

# Walter Cronkite School of Journalism and Mass Communication – Arizona State University



“Parallels Desktop is the backbone of our news production and computer lab environment.”

– Sasan Poureetezadi, IT Director

## Overview

### Industries

Education News and Media Communications

### URL

<http://cronkite.asu.edu>

### Challenges

- Mixed OS news production environment
- Dual hardware platforms
- Costly and cumbersome to manage
- Did not support the necessary level of speed and user efficiency

### Solutions

- Standardize on the Mac® hardware platform
- Seamless, simultaneous access to Windows® and Mac OS X on each Mac
- No rebooting required

### Benefits

- Increased overall user efficiency
- Faster media and news production
- Reduced IT costs and management requirements
- Faster, easier deployments
- Purchased 325 Macs + Parallels Desktop® for 1/3 of the cost of buying dedicated PCs

Over the past 78 years, Arizona State University's journalism curriculum has evolved from a handful of classes in the English Department to an independent, progressive print and multimedia powerhouse. Named in honor of longtime CBS® Evening News anchor Walter Cronkite, the Walter Cronkite School of Journalism and Mass Communication is now the most respected, influential journalism school on the American journalism and media landscape. When Arizona State University declared the Cronkite School an independent school in 2005, Dean Callahan “declared a simple yet ambitious goal: to take this excellent journalism school and make it the preeminent professional journalism program in the country.” Today it continues to develop as the country's finest professional journalism program and remains committed to upholding the values of journalistic excellence and integrity that made Walter Cronkite “The Most Trusted Man in America.”

Dedicated to producing outstanding, impactful professionals, its faculty includes some of the top journalists in the country and its students have dominated the Hearst intercollegiate journalism awards for nearly two decades. Visibly active in the industry, their work is often published or broadcast by leading news organizations such as The New York Times, Miami Herald, Forbes.com®, The Associated Press, CNN and NPR.

Known for its deep-rooted commitment to integrity, excellence and innovation, the Cronkite School's dedication extends beyond its academic halls and into the professional journalism industry. Each year, one distinguished journalist is presented with the highly prestigious Walter Cronkite Award for Excellence in Journalism, whose recipients include Jane Pauley, Tom Brokaw, Dave Barry, Ted Turner, Bill Moyers and other media legends.

The Cronkite School also serves as the headquarters for the Carnegie-Knight News21 Initiative, which aims to broaden the way that journalism is taught, and for the Donald W. Reynolds National Center for Business Journalism, which works to continuously improve the quality of the industry as a whole.

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## Environment

### Facility

- New 225,000 sq ft journalism building
- 14 digital newsrooms & computer labs
- 2 TV Studios
- 280 digital student workstations
- The Cronkite Theatre
- The First Amendment Forum

### Key OSs & Programs

#### Windows XP

Associated Press ENPS (AP ENPS)  
Microsoft Office® 2007  
Microsoft Visio®  
Advantage: ASU's financial software

#### Mac OS X

Final Cut Pro®: media editing

#### Sienna™ Technologies

QuickTime®: video production  
and Final Cut Pro/MOS integration

#### Before Parallels Desktop

280 computers: 40% PC  
and 60% Mac

#### With Parallels Desktop

100% Macs - 580 total computers  
Purchased 325 Macs + Parallels  
Desktop® for 1/3 of the cost of buying  
dedicated PCs

## Technology Moving at the Speed of News

Today's ever-changing technology demands constant flexibility and continual innovation from every industry, including professional journalism, and leading the charge for the Cronkite School is Mark Lodato. In addition to being a Professor of Practice and the News Director for the school's award-winning live newscast, Cronkite NewsWatch, Lodato serves as the driving force behind ensuring that the Cronkite School is properly equipped as the professional news production facility that it is. To train outstanding professionals, a school must provide its students with outstanding professional tools for every journalism medium and through Lodato's efforts, the Cronkite School's new 225,000 sq. ft. journalism building houses today's most advanced, cutting-edge news and media technology.

This fully equipped, multi-media, professional news production environment consists of a mixed-operating system platform that runs Windows®-only AP ENPS (Associated Press Electronic News Production System), the world's most popular news production system, alongside Final Cut Pro® video and audio production software from Apple® and UK Gallery's Sienna™ (System Integrated News Automation) technologies.

"Because we use Final Cut Pro, Macs are essential to our non-linear video editing presence," explains Sasan Poureetezadi, IT Director for the Cronkite School. "We had to come up with a solution for our Windows-only news production environment." With the rise of QuickTime® as an in-demand video medium, the Cronkite School also utilizes Sienna technologies to bridge the gap between its QuickTime and Final Cut Pro media productions and its Windows-only AP ENPS news management system.

