

Rebecca Blatt

Senior Associate Dean
Professor of Practice

Walter Cronkite School of Journ. & Mass Comm.
Arizona State University
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Education

- The American University**, Washington, D.C. August 2015
Kogod School of Business
- Master of Business Administration
- University of North Carolina at Chapel Hill** May 2008
School of Journalism and Mass Communication
- Master of Arts, Mass Communication
 - Roy H. Park fellowship
- University of Pennsylvania**, Philadelphia, Pa May 2004
College of Arts and Sciences
- Bachelor of Arts, English
 - Phi Beta Kappa
 - Summa Cum Laude

Academic Leadership

- Walter Cronkite School of Journalism and Mass Comm.**, Phoenix, Ariz. May 2020-Present
Senior Associate Dean, Professor of Practice
- Manage operations for Cronkite School leadership team
 - Serve as dean's designee and project manager in leading many strategic initiatives with internal and external stakeholders
 - Guide and mentor emerging leaders among faculty, staff and leadership ranks
 - Oversee assessment and accreditation
 - Direct immersion master's programs, including recruitment, retention, student services and curriculum
 - Doubled master's enrollment 2018 to 2021, with >70% growth 2020 to 2021
 - Expanded student diversity, including school's first cohort with majority students of color
 - Establishing partnerships with HBCUs and tribal colleges
 - Established partnership with Mayo Clinic Alix School of Medicine for instruction/research
 - Oversee signature capstone programs: Cronkite News (Phoenix, Los Angeles and D.C.), the Roy W. Howard Center for Investigative Journalism, the Carnegie-Knight News21 Investigative Reporting Initiative and the Robert Wood Johnson Foundation Health Reporting Initiative
 - Manage approximately 15 full-time faculty directors in Phoenix, Los Angeles and D.C.
 - Responsible for experience and success of approximately 200 students enrolled per semester (fall, spring, summer)
 - Manage partnerships with approximately 20 universities who send student fellows to work on investigative projects under the direction of Cronkite faculty
 - Responsible for >\$4 million in grant funding
 - Spend, track and report impact to funders
 - Overseeing multi-year, multi-million-dollar renewal proposals for grants from Scripps Howard Foundation and Robert Wood Johnson Foundation
 - Lead initiatives aimed at serving Indigenous students and communities
 - Secured Southwest Borderlands Initiative faculty position focused on journalism and Indigenous communities
 - Created journalism skills course open to students at tribal colleges and ASU
 - Partnering with Dine College to create pathway from new associate's degree
 - Negotiated hosting of annual conference for Native American Journalists Association
 - Lead the school's pandemic transitions to remote learning, hybrid classrooms and campus return
 - Manage crisis responses in collaboration with communications, Dean of Students, ASUPD
 - Manage course enrollment: scheduling, reviewing new courses, addressing under-enrolled courses

Walter Cronkite School of Journalism and Mass Comm., Phoenix, Ariz.

May 2017-April 2020

Assistant Dean, Professor of Practice

- Directed master's programs, including launch of nation's first Master of Arts in Investigative Journalism
- Directed online programs, including the launch of three new programs in digital audience strategy and 83 percent enrollment increase in three years
- Led student services for school's 1,000+ online students and 100+ on-campus master's students
- Led recruitment and retention efforts for master's degree programs, increasing enrollment by 39 percent in three years while improving diversity and academic achievement of students
- Designated as school's Academic Integrity Officer, including chair of the Standards Committee, representative on university-wide AI committee and chair of a working group designing a new AI case management platform
- Designed and executed assessment plans for all Cronkite School degree programs
- Managed national student journalism contest submissions and recognition, averaging more than 100 award winners per year
- Taught introductory seminar for on-campus master's students and lecture course for incoming freshmen

Walter Cronkite School of Journalism and Mass Comm., Phoenix, Ariz.

May 2016-May 2017

Director, Cronkite News Digital Production Bureau

Professor of Practice

- Oversaw full-time student team producing web stories and multimedia content for Cronkite News/Arizona PBS (cronkitenews.azpbs.org)
- Managed digital workflow for Cronkite News bureaus
- Taught undergraduate and graduate students skills in journalism, writing, data visualization, social media, search engine optimization, video and audio production, photo editing and collaboration

Walter Cronkite School of Journalism and Mass Comm., Phoenix, Ariz.

