

Cronkite Journal

2011-2012

WALTER CRONKITE SCHOOL OF JOURNALISM AND MASS COMMUNICATION

Beyond Arizona

Cronkite Bureau Opens in Washington



Global Journalists
Bring World to Cronkite

Students Report from
Dominican Republic

Reynolds Seeds Business
Journalism Across U.S.

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

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

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

RSS Newsfeed cronkite.asu.edu

Our RSS feed provides easy access to all Cronkite press releases. Visit cronkite.asu.edu and select RSS Newsfeed at bottom right.

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

The Cronkite School distributes an electronic newsletter each month with news and events. Visit cronkite.asu.edu and select Cronkite E-Newsletter on bottom left.

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Above and front cover: Cronkite students Cassandra Strande and Nathan O'Neal on assignment at the U.S. Capitol in Washington, D.C. Photo by Lisa Helfert

Cronkite Students Take High-impact Journalism to New Levels

The Cronkite School has a long and rich tradition of professional journalism education — the kind of journalism school envisioned by our namesake and guiding light, the late CBS News anchor Walter Cronkite. And in recent years we have created a series of successful full-immersion newsroom experiences for our students to create top-quality professional news content for media partners around Arizona through programs such as Cronkite News Service and Cronkite NewsWatch.

This past year saw Cronkite students produce high-impact journalism nationally and even globally in unprecedented ways.

We opened a Cronkite News Service bureau in Washington, covering daily news on all platforms for Arizona-based news organizations as well as national news outlets such as McClatchy Tribune News Service and The Associated Press.

Our students traveled to the Dominican Republic to produce an in-depth, multi-media reporting project on border and immigration issues.

And through the Carnegie-Knight News21 program, students conducted a major national investigation into the nation's food supply, with stories published by The Washington Post and msnbc.com.

Students took advantage of two study abroad trips — to China and to Europe, where they studied and practiced business journalism and social media usage,

respectively. And at home, they had a chance to learn with mid-career journalists from around the world who spent the year at Cronkite as part of the Hubert H. Humphrey Fellowship program.

They covered Major League Baseball's spring training in a new partnership with the Milwaukee Journal Sentinel, Wisconsin's largest news outlet.

Business journalism students were dispatched to newsrooms across the country, part of our expanded specialization through the Donald W. Reynolds National Center for Business Journalism. And others interned at NBC News in New York under a new, exclusive partnership with the Cronkite School.

On election night, students helped lead a nationally broadcast town hall from the Cronkite Theater in partnership with ABC News and Facebook while other students were upstairs broadcasting live election coverage from the broadcast studio, now dedicated the Stanley and Erika Tobin Broadcast Center.

ABC News came to Cronkite again with Diane Sawyer, the 2010 recipient of the Walter Cronkite Award for Excellence in Journalism, broadcasting "ABC World News with Diane Sawyer" from atop the Cronkite building for two consecutive evenings. Speaking about Cronkite NewsWatch, the school's nightly newscast on Arizona PBS, Sawyer said: "It's great.

It's simply great, and I'm so admiring of what you do and the seriousness of the reporting that I saw here."

Many of these innovative programs were highlighted by The Times of London in a story on the future of journalism education that featured the Cronkite School. And the Accrediting Council on Education in Journalism and Mass Communication took special note when it voted unanimously to grant full re-accreditation to Cronkite earlier this year.

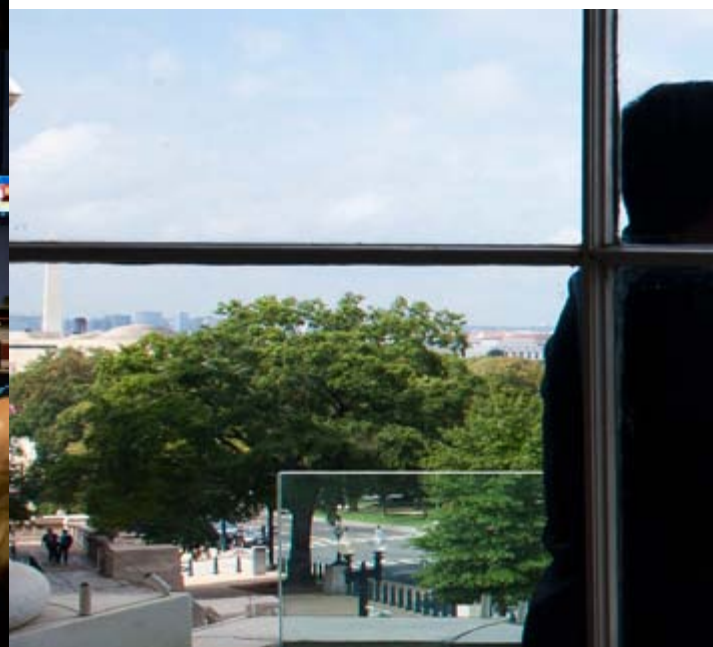
A five-member site team found that the school, accredited since 1973, has improved "radically" since the last ACEJMC accreditation team reviewed the school in 2004.

"In short, it is a new school six years later," the site team wrote.

While we relish those words, we value even more what these accomplishments mean for our students, alumni and the larger communities we serve. We believe the Cronkite School is the world's leading example of the "teaching hospital" model of J-schools, where students apply what they've learned in high-level newsrooms and laboratories working with top-flight professionals.

And they are producing news that matters — at home, across the country and around the globe.

Dean Christopher Callahan



ASU Seeks Solutions to Grand Challenges

As we approach the 10th anniversary of the initiation of the reconceptualization of Arizona State University as the foundational model for the New American University, we are set to embark on an ambitious second phase in a journey of transformation that has already compressed into a single decade a process of institutional evolution that might otherwise have taken longer than a quarter-century.

As the nation's youngest major research institution, ASU has cultivated a unique institutional profile and crossed a threshold to join the ranks of globally competitive knowledge enterprises possessing the capacity to advance on any challenge that confronts our nation through discovery, innovation and creativity.

We have succeeded in our determination to prove that an institution can compete with the world's leading universities academically, yet remain broadly inclusive while advancing a visionary research enterprise dedicated to the public interest. We are delivering on our promise to provide all qualified Arizona students with unrivaled educations without financial barriers, and we seek to transform the quality of life and economic competitiveness of our state and nation even as our academic community searches for solutions to the grand challenges that confront humanity.

Our success has been acclaimed internationally, and our status as one of the leading

hundred global universities was reaffirmed in the annual assessment conducted by the Institute of Higher Education, Shanghai Jiao Tong University, which ranked ASU 78th in its 2011 "Academic Ranking of World Universities." ASU also ranks in the top tier of national universities according to U.S. News & World Report and fifth among "Top Up and Coming Schools" in the magazine's most recent edition of "America's Best Colleges." Forbes placed ASU 28th in its list of the 100 best colleges in America, and The Wall Street Journal ranked ASU fifth on a list of leading universities favored by employers for professional recruitment.

During this same time frame, the Walter Cronkite School of Journalism and Mass Communication has consolidated its position as one of the pre-eminent professional schools of journalism in the nation. Under the inspired leadership of founding dean Christopher Callahan, the Cronkite School has emerged as one of the leading centers for teaching, research, scholarship and professional practice in all aspects of journalism, communications and the media.

Building on its trajectory of accomplishment and competitive potential, the Cronkite School has garnered important national recognition and investment from such organizations as the Carnegie Corporation and John S. and James L. Knight Foundation and launched innovative transdisciplinary initiatives



Photo by Tom Story

that position the school squarely in the vanguard of the next generation of digital media solutions. Its stature is underscored by the growing numbers of distinguished scholars and leading practitioners the dean has recruited to its faculty and the record numbers of students honored with national scholarships and awards, including the prestigious Hearst Journalism Awards, often referred to as the Pulitzers of college journalism.

As you will discover in the pages of this issue of the Cronkite Journal, the evolving presence of a robust free press in our nation is ensured by the commitment of those in our academic community associated with the Cronkite School. The legacy of Walter Cronkite lives on in the school that proudly bears his name, and in his memory we reaffirm the commitment of the entire university to the principles of the First Amendment and the advancement of the Fourth Estate.

President Michael M. Crow

"This past year saw Cronkite students produce high-impact journalism nationally and even globally in unprecedented ways."

— Christopher Callahan,
Dean and University Vice Provost





Covering the Nation's Capital

Cronkite News Service Launches Washington Bureau

BY DUSTIN VOLZ

At a time when many mainstream news organizations are cutting staffs and closing news bureaus, Cronkite News Service is expanding its coverage to Washington, D.C.

The Cronkite School launched its Washington bureau this summer, becoming the largest news operation to cover Washington for Arizona and one of only a handful of journalism schools in the country to operate full-time student news bureaus in the nation's capital.

"Washington is the news capital of the world," Cronkite Dean Christopher Callahan said. "To be able to give students that experience at such an early stage of their journalism careers is very powerful."

The first crop of Cronkite students spent this summer reporting on Congress, federal agencies, the White House and the Supreme Court. They focused on stories relevant to Arizona and the Southwest, filling a void that has grown in recent years as newspapers have scaled back or shuttered their Washington operations.

"I get the news budget every day and what I'm seeing are stories that are incredibly important to Arizona that nobody else has," Callahan said. "There just aren't many reporters anymore in Washington looking for those Arizona-specific stories."

Under the direction of Steve Crane, who directed the Washington bureau

of the University of Maryland's Capital News Service, students have reported on the DREAM Act, which would provide a route to permanent residency for some students in the U.S. without documentation, Rep. Gabrielle Giffords' recovery after a gunman opened fire on a community event earlier this year in Tucson, the so-called "food deserts" in Arizona's poor communities and border security legislation.

Graduate student Matthew Trotter, one of five students who worked in the bureau this summer, said it's a thrill to work alongside reporters with years of experience — and to sometimes beat them.

"We're reporters; we're professionals just like everyone else," he said.

As with the CNS bureau in Phoenix, student work from the D.C. bureau is distributed to newspapers, TV news operations and news websites via Cronkite News Service. The stories also are featured on Cronkite News, the school's daily news website. In the fall and spring semesters, student work goes out on Cronkite NewsWatch, a student-produced, 30-minute nightly newscast that airs on Eight/KAET-Phoenix.

This summer, CNS Washington stories earned play in The Arizona Republic, the Arizona Capitol Times and the Tucson Sentinel as well as the Houston Chronicle, The Washington Examiner, The Seattle Times and The Boston Herald, among other newspapers. The Associated Press and the McClatchy Tribune News Service began moving stories to their client newspapers.

The bureau, which operates year-round, includes a mix of graduate and undergraduate students who are admitted to the bureau following an application process designed to select the "best players in the draft," Callahan said.

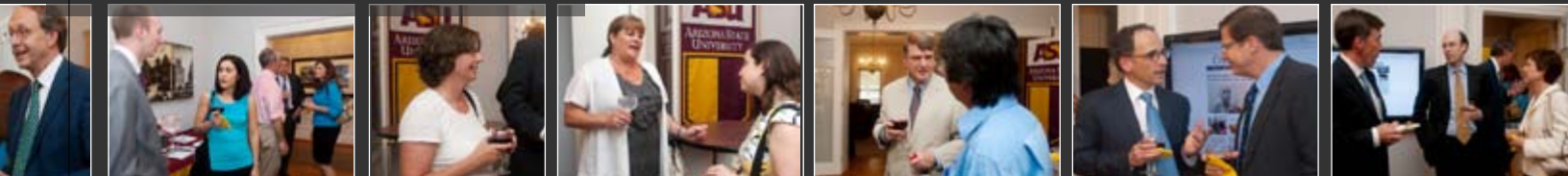
Senior Anthony DeWitt said he couldn't pass up the chance to write stories with a Washington dateline this summer.

"I don't think many students get that opportunity from their journalism school, let alone an internship," DeWitt said.

Among other responsibilities, DeWitt covered the economy and finance, an assignment that sent him to finance committee meetings on Capitol Hill. "Sitting there watching politicians argue about the debt and how they're going to fix the budget ... that was huge," DeWitt said.



The opening of the Washington bureau of Cronkite News Service features Cronkite Professor Leonard Downie Jr. (right) speaking on the role of university-produced journalism. Alumna Maxine Park (far right) checks in. Opposite page: Jeremy Pennycook and Elizabeth Shell joins other alumni at the gathering. Photos by Tess Colwell



ONLINE: Student reports from Washington are featured on Cronkite News, the school's daily news website, at <http://cronkitenewsonline.com>

"I wouldn't trade that for anything."

DeWitt credits Crane for much of the bureau's early successes and for showing the team how to survive as journalists in Washington.

"I think Steve's probably the best editor I've ever worked with in my life," he said. "He has a great camaraderie with the news team."

It's a role Crane is well suited for, having spent years covering Washington politics himself.

"You have to up your game a little bit," Crane tells students. "You've always got to be on your toes; you've always got to pay attention to what's going on."

The Cronkite School joins the journalism programs at Maryland, Northwestern University and the University of Missouri as the only schools with daily news operations in Washington. The bureau is located in the ASU Washington Center, a Connecticut Avenue town house that is minutes from the city's major institutions and newsmakers.

ASU President Michael M. Crow was instrumental in making the bureau a reality, Callahan said. In an announcement about the bureau's opening in June, Crow said it will provide "invaluable news services to our region."

"ASU is focused on tackling the biggest challenges facing society today, and ensuring a robust, free press within a rapidly changing digital media landscape is critical to our future," he said. □



Beltway Veteran Steve Crane Leads New Cronkite Washington Bureau



BY DUSTIN VOLZ

Imagine being a reporter assigned to cover a beat in Washington, a place you've visited only as a tourist. It's your first week in town and you're short on connections, with few sources and not a clue how the transit system works, much less how to navigate the subways and tunnels linking offices on Capitol Hill.

You walk into your editor's office, where in a low, gravelly voice he begins firing questions at you. The next thing you know, you're on the Hill, covering a hearing on border policy.

As of summer 2011, Cronkite students don't have to imagine this scenario; they can live it.

That editor with the gravelly voice? He's real, too. Meet Steve Crane, a journalist, educator and college administrator with more than 30 years of experience, who is bureau chief of the Washington bureau of Cronkite News Service, the school's multiplatform daily news operation.

Even though Crane is running a newsroom of student journalists, he is confident his reporters will learn what it takes to cover the capital as they work side by side with some of the top names in the business. The opportunity to help students earn their stripes is one Crane relishes.

"It is a real newsroom," he said. "You are making real news, but you're helping reporters find their feet and invariably there is that moment when it clicks for somebody, and that's a great thing"

For Cronkite Dean Christopher Callahan, Crane was an obvious choice as the school's first director of Washington operations.



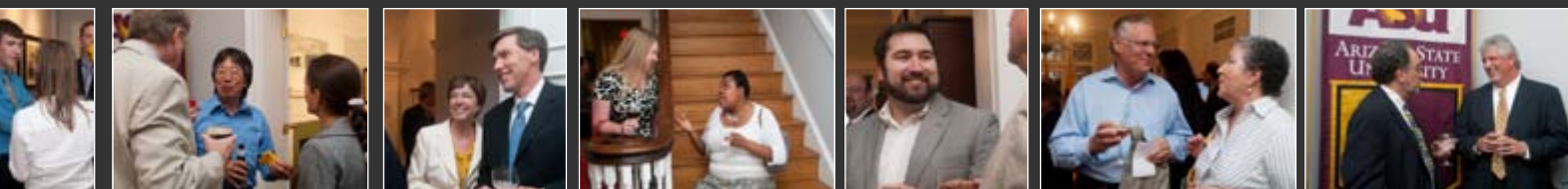
Photo by Evie Carpenter

Callahan worked with Crane for many years at the University of Maryland's Philip Merrill College of Journalism, where Callahan was associate dean before coming to the Cronkite School in 2005. Callahan witnessed Crane's skills as a journalist, editor and educator when Crane oversaw Maryland's Capital News Service. In fact, when Callahan left Maryland, Crane moved up to become assistant dean at Merrill.

"These positions are easy to fill, [but] hard to fill with great people," Callahan said. "You want a great journalist. In the case of D.C., you want someone who really understands Washington reporting, which is different than the rest of the world."

Before entering academia, Crane worked for the Washington Times as a reporter and deputy metro editor. He joined the faculty at Maryland in 1997, taking over the Washington bureau of Capital News Service, a job similar to the one he has now.

Under Crane's eight-year watch at the Maryland bureau, students covered everything from the Sept. 11, 2001, terrorist attack on the Pentagon to a sniper who terrorized the D.C. area in 2002. His





Student reporters gather for a news meeting in Cronkite's new Washington bureau.

Below: Cassandra Strande and Nathan O'Neal set up for a shot near the Capitol. Photos by Lisa Helfert

students won accolades for exceptional reporting from the Society of Professional Journalists, Investigative Reporters and Editors and the Robert F. Kennedy Center, among others.

Crane hopes to not only duplicate but surpass that success with Cronkite News Service's Washington arm.

"We're taking someone who helped build and lead one of the top capital reporting programs in the country," said Cronkite Assistant Dean Mark Lodato, who also worked at Maryland with Crane before coming to ASU. Few people "know the way Capitol Hill and Washington run as well as Steve does."

According to those who have worked closely with him, Crane is a classic newspaperman, with a sarcastic wit, gruff exterior and unbeatable work ethic. Students and colleagues alike say they admire his passion and drive to make young reporters better.

Kerry Davis, a graduate journalism student at Maryland, said Crane was a favorite adviser among students there and that some members of her cohort came

to Merrill largely because they wanted to work with him.

"He was always available to us, and he wanted us to succeed," Davis said. "The man was there all the time, all the time."

Adrienne Flynn, who worked for Crane at the Washington Times and is the current director of Capital News Service's D.C. bureau, said Crane's dedication to the job inspires the rest of the newsroom because no one wants to let him down.

Flynn, a graduate of the Cronkite School, said Crane seems to get his fuel throughout the day from a mix of jelly beans, Krispy Kreme doughnuts and coffee.

"Steve works harder than anyone you'll ever know," she said. "He starts work before he gets up in the morning

and continues work after he goes to bed at night."

Cronkite's bureau focuses mainly on covering issues of interest to Arizonans, including news about the state's congressional delegation and immigration and border policy. The stories are offered free to news organizations through Cronkite News Service and also are featured on the Cronkite News website.

Covering big stories in Washington allows students to discover what being a professional journalist is really like, Crane said.

"You try to instill in them the notion that one of the unique things about being a reporter is that when everyone is running away from the fire, we're running toward it," he said. "You never get used to it. But you get better at it." □





Cronkite Students Study Social Media in Europe



In summer 2011, seven Cronkite School students had the chance to travel to Europe and study something they love.

Associate Professor B. William Silcock, head of Cronkite Global Initiatives, led the students through London, Paris and Rome to examine and report on the influence of social media on journalism.

The group spent five days in Rome, five days in Paris and six days in London. Students were required to blog frequently and write stories in each place they visited, but the schedule also included free time to explore those cities.

“The Cronkite study abroad programs allow students to see what it would be like to be a foreign correspondent dealing with electrical plugs so different from their own and getting used to time zones and delicious new foods and, most important, making the people-to-people connection that is at the heart of every good story,” Silcock said.

In Rome, the group visited state-controlled television network Radio Televisione Italiana and met with a Wall Street Journal correspondent. Students discovered that social media is used differently in Italy than in the U.S.

“Some people were telling me that they don’t really go online to get news,” senior Jacqueline Gutierrez said. “They said they use Facebook and Twitter as a connection for friends and family.”

In Paris, students stayed within walking distance of famous sites such as the cathedral of Notre Dame and the Pantheon, met with Paris-based CNN

Senior National Correspondent Jim Bittermann and visited public relations firms. In London, stops included The Economist, the BBC, The Guardian and CNN International.

“I found it interesting that in France they use Twitter more than Facebook,” junior Lindsay Welnick said. In London, on the other hand, social media use is comparable to that in the U.S., she said.

At CNN International, students talked with Samuel Burke, a 2009 Cronkite graduate and anchor of CNN Español’s “Café CNN,” who reports on social media and technology news. Burke told students it’s inaccurate to think that journalism is a dying industry.

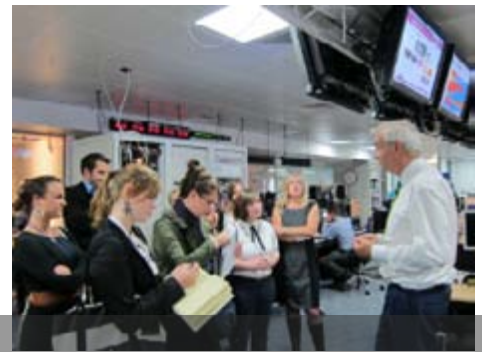
“I wanted to show them that if you’re passionate about journalism, there are plenty of jobs in journalism,” Burke said. “It’s actually growing in a lot of ways; it’s just growing in different ways.”

Gutierrez said talking with Burke “made me realize that maybe they’re going to be limiting the number of writers, but they will also be opening up new positions with a lot of online content.”

That response is exactly what Burke was hoping for.

“When I was at the Cronkite School, they were setting me up with internships, setting me up with great journalists, giving me all the tools in my tool belt to be ready,” he said. “I was just trying to do the same thing that people have done for me along the way.”

Those types of connections are what Welnick liked most about the trip.



Top: Cronkite alumni Becky Anderson and Samuel Burke (both far right), anchors at CNN International, host Cronkite students at the CNN studios in London.

Above: Renowned British broadcaster Jon Snow speaks to Cronkite students at the International Television News studios in London, where he anchors the Channel 4 News. Photos courtesy of B. William Silcock

“The students and professors who have gone before us made a lot of connections, so a lot of people we were able to talk with and the places we were able to see we probably wouldn’t be able to in any other situation,” she said.

Graduate student Brittney Goodsell said her favorite moment was meeting a BBC journalist in a London pub.

“It made me realize how deep our connections are, despite how far we all live from each other,” she said. “I was able to connect with someone I’ve never even met before after only a half hour; there we were in a London pub and we found similarities.”

Gutierrez said she was immediately struck by the differences — and similarities — between countries.

“I think it opened my eyes to what else is out there,” she said. □

ONLINE: Students’ reports from the trip can be found at <http://cronkiteeuro2011.asu.edu>

For more information on Cronkite’s study abroad program, go to <http://cronkite.asu.edu/studyabroad>



Students Experience Business Journalism in China

BY WILLIAM D'URSO

Cronkite students don't often have the chance to discuss the state of business journalism with foreign news editors or chat about press freedoms with journalism students from China. But that's exactly what they did this summer during a study abroad experience in China.

Ten Cronkite students spent two weeks in China visiting universities, news outlets, corporations and historic sites in the cities of Beijing and Shanghai.

They were guided by professors Xu Wu and Andrew Leckey, both of whom have extensive experience in the country. Wu is a native of Beijing and worked for the primary news agency there before coming to Cronkite, where he teaches public relations, and Leckey has made numerous trips to the country, where he has lectured and been interviewed by Chinese media.

Senior Christine Harvey said the course was good preparation for her and other students who are interested in careers as business journalists.

"Considering China's rise in the world of business in recent years, it seemed like one of the best countries to go to, to understand the future of business and economics," Harvey said.

Students visited the Forbidden City in Beijing, the Chinese imperial palace complex that has housed dynasties spanning roughly five centuries. They spent time at the Olympic sites that represented China's "coming-out party" to the rest of the world, and they passed through Tiananmen Square. There, Chinese police told students to delete recordings they had made of the square.

"The fact that the press is censored and that they have to approach the art of storytelling in a different way than Americans do really makes it an experience that enhances your appreciation of American journalism and of our country's freedom of

the press," Harvey said. "But I promise you that after going to China and talking with journalists who are under the constraints of government censorship, you'll no longer take for granted the greatest freedom a journalist has."

Students also spoke with executives at Bloomberg, Reuters, The Wall Street Journal and Dow Jones as well as public relations firms. At each stop, they were called upon to discuss their career goals, their views of media around the world and misconceptions Chinese and Americans have about each other.

Students stayed at Tsinghua University in Beijing, the alma mater of President Hu Jintao and many other Chinese leaders, and Fudan University in Shanghai, another of the country's most prestigious universities. There and at the University of International Business and Economics and Shanghai International Studies University, they met and got to know Chinese students, frequently exchanging email addresses.

After returning, Cronkite students put together a multimedia project to spotlight the differences and similarities between the U.S. and China.

"Coming to China helps Cronkite students understand the complexity of world conditions and progress and the need for nations to communicate effectively," said Leckey, who holds the Reynolds Endowed Chair in Business Journalism at Cronkite and heads the school's business journalism specialization. Many of the students, he said, find it a life-changing experience.

"They see and hear for themselves what the people, history, culture, media, students and business leaders of this important country are all about, and they also have the opportunity to explain the high journalistic ideals of the Cronkite School," he said.

"I think every student who takes part in our international business course comes back different." □

Photos by Blake Wilson
Photos by Chelsea Smith
Cronkite students capture images of Beijing and Shanghai during their study abroad experience in China.

ONLINE: Students' reports can be found at <http://china.bizjournalism.org>

Wu Brings International Expertise, Perspective to Cronkite

Associate Professor's Influence Extends Far Beyond U.S. Borders

BY JORDAN MOON

Born in Beijing and an internationally recognized expert in Chinese nationalism, Associate Professor Xu Wu's extensive connections in China have paid dividends for Cronkite students since he arrived in 2005 to teach public relations.

Along with fellow Cronkite professor Andrew Leckey, the Reynolds Endowed Chair in Business Journalism and president of the Reynolds National Center for Business Journalism, Wu teaches an annual international business course during which students travel to China for two weeks to better understand the relationship between media and business there.

"It is a great experience for any future business journalist to have a firsthand exposure to China's media system and business operation," Wu said. "Although the course is short, the knowledge and feel the students get from it are immense and long-lasting."

Amanda Markell, a recent graduate who has taken three of Wu's courses, said the China trip wouldn't have been the same without him, and not just because he speaks the language.

"Dr. Wu is so intelligent that it's almost intimidating," she said. "The more you learn about him as a person, the more you realize how much a person is truly capable of achieving in their lifetime."

Leckey said Wu's familiarity with China benefits the Cronkite School in many ways.

"Xu Wu has not only given the benefit of his international understanding and his academic credibility to Cronkite students studying strategic marketing, but his influence has extended far beyond the borders of the U.S.," he said. "In the case of our annual China international business journalism course that he and I run together, he has provided personal insight and historical perspective that

could only come from someone from China."

Wu is spending the 2011-2012 school year on sabbatical in China, teaching in the City University of Hong Kong's Department of Media and Communication and working as a commentator for Phoenix TV, a global television network similar to CNN.

He graduated from the People's University of China in 1992 and worked as a national correspondent and domestic news editor at Xinhua (New China) News Agency's headquarters in Beijing. He participated in the founding and design of the Xinhua Daily Telegraph, one of the leading national newspapers in China, which Wu compares to USA Today.

Wu and a partner also spent three years operating a media consulting agency called Unicorn Culture in Beijing.

"That experience taught me a lot about the nuances and complexities of PR and media relationships that you won't find from a textbook," Wu said. "Also, running a company is a challenging job, especially in Beijing, the political and cultural center of China."

He moved to the U.S. in 2000, earning his master's and doctoral degrees from the University of Florida with specializations in political communication and international public relations.

Wu is frequently interviewed by national and international news organizations, including Reuters, The Guardian, the Chicago Tribune, the International Herald Tribune, Al Jazeera, Financial Times, The Wall Street Journal and the Los Angeles Times.

His research interests include China's online media, international public relations, crisis management, public diplomacy, political communication and mass communication theories. His research has been widely published in academic journals in the U.S. and abroad.

"It is a great experience for any future business journalist to have a firsthand exposure to China."

— Xu Wu,
Cronkite
Associate
Professor

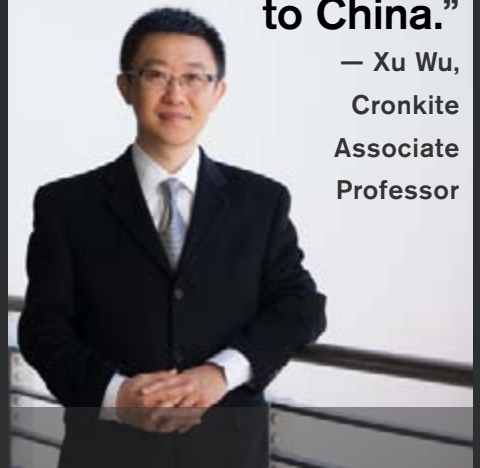



Photo by Courtney Sargent

His book on Chinese cybernationalism and its political implications was published in 2007. He then started researching cross-cultural communications and crisis management issues, especially as they relate to China. He currently is writing a book on how China and the U.S. perceive each other.

Wu's approach to teaching is to treat students as he would professionals, Markell said. He once advised her class to learn not from their successes but from their failures and told students that a lower grade would motivate them to achieve more.

"I really valued this advice because it's unlike anything a professor has told me before," Markell said.

Wu said he came to the Cronkite School "at the right time, to the right place," and has had "the luck and honor to work with the right group of people. For that, I am very grateful and consider myself a lucky man." □



The Humphrey Fellowship Program brings international journalists to Cronkite.

Photo by Courtney Sargent
 Director of Cronkite Global Initiatives
 B. William Silcock (right) and 2010 Humphrey
 Fellow Chevaan Daniel, Sri Lanka

Cronkite Global Initiatives Builds Bridges to the Rest of the World

BY ALLISON OSWALT

Cronkite Global Initiatives' guiding vision is this: See the world; know the world; report the world. For students and faculty at the Cronkite School, that means building bridges with international counterparts.

Launched in 2010, Cronkite Global Initiatives is headed by Associate Professor B. William Silcock, a two-time Fulbright Scholar whose experience made him the perfect choice to lead the school's global outreach efforts, said Cronkite Dean Christopher Callahan.

Silcock oversees the Hubert H. Humphrey Fellowship and Edward R. Murrow programs for visiting journalists from other countries as well as programs that take Cronkite students abroad.

The Humphrey Fellowship Program, the signature program of Cronkite Global Initiatives, is a prestigious U.S. State Department-funded program that

brings mid-career professionals to U.S. universities to take classes, develop skills and engage with leaders in their fields.

In 2010, the Cronkite School became one of only two journalism schools to host the program. The 10 fellows in the inaugural class were from Bangladesh, China, Croatia, Macedonia, Mongolia, Pakistan, Sri Lanka and Turkey. They spent the 2010-2011 academic year at the school, taking classes, traveling and connecting with media professionals across the U.S.

Program manager Ivy Bohnlein said having the fellows at Cronkite gave students and faculty members a new perspective on global issues.

"It gives you a whole new understanding of what may have been just a couple of sentences in the newspaper or on the Web," Bohnlein said. "You get to hear the background and history of what people on the ground in those places think of what's going on."

The school also hosts international journalists from emerging democracies through the Edward R. Murrow Program for Journalists. The Murrow program, named in honor of the renowned CBS News journalist, brings journalists from 100 countries to the U.S. for a monthlong experience that starts in Washington and ends in New York. ASU is one of 11 partner universities that host the fellows as they disperse across America to gain an understanding of U.S. politics, government and news media.

Meanwhile, Cronkite study abroad programs expose students to other cultures and give them opportunities to report on international issues while earning academic credit.

Callahan said the goal of all the new global initiatives is to position the school to be a "forward-thinking leader in the global media world." □

Dr. Bill Moves from Disc Jockey to International Educator

BY ALLISON OSWALT

Back in college, he was known as “William on the Wireless” and his goal was to be a disc jockey.

Today, Cronkite students, faculty and staff know him as “Dr. Bill,” the globe-trotting associate professor who is intent on bringing Cronkite to the world — and the world to Cronkite.

As director of Cronkite Global Initiatives and curator of the Hubert H. Humphrey Fellowship Program in Journalism, B. William Silcock is in charge of Cronkite’s global outreach, which ranges from fellowship programs for international journalists to summer study abroad programs for Cronkite students.

“Dr. Bill has a passion for international education that shines through in his work as director of Cronkite Global Initiatives,” said Ivy Bohnlein, who as program manager for the Humphrey Fellowship at the Cronkite School works closely with Silcock. “He’s able to identify with the needs of visiting fellows because of his personal experience as a two-time Fulbright Scholar, and he has a deep curiosity about life, culture and the media in other nations.”

Silcock grew up in Alaska, and his father’s job with the federal government took him on many trips.

“My Dad is my inspiration for global travel,” Silcock said. “As a little kid I used to go with my Mom to pick him up and see all of these airlines flying into Anchorage.”

His other passion, also developed as a child, is broadcasting. His mother gave him a room where he could set up “my own little radio studio,” he said, “so I used to come home and play disc jockey to myself and my house.”

When it was time to go to college, he chose the broadcast program at Brigham Young University in Provo, Utah.

“I went there thinking, ‘I’m just going to get a college degree in being a disc jockey,’ but realized in two months that you don’t need a college degree to do that,” he said with a laugh.

Between his freshman and sophomore

“There is nothing more important than a study abroad experience — nothing.”

**— B. William Silcock,
director of Cronkite
Global Initiatives**

Photo by Courtney Sargent

years, his father arranged for Silcock to work as a film editor and overnight disc jockey in Alaska. Silcock’s late nights playing pop music earned him the nickname “William on the Wireless” and also put him in contact with the news team, which arrived at 6 a.m. as he was finishing his shift.

As a college student, Silcock traveled abroad, first to Australia to do missionary work for the Church of Jesus Christ of Latter-day Saints and later to France as part of the university’s study abroad program.

He began his professional career in Washington, D.C., in radio, then moved to television news, working for stations in Florence, S.C.; Boise, Idaho; and Salt Lake City. In 1984, he went back to BYU as the news director for the public broadcasting station.

After nine years on the BYU faculty, Silcock took a position teaching at the University of Missouri, where he began working with international journalists. The U.S. State Department would send groups of journalists to the school, and Silcock and his colleagues would train them in everything from investigative reporting to anchoring the news.

In 1999, Silcock was asked to lead a training session in Croatia. He has been back to the Balkans every year since, conducting training on investigative reporting in Sarajevo, cultural affairs

reporting in Serbia and election coverage in Croatia. He also won two Fulbright Awards, one in Ireland and one in Sweden.

Since coming to the Cronkite School in 2001, Silcock has continued training abroad and also helped launch the first study abroad program specifically designed for Cronkite students. Each summer, he leads a group of Cronkite students to Europe, where they visit media outlets and write and report on current issues.

“There is nothing more important than a study abroad experience — nothing,” Silcock said. “At a very young age Edward R. Murrow went to Europe as a college student, and that changed his whole life and really made his career.”

Silcock said one of the most important things students need to learn is that there are no boundaries to newsrooms anymore.

“They have no choice; as journalists their careers will be global, so they might as well face that and embrace that and get involved early on,” he said.

Silcock also was behind “Cronkite Global Conversations,” a new series of gatherings at the school during which Humphrey Fellows discuss media practices overseas and share their experiences on the front lines of journalism in some of the world’s most dangerous places.

Such discussions help “tear down walls” and help people understand “that differences are not that great,” Silcock said. “It all begins with a conversation.” □

Hubert H. Humphrey Fellows Ten mid-career journalists from eight countries spent the 2010-2011 academic year at the Cronkite School, bringing with them a wide range of experiences and expertise.

Javed Afridi, Pakistan

TV reporter Afridi covers militant insurgency and regional issues for Express 24/7, the only English-language news channel in Pakistan. Previously, he worked for the Frontier Post, the Daily Times, The News International and the Khyber Mail International newspapers in Pakistan. He has a master's degree in journalism from the University of Peshawar.

Xiao Yang, China

Yang is a senior journalist with Beijing Youth Daily, where he has worked for more than 10 years covering local, business and real estate news. He travels to conflicted regions and disaster sites to cover world news for the paper. Yang has a bachelor's degree in economics from Beijing Polytechnic University.

Sevgi Serpil Atalay, Turkey

For 10 years, Atalay has been a specialist in the communications and international relations department of the Central Bank of the Republic of Turkey. She has a master's degree in economics from the University of York and speaks Spanish, English and Turkish. She is a member of the Association for the Conservation of Nature in Turkey.

Chevaan Daniel, Sri Lanka

As the head of Sri Lanka's largest electronic news media network, The Capital Maharaja Organization, Daniel is responsible for overall business operations of the seven-channel company, which has a staff of more than 500. He is trained in the Israeli art of self-defense, Krav Maga, and has a brown belt in the martial art of taekwondo.

Mohammed Alauddin, Bangladesh

With a master's degree in sociology from the University of Chittagong, Alauddin is the information and communication coordinator for Caritas, a non-governmental organization engaged in international emergency relief response, community building and justice advocacy efforts. He produces videos, press releases, newsletters and reports.

Aleksandra Dukovska, Macedonia

Dukovska has worked at New Moment Video House as a researcher, reporter and producer in radio, print and television journalism. Her work includes documentaries on human trafficking and corruption. She was part of the team for Eurozoom TV, a broadcast newsmagazine focusing on Macedonian integration into the European Union.

Daria Marjanovic, Croatia

Veteran journalist Marjanovic is an anchor, producer and co-production coordinator for HTV, the Croatian public television network. The award-winning journalist coordinates her station's contributions to CNN's World View, pursues various international media projects and teaches TV practicums at the University of Zagreb in Croatia.

Mukesh Kumar Ropeta, Pakistan

Based in Jacobabad, Ropeta is a reporter for Geo Television Network. He has reported on honor killings, tribal clashes, bombings, floods and military operations. Ropeta started his career as a correspondent for The News International in 1997 after earning his master's degree in journalism from Shah Abdul Latif University in Khairpur, Pakistan.

Malik Siraj Akbar, Pakistan

Akbar is the editor of the Baloch Hal, the first online English newspaper of Balochistan province in Pakistan. He also is the chief reporter for the Daily Balochistan Express and a former bureau chief of the Daily Times in Pakistan. His articles have been published on the op-ed pages of leading English-language Asian newspapers, such as the Times of India.

Chinkhand Dorj, Mongolia

Broadcast journalist Dorj covers political and economic news for Mongolian Public Radio of the MNB, the first and only public broadcast outlet in Mongolia. Dorj began her journalism career in 1995. She graduated from the Humanitarian University of Mongolia in 2009 as a linguistic/English translator.



Photo by Michel Duarte



Photo by Toshe Ognjanov
Humphrey Fellows gather on the roof of the University Center on the Downtown Phoenix Campus. The Pakistani fellows are Mukesh Ropeta (third from left), Javed Afridi (fourth from left) and Malik Siraj Akbar (fourth from right).

From Pakistan to Phoenix: Humphrey Fellows Spend Year at Cronkite

BY ALLISON OSWALT

More than 8,000 miles separate Phoenix from Pakistan, where three journalists who spent most of a year at the Cronkite School have spent their careers battling adversity to report the news, often putting themselves in danger to do so.

Malik Siraj Akbar, Javed Afridi and Mukesh Kumar Ropeta were among 10 journalists from eight countries chosen for the 2010-2011 Hubert H. Humphrey Fellowships in Journalism at the Cronkite School. The Humphrey program, a collaboration of the U.S. State Department and the Institute of International Education, selects as fellows accomplished mid-career professionals from emerging democracies.

One of the youngest fellows, Akbar started out writing short stories for a children's magazine, then wrote about the sport of cricket. But he was interested in news and had a passion for politics, so he began composing editorials for his small town newspaper. Soon he was covering big news stories, such as government kidnappings and human rights violations.

In 2006, he began writing for the Daily Times, one of the first liberal English-language newspapers in Pakistan.

"When I joined it was a very tumultuous time," Akbar said. "The military operation was taking place and an insurgency was in the offing."

He wrote weekly political diaries, interviewed leaders and covered general news in Balochistan, Pakistan's largest province. As his expertise on the region grew, he was interviewed by The New York Times, The Guardian and the BBC.

In 2008, Akbar decided to launch his own newspaper, Baloch Hal, the first online English newspaper in Balochistan.

"I didn't think news from the region was being sufficiently distributed from the world," he said. "We started without any kind of support, but we were a good team of professional journalists."

As a Humphrey fellow, Akbar said he has been particularly interested in "how journalism is changing in the U.S. and how it is transforming. People here are prepared to change and face the challenge of digital media."

Afridi grew up in a family of doctors, so his decision to become a journalist was something of a rebellion.

"The only one different is my uncle, who is an engineer," Afridi said. "He had to make his own path, and so did I."

Afridi's family lived in an area near the border of Afghanistan and Pakistan that is now a hot spot of U.S. and NATO military involvement. When he was a boy, the family migrated to Peshawar, a capital city in northwestern Pakistan.

After earning a master's degree in journalism from the University of

Peshawar, Afridi began work as a crime reporter, eventually developing an expertise on militant insurgency and regional issues in the area of Peshawar. He has worked at several major Pakistani newspapers, including The Frontier Post, the Daily Times, The News International and the Khyber Mail International.

In 2008, Afridi joined Express 24/7, the only English-language television news channel in Pakistan. He was assigned to cover Peshawar in part because "there were very few people willing to go," he said. "It was easy for me because of my local dialect. It was easier for me to cope and work there."

Afridi said that reporting in Peshawar was intense. He and another reporter would often work 19 hours a day, 12 days in a row.

"You never knew what type of scenario you would come up with," he said. "Military operations surrounded this region."

Afridi said the Humphrey Fellowship appealed to him as a way to improve his skills, something he didn't have time to do at home.

"I knew what I would get from this one year," he said. "I have enjoyed every bit of my stay here."

Unlike the two other Humphrey fellows from Pakistan, Ropeta did not set out to be a journalist. After earning a degree in public relations in 1995, he worked for his

political party.

Later, he found himself without a job and began considering journalism. He earned his master's degree in journalism from Shah Abdul Latif University in Khairpur and began working as a correspondent for The News International, an English-language news organization.

"I was covering 12 districts in Pakistan as a stringer," he said. "I was alone, with no support, and was paid a very low salary."

In June 2002, Ropeta joined Geo Television Network, an English-language media group based in Jacobabad. He covered honor killings, tribal clashes, bombings, floods and military operations before being promoted to bureau chief. He now supervises 15 stringers, four cameramen and two staff reporters who cover the 12 districts he became so familiar with during his early reporting years.

All three journalists said they hope to share what they have learned at Cronkite with their news organizations back home.

"This experience has opened up my horizons," Akbar said. "When you walk onto this campus you truly become a global citizen." □



Photo by Evie Carpenter
B. William Silcock, director of Cronkite Global Initiatives, leads a seminar for Humphrey Fellows.

"When you walk onto this campus you truly become a global citizen."

— Malik Siraj Akbar,
2010-2011 Humphrey Fellow



Photo courtesy of Xiaoquin Zhang
Chinese news anchor Xiaoquin Zhang, who is spending a year at Cronkite, has won many of her country's top broadcast awards.

Chinese Broadcaster Studies Cronkite Methods

BY ALLISON OSWALT

Xiaoquin Zhang spent years as a host, anchor, producer and breaking news reporter in China. But when she became a college professor, she wanted to know more.

So Zhang came to the Cronkite School, where she spent the spring 2011 semester observing how the school teaches broadcast journalism.

Zhang, who has a Ph.D. from the Communication University of China and teaches at Tsinghua University, got interested in the Cronkite School after meeting Andrew Leckey, the Reynolds Endowed Chair in Business Journalism and president of the Reynolds National Center for Business Journalism.

"We don't have too many broadcast teachers, so I came here to learn the system, not for myself, but for the school," Zhang said.

She observed classes such as videography and television reporting, learning "step by step how they teach students to be good broadcast journalists," she said.

