs.

"He was the kind of guy who could put you at ease instantly," Craft said. "He was a nice guy from the Midwest, and he treated us all with a great deal of respect. He was real."

Craft said his longtime career at ASU almost didn't happen. He originally took the job as a way to pay the bills while he finished his dissertation, after which he planned to work in educational broadcast administration.

However, the pull of working with students at ASU changed his mind. It's a decision he's still happy with 40 years later.

Craft frequently catches up with former students — sometimes when he runs into them at the airport and sometimes when they drop by his fourth-floor office, which is filled with awards, movies and memories.

When the inevitable question of retirement comes up, Craft just laughs and tells them: "Who knows? I guess I'll retire whenever they throw me out." ■

Cassidy Trowbridge contributed to this story.

Cronkite Professor John Craft is in his 40th year at the Cronkite School. He teaches documentary production classes and is the curator of the Cronkite Gallery. Photo by Zachary Joseph Hillenbrand

Cronkite Professor Participating in National Science Foundation Study



Cronkite Professor of Practice Gregg Zachary gives a presentation to journalists in the Republic of Malawi. Photo courtesy of Gregg Zachary

“This project is an example of how journalism knowledge can be transformed into scholarly knowledge.”

— Gregg Zachary,
Cronkite professor
of practice

The National Science Foundation is an independent federal agency created by Congress in 1950 “to promote the progress of science; to advance the national health, prosperity and welfare; to secure the national defense...” With an annual budget of approximately \$7 billion, it funds approximately 20 percent of all federally supported basic research conducted by America’s colleges and universities.

As journalism continues to evolve, scholars are seeking innovative ways to inject value into the profession. One approach gaining momentum at the Cronkite School is interdisciplinary research.

Professor of Practice Gregg Zachary is one of the faculty members leading this approach, teaming with experts in science, technology and agricultural biotechnology under a National Science Foundation grant awarded in fall 2013. Their two-year study examines how computer science is developing in sub-Saharan Africa and promoting innovation in the region.

“This project is an example of how journalism knowledge can be transformed into scholarly knowledge,” said Zachary, who also is a professor of practice for the ASU Consortium for Science, Policy & Outcomes (CPSO), “and how journalists can bring value and assistance — through their methods, sources and knowledge — to joint projects with scholars from fields who try to understand how the world really works and why.”

Zachary is one of three co-principal investigators. The team will examine the development of computer science in Kenya and Uganda. Jameson Wetmore, an ASU associate professor at CSPO and the School for Human Evolution and Social Change, has studied the relationship between technology and society. Matthew Harsh, an assistant professor at the Centre for Engineering in Society at Concordia University in Montreal, has analyzed innovation systems surrounding agricultural biotechnology in Kenya.

In the past decade, a growing computer science research community has fueled innovation, reshaping life throughout Africa. In December 2011, Zachary wrote a New York Times article examining the phenomenon, which helped the study gain traction.

The NSF study will analyze the impact of African

social and economic innovation by investigating the development of computer science programs at the University of Nairobi in Kenya and Makerere University in Uganda.

“Most of the work on Africa in technology and innovation studies has focused on the region as a receiver of technology, not a producer,” Wetmore said. “We are looking forward to showing the variety of ways that African computer scientists are developing their own solutions. The only way to really do that is to have researchers in the field who can observe the developments firsthand. Gregg Zachary’s extensive experience reporting from the area has proven invaluable in this regard.”

Zachary will conduct structured field research in Uganda, interviewing computer science faculty and students and observing students’ career trajectories. Harsh will perform similar research in Kenya to compare and contrast computer science capacity in the two countries.

Zachary has made numerous trips to sub-Saharan Africa, examining innovation as a scholar as well as reporting on the topic as a journalist for publications such as The New York Times, The Wall Street Journal, Foreign Policy magazine, Spectrum and The Atlantic. He also has written two books on the region, “Married to Africa: A Love Story” and “Hotel Africa: The Politics of Escape.”

Cronkite Dean Christopher Callahan said Zachary’s research is a model of how journalists can bring new value to the discipline as journalism evolves.

“Journalism can be useful to scholarship and research,” Callahan said. “This project is an excellent example of how our faculty can create new knowledge in the research community by collaborating with experts from other disciplines.” ■



La Voz Editor Named Cronkite Faculty Associate of the Year

Elvia Diaz has considered taking a hiatus from teaching intermediate reporting and writing at the Cronkite School to focus on her day job as editor of the Gannett newspaper La Voz Arizona.

But the joy of teaching keeps drawing her back to the classroom.

"I keep telling myself that I'm going to take a break, but I end up not doing it because it just feels good to be with students," she said.

In her eighth-floor office at the Republic Media Building, Diaz said she now has a reminder of why she gets up to teach a 7:30 a.m. class. Behind her desk sits the 2013-2014 Cronkite Faculty Associate of the Year Award, an annual honor recognizing one adjunct faculty member's outstanding commitment and service to journalism education.

Diaz, who received the award during the annual Cronkite Student Awards Ceremony in May 2014, said she was surprised and honored to be named Faculty Associate of the Year.

"I know it sounds cliché – but it's true – I was not expecting it at all," she said. "I think there are other fabulous professors that deserve this as much as I do."

Diaz started teaching at Cronkite in 2007 when she was an assistant city editor at The Arizona Republic. Over the years, she has gained a reputation as a no-nonsense instructor who works hard and cares deeply about her students, said Cronkite Associate Dean Kristin Gilger.

"Elvia is a tremendous teacher and mentor to our students," Gilger said. "She goes the extra mile to ensure they have the reporting skills necessary to succeed in the newsroom. She has helped many of our students launch successful careers in journalism and beyond."

Cronkite faculty associate Elvia Diaz, the editor of La Voz Arizona, receives the Cronkite Faculty Associate of the Year Award from Assistant Dean Mark Lodato. Photo by Sean Logan

In JMC 301, the school's intermediate reporting and writing class, Diaz teaches students how to craft a clean, well-sourced story and get published. Students emerge from the class with clips that help them land internships and jobs.

Philip Haldiman, a 2010 graduate, has known Diaz as a teacher at Cronkite as well as a colleague at The Arizona Republic. Haldiman said he remembers her as a tough teacher who taught him the importance of meeting deadlines.

"Fearlessness is a great trait in a journalist, and Elvia isn't afraid to ask the tough questions, whether it is of her students or reporters or of the person she may be interviewing," said Haldiman, who covers Surprise, Ariz., and the Northwest Valley for the newspaper.

Diaz got her first taste of journalism at a Spanish public radio station in 1980. She said the experience motivated her to study journalism in college. She went on to reporting positions at news outlets in Oregon and New Mexico before joining the Republic in 1999. In 2013, she was named editor of La Voz, Gannett's Spanish language newspaper in Phoenix.

Between managing the online and print operations of La Voz, Diaz carves out time to grade papers and meet with students. She insists the long hours are worth it.

"Teaching almost feels like a public service to me," she said. "I like to teach because I'm a working journalist, and I can help (students) with connections and letters of recommendation to help them succeed." ■

"Teaching almost feels like a public service to me."

— Elvia Diaz,
2013-2014 Cronkite
Faculty Associate
of the Year

Faculty Associates of the Year

Previous winners of the school's Outstanding Faculty Associate of the year award include:

2012-2013: Allysa Adams, freelance reporter/producer

2011-2012: Gilbert Zermeno, investigative producer/photojournalist, CBS 5, KPHO-TV

2010-2011: Tom Blodgett, assistant sports editor, The Arizona Republic

2009-2010: Richard Ru-elas, 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



Melanie Asp Alvarez



Marianne Barrett



Sharon Bramlett-Solomon

Associate Professor **Craig Allen** continued revising his book manuscript on Spanish language television and began as co-chair of the University Hearing Board. He also was elected to the board of the Foundation for Intercultural Development.

Cronkite News Executive Producer **Melanie Asp Alvarez** completed her ASU Master of Liberal Studies degree with an emphasis in creative nonfiction.

Senior Associate Dean and Louise Solheim Professor **Marianne Barrett** served as a respondent on "Finding Your Leadership Voice in the Academy: A Workshop for Women Faculty" at the 2014 Association for Education in Journalism and Mass Communication Conference in Montreal. The workshop was sponsored by the association's Commission on the Status of Women. Barrett also was a discussant for a Media Management and Economics Division refereed paper session and moderated a session on sports journalism.

Associate Professor **Sharon Bramlett-Solomon** was on a newspaper and online news division panel at AEJMC in August to discuss a paper she wrote, "A Recipe for Disastrous Online Teaching," that prescribes tips and strategies for successful online teaching. She also continued to serve on the editorial board of the Howard Journal of Communications, reviewing papers submitted for publication.

Peter Byck, professor of practice, finished and premiered the first "Carbon Nation 2.0" short

film, "Soil Carbon Cowboys" at the World Bank's Global Conference on Agriculture, Food and Nutrition Security and Climate Change in Johannesburg, South Africa, in December 2013. He also presented the film in London at the U.S. Embassy, Breakthrough Capital Conference and the Savory Institute International Conference. He currently is conducting research on the power of regenerative grazing and its ability to sequester carbon in the soils.

Dean **Christopher Callahan** was named the new chair of the Hearst Journalism Awards Steering Committee, which offers guidance and keeps the organization abreast of changes in journalism education. In December 2013, Callahan was appointed to the National Advisory Board of The Poynter Institute, which guides the institute by reviewing programs and plans and analyzing key developments and issues in journalism.

Steve Doig, Knight Chair in Journalism, conducted data journalism workshops for professional groups and reporters and editors in California, Rio de Janeiro, Chicago, Toronto, Boston, China, Baltimore, Italy and San Francisco. He also prepared and taught modules on data journalism for five-week online courses organized by the European Journalism Centre and the Knight Center for Journalism in the Americas that were taken by more than 30,000 people in 2014.

