

J-School Gala Salutes Charlie Rose

Four alumni also recognized for journalistic excellence



Guest of honor Charlie Rose stands with Arthur O. Sulzberger, Jr. (left), publisher of *The New York Times*, and Dean Stephen B. Shepard at the start of the CUNY J-School's Third Annual Awards for Excellence in Journalism program in New York.

For Charlie Rose, master of the intimate, on-air roundtable interview, journalism is about “what makes people tick. Why, why why do people do what they do?”

Speaking before 300 guests at the CUNY Graduate School of Journalism's Third Annual Awards for Excellence in Journalism on May 10th at TheTimesCenter in New York, Rose also said “the issue for journalism is competence and how good we can be, and the better we can be, the better will be the response from people who watch us, who listen to us, who read us.” He noted that places like the CUNY J-School teach that competence as “they help young people come to the most noble of professions.”

Rose made his remarks as he accepted the J-School's Lifetime Achievement Award from his good friend and last

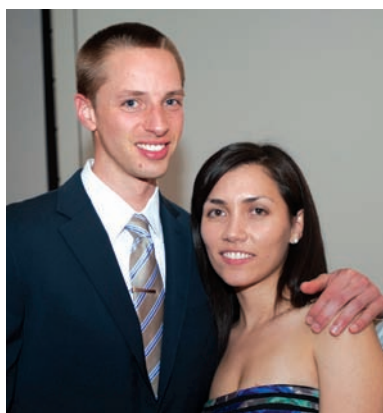
Places like the CUNY J-School, Rose said, teach competence helping young people come to the most noble of professions.”

year's winner, Barbara Walters. “I had very mixed feelings about giving this award because I also do interviews,” she joked. She went on to say, “But the truth is that Charlie is the best, the most accomplished...He's probably the most sought after interviewer in America and in the world. Anybody who's anybody wants to be interviewed by Charlie.”

Nobel Laureate Eric Kandel, co-host with Rose of the Charlie Rose Brain Series on PBS stations, introduced his colleague as “the major reasoned intellectual and cultural voice of our time.” Dr. Kandel, a winner of the Nobel Prize for Physiology or Medicine in 2000, said “Rose understands that television does not have to choose between informing us and entertaining us. His programs do both at the same time.”

In addition to Rose, the CUNY J-School honored four graduates from the Class of 2009: Aisha Al-Muslim, Jenni Avins, Collin Orcutt, and Karina Ioffee. The first three received a \$1,500 Dean's Award for Excellence in Journalism. Ioffee was the second recipient of the \$1,500 Frederic Wiegold Award for Business Journalism, established in memory of a veteran business journalist who was a senior editor for *Bloomberg Markets* magazine at the time of his death in 2008.

Before presenting the awards to alumni, Dean Stephen Shepard broke some news: James Greenfield, who was a long-time editor at *The New York Times*, and his wife, Ene Riisna, formerly of ABC News, have set aside funds to support foreign journalism at the CUNY J-School. (See story, page 2.) ■



SPEAKERS AND HONOREES (clockwise from top left)

Class of '09 graduate **Aisha Al-Muslim** with Mistress of Ceremonies **Elizabeth Vargas** from ABC News; **Jenni Avins** from the Class of '09; Frederic Wiegold Award recipient and '09 alum **Karina Ioffee** with **Matthew Winkler**, editor-in-chief of Bloomberg News; broadcast legend **Barbara Walters**; **Collin Orcutt** from the Class of '09 with current student **Jordan Shakeshaft**



GALA PHOTOS BY JOHN SMOCK

Couple Establishes Fund for International Journalism at CUNY

James Greenfield, who spent a long career at *The New York Times*, and his wife, Ene Riisna, formerly of ABC News, have set up a trust fund to support international journalism at the CUNY Graduate School of Journalism. Their legacy gift has a present value of \$730,000.

The gift will allow foreign journalists to study at the CUNY J-School and students from the School to do their summer internships in other countries. Because both the visiting foreign journalists and the international summer interns will be focusing on multimedia storytelling and using new digital technologies learned at CUNY, the Greenfield gift helps the School meet its goal of raising \$3 million for a challenge grant from the Tow Foundation. The grant money will be used to create the Tow Center for Journalistic Innovation at the CUNY J-School.

