


Spring 2014 | Alumni Magazine

# Jayhawk Journalist

The William Allen White School of Journalism and Mass Communications at the University of Kansas



**J-School grad becomes  
arts innovator in Philly**

**Student interns in London**

**Marie Ross, journalism pioneer**

**Remembering Calder Pickett**

**ProPublica founder receives  
2014 William Allen White  
National Citation**





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J-School grad becomes  
an arts innovator in Philly

*The Jayhawk Journalist* is published twice a year by the William Allen White School of Journalism and Mass Communications at the University of Kansas and is mailed to the School's nearly 14,000 alumni.

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from  
Dean Brill



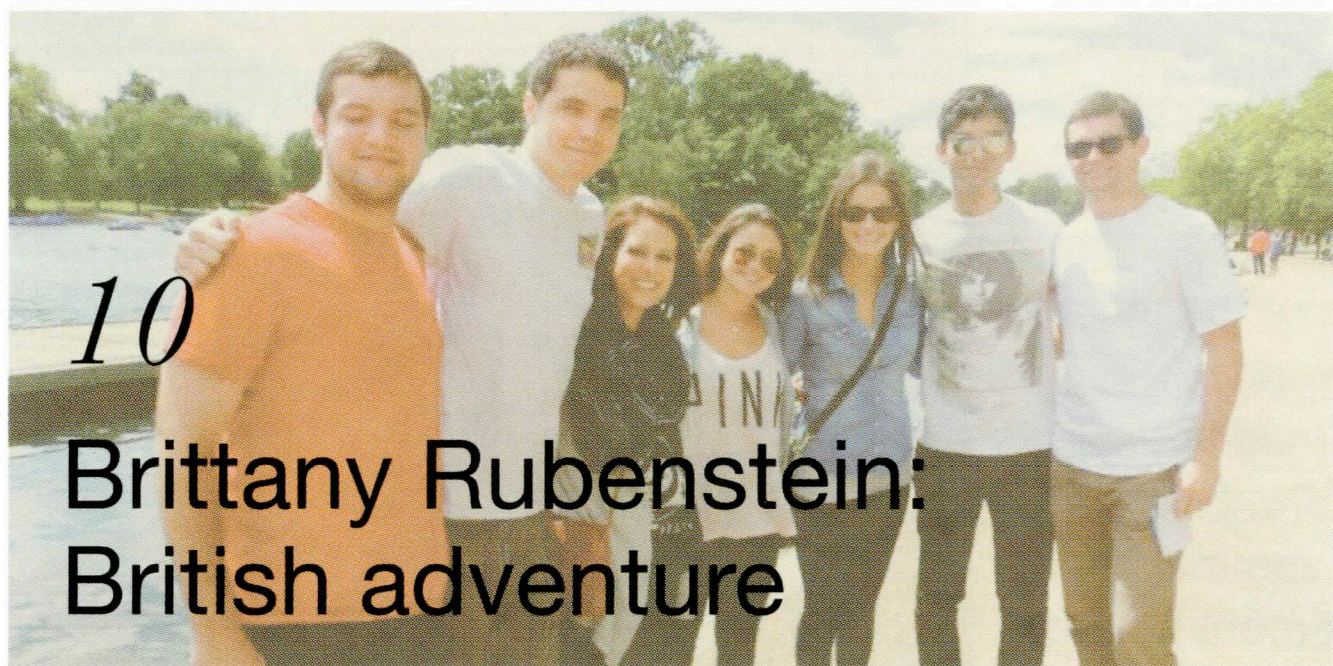
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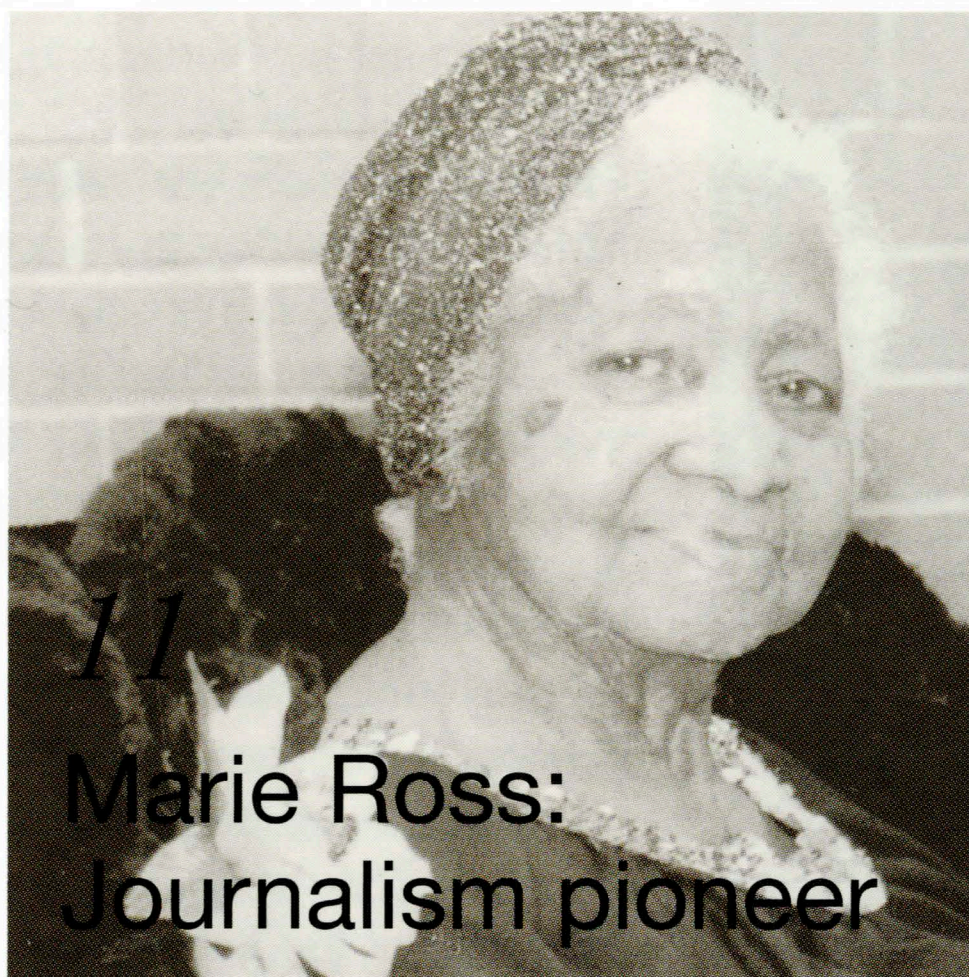
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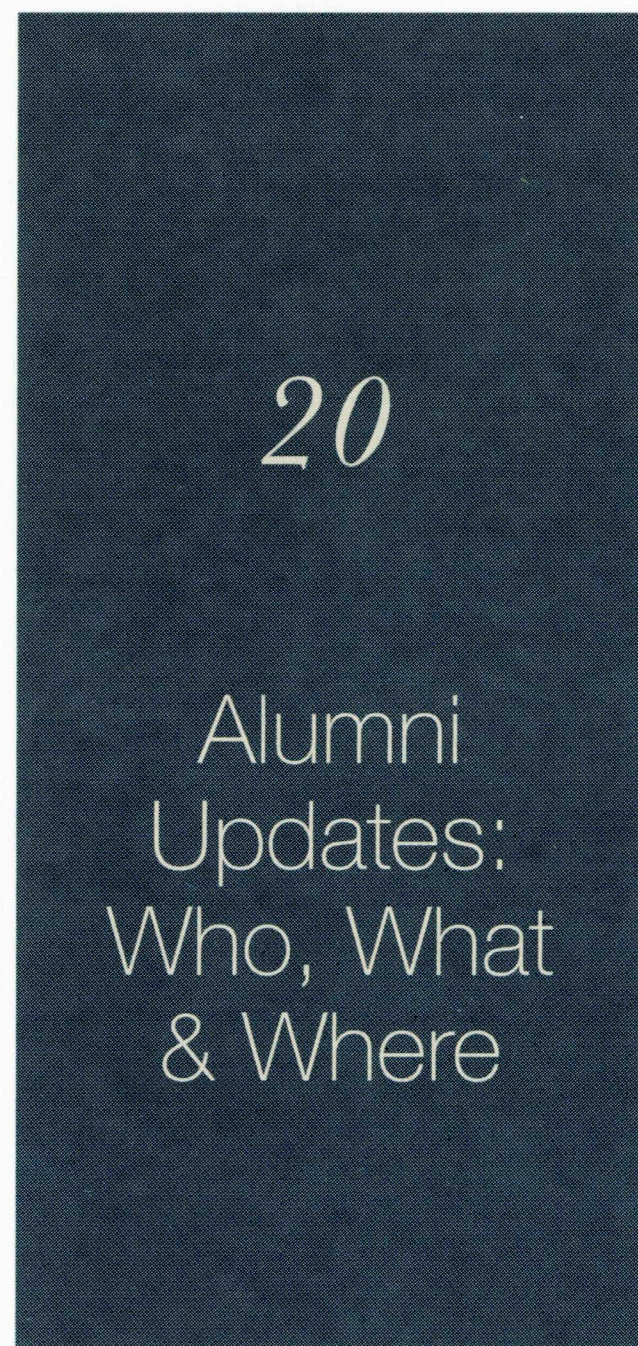
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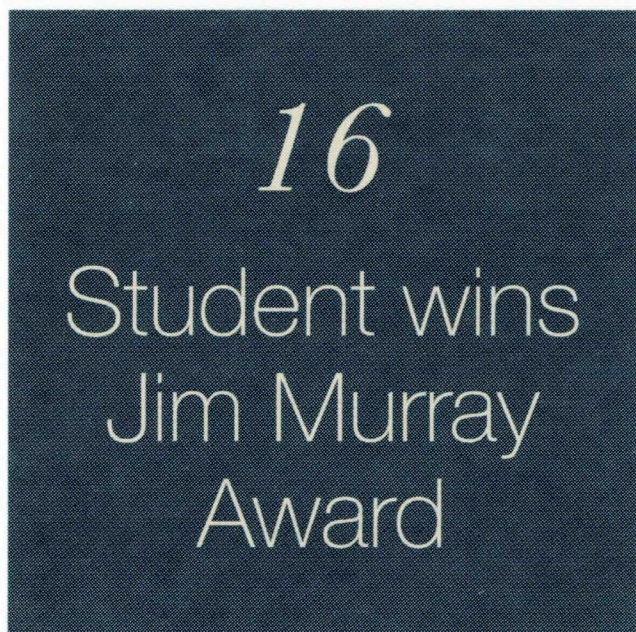
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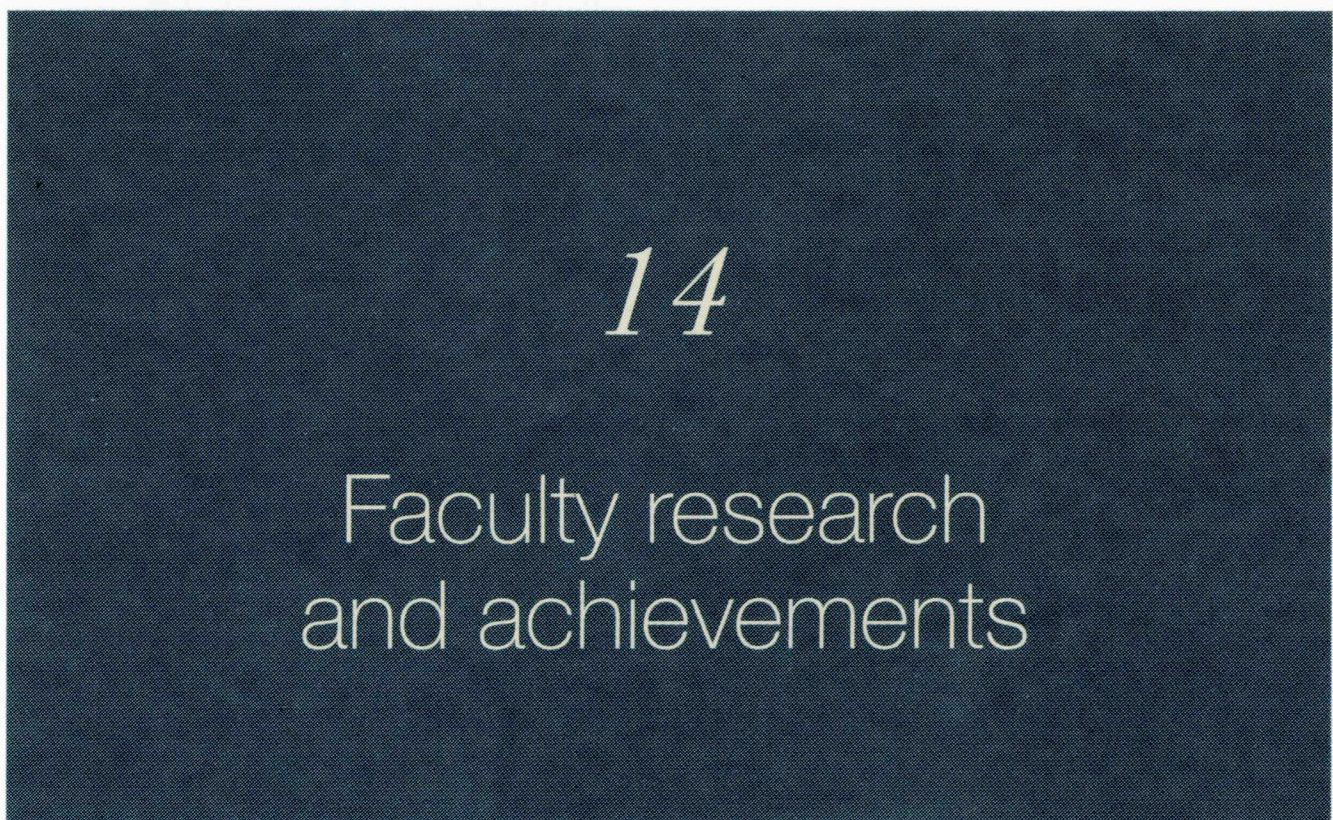
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Dean Brill with the 2014 William Allen White National Citation Recipient, Paul Steiger.

