

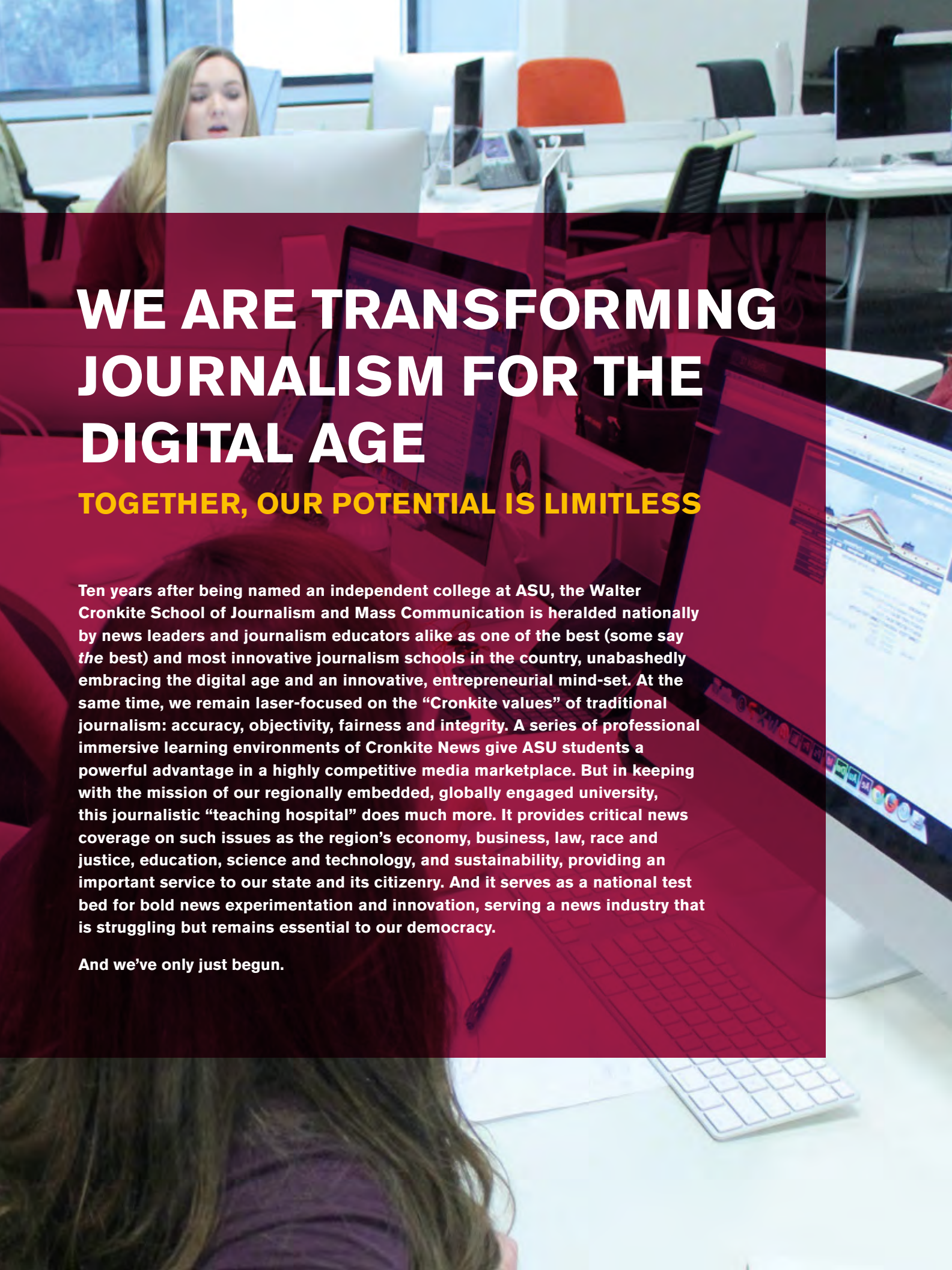
**WALTER CRONKITE  
SCHOOL OF  
JOURNALISM AND MASS  
COMMUNICATION**









A woman with long blonde hair is sitting at a desk in a newsroom or office, looking at a laptop. The room is filled with other desks, computers, and office chairs. The background is slightly blurred, focusing attention on the woman and her work.

