

Melanie Asp Alvarez

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EXPERIENCE

Assistant Dean, Cronkite School of Journalism & Mass Communication, March 2020 to present

- Lead initiatives supporting first-year Cronkite experience, student engagement & retention
- Guide teams on undergraduate orientation, student success and events
- Teach first-semester students in JMC 110: Principles and History of Journalism and coordinate co-instructors, syllabus & schedule for the introductory Cronkite course
- Serve as chair of Cronkite's Academic Standards Committee
- Oversee Cronkite's TV News Magazine professional program, Catalyst on Arizona PBS
- Manage broadcast adjunct faculty and syllabus review
- Lead Cronkite Camps initiatives and programming for middle and high school students
- Coordinate contest entries to bolster Cronkite students' award-winning tradition
- Produce special projects including the Class of 2020 Cronkite Convocation and Cronkite & Coronavirus videos documenting student work and the school's pandemic response

Executive Editor, "Elemental" Regional Journalism Collaboration. Dec 2018 to April 2020

- Led sustainability news reporting partnership, comprised of public television and radio stations in Phoenix, Denver & Los Angeles based at Cronkite School
- Coordinated content in four pillars: water, renewable energy, climate change & urbanization
- Managed ElementalReports.com site & RSS feeds to ensure cross-partner content sharing
- Created social presence on Facebook, Twitter & Instagram: selecting content, writing posts, engaging audience, monitoring analytics & maintaining "Elemental's" voice
- Supported development & outreach efforts in sustainability, science & public policy sectors
- Generated reports on capacity, content & audience for Corporation for Public Broadcasting
- Responsible for budgeting and invoicing for partner stations under terms of CPB grant
- Guided content development within Cronkite News student sustainability reporting team
- Interfaced with Arizona PBS news & public policy programming producers as well as Cronkite School leaders in new media innovation, depth reporting & data journalism

Assistant News Director & Executive Producer, Cronkite News. Aug 2014 to Dec 2018

- Managed team of student journalists for weeknight newscast on Arizona PBS
- Guided newscast in editorial philosophy, writing, reporting & presentation
- Instructed staff in news judgment, video editing, graphics creation & content management
- Encouraged broadcast innovation, use of emerging technologies & social media techniques
- Conceptualized, wrote and edited video content for Cronkite News
- Coordinated content with directors and staff in Washington & Los Angeles bureaus
- Managed "Cronkite News Refresh" weekly broadcast informed by social media analytics & audience engagement on Facebook, Twitter & YouTube

- Mentored graduating students and alumni in job search and career advancement
- Liaised with recruiters, donors, prospective students, tour groups & elementary field trip visitors in Cronkite News Broadcast Center
- Ensured Cronkite News newscast remained the top collegiate newscast in the nation
 - Cronkite News newscast named finalist in 2019 & 2015 College Television Awards
 - Cronkite News named 2018 Broadcast Education Association Best of Festival
 - Cronkite News awarded 2017 National Student Murrow Award for Video Excellence
 - Cronkite News awarded 2016 Best All-Around TV Newscast in national Society of Professional Journalists competition

Lecturer, Cronkite School, Arizona State University. Aug 2011 to present

- Full-time instructor for advanced student broadcast journalists
- Course emphasis in news producing and visual storytelling
- Topical instruction on evolving electronic & social media techniques
- Assist faculty in teaching skills including broadcast writing, content management systems, video editing, studio production & post-production

Executive/Supervising Producer, Cronkite NewsWatch. Aug 2008 to July 2014

- Supervised student news staff for nationally top-ranked college newscast
- Instructed students in newscast philosophy, writing, reporting & technology
- Maintained award-winning quality for Cronkite NewsWatch
 - Best Newscast, Broadcast Education Association (2010, 2012 & 2013)
 - Best Newscast, Society of Professional Journalists (2011)
 - National Winner, Television In-Depth Reporting, Society of Professional Journalists “Arizona’s Water Future” Cronkite NewsWatch Special (2014)

Faculty Adjunct, Cronkite School, Arizona State University. Jan 2007 to July 2011

- Created and instructed upper-level, News Producing journalism course
- Guided student journalists creating newscasts, specials & election coverage
- Assisted in continuing development and growth of Cronkite NewsWatch

Executive Producer, KPHO CBS5 News Phoenix, AZ. Jan 2005 to June 2006

- Responsible for all editorial aspects of weekday morning live newscast
- Managed staff of producers, writers, anchors, reporters, editors & photographers
- Made breaking news decisions, generated story ideas, wrote scripts, edited copy
- Chose stories, updated news items and created news links for kpho.com
- Participated in research & marketing related to overall direction of newscast

News Producer, KPHO CBS5 Phoenix, AZ. May 2002 to Jan 2005

- Created, launched & produced the only live 6:30pm newscast in Phoenix
- Produced 10pm newscast ('02-'04), delivering 5th to 2nd place ratings increase
- Coordinated anchors, reporters, editors, photographers during live newscast