## Letter from the **DEAN**

We've also known the bitter part of bittersweet as we experienced the loss of Professor Emeritus Calder Pickett (page 6), who died at the age of 92. Even if you joined us in the era after Calder, it is likely that you heard his name in the School. Calder was one of the giants of journalism who helped to make the William Allen White School of Journalism and Mass Communications the national presence that it has been for many years. It is with a great sense of responsibility that we continue the tradition of professionalism, tenacity and precision set by Calder and the other giants who came before us.

In that tradition, we celebrated 2014 William Allen White Day by honoring Paul Steiger (with me, left), who is quietly one of the most distinguished journalists in the world. As former editor-in-chief of *The Wall Street Journal* and the founder of *ProPublica*, Paul's influence on American journalism is seminal and immeasurable. On page 8, learn more about this esteemed and gracious journalist we honored in February.

Finally, as you can see, we've returned to the name *The Jayhawk Journalist*, which was the name of the School's alumni publication for many years. Our new editor explains that return to tradition on page 5. It is in the spirit I have detailed here—embracing our best traditions—that we do this and we reach out to you as a member of our J-School family. Please keep in touch and let us know what you've been doing since you left the School for the great adventure of your life. As one of our graduates, you are our best legacy.

Rock chalk,

**Ann M. Brill**  
Dean

**T**his year in the School has been marked by great successes but has also been bittersweet. I am happy to report:

- New and creative faculty and staff joining our team (page 5).
- Our students receiving great honors, like national awards (page 22) and nationally prestigious internships (page 18).
- Our faculty creating the innovative new "minimester" (page 18) and pursuing new discoveries through their research (page 14).
- An enrollment increase of more than 90 undergraduates over last year, as more students seek the challenging, creative and transferable skills needed for productive futures in a changing world.
- Our alumni sharing news of their interesting lives and successful careers (page 20).

## IN THE AGE OF SOCIAL MEDIA ...

As you may know, in the fall Associate Professor David Guth used his personal Twitter account to express his feelings in the aftermath of September's Navy yard shooting. The tweet went viral three days later, attracting national media attention and an outburst of passionate responses—some critiquing the content of the tweet, some supporting his First Amendment rights. This created such a distraction for our students (who came to the Dean's office with their concerns) that Professor Guth agreed to take a leave so we could remain focused on the education of our students.

Since then, we've been considering how social media has brought all of us into new territory, and we've decided to cohost a spring event to explore the emerging issues. The panel discussion, *Data and Democracy: What is Free Speech in the Age of Social Media?*, will be moderated by Deanell Reece Tacha, who is dean of Pepperdine Law School, a former judge on the U.S. Tenth Circuit Court of Appeals and a KU alumna.