# WE ARE TRANSFORMING JOURNALISM FOR THE DIGITAL AGE

**TOGETHER, OUR POTENTIAL IS LIMITLESS**

Ten years after being named an independent college at ASU, the Walter Cronkite School of Journalism and Mass Communication is heralded nationally by news leaders and journalism educators alike as one of the best (some say *the best*) and most innovative journalism schools in the country, unabashedly embracing the digital age and an innovative, entrepreneurial mind-set. At the same time, we remain laser-focused on the “Cronkite values” of traditional journalism: accuracy, objectivity, fairness and integrity. A series of professional immersive learning environments of Cronkite News give ASU students a powerful advantage in a highly competitive media marketplace. But in keeping with the mission of our regionally embedded, globally engaged university, this journalistic “teaching hospital” does much more. It provides critical news coverage on such issues as the region’s economy, business, law, race and justice, education, science and technology, and sustainability, providing an important service to our state and its citizenry. And it serves as a national test bed for bold news experimentation and innovation, serving a news industry that is struggling but remains essential to our democracy.

And we’ve only just begun.



# A BOLD VISION: DELIVERING A NEW MODEL FOR JOURNALISM EDUCATION

**TODAY, NEWS LEADERS PRAISE OUR PROFESSIONAL IMMERSION PROGRAMS, NOW ROUTINELY REFERRED TO AS THE “TEACHING HOSPITAL” MODEL OF JOURNALISM EDUCATION**

The school has been recognized in major feature stories in *The New York Times*, *USA Today*, *The Times of London* and Harvard University's *Nieman Reports*. We enjoy robust out-of-state student enrollment, record student retention and partnerships with major news organizations. All of this happens in a state-of-the-art media complex that is the envy of universities and news

organizations around the nation, nestled in the heart of the nation's sixth-largest city.

With the vision of Cronkite School Dean Christopher Callahan and the support of Campaign ASU 2020, we are aiming even higher. Based on the principles of the New American University, we want to continue to grow our teaching hospital concept. We want to give students even more opportunities to work side-by-side



**“THERE IS NO BETTER ROLE MODEL FOR OUR FACULTY AND STUDENTS THAN WALTER CRONKITE — A PERSON WHO EMBODIES EXCELLENCE, INTEGRITY, ACCURACY, FAIRNESS, OBJECTIVITY. THERE’S NO DOUBT THAT OUR CLOSE AFFILIATION HAS HELPED THE SCHOOL BECOME A NATIONAL POWERHOUSE OVER THE PAST 20 YEARS AND WILL CONTINUE TO HELP US AS WE GROW INTO THE BEST PROFESSIONAL JOURNALISM PROGRAM IN THE NATION.”**

**—Christopher Callahan, Dean, Walter Cronkite School of Journalism and Mass Communication**

with professional journalists. We want to give them space to experiment — in real time — with new forms of storytelling, ways to engage audiences and revenue models that will benefit the future of news. And we want to do all of this while providing critical information to a local and regional citizenry.

### **OUR DONORS’ IMPACT**

The Cronkite School has achieved so much in such a short time because of champions who embraced our vision for a new brand of journalism for the digital age. When ASU tripled its financial support, donors stepped up to match that commitment. Gifts from industry leaders, alumni and friends made all the

difference. They paved the way for the professional newsrooms, laboratories and immersive environments that are our hallmark. This generosity helped elevate the Cronkite School at a critical time in its history, and it will do so again.

Support through Campaign ASU 2020 can launch the Cronkite School to new heights. Together, we can ensure that we continue to innovate as a critical regional news and community-engagement source and, in so doing, provide a new journalism school model — and new ways to do journalism — for the nation and the world.