Leonard Downie Jr., Weil family Professor of Journalism, published a special report for the

Committee to Protect Journalists in fall 2013 on the Obama administration and the press and wrote about the administration's relationship with the press for The Washington Post. He was the keynote speaker on government transparency at the annual conference of the Public Affairs Research Council of Louisiana in Baton Rouge in spring 2014; a panelist on "The Future of Print" discussion at the annual SABEW national conference at the Cronkite School in spring 2014; and the moderator of the showcase panel on government surveillance and the media at the annual Investigative Reporters and Editors Conference in San Francisco in summer 2014. He was the author of a chapter, "Keeping American Accountability Journalism Alive," in the book, "Transparency in Politics and the Media," published by I. B. Taurus for the Reuters Institute for the Study of Journalism at Oxford University. He also was interviewed on NPR's "Weekend Edition" and CNN's "Reliable Sources."

Cronkite News Digital News Director **Steve Elliott** moderated a panel on attracting readers for the National Newspaper Association Convention in September 2013. In February, he led a daylong boot camp on story ideas, reporting and AP style and also was a keynote speaker on tight writing for collegiate journalists attending the Associated Collegiate Press Convention in San Diego. In spring 2014, he directed a series of Skill Booster Friday sessions on subjects including interviewing, story ideas and online research techniques. He led the Reynolds Institute for High School Journalism teachers program in June and prepared for this fall's freshman leadership program through Barrett, The Honors College at ASU.

Associate Professor **Mary-Lou Galician** published the "Handbook of Product Placement in the Mass Media: New Strategies in Marketing Theory, Practice, Trends, & Ethics." She also presented at the Western States Communication Association's 85th Annual Convention in Anaheim, Calif., in February.

Associate Dean **Kristin Gilger** was a panelist for "Take the Lead," a program featuring Sheryl Sandberg, COO of Facebook, and other women leaders from around the country concerned about preparing and supporting women in leadership positions. She also moderated a panel on student investigations and served on another panel on audience engagement at the annual Investigative Reporters and Editors conference in San Francisco. At the AEJMC Conference in Montreal, she conducted a preconference session on training adjunct faculty, spoke on a panel about audience engagement and led a panel featuring recipients of Knight education challenge grants.

Dan Gillmor, professor of practice, launched a new ASU Online course on digital media literacy aimed at helping media consumers understand why they can and should be active creators of media and how to do so with integrity. Gillmor led the Scripps Howard Entrepreneurial Journalism Institute at the Cronkite School, for more than a dozen journalism professors. He wrote a regular column for the Guardian's U.S. site, focusing on issues surrounding technology, media and liberty in the digital age, and contributed to Slate Magazine's Future Tense, a project created by ASU, Slate and the New America Foundation.

Dawn Gilpin was promoted to associate professor. She served as lead researcher in the Carnegie-Knight News21 "Finding the Middle Ground" project, which used databases and other engagement tools to test the idea that deep engagement on both sides of a divisive issue may have an impact on how journalists do their work and how audiences react to journalism products. She also co-led Cronkite students on a summer study abroad trip to London, Paris and Milan.

Terry Greene Sterling, Cronkite's writer-in-residence, launched a magazine writing class in which students focused on sustainability issues. She also is co-teaching a class on sustainability communication at ASU's Julie A. Wrigley School of Sustainability. Her book "Illegal," which profiles undocumented people in Phoenix, was the common read at South Central College in Minnesota, where she was the keynote speaker and spent a day with students in workshops. She also wrote a 7,000-word profile of Sheriff Joe Arpaio for the National Journal and continued writing for The Daily Beast and Al Jazeera America. She also spoke to students at St. Olaf's College in Minnesota and Northern Arizona University on writing and reporting.

Retha Hill, director of the New Media Innovation and Entrepreneurship Lab, led the lab for its first summer session. Hill developed the Digital Solutions Lab, which offers expert advice and support on entrepreneurial and technological endeavors to the public. In November 2013, she led the News Games Workshop, a collaboration with ASU's Center for Games & Impact on designing and testing games.

Jim Jacoby, lecturer, worked with Steve Elliott during the Reynolds Institute for High School Journalism in June. He also led sessions on videography and editing at Cronkite's New Media Academy.

Andrew Leckey, Donald W. Reynolds Endowed Chair in Business Journalism and Reynolds National Center for Business Journalism president, taught in Guangzhou, China, as a Fulbright Scholar at Sun Yat-sen University during the spring semester.



Leonard Downie Jr.



Mary-Lou Galician



Dan Gillmor



Dawn Gilpin



Retha Hill



Fran Matera

Assistant Dean and News Director **Mark Lodato** was a recipient of the 2014 Faculty Achievement Award for Excellence in Curricular Innovation at ASU in April 2014. The annual awards recognize select faculty for their excellence in research and instruction. Lodato led the new sports curriculum and secured a grant from Women & Philanthropy for a mobile video transmitter. He also spearheaded two new summer initiatives, the NAB Media Sales Institute in June and Cronkite Sports Broadcast Boot Camp in July.

Jason Manning was promoted to executive director of Strategic Communication and Digital Media in ASU's division of Student Services. In his new position, he retains overall responsibility for Student Media. Manning also was appointed professor of practice within the Cronkite School and will develop a new course on digital content management for 2015-2016.

Associate Professor and Public Relations Lab Director **Fran Matera** represented the Cronkite School at the Edelman Academic Summit, a forum for digital and media thought leaders on public relations, marketing and journalism at DePaul University. Summit hosts were the University of Notre Dame Mendoza College of Business and PRWeek.

Micheline Maynard, director of the Donald W. Reynolds National Center for Business Journalism, taught two classes in business journalism, substituting for Reynolds Chair Andrew Leckey, who was in China on a Fulbright Award. She also appeared on a variety of national media outlets and programs, including BBC World News, CNBC, "PBS NewsHour," American Public Media's "Marketplace," NPR programs "The Diane Rehm Show," "Here and Now" and "On Point" and CBC Radio's "Day 6." She discussed the auto industry, the future of transportation and moves to ban the word "bossy."

Associate Professor **Joseph Russomanno** published "The 'First Amendment' in Nepal: How Madison's America Informs Press Freedom Efforts Globally" in Communication Law and Policy in fall 2013. Russomanno secured a top two paper in the AEJMC's Law and Policy Division, "Cause and Effect: The Free Speech Transformation as Scientific Revolution." He also moderated two panel discussions at the AEJMC conference in Montreal.

Associate Professor **B. William Silcock**, director of Cronkite Global Initiatives, was invited to discuss "Social Justice and Journalism" at Emory University in March. He also presented on audience engagement with new PIN Bureau Chief Rebecca Blatt at the National Association of Broadcasters global convention in April. He attended the Scripps Howard Academic Leadership Academy at Louisiana State

University, a program on journalism education leadership in June. During the summer, Silcock co-led Cronkite's study abroad trip to Europe, visiting London, Paris and Milan. He also was a faculty adviser to doctoral candidate Steve Gary, who passed his comprehensive examinations with distinction.

Associate Professor **Leslie-Jean Thornton** was published in a special issue of Visual Communication Quarterly, the outgrowth of a fall panel she co-organized at the National Communication Association. During her sabbatical, she continued interviews and research for her book on "Electronic Social Art: Sharing and Creating Images in a Digital World." She completed her second year as head of AEJMC's Newspaper and Online News, the organization's largest division, in August, and was re-elected to AEJMC's Standing Committee on Teaching. She also published in Grassroots Editor Journal, Journalism Educator and the Online Journal of Communication and Media Technologies. A paper co-authored with Serena Carpenter and Naheda Makhadmeh is forthcoming in Communication Education.

Associate Professor **Xu Wu** received a top research paper award at the third China International Communication Forum in Changchun, China, for his paper "The Mis-perceived Misperception: A Critical Review of China's 2011 Image-building Ad Campaign." He was a panelist and discussant at the University of Southern California U.S.-China Institute in November. Wu also was a presenter at the 2013 PR People Awards sponsored by PRNewsOnline. He completed a large comparative survey project on "The Perception Gaps of China between American Elite Opinion Leaders and General Public," sponsored by the China Foundation for Peace and Development. His paper, "The Four Pillars of Rhetoric Power in Cross-Cultural Communication" was published by International Communication as the leading paper.

Gregg Pascal Zachary, professor of practice, in January published an article in The New York Times on the future of South Sudan. In March, Zachary gave a keynote lecture on the future of journalism to the annual meeting of the nonprofit Media Consortium. In May, he conducted field research on science and technology in Uganda. In July, he visited Hong Kong City University as a visiting faculty member, representing ASU's Piper Writing Center. Also in July, Zachary gave a keynote lecture on the future of journalism to the Association of Alternative Newsmedia. At the same meeting, he was named a member of the AAN Foundation Board. ■



Joseph Russomanno



B. William Silcock



Leslie-Jean Thornton



Xu Wu

Remembering

Our Alumni and Friends

The Walter Cronkite School of Journalism and Mass Communication respectfully honors those alumni and friends who have recently passed away. Our thoughts and prayers go out to their families and loved ones as we pause to remember the many contributions they made to the Cronkite School.

Dean James Adraktas ('83) studied broadcast journalism while at ASU. He worked as a radio reporter at KVNA in Flagstaff, Ariz., and KFVY in Phoenix before moving to South Lake Tahoe, Calif., where he was a reporter, talk show host and news director for KOWL/KRLT. He then served as news director, talk show host and reporter at KQMS in Redding, Calif., before moving to KFBK in Sacramento, Calif., where he was a news reporter.

Richard Lawrence Friedman ('73) worked in his family business, Friedman Buick, in Akron, Ohio, after receiving his journalism degree at ASU. He earned a law degree from Case Western Reserve in 1981 and practiced law for many years in the Akron and Cleveland area.