The event will be March 25 at 7 p.m. at The Commons in Spooner Hall on KU's Lawrence campus and will include a panel of nationally known experts on the ways social media and hyperconnectivity are shifting legal, privacy and social issues.

Please join us if you can.

—AB



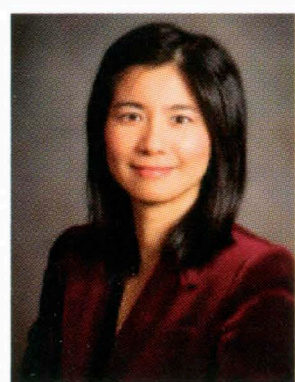
# New faculty and staff



**Brett Akagi** is the School's new media director and content strategist, a role through which he supervises the student media outlets KUJH-TV and The University Daily Kansan. Prior to joining the journalism school, Brett was director of photography at KARE-TV in Minneapolis, Minn., and assistant news director at KSHB-TV in Kansas City, Mo. Akagi's numerous awards include two National Edward R. Murrow Awards and a National Headliner Award.



**Ashley Anguiano** joined the School as the new recruitment and retention coordinator in August. She earned her bachelor's degree in social work at KU in December 2011 and previously worked in KU's Office of New Student Orientation, which gave her an insider's view into university recruitment. She hosts prospective students when they visit the journalism school throughout the year and travels to recruit prospective journalism students around the country. She also previously worked for UKan Teach.



In the fall, the School welcomed **Yvonne Chen** from Virginia Tech as assistant professor of strategic communication. She received her Ph.D. in 2008 from Washington State University's Edward R. Murrow College of Communication. Chen researches effective behavioral interventions in health promotion. She is currently working with an interdisciplinary team on an NIH grant project to test the effectiveness of a technology-enhanced, health literacy-based intervention on decreasing sugary drink consumption among adults in rural Virginia.



**Dawn Fallik** joins the School as a visiting professor from the University of Delaware. She has taught at the University of Missouri, Washington University and Temple University and has worked on the medical and business desks at *The Wall Street Journal* and reported for *The Philadelphia Inquirer*. Her articles have recently appeared in *The New Republic*, *The Wall Street Journal*, *The Philadelphia Inquirer* and *Neurology Today*. Her expertise includes a specialty in medical reporting.



**Carson Levine** marked the new year by becoming the School's new public relations and recruitment assistant. She manages the School's social media and assists with events and public relations projects, including this alumni magazine and the weekly internal e-newsletter. She assists with hosting prospective students and helping recruits learn why the KU journalism school is a great place for students who are smart, ambitious and creative. She has a bachelor's degree in art history from KU and grew up in Germany.



**Allison Rose Lopez** returned to the School in October as public relations director and events manager. She graduated from the J-School in 1995 and later earned an MFA from KU in creative writing. She now tells the story of the School and develops its messaging and events to engage students, alumni, donors and friends. Lopez previously was founder and director of the Omaha Young Writers Project and a public relations and marketing consultant for the Gallup Education Practice and the Clifton Strengths Institute. She also worked in public relations for KU Information Services and the KU School of Education.

## GREETINGS FROM THE EDITOR

What a pleasure it is to introduce our newly designed alumni magazine, *The Jayhawk Journalist*. For decades, the William Allen White School of Journalism and Mass Communications has sent out an alumni publication to keep our talented and far-flung graduates informed about what is happening here at your alma mater. In recent years, the publication was a magazine, but before that it was a newsletter. And before that, it was a tabloid on newsprint (as we discovered when we visited KU's Spencer Archives).

In the early 2000s, the publication's name was changed to *JLinks*, but with this issue, we have instituted a redesign with the help of our new graphic design and photography intern, Allyson Maturey, who is co-majoring in journalism and design. (Thank you, Allyson! And yes, having an Allison and an Allyson is sometimes confusing.) We are also returning to the name that graced our alumni publication since fall of 1969. While the name is changing, the spirit remains the same. We care about our connections with you, and we want you to know the ongoing story of our School—your School.

I joined the School in October and am a 1995 J-School graduate. So I'm one of you! I hope that you enjoy the magazine and that you consider reaching out to us to let you know what's new in your life. We want to hear from our graduates so that we may better inform and serve you. If there is some information that you find especially helpful, please let us know. Although you are no longer at KU, you are still part of the J-School family, and we hope that this redesigned magazine is one of many ways we help you feel it. Rock chalk!

Sincerely,

**Allison Rose Lopez**  
Editor, *The Jayhawk Journalist*  
Public Relations Director  
and Events Manager



# Remembering Calder Pickett

**O**n **October 29, 2013**, beloved Journalism Professor Emeritus Calder Pickett died at the age of 92. He retired in 1988 after a storied career teaching the history of journalism at KU for more than 37 years, including one year in the early 1960s as acting dean.

While at KU, Pickett won numerous teaching awards for the creative ways he brought journalism history to life, including the H.O.P.E. Award in 1976, which is awarded by students. He also wrote a regular column he dubbed The Pickett Line for the Lawrence Journal-World and produced the radio show “The American Past” at Kansas Public Radio for 32 years.

After retiring, Pickett kept in contact with many of his students long after graduation through his annual Christmas newsletters, which he used to share updates on his students’ achievements and his thoughts on the changing world. His colorful personality and passion for journalism inspired admiration in his students and colleagues. He chose to be buried in Pioneer Cemetery on KU’s west campus with his wife, Nola, who preceded him in death by only six months. Godspeed, Calder.

“Calder Pickett was beloved in the journalism school and helped lay the foundation for what our school is today. He brought the history of journalism to life and used it to show students how actions led to history and that the facts can be explored without resorting to nostalgia. He knew and loved history. One of my favorite memories of him was the night he signed off on his KPR show. His friends there arranged for a type of old-fashioned USO show, complete with a Bob Hope impersonator. At the end of the show, they gave him an old microphone. Calder held it, looked at the audience and said, ‘Maybe I won’t retire after all. This is too much fun!’ We will miss him.”

—**Dean Ann M. Brill**

“Calder M. Pickett was one of a few faculty members who made it possible for the KU School of Journalism to have a national reputation. In the 1960s and 1970s, Calder was well known for teaching the history of American journalism, which was a required class. His radio show, ‘The American Past,’

a column in the *Lawrence Journal-World* and scholarly publications for Journalism Quarterly enabled the School of Journalism to be recognized in Kansas and nationally. Calder also received national recognition for his book on Ed Howe of the *Atchison Globe*. In addition to being an outstanding teacher, Calder was a mentor to undergraduate and graduate students. He spent many hours meeting with students about classes they should take as well as helping them with career decisions. The School of Journalism would not be what it is today without Prof. Calder M. Pickett.”

—**Professor Suzanne Shaw**

“Dr. P taught me in the turbulent years 1966-70, and we sparred with great affection. He was opinionated but tolerant, wise but humble, nurturing but challenging, a great inspiration to me in more ways than he ever knew. I learned from him what Walt Whitman meant when he said, ‘Be radical! Be radical! Be not too damned radical!’”

—**Michael Shearer,**  
1970 J-School graduate

“Calder Pickett’s reputation preceded him. Long before you stepped into his classroom, you’d heard the stories from your classmates, your Kansan compatriots and even from your other professors. His class was hard but fair. He was curmudgeonly but caring. And he made you want to learn a subject you’d never thought you’d need—History of American Journalism. Professor Pickett taught me how the culture of the time influenced the news and the news gathering and telling—historically and currently. He taught me that studying, really studying, was worth it—not only for its own value in my education but also to know I hadn’t let him down.”

—**Jill Jess,**  
1989 J-School graduate

**That name is so familiar ...** Jill Jess knew Calder Pickett two different ways—as her teacher and as her dad’s colleague. Jill’s dad was Professor Paul Jess, who taught in the journalism school from 1976 to 1996.





## In Memoriam



“I knew Calder for 60 years and had the greatest respect for him as a student, mentor, colleague and friend. In my opinion, he was one of the great members of the University community. He always taught three courses a semester, advised undergraduate and graduate students and helped with whatever needed to be done. I am grateful for his friendship.”

