The CUNY Graduate School of Journalism has been awarded two $3 million grants to help it establish the nation’s most intensive program in entrepreneurial journalism by creating the Tow-Knight Center for Entrepreneurial Journalism and the first Master of Arts degree in Entrepreneurial Journalism.

The new program solidifies the CUNY J-School’s reputation as a leader in this innovative and growing branch of journalism. Professor Jeff Jarvis, who directs the School’s interactive program, has been teaching a course in entrepreneurial journalism to third-semester students since 2007 and has done Knight-supported research on new business models for news, which he presented at the Aspen Institute last summer. Jarvis, author of What Would Google Do?, will head the Tow-Knight Center, reporting to Founding Dean Stephen B. Shepard, former editor-in-chief of BusinessWeek.

The Tow-Knight Center will receive $3 million in funding from The Tow Foundation of Wilton, Conn., and $3 million from the John S. and James L. Knight Foundation. Those awards will be supplemented by additional foundation grants and in-kind contributions of staff and technology from the CUNY J-School. In all, the Center will be capitalized at $10 million.

Cable television pioneer Leonard Tow got the ball rolling in June 2008 by issuing a $3 million challenge grant to help support journalistic innovation and shape the future of the media industry. The grant required the CUNY J-School to raise an equal amount in matching funds. It achieved that goal on Sept. 13 when the Knight Foundation board, acting upon a recommendation by CEO Alberto Ibargüen, approved its $3 million award. (See Dean’s Corner, page 3).

Executive Director Emily Tow Jackson said The Tow Foundation had become “concerned about the fate of print journalism in the digital age and the impact of its decline on the health of our democracy.” The organization “challenged the CUNY Graduate School of Journalism to seek solutions to protect and maintain journalistic standards and to be an incubator for the development of viable economic models for the new digital media. We are delighted that the Knight Foundation has stepped forward to join us in supporting this important work.”

Eric Newton, vice-president of the Knight Foundation’s journalism program, said CUNY has good ideas about how to cope with the changing economics of journalism. “It wants to lead the emerging field of entrepreneurial journalism, to give students skill sets in the fields of both journalism and business,” he said.

The Center, which opens in January, will work to create a sustainable future for quality journalism in three ways:

- Education of students and mid-career journalists in innovation and business management;
- Research into relevant topics, such as new business models for news;
- Development of new journalistic enterprises.

In conjunction with the Tow-Knight Center, the CUNY J-School plans to launch a new M.A. degree in Entrepreneurial Journalism, the first ever. It will be a two-year program for select students, adding business training and research to the School’s existing three-semester M.A. degree in Journalism. Students will be trained to launch their own enterprises or work within traditional media companies.

Faculty members are developing courses for the new degree. The courses, which will be pilot-tested next spring, are expected to teach business and management skills, the new dynamics of news and media economics, and technology and project management, with apprenticeships at New York startups. Upon approval by the New York State Education Department, the first entrepreneurial degrees should be awarded in the spring of 2012.

The School also plans to open the courses to mid-career journalists who would earn a new Certificate in Entrepreneurial Journalism upon completion of the program.

“What Stanford and MIT bring to the technology industry in nurturing innovation, we believe journalism also needs,” Dean Shepard said. “We hope to meet that need with the Tow-Knight Center.”

Leonard Tow and daughter Emily Tow Jackson of The Tow Foundation, and Alberto Ibargüen, CEO of the Knight Foundation
Christiane Amanpour to Give 2010 Commencement Address

Christiane Amanpour, who ended her long tenure as an international correspondent for CNN to take over ABC’s Sunday morning political affairs program in August, will deliver the keynote speech on Dec. 15 at the CUNY Graduate School of Journalism’s fourth commencement ceremony.

In addition to serving as anchor for “This Week with Christiane Amanpour,” she provides international analysis of Afghanistan, Iran, Pakistan, Somalia, Israel, the Palestinian territories, Rwanda, the Balkans, and the U.S. during Hurricane Katrina.

After Sept. 11, 2001, she was the first international correspondent to secure interviews with British Prime Minister Tony Blair, French President Jacques Chirac, and Pakistani President Pervez Musharraf. She has interviewed other world leaders from Europe, Africa, and the Middle East, including Iranian Presidents Moham-mad Khatami and Mahmoud Ahmadinejad, as well as the presidents of Afghanistan, Sudan, and Syria, and Palestinian leader Yasser Arafat.

Amanpour has received every major broadcast award, including an inaugural Television Academy Award, nine News and Documentary Emmys, four George Foster Peabody Awards, two George Polk Awards, three duPont-Columbia Awards, the Courage in Journalism Award, an Edward R. Murrow Award, and nine honorary degrees.