She planned to spend the fall semester interviewing Cronkite students and faculty and developing ways to apply new teaching techniques in China.

Zhang has worked as an anchor and producer for Chinese television and won numerous awards, including a national Golden Prize for television hosting, a Golden Microphone award for a series on women in prison and the China Radio-Television News Award, the top prize for Chinese radio and television news.

She hosted an in-depth program focusing on legal issues, worked as a host on one of the most influential Chinese investigative television shows, "NewsProbe," and co-planned the annual special program "The Story Behind the News."

Zhang said she feels at home in the U.S. "Someone told me that after a month I would have a huge culture shock here, but I didn't," she said. "When I came here I didn't feel like a stranger."

Leckey said Zhang fit into the school almost immediately.

"Professor Zhang has brought industriousness and professional zeal to her year as visiting scholar at Cronkite," Leckey said. "Besides studying the Cronkite way of doing things, she has imparted her own knowledge and experience from years of award-winning television work to our students and faculty, making many international friends in the process." □

International Journalists Experience Election Night in Arizona



Photos courtesy of Elvina Nawaguna-Clemente
Journalists from South Asia observe the Cronkite School's coverage of election night 2010.

BY JACK FITZPATRICK

On election night 2010, ABC News held an Election Town Hall Forum in the Cronkite Theater while Cronkite NewsWatch reporters produced live shots in the First Amendment Forum during three hours of live election coverage. The Cronkite News Service newsroom bustled with reporters and Web producers providing coverage to news outlets around Arizona and on the Cronkite News website.

Stationed in the center of the action and watching coverage on the forum's 16-by-9-foot TV screen were 13 journalists from South Asia who were visiting Cronkite as part of the U.S. State Department's Edward R. Murrow Program for Journalists. The night capped a week of observing U.S. election coverage and American journalism practices.

The visitors were among a larger group of 150 journalists from 125 countries who traveled to Washington, D.C., for tours of the White House and conversations with the likes of Bob Woodward and Arianna Huffington before heading out to 11 journalism schools around the country.

Nishani Dissanayake, foreign news editor for the daily newspaper Lakkbima in Sri Lanka, said the trip served as an introduction to a more vocal and opinionated electorate than exists in her country. Decades of civil war have left people in Sri Lanka fearful of taking political stands, although things have

improved since the war ended in 2009, she said.

"They don't know whether they will be in trouble," she said. "In some countries, it happens [that] if the opposition wins, they will go and sometimes burn the houses of the other party's people."

The group heard from a number of Cronkite faculty members, including Steve Elliott, director of digital news for Cronkite News Service and former Phoenix bureau chief for The Associated Press, who gave a primer on Arizona politics. Assistant Professor Dawn Gilpin discussed social networks and political campaigns; Cronkite writer-in-residence Terry Greene Sterling spoke about illegal immigration; and Associate Professor Joseph Russomanno explained the First Amendment.

Other speakers included former CNN anchor Aaron Brown, the Walter Cronkite Professor of Journalism, and, via Skype, Leonard Downie Jr., former executive editor of The Washington Post and Weil Family Professor of Journalism at the Cronkite School.

While in Phoenix, the fellows visited the Maricopa County election headquarters and Sheriff Joe Arpaio's "tent city," where inmates are housed. They also heard the sheriff's views on illegal immigration and its influence on politics.

Firuz Baratov, a reporter for the Tajik Service of Radio Free Europe/Radio Liberty and its website in Tajikistan, said he was impressed with the candor of



The Cronkite School's 2011 Murrow Fellows

Sitting (left to right):

Kanchan Siddiqui (India), Kamran Chowdhury (Bangladesh), Krita Raut (Nepal) and Firuz Baratov (Tajikistan)

Standing (left to right):

Nishani Dissanayake (Sri Lanka), Ahmed Naish (Maldives), Olessya Ivanova (Kazakhstan), Amit Patro (India), Mommin Ahmed (India), Mohammed Ali (Pakistan), Lal Pacha (Afghanistan) and Zulqernain Tahir (Pakistan)

the discussions.

"Here in the Cronkite School we felt professionally free because we could interview who we wanted and we had interesting presentations," he said.

Cronkite Dean Christopher Callahan said the growing number of international visitors benefits students, faculty and staff.

"We learn as much from them as they learn from us," he said. □

Cronkite Alumnus Covers Egyptian Revolution



Photo courtesy of Ian Lee
Cronkite alumnus and Fulbright Scholar
Ian Lee reports for the Daily News Egypt and CNN.

BY CAITLIN CRUZ

In early 2011 when massive demonstrations broke out in Egypt, 2008 Cronkite graduate Ian Lee found himself in the middle of a maelstrom.

Lee had been in the country for three years, reporting for Daily News Egypt, and he had covered other demonstrations. But these, he said, were different.

He and other reporters thought the demonstrations might be “a bit bigger” than others that had come before, but no one, he said, expected an overthrow of the government.

Lee, who covered the revolution as a stringer for CNN, spoke about his experiences via Skype to an audience in the First Amendment Forum in February.

The first day of protests was relatively peaceful, he said. But then police received orders to clear Tahrir Square, and the story took on a new dimension.

“That night we saw a lot of rubber bullets, a lot of tear gas, shots being fired into the air to disperse the protesters, a lot of arrests, a lot of public beatings,” Lee said. “We truly saw the violence this regime uses to control the people.”

Lee was arrested shortly before the regime fell. He was on the phone with CNN doing a taped interview when someone in a military uniform told him to hang up and asked for his passport and press credentials. He was handed over to

the police, who reviewed his footage.

During several hours in police custody, police interrogated him, “asking questions about who I am, who I worked for, what am I doing there,” he said. “I answered their questions because I had nothing to hide.”

“We truly saw the violence this regime uses to control the people.”

— Ian Lee,
Cronkite alumnus

And Lee asked questions of his own.

“I think the one thing that really helped me was I kept asking, ‘Should I call my embassy?’” he said.

Lee became something of a local celebrity for a story he did for Daily News Egypt suggesting a new pride among those occupying Tahrir Square. He wrote about protesters picking up trash and cleaning up after demonstrations. They told Lee they hoped to make way for a better tomorrow, if only in this small way.

Lee said strangers would come up to him and thank him for the story, which was dubbed into Arabic for one of the country’s biggest news channels.

“I thought the story was obvious; this just goes back to living in Egypt long enough,” Lee said. “I saw these people doing things I had never seen before.”

Lee, who was raised in a small town in Wyoming, said he always wanted to be a foreign correspondent in the Middle East. At ASU, he not only studied journalism but earned certificates in Islamic studies and Arabic. After graduating, he spent a little more than a year studying the emergence of Egyptian online media as a Fulbright Scholar.

Sue Green, his former instructor and broadcast director for Cronkite News Service, said Lee is the kind of reporter who “is quickly able to fit in. He’s this blond, blue-eyed, white guy over there in Egypt,” she said, “but he understands the culture and always approaches his subjects with respect.”

Lee said he plans to remain in Egypt a while longer.

“Before the revolution, the plan was to wait until the end of this year and then maybe go to another country, trot around the Middle East a bit more,” he said. “The plan now is to stay until the presidential election. Egypt is going to become this big newsmaker, so I plan on being here a little bit longer.” □

Students Win Trips to Japan, Germany

Cronkite students Tessa Muggeridge (left) and Kelsea Wasung visit a portion of the wall that once divided East Berlin from West Berlin. Photo courtesy of Kelsea Wasung

Below: Dan Neligh takes a time-lapse exposure of himself sitting on the street in Shinjuku, Tokyo, a shopping and commercial district and home of the busiest train station in the world. Photo by Dan Neligh

BY MIKE WONG

Konnichiwa! Guten tag!

That's not how Cronkite students typically greet professors or friends. But for 10 days this summer, Cronkite students said hello in Japanese and German while participating in journalism programs abroad.

Senior Dan Neligh spent 10 days visiting Osaka, Kyoto, Hiroshima, Kobe and Tokyo as a winner of the 2011 Roy W. Howard National Collegiate Reporting Competition. Nine journalism students from around the country took part in the all-expenses-paid trip from the Scripps Howard Foundation. The students, selected based on their portfolios and promise as journalists, toured cultural and media sites throughout Japan.

Approximately 5,500 miles from Tokyo, May 2011 Cronkite graduate Tessa Muggeridge and junior Kelsea Wasung were in Germany participating in the Young Journalists Program sponsored by the German Embassy in Washington. Thirteen students representing seven universities were selected for the program, which aims to foster transatlantic dialogue in the field of journalism and build professional networks.

The 10-day all-expenses-paid trip to Berlin and Munich is designed for outstanding students or recent graduates of top U.S. journalism schools interested in politics, economics, journalism and culture.

"Learning about journalism and politics in Germany was incredible," Muggeridge said. "The German government and various public and private news organizations were



extremely willing to open up about the worlds of journalism and politics. My interest in European foreign policy has really grown after spending time in Germany."

Wasung said she was most intrigued by discussions with German media experts and government officials. "It's eye-opening to learn and experience another's culture and point of view," she said.

In addition to meeting with high-level German officials in government and media, Wasung and Muggeridge visited with journalism students from top German universities.

Like his classmates, Neligh said he appreciated the opportunity to learn about and experience a different culture.

"For me, one of the most fascinating

things was seeing the juxtaposition of antiquity and modernity everywhere we traveled," he said. "It was amazing to see such a great appreciation for history and tradition combined with such an incredible drive to work and progress."

Cronkite Career Services Director Mike Wong said that over the years, a number of Cronkite students have been selected for both the Scripps Howard and Young Journalists programs as well as other programs that send students abroad.

"Experiencing another culture in a faraway land is a fascinating education unto itself," Wong said. "But when our students are selected for these prestigious international trips, it adds even more value to their journalism education here at Cronkite." □

Downtown Campus Comes Alive

BY ALICIA CORMIE

Downtown Phoenix isn't nearly what it once was.

With more businesses, more students, more residents and more visitors, it's a lot livelier than even just a year or two ago, according to economic development specialists and those who live and work in the area.

A big part of the change is due to the downtown ASU campus, said Jeremy Legg, economic development program manager for the city of Phoenix. The campus brings more than 8,200 students and 1,250 faculty members to downtown Phoenix each year and attracts thousands of visitors, from academics to parents and their college-bound children.

That critical mass has helped spur other developments such as the Alta Phoenix luxury apartment complex and the Freeport-McMoRan Center, which houses the 242-room Westin Phoenix Downtown

hotel. Together with Taylor Place, the ASU downtown residence hall, the projects represent more than \$300 million of private investment within the campus footprint, Legg said.

In the past year, the mixed-use development CityScape brought clothing stores, restaurants, a gourmet grocery and a bowling alley to an area several blocks south of the Cronkite School. That represents an additional half-billion-dollar investment.

Smaller establishments such as Fair Trade Coffee, Giant Coffee and FilmBar, an independent theater, have moved in as well. In the third quarter of 2006, there were 217 bars, restaurants and retail establishments in downtown Phoenix. By the third quarter of 2010, there were 258, resulting in a 40 percent boost in sales tax revenue from area businesses, Legg said.

Coming Soon to Downtown Phoenix

BY ALICIA CORMIE

ASU plans further expansion at the downtown Phoenix campus. Projects include:

- The Sandra Day O'Connor College of Law is preparing to relocate from the Tempe campus to downtown Phoenix within five to 10 years. The time frame depends on the success of fundraising efforts, said Patrick Panetta, the university's real estate developer. The university is considering the site of the former Ramada Inn on North First Street, which is now a parking lot. A downtown location would put the law school near major law firms, courts and government agencies.
- In collaboration with its student housing developer Capstone, the university is developing long-term plans to expand downtown housing options for students. Housing for graduate and law students likely would be developed on the block of the former Ramada Inn.
- The Lincoln Family Downtown YMCA on North First Avenue just west of the Cronkite School is popular with students for everything from pickup basketball games to yoga classes and swimming. An architect has been selected to begin designing an expanded facility that will serve as the downtown campus's recreational center. Plans call for a new building to go up adjacent to the current YMCA, complete with an outdoor swimming pool. The facility should be completed in either the spring or summer of 2013, Panetta said.
- The historic downtown Phoenix Post Office at 522 N. Central Ave., which already houses some university offices, will be renovated and turned into a downtown campus student union. Panetta said the university hopes to complete the renovation in 2012.
- Civic Space Park, which opened in April 2009 across from the Cronkite School, will be expanded and connected to the historic post office building. A new landscaped grassy area will be added to the north of the existing park, and a new shade structure will cover a patio off the back of the existing Post Office building, Panetta said. □

"When you add them all together, you've got a downtown that is significantly more lively and active and even more of an economic engine than it was just five years ago," he said.

Many of the new businesses appeal to students. Bliss/ReBar, for example, offers free wireless Internet and "Twofer Tuesdays" with burger specials.

Senior Berenise Solorio said she enjoys meeting classmates at Lucky Strike, CityScape's upscale bowling lounge, on weekends.

"It just makes it a lot more fun to be downtown," Solorio said.

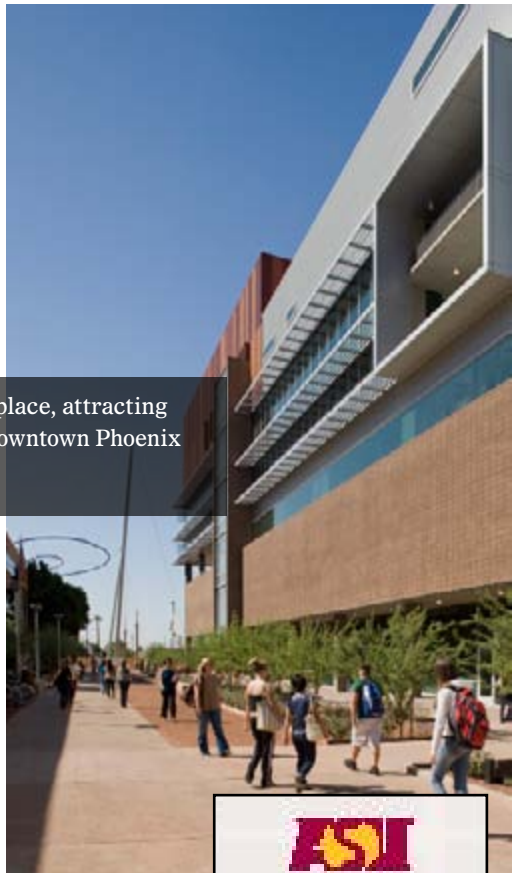
Community development groups such as Roosevelt Row Community Development Corp. and the Phoenix Community Alliance are collaborating with the city to attract more businesses. Through Roosevelt Row's Adaptive Re-use of Temporary Space program, vacant lots are

temporarily transformed into community gardens, public art projects and outdoor film and fair spaces.

"I think it's starting down the path of becoming a more densely populated city, and I expect we'll see the reward of that over the next five to 10 years," said Don Keuth, president of the Phoenix Community Alliance.

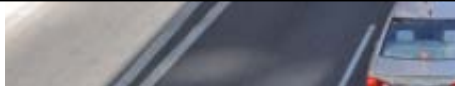
Mark Howard, a downtown resident and co-owner of two downtown restaurants, Fez and Bliss/ReBar, said the area is much more appealing to people from other parts of the Valley than it was before the ASU campus moved in.

"There are a lot of good people here, people who enjoy creating a city that is exciting and diverse and full of life, and we feel like a lot of that can happen in the downtown area," he said. □



Downtown Phoenix Develops Around ASU

Downtown Phoenix has become a livelier place, attracting new businesses and housing, since ASU Downtown Phoenix Campus opened three years ago.

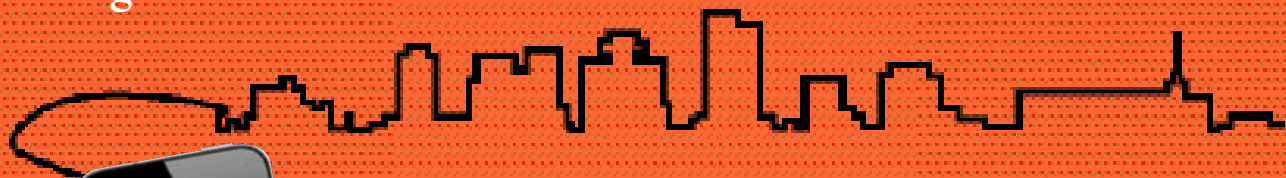


SmartPHX

Connect to Downtown

Dining | Shopping | Night Life | Arts & Culture | Sports Events

SmartPHX Helps Visitors Navigate Downtown



A smartphone application created by Cronkite digital media students helps people discover restaurants, night life and other attractions in downtown Phoenix.

The SmartPHX app, which works on any smartphone, functions as a virtual concierge, enabling users to search for restaurants, clubs, arts venues, shopping and sports. It filters search results according to a user's personal preferences and location and indicates which venues are open and where to find parking and public transportation.

SmartPHX is the first app of its kind for the 1.5-square-mile downtown center of the nation's sixth-largest city.

"This is one more way to expose downtown to more people and to get the message out: There are a ton of things to do in the heart of our city," Phoenix Mayor Phil Gordon said. "I'm downtown virtually every day, and it is even hard for me to keep up. Luckily, now my iPhone will help me out."

Students in the Cronkite School's New Media Innovation Lab developed the app for CityScape, one of the newest dining and entertainment hubs downtown.

"SmartPHX is a great example of what our downtown community can create when we come together," said Jeff Moloznik, development manager of RED Development, the firm behind CityScape. "The concept originated from an informal brainstorming session between RED and students in the NMIL and expanded into a collaboration between the city of Phoenix, the Downtown Phoenix Partnership, the Phoenix Community Alliance, the Phoenix Convention Center and multiple others into something truly unique in the Valley and the country.

"I'm excited because it brings downtown's merchants in direct contact with consumers and vice versa. This is the

only app that breaks down the barrier between businesses and their consumers and rewards both for using it," Moloznik said.

The New Media Innovation Lab is a research and development center that contracts with clients to pioneer new media innovations. Other projects developed by the lab include a smartphone app for the Arizona Guardian, a local news website, that allows people to use GPS to locate their elected representatives; a campaign finance database for 100 Gannett Co. news sites nationwide; and, for azcentral.com, MamaMarket, a Craigslist-style online market for mothers.

Lab Director Retha Hill said it was exciting to work on the SmartPHX app because it gave students a chance to create something that will help define downtown Phoenix, the Cronkite School's home.

Hill's students interviewed business owners, tourists, downtown boosters, workers and area homeowners to get an idea of what the app should do.

"The biggest issue was people didn't know what is here or how to get there from wherever they happened to be," Hill said. "By building in accurate geolocation functionality, as well as functionality to show them when venues are opened or closed, where parking and transportation is in proximity to where they want to go and what the atmosphere will be like at the venue when they get there, we feel like we are being their expert guides to downtown."

The Phoenix Convention Center contributed to the development of the app and will promote it on its 55 digital signs to help convention visitors learn about downtown offerings.

"The SmartPHX mobile app will be a great resource for our out-of-town convention attendees," said John Chan, director of the Phoenix Convention Center. □

ONLINE: To download the app, go to www.smartphx.com on your smartphone's Web browser. Tap + or the iPhone arrow key and then "Add to Home Screen." Or download from the Android market.

OUR STUDENTS





Our Freshmen, Our Future

As one of seven schools at ASU with selective admissions standards, the Cronkite School consistently draws top-performing, highly motivated students to its freshman class.

Fall 2011 was no exception. The school welcomed an incoming class of 253 from more than 1,000 applicants.

Of these, 53 students also were accepted into Barrett, The Honors College, which has its own rigorous application process that takes into account extracurricular involvement, volunteer activities and other factors in addition to academic success. That's up from 29 Barrett-Cronkite students the previous fall.

Cronkite has the highest number and percentage of students in the honors program of any school at the downtown campus, which boasts 74 Barrett students overall.

"The Cronkite School has always attracted large numbers of high-achieving students, but this year we broke our record," said Cronkite School Outreach Director Elizabeth Smith, who is tasked with recruitment.

These aren't the only standout students, either. The average Arizona Board of Regents GPA, an adjusted measure that summarizes a student's high school performance, was 3.49, consistent with that of the previous two years.

Eighty percent of incoming Cronkite students received some form of merit scholarship, and 25 received a Presidential Scholarship. Another 34 received Provost's Scholarships.

Students hail from 24 states, with 42 percent coming from beyond Arizona. Minority students made up 32 percent of the incoming class, with Hispanic/Latino students comprising the largest group.

Seven out of 10 incoming students were women, continuing a trend at Cronkite and other journalism schools toward predominately female enrollments.

Marianne Barrett, the school's senior associate dean, said the quality of this year's freshman class is obvious in the required freshman Principles and History of Journalism class she teaches.

"Every year I'm more and more impressed with the quality of our students, how well prepared they are for the rigor of the Cronkite School and how excited they are about being able to get involved in journalism their very first day in the school," she said. □

**Students hail from 24 states,
with 42 percent coming from
beyond Arizona.**

At the start of the fall semester, the Cronkite School hosts a freshman reception in the First Amendment Forum. Photo by Molly J. Smith

Cronkite Tops SPJ National Contest for

Students win additional
honors in Hearst,
other competitions

Six Years Straight

For an unprecedented sixth consecutive year, Cronkite outperformed all other schools in the 2011 Society of Professional Journalists' prestigious Mark of Excellence national awards competition.

The students won a total of five awards — four of them first places. Cronkite NewsWatch, the school's 30-minute nightly newscast that airs across the state on PBS World 8.3, was named the nation's best collegiate newscast.

In the regional SPJ competition leading up to the national contest, Cronkite students took home 39 awards. The school has finished first in the region for 11 consecutive years.

The SPJ contests were among many that Cronkite students starred in during the 2010-2011 school year.

The school finished first and third in the multimedia news competition that is part of the Hearst Journalism Awards, considered the Pulitzers of college journalism. Altogether, 14 students placed in the Hearst Awards and three were selected to compete in the Hearst national championships in San Francisco. The school finished fifth overall in the country for the year.

ASU has placed first or second nationally in five of the past seven years in the Hearst competition and has finished in the top 10

overall for 10 consecutive years.

Cronkite students also took first place in the 2011 Broadcast Education Association competition, winning more BEA student journalism awards than any school in the country. The awards included six first places and the most Best of Festival Awards.

Other awards included: an Associated Press Mark Twain Award, a College Television Award in the contest of the Academy of Television Arts & Sciences Foundation, two Best in Business Awards from the Society of American Business Editors and Writers, and two of the four First Amendment Awards given by SPJ's Valley of the Sun Chapter.

Cronkite students also took home a variety of public relations honors, with students winning in three out of seven categories in the annual Zenith Awards recognizing student excellence in public relations. A Cronkite student won an honorable mention in the Platinum PR

Awards sponsored by PR News and PR Week, and students took second and third in the 2011 PSAid national student PR competition.

Dean Christopher Callahan applauded this year's winners and the school's remarkable record.

"It's the ideal combination: smart, focused and tremendously talented students working side by side in professional newsroom settings with dedicated journalism faculty with decades of national news experience," Callahan said. "We couldn't be more proud of our students and their faculty mentors."

Cronkite student Dan Neligh, who competed in the Hearst multimedia championship, said it was an honor to represent the school.

"I'm so glad that I had the opportunity, facilities and guidance to help me to do work worthy of placing in such a prestigious national competition," he said. □

National SPJ Awards:

These students placed in the national SPJ competition after taking first place in regionals.

Best TV Newscast

Cronkite NewsWatch

TV Breaking News

First: Staff, Cronkite NewsWatch, "Winter Storm Special Report"

TV News Photography

First: David Gonzalez, "Please Come to Mexico"

TV Feature Photography

First: Natalie Podgorski, "Garage Boxing"

Feature Writing

Finalist: Grant Martin, "As Climate Warms, Deserts, Forests, Cities Face Uncertain Futures"

Regional SPJ Awards:

In addition to the students above, these students placed first in the Region 11 SPJ competition.

Television Feature

Lindsey Reiser, "Racetrack Minister"

Television General News Reporting

Toby Phillips, "Rocky Point"

Television In-Depth Reporting

Courtney Godfrey, "Superior Mining Controversy"

Television Sports Photography

Tom Miller, "ASU Hockey/SD101"

Television Sports Reporting

Siera Lambrecht, "Ice Fishing"

Radio Feature

John LaBarbera, "DBacks National Anthem Auditions"

Best Independent Online Student Publication

Downtown Devil Staff, "Downtown Devil"

Online Feature Reporting

Derek Cooley, "Speaking in Code: Profiles of the Navajo Code Talkers"

Online Opinion & Commentary

Janice Vega, a collection of columns

Hearst Awards:

These Cronkite students placed in the 2010-2011 Hearst Journalism Awards:

Multimedia News

Dan Neligh, first

Cristina Rayas, third

Multimedia Features

Taryn Brady, fourth

Christina Roshau, 22nd

In-Depth Reporting

Lauren Gambino, second

Feature Writing

Weston Phippen, fourth

Colton Shone, 18th

Spot News Writing

Brennan Smith, seventh

Tessa Muggeridge, 19th

Television Feature Reporting

Natalie Podgorski, eighth

Kylee Gauna Cruz, 10th

Radio Feature Reporting

Gardenia Coleman, third

Siera Lambrecht, 16th

Opinion Writing

Dustin Volz, 23rd

Cronkite Students Prove Themselves in Internships

From the beginning of the fall 2010 semester through this summer, Cronkite students completed a total of 575 internships.

Most of the opportunities are in the Phoenix area — the sixth-largest city, the 12th-largest TV market and home of the 10th-largest daily newspaper in the U.S. But the school also arranges out-of-state internships at news outlets such as The

Washington Post, USA Today, NBC News, ABC News, CBS News and CNN.

Some large media companies, such as Scripps Howard, Meredith, Belo and Gannett, set aside internships for Cronkite students. For example, NBC News offers 12 internships exclusively for Cronkite students at stations in Los Angeles, New York, Washington, Chicago and Atlanta.

Another 13 Cronkite students who are specializing in business journalism were placed in internships at Reuters, Bloomberg and CNNMoney.

Students build their portfolios, gain valuable experience and make important contacts in such internships, said Career Services Director Mike Wong. And many have parlayed their internships into jobs. Here are a few of their stories.

Lawton Finds Career in Hometown

BY CLAIRE LAWTON

Last October, I sat on a scaffold with a local artist who was working on a large-scale mural on 16th Street in downtown Phoenix.

The artist, Gennaro Garcia, was talking with me about an effort to gather the community around art, using a few paints in paper cups. Garcia said that he followed a girl to Phoenix from his hometown in Mexico. He ended up staying, sold a few paintings in malls and art fairs and eventually made a home (and a name) for himself in the city.

Before landing my current gig running the arts and culture blog at Phoenix New Times, I had lost count of the times I was tempted to leave my hometown.

I swore I'd leave the second my high school graduation cap hit the floor. I flew to Chicago to enroll in a small liberal arts college, where I was considering studying journalism or industrial design. But after a quick look around, a few conversations with bleary-eyed designers and a much-needed comparison to the state-of-the-art journalism school in my backyard, I flew home.

I was accepted into the Cronkite School — a program I knew was stronger than the one in Chicago (but was also a mere 15-minute drive from the house I grew up in) — and dove into journalism. Between fast-paced classes, I worked at a few local publications and for ASU's State Press Magazine and fell hard for feature writing.

During my senior year, I interviewed for a food writing internship for the Phoenix New Times' food blog, Chow Bella. I'd been reading the alternative weekly for its smart writing, hard-hitting stories and distinctive voice.

So I sat across the table from New Times Web editor Jonathan McNamara after brushing up on some local restaurants, reading a few food magazines and figuring out what a hybrid food co-op really was.

A winter vacation later, I was sitting in the New Times building, posting three to five stories a week about the local food scene.

My internship was a blur of interviews with local chefs, restaurant designers and food fiends. I got to shoot video, experiment with story forms and sit down with almost anyone in town who was doing something interesting in his or her kitchen. (Note: Writing about food and running the school magazine isn't something I'd recommend to anyone who isn't accustomed to high doses of caffeine.)

I had the chance to ask questions of professionals, get feedback from writers I'd admired for years and work one-on-one with my editor, Amy Silverman. I tried to be a sponge.

Two weeks before I graduated, Michael Lacey, executive editor of Village Voice Media, asked if I wanted a job. New Times was starting an arts and culture blog and someone was needed to run it. And while there was still at that moment a small chance of dropping my cap and escaping Arizona, I (thankfully) knew better than to turn down the opportunity.

A month later, Silverman and I started the blog "Jackalope Ranch," a play on the mysterious and often mythical nature of culture and community in Phoenix. And a year and a few months later, our jackalope, now affectionately named Mavis, is a growing part of the still-growing community and a huge part of my life.

That day in October, I stayed for a few



Photo courtesy of Claire Lawton
Claire Lawton parlayed her internship at the New Times into a job.

hours and watched Garcia and another local artist named DOSE, with the help of a few kids from the neighborhood, add characters, backgrounds and colorful details to their large-scale painting.

I know there aren't many journalism gigs where a mural is reason enough to run out of the office.

But the longer I stay here, the more I'm starting to lose track of the reasons I had for wanting to leave. □

ONLINE: Follow Lawton's blog at <http://blogs.phoenixnewtimes.com/jackalope>

Cronkite Students Prove Themselves in Internships

Freshman Covers Biggest Fire in Arizona History

BY JORDAN MOON



Connor Radnovich was in the second week of a multimedia reporting class at The Arizona Republic when he was sent to cover the largest fire in Arizona history.

And he had just completed his freshman year.

“That has to be the best thing I’ve gotten from this program so far — just going to the scene and reporting,” Radnovich said. “You can’t get that from the classroom.”

The multimedia reporting class is a joint venture between the Cronkite School and Arizona’s largest newspaper, The Arizona Republic. The students, who receive both course credit and pay, work full time in the summer and two days a week during the school year reporting breaking news for azcentral.com, the Republic’s website. They cover crime, traffic, weather, community events and other breaking news. Stories are updated continually, which means students often write multiple versions of a story under tight deadlines.

The students’ work is regularly among the most viewed of all news content on azcentral.com, generating 2.297 million page views in August 2011. In

addition, students’ stories often receive prominent play in the print edition of the nation’s 10th-largest daily newspaper.

The program began in 2007 with the appointment of Aric Johnson as the school’s first editor-in-residence. Johnson recruits and supervises the students — most of whom have just one or two news classes under their belts. He has yet to be disappointed.

“You trust that they can do it, and you’ve got to believe they can do it,” he said of the students. “All they lack is experience.”

The Wallow Fire began in early June 2011 and burned more than 538,000 acres in the White Mountains of eastern Arizona and western New Mexico before it was

contained six weeks later.

Radnovich was only three days into the program when he did his first story on the fire about evacuations in the small town of Eagar at the base of the White Mountains.

A few days later, he found himself at the site of the blaze, covering attempts to contain the fire. He stayed for three days, interviewing local residents and officials and churning out a series of stories.

He said the most difficult part was convincing people to talk to him. Most were occupied with “fixing their homes and [tending to] their children and trying to get things back into their homes,” he said.

While Radnovich was in the field, a fellow freshman, Brittany Smith, wrote fire updates from the newsroom in downtown Phoenix. Smith said she was writing five or six stories a day.

It was stressful, she said, but she had multiple editors backing her up and she learned to write fast and with authority.

“There are a lot of sources going around saying different things,” she said. “I have to make sure that what I’m saying is 100 percent accurate because they are going to go on air and online with it and once it’s published it’s gone—you can’t take it back.”

Just four days after returning to Phoenix, Radnovich was sent to cover the Monument Fire, which burned 47 miles just outside of Sierra Vista, in southern Arizona.

It was, he said, an “unbelievable” amount of reporting experience to gain in one short summer.

Smith said she returned to school feeling “so much more prepared, so much more confident, because I had this experience in the real world.” □



NBC News Sets Aside Internships for Cronkite Students

NBC News is setting aside 12 internships a year for Cronkite students under a new partnership with the school.

The interns work in NBC newsrooms in New York, Chicago, Burbank, Calif., Atlanta and Washington, D.C., during the fall, spring or summer semesters.

One of the first Cronkite students to take advantage of the program was Andrew Ellison, who spent the spring 2011 semester working in the New York bureau of “NBC Nightly News.”

Ellison, a junior at the time, had one internship under his belt — at radio station KTAR-FM in Phoenix — when he headed to New York. There, he learned to compile Web extras, short video compilations of extra footage from anchors’ interviews. He also did research, logged video for sound bites, assisted on shoots and spent time in the editing room.

“Once you’ve learned the system you’re actually able to contribute quite a bit, and meaningfully, too,” Ellison said. “It’s nice to be able to see your work on the ‘NBC Nightly News’ website, and you can point to it and say ‘I did that.’”

“Making contacts at NBC was a bonus,” he said.

The NBC-Cronkite internship partnership grew out of a visit to the school by the president of NBC News, Steve Capus. Capus spent several days at Cronkite in November 2009 when Brian Williams received the Walter Cronkite Award for Excellence in Journalism and broadcast the “NBC Nightly News” from the roof of the Cronkite building. Capus returned to speak at Cronkite’s spring 2010 convocation ceremony.

Assistant Dean and News Director Mark Lodato said the internships are the first phase of what he hopes will be a growing partnership with the network.

“All of the feedback we’ve received so far from NBC has been tremendous, so I think there will be ways in which we can grow this program to include future employment opportunities for our graduates, as well as content sharing,” he said. □

Cronkite Students Prove Themselves in Internships

Doom Finds Inspiration at Bloomberg

BY JUSTIN DOOM

It was a story about bear hunting. An editor in New York handed me a press release. I skimmed it. I looked up. I skimmed it again.

“Doom,” he said, glancing at the bewildered look on my face then back at one of his four screens, rat-a-tat-tatting on his keyboard. “Write something up on that real quick. Could be a cool story. Thanks.”

New Jersey, for the first time in five years, had reinstated bear hunting. Gov. Chris Christie supported it during his campaign, and the state’s Fish and Game Council unanimously favored re-enacting the policy. More than 1,200 incidents of bears sneaking into neighborhoods in search of food had been reported in the first half of 2010, and animal services already had been forced to put down more than a dozen animals.

“OK, no problem,” I said. “I’m on it.”

I sank back into my chair, scribbled a few notes on the release, wondered what my lead would be and smiled as I recalled the episode of “The Simpsons” in which Homer

launches The Bear Patrol.

I banged out a few paragraphs. I called a biologist at the state’s Department of Environmental Protection to get a quote. I wrote a few more paragraphs. I filed the story. It was edited, re-edited and published. I went back to whatever else it was I was working on.

A few minutes later, I got an email from the Trenton bureau chief.

“Hi,” she wrote. “Here’s the cellphone number for the New Jersey director of the Sierra Club. Might be good to try him and get another quote —balance out the story a bit more.”

She was right. I reached him immediately and updated the story. It ended up as one of the day’s most-read stories on the Bloomberg terminal, on which literally thousands of stories run every day — stories that move markets, stories with quotes from Barack Obama and Warren Buffett and Lloyd Blankfein.

I don’t mention this to brag but to point out perhaps my favorite thing about where I now work: The story always comes first.



Photo courtesy of Justin Doom

An editor I’d never met read the first version of my story and thought, “Hey, I know someone he doesn’t; I have information he doesn’t, and we can make this story better.”

That was last summer. I interned at Bloomberg again this spring after finishing my master’s degree before being offered a full-time reporting position.

I’ve written about municipal bonds, banks, credit cards, mergers and acquisitions and dozens of other things I barely knew existed three or four years ago.

When people ask what it’s like to work

Payan Thrives at NBC News

BY ANNA PAYAN

Since I was little, I’ve dreamed of being on air one day. That passion led me to the Cronkite School, where I focused on broadcast journalism.

After finishing my bachelor’s degree, I landed an internship at “NBC Nightly News” through the school’s exclusive partnership with the network. I became one of the first five Cronkite students in the program, which offers up to 12 internships to Cronkite students at NBC-affiliated stations in Atlanta, New York, Washington, Chicago and Burbank, Calif., each year.

When I first walked into 30 Rockefeller Plaza as an “NBC Nightly News” intern, I kept thinking of something my Dad always told me: “Treat every day like an interview.” By taking those words to heart, I turned that semester-long



“interview” into a job.

I got to shadow a NBC reporter covering Mercedes-Benz Fashion Week, learning how reporters work behind the scenes at live events. I also assisted with “Education Nation,” a special on public education.

I’m especially proud of the help I was able to give “NBC Nightly News” reporter Kate Snow on a story about holiday weekend travel. Together, we went to New York’s Penn Station to interview travelers. I found a great family for Snow to interview, and it was that family’s sound bite that made it on that night’s newscast.

After finishing my internship, I was offered a “real job” at the network as a desk assistant. And I’ve discovered a new passion for editing, especially editing Web videos. I compile “Web extras,”

which consist of extended interviews and B-roll footage. These have no voiceovers or stand-ups, making them in many ways more difficult to produce. But it’s fun and challenging because I have to come up with pieces that are completely different from typical broadcast news packages.

I also love the production side of the business. One of my duties is to put in the cues for each night’s show. I create a map for the director, and during the show I constantly communicate with the director and producers to keep everything running smoothly.

At Cronkite, I was never the student with the 4.0 GPA; I wasn’t the star anchor or even the best writer at Cronkite News-Watch. But I came to the network with a set of skills learned at Cronkite that far surpassed most other interns. And I had and still have a tenacious attitude and a love for this industry.

And, yes, I continue to treat every day as an interview. □

here, I often compare it to doing group projects in elementary or high school. I'll say, "Remember the times when you'd get stuck in the group with three slackers and end up doing all the work? This is the exact opposite. Here, everyone in the group is 'the smart kid.'"

It's like that every day.

I've been remarkably fortunate to find myself in the company of dozens of talented, hardworking reporters and columnists and editors, from The State Press at ASU right up through work I've done for The Arizona Republic and 944 Magazine and Sports Illustrated. The professors and administrators and support staff I leaned on at the Cronkite School were top notch.

But I can correctly say I've never been in a building with so much concentrated talent as Bloomberg's world news headquarters in midtown Manhattan.

I still remember the day two Bloomberg representatives visited my business journalism class during my first semester of grad school in the fall of 2009. One demonstrated how the company's proprietary information terminal worked. I was blown away, remarking to the student next to me, "Wow, it's like the Internet's Internet."

When the Bloomberg reps returned a few months later, I interviewed, later took a writing test, and around Thanksgiving I got a phone call congratulating me on landing an internship. I was one of two ASU students selected. This past spring, half of the Bloomberg interns were Sun Devils. Two more are getting a shot this summer. It's a testament to the greatness of the Cronkite School and the Donald W. Reynolds National Center for Business Journalism.

When I went back to Cronkite for my mid-career master's, I had no idea where I'd end up. One morning, I was having coffee with Associate Dean Kristin Gilger, discussing what I should study.

"You know," she said, "this new business-journalism focus we're offering, it's pretty cool. And it's where a lot of the jobs are."

I didn't know I'd end up at Bloomberg. I didn't know I'd like it even more than I thought I would, which, frankly, is saying quite a lot.

Friends and family and former students have asked me, "When did you realize that Bloomberg News is where you wanted to be?"

Honestly?

It was a story about bear hunting. □

Cronkite Freshmen Paired with Professional Mentors



Photo by Evie Carpenter

Michael Bianchi (left), production director at Arizona Highways, and his Cronkite mentee Harmony Huskinson talk with Win Holden, the magazine's publisher, at a mentor appreciation event.

Students start forging professional connections and getting career advice in their freshman year through the Cronkite mentorship program.

The program pairs established, working professionals in the fields of journalism and public relations with participating freshmen in one-on-one relationships that often last for years.

Eighty-three freshmen, almost one-third of the year's entering class, participated in the mentor program during the 2010-2011 school year.

Lauren Guzman was one such student. She was paired with Ed Munson, the general manager of KPHO-TV, who arranged a behind-the-scenes tour of the CBS 5 studio for Guzman.

"I've been blessed with the opportunity to have Ed Munson as my mentor," Guzman wrote about her experience in the program. "Ed stressed that curiosity and good writing are traits every journalist should excel in."

Another student, Brittany Smith, was paired with Mary Jo Pitzl, legislative reporter for The Arizona Republic.

"I loved how [Pitzl] gave me an honest view into what a journalist's life is like," Smith wrote. "She even invited me to come into The Arizona Republic newsroom on election night, where I was able to see the activity of a newsroom firsthand while also meeting other reporters and editors."

Other mentors, many of them members of the Cronkite Endowment Board of Trustees, also provide tours and visits

to their newsrooms and introduce their mentees to co-workers and other professionals. They often serve as sounding boards for the aspiring journalists' questions about the industry they plan to enter.

Mentor Christine Whitton said the experience of being able to give back was gratifying, especially as a Cronkite School alumna herself.

"As a graduate of the Cronkite School, taking part in its Cronkite mentorship program as a journalist was one of the most rewarding aspects of my job," said Whitton, who served as a mentor while an editor at Arizona Foothills Magazine. "To have the chance to mentor, interact and provide hands-on experience affords first-year students the insight to ask questions they would have otherwise not had the chance to."

Director of Cronkite Career Services Mike Wong, who administers the mentorship program, said it's a valuable way to connect freshmen to professionals in the Phoenix market and "keep our first-year students excited and engaged in their chosen field of study."

"It's a great way for the freshmen to start networking with professionals who have many years of experience in their respective fields," he said. □



Students Learn Photography in the Field — and on the Street

Photo courtesy of Jason Wise
Students in Roy Dabner's photojournalism
class are positioned midfield before an
ASU football game.

BY DUSTIN CHRISTIANSON

Just outside the Cronkite School, Roy Dabner lines his students up on the sidewalk, their cameras facing traffic. Today, they will experiment with blurring backgrounds. He helps them adjust exposures and shutter speeds, demonstrating with his own camera how to follow a vehicle and warning them that some drivers will probably react to the line of lenses.

Indeed, as the firing squad of photographers gets ready to practice on a passing car, its driver leans out the window and yells.

"Told you," Dabner said with a laugh.

Dabner, a lecturer in the Cronkite School, likes this hands-on approach to teaching photography. That's how he picked up the craft.

"I didn't learn from a book," he said. "I went to a tech school where we did photography from start to finish every day."

Dabner makes sure his students get plenty of practice outside the classroom. And it's not all pictures of traffic. His students, for example, are required to shoot at least two sporting events.

He got the idea for the sports requirement during his first semester teaching.

Two students wanted to cover a NASCAR event, and Dabner worked with The Associated Press to get them press passes.

"Both of them had images that went around the world on the AP stream," Dabner said. "And I'm like, 'This is gold.' These guys can't learn this stuff in a book."

Demetrius Pipkin, one of Dabner's spring 2011 Photojournalism II students, said the approach works. "When you're shooting for a professional organization, you're not going to be shooting things at a school for the most part," Pipkin said. "You'll be going out to sporting events; you'll be going out to different festivals and stuff like that."

Dabner often accompanies students on their shooting excursions. But he doesn't play drill sergeant, preferring instead to give pointers and then stand back to observe.

"It kind of puts you at ease a little bit," said Josh Frigerio, who took Dabner's Photojournalism I class. "Your first photo story is probably the hardest, since your camera is going all over the place."

"Roy is amazing as a photography teacher," added Beth Easterbrook, who had Dabner for Photojournalism I and Photojournalism II. "He just gives you feedback and experiences that no other

photojournalism teacher gives you, and you feel like you're his only student."