—**Former Associate Dean Dana Liebengood**,  
who mentored countless journalism students  
from 1969 to 1998

“I first met Dr. Pickett, while still in high school, at Journalism Camp at KU. He was a wonderful mentor and a major influence on my decision to major in journalism at KU. He was my School of Journalism advisor, and I made many trips to his 'tower' office. He was, of course, an outstanding teacher, and I still remember one 'History of American Journalism' class where he played Marvin Gaye singing 'I Heard it through the Grapevine.' I shared an intense love for Jayhawk basketball with him. Until we moved to Virginia in 1986, we had season basketball tickets very near Dr. Pickett and Nola. He stayed in touch with many of us, and, just last Christmas, I received one of his holiday letters, which I looked forward to over the years. I will remember his steadying guidance and twinkling good humor.”

—**Joyce Grist Evans**,  
1968 J-School graduate

“Dr. Pickett was a demanding, funny, engaging, principled teacher and mentor to so many and a beloved member of the KU and Lawrence communities. Upon receiving the news of his passing, I was reminded of his late colleague and good friend Dr. Bremner, who closed many a class with the phrase 'Comma, peace, period.' So may all of us who knew him say together, 'Comma, peace, period, Dr. Pickett.' I am thankful to have had his patient and wise guidance.”

—**Bill Woodard**,  
2000 J-School graduate



While he was serving as acting dean, Pickett traveled to the White House with a student on behalf of the journalism school to accept the first place award in the William Randolph Hearst Writing Competition from President Kennedy (top). Calder Pickett typing away in his office in Stauffer-Flint Hall (bottom).

“Years ago when he retired, Journalism professor Lee Young gave me his copy of *The Autobiography of William Allen White*. I really did start reading it and noticed, on the flyleaf, this handwritten inscription: “You are doing a great job, Young. From your anxious friend, WAW.” I thought about the involved dates and knew that Lee must have been a very

smart kid, so I took it back to him to see what the story was—if White really had signed it—and if Lee wanted to part with the book. He started laughing and said, ‘Oh, that—Calder forged it.’ My office is always a mess, but I know exactly where that book is.”

—**Professor Chuck Marsh**



# Honoring Paul Steiger

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*2014 William Allen White National Citation Recipient*

*Reporter • Leader • Editor of reporters who have won 18 Pulitzer Prizes,  
including the first Pulitzers for online journalism*

**O**n Friday, February 7, the School and the William Allen White Foundation celebrated William Allen White Day by honoring one of the most accomplished editors in American journalism. Paul Steiger, the founder of *ProPublica* and former editor-in-chief of *The Wall Street Journal* braved unusually deep snow and frigid temperatures in Lawrence to accept the 2014 William Allen White National Citation.

Steiger (whose extensive achievements are summarized in the sidebar) was joined by his friends, 1978 J-School grads Barbara Rosewicz (now research director for the Pew Charitable Trusts) and Jerry Seib (2005 William Allen White National Citation honoree and *The Wall Street Journal's* Washington bureau chief). Rosewicz and Seib fell in love while they were students in the J-School and later both went on to work for Steiger at *The Wall Street Journal*. They introduced him with stories that illustrated Steiger's leadership and a warmth that conveyed their admiration.

"Paul Steiger has been a leading light, pointing the way forward for American journalism for more than four decades," Rosewicz said. "It is hard to think of anybody who has done more than Paul Steiger to preserve and enhance the standards of American journalism—and particularly aggressive, thoughtful, in-depth journalism through a period of turbulence and innovation in the news industry. He also has managed to be a good guy through it all."

Seib said he thought the incident that best illustrated Steiger's excellence was his leadership of the newsroom's response on September 11, 2001. The World Trade Center was right across the street, so the blast blew out the windows of *The Journal's* headquarters.

"Some staff members who already were at work when the planes struck watched victims jump from the Trade Center's upper floors," Seib said. "The newsroom had to be evacuated."

Seib described the way Steiger managed to put out a newspaper that suddenly had no headquarters in a city whose communications and transportation grids were paralyzed, with a staff that was scattered and out of touch.

"For a few hours, those of us in Washington had the terrifying thought that the burden of figuring out what to do would fall to us," Seib said.

"But then, slowly, calmly, Paul reassembled *The Journal's* brain trust. He led a group of *Journal* editors to, literally, a kitchen table in New Jersey, and they set up a remote command and editing structure, established communications with our printing plants, laid out pages—and put out a newspaper. Not just a newspaper, but a dramatic and memorable one that matched the moment. A Pulitzer-winning edition." Steiger left *The Journal* in 2008 to found *ProPublica*, where he led reporters in breaking new ground as an online-only startup in a shrinking news industry. As an independent, non-profit, online only news organization, *ProPublica* is helping shape what Seib described as the brave new world of post-Internet journalism.

"*ProPublica* is an opportunity to create something totally new and something that was needed," Steiger said. "The changes in journalism

*"He often said he wanted stories that had a 'moral force.' And he made such stories a reality."*

*—Jerry Seib, 2005 William Allen White National Citation recipient*

are forcing particularly metropolitan newspapers and also other institutions to reduce their staff and to take less risk in their reporting and do less of this checking-up kind of reporting. So the sense at *ProPublica* that we're filling a need and it's something altogether new—that's been really a joy."

Steiger also noted during his visit that one of the great traditions at *The Wall Street Journal* was its special connection with KU's journalism school, leading to the hiring of outstanding KU graduates Rosewicz, Seib, Kevin Helliker, Dan Austin and Steve Frazier.

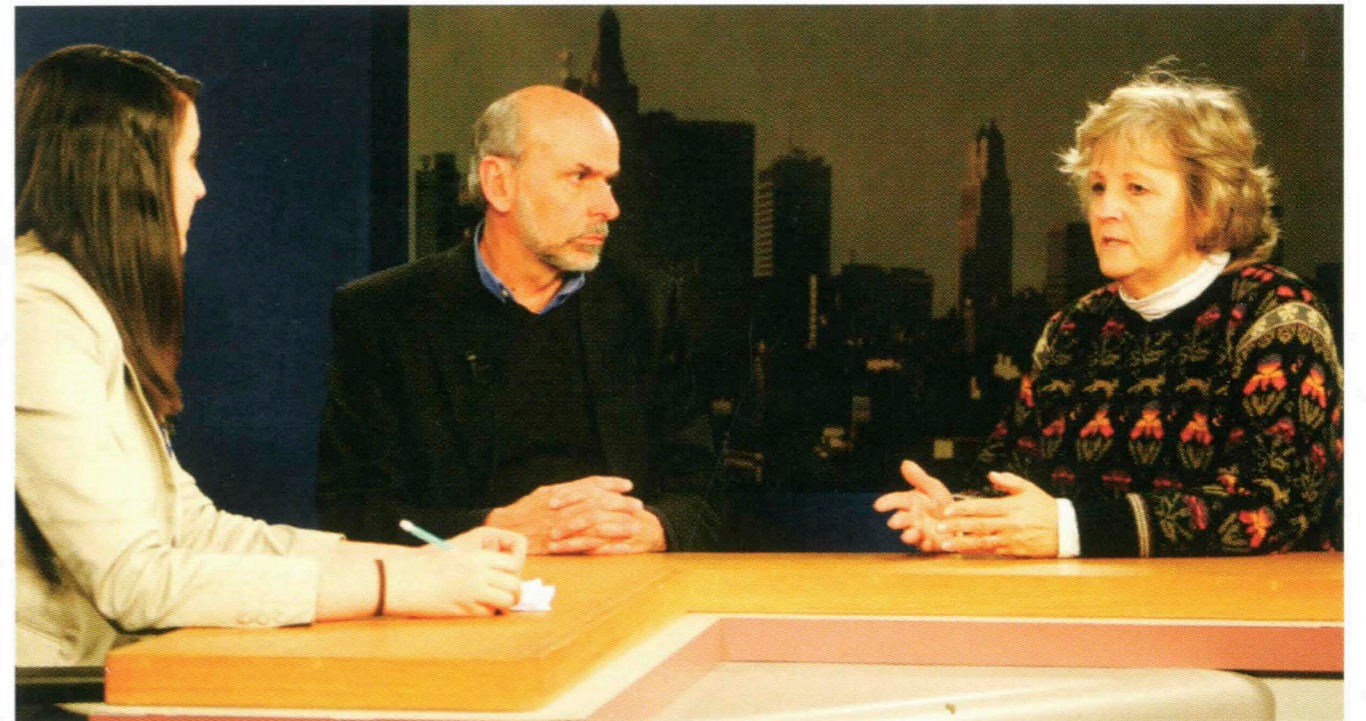
"You know, we've had a flow of stars from here," Steiger said. "*The Journal* bureaus always figured out that if you went to Lawrence, they would pick somebody for you who was a real superstar. Time after time after time, these folks went through the journalism program."