In October, she will be inducted into the American Academy of Arts and Sciences. She was also made a Commander of the Most Excellent Order of the British Empire for her “highly distinguished, innovative contribution” to the field of journalism. In 1998, the city of Sarajevo named her an honorary citizen for her coverage of the Bosnia war.

Amanpour was born in London and spent part of her childhood in Tehran, Iran. She graduated summa cum laude from the University of Rhode Island with a bachelor of arts in journalism.

The 2010 graduation will take place at The TimesCenter in the New York Times building, followed by a reception at the CUNY J-School next door.

New York Editor Adam Moss Outlines a Digital Strategy

As magazines struggle to find viable business models, New York magazine is fast becoming a website with a print publication on the side. That website currently generates 35 percent of the company’s revenue and is expected to be the major revenue source in the next two years. What’s more, it’s profitable.

So said Adam Moss, New York’s editor-in-chief for the past six years, in a public conversation with Dean Stephen B. Shepard before 150 CUNY J-Schoolers on Sept. 21. Speaking in the newsroom as part of the School’s Brown Bag Speaker Series, Moss said, “we love print but it seems likely the print part will be the flagship of the brand,” not the economic engine. The economic power of the business, he added, will come from the digital side.

Asked by Shepard what the implications are for the magazine, Moss said the magazine will go “retro,” meaning the stories will be longer, the reporting will go deeper, and the presentation of materials will be more visual.

Currently, Moss said, New York is not charging for content on the website. Within the next year, however, it plans to experiment with putting some of the magazine material behind a pay wall. The magazine now accounts for less than 10 percent of what New York publishers online.

“There’s a kind of silent cabal beginning,” he said. “You’ll see everybody try to find ways to charge [for web content] in the next year or two, so that five to six years from now, people don’t expect to get information for free.”

The New York site, nymag.com, has an unusual provenance, establishing itself in the late 1990s as a successful archive of fashion images. From there, it has built out a strong presence in news, culture, food, fashion, and sports. On the day he appeared at the J-School, New York spun out the culture section, Vulture, as a separate site at vulture.com.

Moss said the web has helped New York become a national journalistic brand. The magazine “has always been limited by its New Yorkness,” he said. The print product’s circulation is about two-thirds New York, one-third the rest of the country. The ratios reverse online.

Moss sees the recently renamed “New York Media” brand as one boasting “different distribution avenues, but it’s all one product.” Thus, the company is rolling out a subscription-based iPad application, and is contemplating what type of content to deliver via smart phones.

Moss acknowledges that all the experimentation brings about some apprehension for those in the media industry. Yet he thinks this is a “great moment for journalism.”

“It’s pointing in a direction where more people can get more information and more people can produce that information in a way that I think is mostly exciting and mostly positive,” said Moss, who has joined the CUNY J-School’s advisory board.

“This is the big bang moment,” he said. “But eventually it will settle into a new system that I do believe will work.”

First Student Completes Sorbonne Journalism Exchange Program

Xiomara Martinez-White became the first CUNY J-School participant in a new exchange program with the Graduate School of Journalism and Communications (CELSA) of the Sorbonne University in Paris. After graduating in December 2009, she spent this past spring and summer interning at the International Herald Tribune under noted fashion editor Suzy Menkes while attending classes at CELSA in media studies and international relations.

What motivated you to do this program?

I really wanted to live abroad, and not in the student way. I was sold on the idea of working.

What were your goals and did you accomplish them?

One thing I wanted more than anything was the internship I ended up getting. I didn’t have any distinct fashion experience, and didn’t know if my personality or style would mesh in that kind of world. But I figured out a way and showed what I was capable of doing, and I think it went quite well. I felt like I got the golden ticket.

How did you spend your time in France?

I would work from about 11 a.m. to 5 p.m. [most days], and then I’d stay for extra hours if something would come up. School wasn’t so overwhelming – it doesn’t take over your life like it does here – so I was able to behave like someone who had a full-time job. Usually, classes would go from 10 a.m. to 12 p.m. once a week, and then I would have meetings at school from 2 to 5 p.m. I didn’t really have to go home and do homework until 2 a.m. like I did at CUNY.

What were the highlights?

One of my first projects at my internship was helping Suzy with a Pierre Cardin story she was working on. I liked knowing what was going on in fashion and getting bombarded with questions and answering them right away.

What were the biggest challenges you faced?

Every concern I had turned out to be not so bad. But

www.journalism.cuny.edu
J-School Teams
With AOL’s Patch on Hyperlocal Coverage

The CUNY J-School, expanding its commitment to hyperlocal journalism, is teaming with AOL’s Patch Media Corporation to provide additional coverage of New York City neighborhoods.