Dabner's students cover big-name teams such as the Arizona Diamondbacks, Phoenix Suns and Arizona Cardinals. The benefits of covering these games go beyond practice.

"You're standing with people from the AP and working journalists, and you get to stand by them and pick their brains and see what's going on," said Lauren Hillhouse, another of Dabner's students.

After high school in Iowa, Dabner enrolled in a community college and took criminology courses. To earn money, he took photos for The Hawk Eye in Burlington, Iowa. He worked for the Gannett Co. in Arizona from 1991 to 1996 and also freelanced regularly for AP and other major news organizations, handling assignments that included a World Series, Super Bowl and NBA All-Star Game.

He started teaching at the Cronkite School in 2005, first handling introductory photojournalism and then adding Photojournalism II in 2010.

"I don't know if they're going to be able to get rid of me," Dabner said. "I'm serious. It's just something I look forward to now." □

Students Follow Their Passions with New Clubs

Since 2010, Cronkite students have established the nation's first student chapter of the National Lesbian and Gay Journalists Association and started chapters of the National Association of Black Journalists and the National Press Photographers Association.

NLGJA and NABJ both provide mentoring and professional support networks for students while promoting inclusion across campuses and advancing awareness of diversity outside the university.

The student chapter of NLGJA was founded when student Anthony DeWitt approached Sue Green, broadcast director of Cronkite News Service, with the idea. Green started the Arizona chapter of the NLGJA more than 10 years ago and is a member of the organization's national board.

The group provides mentoring to students grappling with issues of gender and sexual identity. It also serves as a resource for student and professional journalists seeking to provide fair, accurate and balanced coverage of lesbian, gay, bisexual and transgender issues in the media.

"I'm really proud that we were the first student chapter in the country," Green said, "because it says our school believes in diversity and training opportunities for everyone."

The NABJ chapter was founded by junior Heather Jackson, who served as the group's first president. She and another student reached out to Retha Hill, director of the Cronkite School's New Media Innovation Lab and former vice president of BET Interactive, the online unit of Black Entertainment Television.

Jackson said the group, which is open to students regardless of race, offers both social and professional opportunities.

"It's something really, really close to my heart," Jackson said. "I know that advance-

ment in the newsroom is a necessity."

Hill said having a student chapter of NABJ gives Cronkite students opportunities and exposure to professionals who "can help guide them to where they want to go with their careers."

Cronkite student Jacob Stein, president of the new NPPA chapter, one of only about a dozen in the country, said he and his peers hope to promote opportunities for Cronkite students, in part by bringing in professional photojournalists to mentor and speak to them. The students also have launched a student blog where they share their work.

"It's really an exciting thing for Cronkite because so many students have expressed their passions for photography and visual journalism," Stein said.

The Cronkite School also is home to one of the first student chapters of the National Association of Hispanic Journalists, a group that was launched in 2009. Other student clubs include the Association of Multicultural Journalists, the Associated Press Television and Radio Association, the Fashion Journalist Club, the National Academy of Television Arts and Sciences, the Public Relations Student Society of America, Radio Television Digital News Association and the Society of Professional Journalists.

Presidents of the groups are members of a Student Leadership Council, which also consists of editors of student publications. Members meet regularly with Cronkite Dean Christopher Callahan.

"What's remarkable is that it was students who took the initiative to form all of these new clubs," Callahan said. "It's just one example of their drive and passion for journalism." □

ONLINE: To learn more about Cronkite clubs, visit <http://cronkite.asu.edu/experience/studentorganizations>

Cronkite freshman Jon Reid visits one of the tables at the Freshman Reception promoting student clubs. Photo by Molly J. Smith

Consistent Quality Wins Student Crowder Award

BY JORDAN MOON



Photo by Aaron Lavinsky

“To win this award is a huge, huge confidence boost and kind of confirmed to me that I’m doing the right thing and I could actually have a future in this career.”

— Molly J. Smith,
Crowder photojournalism
award winner

When the Cronkite School created the annual Greg Crowder Memorial Photojournalism Award, the goal was to recognize driven, visionary photojournalism students like junior Molly J. Smith, the 2011 honoree.

“To have the editors say that my photos were good enough to win this award is a huge, huge confidence boost and kind of confirmed to me that I’m doing the right thing and I could actually have a future in this career,” Smith said.

She will receive \$1,000 and will have her photos featured on the third floor of the Cronkite building for a year.

“It will probably seem sort of surreal just to see my work on the wall,” Smith said. “The display is quite large; it will be nice to see that there when I go to class.”

The Crowder Award, inaugurated in 2010, is part of a \$250,000 photojournalism endowment by Chandler residents Troy and Betsy Crowder to honor their late son Greg Crowder, a Cronkite graduate and photographer for The Press-Enterprise in Riverside, Calif.

Each year, three judges review student entries and decide the winner and runners-up. The 2011 judges were Cronkite Associate Dean Kristin Gilger; Mike Meister, photo editor of The Arizona Republic; and Con Keyes, former photo editor for the Los Angeles Times and one of Greg Crowder’s instructors at the Cronkite School. They examined 35 portfolios.

“I sent [the Crowders] the submissions of the finalist and the three honorable mentions, and it blew me away,” said

Liz Bernreuter, the Cronkite School’s director of development. “I don’t know how the judges selected one winner; all the photos were just so vibrant.”

Keyes said the decision was difficult. “All those who were honorable mentions ... were very, very competitive,” he said.

So what made Smith’s work stand out? According to Meister, it was her portfolio’s consistent quality.

“A lot of people enter contests, and they have these three amazing pictures and everything else kind of falls off really sharply,” he said. “But her work was very consistent.”

Smith submitted seven photos, including shots of a rally against Maricopa County Sheriff Joe Arpaio, an Assyrian Christian rally, a Super Bowl viewing party at the Cronkite School and a shot of Diane Sawyer, the 2010 winner of the Walter Cronkite Award for Excellence, during an interview.

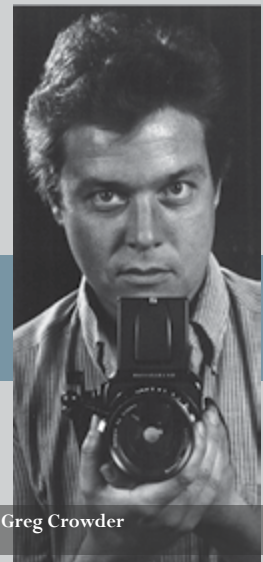
Smith said she planned to use the award money to buy better camera equipment.

“Now, how many students can you say would do that?” Meister asked. “I think a lot of students would say, ‘I’m going to Europe for the summer.’ And just that statement by her is a testament to her commitment to what she wants to do with her career.”

Cronkite Students winning honorable mentions in the 2011 contest are Michel Duarte, Lauren Hillhouse and Stephanie Snyder. □

ONLINE: Smith’s winning photos can be found at <http://cronkite.asu.edu/crowder>

The Greg Crowder Memorial Photojournalism Award



Greg Crowder

Endowment Encourages Love of Photojournalism

In 2007, Troy and Betsy Crowder set up a photojournalism endowment in honor of their son Greg, a Cronkite graduate and newspaper photographer.

In addition to providing equipment and guest speakers, the endowment supports the annual Greg Crowder Memorial Photojournalism Award, which goes to a Cronkite student whose portfolio is judged the best each year. 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 student-run 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 Greg Crowder's instructors at the Cronkite School. "He had a great sense of loving the feature picture, and he loved his community."

Troy Crowder is a retired Cronkite professor who also worked in the ASU Office of the President. The Crowders have been frequent supporters of the Cronkite School, said Liz Bernreuter, the school's development director.

The "hugely generous" gift in Greg Crowder's name will encourage generations of Cronkite students to follow their passion for photojournalism, she said. □

Molly J. Smith's winning photos, displayed below, are exhibited on the third floor of the Cronkite School.



FRIDAYS FRIDAYS FRIDAYS FRIDAYS FRIDAYS FRIDAYS FRIDAYS FRIDAYS

AFTER CRONKITE

‘After Cronkite’ Helps Students Match Passions and Skills with Jobs

BY ALICIA CORMIE

For an hour on Friday afternoons this spring, Cronkite students gathered to talk about life after graduation.

The “After Cronkite” series offered guidance and practical advice from faculty, staff, alumni and journalism professionals on how to approach a job search, the importance of networking, how to write an effective resume and how to adjust to the working world, among other topics.

The idea began when Professor Tim McGuire, Frank Russell Chair for the Business of Journalism, was talking to a Cronkite graduate who was struggling with the transition to a full-time job. He approached Associate Dean Kristin Gilger with the idea of offering career sessions for students as they face graduation.

Gilger said she loved the idea. “We give students all this great experience and all these skills, but we haven’t done a lot to help students really strategize and think thoughtfully about the whole career process,” Gilger said.

Cronkite graduate Jennifer Hellum and News21 Director and Professor of Practice Jody Brannon started off the 10-week series with a session called “Know Thyself: Now Tell Others,” aimed at helping soon-to-be graduates assess their strengths and weaknesses and build their personal brands.

McGuire followed with a session exploring how students can find their place in an increasingly entrepreneurial world of communications.

“Let’s first talk about what’s not out there,” he told the Feb. 11 gathering. “You’re just not going to work at the same place for 35 years. Everything is different, but that is not necessarily the bad news.”

Students need to define their personal passions in new ways, McGuire said.

“Be a provocateur with a camera, not a photographer,” he said. “Be a problem solver, not an analyst. Be a relationship builder, not a tweeter. Be a pursuer of excellence, not an assignment filler. Be a bold creator, not a follower. Be a legacy maker, not an employee.

“Figure out your passion and match it with your skills,” he said. “And most importantly, be true to yourself.”

David Rookhuyzen, a Cronkite senior, said the session was “a very good reflection of knowing yourself and knowing exactly what you want and how that will help you get to the job you want.”

Other sessions featured Cronkite Career Services Director Mike Wong on effective resumes and letters; John Misner, chief operating officer of Republic Media and chair of the Cronkite Endowment Board of Trustees, on the do’s and don’ts of job interviewing; and Trish Anderton, a Cronkite mid-career master’s student who has worked as a journalist in Jakarta, Indonesia, on how to get started in journalism abroad.

Gilger said the school plans to build on the series by offering a one-credit class in the spring of 2012, also called “After Cronkite.”

“It’s that important,” she said. “We want to be sure that students are prepared not just with the skills and ethics they need for the working world, but with real strategies for pursuing the work they dream of.” □

ONLINE: To read Anderton’s advice on working abroad, go to <http://cronkglobal.wordpress.com>



Know Thyself: Now Tell Others • Don't Just Jump: Look First • Going Global • Sloppy Resumes: Boring Letters • A Little Help from Your Friends (or someone else's friends) • The Interview: Don't Blow it Now • Waiting for the Perfect Job — Or Not

Student Lands Interview Following Giffords' Shooting



“I was not to move from my seat or fall asleep or I would risk being kicked out.”

— Brennan Smith,
Cronkite sophomore

Sophomore Brennan Smith was part of a multimedia reporting class at The Arizona Republic in January 2011 when a mass shooting occurred in Tucson, Ariz. U.S. Rep. Gabrielle Giffords was seriously injured, as were 12 others. Six people were killed.

The following is a first-person account of how Smith got an exclusive interview with a man who is credited with helping tackle and disarm the shooter. The story earned Smith a byline in the Republic as well as in USA Today and won him seventh place in the national Hearst Journalism Awards competition in the spot news category.

BY BRENNAN SMITH

I could feel my emotions cascading between excitement and nervousness as I drove to Tucson the afternoon of Jan. 11, a few days after a shooter had opened fire at a Tucson shopping center.

With only a few months of experience under my belt, I was filled with pride and anxiety about being part of such an important news story.

I was to relieve other Republic reporters who were waiting for medical updates at University Medical Center, the hospital treating many of the shooting victims. It was mid-afternoon when I took up my post inside the hospital lobby. I would be there until 7 the next morning.

The Republic was the only paper allowed inside while numerous national and local news outlets lined up outside in the cold wherever they could find room to park. Police guarding the hospital entrance made it clear I was not to move from my seat or fall asleep or I would risk being kicked out.

Around 9 p.m. an older man walked in with his wife and began shaking hands with the police officers. I didn't know who he

was, but a woman sitting next to me said he was one of the people who had tackled the suspected shooter.

I knew I needed to get an interview. With an eye on the guards, I walked up to the man and introduced myself as a reporter from the Republic. I thanked him for helping stop the shooter, and I asked him if he would tell me his story.

The man was retired Col. Bill Badger, 74. For the next hour, he described the terror he felt when the shooting started and how he dropped to the ground and felt a bullet graze his head. The gunman ran out of bullets, and another man at the scene hit him over the head with a chair. Badger said his military training kicked in and he grabbed the shooter's wrist and forced him to the ground with the help of several others. Now he was there at the hospital to see how Giffords was doing.

After the interview, Badger thanked me and asked his wife to take a picture of the two of us. Then I called my editor, who told me to write the story as fast as I could. I waded through my notes and a recording I had made of the interview and finished the first draft of the story about 12:30 a.m. It was edited and posted on the paper's website at 1:42 a.m.

The story was picked up by several news outlets, including USA Today.

It was a turning point early in my journalism career. I knew I had picked the right profession and was incredibly proud that I had the opportunity to cover such a significant event. □



ONLINE: Read Smith's story in USA Today at <http://tinyurl.com/usatoday-com-news-washington>

Cronkite School

Gains

Re-accreditation

“In short, it is a new school
six years later.”

— Accreditation team report

The Cronkite School was granted full accreditation in 2011 after an on-site team of inspectors praised the school for radical improvements over the past six years.

The site team, led by former University of North Carolina Journalism Dean Richard Cole, noted that since 2004 Cronkite has become an independent unit at ASU, Christopher Callahan was named founding dean and new graduate and undergraduate curricula were created and unanimously approved.

The report also said that university resources more than doubled in that time, private fundraising grew by 1,100 percent and the school moved to a new building in downtown Phoenix that is “without a doubt one of the best equipped in journalism-mass communication in the nation.”

Other accomplishments included new professional programs such as Cronkite News Service, in which students do multimedia public affairs reporting across the state and in Washington, D.C.; Cronkite NewsWatch, a daily newscast that airs across the state on Arizona PBS; the Knight Center for Digital Media Entrepreneurship, where students develop and launch new media projects; and the New Media Innovation Lab, where students develop digital applications and do research for media companies.

The report also cited a strong internship and career development program, dramatic growth of full-time faculty and improvements in the diversity of the faculty and student body.

“In short, it is a new school six years later,” the five-member site team said in its February report.

The team reviewed an almost 400-page self-study prepared by Cronkite faculty and staff before the visit, then sat in on classes and met with faculty, administrators, students and media professionals in the community during its February visit.

The site team recommended full re-accreditation of both the graduate and undergraduate programs. The Accrediting Council on Education in Journalism and Mass Communication agreed, voting unanimously in March 2011 to recommend full accreditation, and the full council made it official in April.

The council, which is responsible for the evaluation of professional journalism and mass communication programs at colleges and universities, judges schools on their degree of compliance with nine standards, ranging from curriculum and diversity to faculty research, facilities and equipment.

The site team, the commission and the council found the Cronkite school in full compliance with all nine standards. Only eight of the 24 schools up for re-accreditation in 2011 were deemed to be in full compliance.

The accrediting council accredits more than 100 schools of journalism across the country and reviews their programs every six years. Cronkite was first accredited in 1973 and has been continuously accredited since then. □

NEWS 21

foodsafety.news21.com



News21 Fellows Tackle Food Safety Issues on a National Scale

BY JESSICA TESTA

Ashley Armstrong was only 2 when she suffered kidney failure. She had eaten spinach contaminated with *E. coli*, and her frantic parents weren't sure she would survive.

At the time — five years ago — *E. coli*-related illnesses were being reported all over the country. By the time it ended, the spinach outbreak had infected 199 people in 25 states; 102 people had been hospitalized and three had died, including another 2-year-old, Kyle Allgood of Chubbuck, Idaho.

Ashley was luckier. She survived. Now her story is part of a sweeping project on food safety produced by students in the Carnegie-Knight News21 program.

Cronkite students Stephanie Snyder and Nathan O'Neal met the Armstrong family on a reporting trip to Indiana this summer. Three months earlier, they had connected with the family's attorney, food safety advocate Bill Marler. And three months before that, they had begun their research on the spinach outbreak.

It's the kind of in-depth, months-long reporting that students and professionals rarely get a chance to do. In all, Snyder and O'Neal spent seven months on their story. As News21 fellows, they were paid and got money to travel.

The funding “makes a huge difference,”

O'Neal said. “The story has time to evolve and the reporter has time to make it impactful.”

News21 is a program of the John S. and James L. Knight Foundation and the Carnegie Corporation of New York. Headquartered at the Cronkite School, it brings together students from journalism schools across the country to do investigative stories in innovative ways.

O'Neal's path to Indiana and the Armstrong family began in January 2011 with a seminar on food safety taught by Leonard Downie Jr., former executive editor of *The Washington Post* and Cronkite's Weil Family Professor of Journalism.

Similar courses were taught at the Philip Merrill College of Journalism at the University of Maryland and at the University of Nebraska. The courses were held at the same time as the ASU seminar so that students and instructors could collaborate electronically.

Students researched how the government regulates the food supply, deals with imported foods and tracks foodborne illness outbreaks. They also heard from guest speakers such as attorney Marler, whose blog the fellows followed regularly; FDA Deputy Commissioner for Foods Michael Taylor; and victim



Photo by Courtney Sargent
Student journalists from around the country conduct a summer reporting project at Cronkite on food safety.

advocate Patricia Buck, who co-founded the Center for Foodborne Illness Research and Prevention after her grandson died of *E. coli*.

Throughout the semester, students asked big questions and sometimes got startling answers. For example, they wondered how food imported from other countries is checked for safety and learned that only about 2 percent of imported food is physically inspected. They began building databases of imported food and compiling source lists.

“It's a huge industry, and it's almost like a monster to tackle,” said fellow and Cronkite junior Nicole Gilbert. “There are a lot of faults in the regulatory system of pretty much every single food product.”

Gilbert was one of 27 students working on the project out of newsrooms at ASU and Maryland. Other students came from Maryland, Nebraska, the University of

Veteran Editor Returns to Cronkite for News21 Program

BY ALICIA CORMIE

Sharon Rosenhouse had 16 students, 10 weeks and a big task: Produce an investigation on food safety with national impact and scope.

“We are going to hold them to very high standards,” Rosenhouse said when she arrived at the Cronkite School in the early summer of 2011. “For this summer and News21, they are professionals.”

Rosenhouse’s no-nonsense approach and her years of editing experience were exactly what the News21 summer reporting program needed, said Leonard Downie Jr., Cronkite’s Weil Family Professor of Journalism, who has helped lead the Carnegie-Knight program for the past two years.

“She likes high-impact journalism, and we want this to be high-impact journalism that makes a difference,” Downie said. “I like that fact that she is both very good at working with young people and at the same time very rigorous in her editorial leadership.”

Rosenhouse has had a long career in journalism, including stints as managing editor of the South Florida Sun Sentinel, managing editor of the San Francisco Examiner and editor of the San Francisco Chronicle’s PM Edition. She also worked for the Bergen (N.J.) Record, the Los Angeles Times and the New York Daily News.

This summer was Rosenhouse’s second

extended stay at the Cronkite School. She spent the fall 2009 semester as the Edith Kinney Gaylord Visiting Professor in Journalism Ethics, teaching ethics and diversity classes to Cronkite students.

Diversity has long been important to Rosenhouse, who earned the Robert G. McGruder Award for Leadership in Diversity in 2006. She also was given the Career Achievement Award by the Columbia Journalism School Workshop on Race and Diversity in 2005.

In 2009, she directed New America Media’s Veterans Project, an ethnic-mainstream collaboration in Los Angeles supported by the McCormick Foundation.

“Diversity is pretty simple,” Rosenhouse said. “You look at the community you cover and you look at your newsroom and you ask yourself if you’re reflecting that community. Even if you don’t have a completely diverse staff that reflects the community, you think about that diversity and try to reflect it in your stories and coverage.”

Since retiring in 2009, Rosenhouse has remained active in journalism. She serves on the boards of the Institute for Justice and Journalism, an organization dedicated to bolstering media coverage of social justice, and the Florida Center for Investigative Reporting, a nonprofit organization that produces digital and bilingual investigative journalism about



Photo by Courtney Sargent
Sharon Rosenhouse leads the News21 newsroom at Cronkite this summer.

corruption and injustice.

Rosenhouse said editing the News21 project on food safety this summer gave her a chance to reconnect with young people.

“I really like working with young journalists who have a knack for long-form journalism projects like this and have the endurance and the smarts to figure them out,” she said. □

Missouri and Harvard University.

The Maryland team was directed by Deb Nelson, a Pulitzer Prize-winning investigative reporter and editor who has worked for the Los Angeles Times, The Seattle Times and The Washington Post, and Abell Professor of Journalism Sandy Banisky, former deputy managing editor at The (Baltimore) Sun.

The Cronkite newsroom was overseen by Sharon Rosenhouse, former managing editor of the South Florida Sun-Sentinel.

The resulting project, “How Safe is Our Food?” was published in fall 2011 by The Washington Post, msnbc.com and the Center for Public Integrity, among other news organizations.

Food safety turned out to be a topic

everyone could relate to.

“We shop, we cook, we eat out, but a lot of us don’t think about what goes into the decisions we make about food,” Rosenhouse said.

Even before the food safety project wrapped up in August, a story from the Maryland fellows on a USDA-sponsored farmers market in Washington, D.C., was published in The Washington Post. For that story, fellows Esther French, Maggie Clark and Mattea Kramer tested various poultry products from the farmers market and found traces of salmonella.

Fellows said they’re excited about seeing their names in big-time publications, but it’s not the biggest motivator. Joe Yerardi, a graduate student at the University of

Missouri who spent the summer in the Cronkite News21 newsroom, said, “I want to write the best possible story that I can write. If it gets picked up by national newspapers, that’s awesome. It means more people are reading the story. But I came here because last year I read these awesome stories that seemed like they were going to make an impact. ... I knew I wanted to be a part of it. I don’t care about the clip; I care about impact.”

Rosenhouse said she couldn’t agree more.

“What counts in the end is how good the journalism is,” she said. □

ONLINE: View the food safety project at foodsafety.news21.com

Knight, Carnegie Fund News21 for Next Decade at ASU

The John S. and James L. Knight Foundation and the Carnegie Corporation of New York are funding ASU to operate the News21 in-depth digital journalism program for the next decade.

In this next generation of the acclaimed national program, News21 will be open to journalism schools beyond the 12 universities that are members of the Carnegie-Knight Initiative on the Future of Journalism Education. The program will continue to be based at the Cronkite School.

Carnegie President Vartan Gregorian and Knight President and CEO Alberto Ibarguen made the announcement of \$2.32 million in grants for News21 at a meeting of the Carnegie-Knight deans earlier this year.

“The new News21 means 21st century news,” said Eric Newton, senior adviser to the president of the Knight Foundation. “These grants will help Arizona State pioneer new ways to teach a new generation to report, package, present and engage citizens with the news they need to run their communities and their lives.”

Carnegie and Knight launched News21 in 2005 with five universities: the University of California, Berkeley; Columbia University; Harvard University; Northwestern University; and the University of Southern California. Three years later, seven other schools were added: ASU, University of Maryland, University of Missouri, University of Nebraska, University of North Carolina, University of Texas and Syracuse University.

The new News21 will be modeled after the highly successful multi-university national News21 investigative projects headquartered at the Cronkite School in 2010 and 2011.

In summer 2010, students from 11 universities came together at Cronkite to create a 23-story package on transportation safety in America. “Breakdown: Traveling Dangerously in America” was published by msnbc.com, The Washington Post, Yahoo! News and the Center for Public Integrity. The Washington Post led off the series with a Sunday page one story, and msnbc.com

featured a story every day for a week at the top of its home page. The project drew more than 5.2 million page views in its first 18 days — the largest distribution of university-produced journalism in history.

The 2011 national News21 fellows produced another sweeping investigation, this one on food safety. Students from five schools worked through the summer of 2011 out of newsrooms at Cronkite and the Philip Merrill College of Journalism at the University of Maryland.

Former Washington Post Executive Editor Leonard Downie Jr., the Cronkite School’s Weil Family Professor of Journalism, worked with both groups and taught a spring seminar leading up to the summer reporting project.

The News21 program has helped transform journalism education and has led to the hiring of more journalism graduates during a critical juncture in the industry’s history, according to a recent independent evaluation of the program.

“The initiative has developed a new cohort of well-educated journalists who are analytical thinkers and adept communicators, as at home in the virtual universe as they are in the day-to-day world of what has become a news cycle that knows no global borders and never sleeps,” said Carnegie’s Gregorian. “Yet of even greater importance, this investment has fortified journalism’s role as a pillar of democracy.”

“The Carnegie-Knight schools are very different places than they were just six years ago,” said Knight’s Ibarguen. “Today they have new classes, new teachers and new approaches that combine digital innovation with knowledge journalism. And news industry leaders are recognizing that journalism education has a role to play in the future of news.”

ASU President Michael M. Crow was instrumental in providing support and new university resources for News21.

Under the new iteration of the program, News21 fellows from around the country will participate via videoconference in a spring seminar taught by Downie in which they will do in-depth research into a selected topic. Fellows also will be able

Support for News21

Carnegie Corporation of New York

The Carnegie Corporation is one of America’s largest, most influential grant-making foundations. Founded by Andrew Carnegie in the early 1900s, the organization has as its mission promoting “real and permanent good in this world.” The foundation backs initiatives that advance education, knowledge and understanding.

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

John S. and James L. Knight Foundation

The Knight Foundation funds projects that “advance journalism in the digital age,” particularly those located in communities where the Knight brothers owned newspapers. Knight’s projects serve the information and engagement needs of communities while innovating in the sphere of digital journalism.

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



to participate in Downie’s accountability journalism class in the spring semester.

In the summer, the paid fellows will work out of a newsroom at the Cronkite School under newly hired William K. Marimow, a two-time Pulitzer Prize-winning investigative journalist who has been top editor at The Philadelphia Inquirer, NPR and The Baltimore Sun.

“It’s an all-star journalism team,” said Cronkite Dean Christopher Callahan. “News21 will provide journalism students from around the country with a truly unparalleled experience in both investigative reporting and innovative multimedia creation. This is 21st-century, digital-era accountability journalism at its best.” □

Students Discover Entrepreneurial Talents in Knight Center

BY DUSTIN VOLZ

Ryan Campbell and Nick Gnat didn't know they had a knack for entrepreneurship before enrolling in an advanced digital media entrepreneurship class at the Cronkite School. Now the two are co-founders of a technology startup and looking to make a big splash in the multi-billion-dollar self-improvement industry.

Campbell focused on public relations while at Cronkite, certain he wanted to pursue a career in management consulting. But as a senior, just before graduating in spring 2011, he decided on a whim to take the entrepreneurship class.

Gnat, a freshman at the time he took the course, came to the Cronkite School with plans to become a sports broadcaster.

Knight Center

The Knight Center for Digital Media Entrepreneurship was launched with the help of a \$552,000 News Challenge grant from the John S. and James L. Knight Foundation. The grant was matched with funds from a 2007 grant from the Ewing Marion Kauffman Foundation to ASU.

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

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

Kauffman Foundation

The Ewing Marion Kauffman Foundation is America's largest foundation supporting entrepreneurship. In 2006, it named ASU one of six "Kauffman Campuses," schools that are charged with infusing interdisciplinary entrepreneurship education into curricula across the university.

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

But after spending a semester in the school's Knight Center for Digital Media Entrepreneurship designing a startup technology company, Campbell and Gnat have changed their career plans and are hoping their collaborative project will grow into a full-fledged and profitable business. Already the duo has won a \$10,000 Edson Student Entrepreneur grant from ASU and is aggressively pursuing other funding streams.

"We figured we'd be a really good fit for each other," Campbell said. "Turns out we have been."

The Knight Center fosters the development of new media entrepreneurship and the creation of innovative digital media products. It was launched in 2008 with grants from the John S. and James L. Knight Foundation and the Ewing Marion Kauffman Foundation

Campbell and Gnat founded Qayto, a computer software startup that uses an innovative platform to work in tandem with the gaming system Xbox 360's motion-sensor application called Microsoft Kinect. The online service allows users to participate in group sessions with therapy and life-improvement professionals anonymously and from the comfort of their homes.

According to Gnat, some therapists already are using technologies such as Skype or instant messaging to interact with clients. He and Campbell hope that using the Kinect technology will improve on those methods and allow people to get help from professionals without sacrificing their privacy.

The founders said they have very different backgrounds, but their skills complement each other. Campbell's background in public relations helped him handle Qayto's business and marketing needs, while Gnat, a computer whiz who gave a presentation on the future of television consumption at MIT when he was just 17, heads up the technical side of things.

"The flexibility of how it works makes us think it's going to be successful," said Gnat, who has dabbled with digital media innovation in "Silicon Alley" in New York

City — the East Coast equivalent of Silicon Valley, which has produced such new media startups as the blogging platform Tumblr and the location-based social networking application Foursquare.

One of the many things that makes Qayto unique is its distribution model. The founders are targeting self-improvement professionals with established clientele who can benefit from the convenience Qayto offers.

"We're not just selling to the world out there; we're trying to give this tool to the actual counselors themselves so they can in effect make their businesses better," Campbell said.

Dan Gillmor, director of the Knight Center, said the project is a good example of what students can accomplish.

"It would certainly not have occurred to me to take the Kinect and do that kind of thing with it," he said. "Part of the fun is that students come up with ideas, and they're certainly not things that I would have thought of myself."

Gillmor, who is the school's Kaufmann Professor of Digital Media Entrepreneurship, has been training young entrepreneurs since coming to the Cronkite School in 2008. His students have developed a number of startups, including an online Phoenix light rail news and information website that netted a \$95,000 Knight Foundation News Challenge grant in 2009.

The Knight Center was honored last year with the ASU President's Award for Innovation for its work with students.

Campbell and Gnat continue to work on Qayto and are pursuing grants and investors. They have several prospective clients lined up and hope to launch Qayto in April 2012.

Campbell, who graduated in spring 2011, said he has turned down full-time job offers so he can concentrate on the startup.

It's a bold decision, but Campbell hasn't lost a wink of sleep over it.

"We really believe this is going to work. It's an opportunity I just can't pass up," Campbell said. "That's what being an entrepreneur is all about. You have to be willing to take those risks." □

Gillmor's New Book Champions Media Activism

BY HAO LY

Dan Gillmor wants as many people as possible to read his new book, "Mediactive," so he's doing something many authors wouldn't even consider: giving it away for free.

"I want to get the broadest reach of the concepts and ideas," Gillmor said. "I'll reach a lot more people this way. It does not necessarily mean that fewer people will buy it."

"Mediactive," which explores the ways citizens consume and create media, is available in print from Amazon, Barnes & Noble and other booksellers and on e-book readers such as the Kindle and the Nook. However, individuals also can read it for free online, where it is available under a Creative Commons license that lets anyone download, read and even make copies as long as it's for non-commercial purposes.

This is the second time that Gillmor, director of the Cronkite School's Knight Center for Digital Media Entrepreneurship and Kauffman Professor of Digital Media Entrepreneurship, has made one of his books available online at no charge. "Mediactive" follows "We the Media: Grassroots Journalism by the People, for the People," published in 2004, which focused on the emergence of citizen media and established Gillmor as an expert on the topic.

"Mediactive" goes a step further, encouraging people to become what he calls active consumers of news and to participate in the reporting of news using journalistic tools and practices.

"The way we interact with media is changing, and I wanted to help people understand that being only passive consumers of media is not adequate," Gillmor said. "Being active users in a variety of ways, including as creators, would be a more productive system."

Gillmor is widely recognized as a pioneering journalist in the field of new media.

In 1999, when he was a columnist for the San Jose Mercury News, he launched what is believed to be the first blog by a journalist for a mainstream newspaper. Back when

**"The way
we interact
with media is
changing."**

— Dan Gillmor,
director of the Knight
Center for Digital Media
Entrepreneurship

few people knew what a weblog was or how traditional media could fully leverage the Web, Gillmor embraced the new technology.

Ethan Zuckerman, the incoming director of the Center for Civic Media at MIT and a senior researcher at the Berkman Center for Internet and Society at Harvard University, met Gillmor when they were both fellows at the Berkman Center.

"One of the things I think everybody admires about Dan is his willingness to get in the game — not just to talk about the importance and value of citizen media ... but to get involved with it himself," Zuckerman said.

Gillmor's ventures include the creation of two new media startups. The first, Bayosphere, was designed to be a citizen media site for the Bay Area in Northern California. Gillmor calls that venture a failure, but he didn't let it hinder his entrepreneurial spirit. He said he learned a lot and helped apply some of those lessons to his latest and much more successful endeavor, Dopplr, a social media site he co-founded in 2007.

Dopplr enables travelers to share itineraries with friends. Gillmor, who travels frequently to speak at conferences around the world, said the site allows colleagues with similar business schedules to connect and catch up while temporarily in the same area. The site became so successful that Nokia bought it in 2009.

Zuckerman said Gillmor's influence in

new media can't be overstated.

"What really happened at the beginning of the last decade is that Dan started telling his professional journalistic brethren that they needed to take citizen media seriously and that he was becoming a better professional reporter by listening to the comments and questions people were asking him," he said.

In "Mediactive" Gillmor contends that it's not too late for traditional media companies to survive and even thrive.

"If traditional media can change with the times and if they can move from monopoly and oligopoly business models to a competitive world, then I'm very much hoping they'll survive," Gillmor said.

In the book, he tries to teach ordinary citizens some of the basic tools and principles of journalism so they can participate in ethical and meaningful ways.

Citizen journalism, he says, doesn't mean lesser journalism.

"Tactics change with the tools, but the principles remain constant and important," he said. □

BOOK: To download "Mediactive," go to <http://mediactive.com>



Photo by personaldemocracy



Students Report on Immigration in the Dominican Republic



In March 2011, 17 Cronkite students spent their spring break in the Dominican Republic, reporting on the country’s complex immigration issues.

With funding from the Howard G. Buffett Foundation, the students traveled to the Caribbean island to produce a series of in-depth reports, photographs and broadcast segments as part of a depth reporting class.

They had spent weeks researching their stories, setting up interviews and learning about the country so that when they landed, they didn’t need “fixers,” local residents some journalists use to help them find sources and get around in foreign countries.

“Students were the fixers,” said Rick Rodriguez, Carnegie Professor of Journalism, who with Student Media Director Jason Manning instructed and accompanied the class on the trip.

The Dominican Republic project was a part of the Cronkite School’s ongoing

Southwest Borderlands Initiative, whose aim is to teach students how to report on Latino communities and border issues in the U.S. and around the world.

The students prepared by taking a Latino issues seminar taught by Rodriguez the previous semester. They heard from experts on issues involving the undocumented and stateless populations in the Dominican Republic as well as parallel issues faced by undocumented immigrants in the U.S.

The result was “Stateless in the Dominican Republic,” a rich multimedia website that leads with reports on the impact that abolition of birthright citizenship has had on those of Haitian descent living in the Dominican Republic — a timely issue, with some advocating the abolition of birthright citizenship in the U.S.

One of the stories, on Haitian women who cross into the Dominican Republic to give birth, made it into the international

Top: Graduate student Lauren Gilger photographs a Haitian woman who lives in the Dominican Republic. Photo by Tarryn Mento

section of The Washington Post, and the entire project was featured on the Florida Center for Investigative Reporting website.

Other stories examined the nation’s civil registry, citizenship requirements and its education and health care systems.

“We were kind of crazy about how much research we did,” said graduate student Carie Gladding. “We were at school every morning for two or three hours getting interviews, talking, sharing information, so I felt very prepared going in.”

Compensating for a three-hour time difference, students placed early morning calls to the Dominican Republic, where the official language is Spanish. While the language barriers sometimes proved difficult, they also facilitated collaboration. Students shared sources and helped one another



with phone interviews.

Once they were in the country, students had to deal with interviews in four languages — Spanish, English, French and Creole, said graduate student Lisa Ruhl. “Thank God for Bastien Inzaurrealde speaking three languages,” she said of one of her colleagues, a graduate student who is a native of France.

Students encountered poverty on a scale they had never seen before and dealt with some difficult ethical questions.

Graduate student Brandon Quester collaborated with Inzaurrealde on a story about street kids in Santo Domingo, the country’s capital.

“The challenge for me was to tell the story of each of the kids and show them with dignity,” Quester said.

Faced with hunger and poverty, some of the students found themselves sharing

their snacks. “I think we made the right choice by giving [a pregnant woman] the food we had,” Ruhl said.

Rodriguez worried about keeping the students out of danger but said they exceeded his expectations in “how they attacked the stories: fearlessly, aggressively.”

Footage gathered by students was compiled into a 30-minute documentary produced by O’Neal, Ruhl and Cristina Rayas, which premiered at a special showing in the First Amendment Forum and was broadcast on Eight/KAET-Phoenix, the local PBS station. □

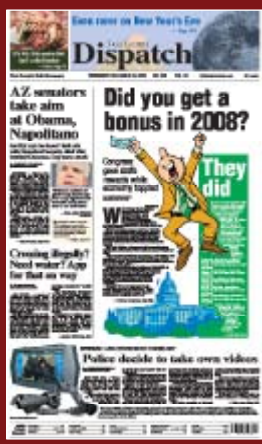
ONLINE: The project can be viewed at <http://cronkite.asu.edu/buffett/dr>

Contributing writers Tarryn Mento and Whitney Phillips were among the 17 students who participated in the Dominican Republic project.

Rick Rodriguez, Carnegie Professor of Journalism, (top right) directed the Dominican Republic project, which took students to the island for a 10-day reporting trip over spring break. Photos by Lauren Gilger and Brandon Quester

Buffett Foundation

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



Cronkite News Service Pursues Stories in Arizona and Beyond

BY DUSTIN CHRISTIANSON

As Phoenix attorney Howard Cabot described his experiences representing a Guantanamo Bay detainee, reporter Channing Turner took notes and Colton Shone shot video from a variety of angles.

Turner and Shone were producing a package for Cronkite News Service, an immersion reporting experience in which students create video packages, text stories, photos and multimedia elements for news outlets throughout Arizona and for Cronkite NewsWatch, the school's award-winning nightly student newscast.

Student reporters have long focused on coverage of state government and issues facing Arizona out of the news service bureau on the second floor of the Cronkite School. As of May 2011, they also began reporting out of a new bureau in Washington, D.C., providing daily coverage of the nation's capital.

Founding director Steve Elliott, former bureau chief for The Associated Press in Phoenix, said students' work is published

by nearly 30 client organizations, ranging from The Arizona Republic and television station websites to the Tucson Sentinel, a Web-only operation.

National news organizations, including The Associated Press and the McClatchy Tribune News Service, also have begun moving selected stories to their client newspapers, and individual articles have been published in the Houston Chronicle, The Washington Examiner, The Seattle Times, The Boston Herald and other newspapers.

Elliott sends his students throughout Arizona and beyond in pursuit of stories.

Turner, for example, traveled to San Francisco to cover a federal appeals court hearing about a plan to eliminate same-sex partner benefits for state employees, went to Tucson to cover a public memorial service for a Border Patrol agent who was killed during a shootout, and staffed a statehouse news conference at which a survivor of the 2007 Virginia Tech massacre spoke against legislation to allow concealed weapons on Arizona campuses.

Turner said one of his most memorable experiences came when he reported on an Arizona bill that would have made it illegal for unrestrained minors to ride in pickup truck beds. His story ran in The

Top: Cronkite News Service's Channing Turner (left) interviews Jon Phelps, CEO of the State Bar of Arizona. Photo by Lauren Jordan
Side rails: Cronkite News Service coverage is popular with newspapers and websites across Arizona.



“You’re doing a lot more than just writing here. We’re probably doing video with a third of our stories now.”

**— Steve Elliott,
director of digital news,
Cronkite News Service**

Photo by Brandon Quester



Above: Student reporters Griselda Nevarez (right) and Courtney Olish don gear to report from the Palo Verde Nuclear Generating Station near Phoenix.

produce video, they often use a hand-held recorder or smartphone attached to a compact tripod and connected to a shotgun microphone.

“You’re doing a lot more than just writing here,” Elliott said. “We’re probably doing video with a third of our stories now.”

Students in Cronkite News Service and Cronkite NewsWatch frequently collaborate on assignments to maximize coverage. Sue Green, broadcast director for Cronkite News Service and assistant news director for Cronkite NewsWatch, oversees a team of reporters producing packages that air on stations such as ABC15, KNXV-TV, Phoenix.

“If NewsWatch wants to do a story and we want to do a story, it would be a waste to basically do it twice,” Elliott said. “So we try to coordinate on things like that.”

Green said local stations are especially interested in work coming out of the Washington bureau. In spring 2011, those included an interview with former Arizona Gov. Janet Napolitano, now U.S. homeland security secretary, as well as interviews with two new members of the state’s congressional delegation.

“Those are stories that stations here in town won’t get because they can’t go to Washington, D.C.,” Green said.

Student reporters said they appreciate the professional experience they gain in the news service.

“It’s so [much more] than a regular office job or a regular internship,” Turner said. □

ONLINE: Get Cronkite News via www.twitter.com/cronkitenews or [@cronkitenews](https://www.facebook.com/cronkitenews) and on Facebook at www.facebook.com/cronkitenewsonline

Arizona Republic.

When the bill came up for a vote in committee, Turner went back to the Capitol and found that people who had read his article had shown up to speak. One woman, whose son was killed in a rollover accident while riding in a pickup truck bed 20 years ago, said the article prompted her to resume lobbying for a change in the law.

“It’s really gratifying to see that your work has that sort of an impact,” Turner said.

Not all news service stories focus on such serious issues.

“We also do goofy features,” Elliott said. “We go to Tombstone every once in a while and do a story on the latest thing they’re doing — for example, a recent book suggesting that Wyatt Earp was the bad guy at the O.K. Corral. Stuff like that gets good play and enhances a student’s portfolio by showing that he or she can write a lighter story well.”

Student reporters regularly find themselves doing triple duty, gathering video, writing stories and shooting photos. To



Cronkite NewsWatch Students Produce a Different Kind of Newscast

BY DUSTIN CHRISTIANSON

“On air.” The sign greets you as you approach the Stanley and Erika Tobin broadcast center on the sixth floor of the Cronkite building. The doors, temporarily closed for a live newscast, open into a television studio where a team of student journalists toils to produce a daily newscast that reaches more than one million households via Arizona PBS.

This is Cronkite NewsWatch.

The 30-minute live newscast airs every Monday through Thursday at 4:30 p.m. during the school year. Dozens of broadcast students spend their days — and sometimes their nights — reporting and writing the news, delivering it and producing it, using state-of-the-art equipment and production facilities that are the envy of many television news operations.

They leave with professional skills and confidence that they can make it in the business.

“Before I came in, I would be so scared to put together a package and put together a story concept,” said Kylee Gauna Cruz, who was an anchor in spring 2011. “But now it’s no problem.

“When the camera starts rolling, I’m just like, ‘Let’s go!’”

A typical day for the crew starts with an 8:30 a.m. editorial meeting. “That’s when the reporters settle on the stories they’ll do that day,” Gauna Cruz said. “Most days I’m doing a ‘day turn,’ where I have to do the story all in one day.”

The reporters fan out to gather information and footage for their stories. Sometimes that means going to the U.S.-Mexico border, Flagstaff or Tucson. The bureau does extensive legislative coverage, which means some students spend their days at the state capitol, located just a few blocks from the Cronkite School.