**1,750**

students: 1,300 in-person undergraduate and graduate students, 450 online

# TOTAL GOAL: \$50 MILLION

## ENSURE STUDENT ACCESS AND EXCELLENCE \$5 MILLION

### PROVIDE ACCESS TO STUDENTS

#### Endowed Scholarships

Ninety-five percent of Cronkite School students receive some sort of scholarship, whether merit-based for their honors work or need-based according to the federally assigned expected family contribution. More than 31 percent of our students are eligible for Pell Grants, but even for those who are not, the need continues to rise. Currently, the Cronkite School has 40 endowed scholarships, 16 of which were established within the last five years. But the number of students who need these private scholarships far outweighs the assistance the school can provide. By the conclusion of Campaign ASU 2020, we intend to have increased the number of scholarships by 150 percent so that at least 60 privately endowed scholarships will be available to our students.

### BUILD AFFINITY FOR “CRONKITE NATION”

#### Non-Endowed Scholarships

Recognizing that many of our alumni and friends have a strong desire to support students, the Cronkite School established a general journalism scholarships fund in FY 2012 that pools resources to award non-endowed scholarships to students with financial need. These “Cronkite Nation” scholarships also have been helpful in recruiting prospective students, as endowed scholarships tend to support those who are already enrolled. Gifts to this fund from alumni, parents and friends have increased steadily in the first years of its existence, but more

can be done. Through Campaign ASU 2020, we aim to increase this pool of “Cronkite Nation” scholarship funds to a steady \$50,000 annually.

### ATTRACT THE NATION’S BEST

#### News21 Fellowships

News21 brings the nation's most talented and advanced multimedia journalism students together to report and produce in-depth, investigative projects for local and national media. A flagship component of the teaching hospital, the program showcases the kind of work that journalism students are capable of doing and is reshaping the news industry in the process. With campaign support, we seek \$750,000 to support 10 News21 fellows per year for five years.

### CULTIVATE TALENT

#### Summer Journalism Institute

For nearly 20 years, the Cronkite School's High School Summer Journalism Institute has brought 30 to 35 students from underserved communities to campus for a two-week intensive, tuition-free experience in multimedia journalism. Sixty-eight percent of participants are students of color. Over the last decade, more than 75 percent of participants have applied to ASU, with nearly 40 percent having enrolled in the Cronkite School. Ensuring that students from less fortunate backgrounds continue to find a pathway to journalism, the Cronkite School intends to leverage Campaign ASU 2020 to secure a \$1-million gift to endow the program.



## SAMANTHA INCORVAIA '16 B.A. JOURNALISM AND MASS COMMUNICATION

Samantha Incorvaia got her first taste of journalism as a high school student, when she was accepted into the Cronkite School's Summer Journalism Institute. The two-week journalism summer camp, which is funded entirely through philanthropic support, brings top-performing high school students to Cronkite to experience digital journalism.

After attending the Institute, Incorvaia was hooked, applying to the Cronkite School and becoming the first in her family to attend college.

Incorvaia was a standout student at Cronkite, holding several internships with such publications as *The Arizona Republic*. She also was a digital journalist for Cronkite News, the student-staffed, professionally led news division of Arizona PBS. Outside the classroom, she was a Cronkite Ambassador, lending a helping hand and a smile at numerous school events.

Her experiences at Cronkite and her drive and determination helped her graduate in three

years and become a Pulliam Fellow at *The Arizona Republic*.

**"I benefited from the Provost Scholarship all three years and the Jeffrey Dozbaba Memorial Scholarship as a senior," she says. "Those scholarships definitely helped with finances. The Dozbaba Scholarship was a particular honor. I was able to meet Jeffrey's wife, Mary, and learned he used to work at *The Arizona Republic*, where I work now — that was special!"**

At *The Arizona Republic*, Incorvaia is putting her Cronkite School education to good use, writing feature stories and other content for the events and travel sections on azcentral.com.