- Researched content, wrote scripts, edited copy, selected video, ordered graphics
- Collaborated with promotions & research departments to boost viewer retention

News Producer, WTSP 10 Tampa-St. Petersburg, FL. March 1999 to March 2002

- Produced weekday 6pm newscast for Gannett-owned CBS affiliate
- Responsible for daily graphics packages, web polls and on-air promotions
- Created award-winning long-format sports and weather specials
- Served 2 years as weekend producer, with no direct editorial supervision

News Producer KKTU 11, Colorado Springs, CO. May 1997 to March 1999

- Produced top-rated nightly newscast for CBS affiliate
- Managed nighttime assignment desk
- Booted award-winning spot news coverage, "Blizzard '97"
- Reformatted 2-hour early show as senior morning producer

Editor-in-Chief & various leadership, Daily Trojan, Los Angeles. Aug 1993 to Dec 1996

- Managed editorial operations for USC's award-winning independent newspaper
- Recruited and coordinated staff of more than 150 college journalists
- Guided editors in news judgment, article allocation and layout design
- Also served as Managing Editor, City Editor and Entertainment Editor

EDUCATION

Master of Liberal Studies, Arizona State University, August 2014

- Focus Area: Creative Nonfiction, Science & Society
- Topics: Professional Writing, Educational Psychology, Societal Concerns
- Graduated with 4.2 GPA

Bachelor of Arts, University of Southern California, May 1997

- Major: Broadcast Journalism; Minor: Business
- Trustee Scholar, 4-year full-tuition academic scholarship
- Graduated magna cum laude

SKILLS

Broadcast News & Production *Daily Content Management, Live & Live-to-Tape Studio Production, Satellite & Mobile Live Shot Coordination, Breaking & Special Event Coverage, Short & Long Form Documentary Production, Promotional Video Production, AP Broadcast Style*

Content Management Systems	<i>ENPS, WordPress, iNews, Sienna Storycut, MOS Integration, Associated Press feeds, YouTube News channels, multiple network video servers</i>
Video and Media Editing	<i>Adobe Premiere, Final Cut Pro, Adobe Photoshop, Adobe Audition, AXIS & Camio Graphics</i>
Social Media Management	<i>Facebook, Twitter, Instagram, Tweetdeck, Hootsuite</i>
Audience Research & Data	<i>Nielsen TV Ratings, Google Analytics, Parse.ly, Chartbeat, Facebook Insights, Twitter Analytics</i>
Organizational Communication	<i>Microsoft Office Suite, Google Team Drives, Slack, Click-up, FTP, Dropbox</i>

SPECIAL PROJECTS

- Cronkite Convocation for Class of 2020, Executive Producer
Video/Livestream Ceremony, May 2020
- Cronkite & Coronavirus, Content Creator & Aggregator
Produced Video Series on COVID-19 Student & Faculty Work, April 2020
- “Lester Holt Tribute Video,” Executive Producer
Short Form Documentary for Cronkite Luncheon, Nov 2019
- “Anderson Cooper Tribute Video,” Executive Producer
Short Form Documentary for Cronkite Luncheon, Oct 2018
- “Honoring John McCain,” Contributing Producer
Live Continuing Coverage & Updates from AZ & DC for Arizona PBS, Aug 2018
- “Cronkite News: Full Circle,” Creator & Executive Producer
Newscast Innovation Project for Arizona PBS, April 2018
- “Judy Woodruff & Gwen Ifill Tribute Video,” Executive Producer
Short Form Documentary for Cronkite Luncheon, Oct 2017
- “Scott Pelley Tribute Video,” Executive Producer
Short Form Documentary for Cronkite Luncheon, Nov 2016
- “Charlie Rose Tribute Video,” Executive Producer
Short Form Documentary for Cronkite Luncheon, Nov 2015
- “Robin Roberts Tribute Video,” Executive Producer
Short Form Documentary for Cronkite Luncheon, Nov 2014
- “Bob Schieffer Tribute Video,” Executive Producer
Short Form Documentary for Cronkite Luncheon, Nov 2013
- “Bob Costas Tribute Video,” Executive Producer
Short Form Documentary for Cronkite Luncheon, Nov 2012
- “Christiane Amanpour Tribute Video,” Executive Producer
Short Form Documentary for Cronkite Luncheon, Nov 2011
- “Diane Sawyer Tribute Video,” Executive Producer
Short Form Documentary for Cronkite Luncheon, Nov 2010

“Brian Williams Tribute Video,” Executive Producer
Short Form Documentary for Cronkite Luncheon, Nov 2009
“Cronkite: Legend & Legacy,” Executive Producer
Documentary tribute to Walter Cronkite & his School, Sept 2009
“Walter Cronkite Debate Tracker Special,” Producer
Post-presidential debate special with Cronkite’s live analysis, Oct 2004
“Dick Fletcher 20th Anniversary Special,” Producer
Documentary tribute to the longest-running meteorologist on-air
in the Tampa-St. Petersburg, FL market, Aug 2000
“Still the One: Denver Broncos Super Bowl Victory,” Producer
Live-event long-form special on Broncos’ statewide celebration, Feb 1999
“Blizzard of ’97,” Producer
Live-event continuous breaking news coverage, Oct 1997