Meanwhile, Zach Fort, the spring 2011 student director, starts planning the day’s show. He involves student producers, directors and assignment editors and works closely with Assistant Dean and News Director Mark Lodato and Cronkite News Service Broadcast Director Sue Green.

At about 11 a.m., the crew records a news segment for AZTV7, Cable 13, which will air the next morning. Since the show is taped, it gives the production crew a chance to practice.

“We kind of switch positions during



Top: Lacey Zellmer (center) pitches a story at a morning Cronkite NewsWatch meeting. Above: Taryn Hale (left) and Maycie Thornton attend a daily news meeting. Photos by Courtney Sargent

AZTV, just so everyone will have a different experience doing all the different positions,” Fort said.

The work revs up again at about 1:30 p.m. and doesn’t slow down until the newscast is wrapped up late in the afternoon, followed by a critique of that day’s effort by Lodato and Green.

Fort remembers all too well one day early in the semester when everything seemed to go wrong.

“I just remember thinking on that day, ‘What can we do to make sure as a group that this doesn’t happen again?’” he said.

Later in the semester, when students



Above: Lauren Hillhouse (left) and Kelli Johnson discuss the daily news lineup.
Photo by Courtney Sargent

pulled off their first “clean” show — near enough to perfect that Fort was satisfied — “everyone looked around at each other and had the biggest grins on their faces because we knew all the hard work that we’d been putting in finally paid off,” he said.

Jim Jacoby, production manager for Cronkite NewsWatch and former editor and director for Eight/KAET-Phoenix, said mistakes are part of the learning process.

“What I say to my production crew is, ‘This will be the only chance you’ll have to learn, make mistakes and get back on your feet.’” And he tries to make sure that students “get to try everything they want to try.”

That can sometimes produce surprising results. Fort, for example, said he never thought he’d end up directing the newscast.

“I always wanted to be on camera. I always wanted to do sports,” he said. “And then I said, ‘Let’s give the production side a try.’ And it’s really fun.”

The newscast is a consistent winner in national college journalism contests. In 2010, it was named the top collegiate television newscast in the nation by both the Society of Professional Journalists and the Broadcast Education Association. Cronkite NewsWatch students also perform well in the Rocky Mountain Southwest Emmy awards, the College Television Awards and the Hearst

Journalism Awards. The school has finished in the top 10 in the Hearst competition, often called the Pulitzers of college journalism, for 10 consecutive years and has placed first or second nationally in five of the past seven years.

That’s at least in part due to the kinds of stories students pursue.

“What Cronkite NewsWatch provides is less blood-and-guts news and more about issues that affect all Arizonans,” Jacoby said. “I get a lot of comments from [viewers who] just say it’s a breath of fresh air. It’s something that they can’t find elsewhere.”

Jacoby said the program will be adding more significant content with the opening of a Cronkite News Service bureau in Washington, D.C., where students report on national news of interest to Arizonans.

In the spring semester, broadcast students Lauren Gilger and Siera Lambrecht interviewed former Arizona Gov. Janet Napolitano, now secretary of the Department Homeland Security, and produced a piece about a freshman congressman from Arizona who was camping out in his office to save money.

In the future, Lodato and Jacoby hope to do satellite live shots from Washington.

That, Lodato said, means “we will be able to show Arizonans what their lawmakers are accomplishing on a daily basis and, in turn, hold those senators and representatives accountable.” □



Top: Taryn Hale is part of the Cronkite NewsWatch crew.
Above: Sue Green, assistant news director, helps oversee the daily newscast.
Photos by Courtney Sargent

Tune In

Cronkite NewsWatch can be seen at 4:30 p.m. Monday through Thursday on KAET digital (Cox Cable Channel 88) and over the air on digital channel 8.3. The newscast is rebroadcast at 11 p.m.



Cronkite NewsWatch Goes the Distance on Election Night

BY DUSTIN VOLZ

Senior Steve Doty has collapsed in a chair in the newsroom while he struggles to remove his tie. His suit jacket is already slung over a chair.

He has been in front of a camera for the past three hours.

“I’ve never done anything like this before,” Doty said. “It’s nothing short of a miracle that we were able to pull this off.”

What Doty pulled off, along with a team of about 50 other student journalists, was a live, continuous, three-hour election-night broadcast for Cronkite NewsWatch, the school’s award-winning student newscast.

Students are accustomed to anchoring, reporting, producing and directing a 30-minute live newscast that airs Monday through Thursday to 1.2 million households on Eight/KAET-Phoenix, the local PBS affiliate.

Election night, however, is a different story. Under the guidance of a team of faculty and staff, Cronkite NewsWatch aired three hours of live, uninterrupted coverage of state and congressional races.

“Three hours of unscripted election night coverage is something that you just can’t prepare for,” Doty said. “I think that’s what makes it a lot of fun.”

Some reporters were stationed in the Cronkite NewsWatch newsroom on the sixth floor of the Cronkite building. Among these was Doty, who, aided by a team of producers, was charged with analyzing polling data as it filtered in. Other students were scattered throughout Phoenix, reporting live from locations such as the Democratic and Republican election night headquarters, using satellite trucks the school rented for the night.

Moments after interviewing Democratic gubernatorial candidate Terry Goddard, senior Aldo Vazquez reflected on the experience of reporting live on election night.

“It gives you a real-world feel to what you’re going to be doing in the future,” Vazquez said. “It’s definitely a great way to prepare for a journalism career.”

Senior Whitney Clark, reporting from the Republican election night headquarters, talked about standing shoulder to shoulder with local network television reporters on one of the biggest nights of the year for journalists.

“We’re out here reporting with reporters in the 12th-largest media market. You can’t compare that experience to anything else,” Clark said. “I wouldn’t trade it for anything.”

Back in the sixth-floor Cronkite broadcast studio, a nervous energy built into a crescendo during the last hour of the night’s coverage as student producers frantically worked to stay ahead of what was happening on screen. The producing team avoided taking any breaks throughout the broadcast — a feat not many professional newsrooms could match.

“I don’t think I’ve ever had a more intense three hours of my life,” said senior Sam Pagel, a producer who spent the night working in the control room.

It wasn’t the first election Cronkite NewsWatch has covered live. In 2008, then-senior Jeff Skrzypek was interviewing former Gov. Janet Napolitano at the moment it was announced that Barack Obama had won the presidency. Skrzypek, now a reporter for the local ABC News affiliate in Eugene, Ore., turned to a jubilant Napolitano and asked her how she felt about Obama’s victory.

The 2010 election didn’t carry the luster of a presidential ticket, but the Cronkite NewsWatch team spent weeks preparing for the night that comes around only once every two years. Graduate student Courtney Godfrey co-anchored the newscast from its 7 p.m. start to its 10 p.m.



Photos by Brandon Quester
Cronkite students Kylee Gauna Cruz (left) and Courtney Godfrey report election results for Cronkite NewsWatch.

finish, but she began preparing weeks in advance, reading up on ballot propositions and candidates running for office.

“It was really gratifying to see that all their preparation really paid off,” said Assistant Dean and News Director Mark Lodato. “It was one of our smoothest impromptu productions ever. We got a lot of information out to the viewers, and I think they got some real-world experience that will serve them well in newsrooms in a couple of years.”

Doty concurred.

“I don’t think there’s any journalism school that can match what we have [at the Cronkite School],” he said. “The experience of doing something like this is invaluable.”

After graduating in May 2011, Doty took a job as a multimedia journalist at WILX-TV, the NBC affiliate in Lansing, Mich. Godfrey is an anchor for another NBC affiliate, KBJR-TV in Minnesota. Clark reports for a station covering Southern Oregon and Northern California, and Vazquez is finishing up a second major in pre-med studies in hopes of entering medical school. Should he become a physician, he plans to combine his interests in television reporting and medicine, like CNN’s Sanjay Gupta. □



Students Report Election Results for Cronkite News Service

BY ERIC SMITH

Grant Martin had never covered a big election and wasn't sure quite what to expect as Nov. 2, 2010, approached.

As a reporter for Cronkite News Service, his job was to live-blog returns on dozens of Arizona races and ballot propositions.

"I thought it was going to be very hectic [with] a lot of things going on at once," Martin, a second-year graduate student, said as the night got under way. "So far those predictions have been fulfilled."

All around him in the news bureau on the second floor of the Cronkite School, students scanned websites, made phone calls, conducted interviews, calculated vote totals and wrote up results for Cronkite News, the school's news website, and for distribution to media outlets across the state.

Steve Elliott, a professor of practice who directs digital operations at Cronkite News Service, said the experience gave students a taste of their professional futures. His 19-year career with The Associated Press, including several years as Arizona bureau chief, had him working many election nights.

"The most fun thing you can do in a wire service is work election night," he said. "This is one of those things where you have got to get it done right now."

Preparation began weeks ahead of time, with Elliott assigning races and issues to CNS staff members, who were required to research their topics and write advance material. Elliott also enlisted first-year graduate students to cover some ballot propositions.

"I had to look up what the proposition is, who proposed it, why they proposed it, what people who support it think [and what] people who are against it think," said Whitney Phillips, a first-year graduate student assigned to cover a proposition that

would have created an office of lieutenant governor.

On election night, students gathered in the newsroom for a 6:30 briefing by Elliott, who told them to be ready to post their stories as soon as the races and returns were called.

As results started trickling in, live-bloggers Martin and Maria Polletta fielded calls from student reporters stationed at Democratic and Republican headquarters in Phoenix. They kept a constant eye on the major races and updated a live blog throughout the night.

Elliott decided when to call races, something he did during his time as AP bureau chief. Once he made a call, students raced to get their stories to editors.

Martin described the experience as exhilarating. Students quickly realized how much responsibility they had to write and report accurately, he said. "But because of that challenge, it's great to see your name in print when you're covering an event as important as this is."

The night was eye-opening for more than just CNS students. Malik Siraj Akbar, one of 10 international journalists spending the year at Cronkite as Hubert H. Humphrey Fellows, worked in the newsroom alongside the U.S. students. Akbar said he has covered elections in his native Pakistan, but the American election was "very, very different."

Late that night, Elliott looked around the empty newsroom and said he was satisfied with his team's work.

"I thought our site ranked right up there with any in Arizona in terms of professionalism," he said. "The content was good and innovative. We had news in multiple formats and delivered it fast. I think we had better proposition coverage than anyone in the state." □



Top: Elvina Nawaguna-Clemente follows the progress of Arizona's Proposition 19 from the newsroom.

Center: Arizona Secretary of State Ken Bennett (left) is interviewed by Mallory Kydd live from the Phoenix Civic Plaza.

Below: Associate Professor B. William Silcock (center) helps students Juan Olivas (left) and Tony Spehar (right) prepare for a live cut-in from Republican headquarters at the downtown Hyatt Regency Phoenix. Photos by Tom Story



ABC and Facebook Hold Election Night Town Hall at Cronkite

BY VAUGHN HILLYARD

While Cronkite students were busy reporting the news of election night 2010, others at the Cronkite School were busy helping create the future of news.

The school played host to a seven-hour, national interactive town hall that was organized by ABC News and Facebook and streamed live on election night. The production cut between national news anchors, live shots from the Cronkite School where students, professors and community members were debating election issues, and feedback from people across the nation who took part in the discussion on Facebook.

The town hall in the Cronkite Theater was moderated by ABC News correspondent David Muir, Facebook Director of Market Development Randi Zuckerberg and Cronkite student Natalie Podgorski.

“You watched [ABC anchors] Diane Sawyer and George Stephanopoulos on the broadcast, and you watched me and Natalie and Randi Zuckerberg here,” said Muir, also the ABC anchor of “World News Saturday” and a co-anchor of “Primetime.” “I wouldn’t be surprised if what you see in election coverage just two

“It was the first time we’ve ever done anything like this at all — having an interactive town hall and allowing people from home on their computers to be part of the broadcast.”

— Randi Zuckerberg, Facebook director of market development

years from now is a mixture of those two things.”

ABC raised the idea of holding the town hall at Cronkite, one of the ABC News on Campus schools, just three weeks before the election. School officials had to figure out how to pull off the event at the same time that Cronkite NewsWatch, Cronkite News Service and Eight/KAET-Phoenix, Arizona’s PBS station, were providing live election coverage out of Cronkite facilities.

“It was clearly a big undertaking,” said Assistant Dean Mark Lodato, who is also Cronkite’s broadcast news director. “The biggest concern was ... how much support would we be able to give ABC at the same time as producing our own product

and trying to get everything else that we needed to get done completed.”

But in the end, school officials could not pass up the opportunity. They agreed to host the town hall and provide the equipment, students and administrative resources to support a seven-hour, national live broadcast.

Lodato, Assistant News Director Sue Green and a handful of Cronkite students provided editorial support and coordinated with ABC to bring in top students from all four ASU campuses to participate on election night. Cronkite Production Specialist Brian Snyder and Chief Broadcast Engineer Jim Dove worked with ABC on the technical details.

ABC arrived in Phoenix five days prior



ABC and Facebook host a seven-hour, national interactive town hall at the Cronkite School on election night. Cronkite student Natalie Podgorski (above and far left) moderates the event, along with ABC News correspondent David Muir and Facebook Director of Market Development Randi Zuckerberg. Photos by Brandon Quester

to the election to begin setting up. It used the school's Sony training control room to direct the show and brought in its own satellite uplink truck to avoid a signal conflict with the other broadcasts.

"It was pretty amazing to walk around on election night," Lodato said. "You walk up and down the sixth floor, and you see one studio and control room live. You go to the next control room, and it's a national crew doing something that has never been done before ... and further down the hall is KAET doing their own production.

"We have never put our facility to that type of test before."

Down on the second floor, meanwhile, the town hall bounced between live interviews, online discussions and a 21st-century form of election forecasting.

Zuckerberg provided statistics on the number of Facebook users who "liked" specific candidates or included candidate names in their status updates. Users also were able to comment on the town hall, with Zuckerberg displaying reactions throughout the broadcast. Facebook was able to correctly predict the outcome of 16 of 20 hot races, based on which candidate had the most likes.

"It was the first time we've ever done

anything like this at all — having an interactive town hall and allowing people from home on their computers to be part of the broadcast," Zuckerberg said.

PolitiFact Editor Bill Adair, who joined the town hall panel, acknowledged Facebook's accuracy in race handicapping and called it "useful as an alternative" to traditional methods.

"I think there's a lot of focus on who's up and who's down in a lot of the coverage," Adair said. "I think it shows the power of Facebook in reflecting the national mood and bringing people together."

In addition to Adair, panel guests included comedian D.L. Hughley, then-U.S. Rep. John Shadegg, then-state Rep. Kyrsten Sinema, Goldwater Institute Chairman Tom Patterson, blogger Lane Hudson and Arizona Democratic Party Chair Don Bivens. Muir also chatted via Skype with political reporters around the country.

Joshua Egan, a second-year law student at ASU's Sandra Day O'Connor College of Law who was in the Cronkite Theater audience, said the town hall is "what American politics is all about, and that is people coming together and speaking their minds."

"It was interesting to be a part of Facebook and see what everyone was saying," Egan said. "Certainly making a virtual forum allows a lot more people to participate than have ever been able to."

Snyder praised Podgorski for her poise on a national stage and her ability to interact with the live audience. She was "a great representative of the Cronkite School," he said.

For her part, Podgorski, who worked for Cronkite NewsWatch and reported for the ABC News on Campus bureau, said she was honored by the opportunity to work on the town hall.

"David [Muir] and Randi [Zuckerberg] are some of the nicest people that I've met," she said. "They helped guide me along the whole night. They were great teachers, great mentors and role models."

Muir repaid the compliment.

"I have to say that I'm incredibly impressed with the Cronkite School. When I walked in here ... and saw what you all have to work with, I'm envious," he said. "You really have incredible technology at your fingertips, so I hope that the journalism students who were part of this town hall will take everything we did and do it even better." □

Grad Students Create Award-winning ‘State of Change’ Project

BY JACK FITZPATRICK

Cronkite graduate students had only a few months of journalism training behind them when they created an award-winning multimedia project on Arizona’s history.

“State of Change” won two national awards from the Broadcast Education Association — first place in the Student Interactive Multimedia contest and Best of Festival, honoring the best work of the competition.

The project offers a rich look at Arizona history, from politics to public art, in time for Arizona’s centennial celebration in February 2012. It includes interactive graphics, stories, videos, slideshows and photos and a compelling design.

What’s most remarkable, said Cronkite Dean Christopher Callahan, is that it was created by graduate students during their first semester studying at the school. The students, part of a graduate “boot camp,” were just being introduced to journalistic storytelling and digital technology.

Whitney Phillips said she barely knew what Adobe Flash was before starting the class. “And [Adobe] Dreamweaver — don’t even ask me about that,” she said. “But now I can function in all of these programs.”

The fall boot camp was taught by Professor Ed Sylvester, Associate Professor B. William Silcock and Assistant Professor Leslie-Jean Thornton, with the help of Production Specialist Brian Snyder.

They had students research seemingly unrelated aspects of Arizona culture and history and figure out how people, places and things were connected.

Taylor Summers’ challenge was to find a connection between a Pueblo trading post in New Mexico, silversmith Victor Cedarstaff, the Phoenix Convention Center and the Phoenix light rail system. Summers discovered that Zuni Pueblo in New Mexico was thought to be the origin of the first bolo tie before Victor Cedarstaff of Wickenburg, Ariz., claimed to have invented it in 1949. In 1971, Arizona made it the official state neckwear, and now a series of bolo-tie-inspired art stretches along the path of Phoenix’s light rail route from Washington and Third



streets to Washington Street and Central Avenue.

Summers told the story of the bolo tie in a video that includes a light rail tour.

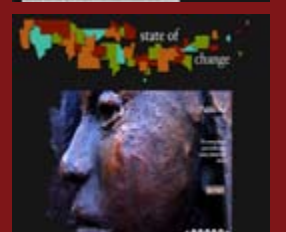
Students also told stories of people who were born in Arizona and have lived in the state for at least 50 years and those who have recently become American citizens. Some students attended a swearing-in ceremony for new citizens at the Sandra Day O’Connor U. S. Courthouse in Phoenix. Christopher Leone interviewed the daughter of Allen Dale June, an Arizona native and one of the 29 original Navajo code talkers who created a secret code for U.S. radio and telephone transmissions during World War II. June died at the age of 91 in September 2010.

The “State of Change” theme “turned out to be a great vehicle for looking at economics, citizenship, immigration issues, art, all manner of things ... and [ask] how does it fit into our changing state?” Thornton said.

Students learned how to research, report, use technology and tell stories in new ways. And they also learned teamwork, cooperation and communication.

“It’s only really when you’re under pressure that you start to identify the essentials, the essential skills that you need,” Thornton said. “You start to be able to identify people who can do certain things and what you can do best and work together to get a project launched. There’s no other way to experience it other than to do it.” □

ONLINE: View “State of Change” at cronkite.asu.edu/stateofchange/index



“There are a lot of people who would do this for free. And I get to do it for college credit.”

— Andrew Gruman,
Cronkite student

Students Cover Baseball's Spring Training in a Major Way

BY DUSTIN VOLZ

Not many people get to live out their childhood dreams. And few journalists get the chance to cover their dream beat when they're just starting out.

But Cronkite senior Andrew Gruman had the opportunity to do both this spring when the Cronkite School launched an innovative partnership with the Milwaukee Journal Sentinel to cover Major League Baseball spring training games of the Milwaukee Brewers in Arizona.

Gruman, a native of Kettle Moraine, Wis., grew up an avid Brewers fan and had always wanted to cover the Brewers for the Journal Sentinel, Wisconsin's largest news organization.

“It's a great opportunity for me not only to cover the team that I grew up a season ticket holder for, but to jump right in and really experience [being a sports reporter],” Gruman said, adding that the class was like a “real-life audition for the paper that ultimately I'd like to work for someday.”

Gruman was one of seven Cronkite students selected for the first three-credit spring-training class. Under the direction of faculty associate Greg Boeck, a longtime sports writer for USA Today, they produced multimedia content for JSONline, the Journal Sentinel's website. Their coverage included blogging games, fan profiles, stadium photo tours and pre- and post-game

interviews with big-name sluggers like the Brewers' Prince Fielder and Ryan Braun.

For the first four weeks of class before spring training began, students learned the basics of sports reporting. Boeck brought in guest speakers such as former Phoenix Suns basketball star Eddie Johnson and Arizona Republic sports columnist Paola Boivin to discuss techniques for interviewing professional athletes. Arizona Diamondbacks pitcher Joe Saunders agreed to be the subject of a mock interview that allowed students to practice.

When the season opened, the class headed to Maryvale Baseball Park, the 10,000-seat stadium in Phoenix that is the Brewers' home field for spring training. Students were given all-access Major League Baseball press credentials and wrote about every home and away game the Brewers played in the Cactus League, which boasts 15 MLB teams in total.

Each student put in two full days during the week, typically working from 7:30 a.m. to 6 p.m., and dividing up Saturday games.

Most of their stories consisted of fan-friendly and behind-the-scenes features. Stories on ushers, laundry assistants and bat boys were published alongside video interviews of players and analyses of stadium attendance. One of Gruman's biggest projects was writing a seven-part



Photos by Brandon Quester
Top: Cronkite students Corie Stark (left) and Andrew Gruman cover the Milwaukee Brewers under the direction of faculty associate Greg Boeck (far right). Above: Andrew Gruman (right) talks with Brewers media relations director Mike Vassallo.

series on every member of the Brewers' 2011 coaching staff.

And each of the students took a turn donning an enormous sausage costume and competing in the Klement's Sausage Race, a Brewers tradition that features a race between five runners wearing foam sausage costumes, each representing a type of Klement's sausage.

The students recorded their thrilling (and sometimes embarrassing) experiences on the “Peanuts and Cracker Jack” blog, created on JSONline to showcase their work. The blog received 190,000 page views in February and March and could often be

Business Journalism Gets Boost from Reynolds Foundation

Journalism programs at Colorado State University, Grambling State University, Texas Christian University and the University of South Carolina will be the first schools to receive visiting business journalism professors under a \$1.67 million grant from the Donald W. Reynolds Foundation.

The five-year program will ultimately create 11 visiting professorships at 11 different schools. It is administered through the Donald W. Reynolds National Center for Business Journalism at the Cronkite School.

Steve Anderson, president of the Reynolds Foundation, said the four inaugural schools “will form the nucleus of a much larger group of institutions that will be selected annually over the next five years. The program’s goal is to select institutions that will commit long term to the teaching of principles and skills necessary to train business journalists in what we believe is an increasingly important field of journalism.”

The new Reynolds Visiting Professorships are modeled on successful programs at Washington and Lee University in Virginia and the Cronkite School, which has had a visiting professor

in business journalism for the past two years.

The professorships will enable students at the four universities to get valuable training in a specialized and increasingly critical area of journalism, said Andrew Leckey, president of the Reynolds Center and the Reynolds Chair in Business Journalism at the Cronkite School.

“These four journalism programs displayed remarkably thoughtful and ambitious strategies for both their current and their future business journalism education initiatives,” Leckey said. “In addition, the large number of excellent applications received assures us that other outstanding schools stand ready for the future visiting professorships of this five-year program.”

Besides teaching courses in business journalism, visiting professors will help establish partnerships with local business media and contribute to businessjournalism.org and Reynolds Center webinars, which provide resources and training for professional business journalists. The schools, which also are eligible for funding for business journalism internships, will provide space as well as technical and administrative support for



the professors.

“You need look no further than the economy being the No. 1 issue in national politics to recognize that instruction in business journalism is critical to the mission of journalism programs and the training of the journalists of the future,” said John Lumpkin, director of TCU’s Schieffer School of Journalism, one of the new grant recipients.

The Reynolds Foundation has a long relationship with the Cronkite School. It funds the Donald W. Reynolds National Center for Business Journalism, which offers free training to business journalists across the country. Since 2003, more than 10,000 journalists have learned to cover business better through regional workshops and webinars offered by the center.

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

found on JOnline’s home page.

Marty Kaiser, editor and senior vice president of the Journal Sentinel, said the decision to partner with the Cronkite School was an easy one.

“I think in this day and age our traditional news organizations need to be entrepreneurial and looking for new ways of doing things,” Kaiser said. “I’m very, very impressed with what the Cronkite School is doing and what [Dean] Chris Callahan is doing.”

Kaiser said the Journal Sentinel plans to continue the partnership going forward. And the Cronkite School hopes to expand the program to other newspapers that cover Cactus League teams.

Boeck said he was impressed with how well prepared his students were for the spring training experience and how professional their work was.

“That’s what makes the Cronkite School so great,” he said. “They prepare you in the classroom, but then they have so many real-world opportunities [that] you get the best of both worlds.”

Gruman said he had covered Sun Devil football, basketball and baseball for the campus newspaper, worked as the station manager for the campus radio station and wrote for other publications while a student at Cronkite. But nothing compared with going shoulder to shoulder with professional sportswriters for the entire length of spring training.

“I don’t think there’s any other school in the country that has a class like this,” Gruman said. “I wouldn’t have been successful, and I don’t think anyone else in the group would have been this successful, if we hadn’t been Cronkite students.”

At one point in the pre-season, Gruman

was asked to step in when the newspaper’s regular beat reporter was unable to cover some stories.

“When I first got that phone call that morning, I thought, ‘Wow, oh my gosh, what am I going to do?’”

It was the day a massive earthquake hit off the coast of Japan, triggering tsunami waves as high as 120 feet that battered the island’s coast. Brewers reliever Takashi Saito’s family lived close to the area most affected by the earthquake and tsunami. Gruman turned around a story in less than a day reassuring readers that Saito’s family was well and accounted for.

In all, Gruman wrote seven stories that appeared in the print edition of the Journal Sentinel.

“There are a lot of people who would do this for free,” he said. “And I get to do it for college credit.” □

Students Tackle Sports Marketing for Fox Sports Arizona

BY DUSTIN VOLZ

When Eric Fischer came to the 2009 NBA All-Star Game in Phoenix on business, he didn't expect to return a year later to teach sports marketing to journalism students.

But a meeting with Cronkite Dean Christopher Callahan that weekend set the stage to bring Fischer and his 20-plus years of marketing and media management experience to Cronkite to oversee an innovative partnership with Fox Sports Arizona.

Fischer's students are creating marketing campaigns for Fox Sports Arizona, the Arizona affiliate of Fox Sports Network, which was looking for ways to inject fresh marketing ideas into its organization.

"I love the opportunity to work with students and have them create a lot of great stuff," said Fischer, now a faculty associate. "Each semester it's been a real blast watching the students create something from scratch."

Fischer, who has worked as a senior marketing representative for the NBA, Disney, Fox, MGM and J.C. Penney, divides the class into small teams that compete against each other for the chance to have their ideas developed by the network.

The first semester's class worked on a brand image campaign for the network, with the winning team earning praise for dreaming up the network's now widely used "We bring the game home" advertising slogan. The next semester, the class worked to improve the network's website, and the spring 2011 class developed a strategic marketing campaign for the Phoenix Coyotes hockey team.

Fox Sports executives frequently visit the class to talk with students and hear their pitches.

Cronkite junior Kyle Daly said that when marketing executives visited the class in the middle of the fall 2010 semester for a progress check, they told students their work wasn't bold enough. He and his teammates went back to the drawing board.

Their work paid off at the end of the semester when they were named the winning team. Their suggestions included making changes to the network's Facebook page to limit status updates and make them more conversational. They also proposed ways to increase user interactivity and keep fans engaged on the site longer.

"We're the new generation," Daly said. "We understand the simple stuff when it comes to Facebook and Twitter."

Brett Hansen, Fox Sports Arizona's director of communications and marketing, said picking the winning proposal is always difficult.

"It's been amazing. We're impressed every semester," Hansen said. "The ideas they've come up with are totally out of the box and things we may not have thought of."

The Cronkite class is part of Fox Sports' Creative University initiative, a program that pairs the network's regional sports affiliates with a nearby university to supplement student learning. ASU is one of four universities participating in the program, along with the University of North Carolina, the University of Southern California and the University of Florida.

"I don't think there are too many classes out there that actually allow you to come up with a marketing and advertising campaign for a television network," Hansen said. "It's some real-life experience that I know all the students get a lot out of, and it's given them a great understanding of what it takes to work in this profession."

Students say their successes are largely due to Fischer's guidance.

"He knows more about the industry than any other teacher I think I've dealt with," said senior Jake Harris.

Fischer said he's not surprised that Callahan jumped at the opportunity to partner with Fox Sports Arizona.

"I think it's a testament to what Cronkite's all about, about taking chances and doing things a little bit different," he said. □



Cronkite Students Check Political Statements for AZ Fact Check

BY JORDAN MOON

During Arizona Gov. Jan Brewer's campaign for re-election in 2010, she claimed that the state's newly passed immigration-enforcement law, SB 1070, did not promote racial profiling by state law enforcement officers.

Cronkite students went to work analyzing the statement for AZ Fact Check, an online fact-checking service of The Arizona Republic, 12 News, KPNX-TV, and the Cronkite School. The statement was ultimately deemed to be "somewhat false."

Brewer's statement was one of many made by elected officials, political candidates and other public figures that came under scrutiny by AZ Fact Check during the 2010 election season. Among those doing the checking were seven Cronkite students who spent part of their semester on the project for class credit and pay. The program was so successful that it continued into the spring and summer of 2011, with three students each term.

"We were looking for a partnership," said Christina Leonard, editor of AZ Fact Check and state government/politics editor at the Republic. "This is a project where we can use our resources to the best of our ability and also teach. It's a win-win situation."

During the fall, students worked under the direction of Cronkite faculty associate and veteran Arizona journalist John Leach, researching statements made by national and local politicians and rating them on a five-star scale of accuracy. (The scale has since been changed to four stars.) Their findings were published regularly on azcentral.com, in the newspaper and broadcast on 12 News. By election day in November, the students had analyzed 136 statements.

"We tried to look at what people were saying and identify something that was significant for voters as they made their decisions about candidates," Leach said. "Also, something that wasn't just truly opinion. You and I can argue opinions forever, but we needed to find something that was stated as a fact."

For example, one student was assigned to investigate statements by



"Informing voters so they can make decisions on ballot issues as well as candidates is such a vital part of journalism."

— John Leach,
Cronkite faculty associate

state Sen. Russell Pearce (R-Mesa) that approximately 9,000 Americans are killed by illegal immigrants every year and that their crimes amount to 12 killings per day in shootings or stabbings and 13 a day in DUIs and related crimes.

Pearce's figures had been widely reported, but junior Vaughn Hillyard found no evidence to support them. "I went and talked to every agency of the federal government," Hillyard said. "I talked to every possible person in the world and came to the conclusion that there is absolutely nothing to justify that."

Hillyard also worked on several AZ Fact Check video packages with 12 News anchor Brahm Resnik. One involved Peggy Neely, who was running for mayor of Phoenix. Another candidate alleged that Neely was favoring a big developer in the bidding process for a new construction project. Hillyard said he determined that the claim was mostly true.

"That was one of the most exciting pieces I ended up covering," he said.

Recent Cronkite graduate Maria Polletta vividly remembers the day she had to call the White House to check a statement about gun violence made by President Barack Obama and the day she had a Skype interview with a U.S. official in Afghanistan to check statistics about civilian casualties in the war.

Those kinds of experiences really help students develop as reporters, Leonard said.

"I like to tell the interns that come through here that this is really a good foundation in terms of learning how to report, report well and really dig deep in terms of analyzing," she said.

Another recent Cronkite graduate, Jolie McCullough, said the experience she gained at AZ Fact Check helped her land her current job at The Albuquerque Journal, where she is working on the paper's website.

"The Cronkite School does a really good job of getting people out into the real world," she said. "I got a job right out of college and it was because I learned so much at the Cronkite School that a lot of other journalism students weren't learning."

The project also earned accolades for the Republic and 12 News: It was a finalist in the Gannett Co.'s 2010 Innovator of the Year award.

Leach said he's proud to have been part of the project — a first of its kind for the local media outlets and for the school.

"Classically, it's one of the ideal things that journalism is about," Leach said. "Informing voters so they can make decisions on ballot issues as well as candidates is such a vital part of journalism. For the Cronkite School, the Republic and Channel 12 to work out the deal to do this I thought was great. I was glad to see the Republic continue it." □

Village Voice Teams with Cronkite for Next-generation Training

Village Voice Media partnered with the Cronkite School this summer on a cutting-edge program that prepares talented minority journalism students for careers in alternative media.

The Village Voice Digital Media Fellowship program brought six students from around the country to Cronkite for 10 weeks to build their skills in reporting, writing, photography, video, audio and social media. Fellows spent half of their time at the Cronkite School, where they were introduced to the latest in digital media technology, and the rest of their time at the Phoenix New Times, where they produced blogs and other content for the weekly's website.

The program was directed by Retha Hill, a longtime digital media news leader who runs the Cronkite School's New Media Innovation Lab. Hill brought in dozens of speakers and trainers, starting with Village Voice owner Michael Lacey, who gave students a colorful and comprehensive account of the history of alternative media in the U.S.

Lacey was part of that history, starting the Phoenix New Times when he was a student at ASU in 1970 after campus police told students they couldn't lower the flag to half-mast in honor of students at Kent State who were killed when National Guard troops opened fire on them.

The New Times went on to become a pugnacious, award-winning paper known for its voice and bravado in taking on the political establishment. Lacey and his partner Jim Larkin opened papers in other cities, and in 2006, the company merged with Village Voice Media. The company now has websites that draw about 60 million page views per month and distributes 1.3 million newspapers per week in 13 major American cities.

Andy Van De Voorde, Village Voice Media's executive associate editor, said the company has long been committed to building diverse newsrooms and a strong digital presence and was interested in a program that would develop a pool of talented young minority journalists with ambitions to work in alternative media.

"Based on our experience with the

Cronkite School in the past and looking at the progress it's made and the fact that it has become one of the elite journalism schools in the country, it made perfect sense to partner with Cronkite," Van De Voorde said.

The six students in the inaugural program were selected from among more than 200 applicants. Students came from the Cronkite School, Florida State University, the University of Oklahoma, the University of Maryland and Webster University in Missouri. Students received a salary stipend and housing on the downtown ASU campus.

On most weekdays, fellows met at the Cronkite School for morning workshops on topics such as how to develop a writing voice and using social media. They also participated in hands-on training sessions that had them shooting and editing photos and videos and collecting audio.

During one memorable week late in the program, fellows worked with Hill to develop innovative ideas for the Village Voice website and pitched them to editors.

After lunch on most days, students hopped on the light rail and headed to the New Times a few miles from the Cronkite School, where they covered beats and wrote blogs under the direction of editors who were assigned as their mentors.

Cronkite Senior Johnny Garcia focused on a news blog while others covered music and culture around the Valley.

Garcia described working under Stephen Lemons, a longtime, award-winning staff writer, as "a privilege." "The other blogs have a lot of contributors, but this blog is only run by [Lemons]," he said. "For me, that's the best."

Kholood Eid, a recent graduate of Webster University, relished the opportunities she got to shoot photos, including one assignment that took her to a press conference held by Maricopa County Sheriff Joe Arpaio.

"I feel like Phoenix is, in a sense, a journalist's dream because it's crawling with all sorts of hot-button issues and stories," she said.

Hill said the experience of working on blogs gave students a chance to



Top: Kholood Eid from Webster University in Missouri learns video editing.

Above: Cronkite student Anthony Sandoval finishes a project. Photos by Molly J. Smith

immediately apply their classroom training.

"You're working with professionals; you're getting your stuff published immediately," she said. "And you're learning the fast-paced nature of blog writing. You're still reporting, but you have to turn it around and get it up and be accurate."

Garcia said that as a student he was exposed mostly to mainstream media. "That's where we mostly intern, and that's where our professors mostly come from," he said. "So it's great that I am able to experience [alternative media] and have a whole different feel for what journalism can be."

Several of the fellows hope to make careers in alternative media and plan to freelance for Village Voice outlets while they finish school. Adele Hampton, who already has her degree from the University of Maryland, went right from the fellowship to work at the Broward-Palm Beach New Times in Fort Lauderdale, Fla.

"That's the perfect scenario," Van De Voorde said. "Bring someone in, give them some training and some experience on our blogs in Phoenix and then send them somewhere to go to work." □

Meredith Fellows Experience News Story of the Year

BY CAITLIN CRUZ

Twelve of the nation's most promising college broadcast students expected to learn a lot about television news during a weeklong fellowship at the Cronkite School in January.

What they didn't expect was to be in the middle of Arizona's biggest breaking news story of the year.

The students, part of the Meredith-Cronkite Fellowship program sponsored by the Meredith Corporation and its Phoenix television station, were in the newsroom of CBS 5, KPHO-TV, on the morning of Jan. 8, 2011, when 22-year-old Jared Lee Loughner opened fire at a community event in Tucson sponsored by U.S. Rep. Gabrielle Giffords. Six people were killed and 13 others, including Giffords, were injured.

KPHO provided extended coverage of the tragedy, giving the students a glimpse of how a station handles a big breaking news story.

Just a few days before, fellows were exposed to another major news story involving a shooting at a local mall.

"This year's fellows got an unprecedented look at how to tackle a breaking news story, not once, but twice," said Cronkite Assistant Dean Mark Lodato, who leads the program with KPHO News Director Michelle Donaldson.

The five-year-old fellowship program brings together minority broadcast-journalism students from the Cronkite School and other journalism schools around the country for a week every January. The 12 fellows work with Cronkite faculty and KPHO journalists, getting hands-on training in creating news packages and anchoring newscasts on deadline while learning about news-

room ethics and leadership.

The program culminates in the production of four newscasts that showcase the students' work.

Because of the Tucson shooting, the fellows weren't able to finish their newscasts in January, so Meredith paid for them to come back to Arizona in April to complete their projects.

"[That's] a great sign of their commitment to the program," Lodato said.

This year's fellows came from Eastern Illinois University, Louisiana State University, Temple University, the University of Idaho, the University of Southern California and West Texas A&M. Six were Cronkite students.

Fellow LaMar Holliday, who was a senior at Eastern Illinois University, said the Meredith-Cronkite Fellowship was "like no other internship I've had."

"Our reporters did their own stories, and producers produced their own show. And we got advice from top journalists and producers in the business," he said. "During my fellowship, we were able to also see two breaking news situations happening, including the one that got national attention when Rep. Giffords was shot. If you want real-world journalism experience outside the classroom, the Meredith-Cronkite Fellowship is the way to go. It even gave me a leg up in my job search and helped me land my first reporting job before graduating."

Holliday, who graduated in May 2011, is now a reporter for KBMT, the ABC affiliate in Beaumont, Texas. □

Photos by Lauren Gilger

Photos by Lauren Jordan

Above: Tia Castaneda (left) and Kelli Johnson, Cronkite students, anchor a newscast in the CBS 5, KPHO-TV studio in Phoenix.



Reynolds Institute Rejuvenates Journalism Teachers

BY HAO LY

Brian Heyman was a sports reporter before he taught his first high school journalism class nearly three years ago.

He had more newsroom experience than many teachers who are tapped by their high schools to teach journalism classes, but he still felt unprepared. There's a big difference between doing journalism and teaching it, Heyman said.

"I had never taught journalism. I didn't know how to teach journalism," he said.

That changed for Heyman this summer, thanks to the Reynolds High School Journalism Institute. Heyman was one of 35 high school teachers who spent two weeks at the Cronkite School updating their journalism skills and learning new tools and techniques for teaching.

"I'm going to walk away from here having lesson plans, having ideas, having materials so that I can teach my students the proper things about journalism rather than just trying to advise them," Heyman said at the close of the institute.

The two-week program, sponsored by the Donald W. Reynolds Foundation and operated by the American Society of News Editors, is offered at five schools around the country each summer. Every year since 2007, it has been held at the Cronkite School, where it is taught by Steve Elliott, digital director of Cronkite News Service.

"It's a really tough time in education in general but also for high school journalism because it's not a core class,"

Elliott said. "So these teachers need to promote their journalism operations, and they need strong operations to ensure that their programs survive."

Elliott puts the teachers through their paces. They learn new technologies, report stories, write on deadline and create lesson plans to take back to their schools.

"We work them hard," Elliott said. "Sometimes we have them in the labs until 8:30 p.m. or 9 o'clock."

This summer's teachers also heard from some of the country's best journalists and educators, including the Cronkite School's computer-assisted-reporting expert, Steve Doig, the Knight Chair in Journalism; and Leonard Downie Jr., former executive editor of The Washington Post and the school's Weil Family Professor of Journalism.

"There were so many great, amazing speakers and presentations that, clearly, we are just instilled with this inspiration to go out there and be awesome journalism teachers," said Amber Lineweaver of Clayton Valley High School in Concord, Calif.

Another participant, Kerri Wosek, has taught at Traverse City West Senior High School in Traverse City, Mich., for the past six years, but like many of her colleagues at the institute, last year was her first teaching journalism.

"I feel like I have the tools now to be a citizen journalist, to teach my kids how to be citizen journalists and build a commu-

nity of readers within our school," she said.

Wosek said she also found a support group of colleagues from around the country who face similar challenges at work — colleagues she can call or email for help or advice.

Elliott said creating those kinds of bonds and connections is one of the most important benefits of the program. And by teaching the teachers, he said, the Reynolds program has a ripple effect that goes far beyond the individual teachers' classrooms.

"What I like most about it is the feeling that through these teachers' learning here, the Cronkite School is benefiting a broader community," Elliott said.

High school students who get journalism training not only learn useful skills but absorb important lessons about ethics and the importance of truth, he said. They engage in their communities and learn to think critically — all of which builds a stronger citizenry.

"We're helping their students become journalists, but most of all the students become smarter, more skeptical of the world, better able to communicate," he said. "And they can take those skills to whatever field of endeavor they go into."

As the teachers bid their farewells in late June, Dave West of North Allegheny Senior High School in Wexford, Pa., summed up the group's experience in one sentence.

"I'm definitely going to be much, much better at this," he said. □



High School Students Get a Taste of College Journalism

BY SHINE SALT

Thirty-six high school students learned digital and broadcast news skills this summer at the Cronkite School's high school journalism institutes.

The school hosts two high school Summer Journalism Institutes each year — one for students interested in digital and print media and the other for those with broadcast careers in mind. The two-week residential programs give students a glimpse of what college is like and let them explore career options, said Anita Luera, the director of Cronkite high school initiatives.

Students also learn new skills that they can take back to their high schools, where many of them are editors of school newspapers and websites or volunteers in their high school broadcast programs.

Monika Vinje, a 17-year-old student at Notre Dame Preparatory in Scottsdale, said she volunteered to be webmaster for the SJI website that students dubbed the Pitchfork Press.

After launching the website, she said she was ready to return to high school and “bring back a lot of innovation, energy and life to our paper that we need.”

Estefani Jimenez, who was going into her senior year at Glendale High School, said she, too, will return to school with new ideas and skills.

“I’ve never touched a video camera, ever, and now the program has me shooting videos,” she said. “I didn’t think I’d have to shoot videos, edit videos, all these things that I now know.”

Students in the Summer High School Broadcast Institute took classes in writing, reporting, videography and editing, met with broadcast professionals, visited leading Phoenix-area media outlets and anchored, wrote, produced and directed their own newscasts.

Meanwhile, students in the Entravision Summer Digital Media Institute created multimedia stories for their news website, pitched ideas to guest speakers from the media industry and toured local media outlets, including the

newly converged news operations of 12 News, KPNX-TV; The Arizona Republic; and azcentral.com.

The students, many from underrepresented communities, lived on campus for two weeks and received full scholarships to cover housing, meals and training.