The Greenfields chose to support the CUNY J-School after hearing that it was becoming a major force in journalism education. "This is a school that will keep up with the twists and turns" of the industry, Greenfield said. "CUNY was emphasizing innovation and international journalism," Riisna added. "The combination was irresistible to us."

Greenfield is president of the nonprofit Independent Journalism Foundation, which promotes free and independent media in Eastern and Central Europe and Southeast Asia. He has held positions at *The Boston Globe*, Voice of America, *Time* and *Life* magazines, and *The New York Times*. At *The Times*, where he worked from 1967-1990, he served as assistant managing editor for foreign news and editor of *The New York Times Magazine*. In 1971, he was project editor for the Pentagon Papers series, which won a Pulitzer Prize.

An Emmy Award-winning producer for the ABC News program 20/20, Riisna has worked on many Barbara Walters interviews as well as numerous documentaries for NBC and PBS. ■



Ene Riisna and James Greenfield

JOHN SMOCK

FOCUS ON COMMUNITY AND ETHNIC MEDIA



DAVID CHIU

The CUNY J-School hosted a day-long conference that brought together some 90 members of the New York City community and ethnic press to discuss how to strengthen digital news operations. Social media, advertising strategies, and business models were some of the topics covered during the June 3 gathering.

"The success of this event was a result of the concrete lessons from the workshops and panels, but also of the collaborative sense felt between all attendees," said Sarah Bartlett, the J-School's Urban Reporting Program director, who organized the conference. The conference was co-sponsored by CityLimits, the New York Press Association (NYPA), the Sidney Hillman Foundation, and the New York Community Media Alliance (NYCMA).

In the panel on "Evolving Online Business Models" pictured above, the speakers, from left to right, are Nicole Davis, publisher of the Brooklyn Based community blog; Garry Pierre-Pierre, publisher, Haitian Times; Michelle Rea, executive director, New York Press Association; and Tom Allon, CEO, Manhattan Media.

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You can read this and previous issues of *Inside Story* at
http://journalism.cuny.bepress.com/inside_story/.

Summer Internships Span the Globe



Hannah Rappleye is interning at the *Mail & Guardian* in Johannesburg, South Africa.

The summer internships are underway – and more CUNY J-Schoolers than ever have gone abroad for the required eight weeks of work in the journalism profession. Some are ensconced with familiar media partners, others are breaking new ground. As in past years, all J-School interns are guaranteed a minimum stipend of \$3,000 for the summer.

Students landed 15 international internships this year, up from 8 in 2009, said Career Services Director Will Chang. One reason: 20 students chose the J-School's international track in the Class of 2010, compared with 13 in the '09 year, the first it was offered. These students are required to do their internships in another country, at the United Nations, or in Washington covering foreign policy.

The new foreign placements include the Seoul Bureau of the Associated Press; Dow Jones' Santiago bureau; South Africa's *Mail & Guardian* in Johannesburg; A24 Media, a Nairobi-based Web aggregator of African news; the International Media Institute of India, located near New Delhi;

and the Thailand news-gathering operation of *Mizzima News*. The School is also sending students back to some familiar overseas outlets, among them Thomson Reuters in Brussels and AP-Moscow.

This summer's domestic internships, too, are more far-flung than usual. WUOT Radio in Knoxville is a first-time partner, as is *The Oregonian* in Portland. "More people are willing to leave the New York area, which is a good thing," Chang says, and not just for the interns. "It helps to spread the reputation of the School."

Back in media-rich New York City – still the most popular internship location – CUNY students are helping that reputation grow locally. Some first-time internship partners include Metrofocus, a new program on public TV's WNET; WNYC-FM's Radiolab; and DNAinfo.com, an urban news site. Others in the 76-member Class of '10 are interning where the reputation is already solid. Among the repeat destinations: *Bloomberg BusinessWeek*, *City Hall*, *NY Press*, the *New York Daily News*, WNYC's

More people are willing to leave the New York area, helping to spread the reputation of the School.

"Brian Lehrer Show," the investigative unit of ABC News, and NY1.

"The CUNY interns have been some of the brightest, most able, and dedicated of [our] student journalists," said Brian Ross, chief investigative correspondent at ABC News.