"The Cronkite School draws in journalists from all different fields," she says. "Their curriculum is very current — they're always looking to do the latest thing. My hope for the campaign is that it will provide the technology that Cronkite needs to stay on the cutting edge."





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## **CHAMPION STUDENT SUCCESS** **\$15 MILLION**

The entire Cronkite curriculum is designed around the teaching hospital concept through which all 1,300 Cronkite students on campus — undergraduate and master's — participate in one of more than a dozen professional immersion programs, guided by award-winning journalists and communications experts, applying what they have learned in the classroom in real-world environments. Students cover the most important issues of the day from public affairs news bureaus in Phoenix and Washington. For Arizona PBS, they produce a nightly newscast that reaches 1.9 million households as well as a robust multimedia news website, featuring in-depth local stories, that serves as the hub for innovative audience engagement practices. Students also report on sports from bureaus in Los Angeles and Phoenix. Students in the Public Relations Lab develop campaigns for client companies, while in the Public Insight Network Bureau, students work with professional news organizations to deepen their connections to audiences. In the New Media Innovation and Entrepreneurship Lab, they use digital technologies to forge the future of journalism.

With support from Campaign ASU 2020, we will enrich our strong standard curricula. We will give students life-changing opportunities and shape them into tomorrow's leaders.

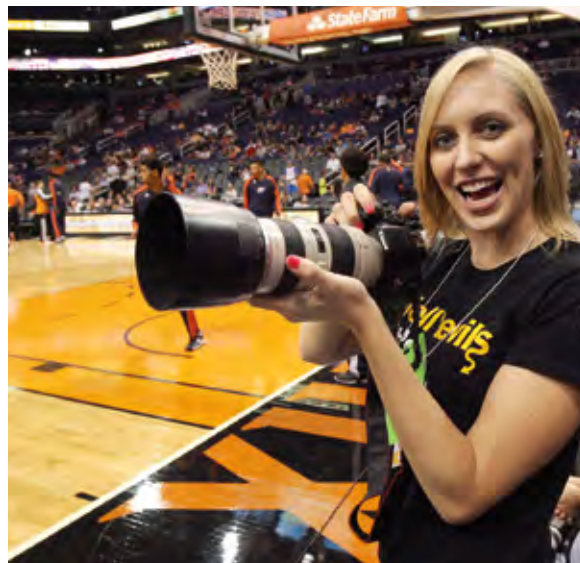
### **EXPAND CRONKITE NEWS TO A YEAR-ROUND OPERATION**

For 38 weeks a year, Cronkite News is the second-largest news organization in the state of Arizona — with 16 full-time editors and 150 advanced multimedia student journalists. But during the university's various breaks, the operation goes dark. To truly test the idea

of a university-based news operation's becoming a major player in the news ecosystem, Cronkite News must be a 52-week-a-year operation. Campaign support of \$5 million will allow us to do this, providing the revenue to turn the nine-month faculty and bureau director positions into 12-month.

### **CENTER FOR GLOBAL JOURNALISM**

Key to preparing the next generation of news and communications leaders is having a global perspective. Generous alumni, parents and friends have already laid the groundwork for the Cronkite School's global initiatives program, resulting in study-abroad opportunities, in-depth reporting projects on important border issues, a Spanish-language journalism specialization within Cronkite News and cultural exchanges between students and media professionals from other countries. Taking this to the next level, Campaign ASU 2020 will expand and formalize the Cronkite School's global activities with an investment of \$3 to \$5 million to launch the Center for Global Journalism.



## **DONALD W. REYNOLDS NATIONAL CENTER FOR BUSINESS JOURNALISM**

The Donald W. Reynolds National Center for Business Journalism has trained more than 22,000 journalists and educators since it was established in 2003 with the goal of improving the quality of media coverage of business and the economy. The center offers training in person and online and sponsors a variety of other initiatives, including the national Barlett & Steele Awards for Investigative Business Journalism, which recognize the best in business reporting each year, and the annual Reynolds Business Journalism Week, which provides intensive training for journalists and professors interested in

developing their business journalism skills. A daily newsletter offers tips on finding the business angle in the news of the day, a Business Beat Basics eBook provides expert advice to beat reporters and the center's website offers a rich selection of additional training materials. At the Cronkite School, the center leads a Business Journalism Specialization for students interested in pursuing business journalism careers that is fully integrated with the Cronkite News business reporting bureau. Through Campaign ASU 2020, the Cronkite School seeks to sustain the center's budget to ensure it continues as an outstanding resource for financial reporting for the next generation of journalism students and reporters.