The costs are underwritten by Entravision Communications Corp., the



Arizona Broadcasters Association and the Scripps Howard Foundation.

Chris Moncayo, vice president and general manager of Entravision Communications in Phoenix, said the summer program at Cronkite is important because it “gives high school students from diverse and underrepresented backgrounds the opportunity to learn cutting-edge technology in a real-world setting.”

Arizona Broadcasters Association President and CEO Art Brooks said the summer broadcast program “has been a very worthwhile investment for us in the high school students who attend each year.”

Students learn the importance of a university journalism education and get a sense of what it’s like to work in broadcast news, while ABA member radio and TV stations get a glimpse of future broadcasters, he said.

Top: Yetzabell Rojas of Douglas, Ariz., shoots video during a class. Photo by Rachel Jimenez
Above: Thirty-six students from Arizona and several other states learn broadcast and multimedia skills at the Cronkite Summer Journalism Institutes. Photo by Molly J. Smith

Luera said the fast-paced institutes provide “a defining moment for students to ask themselves: ‘Is this something I really want to study?’ and ‘What do I want to do?’”

“Learning in action — the experience doesn’t get any better than that,” she said.

Vinje agreed with that assessment.

“The irony of it is that you work 12 hours a day on something you love,” she said. “It’s like your brain is constantly stimulated and you always have to be thinking.” □

ONLINE: View the students’ work at <http://stardust.jmc.asu.edu/sji11>



ABC 'World News' Anchor Accepts Cronkite Award

BY JACK FITZPATRICK

Diane Sawyer remembers when, working as a White House press aide early in her career, she would gasp when the phone rang and someone would say, "It's Walter."

Sawyer, the award-winning anchor of ABC's flagship newscast "World News with Diane Sawyer," shared that and other memories when she accepted the 2010 Walter Cronkite Award for Excellence in Journalism. Sawyer is the 27th recipient of the award, which is given each year by the Cronkite School to a journalist who embodies the values of the school's namesake.

At a luncheon ceremony at the Arizona Biltmore in November, Sawyer praised Cronkite's "love of the fullness of life" and said he taught her that while it's important to cover crises and conflict, it's also important to tell stories of resilience.

Cronkite, she said, "wasn't some stern lecturer about journalism. He was, 'Hey, what do you know? What do you know that's new today?' And the thing I hope I take most from him, truly, is the sense that

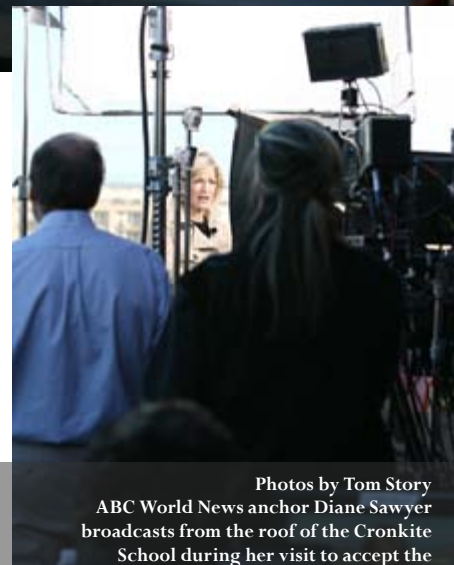
we do have to keep reinforcing the whole country, not just the six grim stories that appear all the time."

Instead of a formal speech, Sawyer was interviewed by two Cronkite students who shared the stage with her, conducting what they said they'll remember as the interview of a lifetime.

Seniors Kylee Gauna Cruz and Siera Lambrecht, both members of the crew of Cronkite NewsWatch, the school's award-winning student-produced newscast, asked what Sawyer considered her best and worst interviews, what it was like to be among those who paved the way for women in television news and how she viewed her life as a professional journalist.

Sawyer responded with stories about her days as a weather girl who couldn't see her own map without glasses and the time she hiked five miles with the late U.S. Supreme Court Associate Justice William O. Douglas and fell off the trail during filming.

She also talked about some of the big stories she has covered — from inter-



Photos by Tom Story
ABC World News anchor Diane Sawyer broadcasts from the roof of the Cronkite School during her visit to accept the 2010 Walter Cronkite Award for Excellence in Journalism.

viewing Saddam Hussein to reporting on impoverished children in Appalachia. She said she is glad that the presence of a woman newscaster is no longer remarkable on network news.

"Careers are best when you're in a river that is carrying you forward and it is the river of what you authentically care about," she said.

More than 1,200 people attended the luncheon, including more than 100 Cronkite students, many of whom had earned tickets by attending Cronkite events during the school year and blogging about them.

One of them, freshman Jordy Pena,



Above right: Cronkite seniors Siera Lambrecht (left) and Kylee Gauna Cruz (right) interview Diane Sawyer at the Cronkite Award Luncheon at the Arizona Biltmore in Phoenix. Photo by Ben Arnold
Left: Cronkite Assistant Dean Mark Lodato hosts a student question-and-answer session with Sawyer in the First Amendment Forum. Photos by Molly J. Smith

said she was thrilled to be there.

“I think that you can learn a lot from Diane Sawyer, especially being a freshman in college,” she said. “I don’t know what there isn’t to learn from Diane Sawyer, to be honest with you — journalistic integrity, just everything that we’ve learned in our classes. I think it speaks volumes about the Cronkite School that they can bring in someone like [Sawyer].”

Sawyer’s acceptance of the award was sandwiched into a busy two-day visit during which she anchored “World News with Diane Sawyer” from the roof of the Cronkite building on two consecutive nights. In doing so, she followed in the tradition set by the 2009 Cronkite Award winner, Brian Williams, who did “NBC Nightly News” from the Cronkite School when he was in town. No other journalism school in the nation has hosted a network news broadcast.

Sawyer signed on to her first broadcast by saying, “Good evening from Phoenix, Arizona, on this Veteran’s Day. And it is beautiful here. We have come here to meet with students at the Walter Cronkite School of Journalism.” And she signed off Friday’s newscast with, “For the students at the Walter Cronkite School of Journalism, for all of us at ‘World News,’

good night from Phoenix.”

Sawyer found time to spend with students during her visit, taking student reporters out for pizza after the Thursday newscast and talking to students at an early morning event Friday.

Nearly 200 students gathered in the school’s First Amendment Forum for the Friday morning question-and-answer session hosted by Cronkite NewsWatch News Director and Assistant Dean Mark Lodato prior to the award ceremony.

Sawyer started off talking about Cronkite NewsWatch. “I read the whole newscast off your desk, and it’s great,” she said. “It’s simply great, and I’m so admiring of what you do and the seriousness of the reporting that I saw here last night.”

Sawyer shared her views on investigative journalism, reflected on her career and took questions from the crowd.

“Our job is to keep journalism alive with burning questions, questions at the center of what matters to our lives, and answer them as best we can,” she told students.

Cronkite NewsWatch anchor Jonathan Thomas said he relished “seeing somebody like that who’s at the highest level come in and [talk about] how they do things and their craft and their opinions about the field.”

It was an event, he said, that he’ll always remember. □

Diane Sawyer’s Career

Diane Sawyer joined ABC News in February 1989 as co-anchor of “Primetime.” Prior to that, she spent nine years at CBS News, during which time she became the first female correspondent of “60 Minutes” and co-anchored “CBS Morning News.”

During her long career, Sawyer has traveled around the world, covering breaking news and delivering in-depth investigative reports.

She has reported on presidential elections, the Sept. 11, 2001, terrorist attacks and Hurricane Katrina and was the first American journalist to report live from North Korea. She has conducted interviews with many of the most significant newsmakers of the past three decades.

Her award-winning documentary work includes in-depth reports on the foster care system, poverty in America, the warehousing of Russian children in state-run orphanages, pharmacy prescription errors and abuse at state-run institutions for the mentally retarded.

Sawyer, who was inducted into the Television Academy Hall of Fame in 1997, has won dozens of awards, including duPonts, Emmys, Peabodys, an International Radio & Television Society Foundation Lifetime Achievement Award and the Robert F. Kennedy Journalism Award.

A Kentucky native and Wellesley College graduate, she started her career at WLKY-TV in Louisville, Ky., in 1967. Three years later, she left to serve in the White House press office and assisted President Richard Nixon in the writing of his memoirs in 1974 and 1975. □

Amanpour Named 2011 Cronkite Award Winner

Christiane Amanpour, the award-winning foreign correspondent and anchor of ABC's "This Week with Christiane Amanpour," will be the 2011 recipient of the Walter Cronkite Award for Excellence in Journalism.

Amanpour will accept the 28th annual award at a luncheon ceremony Nov. 17 at the Sheraton Phoenix Downtown Hotel.

"This is an extraordinary honor," Amanpour said from her New York office. "I met the great man and benefited enormously from his wisdom. He was known as Uncle Walter to generations of Americans because he won their trust with his unwavering integrity and by remaining rooted in real reporting. I also admire his phenomenal career as a war correspondent. His legacy is one that we should all strive to uphold and protect, and I am grateful to the Cronkite School for training future generations of journalists, the kind that would pass muster with Uncle Walter!"

Before joining ABC News last year, Amanpour was an international correspondent for CNN for 20 years. She specialized in reports from some of the globe's most dangerous regions, including war-torn areas such as Iraq, Afghanistan, Iran, Pakistan, Somalia, the Palestinian territories, Rwanda and the Balkans.

She also has interviewed dozens of world leaders, including the presidents of Iran, Pakistan, Afghanistan, Sudan, Syria, Rwanda, Uganda, South Africa, Nigeria and France as well as Palestinian leaders Yasser Arafat and Mahmoud Abbas, former Israeli Prime Minister Ehud Barak, former British Prime Minister Tony Blair and, most recently, Egypt's Hosni Mubarak and Libya's Moammar Gadhafi.

In 1995, she was named CNN's chief international correspondent. She also anchored the daily interview program "Amanpour" for the cable news network.

Amanpour left CNN for ABC News last year, debuting in her role as anchor of

the long-running Sunday morning public affairs show "This Week."

Amanpour has been recognized with broadcast journalism's top honors, including nine Emmy Awards, four George Foster Peabody Awards, three duPont-Columbia Awards, two George Polk Awards, the Courage in Journalism Award and an Edward R. Murrow Award.

"Christiane Amanpour is a terrific role model for journalists around the globe as well as our young journalists here at the Cronkite School," said Cronkite Dean Christopher Callahan. "She has a remarkable combination of tremendous courage in the face of grave danger, the intelligence to unravel complex geopolitical stories and an unswerving passion for the truth. We're thrilled that Ms. Amanpour will be our next Cronkite Award recipient."

Born in London and raised for part of her childhood in Iran, Amanpour graduated from the University of Rhode Island summa cum laude in 1983.

In Providence, R.I., she worked at WJAR-TV as an electronic graphics designer and as a reporter, anchor and producer for WBRU radio. She started her career at CNN in 1983 as an assistant on the international assignment desk in Atlanta. She worked her way up to correspondent in the network's New York bureau before becoming an international correspondent.

Amanpour follows her ABC News colleague Diane Sawyer, who won the Cronkite Award last year. Other Cronkite Award recipients include TV anchors Brian Williams, Jane Pauley and Tom Brokaw, newspaper journalists Ben Bradlee, Helen Thomas and Bob Woodward and media executives Katharine Graham, Al Neuharth and Bill Paley. □



Recipients of the Cronkite Award include:

- 2010 Diane Sawyer, anchor, "World News with Diane Sawyer"
- 2009 Brian Williams, anchor and managing editor, "NBC Nightly News"
- 2008 Jim Lehrer and Robert MacNeil, longtime PBS news anchors of "The MacNeil/Lehrer NewsHour"
- 2007 Jane Pauley, former anchor of NBC's "Today Show" and founding co-host of "Dateline NBC"
- 2006 Tom Brokaw, former anchor, "NBC Nightly News"
- 2005 Dave Barry, Pulitzer Prize-winning humor columnist for The Miami Herald
- 2004 Charles Osgood, host of "The Osgood Files" and "CBS News Sunday Morning"
- 2003 Andy Rooney, "60 Minutes" correspondent
- 2002 Al Michaels, sportscaster, ABC Sports
- 2001 Bob Woodward, Pulitzer Prize-winning reporter for The Washington Post
- 2000 Cokie Roberts, ABC News correspondent
- 1999 Tom Johnson, president of CNN
- 1998 Ben Bradlee, executive editor of The Washington Post
- 1997 Roone Arledge, chairman of ABC News
- 1996 Charles Kuralt, former host of "On the Road" and "CBS News Sunday Morning"
- 1995 Bill Moyers, PBS host and producer
- 1994 Bernard Shaw, CNN anchor
- 1993 Helen Thomas, White House bureau chief of United Press International
- 1992 Don Hewitt, creator and executive producer of "60 Minutes"
- 1991 George Will, Pulitzer Prize-winning syndicated columnist and author
- 1990 Ted Turner, chairman and president of Turner Broadcasting System and founder of CNN
- 1989 Malcolm Forbes, publisher and editor-in-chief of Forbes magazine
- 1988 Allen H. Neuharth, chairman of Gannett Co. and founder of USA Today
- 1987 Katharine Graham, chairwoman of the board of The Washington Post Co.
- 1986 Otis Chandler, publisher of the Los Angeles Times
- 1985 Bill Mauldin, Pulitzer Prize-winning editorial cartoonist
- 1984 William Paley, founder of CBS, and Frank Stanton, former president of CBS

Cronkite Building Popular Choice for Meetings, Conferences

BY CAITLIN CRUZ

When Lisa McLendon first saw the Cronkite building, she knew it would be perfect for her organization's annual conference.

More than 200 members of the American Copy Editors Society arrived a few months later, in March 2011, and McLendon said they weren't disappointed.

They took part in round-table discussions in labs, where everyone could easily see and hear each other. Larger sessions were held in small auditoriums and classrooms, where speakers used microphones and drop-down screens to show PowerPoints or Web content. All sessions were recorded so they could be posted online for ACES members who wanted to revisit sessions or who were unable to attend.

And between sessions, members gathered in the First Amendment Forum — "a comfortable place for people to hang out and catch up with people they hadn't seen all year," said McLendon, ACES' vice president of conferences. "It was a space to keep [the conference] together."

The ACES conference was one of dozens of conferences, workshops and meetings for journalists from around the state and the country held at the Cronkite School last year. And the experience of their members was typical, said Cronkite Associate Dean Kristin Gilger.

"Groups keep telling us how much they appreciate the amenities in the school — everything from TV studios and edit bays to conference rooms and newsrooms," she said. "And they appreciate the professionalism of our staff members who make sure

everything goes smoothly."

Since the school was built in 2008, it has been increasingly in demand, Gilger said. Cronkite hosted nearly 30 events for outside groups in 2010-2011 — nearly as many as in the first two years combined.

Among them was the Arizona Latino Media Association, which held two conferences at the school last year.

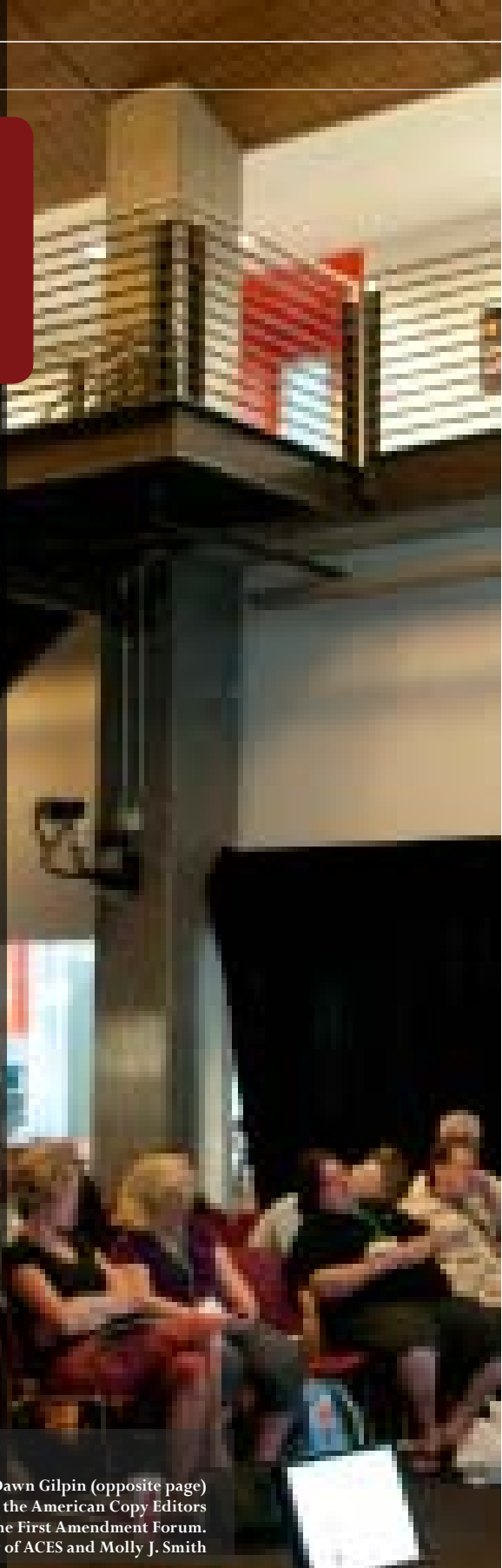
Anita Mabante Leach, secretary and founding member of ALMA, said it's not just the physical space that makes the building such a great place to meet. "It's the feeling our members get when they are interacting with students there. It makes us feel as though we are passing the torch to the next generation," she said in an email.

ALMA's annual high school journalism workshop is a particularly complicated event, Leach said. Dozens of students from across the state come together for an all-day deadline writing competition. They conduct mock news sessions and interviews and record stories using Cronkite cameras and microphones.

"The workshop students are not the only ones wowed by the equipment," Leach said. "There are media volunteers whose companies do not have the same level of equipment."

After students have filed their stories and judges have reviewed the work comes the best part of the event, Leach added: "We all gather in the forum or the Cronkite Theater and cheer everyone who participated." □

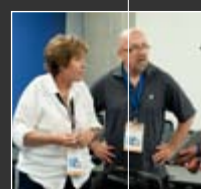
Cronkite Assistant Professor Dawn Gilpin (opposite page) speaks about social media at the American Copy Editors Society in the First Amendment Forum. Photos courtesy of ACES and Molly J. Smith



Gatherings at Cronkite

Here are some of the gatherings that took place at the school in 2010-2011:

American Bar Association, Standing Committee on Federal Judicial Improvements, "The New Media & The Courts"
 American Copy Editors Society National Conference
 American Public Media and ASU Global Institute of Sustainability, Sustainability Dialogue
 Apple Distinguished Educators Conference
 Arizona Interscholastic Press Association Spring Reception
 Arizona Interscholastic Press Association Summer Workshop 2011
 Arizona Latino Media Association, Social Media Workshop
 Arizona Latino Media Association and ASU, High School Multimedia Journalism Workshop
 Arizona Newspapers Association Convention
 Arizona Workforce Education Development Office, Career and Technical Education Leadership Institute
 Arizona School Services through Educational Technology, Educator Institute, "Experience PBS 2010"
 ASU Sandra Day O'Connor College of Law, Standards Workshop
 Balfour/Taylor Yearbook Publishing Summer Training 2011
 Barrett Summer Scholars, Introduction to Journalism Class
 CenPho Camp, Hyperlocal News Citizen Media Camp
 Commission on the Status of Women and University Staff Council, Professional Development Conference
 Donald W. Reynolds Foundation and American Society of News Editors, Reynolds High School Journalism Institute
 Education Writers Association, Campus Coverage Project
 Entravision Summer High School Digital Journalism Institute
 McCormick Census Specialized Reporting Institute
 Morrison Institute for Public Policy, "Redistricting 101"
 News21 National Training Conference
 O'Reilly Media, "News Foo"
 Reynolds National Center for Business Journalism, Reynolds Business Journalism Week
 Society of American Business Editors and Writers, Public Pension Seminar
 TEDxPhoenix, New Initiatives Program
 The Associated Press, New Leadership Workshop
 Village Voice Digital Media Fellowship



'Must See Mondays' Brings the World to Cronkite

Each Monday, the Cronkite School brings local and national professionals to talk to students about their work and careers. The 2010-2011 speakers were:

- Tom Ambrose, executive director, Big Brothers Big Sisters of Central Arizona; Scott Hanson, president, HMA Public Relations; and Paula L. Pedene, public affairs officer, Phoenix Veterans Administration Health Care System, on "Beyond the Press Release: Practicing Public Relations in the Digital Era"
- Caesar Andrews, Edith Kinney Gaylord Visiting Professor in Journalism Ethics at Cronkite, on "Ethics and Diversity in the Digital Age"
- David Boardman, executive editor and senior vice president of The Seattle Times and seattletimes.com, on "Investigations that Win Pulitzers"
- Aaron Brown, Cronkite Professor of Journalism and former CNN anchor, on "Covering the Big Story"
- Lin Sue Cooney and Mark Curtis, anchors, 12 News, KPNX-TV, "On the Air with Local News Anchors"
- John Corrigan, business editor, Los Angeles Times, on "Reporting Hot Business Stories: From iPhones to Oil Spills"
- Leonard Downie Jr., former executive editor, The Washington Post, and Cronkite's Weil Family Professor of Journalism, on "The View from Washington on Election Eve"
- Michel du Cille, Pulitzer Prize-winning photographer, The Washington Post, on "The Power of Photojournalism"
- Lauren Gambino, Lauren Gilger and Grant Martin, Cronkite students and News21 reporters, on "News21 Covers

- Latinos and Immigration"
- Dan Gillmor, director, Knight Center for Digital Media Entrepreneurship, on his book "Mediactive"
- Gillmor and CJ Cornell, Cronkite entrepreneur-in-residence, on "From Concept to Market: ASU Students Who Develop Innovative Digital Media Products"
- Terry Greene Sterling, award-winning journalist and Cronkite writer-in-residence, on "ILLEGAL, Life and Death in Arizona's Immigration War Zone"
- Kenny Irby, visual journalism group leader and diversity director, The Poynter Institute, on "The Big Picture: Photojournalism"
- Arnie Kuenn, president, Vertical Measures, on "Finding New Audiences for Your Online Products"
- Marc Lacey, Phoenix bureau chief, The New York Times, on "Covering Mexico and the U.S.-Mexico Border"
- Susan Lisovicz, CNN Wall Street reporter and Reynolds Visiting Professor in Business Journalism, on "Covering Financial Shockwaves"
- Victor Merina, senior correspondent and special projects editor, Reznnet; Ina Jaffe, national desk correspondent, NPR West; and Meg Spratt, director of Dart Center programs for the western U.S., on "Communities in Crisis: Ethical Considerations for Journalists"
- Marcia Parker, West Coast editorial director at AOL/Patch Media, on "Hyperlocal



Photo by Molly J. Smith
Cronkite students hear from leading journalism and communications professionals at the school's "Must See Mondays" speaker series.

Content for the Digital World"

- Joseph Russomanno, Cronkite associate professor, and international Hubert H. Humphrey Fellows on "Freedom of Speech: Global Perspectives"
- Russomanno on "Tortured Logic: A Verbatim Critique of the George W. Bush Presidency"
- Dan Schawbel, managing partner, Millennial Branding and author of "Me 2.0: Build a Powerful Brand to Achieve Career Success," on "Building Your Own Brand"
- Hilary Schneider, executive vice president, Americas region, for Yahoo!, on "My Yahoo!: Providing Local Content to the Digital World"
- Paul Steiger, editor-in-chief, CEO and president of ProPublica, on "Investigative Journalism in a Nonprofit Newsroom"
- Brian Storm, founder and executive producer of MediaStorm, on "Visual Storytelling: The Cinematic Narrative"
- Bill Wyman, founder and editor, PHXated.com and former arts editor, Salon.com and NPR, on "Singing a New Song: Recomposing the Future of Arts Journalism" □

Speaker Series a Hit on iTunesU

The Cronkite School offered the "Must See Mondays" speaker series as audio podcasts on iTunesU for the first time in spring 2011. They quickly became a hit, ranking as the No. 1 podcast on iTunesU in April.

The first episodes drew 44,000 plays and nearly 20,000 downloads.

The most popular podcast was "Investigative Journalism in a Nonprofit

Newsroom," in which Paul Steiger, editor-in-chief, CEO and president of ProPublica, a national investigative reporting nonprofit, was interviewed by Leonard Downie Jr., the school's Weil Family Professor of Journalism and former executive editor of The Washington Post. Apple reported that 29,284 people played the podcast during the week of April 10-16 and 11,716 downloaded it.



ONLINE: Hear Cronkite podcasts at <http://tinyurl.com/journalism-in-the-digital-age>

Hearst Visiting Professionals Share Expertise with Students

The editor of ProPublica, a Pulitzer Prize-winning photographer and a national expert on personal branding, were among the media professionals who brought their expertise to the Cronkite School as part of the 2010-2011 Hearst Visiting Professionals program.

The visitors gave “Must See Mondays” lectures, spoke to classes and visited with faculty, staff and students during brown-bag lunches and other gatherings.

The program is funded by the William R. Hearst Foundation.

Irby Offers ‘The Big Picture’ for Photojournalism

BY MELISSA LABRADOR

Photojournalism is not dead, but it is certainly evolving.

That was the message Kenny Irby, founder of The Poynter Institute’s photojournalism program, brought to the Cronkite School this spring.

“Photography is not what it was 30, 20, 10 years ago,” said Irby, a Hearst Visiting Professional who spoke as part of the school’s “Must See Mondays” lecture series. “There are many advances [and] leaps forward. We are in a new day.”

Irby is senior faculty for visual journalism and director of diversity at The Poynter Institute, the nation’s leading training organization for professional journalists, located in St. Petersburg, Fla. He founded Poynter’s photojournalism program in 1995 after leaving Newsday, where he was a photojournalist and deputy director of photography. He contributed as a photo editor to three Newsday projects that won Pulitzer Prizes.

The technology of photojournalism has changed dramatically over the course of his career, Irby said. Cellphones and digital cameras allow almost anyone to capture any moment in time and share that moment instantly with the world.

News organizations are beginning to harness the new technology to tell the news in new ways, he said. For example, CNN viewers can upload photos and contribute news about their communities to iReports on the CNN website. And NPR has equipped staff members with small, portable cameras so they can tell stories not just on the radio but on the Web.

Today’s journalists must multitask, Irby

said. Photographers must develop news-writing skills, and reporters must develop visual storytelling skills. And photographers must concentrate less on production values and more on creating content that “moves hearts and the minds of people,” he said.

Irby said photography is especially powerful in capturing the emotion of a story and telling it from beginning to end. That was true, he said, in the aftermath of the recent earthquake that struck Japan. Such pictures, he said, “represent the structure of the drama” and capture the attention of the public in a way that almost nothing else can.

Some of the most powerful visual stories today are being told with photos combined with audio and video, Irby said, such as a Los Angeles Times package, “Caught in the Crossfire,” that uses audio, still images and moving images to narrate stories of families affected by gang violence in Los Angeles.

“Moving from still photographs to moving photographs when telling a story is part of the big picture,” Irby said. He offered a new “rule of thirds” for photojournalists: daring, risk taking and innovation.

“We must continue to innovate and challenge,” he said.

Cronkite sophomore Molly Smith, who attended the presentation, said she agrees with Irby’s assessment that photojournalists must be able to tell stories in a number of ways.

“Having multiple skills will help me as a photojournalist,” she said. □



Photos by Molly J. Smith

“Moving from still photographs to moving photographs when telling a story is part of the big picture.”

— Kenny Irby,
founder of The Poynter Institute’s
photojournalism program



Hearst Visiting Professionals

Patch.com ‘Digitizes’ Small-town America

BY SOPHIA CHARCHUK

The hyperlocal network of websites known as Patch.com brings local news, information and resources to people in small communities in a big way, said



Photo by Molly J. Smith
Marcia Parker explains the Patch.com business model to Cronkite students.

Marcia Parker, West Coast editorial director of AOL/Patch Media.

Parker spoke in spring 2011 as part of the school’s “Must See Mondays” speaker series.

Before coming to Patch, Parker managed the launch of California Watch, a reporting effort of the nonprofit Center for Investigative Reporting, and served as assistant dean at the University of California Berkeley Graduate School of Journalism.

Parker said Patch’s goals are “to digitize towns” and “to provide a community hub of resources.” The company, which is less than two years old, has 770 local sites across 19 states, with more coming.

Patch started when Tim Armstrong, now CEO of AOL, decided there was a need for more local news coverage in the town of Riverside, Conn., where he lived, Parker said. He created Patch specifically to serve communities with 10,000 to 80,000 people. Each site has one full-time local editor.

Parker said an important part of being a Patch editor is to engage with the

communities to which they are assigned.

“We really believe that transparency is important to our communities, and we want people to feel like they know their local editors,” she said.

Each Patch site has a searchable volunteer section where residents can go to find ways to get involved. The sites also host detailed business listings, a marketplace section for classifieds, an events section and a place where residents can post and answer questions about community events and issues.

Patch differs from local newspapers because editors are “responsible for thinking about the entire product, not just a narrow segment,” she said. “We decided early on that giving back was central to communities.”

Cronkite student Lauren Kyger, a junior, is from the small town of Holliston, Mass., which has a Patch site of its own.

“I’m from a small town that may get passed over, and it’s nice to be able to see stories about my little community,” Kyger said. □

Schawbel Advocates Online Branding for Students

BY JACK FITZPATRICK

At age 25, Dan Schawbel was Business Week’s youngest columnist. At 26, he was named to Inc.com’s “30 Under 30: America’s Coolest Young Entrepreneurs.”

A year later, Schawbel founded Millennial Branding LLC and Personal Branding Magazine, launched the popular “Personal Branding Blog” and wrote the first version of his book “Me 2.0: Build a Powerful Brand to Achieve Career Success.”

While still only 27 years old, Schawbel has built a personal brand that has made him a recognized authority in marketing; his name dominates most search results for personal branding and student branding.

“The objective is to stand out,” said Schawbel, a “Must See Mondays” speaker and Hearst Visiting Professional at the Cronkite School. “Why would someone want to read your content over someone else’s? What’s special about you?”

Schawbel said his inspiration came from Tom Peters, a management guru who runs a consulting company and speaks around the world on organizational effectiveness and other issues. Peters had written an article about why everyone needs to market himself or herself as they would a company. Schawbel credits that insight with setting his career in motion.

Today, Schawbel has more than 118,000 Twitter followers, speaks at corporations and universities across the



Photo by Molly J. Smith
Dan Schawbel advises students to develop their personal brands.

Hearst Visiting Professionals

Seattle Times Editor Finds Success in a Troubled Industry

BY LIAM HAUSMANN

It may be a tough era for the newspaper industry, but it's also one of the most challenging and exciting times to be a newspaper editor.

At least that's the way David Boardman, executive editor and senior vice president



Photo by Brandon Eastwood
David Boardman says newspapers are still the stewards of journalism in their communities.

of The Seattle Times, sees it.

His paper has gone from being the eighth-largest-circulation newspaper on the West Coast to the second largest in just two years.

In a "Must See Mondays" address in spring 2011, Boardman spoke candidly about the obstacles facing newspapers and how his paper has managed to survive — and even thrive.

The Seattle Times has a loyal readership and owners who "believe that they are the stewards of journalism in our community," he said. "They like to say we make money to publish a newspaper, not the other way around."

Boardman said the paper took a risky step in raising the price of subscriptions when advertising revenues fell during the rise of online marketing options like Craigslist.

"For a typical metropolitan newspaper like mine, classified advertising was almost 50 percent of the ad revenue. Thanks to Craigslist and like sites, we lost almost 80 percent of that," he said.

"We raised the cost of the paper by 40 percent, and we are really not seeing much negative impact from that at all," he said. "We are realizing that people are willing to pay, and that has great implications for us going forward as The New York Times, The Wall Street Journal and the next wave of newspapers, of which

I'm hoping we'll be one, look at ways to charge for news online."

Boardman said his newspaper also works hard to go beyond stories in print, reaching readers in new ways.

For example, reporters covering a story about four police officers who were shot and killed in a coffee shop in Lakewood, Wash., in December 2009 tweeted information and photos from the scene as police officers surrounded a suspect and attempted to arrest him. The coverage won the paper the 2010 Pulitzer Prize for breaking news reporting.

Cronkite students were invited to blog about what Boardman had to say on "Cronkite Conversations," the schools' student blog. Many said they were struck by what it takes to produce journalism worthy of a Pulitzer.

Erin Kennedy, a freshman, wrote, "I found it very interesting to learn how the ideas for the stories started, how sources were gained and the process of writing the stories. It was very satisfying to learn about what goes into investigative stories and the effect those stories can have on others."

Other students, such as sophomore Michelle Hamel, were interested in how the Times places a priority on news content.

"It's not about making money; it's about journalism," she wrote. □

country and is promoting a reprint of his book. "The Personal Branding Blog," now with its own domain name, topped the list of CareerBuilder.com's "Job Blogs You Should Be Reading" in 2009. MC Hammer named it one of his 10 favorite blogs and, perhaps most gratifying to Schawbel, the blog also appears on Peters' blogroll.

Schawbel said he considers himself a marketer, not a journalist, but he thinks journalists need to be able to market themselves effectively, just as professionals in any other business do.

"I write for mainstream publications," Schawbel said. "I get pitched all the time

[and] I pitch all the time. I'm constantly interacting with the media."

Schawbel's advice for all professionals, journalists included, is to become experts in their fields and sell their expertise effectively. Having a specialization or niche can give journalists identities that can make them stand out, he said.

"If you're a plumber, if you're a journalist, if you're a doctor, a lawyer — whoever you are, aside from your current role, you have to be a marketer at the same time," Schawbel said. "Everyone has to understand marketing and how it applies to them."

Students blogging on the school blog, "Cronkite Conversations," said the presentation opened their eyes to the importance of branding.

"Today I learned how to publish Harmony Huskinson as a brand name," sophomore Harmony Huskinson wrote. "The lecture both motivated and inspired me. Mr. Schawbel inspired me to create a unique personality for myself that thrives off of my connections with others." □

Read Schawbel's blog at www.personalbrandingblog.com

Hearst Visiting Professionals

ProPublica Charts New Course for Investigative Journalism

BY DUSTIN CHRISTIANSON

An experiment in investigative journalism is stepping in to do the kind of reporting that many cash-strapped newspapers can no longer manage, according to the president and CEO of the nonprofit news organization ProPublica.

Paul Steiger said that when ProPublica launched in 2007, no one knew whether it would survive, much less make a difference.

“When we were just starting, there were only a few foundations and very few individuals of means who would consider giving to support journalism. And why should they? For most of my career at newspapers, they were hugely profitable operations,” the former managing editor for The Wall Street Journal told a “Must See Mondays” audience in April 2010.

“Had we tried this five years earlier, I don’t think it would have worked.”

— Paul Steiger,
president and CEO, ProPublica

“We’re starting to have a positive effect,” he said. “In 2010, we raised \$3.8 million from 1,300 donors.”

Still, Steiger said, ProPublica needs at least \$8 million to prove the sustainability of its brand of nonprofit journalism.

ProPublica has made an impression in the journalism world, forging partnerships with major news organizations to publish its work and winning awards.

In 2010, the nonprofit won the Pulitzer Prize for investigative reporting for a story about euthanasia at hospitals in the immediate aftermath of Hurricane Katrina. The article appeared on the ProPublica website and was published in The New York Times Sunday magazine.

ProPublica won a second Pulitzer last year — this one for national reporting —

for stories on how some Wall Street bankers enriched themselves while contributing to the country’s financial crisis.

Steiger called the Hurricane Katrina piece “heart-rending.” Hospital staff, cut off by rising floodwaters and loss of power, began to give lethal doses of painkillers to patients they didn’t think they could evacuate.

“The beds were actually marked yellow for people who were supposed to get these doses,” Steiger said. “It raised all kinds of questions about just what is the state of planning for huge medical emergencies.”

Other work by ProPublica reporters has appeared in The Washington Post, USA Today, the Chicago Tribune, the Los Angeles Times and the Denver Post, among many others.

In the course of its investigations, the nonprofit has created a number of databases that are accessible to the public on its website, propublica.org.

For example, its “Dollars for Docs” series about payments made by pharmaceutical companies to doctors to promote their drugs includes a searchable database where users can enter a doctor’s name and learn if that doctor has taken money from any of eight pharmaceutical companies.

Steiger said a number of organizations, including The Boston Globe, the Chicago Tribune and Consumer Reports have published “Dollars for Docs” stories, so he expected it would have a large reach. What he didn’t expect was the response.

“More than 70 news organizations called up or emailed and said, ‘Can we use this database to do stories in our area?’” Steiger said. ProPublica set up a phone conference to explain how the database worked and invited reporters from around the country to call in. More than 80 did so, Steiger said, and most of them did stories for their own news outlets.

“This database has gotten well over a million hits,” he said. “It has, I think, changed the debate over this [pharmaceutical payment] process.”

In addition to its own projects,



Photo by Molly J. Smith
Paul Steiger says media organizations are much more interested in sharing content.

ProPublica publishes lists of notable investigative reports done by other news organizations, posts daily blogs following up on stories and releases regular podcasts in which reporters talk about investigative stories. It all adds up to something that’s decidedly different from typical news practices.

“With so much of investigative reporting, after the seven-part series runs it becomes roadkill,” Steiger said. “We wanted to follow up our own stuff, and we wanted to follow up other people’s stuff. If it’s interesting and valuable, let’s see if we can help it get an audience.”

ProPublica has been successful in part because of the times. Steiger said, “Had we tried this five years earlier, I don’t think it would have worked.”

Ando Muneno, a Cronkite senior, applauded the work ProPublica has done.

“We need ways of searching information quickly and easily and finding the stories in them,” he said. “If we have an organization like ProPublica that’s willing to send people in and make sense out of the madness, then that’s a huge benefit.”

And, Muneno said, “It gave me hope that there is a future in the new media ecosystem for investigative journalism that pays people to do good work.” □

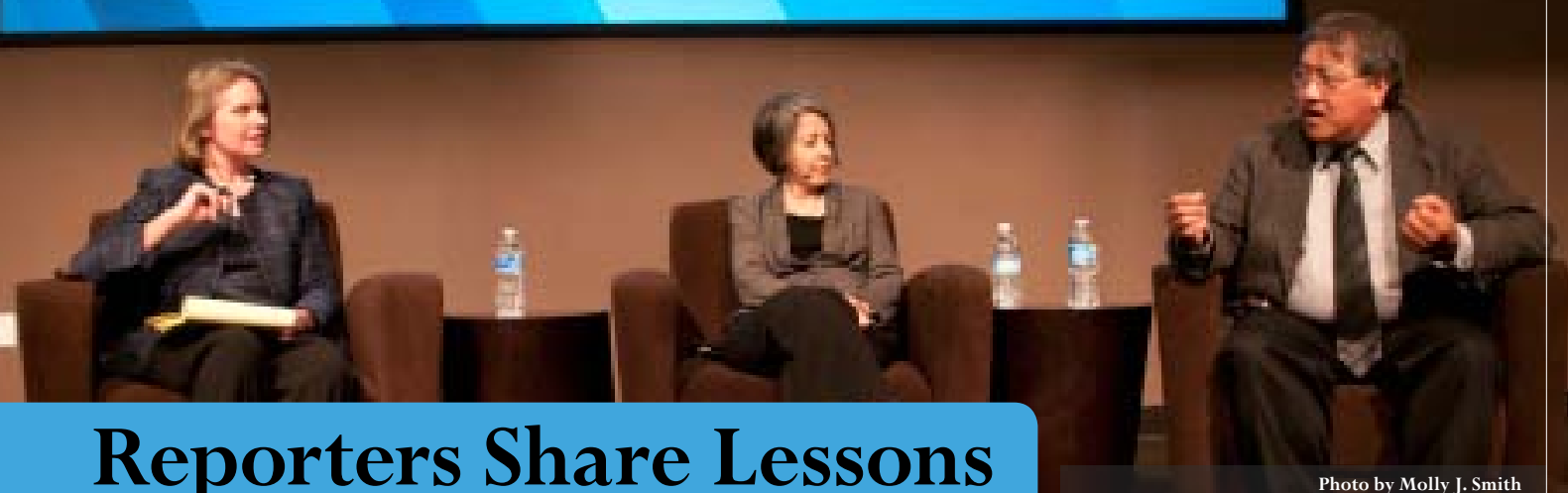


Photo by Molly J. Smith

(From left) Meg Spratt, director of the Dart Center West for Journalism and Trauma; Ina Jaffe, national desk correspondent for NPR West; and Victor Merina, senior correspondent and special projects editor for Reznnet, discuss ethical approaches to covering crises at a special “Must See Mondays” event at the Cronkite School.

Reporters Share Lessons for Covering Crises

Shootings. Riots. Terrorism. Hurricanes.

BY CAITLIN CRUZ

Covering crises may be a normal part of a journalist’s job, but to do it well, journalists need to keep in mind the humanity of the people they cover, according to panelists at a special “Must See Mondays” event held at the Cronkite School in spring 2011.

The panel, made possible through a grant from the Society of Professional Journalists, focused on ethical approaches to covering communities in crisis.

The topic took on special relevance in the wake of the shootings a few months earlier in Tucson, Ariz., that took the lives of six and seriously injured U.S. Rep. Gabrielle Giffords.

“When we first began planning this panel, the Tucson shootings hadn’t happened yet,” said Meg Spratt, director of the Dart Center West for Journalism and Trauma, who moderated the panel. “We shifted the focus just a little to cover not just cross-cultural reporting situations but any crisis so we could talk about Tucson and similar situations.”

Panelists were Ina Jaffe, national desk correspondent for NPR West, and Victor Merina, a Pulitzer Prize-winning former investigative reporter for the Los Angeles Times who is now a senior correspondent and special projects editor for Reznnet, a website focusing on American Indian issues.

Both panelists have covered many crises, including homicides, school shoot-

ings, hurricanes and the aftermath of riots.

Jaffe said that what she has learned covering trauma can be summed up like this: “When you walk into these situations, don’t make it worse.”

Jaffe was an arts reporter in 1989 when she was sent to cover a shooting at Cleveland Elementary school in Stockton, Calif.

A man “showed up on the school yard around recess ... and just opened fire,” she said. He “shot off 105 rounds from a Chinese knockoff AK-47. He killed five or six kids, [and left about] 30 wounded, including a teacher.”

Jaffe’s first story for the morning edition of NPR focused on the school’s plans to reopen the next morning. She remembers seeing bullet holes being patched so students wouldn’t see them.

“But I was terrified about what I was going to have to do the next day when children were there,” she said. “The thought that I would have to stick a microphone in the face of a child who had just seen their companions shot down on the school ground in front of them really made me sick.

“I woke up the next morning after maybe three hours of sleep and talked to my editor, who said the sweetest words I have ever heard an editor say to me ... He said, ‘Ina, no children.’”

She found a way to report the story without interviewing the children, a lesson

she’s held close ever since.

Merina said one of his most challenging stories was following up on the people who had lost family members in the riots that followed the arrest of Rodney King, an African-American man who was beaten by police in what was widely regarded as an instance of police brutality.

One of the victims was being buried in a traditional Buddhist ceremony. Merina said he knew nothing about Buddhism, nor could he communicate with most of the family members, who spoke Mandarin Chinese and were suspicious of reporters.

“What I found was in order to communicate with the family, I had to talk to someone who was open to a reporter coming in; it turned out to be the youngest son who became my guide,” Merina said.

Both Merina and Jaffe said they learned that making personal connections helps them not only get the story but get a better story because they come closer to understanding the people and the community they are covering.

And to do that, you have to express your humanity, they said.