Jeffrey Charles Fries ('83) started his career as a sports reporter at The State Press student newspaper while studying journalism at ASU. After graduation, he worked as a sports writer for The Denver Post and then as a sports writer and columnist for The Florida Times-Union. He wrote one of the first definitive pieces on Jerry Rice, then a largely unknown Mississippi Valley State wide receiver, and he also covered University of Florida Athletics. In 1989, Fries received a first place award from the Florida Press Club for General Excellence in Sports Writing. He also wrote football and TV sports columns for Jacksonville.com.

Donald G. Goldstrom ('74) worked as an advertising copywriter in Phoenix after graduation, then moved to Bisbee, Ariz., where he became a probation officer for Cochise County. He was deputy chief of the Cochise County Probation Department when he retired in 2013.

Keith William Hovey ('79) worked in technology manufacturing for many years before retiring in 2004 to his home state of Wyoming. While a student, he was a member of the National Broadcasting Society, the Phoenix Chapter of the National Academy of Television Arts and Sciences and ASU National Honor Fraternity.

T. Jean Fannin McGuire, wife of Cronkite faculty member Tim McGuire, graduated from Texas Tech University in 1969 with a degree in journalism. She worked for the Big Spring Herald, Corpus Christi Caller-Times and the Ypsilanti Press in Michigan before leaving journalism to concentrate on raising a family and supporting her husband's career as he rose to become editor

and senior vice president of the Minneapolis Star Tribune newspaper. She was an active volunteer for several school, church and community organizations, including the Minnesota Down Syndrome Association.

John William Morrison, husband of longtime Cronkite Endowment Board of Trustees member Mary Morrison, was a native of Scotland who came to the U.S. after a stint in the British Navy as a teenager. He started Pied Piper Pre-School, the first learning pre-school in Arizona, and went on to create Paralegal Institute for distance education, training lawyers, paralegals, nurses, security personnel and others. He served as president of the Phoenix Direct Marketing Club and was awarded its Lifetime Achievement Award. He also served on the Board of Trustees for the Distance Education and Training Council and received its Distinguished Service Award.

Kenneth Quihuis ('09) received a bachelor's degree in 2002 from ASU then returned to get a master's in mass communication. He worked at the Palo Verde Nuclear Power Plant in Phoenix for 30 years. After retiring in 2012, he moved with his wife to St. Charles, Mo.

Carleton F. Rosenburgh, a longtime member of the Cronkite Endowment Board of Trustees, graduated from Yale in 1961 and served briefly in the U.S. Army before embarking on a career in newspapers. He began at the New York Daily News, working in production, distribution and circulation. He rose to become vice president of the Philadelphia Inquirer and Daily News and then served as senior vice president of the newspaper division for Gannett, one of the nation's largest newspaper companies, where he was responsible for all departments except editorial. He was a board member of the Audit Bureau of Circulation and served and raised money for his church, various schools, the United Way and other causes. He retired to Scottsdale, Ariz., where he was active in Arizona Musicfest and taught at the Cronkite School.

Samantha Sanchez ('09) earned bachelor's degrees in both journalism and political science from ASU. In 2011, she earned a Master of Arts in Public Policy. She worked for the Girls Scouts, UMOM Day Centers and Maricopa Community Colleges, handling public relations and marketing. ■

In Memoriam

The Cronkite School respectfully honors these alumni and friends who have recently passed away and who contributed so much to the school.

Dean J. Adraktas ('87)

Richard L. Friedman ('73)

Jeffrey Charles Fries ('83)

Donald G. Goldstrom ('74)

Keith W. Hovey ('79)

T. Jean Fannin McGuire

John W. Morrison

Kenneth P. Quihuis ('09)

Carleton F. Rosenburgh

Samantha Sanchez ('09)



Photo by Dominic Valente

our alumni



cronkite.asu.edu/alumni

8,700

Thousands of Cronkite graduates have gone on to make their marks in the journalism and communications professions. They produce award-winning work, launch new products and lead major organizations.

Graduates include an array of professionals from different backgrounds, including CNN anchor Becky Anderson, Pulitzer Prize-winning Los Angeles Times reporter Julie Cart and Arizona Diamondbacks President Derrick Hall.

Recent graduates also have made an immediate impact on the profession. Lauren Kyger shared the 2013 George Polk Award in Journalism for business reporting just months after graduation. Vaughn Hillyard participated in the prestigious Tim Russert Fellowship Program, working with NBC's Chief Foreign Affairs Correspondent Andrea Mitchell and David Gregory, the former host and moderator of "Meet the Press."

Others are forging new paths in journalism, working in jobs that didn't even exist a few years ago. Within a few short years of graduation, Samuel Burke began anchoring technology news programs at CNN en Español and Shannon Rae Green was helping lead USA Today's digital transformation.

2013-2014

8,700 Cronkite alumni around the globe

45 Cronkite Alumni Hall of Fame members

Hundreds of alumni return every year to participate in Cronkite Day. Alumni take part in panel discussions on topics such as government transparency and the relationship between the Obama administration and the press. Other alumni visit to share their journalism experiences with Cronkite students.

Each year, the Cronkite School inducts a member into its Alumni Hall of Fame. Marie Dillon, who for nearly a decade has written about immigration, gender and Latin America for the editorial section of the Chicago Tribune, was the 2013 inductee, joining a distinguished list that includes NBC Sports sportscaster Al Michaels and Arizona Republic Editor Nicole Carroll.

"Considering what our alumni are doing, it's hard not to be optimistic about the future of journalism," said Cronkite School Dean Christopher Callahan. "We're proud to call these professionals part of the Cronkite family."

1,600

400-plus Cronkite Day attendees

1,600 alumni on CronkiteNation.com

5 Years After Obama's Visit to ASU, Cronkite Class Reflects on Professional Success

In May 2009, President Barack Obama addressed ASU's graduating class as uncertainty lingered among the 9,000 graduates and their families at Sun Devil Stadium. The country was in the midst of a historic economic recession.

In the face of these challenges, the new president made a bold proposal.

"Graduates, it is now abundantly clear that we need to start doing things a little differently," Obama said. "In your own lives, you'll need to continuously adapt to a continuously changing economy: to have more than one job or career over the course of your life; to keep gaining new skills — possibly even new degrees; and to keep taking risks as new opportunities arise."

Five years later, members of the Cronkite School's class of 2009 have blazed new career paths — some in jobs that did not even exist before the recession. ■



Samuel Burke

CNN anchor and correspondent

Samuel Burke has made a name for himself in the burgeoning field of Spanish language broadcast journalism. He is a technology correspondent at CNN and also anchors technology news programs at CNN en Español. He reports on how technology and social media affect the business world and consumers.

Burke has worked in London, New York and Atlanta, acquiring different technology skill sets along the way. He said the Cronkite School and ASU gave him the training and technical foundation needed to make sound, ethical decisions in the 24-hour news environment.

"Nothing could have prepared me more for my work at CNN than the Cronkite School," Burke said. "Cronkite truly prepared me for the many lenses a journalist must look through when working on international news stories."

Opposite page: President Barack Obama addresses the ASU class of 2009, urging graduates to take charge and blaze new career paths. Photo by Tim Trumble



Amanda Chan

Huffington Post senior editor

Cronkite School graduate Amanda Chan found a career in health journalism as a senior editor for Health News at The Huffington Post, which was a nascent online publication in 2009.

Chan's path to The Huffington Post began with a staff writer position with another online publication, MyHealthNewsDaily.com, where she developed her social media skills, but everything she does is grounded in the principles and skills she learned at Cronkite, she said.

"The Cronkite School provided me with a strong base in journalism," she said. "After all, reporting, writing and editing skills are vital to my job. And because I work in online media, speed is everything. But it's no use being fast if you aren't also accurate or if your sentences don't make any sense."



Jonathan J. Cooper
Associated Press statehouse reporter in
Salem, Ore.

Jonathan J. Cooper is well into a career at The Associated Press. He has risen through the ranks to become a statehouse reporter covering government and politics in Oregon.

Since 2009, Cooper's responsibilities as a reporter have evolved with the rise of social media and mobile devices. When he started, he primarily wrote print-style articles. Today, he develops stories for a variety of mediums, including the AP Mobile news app. Cooper said his ASU education provided him with the journalism skills necessary for success.

"I got a solid grounding in the mechanics of journalism from ASU," Cooper said. "I have all of the skills to succeed in the industry as the technology changes."



Shannon Rae Green
USA TODAY video editor

Shannon Rae Green has been at the forefront of USA Today's push into multimedia journalism. She is an on-camera reporter and technical director at USA Today, anchoring and producing several popular video series.

Green said the Cronkite School prepared her for work at one of the nation's largest news organizations. She added that she took President Obama's advice to heart. To keep up with the changing demands of journalism, Green enrolled in online classes at ASU to sharpen her video and programming skills through a master's degree from the College of Technology & Innovation.

"Believe it or not, I often think of the president's speech from my graduation in 2009," Green said. "ASU's challenges campaign has really inspired me to do more with my career."



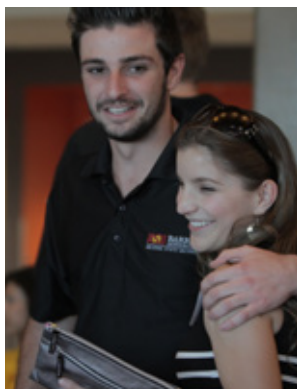
Ashley Panter
Desert Botanical Garden digital content
manager

Ashley Panter started work at a public relations agency after graduation. Her job quickly transformed from traditional public relations to online media management, focusing on websites and search engine optimization.

Panter took those skills with her to the Desert Botanical Garden in Phoenix, where she manages an e-commerce website with more than 200 pages as well as email marketing and numerous social media channels. She said her ASU master's degree has helped her stay current.

"The current job landscape requires you to continue to learn and adapt as technologies change," Panter said. "During my time at ASU, I worked for different professors in different capacities, which taught me how to quickly access what was needed and change how I do things to be more efficient."