The J-School is part of PatchU, a new network of partnerships between local Patch online publications and leading journalism schools, colleges, and universities across the country.

Students at the CUNY Graduate School of Journalism will have opportunities to contribute to a series of new Patch sites in the city – with a particular focus on one planned for Bedford-Stuyvesant, Brooklyn. AOL has more than 100 Patch sites in the U.S., and plans to expand to 500 by the end of the year.

Patch officials say they expect their operation to be the largest hirer of full-time journalists in the country in 2010. The hires so far include some CUNY graduates. (See Alumni Notes on the back page).

The partnership marks the School’s latest venture into the growing world of online hyperlocal journalism. Since January, the J-School, in alliance with The New York Times, has been operating The Local, a site that covers Fort Greene and Clinton Hill in Brooklyn.

The J-School also is home to the Mott Haven Herald, a newspaper and website that serve the Mott Haven section of the Bronx. The J-School’s award-winning NYCity News Service is a website that provides neighborhood news in print, videos, and multimedia formats to media outlets of various types and size.

DEAN’S CORNER

A Tale of Two Gentlemen

We are delighted and grateful that The Tow Foundation and the Knight Foundation have teamed up as equal partners in an exciting new venture at the CUNY J-School: the Tow-Knight Center for Entrepreneurial Journalism. The two have generously granted a total of $6 million (see page 1). Combined with money already raised and in-kind contributions of technology, staff, and space from CUNY, the Center will be capitalized at $10 million when it officially starts in January. To state the obvious, we are very excited.

How this transformational gift came about is really the story of two extraordinary men who didn’t even know each other a year ago: Alberto Ibargüen, the CEO of the Knight Foundation, was born in Puerto Rico, trained as a lawyer, and earned his spurs as a newspaper executive. Leonard Tow, the head of The Tow Foundation based in Wilton, Conn., is a Brooklyn-born Ph.D. who was a pioneer in the cable TV business.

“What do you want the CUNY J-School to stand for? How are you going to differentiate yourself?”

—Alberto Ibargüen

I first met Alberto eight or nine years ago, when he was publisher of the Miami Herald, then part of the Knight Ridder newspaper chain, and I was the editor-in-chief of BusinessWeek. Flash forward to 2006: Knight Ridder had been sold to the McClatchy Company, Alberto was president of the Knight Foundation, and I had become the Founding Dean of the CUNY Graduate School of Journalism.

Alberto took an immediate interest in our School – in part because we were starting with a clean slate at a critical time for the profession, in part because we were committed to attracting a diverse group of high-quality students. Soon after the School opened, Knight helped to launch our unique summer internship program, in which we pay a stipend to our students for their work, by sponsoring the program for the first three years.

Meantime, in 2008, CUNY Chancellor Matthew Goldstein called to say he wanted me to meet a man named Leonard Tow. Len was one of those classic rags-to-riches stories so common at CUNY. He had grown up poor in Brooklyn, graduated from Brooklyn College, earned a Ph.D. in economics from Columbia, and made a fortune in the nascent cable television industry. Lately, Chancellor Goldstein explained, Len had grown concerned about the future of journalism and was intrigued by this new J-School at CUNY. So the two of them came down for a tour and a chat. Impressed with what he saw and heard, Len returned (with his daughter Emily Tow Jackson, who runs The Tow Foundation) for several other discussions.

They met with Associate Dean Judith Watson, Professor Jarvis, and I at a conference sponsored by Knight and Carnegie. Len and Alberto, after exchanging phone calls, finally met for two hours, and Alberto and I had dinner, with more detailed discussions. Finally, in June, at Knight’s request, we sent a Letter of Inquiry for a Center For Entrepreneurial Journalism, then submitted a formal proposal for $3 million, meeting the Tow Challenge head on. Alberto said he would recommend the grant to the Knight board.

Only one question remained: What to call the new center? Tow-Knight? Or Knight-Tow? I phoned both men to delicately explore their feelings about whose name should go first. They both behaved like the two gentlemen they are. Len said the only thing that really mattered was the work we did. He was thrilled that his money had leveraged a substantial gift from Knight, the most prestigious foundation in journalism, and he was delighted to partner with them. Alberto was equally gracious. The Tow name should go first, he said, because Leonard Tow had initiated the program with his challenge grant. He said he would call Len, vacationing on Martha’s Vineyard, with his suggestion. The two men spoke, and the naming was done.

In September, the Knight board gave its enthusiastic approval to the Tow-Knight Center. Now the work begins.