“I think the way you have to approach somebody is the same way as if you were a non-journalist confronting someone who had just been through what they have been through,” Jaffe said. “[You say] ‘I’m very sorry for your loss, introduce yourself by name and do a more thorough introduction. Expressing your humanity in response to what they’ve been through I

'Cronkite Conversations' Stimulates Digital Dialogue

BY CAITLIN CRUZ

At the Cronkite School, many of the most interesting observations and discussions about journalism are taking place on a school blog, "Cronkite Conversations," which encourages students to share their thoughts and ideas about speakers and events at the school.

"Students are generating some very thoughtful conversations about changes in journalism, digital media, ethics and other topics," said Associate Dean Kristin Gilger. "The blog enables them to express themselves and to see the range of what others are thinking. It also is another way for students to practice their writing skills and for us to create a dialogue or a conversation around journalistic issues."

Students who contribute to the blog often during the school year are awarded tickets to the Cronkite Award Luncheon, which honors one of the nation's most prominent journalists each fall.

Cronkite freshman Haylie Vigil, who won a ticket to attend the luncheon honoring ABC News anchor Diane Sawyer, said she appreciated the event, but what she really liked about blogging on "Cronkite Conversations" each week was that it gave her a forum in which she could express herself consistently.

The blog "showed me one more way to write that I was not yet aware of," Vigil said. "We're at Cronkite to become writers, but for me, doing the blog every week made me feel like I already was one. Who doesn't like that feeling?" □

ONLINE: Follow "Cronkite Conversations" at <http://cronkiteconversations.asu.edu>

think is absolutely essential."

Merina said reporters often "get so wrapped up in the questions that we have that we forget about the conversation. The biggest lessons are to be aware of what you're observing, but also to be as humane as possible."

Jaffe said journalists can show respect for their subjects by returning to their stories after the crisis has passed. She returned to the elementary school about a year after the shootings to do another story.

"That was very difficult; they were Cambodian refugees," she said. "For the most part, they had escaped the killing fields to come to California to have this happen to them."

Working with an interpreter, she had to learn patience.

"It wasn't like when you're interviewing someone running for mayor, where you go in there with your set list of questions," she said. "I discovered that you had to be extremely patient, almost let them come to you."

"It's a sign of respect to come back to the story or to continue with the story," she said. "It's a sign of respect for the community, and it's also a demonstration of respect for suffering, which demands respect."

Merina learned a similar lesson when he was doing a follow-up story about a grandmother whose grandson was a victim in a series of homicides in Los Angeles County.

"The age I had for her was no longer valid; she had no phone, so I went to her home to ask her about her age," he said. "Pressed for time, I didn't do the nice conversation, and I just said, 'By the way, where were you born and how old are you?' She stopped dead, and said, 'You came back to find out how old I am? And my grandson is still dead and no investigation has been done?' I didn't expect this kind of reaction. She basically shooed me away from the property. It really troubled me."

Merina said the interaction reminded him that reporters can be short-sighted, especially on deadline when they're focused on getting the right quote or one essential piece of information. In the process, they may miss the real story.

Both reporters cautioned young journalists to remain professional, even when they are personally moved by the events or people they're covering.

"Recognize your responsibility: You're there as a reporter," Merina said. "At the conclusion of these days, you're writing what you've seen."

Jaffe added, "You're not there to make it better either. There are two reasons not to say, 'I know how you feel.' One, you probably don't, and two, it puts you into the story."

Terry Filipowicz, supervising producer at KVOA-TV, the NBC affiliate in Tucson, Ariz., who covered the Giffords shooting, said the panelists reaffirmed for her how difficult it can be for reporters to cover a traumatic event — and how they often end up feeling traumatized themselves.

"It's so different from going to an event and getting the who, what, where, when," she said. "In this type of chaos, when there are so many different factors, it's so easy to get lost."

Filipowicz said that she took away two things from the panel: It's critical for journalists to recognize the humanity of the story, and it's critical for them to take care of themselves.

"A news junkie only goes so far," she said.

"Communities in Crisis: Ethical Considerations for Journalists" was sponsored by the Cronkite School, the Society of Professional Journalists' Valley of the Sun Chapter and the Dart Center, a project of the Columbia University Graduate School of Journalism that provides resources to journalists who cover violence and trauma. □



Photo by Molly J. Smith
Audience members listen to the discussion at "Communities in Crisis: Ethical Considerations for Journalists," a special "Must See Mondays" event at the Cronkite School.



CRONKITE NIGHT AT THE MOVIES

Our Movie Lineup

"Cronkite Night at the Movies" featured the following films during the 2010-2011 school year:

"Walter Cronkite: Witness to History," hosted by Dean Christopher Callahan

"Live from Baghdad," hosted by Associate Dean Kristin Gilger

"Green Zone," hosted by Associate Professor B. William Silcock, director, Cronkite Global Initiatives and Humphrey Program Curator

"Thank You for Smoking," hosted by Assistant Professor Dawn Gilpin

"The Insider," hosted by Associate Professor Joseph Russomanno

"Shattered Glass," hosted by Jody Brannon, national director, News21

"All the President's Men," hosted by Leonard Downie Jr., Weil Family Professor of Journalism

TV Night: "Sports Night," hosted by Faculty Associate Bill Goodykoontz, movie critic for The Arizona Republic

"Capote," hosted by Steve Elliott, director of digital news, Cronkite News Service

"In the Loop," hosted by Faculty Associate Richard Ruelas, reporter for The Arizona Republic, with PR professionals

"Anchorman," hosted by Assistant Dean Mark Lodato, Cronkite news director

"Cronkite: Legend and Legacy," hosted by Melanie Alvarez, executive producer, Cronkite NewsWatch

"A Mighty Heart," hosted by Associate Professor B. William Silcock, director, Cronkite Global Initiatives and Humphrey Program Curator, with Hubert H. Humphrey Fellows from Pakistan

"Download: The True Story of the Internet," hosted by Retha Hill, Cronkite New Media Innovation Lab director

Student Showcase hosted by Assistant Dean Mark Lodato, Cronkite news director

Pondering Journalism: Popcorn Included

Were newsrooms in the 1970s really the sexist places depicted in "Anchorman: The Legend of Ron Burgundy?"

Is "Download: The True Story of the Internet" really true?

Those are the kinds of questions students ponder every Wednesday night during the school year when they attend "Cronkite Night at the Movies."

The movie series features a selection of journalism-themed films suggested by faculty and staff, some of whom introduce the films and then lead discussions after the showings.

Leonard Downie Jr., who was an editor at The Washington Post during the Watergate scandal that ultimately toppled the presidency of Richard Nixon, introduced "All the President's Men," a movie about the Post's coverage of that story.

Retha Hill, the director of the Cronkite New Media Innovation Lab and a longtime digital media journalist, moderated the film "Download: The True Story of the Internet," and adjunct faculty member and Arizona Republic reporter Richard Ruelas and a panel of public relations professionals led a discussion about the movie "In the Loop," a satire about modern state-

craft and verbal slip-ups.

A student showcase at the end of the spring 2011 semester was devoted to student work. A faculty committee reviewed student submissions and selected that evening's featured clips.

One of the selections was a documentary produced by Cronkite student Taryn Hale for her honors thesis. It recounts the devastation caused by a tornado in northern Arizona.

"It was a great opportunity to see my work on the big screen in the First Amendment Forum," Hale said. "I have seen the students of the Cronkite School produce some amazing work, so it was an honor to premiere a part of my piece in front of my fellow classmates."

Cronkite Associate Dean Kristin Gilger, who has introduced "Live from Baghdad" for several Cronkite movie nights, said the showings are fun for both students and faculty.

"We get to share some of our favorite movies and see how a new generation of young journalists reacts to them," she said. "Each time, we all learn something new." □



Broadcast Center Dedicated to Tobins

BY DUSTIN CHRISTIANSON

This year, the Cronkite School's sixth-floor broadcast center became the Stanley and Erika Tobin Broadcast Center in recognition of the late couple's generous donation to the school.

Stanley Tobin left instructions to the five trustees of the Tobin Foundation that a portion of his and his wife's money should be spent on education, specifically to improve the quality of journalism in the U.S. When one of the organization's two lead trustees, Uschi Cook, saw the Cronkite School mentioned during the coverage of Cronkite's death two years ago, she knew she had found a possible recipient.

"First of all, [the Cronkite School] met the criteria," she said. "You were good enough that Walter Cronkite, who was Stan Tobin's favorite journalist ever, would lend his name to this school."

Cook contacted Dean Christopher Callahan and flew to Phoenix for a visit the following April. The Cronkite building, designed by architect Steven Ehrlich, was an immediate hit.

"I've been an architecture buff for 20 years," Cook said. "I love Steven Ehrlich's work, and I felt he was welcoming me at the door."

She was even more impressed by what she saw inside — a prestigious faculty, engaged students and a dean that pulls it all together.

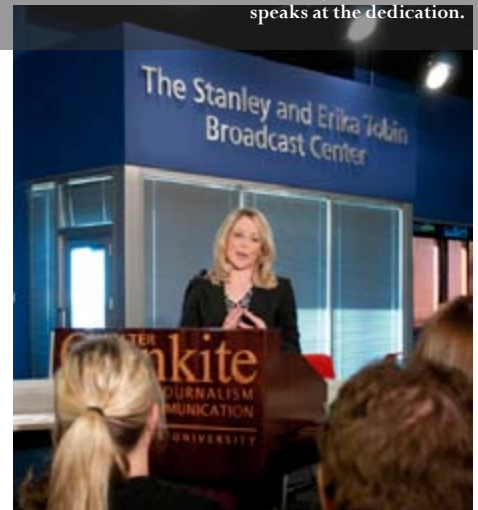
"I think everything you do is first class," she said.

After her visit, the trustees of the Tobin Foundation decided to give \$1.4 million to the school.

The new Tobin center was dedicated in February 2011 and was preceded by a reception in the Marguerite and Jack Clifford Gallery, which houses mementos of Cronkite's long career as well as hundreds of artifacts from journalism's history. Cook was there, as was the other lead trustee of the Tobin Foundation, Kate Driesen.

The dedication was held in the sixth-floor broadcast center, which now bears the Tobin name in large silver letters. The crew of Cronkite NewsWatch, the

Photos by Molly J. Smith
Above: Assistant Dean Mark Lodato addresses guests at the dedication of the Tobin Broadcast Center.
Below: Cronkite student Kylee Gauna Cruz speaks at the dedication.



school's student-produced, award-winning newscast, gathered in the newsroom as Callahan gave his opening remarks.

The Stanley and Erika Tobin Broadcast Center is "unique in higher education," Callahan said. "Quite simply, there's nothing like it anywhere in the world in terms of size, scope and capacity."

The center has two important purposes,

ASU's PBS Station Celebrates 50 Years

Before Big Bird and Elmo walked onto Sesame Street, even before there was a public broadcasting network, Eight/KAET-Phoenix, Arizona's public television station, signed on from a small trailer on the Tempe campus.

It was Jan. 30, 1961. The fledgling station's very first broadcast day included a community bulletin board, an audio-visual telecourse, two children's programs ("Magic Doorways" and "Young World"), an evening newscast and two films — one about the development of television and the other about the scientific method.

The staff totaled five, and the broadcast hours were 4-9:30 p.m. The transmitter signal reached homes only in the Phoenix metropolitan area.

Just three years later, in 1964, the station earned its first Emmy Award for 400 hours of local programming, and three years after that, it joined the newly created national Corporation for Public Broadcasting.

Soon Eight began developing programs like "Horizon," a weekly roundtable on state government and public policy issues;

"Horizonte," offering a Hispanic perspective on Arizona issues; and the "Arizona Collection," a video anthology of Arizona's history.

Three years ago, Eight added another program to its lineup: Cronkite NewsWatch, the school's television newscast, produced by students four times a week. It can be seen on both KAET digital (Cox Cable Channel 88) and over the air on digital channel 8.3 during the school year.

Today, the station reaches more than 80 percent of Arizonans through a network of translators, cable and satellite systems. It consistently ranks among the most-viewed public television stations per capita in the country.

The station celebrated its 50th anniversary on Jan. 30, 2010, with the official opening of its new state-of-the-art facility on the fifth and sixth floors of the Cronkite building. General Manager Kelly McCullough and members of the Eight staff were joined by nearly 200 guests for the reception.

In addition to Phoenix Mayor Phil Gordon and ASU President Michael M. Crow,



Photo by Courtney Sargent
Eight/KAET-Phoenix celebrates its 50th anniversary with the official opening of its new facilities in the Cronkite building.

guests included PBS President and CEO Paula Kerger and members of the Arizona Board of Regents, the Arizona Legislature, the Maricopa County Board of Supervisors and the Phoenix City Council.

"Over the course of five decades, Eight, Arizona PBS, has become a resource for lifelong learning, provided a platform for information and ideas, a gateway to culture and the arts, and a place to share the adventure of learning with curious young minds," McCullough said.

And yes, Big Bird and Elmo can still be found on Sesame Street. □

he said. First, it's the place where students learn to become broadcasters through hands-on experience. Second, the newscasts produced in the center provide a public service by informing viewers of "insights into politics and the most critical public policy issues of the day through great journalism in the tradition of our namesake, Walter Cronkite."

Cronkite NewsWatch reporter and senior Kylee Gauna Cruz thanked the Tobin Foundation on behalf of students. She said the technology, equipment and training at the Cronkite School have given her "the best undergraduate experience I could ever ask for."

Driesen said in an interview that she was impressed by the students' work.

"The thing that differentiates this broadcast from professional broadcasts is the enthusiasm, the connection to their material, because they own it," Driesen said. "It's very different, and it's exciting."

Driesen said the donation is the beginning of what she hopes will be a special



Photos by Molly J. Smith
Above: Kate Driesen of the Tobin Foundation attends the dedication. Right: Uschi Cook of the Tobin Foundation talks with students at the ceremony.

relationship with the Cronkite School.

"We have a special connection now, and I'd like to send some grandchildren here — you never know," she said. "If they're interested in journalism, I would recommend this school to any young person in a nanosecond." □





Photo by Molly J. Smith
Cronkite graduate Natalie Podgorski gives the spring 2011 student convocation address.

STUDENT AWARDS

Fall 2010

Outstanding Undergraduate Students

Tyler Lockman
Michelle Price
Megan Thomas

Outstanding Graduate Student

Jennifer Hellum

Highest Grade Point Average

Jolie McCullough

Student Speaker

Natalie Podgorski

Spring 2011

Outstanding Undergraduate Students

Amy Fleishans
Lauren Gambino
Tessa Muggeridge
Colton Shone

Outstanding Graduate Students

Heather Billings
Lauren Gilger

Highest Grade Point Average

Maria Polletta

ASU Alumni Association Award

Kylee Gauna Cruz

Moeur Award

Students who graduated with a 4.0 GPA in eight or fewer consecutive semesters.

Tara Burns
Elena Difiore
Danee Garone
Kylee Gauna Cruz
Maria Polletta
Channing Turner
Chelci Vaughan

Student Speaker

Gitzel Puente

CNN Editor To Grads: 'Give It All You've Got'

When Rafael Romo arrived on the ASU campus, he knew little English. Four years later, he was an award-winning student broadcaster, getting ready to graduate and go to work as a reporter for a local radio station.

In between, Romo worked nights and weekends, studied English relentlessly and dealt with a cancer diagnosis he received just five days before graduating from ASU in 1995.

Romo, who is now CNN's Senior Latin American Affairs editor, spoke about his journey in journalism to an audience of more than 1,000, including 100 December 2010 Cronkite graduates.

The keynote convocation speaker told graduates to "give journalism all you've got," always keeping in mind the values they've learned at Cronkite.

"At ASU, my development went beyond academics," he said. "Here I learned about American values, about progress and hope and about always giving your best effort to what's important in life."

A native of Mexico, Romo started his 18-year career as a reporter at KPHX-AM in Phoenix. He was a general assignment reporter for the Chicago CBS affiliate and a Midwest correspondent for Univision prior to joining CNN, where he has covered stories such as the arrival of Hurricane Mitch in Central America and the past two visits by the late Pope John Paul II to Mexico. He has interviewed Barack Obama, George W. Bush and Vicente Fox and has been awarded two Emmys.

He was inducted into the Cronkite Alumni Hall of Fame in 2010.

"I would be fooling myself if I thought I accomplished this on my own," Romo said. "Throughout my life, God has surrounded me with key people who took me by the hand and showed me the way; people who mentored me, inspired me and patiently taught me the lessons I needed to learn to move ahead."

One of those people was Cronkite Associate Professor Craig Allen, Romo said.

"Professor Craig Allen convinced me that I had what it took to compete in the Hearst Awards, a national journalism competition," he said. "The Walter Cronkite team brought home the first prize in 1995, and I was among the top 10 broadcast students who competed that year."

Student convocation speaker Natalie Podgorski, a graduating senior, also gave credit to Cronkite faculty for preparing students for the profession.

"Our professors have given us everything we need to be great. Now we just have to go out and do it," she said. □

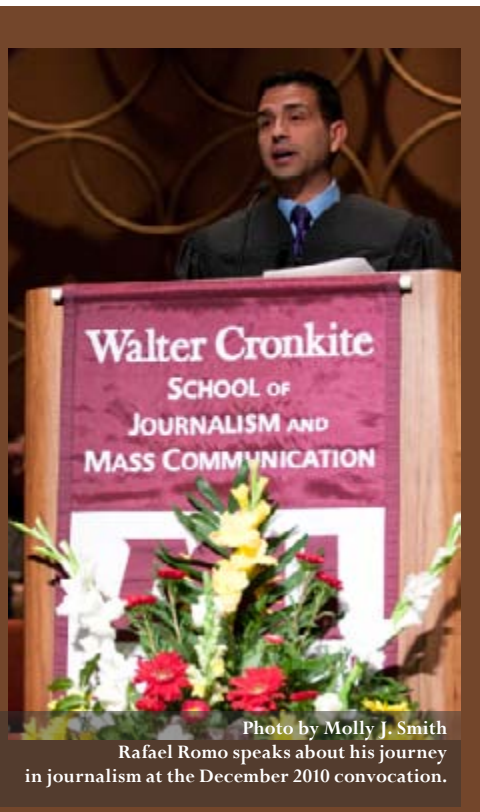


Photo by Molly J. Smith
Rafael Romo speaks about his journey in journalism at the December 2010 convocation.

Editor Tells Students to ‘Take Charge’ of Their Careers

At the spring 2011 convocation ceremony, the former executive editor of the Detroit Free Press urged the newest graduates of the Cronkite School to take charge of their careers and create their own roles as they enter fast-changing media industries.

“So much of journalism today is about moving beyond the routine,” keynote convocation speaker Caesar Andrews told the 213 Cronkite graduates and some 2,000 guests who filled Grady Gammage Auditorium on the Tempe campus. “This creates a dynamic need for innovation and for new hires ready to take on new ways of getting the job done.”

Andrews, who was a member of the original staff of USA Today and had a 30-year career as a senior editor in Florida, Virginia, Pennsylvania, Washington and Michigan, was the school’s Edith Kinney Gaylord Visiting Professor in Journalism Ethics in the spring semester.

The award-winning editor and 2011 winner of the McGruder Award for Media Diversity told the graduates that the Cronkite School prepared them well for the media world.

“The accomplished cast of faculty and staff at Cronkite has provided you a tremendous foundation,” Andrews said.

He told students they would be entering a vastly different world of journalism than he had experienced.

“Some of you will still join traditional employers, and you will find most of them hustling to figure out new ways of connecting with readers and viewers and listeners,” Andrews said. “Some of you will link up with, and maybe eventually lead, entrepreneurial organizations.”

But whatever the path, Andrews said, “the job of writing the script, of imagining the role that fits for you, is uniquely yours.

“As you write your script, stay mindful of the need to blend the new with the best of what always drives great journalism. So, yes, embrace your place in a bold digital world. Be part of the innovations needed



Photo by Molly J. Smith
Caesar Andrews delivers the spring 2011 convocation keynote.

to attract audiences — and revenue. And remember that for all that must be urgent and new and different, some principles hold their own in any era.”

Student convocation speaker Gitzel Puente echoed Andrews’ sentiments, reminding her fellow students that they have the power to invent their own careers in the new media landscape.

“Remember that your life’s rundown depends on you,” Puente said, referencing the term broadcast journalists use to plan their newscasts. “You produce it, and the good thing is that you can edit it, too, so if you don’t like something now, then change it. Reorder your rundown according to your experiences and your goals.”

Dean Christopher Callahan said the school’s namesake, Walter Cronkite, who died in 2009, “lives on in the values of our graduating students.”

“You are quite simply the very best journalism students in the United States,” he said. □

STUDENT AWARDS

Kappa Tau Alpha Honor Society

Students represent the top 10 percent of graduating journalism students.

Fall 2010

Callie Baumgartner
Andrea Ervin
Kylie Gifford
Jennifer Hellum
Britt Johnson
Tyler Lockman
Jolie McCullough
Natalie Podgorski
Michelle Price
Christie Roshau

Spring 2011

Tara Alatorre	Jessica Johnson
Alexandra Boyle	Alexander MacLean
Tara Burns	Staci McCabe
Elena Difiore	Rudi O’Keefe
Stacy Dillier	Zelman
Lauren Gambino	Samuel Pagel
Danee Garone	Maria Polletta
Kylee Gauna Cruz	Adam Sneed
Lauren Gilger	Kirsten Stubbs
Timur Guseynov	Channing Turner
Taryn Hale	Chelci Vaughan
Jessica Hickam	Lacey Zellmer
Heidi Homa	
Scott Huscher	



Photo by Molly J. Smith

MediaStorm Founder Teaches 'Full Throttle' Storytelling

BY ALICIA CORMIE



Brian Storm, founder and executive producer of New York-based multimedia production company MediaStorm, spent part of the spring 2011 semester at the Cronkite School, coaching students, faculty and staff on how to become multimedia storytellers.

As a visiting professor and a "Must See Mondays" featured speaker, Storm's message was clear: Journalists need to use all the tools at their disposal — video, still photography, audio and text — to tell stories effectively.

"That's what multimedia is — using each element to further the other," he said. Journalists, he said, need to move beyond a single medium and emerge as "full-throttle" storytellers.

Storm launched MediaStorm in 1994. The company's award-winning website offers "cinematic narratives" on important issues. His studio also trains journalists and others in the skills and techniques of multimedia storytelling.

MediaStorm's productions are typically collaborations that draw on the different skills and talents of team members and take months to complete.

"It's a patient model, and it requires what I call the greatest luxury in

journalism, and that's time," Storm said.

It was while earning his master's degree in photojournalism from the University of Missouri that Storm said he first felt the constraints of using a single medium. "Instead of just taking someone's picture, I wanted to give them a voice in the process and allow them to use their own words to tell their story," he said.

Storm spent two years with Corbis, a photo agency owned by Bill Gates, directing photographers on the production of multimedia collections. He also worked at msnbc.com for seven years and served as the company's first multimedia director.

His advice for creating compelling multimedia packages: Do everything with intent and use each type of medium to enhance the others. As in documentary production, every sound bite, every cut and every photograph should add to the story. Story should always trump technique.

To rise above the clutter, Storm said, news organizations must strive for high-quality content.

"I think it's the greatest opportunity that we've ever had in journalism because quality is clearly the thing that matters now," he said. "It's so obvious that's the thing that has staying power."

Photos by Molly J. Smith
Cronkite visiting professor Brian Storm urges students, faculty and staff to become multimedia storytellers.

Storm's message resonated with Cronkite students and professionals.

"He showed a new way for me as a print guy to look at the world around me and what things to pay attention to," said Nick Newman, a graduate student who took advantage of every opportunity to learn from Storm, including attending an open lab during which Storm spent one-on-one time with students.

Storm also visited classes and conducted a workshop for faculty and staff.

"Brian Storm really inspired our students and faculty to try new things — and not just for the sake of trying new things, but in order to tell better stories," said Associate Dean Kristin Gilger.

As Storm sees it, he's simply advocating good, old-fashioned journalism using new tools.

"It's really going back to the fundamentals of storytelling; it's just we have great tools to do it and global distribution," he said. "That's the revolution." □

ONLINE: View MediaStorm's most recent projects at www.mediastorm.com

Diversity Pioneer Teaches Students How to Get to the Truth

BY LEXIE RUNGE

Caesar Andrews urges students to follow their “internal compasses” when it comes to ethics. He also tells them to be sure of their facts and clear about their journalistic purpose.

Andrews spent the spring 2011 semester at Cronkite as the Edith Kinney Gaylord Visiting Professor in Journalism Ethics. He brought to his teaching three decades as a newsroom leader, including a role as executive editor of the Detroit Free Press, which under his leadership won the 2009 Pulitzer Prize for local reporting. In 2011, Kent State University named Andrews the recipient of its Robert G. McGruder Award, which honors those who champion diversity in journalism.

“Caesar is a longtime leader in the news industry,” said Cronkite Dean Christopher Callahan, who met Andrews on an accreditation visit to the University of South Florida. “He is extraordinarily talented and has a real in-depth thoughtfulness about these complex, nuanced issues of ethics and diversity.”

Andrews, who grew up in Mobile, Ala., knew in high school that he wanted to be a journalist. In 1979, he graduated from Grambling State University in Louisiana and began working for Gannett News Service, starting a long career with Gannett Co.

“It was like slowly falling in love,” he said of his experience with journalism.

Among Andrews’ posts with Gannett: a stint as USA Today’s assistant national editor when the newspaper launched in 1982. “That was really one of the highlights of my career because I got to be there for volume one, number one, day one, working on a project that became so special,” he said.

In 2005, Andrews moved to the Free Press, which under his leadership won a Pulitzer for coverage of a text-messaging scandal that led to the resignation of and a jail term for Detroit Mayor Kwame Kilpatrick. Reporters examined thousands of messages to report that Kilpatrick and his chief of staff testified untruthfully when they denied their extra-

marital affair and the firing of a deputy chief probing the mayor. The Free Press had healthy debates about how to proceed with the information, and that’s the way it should be, Andrews said.

“Getting at the truth in a clearly ethical, logical and reasonable way was key,” he said. “It was a very difficult story because you cannot publish anything that is explosive unless you nail down the facts and details, verify those details and then check again to be sure the verification of the verification makes sense.

Andrews said.

“It’s a wrestling match, a tug of war over doing right or not,” he said. “When you cut through the rhetoric, I believe ethics and diversity is ultimately a key part of defining great journalism.”

Andrews said each school he’s taught at has a dramatically different personality, and Cronkite’s is exciting and impressive.

“Cronkite’s personality is ‘ready-action-go,’” said Andrews, snapping his fingers. “Many schools are talking about the



Photo by Courtney Sargent

Caesar Andrews, former executive editor of the Detroit Free Press and the Cronkite School’s spring 2011 Gaylord Visiting Professor in Journalism Ethics, teaches a class.

“You could fire a cannon at this story after it was published and it would hold up,” Andrews added.

In fall 2009, Andrews joined Washington and Lee University in Virginia as a visiting professor, and in spring 2010, he served as the Paul A. Leonard Distinguished Visiting Chair for Ethics and Writing in Journalism at the Donald W. Reynolds School of Journalism at the University of Nevada, Reno.

Teaching has always been a passion, as has an interest in journalism ethics,

future of journalism, what it means, what needs to change, but I sense action: I sense the school actually doing things and making things happen.”

Speaking to a large crowd at Cronkite’s “Must See Mondays” speaker series, Andrews offered this advice:

“Students have to be on top of the change but also be smart about what endures. They have to think about what they are doing, be accountable for it and be able to account for why they did it. That part does not change.” □



Prolific Researcher Probes Alternative Journalism

BY ALLISON OSWALT

At a time when almost anyone can publish information, it's not easy to define what makes a journalist a journalist.

It's an issue that intrigues Cronkite Assistant Professor Serena Carpenter, who has done pioneering research on alternative journalists — people who gather and create content for publication but do so less frequently than professional reporters.

"Most courts will define a journalist as somebody who works at a news organization," said Carpenter, who teaches online media and mass communication theory. "I think it should be defined on a story-to-story basis and whether or not the information is intended to benefit the community."

Carpenter is one of the school's most prolific researchers, producing 14 journal publications, three book chapters and 25 conference presentations since joining the school in 2007. One of her

main research interests is how online citizen journalism compares in content and quality to what is produced by professional news organizations.

"At the time I started conducting my studies, there wasn't a lot of research on citizen journalism," she said. "I wanted to take traditional journalism standards and determine if citizen journalists were doing a better or worse job in comparison to newspaper journalism."

She's also interested in what motivates alternative journalists to produce and distribute news content.

"I want to see whether they are reflecting attributes of a media organization, like following a certain routine, and what void they are filling by producing their own content," she said.

Among several ongoing projects, Carpenter is part of a team of researchers working to more precisely understand the value of comment forums. Her analysis

will focus on comments adjacent to news articles and whether those who comment reflect the characteristics of a crowd or a community on newspaper websites.

"The idea is that we can encourage people to act as a community or a group," she said. "Often research focuses on social change instead of social control, maintaining that journalists change the status quo. However, it is the news media that often act as social control agents."

Senior Associate Dean Marianne Barrett said Carpenter's work "addresses some of the most fundamental issues facing journalism today, including who is a journalist and what is news. The world of journalism is changing rapidly, and we need serious research that helps us understand the implications of those changes." □

Photo by Molly J. Smith
Cronkite Assistant Professor Serena Carpenter does pioneering research on alternative journalism.

Craig Allen: From Television to Teaching

BY DUSTIN CHRISTIANSON

It was 1980 and Craig Allen was working as a news director for KAPP-TV in Yakima, Wash. Without warning, Mount St. Helens erupted only 90 miles away, and its aftermath isolated Yakima for a week.

“It was like being behind enemy lines,” Allen recalled.

Allen and his small team managed to stream video of the disaster out from Yakima, and stations around the world picked up the footage.

“It was in that small market that I really learned the rudiments of television,” Allen said. “You had to do so much on your own ... that you learned fast and came to appreciate a lot more.”

A year later, Allen was in Colorado Springs, Colo., where he worked as news director for KRDO-TV, which under his leadership received the Colorado Press Club’s award for best newscast. In 1983, he moved to Denver to become assistant news operations manager for KMGH-TV, winning an award from the Colorado Broadcasters Association for spot news coverage. Then it was on to the University of Alabama, where Allen began teaching journalism.

Allen has been at the Cronkite School since 1991. He has taught Television Reporting, Media Problems and International Mass Communication and for years oversaw the school’s student newscast, which won the Society of Professional Journalists’ “Best Student Newscast” award in 1996. That same year, his students earned a top finish in the broadcast division of the Hearst Journalism Awards.

Cronkite Professor Donald Godfrey said Allen has a talent for bringing out the best in students.

“Dr. Allen’s students are stretched across the nation in a variety of newsroom positions, from producers to major market anchors,” Godfrey said. “His students have won awards in every major broadcast news competition in the nation.”

Cronkite graduate Katie Raml, familiar

to Phoenix viewers as an anchor at ABC15, KNXV-TV, said she remembers Allen as an energized and passionate teacher.

“He always encouraged us to push a step beyond in our craft,” Raml said. “He drove us to find characters for our stories and never just the ‘easy interview.’ It’s the kind of lesson that stretches your mind and stays with you an entire career.”

Another former student, Jonathan Roy, was in Allen’s class in 1994 and is now managing editor for Fox 10, KSAZ-TV, in Phoenix. Allen encouraged him to participate in the school’s newscast and later helped Roy find a job.

“Craig introduced me to a few assistant news directors in town, and before my graduation semester was over I had landed a part-time job with [CBS 5] KPHO,” Roy said. “Within four weeks of starting there I was a full-time, albeit freelance, night-side assignment editor. Craig was instrumental in my discovery of a career that after 16 years I can say I still love.”

When he isn’t teaching or doing research at Cronkite, Allen travels the world consulting for broadcast news outlets. He has helped television stations in countries such as Slovenia, Indonesia, Russia and Mexico switch from state-controlled to private operations and taught them how to set up news stories, structure newscasts and arrange anchors to improve ratings.

Allen said consulting helps him be a better teacher.

“It pays off for the students because you’re teaching up-to-date principles,” he said. “You’re teaching things that are current.”

For the past few years, Allen has been working on a book chronicling the rise of Spanish-language television in the U.S., an idea he got from teaching International Mass Communication, a course that focused in part on Mexico.

“Univision is about to become the largest network ... in the United States, and nobody knows about it,” he said. “And



Photo by Molly J. Smith
Associate Professor Craig Allen is working on a book on the rise of Spanish-language media.

then I thought, ‘Wow, no one’s ever written anything about this and there’s probably a big story behind this.’”

Allen had little existing research to draw on, so he spent weeks scouring magazines in ASU’s Hayden Library, then searching for material in the National Archives. After that initial legwork, he landed interviews with the founders of Univision.

In April 2011, Allen finished his manuscript and began revising it. He said he plans to complete it by the end of the year and hopes it will bring attention to what he considers one of the biggest untold media developments of the 21st century.

“When we look back at this period, what it’s going to be is this population transformation, really making the United States a bilingual country,” he said.

Allen also is taking on two new projects. He is leading the school’s Ph.D. program, and he will teach the History of Mass Communication, a class he hasn’t taught since he was at Alabama in 1989.

“I’ve been doing TV news for a long time,” he said. “This is a chance to get back into the bigger picture of mass communications.” □

Journalism Educator Turns to Cronkite to Master Multimedia

BY ALLISON OSWALT

For seven years, Pam Johnson led the award-winning School of Journalism and Broadcasting at Western Kentucky University, taught dozens of classes and directed the Dow Jones News Fund Multimedia Workshop for university students and faculty.

She did her best to keep up with new technology, but she never felt like it was enough.

“I’ve gone to hundreds of workshops to learn [multimedia] software and done tons of reading to keep up with the transforming trends, but I’ve never really had time to master the software and do it seamlessly,” she said.

Last year, Johnson decided to use her sabbatical to get the training she needed. She looked around the country and chose the Cronkite School.

“I thought, well, ASU is the best multimedia program in the country,” she said. “When I got there, I had totally underestimated it: It is the best multimedia program in the world.”

Johnson arrived in August 2010 as a visiting scholar and immediately signed up for a full slate of classes, including photography and graphic design. She joined first-semester graduate students in an intensive multimedia boot camp four mornings a week and devoted her

Saturdays to the Cronkite New Media Academy, an adult education program that teaches Web and multimedia skills.

Assistant Professor Leslie-Jean Thornton, who teaches the online media portion of the graduate boot camp, said Johnson’s enthusiasm for learning “touched my heart. She’s an inspiration for anyone who hopes to be a lifelong learner.”

Associate Professor B. William Silcock, who also teaches the graduate boot camp, said Johnson served as a powerful role model for both students and faculty.

“Her joy in learning new things is contagious,” he said. “Pam was ever willing to share a new skill or impart deep experience with the other boot campers. She is a teacher’s teacher.”

Before she was a teacher, Johnson was a reporter and editor.

Her first job after college was at the Chicago Tribune, and her career includes a 13-year stint as president and publisher of the Ithaca (N.Y.) Journal, making her the first African-American woman to serve in those positions at a general circulation newspaper.

At the Cronkite School, Johnson said she began by asking what students need to be successful in today’s media landscape. “It is an entirely

different answer than it was 30 years ago,” she said. “It is more than just the content of the classes, and that was one of the things I was able to see. I was able to see the structure of the school.”

She also encountered a faculty deeply involved in teaching students. In her Friday photojournalism class, taught by Roy Dabner, she got to do live shoots in the field — with Dabner at her side.

“Roy went out with each of the students at least twice to coach them while they were shooting,” she said. “It would be 120 degrees on a Sunday, and I would be shooting a women’s soccer game and he would be coaching me to look up into the stands for the feature shots.”

After completing the fall 2010 semester, Johnson returned to Kentucky where her pace has hardly slowed. She teaches media writing, reporting and electronic technology and directs multimedia reporting workshops.

Johnson said she continues to practice what she learned at the Cronkite School.

“One of the things I really push for now is more individual coaching,” she said. “That is a result of going to the Cronkite School.” □



Left: Educator Pam Johnson spends her Saturdays in the Cronkite New Media Academy. Photo by Timur Guseynov
Below: Johnson and Cronkite student Kelly Campbell practice photography skills at an ASU women’s soccer game. Photo courtesy of Jason Wise

Educator of the Year Uses Social Media in Research and Teaching

BY ALLISON OSWALT AND OONAGH MCQUARRIE

For many professors, a classroom full of students tweeting would be their worst nightmare. But Cronkite School Assistant Professor Leslie-Jean Thornton not only allows her students to tweet in class, she requires it. Each of her advanced editing and online media students is required to have a Twitter account and tweet regularly.

Thornton, who was named the 2011 Newspaper Division Educator of the Year by the Association for Education in Journalism and Mass Communication, incorporates modern methods of communication, especially social media, into everything she teaches.

"It is a big part of journalism right now and is useful no matter what you are doing," Thornton said. "I teach it as a tool and work it into everything."

In addition to teaching social media, Thornton is an avid researcher on the topics of news communication and participatory journalism. Her most recent research focuses on patterns of news sharing on Twitter. She has tracked how news is announced, shared and developed through Twitter and related online technologies during times of crisis. She has also investigated how people express taboo subjects when they're communicating in an uncensored environment, such as the Twittersphere.

Thornton's interest in social media stems from her research on newsroom culture, which she began as a Freedom Forum Fellow at the University of North Carolina at Chapel Hill. With her experience as a reporter and editor at 11 different newspapers, the study of newsroom culture was a natural choice for her doctoral research. She visited multiple newsrooms, observing how reporters in the 1990s interacted in newsroom teams.

Thornton has continued to explore cultural change in newsrooms; recently she began to examine how Twitter traffic spikes and trends in times of crisis.

"I first started getting tuned in during

the Iranian uprising a couple years ago," she said. "I was sitting at my computer at home and all of a sudden tweets were just pouring out." Those tweets, said Thornton, were not "what I had for lunch" posts; rather, they were a form of citizen journalism, providing firsthand accounts of the uprising.

Thornton started looking for patterns, tracking citizen journalism on Twitter. Her research looks at who is tweeting, whether they refer to news sources or not and who emerges as news leaders during moments of crisis.

"It is interesting to see how circular it is," she said. "It is very collaborative. You get all the characteristics of journalism coming out of this collection of tweets."

Dawn Gilpin, Thornton's colleague and a Cronkite assistant professor, said Thornton's work centers on "understanding how people use new media platforms to share information, professionally and personally, and how professional and personal cultures are changing under the influence of these new modes of sharing. These are important things for us to explore, both as citizens and as media educators, so that we can learn to use these tools effectively."

Thornton is one of several professors who work with students entering the Cronkite master's program. She teaches the multimedia portion of a graduate boot camp that immerses students in all media platforms.

Thornton's students have created several award-winning projects. "State of Change," about Arizona and the changes it has undergone since gaining statehood, was produced by her 2010 boot-camp students and won the Broadcast Education Association's 2011 Best of Festival King Foundation award as well as first in the student interactive division.

"Streets of Dreams," produced by the 2009 boot-camp students, explored downtown Phoenix and its neighborhoods.



Photo by Molly J. Smith

"I teach [social media] as a tool and work it into everything."

**— Leslie-Jean Thornton,
Cronkite assistant professor**

The project tied for first in the Team Innovation category of the 2010 AEJMC award that recognizes Web design. The project also won a bronze in the 2010 Horizon Interactive Awards in the university/website category and third place in the Society of Professional Journalists' Region 11 Mark of Excellence Awards for online depth reporting.

Thornton has received numerous accolades for her teaching and scholarship. In addition to the AEJMC Educator of the Year award, she won a 2010 BEA Festival of Media Arts Award of Excellence in the faculty multimedia category and a 2010 BEA Best of the Web Award for faculty innovation.

Cronkite Senior Associate Dean Marianne Barrett called Thornton a gifted educator.

"It's one thing to know what's on the leading edge," Barrett said. "But it's another thing to get into it deeply enough to be able to teach it to students, and that's what she does." □

FOLLOW: Thornton on Twitter @ljthornton



CNN Correspondent Shares Passion for Business News

Andrew Leckey, Cronkite's Reynolds Chair in Business Journalism, worked with Susan Lisovicz years ago at CNBC.

He knew her as a great reporter who understood how to do compelling business stories for a television audience.

So when it came time to select the school's second Reynolds Visiting Professor in Business Journalism, Leckey asked Lisovicz if she'd consider spending a semester teaching at the Cronkite School.

Lisovicz agreed, and the rest, as they say, is history.

Lisovicz, a longtime CNN Wall Street reporter who covered the 2008 financial debacle and bailout, spent the spring 2011 semester at Cronkite teaching business journalism and coaching students in Cronkite NewsWatch, the school's award-winning student newscast.

During more than a decade at CNN, Lisovicz interviewed business leaders ranging from Bill Gates to Warren Buffett, in addition to providing daily coverage of the dot.com boom and bust and the financial aftermath of the 9/11 terrorist attacks. She was featured on the cover of BusinessWeek for the story "What the Market is Telling Us."

Prior to joining CNN, Lisovicz was a correspondent for CNBC, covering major events such as the merger of AOL and Time

Warner. She was previously a news writer and weekend anchor for CNN Headline News. She has been an Asian Pacific Fellow, a Jefferson Fellow in Asia and a Radio Television Digital News Association fellow in Europe.

She is the former president of the New York Financial Writers Association and the recipient of the President's Medal from her alma mater William Paterson University for her contributions to the university and community.

Lisovicz brought more than experience to the Cronkite School. "Her energy and passion were an inspiration to students," Leckey said. "No one is a better guide for young people to business journalism's future."

Former Cronkite NewsWatch student Sam Pagel said Lisovicz was a big help to him on packages he produced on the Grand Canyon, an elementary school program and an inner-city youth program.

"Susan is very eager to help," Pagel said. "She's a great writer ... and she's not afraid to say, 'This is not good; we need to change this up.' But she's also not afraid to encourage and build up. It's been really helpful. Just knowing her background and where she comes from, I know I'm in good hands."

Lisovicz said she loved her time at the

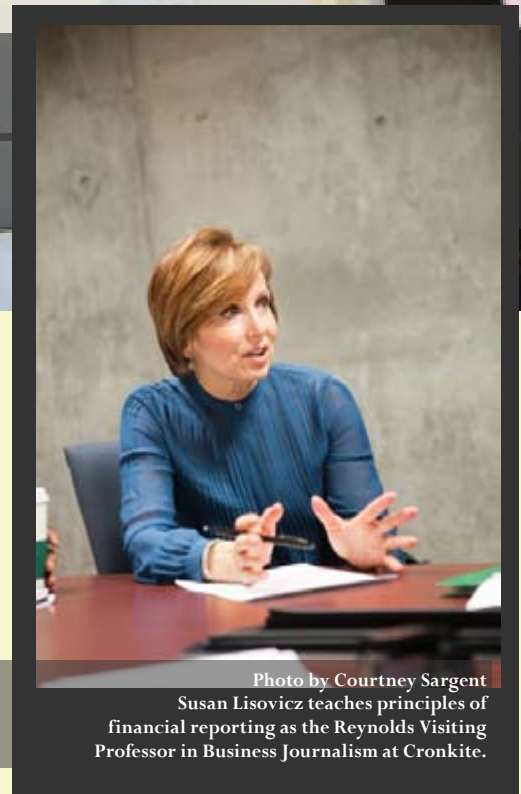


Photo by Courtney Sargent
Susan Lisovicz teaches principles of financial reporting as the Reynolds Visiting Professor in Business Journalism at Cronkite.

