



## MARSHA A. COOKE

BA '87

**MARSHA COOKE** is a master of her craft with more than two decades of varied experience in the media doing everything from reporting natural disasters to developing strategy for major news networks.

Currently serving as the senior vice president of content and community strategy at VICE Media, Cooke works to strengthen the internal culture and external perception of the organization. She's been able to forge new relationships with local nonprofits and open funding for staff affinity groups, which is making an enormous positive impact on VICE Media employees.

She's spearheaded projects such as the Maybe I'm Wrong video series and other issue-driven conversations as she aims to further integrate VICE Media's values with its content to inspire meaningful change in our local and global communities.

Before joining VICE Media, Cooke had an impressive 24-year-long tenure at CBS. There, she served as the Asia Bureau Chief, senior broadcast producer for CBS Evening News, executive editor of content for CBSN and vice president of news services for more than 200 CBS affiliates and international news partners.

On the ground with CBS, she covered countless natural disasters, the O.J. Simpson trial, the Rodney King trial, the Fukushima nuclear disaster, conflict in North Korea, and landed an Emmy for her work.

Cooke earned her bachelor's degree from the Klein College of Media and Communication and is one of the school's most influential graduates. She's been recognized with the prestigious Lew Klein Award and is part of the Alumni Hall of Fame.