In the past, news environments that chose Final Cut Pro and Sienna had to run both PC and Mac hardware to accommodate their Apple creative platforms and their Windows-based news production systems. Therefore, the Cronkite School's IT Department bought both PCs and Macs, setting each one up with specific programs and applications for the tasks at hand. This dual hardware platform environment, which consisted of 40% PCs and 60% Macs, meant additional hardware costs, management requirements and power & cooling requirements - all of which contributed to a growing IT budget that consumed the Cronkite School's resources.

This dual-hardware platform infrastructure also limited the center of the school's curriculum - its instructional computing labs, which house close to 300 digital student workstations. These computing labs must be as efficient as possible to keep up with the school's students and multi-media broadcasting programs, but forcing users to move from workstation to workstation to access the required Mac or Windows software limited the speed at which they could work. To compound the issue, high-ranking faculty and staff also needed access to specific Windows productivity programs such as Microsoft Office® 2007, Microsoft Visio® and ASU's financial software, Advantage. To give them the access they needed, Poureetezadi and his team equipped them with both a PC and a Mac, also forcing them to juggle dual workstations to access the two operating systems.

Bottom line: This mixed PC and Mac workstation environment was too costly and could not keep up with the fast pace of this world-class professional news environment.

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– Sasan Pouretezadi,  
IT Director

## Making it Happen

In 2006, Pouretezadi and his IT Department began the search for an efficient, flexible, cost effective way to run its Sierra technologies, Mac-only Final Cut Pro and Windows-only AP ENPS news production systems cohesively. Pouretezadi and several other members of the Cronkite School's IT Department signed up to beta test what was then a new virtualization technology, Parallels Desktop for Mac (then Version 2.5), which allows users to run Windows and Mac OS X side-by-side on any Intel-powered Mac.

As Parallels Desktop testing continued, Pouretezadi also explored Apple's new Boot Camp solution but found that although it enables users to run Windows on a Mac, it requires them to reboot between the two operating systems; therefore, it did not provide the seamless user efficiency that the Cronkite School's faculty and students require.

With Boot Camp not the solution he needed, Pouretezadi conducted extensive research to learn more about Parallels Desktop. The deeper Pouretezadi researched, the more impressed he was with the IT community's reviews of the new virtualization software and the more the IT staff tested Parallels Desktop, the more impressed they became with its OS integration features. When Parallels Desktop officially launched, Pouretezadi quickly moved to standardize on the Mac hardware platform and deploy this new desktop virtualization solution, bringing the Cronkite School's Windows and Mac requirements together in a single, seamless environment.

In the middle of that first 2006 deployment and with a deadline looming only three days away, Pouretezadi reached out to his Parallels representative one Friday afternoon for emergency guidance. He got the help he needed to make his Monday target. “A product is only as good as the person behind it,” says Pouretezadi. “We found the Parallels team to be a valuable asset in a lot of ways, including our initial set up.”

## Parallels Desktop for Mac – A New Way of Working

“The benefits were immediate,” states Pouretezadi. Now running at Version 4.0, Parallels Desktop has continually integrated into the Cronkite School's existing infrastructure “extremely well” since its 2006 deployment. He continues, “Parallels virtualization has provided a great deal of flexibility in how we deploy IT solutions. Deployments can now be accomplished as a single image or clone, streamlining the process as well as saving time and resources.”

Perhaps the most profound impact that Parallels Desktop has had is the boost in user efficiency as faculty and students can now easily navigate between AP ENPS in Windows and Final Cut Pro in Mac OS X. “We can now edit, produce and report from one system,” explains Pouretezadi. Working in their choice of Parallels Desktop's four viewing modes, “faculty and students can use the two operating systems seamlessly.” Parallels Desktop's bridged networking capabilities have even enabled AP ENPS live updates.

In addition to streamlining deployment and increasing user efficiency, Parallels Desktop has enabled the IT Department to make the most of its IT budget and purchase 325 additional Apple computers for a third of what a Windows-only editing and new production solution would have cost. “Buy PCs to use them for one purpose only, or buy Macs, equip them with Parallels Desktop and use them for both editing and news production,” explains Pouretezadi. “Why buy two systems when you can do everything you need to with one?”

By combining the power of the Mac hardware platform with Parallels Desktop for Mac, Pouretezadi has given the Cronkite School the seamless Windows-Mac integration that keeps up with the pace of today's news and ever-changing mediums. This newfound user flexibility has enabled faculty and students to utilize new technologies and innovate new journalistic mediums to bring us the news that shapes our world. With all focus now solely on the task at hand, these young professionals can continue driving the journalistic excellence, integrity and innovation that are the hallmark of the Walter Cronkite School of Journalism and Mass Communications.

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