Cronkite Day Kindles Spirit of Cronkite Nation

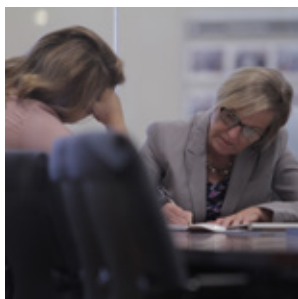
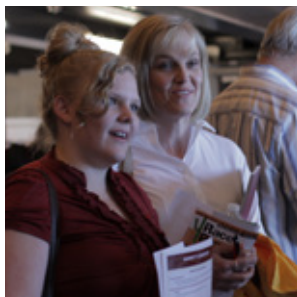


Cronkite student Erica Lang (right) greets a friend from Barrett, The Honors College at Cronkite Day. Photo by Sean Logan



Southwest Borderlands Initiative Professor Rick Rodriguez (left) discusses international reporting with alumni Molly J. Smith, Brandon Quester and Rachel Leingang at Cronkite Day. Photo by Sean Logan

By Kimberly Koerth



Top: Cronkite student Megan Janetsky (left) tours the school with her mother Amy Janetsky. Photo by Sean Logan

Bottom: Cronkite Associate Dean Kristin Gilger reviews resumes at Cronkite Day. Photo by Sean Logan

The Cronkite School kicked off homecoming weekend with an assortment of activities for alumni, students and faculty in October 2013.

More than 400 people filled the building for the second-annual Cronkite Day, an alumni celebration that featured panel discussions with prominent alumni and presentations of award-winning student projects.

"It was amazing to see all of the alumni, students and faculty who participated in this special event," said Dean Christopher Callahan. "I can't think of a better way to celebrate Walter's school and the accomplishments of Cronkite Nation."

The event included alumni showcase panels that addressed issues such as government transparency and the relationship between the Obama administration and the press; the growing significance of public relations; and the influence of new global television networks such as CNN International and Al-Jazeera.

Alumni, including Pulitzer Prize-winning reporter Julie Cart and award-winning Chicago Tribune editorial writer Marie Dillon, participated in the discussions. Other panelists included Committee to Protect Journalists Chairwoman Sandra Mims Rowe and Sean Thomas, multimedia journalist at Russia Today.

During the half-day event, attendees sat in on

student presentations and toured the building.

Cronkite alumnus Samuel Burke, a reporter at CNN en Español who also participated in a panel, shared his thoughts on the school's facilities. Burke was a student at both Cronkite's old home at Stauffer Hall and the new state-of-the-art building on the Downtown Phoenix campus.

"The difference was like day and night," he said. "It's one of the best I've ever seen in my life, both in school and in a professional environment."

Burke said Cronkite Day opens students' eyes to opportunities in the profession and "gives students a chance to connect with people who have been in their shoes."

Bushtex President and CEO Adelaida Severson, a member of the Cronkite National Board of Advisors and 1995 graduate, moderated a panel on global news. She said Cronkite Day benefits the school, current students and alumni.

"It's great for alums to come back and see the school now," she said. "They can show off the building and build awareness of the school's growth."

Students also shared their work in programs such as the Southwest Borderlands Initiative, Cronkite News – Broadcast, Cronkite News – Phoenix and the New Media Innovation and Entrepreneurship Lab.

More than 20 groups, including the Carnegie-



Clockwise top left: Cronkite students Aja Hood (left), Oscar Contreras, Ryan Foote and Marissa Scott discuss their work in Cronkite News – Broadcast. Craig Newman (left) leads an alumni panel discussion with Ballard Spahr attorney David J. Bodney and Chicago Tribune editorial writer Marie Dillon. Cronkite News Assistant News Director Susan Green reviews a student's portfolio. Annie Carson (left), Cassidy Olson and Melody Rodriguez share experiences from the Cronkite Public Relations Lab. Casey Rusnak, (left) Carrie Adams and Jourdan Rodrigue discuss the spring training reporting class. Photos by Madeline Pado

Knight News21 Initiative and the Reynolds National Center for Business Journalism, as well as student media organizations shared their accomplishments in the First Amendment Forum.

Craig Newman, a 1979 graduate and chairman of the Cronkite National Board of Advisors, said Cronkite Day focused on “thought leadership, enlightenment and the most critical issues facing journalism today.”

“The national board is grateful for the support of Dean Callahan and the wonderful staff and faculty of the Cronkite School,” Newman said. “The event provides an incredible opportunity for students, faculty and alumni to come together not only to support the Cronkite School but to advance the ongoing conversation for the betterment of the profession.” ■

Cronkite Day Panelists

Global News Organizations:

The Benefit & the Bias

Samuel Burke ('09), anchor/producer, CNN en Espanol

Valeria Fernandez, independent multimedia journalist

Sean Thomas, multimedia journalist, Russia Today

Moderator: Adelaida Severson ('95, '06), president and CEO, Bushtex

“The event provides an incredible opportunity for students, faculty and alumni to come together not only to support the Cronkite School but to advance the ongoing conversation for the betterment of the profession.”

— Craig Newman, chairman of the Cronkite National Board of Advisors

The Growing Significance of Public Relations

Julie Cart ('80), environmental reporter, Los Angeles Times

Abbie S. Fink ('86, '96), vice president/general manager, HMA Public Relations

Nachie Marquez ('85), communications and public affairs director, city of Chandler

Craig Savage ('00), public affairs officer, U.S. Air Force Special Operations Command

Moderator: Athia Hardt ('70), owner, Hart and Associates LLC

The Practice of Journalism: Leaks, Privacy & National Security

David J. Bodney, partner, Ballard Spahr LLP

Marie Dillon ('82), editorial writer, Chicago Tribune

Andrew Pacheco, criminal division chief, Arizona Attorney General's Office

Sandra Mims Rowe, chair, Committee to Protect Journalists

Moderator: Craig Newman ('79), partner, Richards Kibbe & Orbe LLP

Cronkite Grad Lands Prestigious Fellowship Inside the Beltway

By Madison Alder

Two months after graduating from the Cronkite School in 2013, Vaughn Hillyard was in Washington working alongside some of Capitol Hill's top political reporters.

Hillyard was part of the Tim Russert Fellowship Program, a yearlong, paid position at NBC News awarded each year to one outstanding graduate in the country. He worked with NBC's Chief Foreign Affairs Correspondent Andrea Mitchell and David Gregory, former host and moderator of "Meet the Press."

Named in honor of the late "Meet the Press" host, the highly competitive fellowship gave Hillyard the chance to learn from seasoned NBC News staff members. He had the chance to sit down with NBC News Anchor Ann Curry and discuss the trade and his career goals.

"To have that conversation with her about the future and where to go and really how to perceive ourselves and where we fit into society ... was truly a big moment from my time out here," Hillyard said.

Described by NBC as a boot camp in political journalism, the fellowship included working at "Meet the Press," the network's news desk and the NBC political unit, providing research for national network news programs and producing digital content under tight deadlines.

Hillyard said the experience sharpened his skills as a journalist.

"I had a lot to learn," he said. "I'm young and I'm just beginning ..."

Hillyard credits the Cronkite School and faculty such as Walter Cronkite Professor of Journalism Aaron Brown, who advised him on his honor's thesis, with giving him his start. (Brown) is "the reason I worked at the network — because he told me to go big and give it a shot," he said.

Brown said he is proud of Hillyard and wants him to keep striving. "I just want him to continue to grow," he said.



Cronkite alumnus Vaughn Hillyard is working at NBC News as part of the prestigious Tim Russert Fellowship Program. Photo courtesy of Vaughn Hillyard

"I just want him to be better than he was yesterday."

Cronkite associate faculty member Nancie Dodge remembers Hillyard as the kid with the scooter. But inside the classroom, she said he was a hard worker and fearless in pursuing tough assignments.

Hillyard said Dodge's advanced online media class and her mentorship had a significant impact on him. "If there's somebody who holds your feet to the fire but makes sure you don't fall in, it's Nancie," he said.

At Cronkite, Hillyard racked up numerous professional experiences. He

worked as an in-depth political reporter at Cronkite News in Washington, D.C., and covered the 2012 Democratic National Convention. He was an intern for CNN's "State of the Union with Candy Crowley" and NBC News' New York news bureau and also served as an intern with Republic Media's AZ Fact Check.

Dodge said it was Hillyard's drive to succeed that made him a great student and has put him on a promising career trajectory.

"Every student has the potential to be like Vaughn," she said. "... Not everyone goes as far as he does." ■

Cronkite Alumna Wins Polk Award

By Carlene Reyes

At only 22 years old, one recent Cronkite graduate has already accomplished what most professionals take years to achieve.

Lauren Kyger shared in the 2013 George Polk Award in Journalism for business reporting for her first major investigative project while interning with the Center for Public Integrity.

"I was honestly shocked. I was really, really shocked," she said of hearing the news from her project manager, Alison Fitzgerald. "She said, 'Lauren, this is a big deal.'"

Immediately after graduating from ASU in May 2013, Kyger moved to Washington, D.C., to join the team of reporters working on the winning series, "After the Meltdown."

"I just have so much respect for the organization and the other people that won the award this year," she said. "Just to even be mentioned in the same breath as all those ... incredible journalists and places that have done such amazing work, it's more than words can describe."

The project sheds light on the individuals responsible for the 2008 financial crisis who have yet to be held accountable for their actions.

The investigation took Kyger from chasing down members of Congress at the Capitol to mining documents. She had to quickly learn how to read SEC documents and mortgage and financial reports to build her story.

"Once I really started to see that I could really do that and find things and say, 'Wow' this makes sense' and start to put it all together, it was really empowering," Kyger said.

She said she is thankful to the other reporters who helped her throughout the process. Watching them work and learning from them was a lesson in itself, she said.