Cronkite School, which she called "a first-rate journalism program that recognized the importance of business journalism long before the eruption of the financial crisis."

Lisovicz was the school's second annual Reynolds Visiting Professor in Business Journalism. Leslie Wayne, a former business reporter for The New York Times, was the school's inaugural visiting professor in 2010.

The program is supported by a three-year, \$390,000 grant from the Donald W. Reynolds Foundation. The Las Vegas-based foundation also supports the Donald W. Reynolds National Center for Business Journalism and the Donald W. Reynolds Endowed Chair in Business Journalism at the Cronkite School. □

Zachary Prepares Students for a **Changing Media Industry**

“One of the things I try to do in class is inspire the students to feel that there is value in what they know and their skills.”

— Gregg Pascal Zachary,
Cronkite professor of practice



Photo by Courtney Sargent

BY ALICIA CORMIE

Gregg Pascal Zachary has written a column on innovation for The New York Times, reported from around the world for The Wall Street Journal, worked as a writer and editor for Time Inc.'s Business 2.0 magazine, blogged about techno-science and written four books.

The Boston Globe once described him as “the single most interesting journalist of all [The Wall Street Journal’s] 700-plus highly talented reporters.”

Zachary is bringing that experience to bear at the Cronkite School, teaching the required upper-level Business and Future of Journalism class.

Zachary, who has a joint appointment at Cronkite and ASU’s Consortium for Science, Policy & Outcomes, said he teaches his students “about business, about technology [and] about how journalism is changing.”

Zachary has reinvented himself many times in his career, which has taken him from newspaper reporter and columnist to book author and educator. He spent 13 years as a senior writer for The Wall Street Journal and authored the Ping column on innovation for The New York Times for a year. He regularly comments on current affairs for radio programs in the U.S., Britain and Africa. He has been interviewed by BBC, NPR’s Marketplace and many other media outlets.

His books include one about the making of the Windows NT computer program, a biography of Vannevar Bush, organizer

of the Manhattan Project, and “The Diversity Advantage: Multicultural Identity in the New World Economy.” His most recent book is “Married to Africa: A Love Story.”

He also has taught at Stanford University and the University of California, Berkeley.

As a foreign correspondent, Zachary traveled to dozens of countries, developing a particular affinity for Africa. For about 10 years he traveled, reported and studied the continent, focusing on agriculture, health and media. Zachary said the journalism coming out of the region was a disservice to Africa, so he sought to improve it.

“Foreign correspondents have a choice,” he said. “When they go to a place, they can look for material that is of interest to their audience at home or they can look for material that is internal to the place and explains it in its own terms.”

Eventually, he left journalism to work with nonprofits and the Bill & Melinda Gates Foundation and co-founded a media training organization. He continues to write articles for atlantic.com, Spectrum Magazine and other publications. He also writes a blog, “Africa Works,” which focuses on African politics and economics.

Zachary has taught himself multimedia techniques and skills. He began to record audio and video to supplement his text reports and co-wrote and served as technical consultant on a documentary about Silicon Valley entitled “Code Rush” for PBS.

Zachary encourages students to think creatively about journalism and their careers — and what they can contribute.

“There are a lot of different ways to measure success and a lot of routes people can take,” he said. “One of the things I try to do in class is inspire the students to feel that there is value in what they know and their skills. But they have to identify where that value is.”

Cronkite Associate Professor Joseph Russomanno said, “Zachary sees things from a different perspective than a lot of us do on a lot of issues, and I think that’s a very good thing”

Recent Cronkite graduate Matt Culbertson said Zachary’s class was his favorite at ASU.

After listening to one of Zachary’s lectures on news media business models and the challenges facing the media, Culbertson commented in an email, “In some ways, today’s class was like the executive summary, the overview, the culmination of a lot of disparate conclusions I’ve semi-drawn and fully drawn over the course of three-plus years in journalism school ... [It was] the most spectacular summary that I’ve ever heard of the evolution of the 20th- and 21st-century media environment.” □

ONLINE: Read Zachary’s blog “Africa Works” at <http://africaworksgpz.com>

Faculty News & Notes



Allen



Andrews



Barrett



Bramlett-Solomon



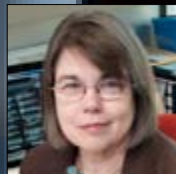
Brannon



Brown



Carpenter



Thornton



Cornell



Doig



Downie



Elliott



Galician



Gilger



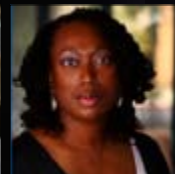
Gillmor



Godfrey



Green



Hill



Jacoby



Alvarez



Lecky



McGuire



Russell



Russomanno



Silcock



Wu

Humphrey Fellows



Dukovska



Dorj



Daniel



Marjanovic

2010-2011 Faculty Notes & News

Associate Professor **Craig Allen** gave an update on his research on the influence of consultants on local television news as part of a panel, “The Origins of Broadcast News in America,” in April 2011 at the annual Broadcast Education Association convention in Las Vegas.

Caesar Andrews, the Edith Kinney Gaylord Visiting Professor in Journalism Ethics during the spring 2011 semester, was the 2011 recipient of Kent State University’s prestigious Robert G. McGruder Award for championing diversity in journalism.

Senior Associate Dean **Marianne Barrett** was elected to the Accrediting Council for Education in Journalism and Mass Communication. Barrett also conducted a review of Auckland (New Zealand) University of Technology’s bachelor of communication studies program.

Associate Professor **Sharon Bramlett-Solomon** was appointed Lincoln Fellow for Media Culture at ASU. Bramlett-Solomon will serve as an adviser to the director of the Lincoln Center for Applied Ethics on developing, planning, organizing and running center programs and activities. She also will serve as a resource in applied ethics and contribute to the center’s efforts to encourage teaching, research and outreach in applied ethics.

National News21 Director **Jody Brannon** attended the annual board of directors

meeting for Independent Newspapers Inc. She also was elected treasurer of the Online News Association and was a judge in the Best of Gannett competition.

Walter Cronkite Professor of Journalism **Aaron Brown** was the keynote speaker at the October 2010 Yale Political Union debate about cable television and was emcee in September 2010 for the Refocus Wisconsin public policy discussion hosted by the nonpartisan Wisconsin Policy Research Institute. Brown also was the moderator of the December 2010 Global Arizona 100 program on Eight/KAET-Phoenix and delivered the keynote speech to the National Press Photographers Association’s 9/11 commemoration in New York in September 2011 and two speeches on “Media in the Age of Obama” in Norway in June 2011.

Assistant professors **Serena Carpenter** and **Leslie-Jean Thornton** presented a paper at the April 2011 BEA conference in Las Vegas. Carpenter also participated in a panel on embedded course content and taught a session at the research methods boot camp. She had papers at conferences in Brazil and Wales and at the spring 2011 “Woman as Hero: Female Contemporary Issues” summit in Tempe.

Entrepreneur-in-Residence **CJ Cornell** spoke on “Gamification” as one of two keynotes at the MIT Enterprise Forum of Phoenix.

Knight Chair in Journalism **Steve Doig** spent the fall 2010 semester as a Fulbright Distinguished Chair teaching precision journalism in Portugal. Doig also did crowd estimating for CBS News for the August 2010 Glenn Beck and October 2010 Jon Stewart/Stephen Colbert rallies in Washington, D.C., and was a guest on NPR’s “On the Media” and “Science Friday” programs, talking about crowd-counting methods. Doig partnered with Christina Jewett to do an investigative report for California Watch on hospitals that admit large numbers of emergency room patients in order to increase profits.

Weil Family Professor of Journalism **Leonard Downie Jr.** co-wrote with Robert Kaiser an op-ed piece on federal funding for public broadcasting and local news that was published by The Washington Post in March 2011. Downie also was on a panel discussing the future of watchdog journalism at the American Society of News Editors convention in San Diego in April 2011.

Cronkite News Service Director **Steve Elliott** directed in June the two-week, grant-funded ASNE Reynolds High School Journalism Institute for 33 high school journalism teachers at the Cronkite School.

Associate Professor **Mary-Lou Galician** has been quoted in a number of media literacy stories, including “Cruise lines turn to reality shows, TV and Times Square

Faculty News & Notes

to reach public,” which appeared in The Miami Herald’s business section in December 2010. The article focused on product placement, about which she published the first book in English.

Associate Dean **Kristin Gilger** represented the Cronkite School at the Hearst Journalism Awards competition in San Francisco. Gilger also conducted training sessions on managing change for The Arizona Republic and the American Association of Sunday and Features Editors.

“Mediactive,” the new book by Kauffman Professor of Digital Media Entrepreneurship **Dan Gillmor**, came out in December 2010. Gillmor also keynoted an August 2010 conference on blogging in Galway, Ireland, and spoke at a July 2010 Library of Congress workshop on the preservation of digital news.

Professor **Donald Godfrey** is the chair of the BEA’s research committee and the executive editor of the BEA Research Symposium. At the association’s annual convention in April 2011, Godfrey moderated a panel and presented a paper on the history of local television. Godfrey also co-wrote an article with Cronkite alumna Judy Crawford that was published by the Southwestern Mass Communication Journal.

Sue Green, assistant news director and broadcast director for Cronkite News Service, moderated the BEA panel “Advising Journalism Students Facing Unique Challenges” at the association’s April 2011 convention in Las Vegas. The panel focused on the role student groups and their advisers play in offering support, education and networking to gay, lesbian, bisexual and transgender students.

New Media Innovation Lab Director **Retha Hill** conducted a March 2011 workshop, “Innovation and the Middle Manager,” for the Maynard Institute that was held at the Nieman Foundation for Journalism at Harvard University. Hill also was the colloquium speaker on innovation at Florida A&M University in Tallahassee in

March 2011. Hill’s Mobile Black History Project, for which she won a Knight News Challenge, launched in May 2011 and was featured on the Knight Community News Network.

Cronkite NewsWatch Television Production Manager **Jim Jacoby** and Cronkite NewsWatch Executive Producer **Melanie Alvarez** received a BEA Award of Excellence in April 2011 for a tribute video on ABC News anchor Diane Sawyer. The award was given at the BEA’s annual convention in Las Vegas.

Reynolds Endowed Chair in Business Journalism **Andrew Leckey** was interviewed by 12 News, KPNX-TV, the NBC affiliate in Phoenix, in spring 2011 about developments in Egypt and how such world events affect Arizona’s economy and U.S. markets. Leckey did similar interviews with China Central Television.

Tim McGuire, Frank Russell Chair for the Business of Journalism, was interviewed by The Associated Press and The Times of London and appeared on 12 News, KPNX-TV, the NBC affiliate in Phoenix, to discuss the deal radio personalities made with the Westboro Baptist Church. Following the January 2011 shootings in Tucson, Ariz., McGuire wrote a piece for MinnPost, appeared on “Horizon” on Eight/KAET-Phoenix and was quoted in The New York Times.

Associate Professor **Dennis Russell’s** peer-reviewed book “The Portrayal of Social Catastrophe in the German-Language Films of Austrian Filmmaker Michael Haneke” has been published by the Edwin Mellen Press.

Associate Professor **Joseph Russomanno** covered the U.S. Supreme Court’s oral arguments in the Westboro Baptist Church case, Snyder v. Phelps. Russomanno also was interviewed about the speech rights of protesters by 12 News, KPNX-TV, the Phoenix NBC affiliate, and appeared as a guest on “Horizon,” a public affairs program produced by Eight/KAET-Phoenix.

Associate Professor **B. William Silcock**, director of Cronkite Global Initiatives,

participated in an April 2011 BEA panel on “Global News Ethics in Former Communist and Socialist States.” Silcock was joined by two Cronkite Humphrey Fellows — **Aleksandra Dukovska** of Macedonia and **Chinkhand Dorj** of Mongolia.

Assistant Professor **Leslie-Jean Thornton** and Cronkite Humphrey Fellows **Chev Daniel** of Sri Lanka and **Daria Marjanovic** of Croatia were panelists at the April 2011 BEA session “Last Stand in the Desert: Gannett’s Pioneering News Convergence Model in Phoenix.” Associate Professor **B. William Silcock** served as moderator.

Associate Professor **Xu Wu** was a panelist on a one-hour live radio show “Today on Beyond Beijing,” broadcast worldwide, speaking about the Chinese dream. He also was interviewed via satellite for the China Central Television program “Dialogue.” An in-depth story about Wu’s comments and critiques of China’s image-building advertising campaign was published by China’s Newsweek magazine. □

In Memoriam

The Walter Cronkite School of Journalism and Mass Communication respectfully honors 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 contributions they made to the Cronkite School.

Bill Austin
Diana Balazs ('79)
Glen Michael Creno
Vicky A. Deur ('75)
F. Annis Dotts ('57)
Jeffrey L. Dozbaba
Robert M. Greening
Wade J. Hanson ('85)
Conrad Hernandez ('95)
Rebecca “Becky” Jo Kent ('94)
Steven A. Kloh ('84)
Ival V. Lawhon Jr. ('73)
Richard G. Lentz
James “Jim” Martin ('88)
Gerald G. “Jerry” Moriarty
Kenneth D. Morris ('54)
David M. Paradis ('92)
Cheri L. Sims ('78)
Richard S. Stitt ('58)
Barry A. Wolf ('58)



First Students Graduate with Dual Degrees

The first class of students in Cronkite's new dual bachelor's and master's program graduated in May 2011, and already they're making their marks.

The program allows high-achieving Cronkite students who are members of Barrett, the Honors College, to complete both their bachelor's and master's degrees in four years. Most come into the program with 20 or more advanced placement and similar credits taken in high school.

At Cronkite, they take a mix of graduate and undergraduate classes. Some of the undergraduate classes are offered as honors-only sections, and the graduate-level classes put them in seminars with students from the school's full-time professional master's program.

Among the first eight BA/MMCs, as they are known, was Lauren Gambino, who was honored as one of the school's outstanding May graduates. Shortly before receiving her degree, Gambino learned that she was the recipient of this year's Alistair Cooke Award in Journalism to the United Kingdom. The honor is named after the trans-Atlantic broadcast journalist Alistair Cooke and is bestowed each year on one U.S. scholar seeking a master's in journalism or in a related specialized subject leading to a career in journalism. Gambino is heading to the London

College of Communication and hopes to intern at the BBC and ultimately become an investigative multimedia reporter.

Another graduate, Taryn Hale, said the program helped her land a job as a corporate marketing professional at Arizona Public Service, the state's leading producer of electric power. She said the vice president of communication at APS, John Hatfield, also a member of the Cronkite School's Endowment Board of Trustees, was eager to recruit a graduate from the BA/MMC program.

"Right when he heard about the program, his words were, 'We need to hire one of those students,'" Hale said.

Other members of the 2011 graduating class include:

- Channing Turner spent the summer reporting for a small news startup, Main Justice, in Washington, D.C. He tracked what he calls the "revolving door" of the Department of Justice — appointees who go from the private sector to the Justice Department and back into the private sector. Turner's next step: law school. He has been admitted to the University of Chicago Law School.

- Colton Shone is a full-time reporter for radio station KTAR-FM in Phoenix and a freelance reporter for CBS 5, KPHO-TV.

- Sarah Whitmire is an intern for

Top photos: Senior Associate Dean Marianne Barrett hoods Cronkite's first BA/MMC graduates (clockwise from left) Tessa Muggeridge, Channing Turner, Lauren Gambino and Sarah Whitmire. Above: Graduate Colton Shone has his photo taken with Assistant Dean Mark Lodato after the ceremony. Photos by Molly J. Smith

Newser, a news aggregator similar to the Huffington Post. Eventually she hopes to be a full-time Web editor.

- Tessa Muggeridge landed a fellowship in Washington, D.C., with the Sunlight Foundation, a nonprofit that lobbies for more open and transparent government. She tracks the flow of money from lobbyists into the nation's capital. "It's a great job. I knew I wanted to do investigative journalism," Muggeridge said. "I knew I wanted to work with data, and I am able to do that here."

Muggeridge, who also was the top editor at The State Press, ASU's daily student newspaper, said the dual-degree program is challenging. There was a lot to pack into four years, but she and other graduates said it was well worth it.

"The program gives you a leg up coming out of school," Turner said. "But where it takes you is ultimately up to you." □

Cronkite student Hao Ly contributed to this report.

Cronkite Alumnus Leads CNN's Latin American Coverage

BY JACK FITZPATRICK

Rafael Romo, a 2010 inductee to the Cronkite Alumni Hall of Fame and senior Latin American affairs editor for CNN Worldwide, said he is glad to give back to the school that gave him so much when he came to America as an aspiring journalist.

That led him to accept the Cronkite School's invitation to give the keynote at the school's December 2010 convocation ceremony.

Since graduating in 1995, the Emmy Award-winning reporter has interviewed U.S. presidents Barack Obama and George W. Bush, covered Hurricane Mitch in Central America and reported on the devastating earthquake in Haiti.

Romo moved to the U.S. at age 18 from Cananea, Mexico, with a goal of learning English, never anticipating that one day he would be fluent enough to report for an organization like CNN. Romo said that in his early days in the U.S., he had trouble communicating with professors and colleagues and sometimes misunderstood assignments because of the language barrier.

Once, when a broadcast professor asked him to toss a package, he had to ask what "toss" meant.

"It was very difficult to start from zero and to be able to communicate," Romo said. "There were many occasions that I made a fool of myself because I couldn't say what I wanted to say and instead said something funny."

Working in a field so dependent on communication skills forced him to learn quickly, Romo said. He developed a strict regimen, meeting with an English instructor each evening after classes and listening to talk radio every night until he fell asleep.

Early in his days at ASU, Romo sought professional experience, interning at independent KTVK-TV in Phoenix. He spent four years as a reporter and anchor for the Phoenix outlet of Spanish-language network Univision before moving to Univision Chicago as a reporter. He also worked for years with a speech coach to improve his English and soften his accent.

His efforts paid off. After six years at

Univision Chicago, Romo landed his first job as an English-speaking reporter with WBBM-TV, the CBS affiliate in Chicago. After five years in that role and a brief stint as a freelance correspondent for Univision Network, CNN hired him in 2009.

Romo views his multicultural background as an advantage.

"I know Latin America because I lived there, and I know the language and I know the history," he said. "But I also know the United States very well because I speak the language and I have lived here for 20 years. And so when I'm reporting about something that happens in Latin America, I know how to explain that."

Romo said his most memorable assignment was covering the earthquake that devastated Haiti in January 2010. He recalled walking through the Champ de Mars, the main plaza of Port-au-Prince, which had been turned into an improvised tent city.

"When we got there, there were bodies lying on the streets," he said. "The stench was just very difficult to take. And then you would see people who were hungry, people who were thirsty, people who had lost limbs."

For weeks after returning to Atlanta, Romo said, he would wake up at night thinking he had felt another aftershock.

"If there was anything good about what happened there, it was that the world paid attention to Haiti," he said.

Romo credits the Cronkite School with providing the skills he needed to find stories and tell them effectively.

He especially benefited from having teachers who were working journalists, he said. He would sometimes watch his teachers on the news and then ask them about aspects of their broadcasts.

One of his favorite instructors was Mark Lodato, now assistant dean and news director for Cronkite NewsWatch, the school's four-day-a-week, student-produced live broadcast. Romo said he liked Lodato's hands-on approach and how open he was to students' needs.

Lodato also remembers Romo.

"He was very aggressive; he was motivated and he seemed very clear on what he wanted to achieve in journalism," Lodato said. "You can always tell the students who are very motivated, and he was certainly one of those students who had a passion for journalism."

Romo said the Cronkite School helped him adapt to a new country that offered him previously unimagined opportunities.

"Those are the things that you remember," Romo said, "those little moments of people who were supportive when you were new to this country, people who were friendly when all I was just a young immigrant from Mexico. For me, a young Mexican immigrant afraid about a lot of stuff, they gave me reassurance," he said. "They gave me hope." □



"For a young Mexican immigrant afraid about a lot of stuff, [Cronkite professors] gave me reassurance. They gave me hope."

— Rafael Romo, 2010 inductee, Cronkite Alumni Hall of Fame

Cronkite Grad Anchors on CNN en Español

BY JOSEPH FRASKA

From an early age, Samuel Burke dreamed of becoming a journalist. Now working in CNN's London bureau, he says that dream has come true.

Burke joined CNN International as a digital producer after receiving a master's degree from the Cronkite School in 2009. In November 2010, after moving to CNN's London bureau following stints in New York and Atlanta, he started anchoring a half-hour newscast in Spanish called "Europa Hoy," or "Europe Today," which aired six days a week on CNN en Español and featured hard-hitting news about Europe for an audience in Latin America, the U.S. and Canada.

He has since moved to the network's breakfast program, "Café CNN," where he covers social media and technology. He also appears on the nightly business program "CNN Dinero," reporting on the movement of money in the technology world. And each weekend, he has a segment on the technology show "Clix."

Burke earned a bachelor's in Spanish at ASU, developing the language skills that complement the broadcast know-how he obtained at Cronkite NewsWatch, where he participated in the Spanish version of the newscast that aired on Telefutera, a Spanish-language broadcast network.

Cronkite NewsWatch "really was the core preparation in terms of skills," he said.

Burke worked with Sue Green,

assistant news director and Cronkite News Service broadcast director, who helped him understand how to create winning news packages.

"I hear Sue Green's voice saying, 'Cut that down; make it shorter; use a better shot,'" Burke said with a laugh.

He also worked with News Director Mark Lodato, now assistant dean, who said Burke showed early promise.

"Samuel did a terrific job grasping complex issues and presenting them in a way that viewers could easily understand," Lodato said. "His interest in government and international issues was clear even when he was in school, and it's great to see that he's been able to build upon that in his career at CNN."

Burke credits the Cronkite School for connecting him with people who would prove instrumental to his career. That included former CNN anchor Aaron Brown, for whom Burke worked as a teaching assistant, and CNN anchor Anderson Cooper.

When Burke was chosen to represent the Cronkite School at a conference in New York on the future of journalism, he introduced himself to David Doss, executive producer of CNN's "Anderson Cooper 360." Burke kept in touch, becoming an intern for "Anderson Cooper 360" in 2008, writing, producing and managing content for the show's website.

After graduating, Burke took a job with CNN, moving from Phoenix to New York to be digital producer for the "Amanpour"



Photo courtesy of Samuel Burke
Samuel Burke covers the 2011 royal wedding in London for CNN.

TUNE IN: Burke anchors the Cyber Café segment of "Café CNN," which airs from 6 a.m. to 10 a.m. EST on weekdays. He also presents a segment on "CNN Dinero" at 8 p.m. EST on weekdays.

show hosted by Christiane Amanpour, who is the 2011 recipient of the Cronkite School's Walter Cronkite Award for Excellence in Journalism. He managed podcasts, Twitter, Facebook, blogs and the show's website, leveraging social media to connect with viewers.

After Amanpour left CNN, Burke moved to Atlanta to work with technology show host Guillermo Arduino, who offered him a segment on his program. Next, Burke was noticed by the bosses at CNN and tapped to anchor from London.

Burke hopes to forge a career as a correspondent stationed in Latin America, where he attended the Universidad Autónoma de Guadalajara, Mexico.

"The stories that move me the most are the ones about Latin America," he said. □

Alumni at CNN

Samuel Burke is far from ASU's sole alumnus at CNN. Meet a few others:

- Becky Anderson anchors "Connect the World" on CNN's European/African prime-time lineup. Seven years after receiving a master's degree from the Cronkite School in 1992, she became CNN's lead anchor for international breaking news.

When "Connect the World" premiered in 2009, she was selected as its presenter.

- Pedram Javaheri has been CNN International's weather anchor since June 2010. After graduating from the Cronkite School with a journalism degree and a minor in meteorology, he

obtained a certificate in broadcast meteorology from Mississippi State University. In the 2010 Northern California Area Emmy Awards, he was nominated for his work as a weather anchor for KION-TV (Salinas) Central Coast News.

- Natasha Curry, an anchor for HLN, CNN's "News and Views" network since 2008, attended Sichuan Union University in China and the Cronkite School. She served as anchor for several other news stations, including KYMA-TV in Yuma, Ariz., before joining HLN.

- Mary Primiano graduated from ASU in 1982 with a degree in political science. In 2009, she became supervising planning producer for CNN International.

Pennycook Connects Reporters, Coders at NPR

BY JACK FITZPATRICK

Jeremy Pennycook wanted more than lectures from his college experience. When deciding on a graduate school, he looked for one that would give him a practical overview of the media industry and prepare him to innovate in a changing business.

That brought him to the Cronkite School.

After graduating with a master's degree in fall 2009, Pennycook was hired as NPR's mobile operations manager, helping chart NPR Mobile's direction and acting as a translator of sorts between reporters and coders. His responsibilities include NPR's apps and websites for Android devices, iPad and tablet computers and Google Chrome.

"What really makes me good at my job is the ability to talk to an editorial person and understand their concerns and sort of be able to relay that information and communicate that to a developer who speaks basically a different language, all the while being able to prioritize what's important in a big-picture strategy sense," he said.

Pennycook said it was exhilarating to land a job with a major media company and even more exciting to help plan strategy for a leader in the mobile space.

"Some of our products handle over a million people a month, and that's pretty cool to think about," he said.

The job requires a versatile skill set, which Pennycook developed at Cronkite. He said his experience at the school gave him "a sense of total journalism," enabling him to play any journalistic role necessary, just as an athlete in team sports should be able to play any position.

"Rather than these niche, specialized jobs, it's really giving you a Swiss Army knife full of skills with the big-picture knowledge about the industry as a whole and how the media landscape has changed," he said.

While at Cronkite, Pennycook immersed himself in all aspects of multimedia, participating as a video producer in the Carnegie-Knight News21 Initiative, as an innovator in the New Media Innovation Lab

and as a student developer in the Knight Center for Digital Media Entrepreneurship. The latter two programs bring together students with different focuses and majors, offering the chance to translate ideas from opposing viewpoints and understand the intersection between journalism and business development.

In the Cronkite School's Knight Center, which has students creating their own innovative digital media projects, Pennycook co-developed a news platform akin to the personalized Internet radio service Pandora. The project's goal was to suggest news based on the characteristics of other articles users have found helpful.

"We built that as a product from scratch, and that has definitely helped me not only understand the media landscape more but to articulate it better and deal with the ambiguity that one has to deal with in that space," he said.

Pennycook also worked for the NMIL in fall 2009 and participated for class credit the following semester. The lab functions as a research and development agency for media companies, employing students from different disciplines to research new applications and products. He worked with 11G, Gannett Co.'s innovation team, on a mobile social networking application for The Arizona Republic and on improving the structure of the comments section of the newspaper's website.

Retha Hill, NMIL's director and former vice president of content for BET Interactive, said the experience of working with professionals prepares students like Pennycook for careers and gives them valuable contacts.

"We're hired by news companies and information companies to do projects, so you're working with and interfacing with executives from some of these companies," Hill said. "It could be the publisher; it could be the vice president of interactive; it could be the vice president of news; it could be the CEO of a company."

Pennycook said the hands-on experience he obtained at the Cronkite School prepared him to segue immediately into



Photo by Kathie Miller

"Rather than these niche, specialized jobs, [the school's] really giving you a Swiss Army knife full of skills."

— Jeremy Pennycook,
Cronkite alumnus

a leadership position.

In his current role, he represents NPR at speaking engagements, such as appearances at the prestigious O'Reilly Media's Open Source Convention in Portland, Ore.

Pennycook also credits the school for teaching him how to balance the business aspects of digital media development with journalistic ethics.

"I really immersed myself in the media landscape and whatever that meant, whether it was producing content, coming up with new products or sort of being reflective about how the industry was doing and what the business models of the future might be," he said.

Despite the business and technical requirements of his job, Pennycook said he still enjoys creating content. He writes occasionally for NPR's "All Tech Considered" blog and has had one post featured on the home page of NPR.org.

"My ultimate goal for myself is to try and show that one can be capable of doing both — what I call the product of business development side as well as the production side," he said. □



Photo by Leslie Smith Jr.
Maxine Park shoots and edits video packages for USA Today.

One-Woman Crew Produces Video for USA Today

BY JOSEPH FRASKA

As a video journalist for USA Today and one of the youngest journalists on staff, Maxine Park has covered the confirmation hearing of Supreme Court Justice Elena Kagan and shot B-roll of the “American Idol” tour.

She travels with a cellphone, a camera and video equipment, shooting, editing and posting video packages for the USA Today national news site owned by Gannett Co. Sometimes she pitches her own ideas; other times she is assigned stories, which she often shoots alone.

Park said she uses the same software and technology now that she did at the Cronkite School, particularly in Cronkite NewsWatch, the student-produced newscast that airs on Eight/KAET-Phoenix.

“It was just great real-world experience,” Park said. “You get to be in a real newsroom in a top-12 market.”

Park’s first experience at the Cronkite School came when she was still in high school and was accepted into the school’s two-week Summer High School Broadcast Institute. In 2006, she enrolled at Cronkite as an undergraduate.

By the second semester of her freshman year, Park was interning at KNXV-TV, the

ABC affiliate in Phoenix.

“Some people at the station were shocked,” said Park, who was 18 at the time. “They asked, ‘What are you doing here?’”

In subsequent semesters, she was part of a multimedia reporting class at The Arizona Republic and interned at CBS 5, KPHO-TV, and at the independent KTVK-TV, both in Phoenix. She also served as bureau chief of Cronkite’s ABC News on Campus, one of five such bureaus ABC has established at journalism schools around the country in which students produce content for ABC’s various digital and broadcast platforms.

There she worked closely with Assistant News Director and Cronkite News Service Broadcast Director Sue Green, who became a mentor.

Green said Park displayed maturity beyond her years.

“She showed some strong skills with handling multiple things at the same time,” Green said. “She was not threatening to co-workers and showed that she had the ability to get the best out of the people she works with.

“I knew that she had it in her. ... By the

time she graduated, she had blossomed.”

Another mentor, Aric Johnson, her editor at The Arizona Republic and the Cronkite School’s editor-in-residence, helped Park land the video journalist position at USA Today. She started work immediately after graduation in June 2010.

Park said her colleagues in Washington were impressed with her Cronkite credentials.

“Some people said, ‘Oh, wow, that’s a really good school,’” she said. “It felt good to know that these people halfway across the country recognize the name Walter Cronkite and what it stands for and the weight that it carries.”

Park’s advice for Cronkite students: Be motivated and hungry for the story and take classes outside your specialized interests. Editors, she said, want to see that you can do everything.

And be prepared for a shock when you leave school to start a full-time job.

“It’s still a little weird sometimes because you come home from work and you’re like, ‘Wow, I don’t have any homework to do,’” she said. “It’s a good thing; it’s all part of growing up.” □

Augmented Reality Project Leads to Technology Career

BY JACK FITZPATRICK

It may have been writing that attracted Chris Cameron to journalism, but it is technology that has become his passion — and his career.

Cameron is a Web producer for Layar, a Dutch company that offers an augmented reality application for mobile phones. He reports on the latest developments of the emerging industry through blogs and newsletters, videos and social media.

Cameron works in the company's office in the Netherlands along with fellow Cronkite graduate Adriane Goetz.

His experience with augmented reality, which integrates digital displays over real images on cellphones, began in the Cronkite School's New Media Innovation Lab, where students from different disciplines research and develop digital products for media companies. Cameron studied how the technology could be put to use on a project pairing the lab with Gannett Co.

Working with Gannett's 11G innovation team, he made prototypes, storyboards

and videos to explain an augmented reality concept they dubbed "Tribes." Merging social networking, location-based technology and augmented reality, "Tribes" was designed to allow users to tell friends their locations via their smart phones.

"It was an area I excelled in and was able to pick up quickly and was able to help my fellow students with, which was fun," he said.

Immediately after graduating in 2009, Cameron landed an internship with ReadWriteWeb, a blog that covers social networking, apps and other Web technology trends. He also was the lead author of a report on augmented reality.

He had been writing about Layar, whose iPhone and Droid applications display locations of restaurants and apartments for rent, when he met the company's CEO. Two weeks later, he got a job offer.

Cameron's job didn't exist just a few years ago, pointed out Retha Hill, director of the innovation lab.

"Augmented reality for content

development was in its infancy when NMIL started playing around with it in the fall of 2009," she said. "Chris and Adriane were part of that crew, and it's gratifying to see them now working in this cutting-edge field."

Cameron, who earned a bachelor's degree in interdisciplinary studies from ASU in music and history, said he was drawn to the Cronkite School because he loved writing. He was part of the school's first cohort of full-time professional graduate students in the fall of 2007.

But by his second year, when it came time to pick a professional program, he knew that media innovation and technology were where he belonged.

"That's why I chose the innovation lab. I didn't want to write for a newspaper; I didn't want to be on the air doing broadcast TV. It was something different," he said.

"If I hadn't been in the lab, if I hadn't worked on that project and I hadn't researched that technology, there's no way I'd be where I am now." □

"I didn't want to write for a newspaper; I didn't want to be on the air doing broadcast TV."

— Chris Cameron,
Cronkite alumnus

Photo courtesy of Chris Cameron



Cronkite's Women of Delta Chi

BY JACK FITZPATRICK

The first ASU women of Sigma Delta Chi, now the Society of Professional Journalists, joined in November 1969, shortly after the organization began accepting women as members.

"It seems so remote to people, especially young women today, to think that there was this situation where women weren't allowed into the professional organizations and associations, and it probably seems kind of foreign and ancient," said Athia Hardt, a Cronkite alumna and one of those members. "But it wasn't that long ago, and we've come a long way."

In the decades since, the women have worked for newspapers, magazines and elected officials as well as launched their own companies.

Now the owner and manager of Hardt and Associates Public Affairs in Phoenix, Hardt reported for The Arizona Republic for eight years after graduating from college. She went on to become Arizona's first female press secretary under Gov. Bruce Babbitt, who served from 1978 to 1987, and returned to the position under the state's first female governor, Rose Mofford, who took office in 1988. She is a member of the Cronkite National Board of Advisors, a group of Cronkite alumni who work on behalf of the school.

Also a newspaper veteran, Jan Norman is a small business columnist for The Orange County Register. She has covered that beat since 1985 and has written five books on running a business.

During her 20 years as a Washington correspondent for People magazine, Jane Podesta, then Jane Sims, frequently covered presidents and major candidates for public office. She is now executive editor for Media Gaggle and a Huffington Post blogger on the media.

Pamela Sebastian Ridge has been a business reporter at the Chicago Tribune and The Wall Street Journal. After 20 years at the Journal, she became an English teacher at a high school in the Bronx and continues to teach in New York. "I either wanted to go into food or into business

reporting," Ridge said. "And at the time, I thought that food was too girly."

The owner and operator of Word Magic, a freelance writing and editing service, in Cupertino, Calif., Marcie Smith worked for KTAR-FM radio and KTAR-TV as well as the station's parent company, Combined Communication Corp., in Phoenix. In California, she worked in communications for several companies and did consulting work before opening her own company in 1999.

Edythe Jensen, then Edythe Edgar, has been a reporter at The Arizona Republic for more than 40 years, covering news in the East Valley. She said she plans on reporting as long as she can, in part because she considers reporting to be a free education. □

An article in The Quill, a publication of Sigma Delta Chi, introduces the first female members from ASU.

First Female Members of SPJ

- Athia Hardt
- Edythe Jensen
- Jan Norman
- Jane Podesta
- Pamela Sebastian Ridge
- Marcie Smith



News Anchor Helps Children Find Families

BY CAITLIN CRUZ

“When you’re in foster care or adoption, you wonder if your parents care about you, if they think of you, what they look like.”

— Christine Devine,

news anchor, Fox 11, KTTV, Los Angeles

A woman adopted 50 children because she wanted each to have a mother. Another adopted a severely ill child because she did not want him to die without knowing a mom.

These are just a few of the adoption stories compiled in Christine Devine’s new memoir “Finding a Forever Family.”

Devine, a 1987 alumna of the Cronkite School and a 2001 inductee into the Cronkite Alumni Hall of Fame, is a news anchor for Fox 11 in Los Angeles, where she has worked since 1990.

But the 14-time Emmy Award-winner also is a prolific philanthropist who has leveraged her prominence as a newscaster to promote adoptions. She highlights the issue regularly in “Wednesday’s Child,” a weekly segment covering a foster child in search of what Devine calls a “forever family.” It’s part of the Freddie Mac Foundation’s campaign in five cities to increase adoptions of foster children.

In 15 years, Devine has profiled hundreds of children and helped many find families. In 2006, she received the Child Welfare League of America’s Anna Quindlen Award for Excellence in Journalism in Behalf of Children and Families, and in 2011, her work was recognized with the Los Angeles Area Governors’ Award from the Academy of Television Arts & Sciences.

“Wednesday’s Child” features foster children who are typically difficult to place with families, including those who

have disabilities, have siblings or are older. And time after time, the format works, she said.

If the featured child likes basketball, for example, “Wednesday’s Child” might take the child to a Los Angeles Lakers practice to hang out with Kobe Bryant.

“We’ll go to batting practice with the Anaheim Angels; we’ll be on the field with the Dodgers,” she said. “If they want to be a chef, we’ll go to a great restaurant in town, go into the kitchen, and they’ll get to cook for a day.”

“Wednesday’s Child” works closely with the Los Angeles County Department of Children and Family Services to identify children to feature. Will Wong, the department’s program coordinator, said the reason the segment works has a lot to do with Devine.

“(She) has been doing this much longer than any politician spouting occasional support for foster children,” he said.

Devine’s work on “Wednesday’s Child” and “Finding a Forever Family” stems from her background. She was adopted by her stepfather and has never seen her birth father.

“When you’re in foster care or adoption, you wonder if your parents care about you, if they think of you, what they look like,” she said.

Through her book, she hopes to be a voice for families and kids facing the same issues.

“It explores these families, how they’re

fighting this fight, trying to save each other, and along the way they kind of saved me. They answered so many of my own questions, my pain, my anger,” she said.

“Not only is this a memoir through my whole journey of adoption, but it’s how (these kids) helped heal my heart and my soul and allowed us to be a voice for other families.”

Devine hopes those watching “Wednesday’s Child” or reading her book will take away an essential message about the children she profiles.

“They didn’t ask to be there; they are in foster care because of abuse, abandonment or neglect,” she said. “We want people to see them as children with hopes and dreams who have been hurt through no fault of their own.” □



BOOK: Devine’s book is available from IMPR books, www.imprbooks.com

Alumni Event Aims to ‘Rediscover & Reconnect’

BY CAITLIN CRUZ

The new Cronkite School National Board of Advisors is planning one of its first major undertakings: an event to help alumni reconnect with each other and the school.

“Cronkite: Rediscover & Reconnect” will be held in 2012 at the school in downtown Phoenix.

“Our premise is that many graduates have not been back to the school in years,” said board chair Craig Newman, an attorney at Richards, Kibbe & Orbe LLP in New York. “We want them to see the new state-of-the-art facilities, meet the faculty and leadership team, meet the students and hear about the amazing programs and global mission of the Cronkite School.”

Cronkite Director of Events Kelli Solomkin said the event will both look back and look ahead. For example, copies of The State Press student newspaper from years past will be displayed, and alumni will be able to attend sessions and hear speakers on subjects such as social media and the future of journalism.

Photo by Tess Colwell
ASU alumni Jess Koldoff (left) and Jeremiah Art attend the June 2011 opening of the school’s Washington news bureau.



Building tours will be conducted, and alumni will get a chance to mingle with current faculty and students.

Liz Bernreuter, Cronkite director of development, said alumni will be able to rediscover the Cronkite School.

“Most of our alumni haven’t seen the new building, the new campus, since we moved to downtown Phoenix,” she said. “It’s a time for showing how Cronkite has grown.”

Newman said he and many of his fellow board members graduated from the school when it was just a small department housed at Stauffer Hall on the main ASU campus in Tempe.

“We are all so proud of the school’s progress and the fact that it is now among the handful of elite journalism programs in the country,” Newman said.

The board of advisors was formed in 2010 as a way to reconnect Cronkite alumni, who have settled throughout the country, and provide support to the school. Newman said the board plans to host other events bringing global media leaders to the Cronkite School to “assess critical challenges facing the media industry.” □



Craig Newman

Cronkite School National Board of Advisors

- Craig Newman, chair, attorney at Richards Kibbe & Orbe LLP, New York City ('79)
- Julie Cart, staff writer at the Los Angeles Times ('80)
- Don Dotts, former director of the ASU Alumni Association ('57)
- Derrick Hall, president of the Arizona Diamondbacks ('91)
- Athia Hardt, owner/manager of Hardt and Associates Public Affairs in Phoenix ('70)
- Linda Kauss, deputy managing editor for USA Today ('68)
- Fran Mallace, vice president, field management, Cox Media, Cox Arizona ('82)
- Hannah Mullins, producer and multimedia journalist, 12 News, KPNX-TV, Phoenix ('06)
- Adelaida Severson, owner/president/CEO of Bushtex Inc., Gilbert, Ariz. ('95)



Tell us about yourself.

If you're an alumnus of the Cronkite School, please let us know where you are and what you're doing.

Be sure to include the year you graduated and your degree.

Simply email us at
cronkitealumni@asu.edu
or go online at
cronkite.asu.edu/alumupdates



Photo by Molly J. Smith

100+ Accomplished Alumni

Graduates Find Success Beyond Cronkite

2011

HEATHER BILLINGS (M.M.C.) is an intern at The Washington Post, working in multimedia.

NICK BLUMBERG (B.A.) is an associate producer at KJZZ-FM in Phoenix.



Cecelia Bustamante

CECELIA BUSTAMANTE (B.A.) is a social media specialist at AIR Marketing in Phoenix.

SHAWNDREA CORBIN (B.A.) is an independent contractor at Armstrong Troyky Public Relations & Advertising in Phoenix.

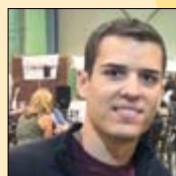
KYLEE GAUNA CRUZ (B.A.), who was recognized as an outstanding undergraduate student in Cronkite's May 2011 graduating class, is a reporter for KXLY, ABC 4 in Spokane, Wash. At Cronkite, she worked at Cronkite NewsWatch for a year and interviewed Diane Sawyer at the Cronkite Award Luncheon in November 2010. She interned at KTVK-TV in Phoenix and at EXTRA-TV in Los Angeles.

KAITLIN DAOUST (B.A.) is the event coordinator at Red Frog Events in Chicago.

ELENA DIFIIORE (B.A.) is the program director at Unlock Your Wealth Radio.

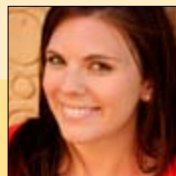
STEVE DOTY (B.A.) is a multimedia journalist at WILX-TV, the NBC affiliate in Lansing, Mich.

CORY FETTER (B.A.) is public relations and social media coordinator for Avnet, a Fortune 500 company and major electronics distributor.



Cory Fetter

AMY FLEISHANS (B.A.) has joined R&R Partners, a national public relations firm, as an agency coordinator.



Amy Fleishans

TARYN HALE (B.A.) is a communications representative in the stakeholder communications department at Arizona Public Service Co., the state's leading producer of electric power.



Taryn Hale

SAMANTHA HAUSER (B.A.) is a public relations assistant at Anderson Advertising & Public Relations in Scottsdale, Ariz.

MATT HENDLEY (B.A.) is a staff writer for the Broward/Palm Beach New Times.

JESSICA HICKAM (B.A.) works at BookSparks PR, which specializes in marketing and public relations for book authors.

TYLER LOCKMAN (B.A.) is a sports reporter, primarily covering the Milwaukee Brewers for Fox Sports in Milwaukee, Wis.

KAIVAN MANGOURI (B.A.) is a correspondent for The Boston Globe.