## **ELEVATE THE ACADEMIC ENTERPRISE** **\$12.5 MILLION**

### **CRONKITE NEWS PROFESSORS OF PRACTICE**

Over the past decade, Cronkite has grown to nearly 50 full-time professors — many of them straight-from-the-newsroom industry leaders. Cronkite News alone has 16 full-time, top-level professional journalists who dedicate their time to leading Cronkite News. They are faculty members but have no “classes,” research requirements or other

responsibilities. Currently, private funding supports only four of our professors of practice. As we work toward expanding the Cronkite News enterprise, we have an opportunity to expand support of our professors-of-practice positions. Like-minded alumni and friends can invest in these professorships based on subject matter or bureau. By the end of Campaign ASU 2020, our goal is to secure private support for at least 25 percent of our professors of practice.

**50** The Walter Cronkite School of Journalism and Mass Communication is powered by 50 full-time faculty members.

### **FACULTY LEADERSHIP POSITIONS**

The campaign presents an opportunity to endow leadership positions, such as the dean's chair, senior associate dean's professorship and the Walter Cronkite Professor in Journalism. Investing \$3 to \$5 million in these positions will make certain that they always attract the industry's best.



## **FUEL DISCOVERY, CREATIVITY AND INNOVATION** ***\$12.5 MILLION***

We are in the midst of one of the most exciting — and tumultuous — times in the history of American journalism. The digital revolution has massively disrupted economic models of traditional news organizations. At the same time, the digital era has opened doors to powerful new ways to find, attract and engage audiences, and it has greatly lowered economic barriers to publication and distribution.

As cited in a 2012 open letter to university presidents nationwide from foundations that support journalism, this digital age practically demands a teaching hospital approach to journalism education, in which top professionals guide student journalists, and scholars across disciplines collaborate with practitioners to uncover new ways to reach audiences with critical news and information.

With our firm commitment to the teaching hospital model, the Cronkite School is uniquely positioned to lead innovation in journalism education. It has never been more important to the industry, or to democracy at large.

Through the campaign, we will raise funds specifically to support the teaching hospital model. Additional funding will allow us to draw more professional journalists from the newsroom to the classroom, support more student journalists within Cronkite News, provide internship opportunities at media outlets across the country and continue to ensure our students graduate with the technical expertise required of today's media leaders.





## **ENRICH OUR COMMUNITIES** ***\$5 MILLION***

### **CRONKITE NEWS**

Cronkite News, the news division of Arizona PBS operated by ASU's Cronkite School, provides both invaluable learning opportunities for students and information for citizens. The campaign offers an opportunity to ensure a stable funding source for this critical outlet. With its focus on key public policy issues, Cronkite News already is quickly becoming a major player in the region's news ecosystem, with deep coverage of such topics as education, the border, Latino and Native American communities, business and sustainability. Cronkite News also has the only Washington bureau of any Arizona-based news organization.

### **ARIZONA PBS**

Arizona PBS, the state's main public television station, which reaches 1.9 million households, serves as the platform for the Cronkite News daily 5 p.m. newscast and the Cronkite News digital site on azpbs.org. It has the second-largest viewership

(by percentage of audience) of any major-market PBS station and is the most-viewed university-owned media outlet in the nation. Yet we have only scratched the surface on this partnership. Through Campaign ASU 2020, we have the opportunity to transform Arizona PBS into a gateway to our community, providing important news and information for citizens throughout the region and bringing quality educational programming to viewers of all ages. Further, we can leverage Arizona PBS as a key university asset for the creation of original TV and digital content focusing on issues that are important to donors and the community. Because that content will be distributed via PBS, donors will be able to see firsthand the significant reach of their investments.