Steiger received a bachelor's degree in economics from Yale in 1964 and an honorary doctor of laws from Columbia in 2013. He lives with his wife, Wendy Brandes, in New York City.





Dean Brill announces Paul Steiger (left). KU journalism grads Jerry Seib, the 2005 William Allen White National Citation recipient, and Barbara Rosewicz returned to KU to honor Paul Steiger as their friend and former colleague (below).



After arriving on the KU campus, Paul Steiger sat for numerous KU student media interviews. Above, he visits with Media Director and Content Strategist Brett Akagi and the KUJH-TV student crew following a recording.

## Paul Steiger Career Highlights

*Wall Street Journal* managing editor 1991-2007, during which newsroom staff won 16 Pulitzer Prizes; *Wall Street Journal* staffer for 26 years • Founder of *ProPublica*, which won the first Pulitzer Prize awarded to an online news organization in 2010 and the first Pulitzer Prize awarded for stories not published in print in 2011 • Former chair of the Committee to Protect Journalists, which advocates freedom of the press around the world • Member of the steering committee of the Reporters Committee for Freedom of the Press • Trustee of the John S. and James L. Knight Foundation • Pulitzer Prize Board member 1999-2007, chairman 2006-07 • Former business reporter, Washington correspondent and the business editor for the *Los Angeles Times* • Member of the Council on Foreign Relations • Lifetime Achievement Emmy Recipient for Business and Financial Reporting



# Journalism senior interns in London

*Brittany Rubenstein spent last summer in London, where she interned at a the public relations firm Henman Communications, got to work at Wimbledon and found her journalism classes had prepared her well.*



Brittany (third from right) and her classmates from KU and the University of Alabama all lived in the same apartment complex off Edgware Road.

**L**ondon, England, one of the most fascinating cities in the world, is home to thousands of unique individuals from different countries across the globe. When I signed up for my study abroad program, I was so focused on traveling and the social aspects of the trip that I forgot to consider all the knowledge I could learn from this experience. Now that I am done with my program, I've realized there are so many noteworthy details to take into account that I wouldn't have experienced in class or by watching a movie. My experience here has changed who I am as a person, as a co-worker, as a leader and as a friend.

While in London, I worked at Henman Communications, a small public relations firm focused on tennis and golf, which was perfect timing considering Wimbledon happens in the summer! I had the opportunity to work hands-on with the masterminds behind the events and got to help with a variety of projects, including writing press releases, updating our clients' social media pages, contacting journalists about upcoming events and working on an internal company newsletter. It was so fun to be able to put my creativity to the test and work on actual projects that were beneficial to the company, and it was nice to know

I wasn't just there to make coffee and do busy work. My co-workers wanted to get me as involved as possible, to give me the most hands-on experience and teach me as much as they could about what it is like to work in sports marketing.

Throughout the internship, I continuously found myself using media terms and referencing sources that were taught in my journalism classes. On the first day, my supervisor asked me if I knew the formula for calculating the PR and advertising value, and I got a huge smile on my face and said, "Yes! I learned about that in one of my journalism classes!" She was immediately impressed, and I was so excited that I could help right off the bat. That being said, thank you, Professor Basow, for teaching me the advertising value formula. I was able to put it to great use!

My experience in London has been absolutely life-changing, and I have learned so many new things that I was able to share with my friends and family. London is known to be one of the best cities for advertising and marketing, so being able to learn from people who live halfway across the world and know so much about the field has given me insight into so much more than I could have ever imagined.

Studying in London taught me a lot about who I am and what I want to do in life. It has shown me a different way of living, one that I didn't know existed, and that you don't need to know what you want to do right away. My experience abroad has truly been life-changing. It was a summer of a lifetime, and I wish I could go and do it all over again! As Samuel Jackson once said, "By seeing London, I have seen as much of life as the world can show."

—**Brittany Rubenstein** is a Plymouth, Minn., journalism senior majoring in strategic communication with a minor in communication studies. She will graduate in May 2014.



My first day in London!





# Marie Ross: Journalism pioneer

*KU's Black Alumni chapter honors the university's first African-American journalism student, and in doing so, helps the journalism school relearn her important role in its history.*

**W**hen Marie Ross enrolled in the journalism classes in 1927, she was KU's first African-American journalism student and encountered overt racism. She later recalled the comment from then Journalism department chair Leon Flint in a 1993 interview with *Kansas Alumni* magazine. "I see we've got a darkie in the class," she remembered him saying. "What do you want to take journalism classes for? No white newspaper is going to hire you."

Ross said that rather than get angry, she decided to prove him wrong. "We lived in that kind of world," she told the alumni magazine. Ross responded to the challenge by showing Flint 25 African-American newspapers. That's where she wanted to work, she told him.

In November, KU's Black Alumni chapter honored her posthumously at its 2013 Leaders and Innovators recognition ceremony.

Ross carved her own path at KU, taking a break from her classes to accept a reporting job at *The Kansas City Call*, where she remained for 12 years. During that time, WWII began, and Ross found creative ways around her small budget and the segregation within journalism to provide localized and meaningful coverage of the front lines. She engaged soldiers to send letters detailing their experiences of the war, and she used their correspondence to inform her interpretation of what was happening in the world. In the early 1940s, she returned to KU to finish her coursework and graduated in 1944 before continuing her career.

"It's amazing that she would return to complete her degree so many years later, after all she had already accomplished," said Dean Ann Brill.

Brill visited with Nancy Dawson, who accepted the alumni award on behalf of Ross. Dawson, a playwright and former professor, credits Ross as an important mentor who taught her skills for telling stories that she still uses today as artistic director of a theater company.

"I owe her," Dawson said. "Miss Ross mentored me from the age of 14 until I was 22 or 23 years old. She would help me, loan me money, send me to cover stories. One time she sent me to Topeka on the bus to cover a story. She taught me how to write and gave me opportunities."

Dawson is the custodian of the nearly 2,000 page manuscript Ross compiled from her newspaper columns, the correspondence she received and the story of her life. Dawson said Ross gave her the manuscript as she was dying with the request that Dawson make sure the story was told. Dawson visited KU in November with two goals: attending the Leaders and Innovators ceremony to accept the honor on Ross' behalf and continuing her exploration of how to best honor Ross' wishes.

"I'm looking for healing for Marie," Dawson said. "She gave me those papers. She wanted the story told. There are thousands of topics in her manuscript—her words, her writings, her autobiography, WWII history, letters from soldiers and other people. For me to just let that go—that's not going to happen. She used what she had to get these stories heard by the world. I want them to live. I want people to tell the story and extract something meaningful from it."

Brill said the School is fortunate that Ross mentored Dawson and that Dawson has brought the story back to KU now.

"What an extraordinary story we've learned about Marie Ross' life," Brill said. "I wish I could have heard it from Marie herself. The story that she created through her journalism and her life was important, and she deserved to know that we recognize it as a part of us. We are proud to claim Marie Ross as one of ours and as a pioneer in journalism."

\*The June/July 1993 *Kansas Alumni* magazine story "Ross devotes career to call for equity" (p. 44), which featured an interview with Marie Ross, was used as a source for this article.



Despite a small budget and segregation in journalism, Marie Ross found a way to provide localized, meaningful coverage of the front lines of WWII.





# A Mighty Jayhawk

Erica Hawthorne learned the business of creativity at KU. Now she plans to share her knowledge with Philadelphia.



**L**ast year, Erica Hawthorne — who studied business communications in the School of Journalism — won a \$60,000 challenge grant from the Knight Foundation. In the next two years, she plans to continue fundraising for the matching amount and redistributing much of the money through her own Small But Mighty Arts grant. These microgrants from \$200 to \$1,000 will help aspiring artists gain momentum.

Now, as she prepares to pilot the program and give away the first microgrants, Hawthorne remembers her time as a Jayhawk, which she credits with preparing her to manage both her creative and her business lives. As a student, she worked in the Multicultural Resource Center, and was a member of the Multicultural Scholars Program. After she graduated in 2002, she completed a master's degree in African-American Studies at Temple University.

*“I will never stop being an artist, I’ll continue to create.”*

“All those experiences were helpful to me as an artist and a professional,” Hawthorne says, speaking of KU. “And now I’m in a position to help other artists by connecting them to career-enhancing resources and professional development opportunities.”