"These are journalists who have been in the business for years and years and have had crazy experiences and have worked for really influential outlets," she said of her teammates Fitzgerald, Daniel Wagner and John Dunbar. "I was just excited to be breathing the same oxygen as them."

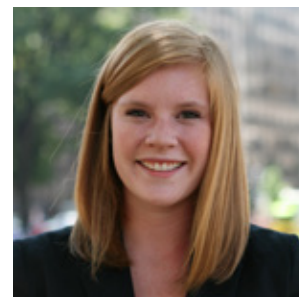
As a trained broadcast reporter at Cronkite, Kyger had to learn a different kind of storytelling for her internship.

"I really wanted to do more investigative work ... that impacted people," she said. "We were spending months and months of research on the story. It just made me fall in love with (journalism) more than I already was."

The next step: completing her master's degree in global business journalism in Beijing as a fellow at Tsinghua University.

"The work and the experience I got from the internship and the people I met — that's the real award," she said. ■

A version of this story was first published on BusinessJournalism.org.



"I really wanted to do more investigative work ... that impacted people. We were spending months and months of research on the story. It just made me fall in love with (journalism) more than I already was."

— Lauren Kyger, Cronkite alumna and 2013 Polk Award winner



Cronkite alumna Lauren Kyger is part of a reporting team that won the prestigious George Polk Award for Business Reporting. Photo courtesy of Lauren Kyger



Photo courtesy of Craig Newman

“Craig Newman has been a great champion of Arizona State University and the Cronkite School. I can’t think of a better person to help ensure the success of ASU as a New American University.”

— Christopher Callahan, Cronkite School dean

Cronkite Alumnus Named Trustee of ASU

Craig Newman, a 1979 graduate of the Cronkite School, is a member of the newly established Trustees of ASU.

Newman, who was appointed in November 2013, is serving a three-year term on the board. Trustees of ASU is a philanthropic advisory board to ASU President Michael M. Crow and R.F. Shangraw Jr., chief executive officer of the ASU Foundation, a nonprofit organization that raises and invests private contributions for the university.

“I’m honored, proud and awed beyond words to serve and to contribute as a trustee,” Newman said. “To me, the university is a fundamentally important institution, and I want to help make it an even stronger force for progress and transformation.”

Newman, a litigation partner with New York law firm Richards Kibbe & Orbe LLP, also is the chair of the Cronkite School National Board of Advisors, a group of 10 geographically diverse alumni representing seven decades of journalism education at ASU. The board was created to establish stronger ties with the school’s growing alumni base, to provide leadership and support for the advancement of the school and to assist with fundraising.

“Craig Newman has been a great champion of Arizona State University and the Cronkite School,” said Cronkite Dean Christopher Callahan. “I can’t think of a better person to help ensure the success of ASU as a New American University.”

The trustees consist of advocates and alumni who are committed to securing additional resources for the university. Membership represents the breadth of ASU, drawing from various colleges and schools as well as affiliated organizations around the country.

With more than 25 years of legal experience, Newman has litigated First Amendment cases on behalf of news and media organizations. He has served as general counsel of Americast, the Disney-led national media and technology consortium co-owned by the nation’s largest telecommunications companies.

He also is the CEO of the Freedom2 Connect Foundation, a nonprofit that collaborates with Radio Free Asia to promote global Internet freedom through the development and implementation of open source technology. Additionally, he is a member of the Advisory Board of Newsy, a multiplatform, multisource news service for mobile devices.

Newman, who lives in Scarsdale, N.Y., holds a law degree from the University of Detroit and a master’s degree from the University of Missouri School of Journalism.

He is a regular contributor to The New York Times’ DealBook, where he writes about media, finance, technology and law. He also contributes to The Washington Post, The Wall Street Journal, Financial Times and Columbia Journalism Review. ■

Cronkite School National Board of Advisors

Craig Newman, chair — attorney, Richards, Kibbe & Orbe LLP
 Samuel Burke — producer, “Amanpour,” CNN International, and anchor/producer, CNN en Español
 Thomas R. Burke — attorney, Davis Wright Tremaine LLP
 Julie Cart — staff writer, Los Angeles Times
 Don Dotts — former director, ASU Alumni Association
 Derrick Hall — president, Arizona Diamondbacks
 Athia Hardt — owner/manager, Hardt and Associates Public Affairs
 Linda Kauss — deputy managing editor, USA Today
 Hannah Mullins — reporter, ABC10/10News, KGTV-TV, San Diego
 Adelaida Severson — owner/president/CEO, Bushtex Inc.



Cronkite alumna and Chicago Tribune editorial writer Marie Dillon talks at Cronkite Day about journalism leaks. Photo by Madeline Pado

“Being named to the Hall of Fame is a highlight of my career and my life. I’m really proud of my alma mater, and it means a lot to think it is proud of me, too.”

— Marie Dillon, Chicago Tribune editorial writer

Chicago Tribune Editorial Writer Named to Cronkite Alumni Hall of Fame

Marie Dillon, a prize-winning editorial writer at the Chicago Tribune, was the 2013 inductee to the Cronkite School Alumni Hall of Fame.

Dillon, a 1982 graduate of the Cronkite School, is a two-time Pulitzer Prize finalist in editorial writing. She and her colleagues earned the honors in 2009 and 2010 for their calls for ethics reform against a culture of corruption in the Illinois state government.

With more than 30 years as a reporter and editor, Dillon writes on a variety of topics for the Chicago Tribune. In addition to government corruption, her editorials focus on mass transit, immigration, gender and Latin America.

“As someone who graduated from ASU just in time to escape filing stories on a typewriter, I am in awe of today’s Cronkite School,” Dillon said. “Being named to the Hall of Fame is a highlight of my career and my life. I’m really proud of my alma mater, and it means a lot to think it is proud of me, too.”

Dillon accepted the honor during a special dinner that kicked off the annual Cronkite Day alumni celebration in October 2013. She also participated in a Cronkite Day panel discussion on the U.S. government’s crackdown on leaks and its effect on watchdog journalism.

A native of Mesa, Ariz., Dillon’s career path includes stops at the Mesa Tribune, the Dayton Daily News, The Palm Beach Post, The Miami Herald and the South Florida Sun Sentinel. In 1999, she moved to Chicago and held several positions at the Chicago Tribune, including regional editor and deputy metro editor, before joining the editorial board in 2006.

In addition to her editorials on government corruption, she has written Chicago Tribune opinions on a controversial report clearing an Illinois university president of plagiarism charges; librarians’ refusal to purchase an award-winning children’s book; and Chicago City Council’s amusing deliberations on rules for taking dogs to outdoor cafes.

She has won a Society of Professional Journalists’ Sigma Delta Chi award with two colleagues as well as an American Society of News Editors Distinguished Writer award for editorial writing.

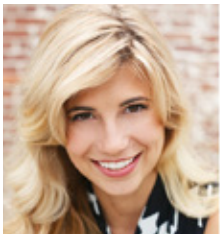
“Marie Dillon exemplifies the very best of the Cronkite School,” said Dean Christopher Callahan. “Her editorials and accomplishments set excellent examples for our students to follow as they pursue careers in journalism. We are honored to induct her into our school’s Hall of Fame.” ■

Recent Cronkite Alumni Hall of Fame Inductees

- 2013 Marie Dillon, Chicago Tribune
- 2012 Becky Anderson, CNN International
- 2010 Rafael Romo, CNN Worldwide
- 2009 Chip Dean, ESPN
- 2008 Nicole Carroll, The Arizona Republic, Phoenix
- 2007 Robert Petty, WLS-TV, Chicago
- 2006 Mary Kim Titla, NativeYouthMagazine.com
- 2006 Susan Karis, Clear Channel Radio
- 2005 Ellen Leyva, KA-BC-TV, Los Angeles
- 2005 Katie Raml, KNXV-TV, Phoenix



Alumni Notes



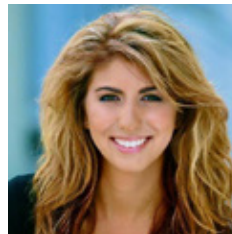
Kelly Andersen '14



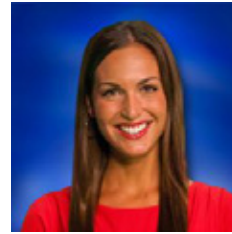
Louie Del Rio '14



Chris Garay '14



Korey Kaczur '14



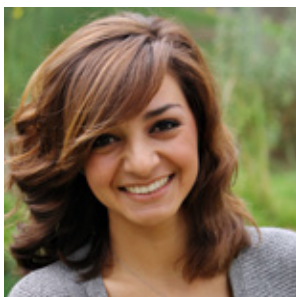
Tara Molina '14



Joey Post '14



Robby Baker '14



Gabrielle Castillo '14

2014

Alexis Amezquita (B.A.) is a producer and multimedia journalist for 12 News in Phoenix.

Kelly Andersen (B.A./M.M.C.) is a multimedia journalist for KVAL-TV, a CBS affiliate in Eugene, Ore.

Robby Baker (B.A.) is a sports multimedia journalist at U-T San Diego, where he produces sports stories for the outlet's website. He covers a variety of sports and teams, including the San Diego Chargers, San Diego State, University of San Diego, prep sports and thoroughbred horse racing.

Gabrielle Castillo (B.A.) is a production assistant at ESPN in Bristol, Conn., where she is responsible for logging live, to-be aired and previously aired programs for ESPN and other channels.

Louie Del Rio (B.A.) is a sports reporter/anchor for KVIA-TV, an ABC affiliate in El Paso, Texas.

Chris Garay (B.A.) is a board operator at Clear Channel Media and Entertainment in Phoenix.

Korey Kaczur (B.A.) is a production assistant at FOX Sports San Diego. She assists with pregame and postgame shows, creates content and helps with pre- and postgame sound and rolling playback in the control room.