BRIANNA MARTINEZ (B.A.) is a junior editor for SheKnows.com, a lifestyle website for women.

CHRISTINA MASSEY (B.A.) works for Teach For America and is pursuing a graduate degree at ASU's Mary Lou Fulton Teachers College.



Christina Massey

JENNY CAMPBELL MATTHEWS (M.M.C.) shoots and edits promotional videos for Renaissance Personnel, a job placement firm in Scottsdale, Ariz. She also

OUR ALUMNI

2011 continued

works at a drug and alcohol abuse recovery center in Wickenburg, Ariz., where she helps residents write, produce and edit short films.

DANIELLE MERRILL (B.A.) is the assistant to the publisher at azTeen Magazine.

TESSA MUGGERIDGE (B.A./M.M.C.) is a fellow at the Sunlight Foundation in Washington, D.C.



Tessa Muggeridge

DAN NETTLES (B.A.) is a freelance videographer and editor for the Arizona Cardinals.

COURTNEY OLISH (B.A.) is a reporter and weather anchor for KOB1-KOTI-TV, the NBC affiliate in Medford, Ore.

TATUM OWEN (B.A.) is a copywriter for Philosophy, a cosmetics company in Phoenix.



Tatum Owen

ANDREW PENTIS (B.A.) is a part-time editorial producer for MiLB.com and freelances sports stories for other outlets.

CHANEL PEREZ (B.A.) is an online communications assistant for Make-A-Wish Foundation of America.

MARIA POLLETTA (B.A.) is a Pulliam Fellow and Phoenix metro general-assignment reporter at The Arizona Republic.

CHELSIE PONCE (B.A.) is a media content producer for the "Tim & Willy Show" on KMLE Country 108 FM.



Chelsie Ponce

LISA RUHL (M.M.C.) is a freelance videographer and editor for CNN en Español.

ALBERT SCHWEITZER (B.A.) is an account coordinator for the communications agency Brodeur Worldwide Partners.

KIRSTEN STUBBS (B.A.) is an accounts coordinator for social media branding company Digital Royalty.



Kirsten Stubbs

CHELCI VAUGHAN (B.A.) is a corporate communications specialist for Allstate Insurance.

RHEYANNE WEAVER (B.A.) is a mental health writer for EmpowHER, a health media company for women.

MICHAEL ZEHRING (B.A.) is a copywriter for Demand Studios, an online content company.

2010

ALLISON CARLTON (B.A.) is an assistant editor at True West Magazine in Chandler.

KELLY CASEY (B.A.) is the marketing coordinator at Mind Movies in San Diego.

AMANDA CRAWFORD (M.M.C.) is reporting for Bloomberg News in its first Phoenix bureau. She covers state and local government and reports on national issues such as immigration, border security and prisons. Her stories move on the Bloomberg wire and are picked up by newspapers across the country. They also appear on the Bloomberg News website and in Bloomberg Business Week magazine.

JUSTIN DOOM (M.M.C.) is a reporter for Bloomberg News in New York.

ANDREA ERVIN (B.A.) is an editor and publicist at CloudNine Marketing in Phoenix.

ALEXIS GETSCHER (B.A.) is a freelance writer for Echo Magazine in Phoenix.

JENNIFER HELLUM (M.M.C.) is a mobile search and social media producer at The Arizona Republic's azcentral.com.



Jennifer Hellum

SARAH HOTCHKISS (B.A.) is a strategic alliance operations manager at Junior Achievement of Chicago.

MADISON JACOBS (B.A.) is a content specialist for Yodle Inc., an Internet marketing and advertising company.

JENNIFER JOHNSON (M.M.C.) is a banking and finance reporter for the Phoenix Business Journal.



Jennifer Johnson

MOLLY KISSLER (B.A.) is a reporter for Bloomberg News in New York.

REBECCA LEE (B.A.) is a marketing assistant for Brinkster Communications Corp. in Phoenix.

CHRISTY LITTLE (M.M.C.) is a weekend producer/multimedia journalist for KOLD-TV, the CBS affiliate in Tucson, Ariz., producing the 5:30 p.m. and 10 p.m. newscasts on Saturdays and Sundays and producing special projects during the week.

CAROLINA MADRID (B.A.) is a bilingual public relations and social media specialist for Améredia, a San Francisco-based advertising and marketing firm. She also is a regular contributor to Reuters.



Carolina Madrid

BRIAN MCBRIDE (B.A.) is a freelance associate producer for CNN International. He is headquartered in Atlanta.

DESMOND MILLER (B.A.) is a reporter and photographer for WMGM-TV, the NBC affiliate in Linwood, N.J.

ROBYN MOORE (B.A.) is an account coordinator for Evolve PR and Marketing in Phoenix.

LEIGH MUNSIL (B.A.) is a Web producer at Politico. After graduation, she worked as a reporting fellow at The Dallas Morning News.

GRISELDA NEVAREZ (B.A.) is an intern in the education department of Radio Campesina Network.

ALYSSA NEWCOMB (M.M.C.) is a digital news associate for ABC News in New York. Previously, she was a production



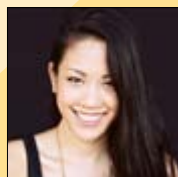
Alyssa Newcomb

assistant in New York at The Daily, a tablet-native national news brand that publishes original content exclusive to the iPad.

2010 continued

LINDSAY NORMAN (B.A.) is an online content writer for Yodle Inc., an Internet marketing and advertising company.

KALIA PANG (B.A.) is a social media marketing and reputation management specialist at ADP Dealer Services, which provides technology services to about 25,000 auto, truck, motorcycle, marine, recreational vehicle and heavy equipment dealers throughout North America, Europe, the Middle East, Africa, Asia Pacific and South America.



Kalia Pang

LAUREN PEIKOFF (B.A.) is the weekday morning producer at KCRG-TV, the ABC affiliate in Cedar Rapids, Iowa.



Lauren Peikoff

ERIC SMITH (B.A.) is a sports reporter at the Antelope Valley Press in Palmdale, Calif.

2009

ANNALYN CENSKY (B.A.) is a reporter for CNNMoney, working out of New York. She interned at Time Warner's Fortune Small Business.

JONATHAN COOPER (B.A.) is a reporter for The Associated Press in Salem, Ore. He covers politics and government.

ERIC FINK (B.A.) works for KIVI-TV, the ABC affiliate in Boise, Idaho. Previously, Fink reported for NBC affiliate WVIR-TV in Central Virginia.

MICHELLE FITZHUGH-CRAIG (B.A.) is CEO and editor-in-chief of shades — Celebrating All Women of Color — Magazine, an online news publication that covers issues of interest to women of color around the world. It won the National Association of Black Journalists' Ray Taliaferro Entrepreneurial Spirit Award.



Michelle Fitzhugh-Craig

SHANNON GREEN (B.A.) is a video editor for USA Today. She was recently accepted as a graduate student to the

Graphic Information Technology program at ASU and will be taking online classes in animation, 3-D modeling and mapping.

KRISTENA HANSEN (B.A.) is a business reporter for The Arizona Republic.

WILLIAM HENNIGAN (B.A.) is an aerospace reporter for the Los Angeles Times.

LAURA KENNEDY (B.A.) works as an anchor and reporter for KULR-8 News, the NBC affiliate in Billings, Mont.



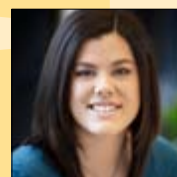
Laura Kennedy

IAN LEE (B.A.) is reporting for Daily News Egypt and stringing for CNN in Cairo, Egypt.

CAROL LEGG (B.A.) is a reporter for CNBC's "Mad Money" program, working in Englewood Heights, N.J.

BRITNEY MILAZZO (B.A.) covers public safety for the Lockport (New York) Union-Sun & Journal.

STEPHANIE SHEPPARD (B.A.) is a media relations manager for Allstate Insurance Co. She handles national media relations and issues management for the Fortune 100 insurance company, including strategic reputation management, proactive media campaigns, public social responsibility and crisis communication.



Stephanie Sheppard

JOSH SPRAGUE (M.M.C.) is editor-in-chief of the startup news site SocialGameToday.com, the first news site providing social games coverage for players.

TIFFANY TATRO (B.A.) is a multimedia journalist for KOKH-TV, the Fox affiliate in Oklahoma City.

2008

JEFFREY MITCHELL (M.M.C.) is a part-time movie critic for examiner.com, a website that connects people with similar interests to read and discuss events, hobbies, movies and news. Mitchell also works at Intel in Chandler, Ariz.

STEPHANIE SANCHEZ (B.A.) is a reporter, anchor and producer at KSWT-TV News 13, the CBS affiliate in her hometown of Yuma, Ariz. Previously she worked for the Yuma Sun newspaper.



Stephanie Sanchez

AMANDA SOARES (B.A.) is an online content developer for Spanish-language network Univision in Phoenix.

MICHAEL STRUENING (B.A.) is a multimedia journalist for the Star-Ledger of Newark, N.J., doing general assignment reporting and shooting video and photos.

2007

DAVID BISCOBING (B.A.) is a reporter and multimedia journalist for KNXV-TV, the ABC affiliate in Phoenix. He has worked for the station for three years and focuses on political reporting. He previously reported for the East Valley Tribune.

JUSTIN KARP (B.A.) is a Web editor at WJLA 7 News, the ABC affiliate in Washington, D.C.



Justin Karp

LUIS LOPEZ (B.A.) is a reporter for Hispanic Link News Service.

ANNA PAYAN (B.A.) is a weekend associate producer for "NBC Nightly News" in New York.

MELODY RODRIGUEZ (B.A.) is a legal intern at the Lance Armstrong Foundation. She has entered her second year at Pepperdine University School of Law.

2006

ILAN BRAT (B.A.) is a reporter for The Wall Street Journal in Spain, stationed in Madrid.

HANNAH MULLINS (B.A.) works as a producer and multimedia journalist for 12 News, KPNX-TV, the NBC affiliate in Phoenix, and serves as a member of the Cronkite National Board of Advisors, the school's alumni advisory board.

OUR ALUMNI

2006 continued

TESHA TAYLOR (B.A.) is western regional marketing manager for ADESA Inc., managing a 20-state territory. She has traveled abroad for humanitarian operations and spent four weeks in Kenya in the summer of 2010 working at a home for children orphaned by HIV/AIDS.

2005

SARAH MUENCH (B.A.) is president of Launch Media Consulting, offering media strategy, public relations and editing services. She also builds websites for small businesses, translates copy into Spanish and edits books and publications. She is the communication director for the House Democrats at the Arizona Legislature. She publishes Arizona Democrat magazine, an online publication catering to Democrats in Arizona.



Sarah Muench

WILL PITTS (B.A.) is a multimedia journalist for 12 News, KPNX-TV, the NBC affiliate in Phoenix.

KATE WELSH (B.A.) is a producer at CNBC, a division of NBC Universal.

2004

NICOLE ALMOND (B.A.) is the manager of alumni relations for the W.P. Carey School of Business at ASU. She leads the school's alumni engagement efforts and oversees special events. She previously worked at the ASU Alumni Association, coordinating several of the association's signature events and constituent communications. She received her Master of Nonprofit Studies degree with an emphasis in executive leadership and management from ASU's Lodestar Center for Philanthropy & Nonprofit Innovation in 2009.

JOSH DAVIS (B.A.) is an associate producer for ABC News in New York.

TOM MURRAY (B.A.) anchors the weekend edition of "Live at Daybreak" and serves as general-assignment reporter for Today's TMJ4, the NBC affiliate in Milwaukee. He joined the network in 2007. His reports have aired on CNN, MSNBC and The Weather Channel. Previously he was a weekend anchor/reporter at KAAL-TV in Rochester, Minn.

ANDREA PTACEK (B.A.) is the marketing director at Liquis Design, a Web and graphic design firm that she co-founded in 2008. Ptacek also serves on the International Association of Business Communicators' Phoenix board of directors and is the organization's co-vice president of professional development over luncheons.



Andrea Ptacek

2002

MICHAEL MARRAN (B.A.) is an Avid editor working at the daytime talk show "The Talk" on CBS.

MIKE NEEVES (B.A.) has been promoted to vice president of program scheduling at BBC America, overseeing all aspects of the program schedule for BBC America and its on-demand counterpart. Previously Neeves was a Cablevision executive.

SARAT PRATAPCHANDRAN (M.M.C.) is a director of development at A.T. Still University's Mesa campus.

2001

JENNIFER LAFORGE (B.A.) is an alumni relations and communications assistant for Mesa Community College.

NATALIE SWABY (B.A.) is a reporter for KING-TV, the NBC affiliate in Seattle.

1999

LORI HALL (M.M.C.) is marketing director for Radio One Atlanta, where she handles promotions, marketing and public relations for three radio stations.

LIDIA KELLY (B.A.) is a reporter for Thomson Reuters in Moscow, covering Russia's macroeconomic and fiscal policy. She started at Reuters in 2009 after two years as a Moscow-based correspondent for Dow Jones Newswires. Raised in Poland, Kelly came to the U.S. in 1994 and enrolled in the Cronkite School. After graduation she worked as a business reporter for The Arizona Republic, then completed her master of international affairs degree at Columbia University's School of International and Public Affairs in New York, specializing in Eastern Europe and international media. Before moving to Moscow in 2007, Kelly was a freelance reporter based in Tampa, Fla.

1998

TIMOTHY TAIT (B.A.) is the community relations director for the Arizona Department of Transportation, overseeing statewide media relations, message development and communications affairs. He also serves as a member of the Research Council for the Arizona Transportation Research Center. Previously, he worked in public affairs for public school systems and as a reporter for The Arizona Republic and Dow Jones Local Media Group. He also has worked as a senior writer and producer for Internet registrar GoDaddy.com.



Timothy Tait

JUAN VILLA (B.A.) is the news director at KTVW 33, Univision Arizona. Previously, he was executive producer for Telemundo in Arizona and worked as a general assignment reporter covering government, politics and immigration issues and as chief of information for La Voz Spanish newspapers.



Juan Villa

1995

KEVIN LAHR (B.A.) completed a doctorate program in pharmacy after graduating from ASU. He is now a clinical pharmacist at CVS Caremark and a self-described "Sun Devil for life."

1993

DARCY TANNEBAUM (B.A.) is a senior executive producer at WSVN-7, the Fox affiliate in Miami.



Darcy Tannebaum

1991

CALEB CLARK (B.A.) is the director of the educational technology program at Marlboro College Graduate School in Vermont. He also teaches Web media production and instructional design courses. Clark has been producing Web media since 1993 and blogging since 2000. He has been published in Wired, Salon, academic journals and newspapers. He also is the author of "The Production Assistant's Pocket Handbook."



Caleb Clark

Dotts Honored With Alumni Service Award

The ASU Alumni Association honored Cronkite School alumnus Don Dotts with its Alumni Service Award in October 2010. The award is given each year to recognize distinguished and exemplary service to the university and the ASU Alumni Association.

The 1957 graduate was editor of The State Press and worked for The Arizona Republic and The Phoenix Gazette while in college.

After graduation, Dotts joined the ASU Alumni Association as its associate director. He later became executive director, then president and CEO. He retired in 2000.

Dotts, who lives in Tempe, also is one of the inaugural alumni members of the Cronkite National Board of Advisors, which was established in spring 2010.

Dotts was honored at ASU's 2010 Homecoming football game at Sun Devil Stadium.



Photo courtesy of Athia Hardt
Cronkite alumnus Don Dotts receives the ASU Alumni Association's Alumni Service Award at ASU's 2010 Homecoming football game.

1986

KATHRYN KEENEY JAEGER (B.S.) is the broadcast producer at KCET, a local nonprofit television station in Los Angeles. She produces "SoCal Connected," a 2011 Alfred I. duPont-Columbia Award-winning show. She previously was a producer for "NBC Nightly News" and "TODAY," working for 17 years at NBC News in New York and Los Angeles.

1985

JIM KASSEBAUM (B.S.) is chief marketing officer for Marine Corps Community Services in Okinawa, Japan. MCCS Okinawa provides quality-of-life programs, services and special events for military service members, their families and Department of Defense civilians stationed at eight Marine Corps bases in Okinawa and at Camp Fuji in mainland Japan.

LEN MUNSIL (B.S.) has been appointed the sixth president of Arizona Christian University in Phoenix, formerly Southwestern College. He earned his law degree from ASU in 1988.



Len Munsil

1984

ROB IZENBERG (B.A.) is the music director for the comedy department of Premiere Radio Networks, based in Los Angeles. This is his 19th year as a writer/producer of a nationally syndicated morning radio show. He remembers his days as

a DJ at ASU's KASR-AM, which led him to successful runs at KZZP-FM and KOY-FM (Y95) in the late 1980s and early 1990s. Izenberg also is a voice-over actor and composer.

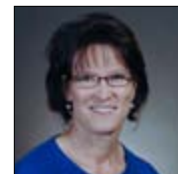
1983

MIKE CONSOL (B.S.) is president of MikeConsol.com, which provides corporate training in verbal communication and presentation skills, PowerPoint presentation skills and business writing. He spent 17 years with American City Business Journals, the nation's largest publisher of metropolitan business journals, in a variety of posts, most recently as associate publisher for the San Francisco Business Times and publisher of the East Bay Business Times.

JAY HEILER (B.A.) has been appointed to the Arizona Board of Regents by Gov. Jan Brewer, effective January 2012. Heiler is founder and chair of the board of the Great Hearts Academies, a network of charter prep schools that educate approximately 5,000 students in Phoenix. He serves as president of the board of directors for the Arizona Charter Schools Association and has served as president of the board for St. Francis Xavier School in Phoenix as well as a member of the board of directors for ASU's Morrison Institute, the Goldwater Institute and the Arizona School Choice Trust. He was chief of staff under former Arizona Gov. Fife Symington and assistant attorney general under former Arizona

Attorney General Bob Corbin. A 1986 law graduate of ASU, he has been a political consultant in public affairs and strategic communications. His appointment to the Board of Regents, which governs the state's public universities, is subject to confirmation by the Arizona State Senate.

TRACY MUNSIL (B.S.) is a lecturer in the School of Politics and Global Studies at ASU. She got her master's degree in political science at ASU in 1989 and is a candidate for a doctoral degree.



Tracy Munsil



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Thanking Our Supporters

The Walter Cronkite School of Journalism and Mass Communication offers its most sincere thanks to the following alumni, parents, grandparents, friends, foundations, corporations and community partners for their generous support during the fiscal year that ended June 30, 2011. 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 the strong foundation of excellence, integrity and innovation that was the hallmark of Walter Cronkite.

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12 News, KPXX-TV
 ABC15, KNXV-TV
 Anonymous
 Apple
 Kristin Bloomquist
 CBCC Foundation
 Clear Channel Worldwide
 Donald Dotts '58
 Christine and John Hatfield
 William Randolph Hearst Foundation
 Susan Newman and Craig Newman '79
 Carolyn Pendergast '86
 Spirit & Word Ministries
 Wells Fargo Bank

\$5,000 to \$9,999

APS
 Kathy Chauncey and Thomas Chauncey '73
 Cox Media
 Araceli De Leon
 Lisbeth and Sheldon Jacobs
 Susan Karis '80
 KTAR-FM
 Ellie and Michael Ziegler

GROWING THE CRONKITE SCHOOL

\$2,500 to \$4,999

Anonymous
Arizona Cardinals
Arizona Highways Magazine
Janet and Raymond Bernreuter
Blue Cross® Blue Shield® of Arizona
Sarah and David Bodney
Bushtex
Cable One
Clear Channel Radio
Jack and Beverly Clifford
John Dille
Amy Hall and Derrick Hall '91

Hardt and Associates Public Affairs
Athia Hardt '70
Jeanne L. and Gary K. Herberger
KTVK 3TV, Arizona's Family
Abraham Kwok
Thelma and Timothy McGuire
Barbara Ottosen and Donald Ottosen '71
Susan and Timothy Pohlman
Qwest Communications
Steptoe & Johnson
Univision Management Company

\$1,000 to \$2,499

Arizona Capitol Times
Arizona Diamondbacks
Arizona Foothills Magazine
Arizona News Service
AZ-NM Cable Communications
Association
Barclay Communications
Marianne Barrett
Liz and Jon Bernreuter
Kristine Berry and Douglas Berry '81
Elizabeth and Richard Burns
Jean and Christopher Callahan
Holly Capps
CBS 5, KPHO-TV
CBS Radio
Cities West Publishing
Cramer-Krasselt
David and Sam PR
Earl, Curley & Lagarde PC
David Eichler
Frankie Ellis '51 '64 and Robert Ellis '53
Elvira Espinoza
Jesus Espinoza
Fiesta Events
Friends of Public Radio Arizona
Fry's Food Stores
GAP Radio Broadcasting
Cheryl and Patrick Hays
Jennifer Hellum '10 and Erik Hellum
Hospice of the Valley
House of Broadcasting
Laura Jordan and Michael Jordan '83
Linda Kauss '68
KAZT
KSLX Cactus Radio

Lynne Lagarde '84
Ginger Lamb
The Lavidge Company
Andrew Leckey
Randall Lovely
Fran Mallace '82 and Michael
Mallace '82
Media Buying Services
Media Club of the West Valley
Audrey Mendez
Angela Misner and John Misner '10
Monarch Events
Mary and John Morrison
Heidi and J. Patrick Nevin
Nielsen
Mary Ann Nock '74 and Jack Nock
Off Madison Ave.
Paragon Mortgage Corporation
Perkins Coie Brown & Bain
Phoenix Business Journal
R & R Partners
Raza Development Fund Inc.
Riviera Broadcast Group
Rocky Mountain Southwest Chapter
of NATAS
SRP
Scott Schneider '83
Linda and Benjamin Silver
Catherine and Matt Silverman
Mark Steinmetz
Terry Greene Sterling '71 '84
Telemundo Phoenix
TeleRep Inc.
Pam and John Zidich

\$250 to \$999

Beth Bowen '79
 Anthony Chavez '97
 Katy Clark and Jere Clark '60
 Shelley Cohn '75
 Janice and Leonard Downie
 Mary Dozbaba
 E.B. Lane
 Ehrlich Architects
 Christine Elliott and Steven Elliott '03
 Catherine Foley '75
 GE Foundation
 Eileen and Ronald Grabowski
 Nancy Griffin and Steven Ehrlich
 Carolyn and Winfield Holden
 Krystyana and Stanley Hurd
 Deborah and James Lentine
 Molina Management
 Manny Molina
 Deborah Forsch Muller
 Linda and George Orr
 Maryellen Pendleton and Mark
 Pendleton '74
 Linda and Jon Perlich
 Laurin and Jeffrey Roberts
 Lelia and William Schulz
 Karen and Mathew Shannon
 Beverly and James Shaver
 Kimara Shurtz '03 and Billy
 Shurtz '52 '68
 Linda and Charles Siegfried
 M. Dolores Siegfried
 Nancy Siegfried and David Edwards
 Marcie Smith '71
 Kathryn and Frank Stanzione
 Robert A. Stieve '94
 Sundt Construction
 The Sunrise Group
 Patricia and Harry Tanabe
 Terry Taylor
 Tamera Thornton '80
 Frieda and Richard De Uriarte
 Urias Communications
 Lisa Urias
 Marilyn Vanier '63
 Kristina Waters '99
 Wallace Wilson '71

\$100 to \$249

Access Marketing Group
 Judy Ackerman and Richard Epstein
 Nadine Allen
 Richard Allen
 Laura Anderson '97
 Tami Jo and Robert Anglen
 Arizona Native Scene
 Arizona Science Center
 Louraine Arkfeld '74 '76
 Susan Barnett '82 and Norman Barnett
 Mary Hamm Barrett and James
 Barrett '61
 Deborah Bateman
 Jacob Batsell '96
 Elizabeth Beard
 Boeing Gift Matching Program
 Timothy Bojczko
 Suanne Brownell '64 and David Brownell
 Leslie and Donald Budinger
 Rebecca Burnham '77
 Jennifer Burrows '95 and Michael
 Burrows
 Erin Carey '96 and Andrew Carey '95
 Sandra and William Cawley
 Philip Currie
 Nancy Dean
 Robyn and Michael DeBell
 Molly DeFilippis
 Thomas Dolbert
 Anne and Daniel Donahoe
 Christine Dotts '91 and John Dotts '92
 Carol Erickson and Lionel
 Villalpando '59
 John Fees '89
 Sadie Field
 Juanita and Philip Francis
 Harriet and Jack Friedland
 Debra and David Fritze
 Patricia Gentry '72 and Harrison Gentry
 Myrna Gibson '62 '86
 Kristin and Gary Gilger
 Lauren Gilger
 Mark Gilmore
 Kristen Go Gipner
 Julie Goldstrom and Donald
 Goldstrom '74
 Amy Grimes
 Alexis Hanes and Douglas Hanes '96
 Katherine Hanna '66
 Lila Harnett
 Nicole Hartman '91 and Bradley
 Hartman
 Keri and Benjamin Hegre
 Laraine Herman '77 and Ralph Herman
 Sean Holstege
 Kathleen Ingley and Howard Seftel
 Venita James
 Ellen and Malcolm Jozoff

Marc Kellenberger
 Carla Kiernan and Christopher
 Kiernan '75
 Mary and Daniel Kincaid
 KPHE-TV44
 Cheryl and Robert Kroyer
 Law Office of Maria Salapska
 Lily Leung
 Christina and Emmanuel Lozano
 Anita Luera '77 and Eduardo
 Luera '75 '78
 Miriam Lynch '68
 Janis and Dennis Lyon
 Albert Martinez '81
 Lori Medigovich '79
 Jacquelyn Mertes '69 and John
 Mertes '68 '69
 Lucy Brown Minn and Steve Minn
 Christopher Moncayo
 Michelle Moorhead '85
 Hannah Mullins '06
 John Nadel '66
 Sallie Brophy Najafi '85
 Cheryl Newton '88 and Walter Newton
 Stephanie Niederhausen '02
 Northern Trust Charitable Trust
 Stephanie Oby
 Myra and Robert Page
 June Payne '52
 Laura Peles '93 and Joseph Peles '90 '96
 Donna Pohle '80
 Janaki and Panol Ram
 Raytheon Company
 Michele Rebeor
 Linda and Charles Redman
 Denise Resnik '82 and Robert Resnik
 The ROC Fund
 Judith Rodrigues
 Yvette Roeder '04
 Gregory Rosenstein '89
 Deborah Ross and John Leach
 Michael Rossides
 Kelly Rouse '83 and John Rouse
 Kim Ruggiero '78 and Martin
 Ruggiero '78
 Lisa Sacks '94 and Craig Sacks '91
 Maria Salapska
 Leslie Schaffer '76 and Dean Schaffer '75
 Pamela Schneider and Robert
 Schneider '73
 David Seibert
 Kate Shaw '77 and Jason Shaw '76
 William Shover
 Alison Silver '98 and Derigan Silver '04
 Nancy Simonie '02 and Frederick
 Simonie
 Jacy Smith
 Rachel Snell '99 and Travis Snell '00

GROWING THE CRONKITE SCHOOL

Anthony Stallworth
Kenneth Stanzione
Carolyn Stein and Richard Stein '75
Diane Sullivan and Thomas Sullivan '82
Donna and Donald Surina
Victoria Sweeney '84 and Patrick
Sweeney '09
Bruce Thoeny
Trudy Thompson-Rice and William Rice
Richard Tollefson
Elizabeth Tracy and Brian Tracy '67
Hua-Ying Tsai and Raymond Longhi
Tessa Turnbow
Universal Technical Institute
Deanna and Lee Vickers
Katie Voss '70 and Jack Voss
Cynthia and Michael Watts
Russel Wiles
Scott Wong
Julie Wrigley
Brenda and Samuel Young

\$1 to \$99

Sandra and Dan Alex
Bryant Alvarado '07
Jacqueline Alvarado '06
Jacklyn Angel '10
Christine Anthony '92 and Mark Anthony
Deborah Ayache '81
Christopher Baker '05
Melissa Baker
Peter Banda '96
Diana Bejarano '91
Randi Boven
Laura Bowers
Lisa Cambron '83
Rodrigo Caro '98
Julie Christensen '95
Victoria Clive '98
Frederick Clow '83
Scott Collinge
Lindsey Collom '01 and Patrick
Shannahan '99
Lorelei Cretu '08
Susan Curry '83 and Dan Curry '80
Heather Deibert '05
Deborah Dellis '82 and Rusty
Austerman '88
Sarah and Ron DeLong
Elvia Diaz
Christopher Drexel '06
Edward Erfort
Jamie Ernst '96 and Tobin Ernst '99
Laura and John Faherty
Lisa Farland and Kelly Farland '89
Kerry Fehr-Snyder '87 and Bryan
Snyder '97
Shelley Flannery '04
Barbara Van Fleet '81

Marian Frank and Jorge Frank '90
Vicki Franz and Jason Franz '04
Joshua Frigerio
Marco Gallardo
Jacob Geller '02 '10
Eric Gewirtz '04
Robin Gloede
John Glover
Katherine Gottesman and Russell
Gottesman '03
Aaron Granillo
Dan Greffe
Lora Gumbrecht '79 and George
Gumbrecht '80
Mary Havill and Paul Havill '76
Nollie Haws '04
Kelsey Hazlewood '09
Scot Hensley
Iris Hermosillo '07
Kimberly Hill '99 and Mitch Hill
Adriane Hopkins-Grimaldi '92
Jacqueline and Thomas Hosier
Intel Foundation
Claudia Kelley '05 and Charles Kelley
Jennifer Kennedy '03 and Brian
Kennedy '02
Jason Kieffer '93
Jung-Hoon Kim '05
Suzanne Lambert
Ashley Lange '10
Lori Lauersdorf '99 and Michael
Lauersdorf '99
Christopher Lavoie '92
Faanchi Liu '01
Christine Lorello and Darryl Brandt
Alison Lund '09
Anita Mabante-Leach '77 and Benny
Leach
Macy's Foundation
Paula Manthey '98
Ignacia Marquez '85 and Juan
Marquez '99
Christine Martinez '99 and Juan
Martinez
Kim and Mark Meader
Phyllis Peeples Mescon and Jed
Mescon '82
Susan Messmer
Shellee Meyer
Edward Montini
Martin Montorfano '01
Marianne Moriarty
Sarah and Anthony Moseley
Donna Nardoza '85
Judith and Thomas Nichols
Tena Nielsen '93
Lisa Noble '83
Roberta and Douglas Peterson
Todd Peterson '87

Jane Podesta '71 and Donald Podesta '72
Marcia Preston
Daniel Ray '89
Janette Reagor '90
Margot Richardson '93 '99 and Todd
Richardson
Patricia and Henry Rivera
Todd Robbins '89
Sondra Roberto '93
Manuel Romero '03
Nanette Sexton Ross '73
Theodore Salcido '79
Margaret Samuels and Peter Samuels '84
Rebekah Sanders
Laura Scanlon '88 and Timothy
Scanlon '88
Sandra Scherbarth
Tracy Scott '88
Bradley Sherer '92
Denise Simeone and Barney Cavanaugh
Cheryl Skantze and Alan Skantze '75
Katie Smith '04 and Matt Smith
Thomas Sobel '92
Ray Stern '97
Diana Stewart '81 '85
Nicole Stewart '09
Lisa Sweeting '00 and Russell Sweeting
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Benicia Thompson '02
Zachary Tomlin
Lourdes and Richard Urnberg
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Diane Wada
Penny Walker
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Jacqueline Wegesa
Betty Weik and David Weik '70
Erin Weissman '93
Wells Fargo Foundation
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Suzanne Wilson '97
Bruce Worden '76
Sel Yackley '62
Jane Yakowitz
Diane Young and Robert Young '81
Elizabeth Young '88
Patricia Young '78
Michael Zingg
Katherine Zinn

Every effort has been made to ensure the accuracy of this list. If an error or omission has occurred, please accept our apology and contact us at 602-496-5555 so that we can correct our records.

Sharing Your Philanthropy

As you contemplate your charitable intentions for this year and beyond, it is our sincere hope that the Cronkite School will be included among the organizations you decide to support. With that in mind, the Cronkite School offers an array of philanthropic investment opportunities, from general funds that are allocated to the areas of greatest need within the school to more directed support for the programs that mean the most to you. We also offer tremendous flexibility in how donors structure their gifts, with options ranging from a one-time donation to a pledge paid over multiple years. Some of the more popular giving opportunities include:

Dean's Investment Fund (Academic Enrichment Fund): Gifts to the Dean's Investment Fund provide critical resources to support students and faculty and meet the most pressing needs of the school. Your contribution may be used to support costs associated with creating new and innovative curricula, attracting world-class faculty or upgrading the school's equipment and facilities.

Walter Cronkite Fund for Excellence in Journalism (Alumni Giving Fund): Gifts to the Cronkite Fund for Excellence support initiatives and activities that celebrate Walter Cronkite's legacy and career and educate future generations about the principles and values that he exemplified.

Endowed Funds: Endowed funds provide sustaining support for scholarships, fellowships, chairs and professorships. The income generated by these funds strengthens our programmatic core, enabling the Cronkite School to attract and retain the highest caliber of students and faculty. Named funds may be established to recognize and honor friends, family members, former professors, colleagues and mentors or to provide support for the Cronkite School in perpetuity.

Program Support: General support for the Cronkite School's professional programs provides much-needed resources to grow and sustain many of the school's flagship opportunities. Among the programs that serve our students and rely on generous philanthropic support are: Cronkite NewsWatch; Cronkite News Service; the Digital Innovation and Entrepreneurship Lab; the Public Relations Lab; Carnegie-Knight News21 Initiative; Donald W. Reynolds National Center for Business Journalism; Summer High School Journalism Institutes for broadcast

and digital training; Donald W. Reynolds High School Journalism Institute; and the Cronkite School's growing array of international programs.

Bequest Through a Will or Living Trust: It's easy to include a gift to the Cronkite School in your will or living trust. A simple provision or amendment prepared by your attorney at the time you make or update your will or trust is all that is necessary. Gifts included in wills and living trusts are popular because they are flexible, easy to arrange and may be changed with your life circumstances.

Charitable IRA Rollover: Under the extended charitable IRA legislation, you can make charitable gifts using funds from your individual retirement accounts and avoid undesirable tax consequences. This unique opportunity expires at the end of 2011 and is available to you if: You are age 70½ or older at the time of the gift; the gifts total any amount up to \$100,000 in 2011; you transfer funds directly from an IRA; and you transfer the gifts outright to one or more qualified charities, but not to supporting organizations, or for gift annuities, charitable trusts or donor-advised funds.

Other Estate Planning Opportunities: A planned gift to support the Cronkite School can fulfill many needs at once, generating income for yourself or others while benefiting the students and programs at the Cronkite School, and in some cases minimizing your estate and income tax burdens. Many gift plans can be structured to honor a special friend or family member.

For more information on how you can support the Cronkite School today and in the future, please contact Liz Bernreuter, director of development, at 602.496.9444 or via email at liz.bernreuter@asu.edu.

Cronkite School Endowment Board of Trustees

Since its inception in 1983, the Cronkite School Endowment Board of Trustees has played a pivotal role in advancing the school's mission and elevating the school to national prominence. The board is composed of top media leaders from the Phoenix metropolitan area. Members include newspaper editors and publishers, television and radio station general managers, magazine editors and

publishers, public relations executives and other industry executives, all of whom contribute time, talent and treasure in support of the school and its students. Board members serve as mentors to students, offer numerous internships, hire Cronkite graduates, facilitate community partnerships and advise the dean. They also organize and host the annual Cronkite Award Luncheon, at which

the Walter Cronkite Award for Excellence in Journalism is presented to an exceptional journalist. Perhaps most important, members of the Endowment Board serve as advocates for and ambassadors to the Cronkite School within the greater Phoenix community, raising the public profile of the school and drawing attention to its many exceptional programs. □

Misner 'Wonderful Friend' to School

BY HAOLY

John Misner, president and general manager of 12 News, KPNX-TV and chief operating officer of Republic Media, helps set the direction and future of the Cronkite School as president of the school's Endowment Board of Trustees.

But his relationship with ASU is even closer than that. In December 2010, Misner received his bachelor's degree from ASU's School of Letters and Sciences.

Misner was a student at the University of California, Los Angeles, in the mid-1970s when he landed a job as sales manager for the student-run radio station KLA. It felt right, so he decided to leave school for a job at a radio station in Fresno.

"Looking back, it turned out to be a good decision," Misner said. "I was a far better student later in life than when I was 19."

It's not a path, however, that he recommends to Cronkite students.

"You don't want to be my age and working through a lab class or trying to complete a term paper while you are in a hotel room in New York while you're on business," he said with a laugh.

After Fresno, Misner worked in Minneapolis, where he held various sales management positions at Hubbard Broadcasting's KSTP-TV and served as local sales manager for the Gannett-owned KARE 11-TV. In 1996, he was named vice president and director of sales at another Gannett station, WXIA-TV in Atlanta.

He has been in Phoenix since 2002, serving as president and general

manager of Gannett's 12 News, KPNX-TV. In November 2010, he was named chief operating officer of Republic Media, serving as the television station's general manager and top advertising executive for Republic Media, which includes The Arizona Republic, 12 News, azcentral.com and Spanish-language newspaper La Voz.

Misner frequently puts in 11-hour days in his office on the top floor of the Republic Media building in downtown Phoenix.

"John is a hard-working guy, and he expects people who work for him to work hard," said 12 News anchor Mark Curtis, who has worked with Misner for 15 years. "He inspires people because of his work ethic."

But Misner is probably best known for his people skills, Curtis said. Walking around the Republic building, he greets dozens of employees by name, frequently stopping to chat with them.

"John is first and foremost a people person," Curtis said. "He is always interested in how his employees are doing."

When he isn't working, Misner can often be found fly-fishing for trout or training for triathlons. He has completed three triathlons so far, including one with each of his sons — one a student at Brophy College Preparatory in Phoenix and the other an ASU honors student.

"I don't see myself ever earning a trophy, but I'm enjoying it," Misner said.

Misner serves on multiple boards, including the Board of Directors of the Arizona-



Photo by Courtney Sargent
John Misner heads the school's advisory board.

Mexico Commission and the Advisory Board of ASU's North American Center for Transborder Studies. He is immediate past chairman of the Arizona Broadcasters Association.

Liz Bernreuter, the school's director of development, called Misner a "wonderful friend" to the school.

"In spite of being extraordinarily busy with all his accomplishments, especially in the last year, he is so committed — to the school, to the program, to Dean Callahan, to the school's mission and to what we're doing here," she said. □

EXECUTIVE COMMITTEE

John Misner, chief operating officer, Republic Media: president
 Win Holden, publisher, Arizona Highways Magazine: immediate past president
 Christopher Callahan, dean, Walter Cronkite School of Journalism and Mass Communication
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 Matt Silverman, managing director, Arizona, R&R Partners
 Mark Steinmetz, president, Gross Communications
 Robert Stieve, editor, Arizona Highways Magazine
 Loren Tapahe, publisher, Arizona Native Scene
 James Taszarek, president, TazMedia
 Diane Veres, president and general manager, Clear Channel Outdoor
 Clancy Woods, president and CEO, Mission Media Group
 Roberto Yañez, vice president and general manager, Univision 33 & TeleFutura 35
 John Zidich, publisher, The Arizona Republic

* 2010-2011 Board members

Our success would not be possible were it not for the tremendous support we receive from our donors and friends. From annual gifts that make an immediate impact to endowed gifts that last for generations, your contribution to the Cronkite School plays a vital role in sustaining the legacy of excellence, integrity and innovation that lives at the very core of what we do.

Why Giving Matters

Every gift matters.

- Giving helps the Cronkite School recruit students of exceptional caliber. Our ability to attract and retain the most promising students is directly proportional to the programs, services and opportunities we are able to provide. Your gift enables the Cronkite School to remain competitive among the most elite professional journalism programs in the country.
- Giving helps ensure the quality of a Cronkite School education. Your generosity enhances the Cronkite School's ability to recruit and retain top faculty, ensuring broad representation of leading professionals from all media disciplines as well as strong academic leadership.
- Giving keeps the Cronkite School on the cutting edge. Philanthropy enables the Cronkite School to maintain its state-of-the-art equipment and facilities, which are among our most visible assets, and which give our graduates a leading edge as they enter the workforce.
- Giving inspires others to give. Giving often has an impact far beyond what we even realize. Your gift to the Cronkite School represents a vote of confidence in our programs and in the future of journalism. Other alumni and community partners take notice and are inspired to give as well.

Thank you for supporting the Cronkite School.

New Scholarships Benefit Students

Each year the Cronkite School awards about 50 scholarships ranging from \$500 to \$4,000 that help students pay for their education. Support for many of these scholarships comes from alumni and others with close relationships to the school. Three new endowed scholarships have been established in the past year.

Bill Austin Memorial Scholarship

The scholarship was established by Clear Channel Radio and Digital Media along with Spirit and Word Ministries in memory of late radio personality Bill Austin.

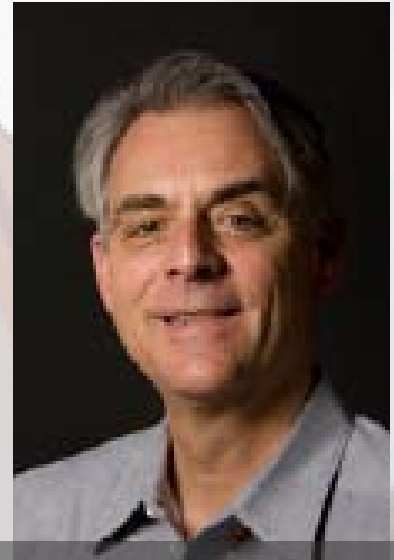
Austin is best remembered for his almost 20 years as the co-host, with Beth McDonald, of Phoenix KEZ Radio's "Beth & Bill" show, now "Beth & Friends." He retired in February 2010 and died in June 2010. Before the "Beth & Bill" show, Austin was a weatherman at 12 News, KPNX-TV.

The \$1,000 annual scholarship will be awarded to Cronkite students interested in broadcast journalism.

Clear Channel Radio operates 850 radio stations in 150 cities as well as satellite and Internet radio and mobile offerings. The Phoenix-based KEZ is at 99.9 FM.



Bill Austin



Jeffrey Dozbaba

Jeffrey Dozbaba Memorial Scholarship

The Arizona Republic established a scholarship in memory of Dozbaba, former managing editor at the newspaper, who died at age 58 on his birthday, July 7, 2010, after battling lung cancer.

He had worked at The Arizona Republic for 31 years, starting as a copy editor and ascending to sports editor, assistant managing editor, senior editor and managing editor for audience development. He retired from the paper in June 2009.

Along with Dozbaba's friends and family, Republic employees contributed to the fund, as did the newspaper, which pledged to contribute \$2,500 each year for five years. The scholarship in Dozbaba's name will benefit print journalism students.

Gregg Holmes Family Scholarship Fund

The Helios Education Foundation sponsors this scholarship, established in recognition of the contributions to education and the creation of the Helios Education Foundation by Gregg Holmes.

In establishing the Gregg Holmes Family Scholarship Fund sponsored by Helios Education Foundation, Valley residents Gregg and Lisa Holmes are pleased to provide support for Cronkite students with the highest potential and record of academic achievement. The endowed fund will generate a scholarship of approximately \$2,750 every year. □



Gregg Holmes

For more information on the school's scholarship programs, contact Liz Bernreuter, director of development, at 602.496.9444 or via email at liz.bernreuter@asu.edu.

Join the Cronkite legacy



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:

800-979-5225 (toll free)

480-965-5338

asufoundation.org/giftplanning

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ARIZONA STATE UNIVERSITY



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