ACADEMIC SERVICE & RESEARCH

Cronkite School Academic Standards Committee, Chair
Appointed for continuing service, May 2020
ASU Undergraduate Student Success Leadership Council, Cronkite Representative
Appointed for continuing service, March 2020
Search Committee, Arizona PBS Representative
Appointed to committee select new Content Director, Jan 2019
Cronkite School Executive Committee, Selected Representative
Appointed to advise and serve Cronkite Leadership Office, Jan 2019
Graduate Committee, Faculty Representative
Appointed to three-year term, December 2018
“News Now: Visual Storytelling in the Digital Age,” Second Edition Coordinator
Appointed to organize authors & contributors for textbook update, Nov 2018
Deans Advisory Committee, Faculty Representative
Appointed to two-year term at Cronkite School, Dec 2015
Must See Monday Event, Cronkite School Host
Panel discussion on “Women in Media,” Aug 2015
Reynolds Summer Journalism Institute, Instructor
Adobe Premiere Training for High School Teachers, June 2015
Arizona PBS Collaboration Work Group
Team appointee for integrating news organizations, Summer 2014
Barrett Summer Scholars Program, Presenter
Video Storytelling Seminar for middle-school students, June 2012
“News Now: Visual Storytelling in the Digital Age,” Contributing Author
Chapter 8: Producing for Broadcast, published Aug 2011
Barrett Summer Scholars Program, Presenter
Video Storytelling Seminar for middle-school students, June 2011
“Inside Creative Minds,” Interviewee
Selected guest for program on the creative process, Aug 2008
International Communications Studies Program. USC Annenberg School
Media Research tour in London, Paris, Prague & Geneva, May 1995

HONORS

Silver Award, Non-Broadcast Documentary, The Telly Awards
"Lester Holt Tribute Video" May 2020

Award of Excellence, Student/Teacher Co-Production, Broadcast Education Association
"Coming Clean: Oil's Legacy in the Age of the Green Dream" April 2020

Bronze Award, Promotional Video, The Telly Awards
"Anderson Cooper Tribute Video" May 2019

1st Place, Disrupt the News Challenge, Broadcast Education Association & TVNewsCheck
"Cronkite News: Full Circle" (National Newscast Innovation Competition) Jan 2019

Bronze Award, Film/Video History & Biography, The Telly Awards
"Charlie Rose Profile" April 2016

Award of Excellence, Promotional Video, Broadcast Education Association
"Bob Costas Tribute Video" April 2013

Award of Excellence, Short Form Documentary, Broadcast Education Association
"Diane Sawyer Tribute Video" April 2011

Award of Excellence, Short Form Documentary, Broadcast Education Association
"Brian Williams Tribute Video" April 2010

Emmy Nomination, Newscast Producer, National Association of Television Arts & Sciences
CBS 5 10pm, Weekday Newscast, Large Market, Rocky Mountain Region August 2004

"Best Producer," Arizona Associated Press Broadcasters Association
CBS 5 10pm Division 1 Newscast, June 2004

"Best Newscast," Arizona Associated Press Broadcasters Association
CBS 5 10pm Newscast Staff Award, Producer, March 2003

"Best Sports Special" Florida Associated Press Broadcasters Association
WTSP Staff Award, Producer, March 2001

Emmy Nomination, Extended News Coverage, National Association of Television Arts & Sciences
KKTV Blizzard Coverage, Heartland Region Sept 1998

Order of the Laurel, University of Southern California
Top 1% of graduating university class, May 1997

Outstanding Undergraduate, USC Annenberg School of Journalism
Award of Excellence, May 1997

Undergraduate Scholarship, Society of Professional Journalists
Selected Recipient, Sept 1994

Trustee Scholarship, University of Southern California
Full-Tuition Academic Award, 1993-1997

PROFESSIONAL DEVELOPMENT

Certificate in Effective College Instruction, ACUE/ACE, 2020

ASU Peer Leadership Academy, Cohort VII, 2019-2020

Certificate in Mindfulness Leadership, ASU Mindfulness Center, 2019

Broadcast Education Association, Conference Attendee, 2019

Rocky Mountain Emmy Weekend Newscast Judging Panel, 2017

Society of Professional Journalists Sigma Delta Chi Judging Panel, 2013

Broadcast Education Association, Conference Attendee, 2012

Radio/Television Digital News Association, Faculty Adviser, 2011-2012
Broadcast Education Association, Conference Attendee, 2011
Rocky Mountain Emmy Investigative News Judging Panel, 2011
Broadcast Education Association, Conference Attendee, 2010
Rocky Mountain Emmy Student Production Judging Panel, 2010
Meredith Corporation News Summit, Participant, Orlando, FL 2004
Meredith Corporation News Summit, Participant, Austin, TX 2003