Jeff Marshall (B.A.) is a global data analyst at Bloomberg in Princeton, N.J. He provides data sourcing for the Bloomberg terminal and maintains relationships with terminal clients. Marshall also holds a Bachelor of Science in finance from ASU.

Tara Molina (B.A./M.M.C.) is a general assignment reporter at WFTX-TV, a FOX affiliate in Fort Myers, Fla.

Isabelle Novak (B.A.) is an account coordinator at the communications firm Buzz Monkeys in Milwaukee.



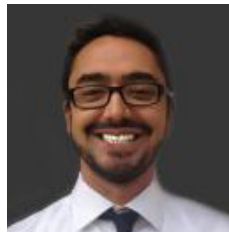
Mark Remillard '14



Sophia Solis '14



Connor Radnovich '14



Lorenzo Zazueta-Castro '14



Master Tesfatsion '13



Hannah Jane Nunez '13



Cody Ulm '14

Shelby Payne (B.A.) is an assignment editor/Web producer at KGUN-TV, an ABC affiliate in Tucson, Ariz.

Joey Post (B.A.) is a studio operator at "RightThisMinute" in Phoenix.

Connor Radnovich (B.A./M.M.C.) is a Hearst Fellow for Hearst Newspapers in Washington, D.C.

Eddie Ralph (B.A.) is media relations coordinator for the Sacramento Republic FC soccer club.

Mark Remillard (B.A.) is a reporter at KTAR-FM 92.3 News in Phoenix. He also serves as the weekday night news anchor during the nationally syndicated "Dave Ramsey Show."

Cooper Rummell (B.A.) is a news anchor/reporter at KTAR-FM 92.3 News in Phoenix.

Marissa Scott (B.A.) is a reporter/weather anchor at KGAN-TV, a CBS affiliate in Cedar Rapids, Iowa.

Sophia Solis (M.M.C.) is an associate producer/digital content producer for KERO-TV, an ABC affiliate in Bakersfield, Calif.

Cody Ulm (B.A.) is an associate reporter for MLB.com in Denver, covering the Colorado Rockies baseball team. He writes pregame and postgame stories about the ball club and sometimes covers the visiting team.

Astrid Verdugo (B.A.) is a junior account executive at Cox Media in Phoenix.

Kristin Weisell (B.A.) is a reporter for CBS KRLD-AM 1080 in Dallas. She extensively covered the Ebola scare in Texas.

Lorenzo Zazueta-Castro (B.A.) is a reporter for The Monitor in McAllen, Texas.

2013

Ryan Bawek (B.A.) is a reporter for InMaricopa in Maricopa, Ariz.

Vaughn Hillyard (B.A./M.M.C.) is a researcher for Andrea Mitchell at NBC News in New York.

Justin Marshall (B.A.) is a production assistant for the Oakland A's in Oakland, Calif.

John McKelvey (B.A.) is a sports editor at The Duncan Banner in Duncan, Okla.

Oonagh McQuarrie (B.A.) is a reporter for The Daily Record in Dunn, N.C.

Hannah Jane Nunez (B.A.) is the deputy director of Hispanic Initiatives for the Republican National Committee in Washington, D.C. Nunez most recently served as the Hispanic engagement director for the Republican Party of Virginia. She also is the recipient of the MLK Drum Major Service Award for her more than 10 years of volunteer service on behalf of children and teens.

Andrea Perez (B.A.) is a senior news writer at KUSI-TV in San Diego.

David Robles (B.A.) is an account coordinator at Lucid Agency in Tempe, Ariz.

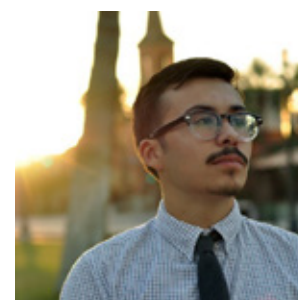
Liliana Soto (B.A.) is a video journalist at KAKW-DT, a Univision affiliate in Austin, Texas.

Anne Stegen (B.A.) is a social media producer at Republic Media in Phoenix.

Mitchell Terrell (B.A.) is a media relations assistant for the Chicago Wolves AHL hockey team.

Master Tesfatsion (B.A.) is a digital reporter for the Minneapolis StarTribune, where he covers the Minnesota Vikings.

Julia Tylor (B.A./M.M.C.) is a Web designer for the National Journal in Washington, D.C.



David Robles '13

Connect with Cronkite Colleagues

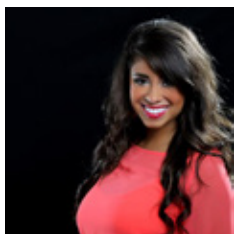
Cronkite graduates have a new way to reconnect with classmates: the ASU Walter Cronkite School Alumni group on LinkedIn. Formed in March 2009, the group boasts more than 2,500 members and is growing rapidly. Members get school news and announcements as well as job leads posted by members and Mike Wong, Cronkite's director of career services. Join the discussion and the Cronkite professional network.

[linkedin.com/groups/ASU-Walter-Cronkite-School-Alumni-1837452](https://www.linkedin.com/groups/ASU-Walter-Cronkite-School-Alumni-1837452)

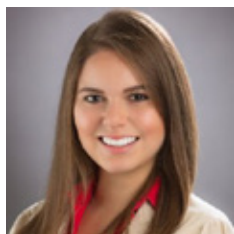
cronkitenation.com

[facebook.com/cronkiteschool](https://www.facebook.com/cronkiteschool)

[@Cronkite_ASU](https://twitter.com/Cronkite_ASU)



Lisa-Charisse Blanco '12



Diana Hernandez '12



Kara Philip '12



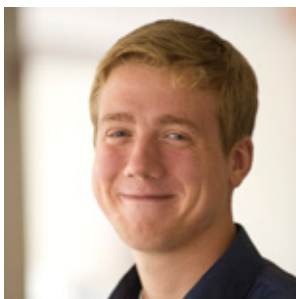
Nick Blumberg '11



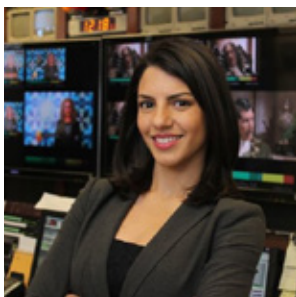
Cristina Rayas '11



Michael West '12



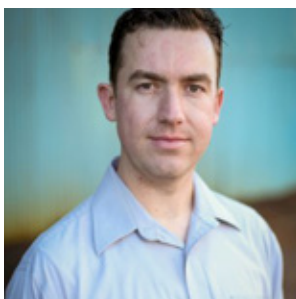
Dustin Volz '12



Ximena Camarena '12



Colton Shone '11



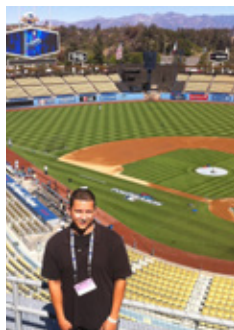
Nick Newman '11

Kristina Zverjako (B.A.) is a reporter at WPXI-TV, an NBC affiliate in Mobile, Ala.

2012

Stacy Bennett (B.A.) is a community outreach specialist with GoDaddy in Scottsdale, Ariz. She has been part of a team that has developed a new employee engagement platform to establish branded programs that align with GoDaddy's business strategy. Bennett also serves on the Junior Board at Teach for America Phoenix.

Lisa-Charisse Blanco (B.A.) is a multimedia reporter/producer for the Arizona Cardinals.



William Boor '12

William Boor (B.A.) is a reporter for MLB.com in Phoenix. He covers a variety of topics related to Major League Baseball.

Ximena Camarena (B.A.) is a video journalist at KABE-CD, a Univision affiliate in Bakersfield, Calif.

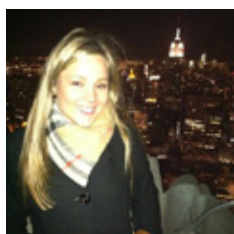
Nikki Camarillo (B.A.) is a PR, marketing and travel industry sales coordinator for Wild Horse Pass in Phoenix.

Diana Hernandez (M.M.C.) is a social media specialist at U-Haul International in Phoenix.

Diana Martinez (B.A.) is a creative copywriter at Kitchen Sink Studios in Phoenix.

Tarryn Mento (M.M.C.) is a metro reporter at KPBS-TV, a PBS affiliate in San Diego.

Mary Papuyo (B.A.) is a media manager for Major League Baseball in Secaucus, N.J.



Leslie Sims '12

Kara J. Philp (B.A.) is managing editor of Echo Magazine in Phoenix.

Leslie Sims (B.A.) is a script coordinator at "Saturday Night Live" in New York.

Stephanie Lynn Snyder (B.A./M.M.C.) is a community editor at Chalkbeat in Brooklyn, N.Y.

Jessica Testa (B.A./M.M.C.) is an associate breaking news editor at BuzzFeed in New York.

Dustin Volz (B.A./M.M.C.) is a tech policy correspondent at the National Journal in Washington, D.C. In summer 2014, he earned a two-week fellowship to study journalism ethics in Europe through the Fellowships at Auschwitz for the Study of Professional Ethics.

Michael West (B.A.) is a communications assistant for the Jacksonville Suns, a minor league baseball team in Jacksonville, Fla.

2011

Harper Babin (B.A.) is an associate producer with TMZ Sports in Los Angeles.

Nick Blumberg (B.A.) is a producer for "Chicago Tonight" at WTTW-TV, a PBS affiliate in Chicago.



Lauren Gambino '11

Lauren Gambino (B.A./M.M.C.) is a reporter at The Guardian in New York.

Nick Newman (M.M.C.) is a communications specialist with the Utah Department of Transportation in Salt Lake City.

Tatum Owen (B.A.) is a content manager at Beauty Incubator Group in Phoenix.

Cristina Rayas (B.A./M.M.C.) is a product coordinator for U.S. Video at The Associate Press in Washington, D.C.