At NY1, Bernadine Han, vice-president for news, said she finds the School's diverse student body a major draw. "My goal is to staff a newsroom that reflects the makeup of the city," she said. Another reason she values CUNY J-Schoolers: "They understand what issues resonate with New Yorkers." ■

Coming This Fall: More Students Than Ever

The numbers keep rising: Some 90 new students will enter the CUNY Graduate School of Journalism at the end of August, as the Class of 2011 joins the 76 J-Schoolers returning from internships to begin their third and final semester. That's about a 10% opening-day jump over last year and 30% more than 2008.

The ever-larger classes underscore the growing reputation of the CUNY J-School, now starting its fifth year, said Stephen Dougherty, director of admissions & student affairs. "It's electric how quickly the School has risen in terms of people's awareness," he said.

Overall, the applicant pool grew 25% over 2009, Dougherty said. "And the quality was there." Keeping the class down to a (a record-setting) 90, he explained, is part of a "carefully managed growth plan aimed at preserving the qualities of the program."

At A Glance: The Class of 2011

Male: 39%

Female: 61%

Average Age: 26

Underrepresented Minorities: 42%

Out of State: 36%

CUNY/SUNY grads: 21%

Among the newcomers' undergraduate alma maters: Oxford University, Howard University, Morehouse College, Mount Holyoke, New York University, Princeton, Yale, UCLA, the University of Texas (Austin) and the University of Melbourne. About 36% of the incoming class is from outside New York, up from 22% in our first year of 2006. (There are eight foreign students in the new class, with two—one from Poland, the other from Vietnam—enrolled as Fulbright Scholars.)

Dougherty cites the J-School's spirited recruitment approach as another reason for the program's growth spurt. "The effort to bring the best and brightest is shared," he said. "The alumni help, the students help, the faculty helps. It's not a conventional admissions process." ■

CUNY J-Camp is Here

Social media. Video storytelling. Multimedia editing. New tools and technologies are rapidly changing the way we practice journalism. To address the growing demand for professional development amid industry innovation, the CUNY Graduate School of Journalism has launched a new training initiative: CUNY J-Camp.

CUNY J-Camp offers affordable, cutting-edge workshops led by top industry practitioners. It kicked off in June with Mastering Twitter and How to Launch You.com, a seminar for enhancing a presence online. Other workshops will include Video Storytelling Bootcamp and Mastering Digital Photography.

New initiative offers digital training for media professionals.

The carefully-crafted curricula target journalism professionals and members of the public who want to advance their media skills and careers. Sessions are hands-on, interactive, and focused on specific, measurable skill sets.

Registration is available at CUNYJCamp.com. If you would like to learn about future offerings, or discuss customizing a curriculum for a select group of participants, contact [Jeremy Caplan at jeremy@jeremycaplan.com](mailto:Jeremy.Caplan@jeremycaplan.com). ■

DEAN'S CORNER

It's Time to Take The Next Big Step

In the four years since we opened our doors, the CUNY Graduate School of Journalism has developed a reputation as a leading-edge school. In part, we were lucky. Because we started at a critical time for our profession, we knew a profound shift was underway to a new form of journalism: interactive, multimedia story-telling distributed on a variety of platforms. Starting from scratch, we designed an innovative curriculum, hired faculty in sync with the new thinking, and designed an all-digital, wireless facility for a new age.

The results are very encouraging. The School retains the energy of a start-up – and I hope we never lose that spirit. We change things constantly, trying to stay ahead of the forces disrupting the profession. Our students are trained as "converged" journalists, learning the eternal verities of traditional journalism – strong reporting, good writing, critical thinking, and ethical values along with the skills they need for the multiplatform digital world. That synthesis is a big reason they've fared so well in the job market when they graduate.

Now it's time to take the next big step: Working with our faculty, we plan to design and launch a program in entrepreneurial journalism. We define it as the education and research needed to build a sustainable future.



Alumni Benjamin Frachtenberg, Joseph Filippazzo, and Indrani Datta (left to right) take a break from their entrepreneurial projects to look at Jenni Avins's work in the Center for Journalistic Innovation. At lower right is a friend of Avins, Dana Keith, a senior account executive at *The L Magazine* city guide.