Stephen B. Shepard
Dean, CUNY Graduate School of Journalism
The passing this summer of broadcast news pioneers Daniel Schorr and Himan Brown had a special resonance at the CUNY Graduate School of Journalism. Both were graduates of the City University of New York, system and both had established scholarship funds at the CUNY J-School in 2007.

Their combined largess has benefited 25 students who have received several thousand dollars apiece to help make their journalism education possible. “Both cared enough to give back to the university that helped them get started,” said Dean Stephen B. Shepard.

Schorr’s family set up the scholarship fund in his name as a 90th birthday present. Four students have been named Daniel Schorr Scholars so far, including Graham Kates from the Class of 2010 and Martin Leung from 2011. “Before CUNY I was a part-time reporter and part-time temp, so I wasn’t sure if I’d be able to afford grad school,” Kates said. “Schorr’s award sealed the deal for me.” He added: “Mr. Schorr and I shared a similar journalistic background. His first article was for an old newspaper called the Bronx Home News and my first reporting job was for the Bronx’s Norwood News. It was neat to look at Schorr’s incredible career and see where journalism could take someone.”


While at CBS, he won three Emmy Awards for his coverage of the Watergate scandal in the early 1970s. He counted his inclusion on Richard Nixon’s “Enemies List” as his greatest achievement. He was still working as a political commentator for NPR until shortly before his death at age 93 in July.

A 2007 gift from Brown established his scholarship fund. Since then, 21 students with an interest in broadcast journalism have become Himan Brown Scholars.
Students report on their summer internships

"Perhaps what I’ve liked the most about this internship is that each day I have to do something that makes me very uncomfortable...And for whatever reason, I take that as a sign that I’m either doing something right or getting the most out of this internship...I get to be in places where, in different circumstances, I’d have no reason to be...It’s incredible. It makes me feel like I have the best job in the world."
—Shane Dixon Kavanaugh, The Oregonian, Portland

"One of the most important things I’m gaining from this experience is to become a faster writer. Learning about a different topic every time I write a new story has been a challenge I’ve really enjoyed."
—Carla Candia, Associated Press, Santiago, Chile

"My biggest responsibility here is producing the Twittercast, a live show broadcast every Monday...I have to pitch the question. For instance, ‘Should the Gaza blockade remain?’... [Among the stories I was assigned] was one about a soccer league at the South African prison that Nelson Mandela was released from...I stayed through the night helping out with the piece and was able to sit in the control room for the broadcast."
—Jonathan Balthaser, Nightline (ABC News), New York

"I feel privileged to be one of only a dozen foreign journalists to be here on a semi-permanent basis. There are obviously some fairly steep challenges to overcome...The city is completely overcrowded and has for the most part not been cleared of rubble...I am trying to focus my reporting efforts on small and medium-sized businesses and on Haitian-run relief efforts."
—Christopher Schuetze, The Haitian Times, Port-au-Prince

"The part of the internship that most resembles the adrenaline rush that I associate with journalism is going out on shoots...I’m seeing how regular, deadline-driven journalism is great training for documentary filmmaking."
—Suyeon Kim, Promised Land Film Productions, New York

"Take one new intern, throw her into a nationally televised event, tell her to interview 15 people...and what do you get? A girl who luckily has no time to think, but just has to go...The first major event I covered was the National Spelling Bee...I had to interview children right after [they lost]. It was not only my first time interviewing children but my first time interviewing people who had tears in their eyes. It was a huge lesson."
—Courtney Carter, ABC News, Washington D.C.

"I’m benefiting from spending so much time with David W. Dunlap, a Metro writer who does much of the writing for Lens, and all of the editing...Nearly every conversation I have had with him has been valuable in shaping the way I look at a string of words."
Sri Lankan Investigative Reporter To Spend Year in Residence

This year’s International Journalist in Residence is Sonali Samarasinghe, an award-winning investigative reporter from Sri Lanka. Samarasinghe has been a leading fighter for justice and government in her country for more than a decade.

Samarasinghe fled her country shortly after her husband, journalist Lasantha Wickrematunge, was assassinated in early 2009. Samarasinghe also has a Masters in International Affairs from the Australian National University, Canberra, and a law degree from the University of London. She worked as an attorney at Law of the Supreme Court of Sri Lanka, for the Attorney General, and as a lawyer in a private practice.

The International Journalist in Residence Program was started in 2007 in cooperation with the Committee to Protect Journalists. The international journalist will participate in the life of the CUNY J-School, in classes and other activities, for the entire academic year.

Previous fellows are Rooshbeh Mire Brahams from Iran, who was imprisoned and tortured in his country, and Alaa Majeed, an Iraqi who is here in New York as a refugee.