Although it might not seem like much, Hawthorne believes small sums can make a difference. Whether artists need supplies like sketchpads and charcoal pencils, or photography equipment like a digital single-lens reflex camera, the Small But Mighty Arts Grant will help them finance their creativity without sacrificing other necessities — food, for example, or rent.

To participate in the \$2.76 million competition that funds the microgrants, called the Knight Arts Challenge, Hawthorne had to follow three basic rules. One, her idea had to be about the arts. Two, her project had to take place in or benefit Philadelphia. And three, she had to find other funding to match the grant.

Hawthorne knows how helpful even small sums of money can be to an artist working on a long-term project. Throughout her career, she has been a poet, actor, and performance artist, often under the name RhapsodE; she recorded a studio album in 2006, *Spoke Inward*, which is available on iTunes.

“I will never stop being an artist, I’ll continue to create,” Hawthorne says. Right now, though, she wants to focus on the Small But Mighty Arts nonprofit. “In this window of time, I’m interested in creating the structures and the programs that will help artist be successful.”

In addition to her work as a poet and performance artist, Hawthorne recently accepted a job at Campus Philly as the Open Arts program manager. Her job is to connect college students to arts and culture in Philadelphia.

“I am an artist,” Hawthorne says, “and I’m an artists’ advocate.”

—Ben Pfeiffer, communications coordinator for KU Marketing Communications, originally wrote this story for KU’s website. The photography was contributed by Shawn Brackbill.



# Faculty Achievements

*Here are a few highlights of our faculty's research and other recent professional activities.*



Barbara Barnett in Vienna

**Associate Dean Barbara Barnett** was invited by U.S. State Department officials to share her research on how post-traumatic stress disorder affects journalists who cover wars. She traveled to Vienna in early October to speak about her work with officials in the U.S. Embassy and to explain how people who cover violent events often have the same psychological after-effects as the people who participate in them and that treatment information is rarely easily available. Barnett also presented her article "Girls Gone Web: Self-depictions of Female Athletes on Personal Websites" at the the International Association of Media and Communication Research conference in Dublin, Ireland. In the article, she details findings on how female athletes' personal sites almost uniformly confirm traditional gender norms, presenting the women as both sexy and athletic, strong but not challenging to men. Barnett said she found that

gender roles are so ingrained that people often don't challenge them and that sports are often a good indicator of what is valued in society.



**Lecturer Kerry Benson** discussed health crisis communication at an October meeting with the Midwest Transplant Network, the organ procurement organization for the state of Kansas and the western two-thirds of Missouri. MTN professionals deal with all potential organ and tissue donors in that geographical area and are very involved with advising health care providers on organ and tissue donation. Benson presented as part of the organization's annual review and education for its regional staff. Benson was also a finalist for the 2014 H.O.P.E. Award (the Honor for

Outstanding Progressive Educator), the only KU award for teaching excellence bestowed exclusively by students.



**Assistant Professor Yvonne Chen** has co-authored a pair of studies examining whether media literacy training can help kids understand the tobacco industry's messages targeting young people and use that information to help them make decisions. Chen and colleagues from other universities conducted two studies with children of low-income families in southwestern Virginia, an area with long cultural and economic ties to the tobacco industry. One study, measuring the effectiveness of a media literacy program for tobacco prevention targeting early adolescents, was published in the *American Journal of Health Promotion*. A second, comparing what young people who took a media literacy course with a control group that did not, was published in the *Journal of Children and Media*. Chen said that, surprisingly, children under 10 said they were likely to smoke and that she was interested in using media literacy to empower young people to talk back to the industry and become savvy in understanding what these messages are trying to persuade them to do.



**Associate Professor Mugar Geana, director of KU's Center for Excellence in Health Communications to Underserved Populations**, is collaborating with Associate Professor Barbara Barnett and the University of Costa Rica to develop communication tools and strategies to help fight dengue fever.



The project is partially funded by KU's Office of International Programs and is especially timely, as 2013 brought one of the worst dengue outbreaks in recent history. The goals of the project are to educate communities, promote civic engagement and tap into local resources to fight the disease. Geana said that almost everyone the team spoke with had a family member who has battled the disease and that he hoped the tools and strategies the team develops for communicating about dengue prevention that can be used for years to come beyond the borders of Costa Rica.



**Assistant Professor Peter Bobkowski** published the article "Social media divide: Characteristics of emerging adults who do not use social network websites" in the journal *Media Culture and Society* with Jessica Smith of Abilene Christian University.



**Associate Professor and Strategic Communication Track Chair Tien-Tsung Lee** co-wrote a study in *Journalism & Mass Communication Quarterly* that examines the link between

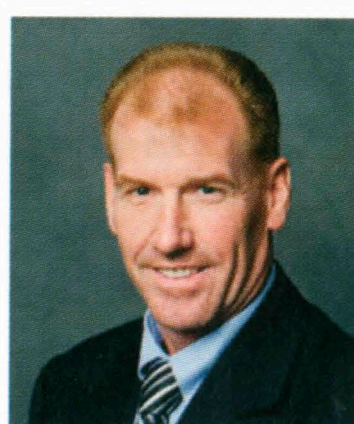
the influence of wildly popular South Korean soap operas and the willingness of Vietnamese women to take part in international matchmaking services, which have been linked to human trafficking and exploitation. They surveyed more than 435 Vietnamese women about their consumption of the soap operas, age, income, education and willingness to marry foreign men. They found the less education the respondents had and the more often they watch South Korean soap

operas, the more likely they were to have an unrealistic idea of South Korea and were more willing to take part in matchmaking services, even though they are illegal in Vietnam. Lee co-published the paper with Hong Vu, a former reporter for the Associated Press and a KU journalism master's graduate who is now pursuing a doctorate at the University of Texas-Austin.



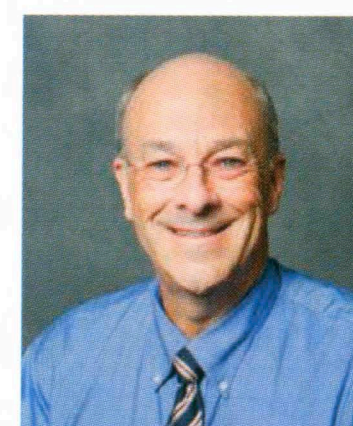
**Assistant Professor Hyunjin Seo** authored a study of the social media aspect of information warfare in the Mideast by examining the images tweeted by the Israel Defense Forces

and Hamas' Alqassam Brigades in conjunction with their late 2012 conflict. Seo and two students categorized the digital propaganda images by frames and themes and found that both sides shared a similar tactic: a call to action for followers to help spread their message, making "secondary connections"—the friends of the friends online—just as important as primary connections. They also identified a new method of digital propaganda Seo called "gamification," making war appear like a video game or using images like movie posters, which Seo said is something to be concerned about. Seo presented the paper at the Association for Education in Journalism and Mass Communications conference in Washington, D.C., and won the second-place Faculty Paper Award.



**Associate Professor and News and Information Track Chair Scott Reinardy** published the article "Boom or Bust? U.S. Television News Industry is

Booming but Burnout Looms for Some" in the *Journal of Media Business Studies*. The article analyzed the responses of nearly 900 working TV journalists about their job satisfaction, changing work requirements, perceived organizational support and whether they intended to remain in the business. Reinardy found that more than a fifth of respondents exhibited signs of burnout and that eighty-one percent reported that their work conditions had changed dramatically in the past few years. Many reported increased social media responsibilities, more content required for multiple platforms and much more intense deadlines. Of the respondents who showed signs of burnout, 80 percent responded "yes" or "I don't know" when asked whether they plan to leave the business. Reinardy presented the paper at the International Communication Association in London.



**Associate Professor Mike Williams** recently was selected as a fellow of the 2014 Scripps Howard Journalism Entrepreneurship Institute. The Institute brought together 12 international

journalism faculty from across disciplines to develop new techniques to provoke entrepreneurial thinking and behavior and to integrate media entrepreneurship into journalism schools. It was held January 5-9, 2014, at the Walter Cronkite School of Journalism and Mass Communication at Arizona State University.



Mike Vernon

# Journalism senior wins sportswriting competition

*Jayhawk journalism superstars run in Mike Vernon's family. His uncle, Steve Krug, was the KU journalism school's Outstanding Graduating Senior in 1970.*

**I**n October, Mike Vernon, a journalism senior from Houston, won a prestigious 2013 Jim Murray Memorial Foundation scholarship, a national award for excellence in sportswriting at the college level.