March 2014-May 2016

Director, Public Insight Network Bureau

Professor of Practice

- Launched Public Insight Network Bureau
- Oversaw undergraduate and graduate students working with professional newsrooms across the country on community-engagement and audience-engagement projects while generating revenue to achieve sustainability
- Taught skills in journalism, community engagement, entrepreneurship, and collaboration
- Built partnerships with newsrooms and journalism schools across the country
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Teaching Experience

Arizona State University

- JMC 110: Principles and History of Journalism
- JMC 485: Public Insight Network Bureau (Undergraduate Capstone)
- JMC 478: Cronkite News – Phoenix (Undergraduate Capstone)
- MCO 504: Journalism Skills Laboratory
- MCO 593: Applied Project
- MCO 570: Public Insight Network Bureau (Graduate Capstone)
- MCO 570: Cronkite News – Phoenix (Graduate Capstone)

Mayo Clinic Alix School of Medicine

- Medical selective: Health Journalism and Mass Communication

Academic Leadership Training

Arizona State University Advanced Leadership Initiative

Jan. 2019-May 2019

- Completed year-long leadership development program with cohort of eight academic leaders

Arizona State University Peer Leadership Academy August 2017-May 2018

- Completed year-long leadership development program with colleagues across ASU

Scripps Howard Academic Leadership Academy June 2015

- Selected as one of 18 professors and administrators across the country to participate in the Leadership Academy at Louisiana State University's Manship School of Mass Communication

Journalism and Mass Communication Experience

WAMU News, Washington, D.C. Oct. 2011-March 2014

Senior News Editor – Special Projects

- Oversaw political reporting including election and inauguration coverage
- Produced special projects such as breaking news coverage, series and documentaries
- Forged strategic partnerships with local, national and international news organizations

WAMU News, Washington, D.C. Sept. 2009-Sept. 2011

Editor/Producer

- Reported, wrote, voiced and edited stories for radio and web
- Coordinated breaking-news coverage
- Produced live interviews with newsmakers and analysts

NPR, Washington, D.C. May 2010-July 2011

Associate Producer/Editor, Newscast

- Edited scripts and audio files from anchors and reporters around the world
- Directed news broadcasts before transition to self-operated studios

WAMU News, Washington, D.C. May 2008-Aug. 2009

Morning Producer

- Selected, wrote, voiced and positioned stories for newscasts and website

North Carolina Public Radio, Chapel Hill, N.C. Nov. 2006-May 2007, Apr. 2008

Intern

- Produced, edited interviews for The Story (American Public Media)

UNC School of Journalism and Mass Communication, Chapel Hill, N.C. Aug. 2006-May 2008

Roy H. Park Fellow

- Served as teaching assistant in photojournalism and community journalism courses

Professional Recognition (Selected)

Outstanding Instructional Faculty Mentor, Finalist March 2021

- Recognized for supporting master's students through "fostering academic excellence and nurturing professional development with an inclusive and compassionate approach."

ASU Committee for Campus Inclusion Catalyst Award, Finalist October 2019

- Recognized for an "outstanding contribution to promoting diversity and inclusion at ASU and beyond"

Associated Press Media Editors Innovation in Journalism Awards Sept. 2016

- Director of PIN Bureau, recognized as Innovator of the Year for College Students

Arizona State University President's Award for Innovation April 2015

- Director of PIN Bureau, recognized for significant contribution to ASU through innovative programs

Regional Edward R. Murrow Award for Best News Series May 2014

- Reporter/Producer for "Aging and Abuse" (WAMU)

- Chesapeake Associated Press Broadcasters Association Outstanding News Series** June 2013
- Editor/reporter/producer for “Federal Spending and the D.C. Area” (WAMU)
- 2012 Casey Medals for Meritorious Journalism** July 2012
- Editor of “The Heavy Burden of Childhood Obesity” (WAMU)
 - Honorable mention audio series
- Chesapeake Associated Press Broadcasters Association Outstanding Public Affairs** June 2012
- Reporter for “Metro Connection: Remembering 9/11” (WAMU)
- Education Writers Association’s Awards for Education Reporting** March 2012
- Editor of “The Heavy Burden of Childhood Obesity” (WAMU)
 - First prize broadcast series
- Public Radio News Directors Incorporated Award** June 2010
- Producer of “Metro Crash” (WAMU)
 - First place breaking news
- New York Festivals Radio Broadcasting Gold World Medal** May 2008
- Producer of “Left Behind” (The Story, WUNC)
- UNC’s James D’Aleo Award** May 2008
- Given to the University of North Carolina School of Journalism and Mass Communication graduate student who has gone above and beyond expectations to contribute something special to the school, the university, the community or the discipline.

