

# ASU grad translates immersive dreams into real-world impact through narrative and emerging media

By Tracy Nicolle Lewis, ASU News  
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**Editor's note:** This story is part of a series of profiles of notable [fall 2025 graduates](#).

Almost everything is bigger in Texas. The Lone Star State's scale and spirit can feel larger than life — except when you dream of exploring immersive media.

For that, Texan Ashley Buschhorn found her launchpad at the ASU California Center.

"Working with faculty like [Nonny de la Peña](#) and Mary Matheson provided an incredible opportunity," Buschhorn said. "I wanted to pursue immersive journalism since I first found Professor de la Peña's work in high school. The narrative and emerging media program gave me opportunities within the first few weeks of the program."

Buschhorn is preparing to graduate with a master's degree in [narrative and emerging media](#) after completing the program based in the heart of downtown Los Angeles and at the intersection of film, industry and education.

"I was able to stay in LA after completing my undergraduate degree in the entertainment industry capital," she said. "It allowed me to continually expand my network and visit different production studios."

The ASU California Center is home to undergraduate and graduate degree programs offered by several ASU schools, including the Walter Cronkite School of Journalism and Mass Communication. The narrative and emerging media master's program is a partnership between the Cronkite School and [The Sidney Poitier New American Film School](#).

Now preparing to graduate and develop her master's thesis project into an immersive documentary she plans to show at festivals and exhibitions, Buschhorn is sharing her own story.

**Question: What's something you learned while at ASU — in the classroom or otherwise — that surprised you or changed your perspective?**

**Answer:** While at ASU, I have had multiple incredible opportunities, from producing an exhibition at the South by Southwest Film Festival, to directing the immersive journalism coverage of the LA fires aftermath, to working on multiple community-based projects. What has surprised me the most is just how much I can achieve when I am in a challenging, innovative and encouraging environment.

**Q: What was your favorite spot on campus, whether for studying, meeting friends or just thinking about life?**

**A:** My favorite spot on [our LA campus](#) is the Herald Examiner grand lobby, which is not only breathtakingly beautiful but a reminder of the rich journalistic history the building represents. To find myself traveling the same halls as journalism greats in the home of one of the most impactful newspapers in history is inspiring every day.

**Q: What's the best piece of advice you'd give to those still in school?**

**A:** Take it one day at a time and explore beyond what's in front of you.

**Q: What would you tell someone who is considering attending ASU?**

**A:** ASU is an incredible institution and the faculty are some of the best in the nation. If you are looking for a place to challenge and support you, this is the place to be.

**Q: What inspires you most about the future of media?**

**A:** What inspires me most about the future of immersive media is how accessible the technology is starting to become and how many more people are now able to create impactful immersive stories.

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*This story originally appeared on [ASU News](#).*

**Text image(s)**



Ashley Buschhorn, courtesy photo