Vernon's winning story for the *University Daily Kansan*, "Kansas City native recounts experience at Boston Marathon bombing," provided a localized view of the aftermath from a local marathon runner who completed the race an hour and 16 minutes before the explosions. Soon after the explosions, Vernon discovered that Kansas City runner Greg Hall was tweeting his observations of the immediate reactions in Boston and reached out to Hall through a direct message on Twitter.

"His tweets were gripping," Vernon said. "He had captured this terrible scene that had grabbed the nation. I was fortunate that he was willing to talk with me at length about what he saw, and I was also fortunate to have Professor (Scott) Reinardy to help me shape this story beyond what I was planning, to tell how this tragedy affected people locally."

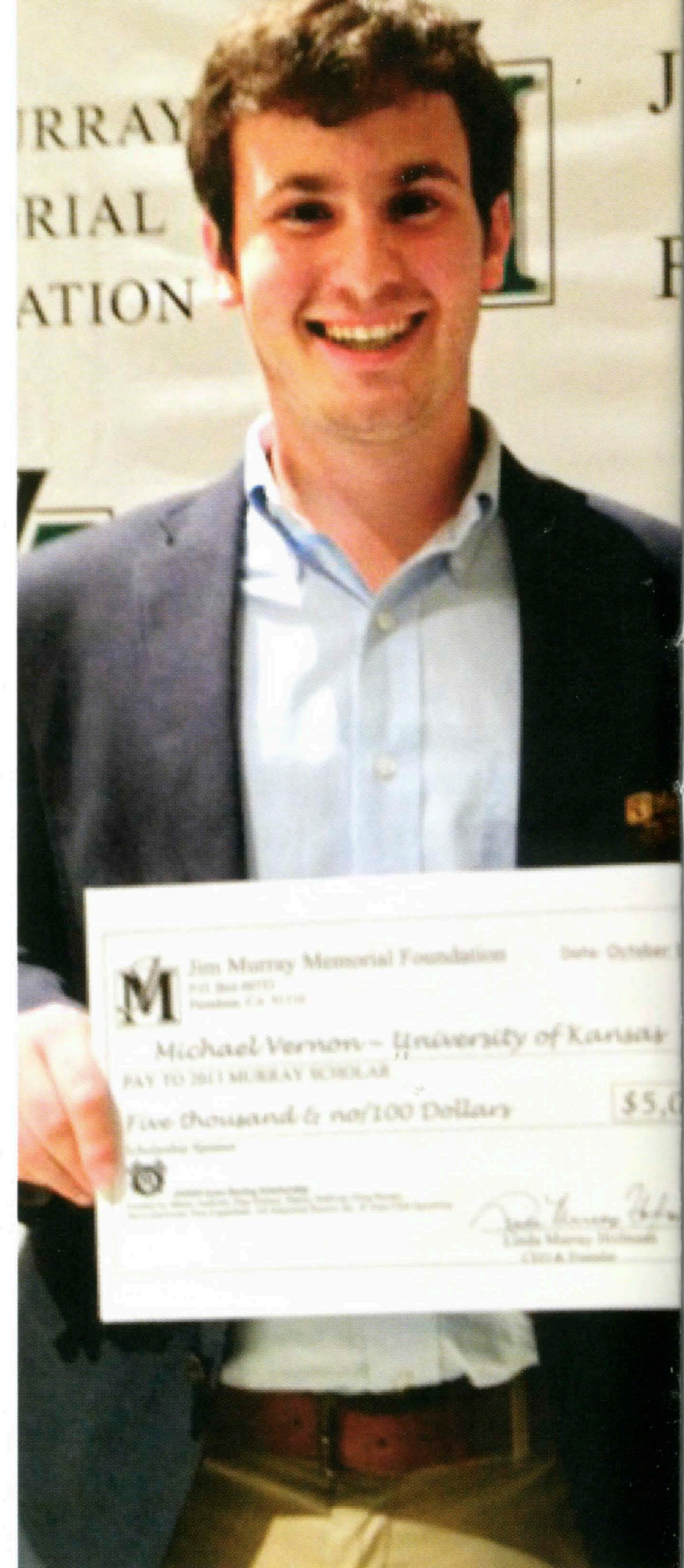
Vernon, a news and information major, was one of five recipients selected from across the country. The award competition is currently open to only 30 journalism schools, which are each selected by the Jim Murray Foundation to participate and submit a single nominee for consideration.

Reinardy, chair of the journalism school's news and information track, said that Vernon has been clear about his interest in sports writing since his freshman year, so the award feels like a culmination of clear focus and years of consistent effort.

"Mike has always shown an interest beyond his years for sports writing," Reinardy said. "He's been coming into my office since he was a freshman to talk about it. The Jim Murray award honors Mike for following in the footsteps of a sports writer who was on the cutting edge of some new journalism that emerged in the late '60s and '70s.



Steve Krug



Mike Vernon

Jim Murray told sports stories from the perspective of the athlete, not the games. He gave us the human condition of sports, the real insider's view of the life

behind the games. Murray cut right to it. He was honest, and his words were sharp. I can't think of a better role model for our students."

The award, along with a \$5,000 scholarship, honors Murray's long and distinguished journalism career of more than 50 years, 37 of which were spent as a renowned sports writer for the *Los Angeles Times*. Murray's many honors included 14 Sports Writer of the Year awards from the National Sportscasters and Sportswriters Association, a Pulitzer Prize and the Red Smith Award, which is America's most prestigious sportswriting honor.

Vernon traveled to Pasadena, Calif., to accept the award. Among his extended family members in attendance was his uncle, Steve Krug, who was the KU journalism school's Outstanding Graduating Senior in 1970.

Vernon is the second KU journalism student to be named a Jim Murray Memorial Scholar, following Alyssa Rainbolt, who won the award in 2009.



# Kansas City native recounts experience at Boston Marathon bombing

*Mike Vernon's story about the Boston Marathon bombing, which appeared in the April 17, 2013, University Daily Kansan, used social media to quickly identify a Kansas City source who had just finished the race and earned Vernon the 2013 Jim Murray Memorial foundation scholarship, a nationally prestigious college sportswriting award.*

**A**t 1:34 p.m. Greg Hall crossed the finish line at the Boston Marathon. He had just completed a personal best on the course, finishing in three hours and 28 minutes.

When the 58-year-old Kansas Citian was done — before he wanted water or juice, or a fresh set of clothes — he walked back toward that finish line and snapped a picture.

The shot showed hundreds, if not thousands of people standing at the event's end. Spectators look exhausted and fans are blurred together on the now infamous sidewalks.

"It's so crazy now to think of that picture," Hall said. "It shows people finishing and being tired, which is what it should look like at the finish line of the Boston Marathon. Not the carnage and smoke and all the after effects of the violence."

On Monday afternoon just after 2:50 p.m., an unthinkable act struck an untouchable event.

The United States stopped and its eyes turned to Boston — America's town. The place where something as simple as tea became a symbol and the country found its identity.

The story of America's heroes were born in Boston.

Here in Lawrence, texts and phone calls went back and forth between students and loved ones. The blasts shook everyone. Including Hall's wife and sons, who were back home in Kansas City.

When the bombs exploded, Hall was five or six

blocks down the road. He just retrieved his clothes and sat on the pavement eating a bag of potato chips. He didn't hear the blast.

"We just got word that there had been an explosion," Hall said. "You immediately go into denial. We didn't understand until later on."

"Then the city changed."

\*\*\*\*

Over a month before the race, the Boston Marathon sends an update to its runners. Part of that update includes a database of those in the race. That's how Greg Hall got the idea.

He wanted to meet the other Kansas City marathoners that qualified for Boston.

*"You immediately go into denial. We didn't understand until later on."*

So he played with the database, punched in "Kansas City," "Overland Park," and local area codes to find the runners near him. He came up with a list that had around 125 names.

He mailed those names, used social networking and his own popular blog website to contact those runners.

He held an event, a pasta buffet to carbo-load, at Johnny Cascone's in Overland Park. More than 40 runners came, and with their guests, 70 people total.

Each would return with a story far more substantial than they could imagine.

"I didn't know if anyone would say, 'Screw that, I'm not going to meet a bunch of strangers,'" Hall said. "Literally that's what we all were."

This is what the Boston Marathon represents. People who don't know each other coming together for one mission, one goal of personal success.

And Hall blogged about the event on GregHallKC.com, where he shared the personal stories of 14 strangers that prepared for the most grueling few hours of their lives.

Going to Boston, as Hall likes to simply put it, is a big deal.