Grants

- Scrrips Howard Foundation Grant for the Howard Center for Investigative Journalism** August 2018-Present
- Among a team of colleagues that prepared application and hosted a site visit to secure \$3 million to launch the Howard Center for Investigative Journalism and the country’s first Master of Arts in Investigative Journalism.
 - Oversee deployment of funds and reporting to funder.
- Robert Wood Johnson Foundation – Southwest Health Reporting Initiative** May 2020-Present
- Manage \$1 million grant for coverage of health disparities in underserved communities
- Cronkite School Master’s Student Funding** May 2017-Present
- Manage more than \$1 million per year in graduate student assistantships, fellowships and scholarships, leveraging funds from nine external sources for recruitment and retention of graduate students
- Corporation for Public Broadcasting Regional Journalism Collaboration Grant** October 2017-May 2020
- Wrote and edited grant application for \$699,000 to establish a CPB Regional Journalism Collaboration covering sustainability issues in the Southwest.
 - Hired executive editor and managed funding distribution to four subgrantee stations across the West: KPCC, Rocky Mountain PBS, KJZZ and PBS SoCal.
 - Managed reporting and funder relations.
- ONA Challenge Fund Grant** May 2014-January 2015
- Led experiment engaging audience around gun rights issues, deploying \$35,000 grant from the Online News Association. Coordinated faculty research and teaching in the project and reporting to the funder.
- Public Insight Network Bureau** March 2014-May 2016
- Hired as founding director of the Public Insight Network Bureau, funded by \$250,000 grant from the Knight Foundation and \$250,000 from American Public Media. Responsible for all grant spending and reporting.

Invited Lectures and Presentations (Selected)

- Adapting the ‘Teaching Hospital’ Model to Remote Learning** June 2021
- Presented Cronkite School case studies for the Study of the United States Institute (SUSI)
- Addressing Investigative Reporting Challenges Large and Small** October 2020
- Presented to the U.S. State Department’s Edward R. Murrow Program fellows about efforts to address investigative reporting challenges in the United States, including diversifying the ranks of investigative journalists, producing visual storytelling remotely during the pandemic and the impact of misinformation on trust in investigations
- Objectivity, Trust and the Future of Journalism** September 2020
- Moderated panel discussion about shifting practices around the notion of objectivity and public trust in media as part of the Cronkite School’s Must See Monday event series
- COVID-19 Conversation Series: A New Normal** August 2020
- Interviewed in conversation series featuring university leaders focused leading teams during the pandemic
- Covering the Uncovered: Native American Journalism** February 2019
- Moderated a discussion of journalism in Indian Country as part of the Cronkite School’s Must See Monday event series
- Launching Your Career with Cronkite Professional Programs** September 2018
- Moderated a discussion about career preparation in Cronkite professional immersion programs as part of the Cronkite School’s Must See Monday event series
- Covering President Trump: Observations from a Veteran White House Correspondent** October 2017
- Interviewed Jon Decker, White House correspondent for Fox News Radio, as part of the Cronkite School’s Must See Monday event series
- Coding for Journalists** August 2017
- Moderated panel discussing if/how journalism schools should integrate coding into curriculum
- Keynote Presentation** July 2017
- Provided welcome for the Arizona Interscholastic Press Association Summer Workshop
- Social Media Strategy Workshop** April 2017
- Led seminar for McCain Institute for International Leadership’s Next Generation Leaders Program
- Press, Politics and the Public: Journalism Lessons** February 2017
- Discussed missteps 2016 election coverage as part of the Cronkite School’s Must See Monday event series
- KJZZ Here and Now** January 2017
- Guest during Friday Newscap segment following President Trump’s Inauguration
- Social Media Strategy Workshop** April 2016
- Led seminar for McCain Institute for International Leadership’s Next Generation Leaders Program
- Cronkite PIN Bureau: Professional Experience, Entrepreneurship, Community Service** Jan. 2016
- Presenter for Learning Innovation Showcase hosted by ASU’s Institute for the Science of Teaching and Learning
- Marketing Your Work and Engaging Your Audience** Jan. 2016
- Panelist for Reynolds Business Journalism Week
- DigitalEd: How to Improve Audience Engagement and Digital Outreach** May 2015
- Webinar leader in partnership with MediaShift and the Reynolds National Center for Business Journalism