### **ENGAGING AUDIENCES AND COMMUNITIES**

The future of news depends on our ability to find, attract and engage new audiences. Support from



## MIGUEL OTÁROLA '16 B.A. JOURNALISM AND MASS COMMUNICATION, M.A. MASS COMMUNICATION



“The Cronkite School is so well regarded — it was an easy decision to come to ASU,” says Miguel Otárola, a Chilean native from Tucson. Another factor that made ASU an easy choice for Otárola: he was a National Hispanic Recognition Scholar, an award that provided tuition for four years. He decided to make the most of the opportunity. Duly enrolled in Barrett, ASU's Honors College, Otárola took part in an accelerated program, earning a bachelor's in journalism and a master's in mass communication in four years.

alumni, parents and friends has already brought new audience engagement tools, such as our Public Insight Network Bureau and a Cronkite News data analytics unit, to the Cronkite School within the last two years. Now, through Campaign ASU 2020, donors can help expand our capacity to experiment with audience and community engagement even further, focusing heavily on new and developing forms of social media as well as experimenting with other engagement tools.

### **NATIONAL CENTER ON DISABILITY AND JOURNALISM**

The National Center on Disability and Journalism (NCDJ) was founded in 1998, initially to raise awareness of how the news media can better cover people with disabilities. It relocated to ASU's Cronkite School in 2008 and today is focused on becoming the authoritative, objective resource for journalists covering people with disabilities and the place where such work is discussed and commented on. The center's website includes extensive resources and materials for journalists covering disability issues and topics, the most notable being a Disability Style Guide, which has fast become the go-to resource for professional

journalists across the country. The NCDJ also runs the only national award contest for excellence in reporting on disability in the country. Established in 2013 thanks to a generous donor, this prominent award serves to encourage excellent journalism that increases public awareness of this important aspect of American life. The Cronkite School intends to leverage the momentum behind Campaign ASU 2020 to secure investments totaling \$1 million in support of the NCDJ. This will enable us to endow the awards program and ensure the NCDJ continues to receive important operating funds in perpetuity.

# 12

**professional immersion opportunities — from broadcast news to public relations to investigative reporting to sports to data analytics and audience engagement**



## JOIN US IN TRANSFORMING JOURNALISM

Our goal is as straightforward as it is ambitious: to transform the Cronkite School into the global leader in journalism education and to reimagine journalism education — and, to some degree, journalism itself — in the process.

We have set out to create the best and most innovative journalism school in the nation, designed around the themes of the New American University. We want to be a place that produces future journalists, newsroom leaders and communications professionals for a fast-changing, digitally focused news industry and build a new and highly differentiated model for journalism education in the 21st century.

Thanks to supporters, we are already well on our way. Now, through Campaign ASU 2020, donors can turn these ambitions into reality. Alumni and friends can help our news operations expand dramatically and globally, both on-site and online. They can fund new programs, allowing us to reach and recruit more of the country's top students and paving the way for us to seize opportunities as they arise. Campaign support from alumni and friends can ensure, in short, that we are viewed as the premier professional journalism program in the world. **Join us.**





With your generous support, Arizona State University has reinvented the public research university. We are both more inclusive and more accomplished than ever, with ASU students and faculty earning unprecedented levels of recognition for their achievements. Our graduates leave here as master learners who are capable of rising to meet any new and unfamiliar challenge. ASU students, faculty and graduates also are firmly rooted in their communities and committed to advancing the common good. Together, we have created a model for other universities to follow. Your support during Campaign ASU 2020 will help us break more new ground by raising \$1.5 billion to propel our vision for higher education into the next decade and beyond.

**ARIZONA STATE UNIVERSITY** is a comprehensive public research university, measured not by whom we exclude, but rather by whom we include and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural and overall health of the communities it serves.



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