The proposed program would add a fourth semester for select students – with new courses, workshops, research, and apprenticeships – earning graduates an M.A. degree and a certificate in entrepreneurial journalism.

For example, students might take courses in emerging business models for news, new technologies for journalism, hyperlocal ventures, management of new media, or advanced uses of social media. They would develop new products in a course on entrepreneurial journalism. Or they would work in local neighborhoods to help people report on their own communities.

Training our own students is just the beginning. We need research to find new economic models that will replace the financial underpinnings that no longer work, and new products to reach new audiences in new ways. So we will expand beyond our pioneering work last year for the Knight Foundation that examined new financing models for local news. We will create a more ambitious incubator to provide seed money and investment for promising new journalistic ideas.



All these efforts build on work we've already started. From the get-go, Professor Jeff Jarvis, who heads our interactive program, has been teaching an entrepreneurial course in which students develop a journalistic product or service, including a basic business plan. Their efforts are judged by a jury of venture capitalists, media executives, and editors. The jury awards seed money, supplied so far by the McCormick Foundation, to the best ideas. The result: We now have seven recent graduates incubating their ideas at the J-School.

Another pioneering project: a hyperlocal news site, in collaboration with *The New York Times*, in the Fort Greene section of Brooklyn. Our students write stories and collaborate with residents who are reporting on their own communities. The best work is published on *The Local*, part of *The Times* web site, and we are studying the most effective ways to bring advertising revenue to the site. Our work is supported by a generous grant from the Carnegie Corporation of New York.

Working with our faculty, we plan to design and launch a program in entrepreneurial journalism to help our industry build a sustainable future.

Our profession clearly needs to find new ways to sustain quality journalism. The problem is not about journalism itself. Plenty of good work is being done on various platforms. The problem is finding viable new products and the business models to support them in the digital age.

We think the CUNY J-School can help – by training students to think entrepreneurially, by undertaking critical research, and by investing in innovation.

Tall order? Yes. But a profession in crisis demands nothing less.

Stephen B. Shepard
Dean, CUNY Graduate School of Journalism

SCHOOLNOTES

ALUMNI NEWS

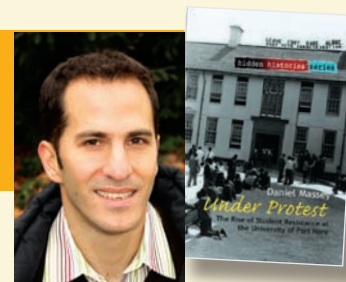
CLASS OF '09: **Rima Abdelkader** was selected for the NBC News Associates Program starting this August to get training in news gathering and production skills. **Amber Benham** is working as an online editorial assistant at Edible Manhattan. **Lois DeSocio** was hired as an online reporter at the *The New York Times'* Maplewood Local web site. **Anastasia Econmides** is an online news producer at *The Star-Ledger* in Newark, N.J. **Jeanmarie Evely** is the lead reporter for the *Tremont Tribune* in the Bronx. **Igor Kossov** is a reporter at *Institutional Investor*. **Kieran Krug-Meadows** is a camera operator for Democracy Now! **Valerie Lapinski** is a video journalist at TIME.com, and a census editor at WNYC's Brian Lehrer Show. **Caroline Linton** is a production assistant at The Daily Beast.

Kate Nocera works for the *New York Daily News* as a full-time freelancer. **Tim Persinko** is at NBC Local Integrated Media in a part-time position as weekend editor/multimedia producer. **Maya Pope-Chappell** landed an assistant web producer job at *The Wall Street Journal*. **Michael Preston** is an overnight news editor at NBC Local Integrated Media. **Geneva Sands-Sadowitz** is full-time freelancer at Bloomberg TV. **Rachel Senatore** works per-diem at WNYC. **Jessica Simeone** freelances for the *New York Post*. **Sophia Tewa** is on the assignment desk at WCBS-TV. **Nicole Turso** is a writer at NY1 News. **Marcella Veneziale** is an associate editor at Halcyon Business Publications. **Joe Walker** has a full-time freelance project at *The Wall*

Street Journal. **Brian Winkowski** is an assistant producer at CBSNews.com. **Kate Zhao** works in media relations at CCG Investor Relations.