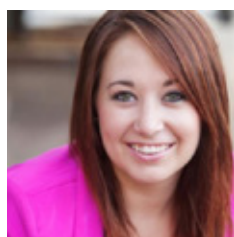
SeungJin Shin (B.A.) is a reporting producer at Munghwa Broadcasting Corp. in Seoul, South Korea.

Colton Shone (B.A.) is a weekend anchor and reporter at KOLD-TV, a CBS affiliate in Tucson, Ariz.

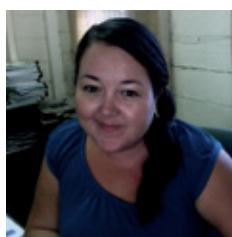
Janice Vega (B.A.) is an account executive at Evolve PR and Marketing in Scottsdale, Ariz.



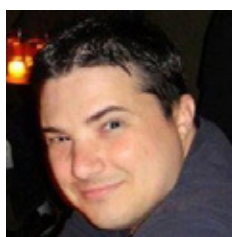
Seungjin Shin '11



Shannon Beaver '10



Chrystall Kanyuck '10



Thomas Demane '05



Jamil Donith '09



Katie Ussin '06

Kristina Wertz (B.A.) is an entertainment and events solutions coordinator at the Arizona Exposition and State Fair in Phoenix.

2010

Pilar Arias (B.A.) is a multimedia journalist at KVIA-TV, an ABC affiliate in El Paso, Texas.

Nora Avery-Page (B.A.) is a reporter at the Herald and News in Klamath Falls, Ore.

Becky Bartkowski (B.A.) is the cultural editor at Phoenix New Times where she edits, manages and produces content for the arts and culture blog Jackalope Ranch and the Night & Day section.

Shannon Beaver (B.A.) is an assistant producer at Clear Channel Media and Entertainment in Phoenix.

Chad Birt (B.A.) is the director/technical director at KTVW-DT, a Univision affiliate in Phoenix.



Allison Carlin '10

Allison Carlin (B.A.) is an account manager at Global Marketing Solutions at Facebook in Menlo Park, Calif.

Whitney Clark (B.A.) is a morning anchor/producer/reporter at KTVL-TV, a CBS affiliate in Medford, Ore.

Amanda Crawford (M.M.C.) is an assistant professor of journalism at Western Kentucky University in Bowling Green, Ky.

Samantha Doyle (B.A.) is a marketing coordinator at Colliers International in Los Angeles.

April Hundza Gutierrez (B.A.) is a public relations manager at Arizona Broadway Theatre in Peoria, Ariz.

Kristena Hansen (B.A.) is a business reporter at KJZZ-FM 91.5, an NPR member station in Phoenix.

Chrystall Kanyuck (M.M.C.) is a community journalist at The BVI Beacon in the British Virgin Islands.

Gina Mizell (B.A.) is the Oregon State University

football beat reporter at The Oregonian in Portland, Ore. She also is a board member of the Association for Women in Sports Media.

2009

Jamil Donith (B.A.) is a multimedia journalist at KJRH-TV, an NBC affiliate in Tulsa, Okla. She is part of the 2NEWS Problem Solvers team.

Emily Graham Muniz (B.A.) is an executive producer at WZTV-TV, a FOX affiliate in Nashville, Tenn.

Elizabeth Shell (M.M.C.) is a digital editor at CCTV-America in Washington, D.C.

2008

Carolyn Carver (B.A.) is a public information coordinator at the Jefferson County Clerk and Recorder's Office in Golden, Colo.

2007

Justin Karp (B.A.) is a social media manager at the Pac-12 Networks in San Francisco.

2006

Monique Griego (B.A.) is a reporter for WJZ-TV, a CBS affiliate in Baltimore.

Katie Ussin (B.A.) is a news anchor at WDTN-TV, an NBC affiliate in Dayton, Ohio.

2005

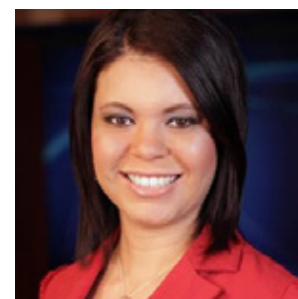


Zahid Arab '05

Zahid Arab (B.A.) is a reporter at KDFW-TV, a FOX affiliate in Dallas. Before joining FOX 4, he was a reporter for television stations in Honolulu, Las Vegas, Seattle and Sioux City, Iowa.

Thomas Demane (B.A.) is a producer for The Weather Channel in Atlanta. He has won several awards for his innovative work as a newscast producer, including an Emmy nomination in 2008 for Best Webcast while at KPNX-TV in Phoenix.

Matt Dempsey (M.M.C.) is a data reporter at the Houston Chronicle in Texas, where he focuses on analysis for high-impact print and online projects.



Pilar Arias '10



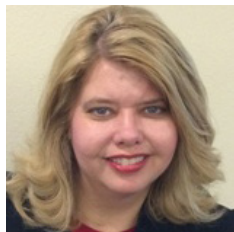
Justin Karp '07



Photos by Dominic Valente



Cameron Eickmeyer '05



Melody Birkett '91



John Seibel '97



Destry Jetton '96



Philip Tortora '93



Ken Reinstein '89



Monica Diaz '05

Andrew DeSouza (B.A.) is a senior manager of corporate communications at the Institute of International Finance in Washington, D.C.

Monica Diaz (B.A.) is the principal at Infinite Source Communications Group in Miami. She has worked with a series of high-profile clients, including Toyota, the Florida Department of Transportation and Sony/BMG Music.

Cameron Eickmeyer (B.A.) is director of Internet content and development for USA Hockey in Colorado Springs, Colo. He oversees Web content for USAHockey.com and assists with a wide variety of USA Hockey Web properties.

2003

Courtney McCune (B.A.) is a content strategist and copywriter at ASU Online in Tempe, Ariz.

2001

Ryan O'Donnell (B.A.) is a reporter for KTVK-TV, 3TV in Phoenix.

Natalie Swaby (B.A.) is a reporter at KING-TV, an NBC affiliate in Seattle.



Courtney McCune '03



Natalie Swaby '01



Gayle Bass '00

2000

Gayle Bass (M.M.C.) is host of "RightThisMinute," a daily syndicated viral video television show based in Phoenix.

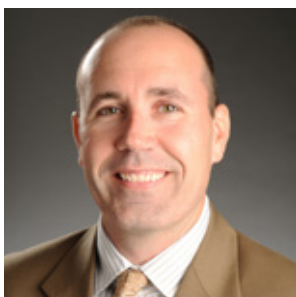
1999

Kelly Hotzfeld (B.A.) is a production supervisor at FOX Networks Engineering & Operations in Los Angeles.

Ed Odeven (B.A.) is a sports writer/editor for The Japan Times in Tokyo, where he covers professional basketball and Olympic sports.

1997

John Seibel (B.A.) is a sports anchor at WDTN-TV, an NBC affiliate in Dayton, Ohio. Seibel spent almost 10 years with ESPN and most recently worked in Pittsburgh, where he helped launch an all-sports radio station.



Bob Adlhoch '91

1996

Jason Burks (B.A.) is an executive producer at KABC-TV, an ABC affiliate in Los Angeles.

Destry Jetton (B.A.) is the host of "Arizona Middy" on 12 News KPNX-TV, an NBC affiliate in Phoenix.

1995

Craig Hendrix (M.M.C.) is the branch chief of Network Operations at Hill Air Force Base in Ogden, Utah.

Jeff Myers (M.M.C.) is vice president of consumer sales for Gannett's Western Region in Phoenix.

1994

John Bosselli (B.A.) is multimedia art director at Republic Media in Phoenix.

Brady Chatfield (B.A.) is CEO of Higher Power SEO in San Diego.

1993

Mark Sukenik (B.A.) is a national sales manager at KGTV-TV, an ABC affiliate in San Diego.

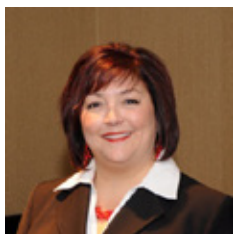
Philip Tortora (B.A.) is a Web editor at the Burlington Free Press in Vermont. He oversees the Free Press' digital publishing on multiple platforms and also manages the paper's social media accounts. The Burlington Free Press was recently recognized as the best news website in the state by the Vermont Press Association.

1992

Dan Nowicki (B.A.) is a national politics reporter at The Arizona Republic and azcentral. He writes about the White House and Congress from an Arizona perspective.

1991

Bob Adlhoch (B.A.) is executive producer of Phoenix Suns Television. He has been part of the sports production community in the Valley since 1990. Adlhoch has been with the Suns since 2001 and oversees content, producing and directing game broadcasts on FOX Sports Arizona.



Melissa Werner '89



Kathryn Maeglin '81



Mark Allan '78



John Ehrhart '78



Melody Birkett (B.A.) is news director at KFYI-AM 550 in Phoenix. She has been an award-winning journalist in the Valley for more than 17 years.

Vicki Fiorelli (B.S.) is director of marketing at Clear Channel Media and Entertainment in Phoenix.

1989

Ken Reinstein (B.A.) recently was promoted to director of marketing and communications at Sun Health in Surprise, Ariz.

Marty Sauerzopf (B.A.) is city editor of the nation's largest regional wire service, City News Service, in Los Angeles.

Melissa Werner (B.A.) is director of university ceremonies and a protocol officer at ASU. She also is co-founder of the North American Association of Commencement Officers, a national professional association for commencement and graduation planners. Werner has worked at ASU for more than 20 years.

1988

Shelley Coriell (B.A.) is an award-winning author of romantic suspense and young adult novels. "The Broken," her first romantic thriller with Grand Central Publishing, was released in April 2014 and was named one of the best romances of the summer of 2014 by Publishers Weekly.