- Social Media Strategy Workshop** April 2015
 - Led seminar for McCain Institute for International Leadership's Next Generation Leaders Program
- Music, Maps, and Mold: Updates from the 2014 Challenge Fund Winners** Sept. 2014
 - Panelist, Online News Association conference
- At Your Service: A News Source for Native Health** July 2014
 - Panelist, National Native Media Conference (Native American Journalists Association)
- Social Media Workshop** June 2014
 - Workshop leader, Young African Leaders Initiative (ASU Academic Institute)
- Tools of Engagement: Connecting with Your Audience On and Off the Air** June 2014
 - Workshop leader, New Mexico Broadcaster Association convention
- Leveraging University Partnerships to Expand News Coverage** June 2014
 - Co-presenter, New Mexico Broadcasters Association convention
- Engaging the Audience: How News Organizations are Connecting Outside the Newsroom** April 2014
 - Co-presenter, National Association of Broadcasters News Director Workshop

University Service

- Member, Cronkite School Endowment Board of Trustees** May 2021-Present
 - Represent Cronkite School leadership on the dean's external advisory board
- Member, Howard Center for Investigative Journalism Advisory Board** May 2021-Present
 - Represent Cronkite School leadership on external advisory board for program supported by \$3 million grant from the Scripps Howard Foundation
- Chair, Cronkite School Master's Committee** May 2017-Present
 - Lead committee reviewing and approving applications for admission and funding for graduate programs
- Member, Cronkite School Scholarship Committee** September 2017-Present
 - Lead a small committee of faculty and staff deciding all awards for undergraduate and graduate students
- Member, Cronkite School Search Committees** July 2014-Present
 - Served on more than a dozen search committees for Cronkite hires, ranging from tenure-track faculty positions to senior staff leaders, including Arizona PBS general manager and dean of the school
- Member, University Graduate Council** September 2018-May 2021
 - Considered new graduate programs across ASU, offered input and guidance to dean of the Graduate College
- Member, Cronkite School Dean Search Committee** November 2020-April 2021
 - Established position profile, recruited and interviewed candidates and hosted finalists during school visits
- Chair, Cronkite School Academic Standards Committee** May 2017-May 2020
 - Responsible for committee investigating potential academic integrity violations; making recommendations to the Cronkite School dean
- Member, ASU Academic Integrity Committee** September 2017-May 2020
 - Represent the Cronkite School on committee that develops and implements ASU-wide academic integrity policy

- Chair, ASU Academic Integrity Implementation Strategy Subcommittee** October 2017-May 2018
- Led team that developed strategy and tactics for tracking and documenting academic integrity violations across ASU
- Member, ASU Online Graduate Program Working Group** September 2018-May 2020
- Collaborate with other ASU online program directors to identify, test and share best practices for launching, scaling and sustaining graduate online programs.
- Member, Cronkite School Academic Standards Committee** May 2014-May 2017
- Investigated accusations of academic integrity policy violation and makes recommendations to Cronkite School dean
 - Elected by Cronkite School faculty to a three-year term
- Honors thesis director, reader** May 2014-May 2017
- Served as director and second reader on several thesis projects for students in Barrett, The Honors College
- Chair, Arizona PBS Collaboration Group I** June 2014-Aug. 2014
- Appointed by Cronkite School dean to lead group of 13 faculty members and Cronkite School alumni tasked with integrating eight professional immersion programs into one single news entity

Professional Service

- Copy Editor, Turning Points Magazine** August 2017-Present
- Copy edit magazine written by and for Indigenous students at ASU
- Judge, Native American Journalists Association** May 2018-March 2021
- Evaluated entries in best online feature photo and best online feature story categories
- Toner Prize for Excellence in Political Reporting** January 2021
- Judged entries for national award recognizing excellence in political reporting
- Member, Native American Journalists Association Education Committee** August 2018-July 2019
- Collaborated with NAJA leadership and members on educational initiatives
- Judge, Headliners Foundation of Texas** March 2017-February 2019
- Selected Star Reporter of the Year winner
- Mentor, Reynolds High School Journalism Institute** June 2014
- Mentored and offered feedback for high school journalism instructors during summer journalism institute

Public Service

- Maricopa County Medical Reserve Corps**
- Staffed Maricopa County COVID-19 Vaccine POD (Abrazo West)
 - Certified in Mental Health FIRST AID (National Council for Mental Wellbeing)