Karina Ioffee won a \$2,000 H.L. Stevenson Scholarship from the Overseas Press Club Foundation. She is the first OPC Foundation award recipient from the CUNY J-School. Born to **Jacqueline Linge** and Ian Stynes: Madeline Rosalie Stynes on March 29, 2010.

CLASS OF '08: Six grads captured the top prize for Student Work (All Media) in the 2009 Investigative Reporters and Editors Award. Led by **Clark Merrefield**, the project, *Wrongful Conviction, Unequal Compensation*, beat out more than 450 other entries. **Rosaleen Ortiz, Dan Macht, Joshua Cinelli, Matt Townsend**, and **Steven Bronner** also contributed. NewsTrust.net has named *Your Uncommon Economic Indicators*, an on-air feature co-created by **Annie Shreffler** for WNYC's Brian Lehrer show, as one of the most trusted stories about the recession in New York City. The project



Daniel Massey

relied on audience submissions to tell recession stories from a localized perspective.

CLASS OF '07: **Khadijah Cole** won a 2010 Outstanding Achievement Award for her job as recruiter for the CUNY Baccalaureate for Unique and Interdisciplinary Studies. The award comes from the Annual Employee Recognition Program of the CUNY Graduate Center's Office of Human Resources. **Daniel Massey's** book, *Under Protest: The Rise of Student Resistance at the University of Fort Hare*, was released in April. It examines an institution that educated some of South Africa's leading anti-apartheid figures. Massey works as a reporter for *Crain's New York Business*.

HOUSE NEWS

Class of '10 student **Carl Gaines** received the Kay Longcope Scholarship, worth up to \$5,000 in tuition funding, from the National Lesbian & Gay Journalists Association. **Greg David**, director of the Business & Economics Reporting Program, took home a Best in Business Journalism prize from the Society of American Business Editors and Writers for his weekly column in *Crain's New York Business*. **Consumer Reports** held a May 4th panel discussion (photo at left) at the CUNY J-School about social networking risks. The event coincided with the release of its State of the Net survey in the June 2010 issue.

NYCity News Service Named Best College Web Site in U.S.

The Society of Professional Journalists has named the NYCity News Service, the multimedia news outlet run out of the CUNY Graduate School of Journalism, the Best Independent Online Student Publication in the country.

The News Service beat out Northwestern University and the University of North Carolina, Chapel Hill, which were national finalists in SPJ's annual Mark of Excellence Awards. Overall, SPJ received 3,600 entries from student journalists from around the U.S.

Meanwhile, the News Service was declared a finalist in another national contest, the EPPy Awards, sponsored by

Editor & Publisher. The News Service was nominated in the Best College Newspaper Web Site category, along with Temple University and Indiana University.

NYCity NewsService

The double dose of good news came after the News Service took home its third consecutive first-place prize for Best Independent Online Student Publication in SPJ's Region 1, which covers much of the Northeast. Last year, the

News Service won an SPJ national award for its localized, multimedia coverage of the 2008 presidential election.

The highlights of the 2009 output by the News Service include "NYCity Snapshot: 2009 Economic Pulse," a package of recession-related stories led by an interactive map featuring video interviews of scores of New Yorkers; and "Brooklyn Bridges Cultures," which put faces to changing immigration patterns in the borough via 18 multimedia story packages. Both packages won SPJ Region 1 awards in April.

The News Service will be recognized October 4 at the Mark of Excellence Awards Luncheon, during the 2010 SPJ Convention & National Journalism Conference at The Planet Hollywood Hotel in Las Vegas. ■

INSIDESTORY

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STUDENT PHOTOGRAPHS DECK THE WALLS



The stark white walls along the 2nd floor classroom corridor have been transformed into a gallery of photos taken for various J-School projects by '09 and '10 students. Starting with 15 images selected by Hannah Rappleye from the Class of '10 and photojournalism instructor John Smock, the exhibit will continue to grow as more students hone their photography skills. 2009 graduate Sandra Roa snapped this picture of presidential candidate Barack Obama as he addressed the UNITY: Journalists of Color Conference in Chicago on July 28, 2008.