Lisa Schneider-Cipriano '88

Lisa Schneider-Cipriano (B.A.) is the co-host of AZTV's "The Morning Scramble." She has been with AZTV for five years and in the broadcasting business for more than 25 years. She serves on

the Board of Directors for the New Life Society, an organization dedicated to organ donor awareness.

1981

Kathryn Maeglin (B.S.) has published a new novel, "A Hunka Hunka Nursing Love," which focuses on caring for an aging parent. Maeglin was a print journalist for 24 years before turning to fiction. Most recently, she worked as special projects editor for the Indianapolis Business Journal, where she

started a women in business section that won a national award.

1979

Marsha Bartel (B.S.) is an award-winning investigative producer at WGN-TV in Chicago. He is responsible for the station's investigative reports, including "Pension Games," which resulted in legislative action to stop the abuse of city union workers.

1978

Mark Allan (B.A.) is a news anchor at WDTN-TV, an NBC affiliate in Dayton, Ohio.

John Ehrhart (B.S.) is news director at KCWY-TV, an NBC affiliate in Casper, Wyo.

1977

David Luhr (B.S.) is president of Wieden+Kennedy, a full-service advertising agency in Portland, Ore.

1976

Bruce Tomaso (B.S.) is a breaking news editor for The Dallas Morning News.

1970

Athia Hardt (B.A.) is owner of Hardt and Associates, an Arizona-based public affairs consulting firm.



Bruce Tomaso '76



Athia Hardt '70

Photo by Dominic Valente



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, 2014. 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.



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Photo by
 Jeremy Knop

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
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Yovita and Scott Pansky
Texas Christian University
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Ellen Glazer Ziegler Foundation

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Christine Devine '87
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Azfoothills.com
Arizona Highways Magazine
Martha Artigue and Ray Artigue '76
Bushtex
CBS
CBS Radio
Clear Channel Outdoor
Cramer-Krasselt
Decibel Blue Creative Marketing & PR
Janice and Leonard Downie
Diane and David Eichler
FOX Sports Arizona
Hardt and Associates Public Affairs
Athia Hardt '70
Christine and John Hatfield
Anita and Kip Helt
Lisbeth and Sheldon Jacobs
Laura Jordan and Michael Jordan '83
Susan Karis '80
KAZT
Ginger Lamb
Tim McGuire
Mary Morrison
Louise Rosenburgh
Linda Silver
Steptoe & Johnson
Dee Whiteman and John Whiteman '63

\$1,000 - \$2,499

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ANA Advertising Services
Arizona News Service
Bank of Arizona
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Janet and Raymond Bernreuter
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Blue Cross® Blue Shield® of Arizona
Diana and Arthur Brooks
Business Real Estate Weekly
Cities West Publishing
Beverly and Jack Clifford
Araceli De Leon
Anne Dederer and Donald Dederer '51
Donald Dotts '58
Elvira and Jesus Espinoza
KJZZ / Friends of Public Radio
Amy Hall '91 and Derrick Hall '91
Brian Hogan
Carolyn and Winfield Holden
Susan and Richard Howe
Hubbard Radio Phoenix
Linda Kauss '68 and Clark Hoyt
KPHO-TV CBS 5
La Voz Publishing
Lane Terralever
Donna and Beau Lane
The Lavidge Company
Andrew Leckey
Valery and Mark Lodato
Randall Lovely
Francie Mallace '82 and Michael Mallace '82
Mary M. Media
Terence McDonnell '86
Molina Media Group
Manny Molina
Karen and Ed Munson
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Mary Ann Nock '74 and Jack Nock
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SRP
Catherine and Matthew Silverman
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Scott Sutherland
Sharon and James Tazarek
The Thunderbirds

Univision Management Company
Diane Veres
Robyn Wong and Michael Wong '83
Pam and John Zidich

\$500 - \$999

Arizona Capitol Times
Arizona Science Center
Stephen Ast
ASU Alumni Association
Megan and Victor Boschini
Martha Byrd '97
Anthony Chavez '97
Judith Forsch Deutsch and Paul Deutsch
Nancy and Jim Dove
Andrea Flatley '03
Chad Hartman '88
Krystyana and Stanley Hurd
Abraham Kwok
Khambrel Marshall '76
Rose Mofford
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Cora Petty '62 and Robert Petty '70
Sundt Construction Inc.
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The Washington Post Company
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\$250 - \$499

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Beverly Damore
Janis Dean '84
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Veronica Tackman '89 and Steven Tackman
Bruce Trethewy '78
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Heather Yako '12

\$100 - \$249

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Richard Allen
Laura Anderson '97
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Millie and Theodore Christensen
Martha Christopherson '85 and Larry Clark
Victoria Clive '98
Robert Coombs '87
Miki Davidson and Andrew Davidson '82
Andrew DeLorenzo '88
Ellyn and Stephen Doig
Jamil Donith '09
Annette Dowell and Kevin Dowell '84
Ginger Dude
Andrew Encisco '93
Catherine Foley '75
Kristen Giatzis '87 and George Giatzis
Ruthanne Gilbert '86
Julie Goldstrom and Donald Goldstrom '74
Tony Grandlienard '12
Kimberly Halloran '92 and Joseph Halloran
Katherine Hanna '66
Erika Haskins '06
Rachel Heitz '05
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Nielsen

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 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, senior director of development, at 602.496.9444 or liz.bernreuter@asu.edu.

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 Valerie Nunez '14
 Barbara O'Malley '73 and Robert O'Malley '73
 Chelsea Oyen '99 and Derek Oyen Pendergast Trust
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 Eloy Sedillo '79
 Karen and Mathew Shannon
 Carolyn Stein and Richard Stein '75
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 Bethany Taylor '09 and Graham Taylor '00
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 Elizabeth Tracy and Brian Tracy '67
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 Barbara Van Fleet '81
 Marilyn Vanier '63
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 Wallace Wilson '71

\$1 - \$99

Brandy Aguilar '96

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 Mary Havill and Paul Havill '76
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 Kathleen Ingley and Howard Seftel
 Philip Johnson '70
 Larry Jones '93
 Sayum Khan
 Lily Leung

Miriam Lynch '68
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Sometimes we don't realize how impactful our philanthropy can be. But as you can tell from this edition of The Cronkite Journal, even modest gifts can make a huge impact. The Cronkite School relies on investments from alumni, parents and the community. Please consider a gift that is significant to you.

Support the Cronkite School today.

ASUFoundation.org/Cronkite

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.

Walter Cronkite School of Journalism and Mass Communication

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 leaders — 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. □

Cronkite Names New Endowment Board President

David J. Bodney, a partner at the Phoenix law firm Ballard Spahr LLP, is the latest president of the Cronkite Endowment Board of Trustees.

In November 2013, Bodney, a member of the Cronkite Endowment Board Executive Committee, succeeded Republic Media Chief Operating Officer John Misner, who served two consecutive two-year terms as president. The board consists of top local media leaders who advise the school and plan the annual Cronkite Luncheon, the largest gathering of media professionals in the Valley, at which the Walter Cronkite Award for Excellence in Journalism is presented to a national media figure.

"It's a tremendous privilege to help the Cronkite School achieve new heights with its already distinguished record of achievement," Bodney said. "My predecessor, John Misner, provided exemplary leadership as the board's past president."

With more than 30 years of legal experience, Bodney practices media and constitutional law at Ballard Spahr. His practice covers a wide range of constitutional law issues, including prosecuting to ensure open government and protecting reporters from government and third-party subpoenas as well as advising on advertising, commercial speech and

intellectual property law issues. He has briefed several high-profile cases in the U.S. Supreme Court.

Bodney teaches as an adjunct faculty member at the Cronkite School and ASU's Sandra Day O'Connor College of Law. He is the 2013 recipient of the Arizona Anti-Defamation League's Torch of Liberty Award, an honor that recognizes individuals who exemplify the principles of diversity, civil harmony, social justice and respect for human dignity.

"David Bodney's dedication to the Cronkite School through the years has been phenomenal," said Cronkite Dean Christopher Callahan. "I am thrilled to work with him as president of the most influential and hardest working board in journalism education."

Established in 1983, the Cronkite Endowment Board provides important counsel and advice to the dean on a variety of issues concerning the school. Board members also offer internships and mentor many students.

With more than 50 members, the board consists of leading newspaper editors and publishers, radio station general managers, magazine editors and publishers, public relations executives and other communications industry leaders from around the Valley. ■



Photo by Jim Poulin, Phoenix Business Journal

"It's a tremendous privilege to help the Cronkite School achieve new heights with its already distinguished record of achievement."

— David J. Bodney,
Cronkite Endowment Board of
Trustees president

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- Christopher Callahan, dean, Walter Cronkite School of Journalism and Mass Communication
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- David Bodney, partner, Ballard Spahr LLP: chair, Development Committee
- Tom Chauncey, attorney, Gust Rosenfeld: chair, Nominations Committee
- John Hatfield, vice president of communications, APS: chair, Luncheon Committee
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- Win Holden, publisher, Arizona Highways Magazine: chair Assessment Committee

2013-2014 Endowment Board of Trustees

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- John Zidich, publisher, The Arizona Republic



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You can have a meaningful impact on the future of journalism with a bequest to support the Walter Cronkite School of Journalism and Mass Communication. This simple gift planning tool allows you to make a commitment now while retaining control of your assets during your lifetime. Depending on your particular situation, a charitable bequest may also result in reduced estate taxes.

For more information about making a bequest through the ASU Foundation for A New American University to benefit the Cronkite School, please contact Tim Gartland, Office of Estate and Gift Planning:

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A background image showing a computer monitor in the foreground displaying a blue screen with a white logo that combines the outline of the state of Arizona with a stylized 'C' and 'N'. In the background, there are blurred bookshelves filled with books.

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CRONKITE SCHOOL

Walter Cronkite School of Journalism and Mass Communication

ARIZONA STATE UNIVERSITY