"It's like the golden ticket," he said. "You're going to Boston to run the Marathon. And that made it special."

\*\*\*\*

On an average Monday, we witnessed the next chapter of Boston's heroes.

On Sept. 11 most American households sat paralyzed in front of their TVs. On April 15, social media brought everyone to Boston's finish line.

That's where the heroes were seen.

Police officers, soldiers and bystanders ran into the smoke without flinching to try to save lives. To help their fellow humans.

Greg Hall went back toward the incident Monday afternoon. He wasn't sure if America had caught on, and with Twitter, he had an opportunity to broadcast both the tragedy and the bravery.

"These guys were stern," Hall said. "But they were understanding of human feelings. They knew they were dealing with people in tremendous

*Continued on next page*





The tweet that captured Mike Vernon's attention, inspiring him to write the story.

shock. They were just so professional.”

“It made you feel good about being an American.”

There's little question that these heroes weren't sure what exactly had happened, if more danger laid under cowardess cover.

It didn't matter to those who helped. To those who risked never talking to loved ones again to help someone else reach theirs.

There are sick people in this world. People that make your eyes water and stomachs turn to knots.

But those few demented are far outnumbered by the those that are good. By those that mean well. By those who just want to live good lives.

“The people of Boston were just incredible,” Hall said. “They were inviting people into their homes, standing on the corner and beckoning people in.”

These good people come from every nation, from all religions or no religion at all.

And those good people that were placed in the unfortunate spot near the finish line Monday proved that when all seems so bad, there is still good in this world.

The people of Boston will band together. They are America's heroes. They will stay strong when it's so easy to be weak.

But there is still much sorrow to soak in.

“Even in the backdrop of a terrorist attack people can treat strangers with great empathy and care,” Hall said. “On the other side, they can blow up 8-year-old kids.”

\*\*\*\*

He didn't hear the first two blasts, but he sure heard the third. The controlled one conducted by

Boston bomb squad.

The explosion took place less than one block away.

“They later said it was a controlled blast,” Hall said. “But none of the police acted like they knew it was controlled. They just went into first alert, screaming and yelling at people that it's not safe.”

Greg Hall's eyes watched frightened patrons flee. He watched mothers grab their crying children to leave the scene.

Thirty minutes later, Hall sat in a cafe charging his phone. Police busted in the building and called for everyone to get out.

These scenes took place across Boston on Monday, for the city wasn't safe. At least, it didn't feel that way.

“Boom,” Hall said. “Everybody got up and just ran. (When) you see a bunch of guys come in with assault rifles and tell you to get out, there's no argument going on.”

Scenes like this made it hard for Hall to sleep that fateful Monday evening. Typically, the exhaustion of running a marathon could put any person into a night-long coma. There was nothing typical about Monday.

While laying in bed sleepless, Hall only had one image in his mind. That he was on an airplane headed back home, buckling his seatbelt and letting out a sigh of drastic proportions.

On Tuesday, Greg Hall made it to the airport. There he saw a number of familiar faces flying back home. People from the lunch a week before.

He was hugging those strangers that suddenly didn't seem so strange.

“It was really emotional,” he said. “Here's people that hadn't known each other for more than a week, but really glad to see each other still around.”

They were united by the common bond that is the Boston Marathon.

Stories were shared, but in brevity. Everyone was there. Everyone lived it. There was no need to review the terror.

And then they took off. Headed home. A completed dream from Hall's sleepless night.

“It's good to be back,” Hall said. “Normalcy is back. Dad's here.”

—Mike Vernon is a Houston, Tex., journalism senior majoring in news and information

## SCHOOL LAUNCHES "MINIMESTER"

The School recently launched a new online “minimester” to help students meet graduation requirements faster and take advantage of new teaching technologies. From Dec. 30 to Jan. 24, the school offered compressed, online versions of two popular courses: Visual Storytelling and Multimedia Web Development. Despite the courses' intense schedule of project-based learning, both filled quickly after they were announced and had waiting lists.

“Our students' swift response shows they want new, flexible learning options, and the minimester lets them earn three credit hours in three and a half very demanding weeks,” Dean Brill said.

## INTERNSHIP SPOTLIGHT

Eight J-School students have landed competitive internships at prestigious national news outlets for summer 2014.

- **Blake Schuster**, a senior from Chicago, will be a paid summer sports reporting intern for 12 weeks at the *Chicago Tribune*.

- **Hannah Wise**, a senior from Wichita, will be a paid summer editing intern for 10 weeks on the digital desk of *The New York Times*.

At the Dow Jones News Fund:

More than 600 applicants competed nationally for 102 Dow Jones News Fund summer editing internships, which include 10 weeks of paid work and \$1,000 scholarships. The interns:

- **Tara Bryant**, a junior from Lawrence, will be a news editing intern at the Bay Area News Group in California.

- **Casey Hutchins**, a junior from Lawrence, will be a news editing intern at the *Corpus Christi Caller-Times*.

- **Sylas May**, a junior from Derby, will be a news editing intern at *The Indianapolis Star*.

- **Duncan McHenry**, a senior from Prairie Village, will be a news editing intern at *The Kansas City Star*.

- **Madison Schultz**, a senior from Hays, will be a news editing intern at *The Buffalo News*, New York.

- **Ashleigh Tidwell**, a senior from Rossville, will be a news editing intern at *The Pioneer Press* in St. Paul, Minn.



# J-School Generations event connects students with alumni

*The three-day event allowed journalism students to interact with 55 professionals through classroom visits, a hot dog lunch, a networking round robin and the Friday challenge.*



University Daily Kansan fall 2013 editor Trevor Graff chats with Jeff Stinson, former *USA Today* aviation, transportation and business travel editor, at the J-School Generations event in October.

**S**tauffer-Flint buzzed with activity over October's Homecoming weekend during the third annual J-School Generations event, which welcomed alumni back to connect, create, and unite with students, faculty, and fellow graduates. Fifty-five professionals returned to their alma mater to participate in the event.

Julie Kellogg, a 2002 graduate and executive producer of KCTV 5, said the bond between J-School Jayhawks is invaluable and that it's important to keep in touch with professors, alumni, and future graduates who could potentially become co-workers.

"I may have gotten more out of it than some of the students, simply because it was so inspiring to be back among them hearing their questions and seeing their excitement about the business and about journalism as a whole," she said.

The three-day event kicked off on Thursday with alumni speaking to 17 journalism classes. Morgan Smith, a 2005 graduate and lead media developer at Ascend Learning, was impressed by the interest she observed in the students.

"They were really curious about how things are different when you graduate," said Smith. "They weren't boxed into their own experiences and were really candid about what they liked and what they didn't like."

After the morning classroom visits and a hot dog lunch, a networking round robin was hosted in Stauffer-Flint's Resource Center, where students rotated between tables of alumni to receive valuable advice

and business cards for future contacts.

"The round robin was great for introducing a lot of students and different types of alumni in a short time," said Phil Bressler, a 1983 graduate and owner and partner of the Muller Bressler Brown advertising and marketing agency. "It led to some great follow-up conversations."

Joel Zeff, a 1990 graduate, president of Joel Zeff Creative and the event's master of ceremonies, said the Generations event is a special homecoming for him.

"To me, Lawrence, Kansas, and the journalism school are very special places," said Zeff. "The front door of Stauffer-Flint is one of the most important doors of my life. I am always a little emotional when I walk into the building."

Zeff set an energetic tone for the Friday Challenge, which involved presenting eight teams of faculty, alumni, and students with challenges ranging from the dos and don'ts of interviews to explaining the First Amendment to non-English speakers. Teams worked together all morning, discussing their topics and creating presentations that included skits and slideshows.

While the challenges encouraged groups to create something together, Zeff said the true purpose was to have students, faculty and alumni work together to think, create, mentor, discuss and network.

"It's always energizing to speak to students," said Zeff. "They are more mature and worldly than we were in my day. I was very impressed. The students who participated are some of the best in the School."

Whitney Antwine, a senior, was most interested in hearing about the failures and off-the-cuff opportunities the alumni experienced before they ended up in their current positions.

"You can learn so much more through someone's experience and journey than through a formal question," Antwine said. "That's what I took from it. Everybody has a different background. Everybody brings something different to the table."

The weekend's events concluded with Late Night in the Phog on Friday evening, and an early alumni tailgate on Saturday morning before the Homecoming football game against Texas Tech.

—**Amelia Arvesen**, a junior from San Raymon, Calif., majoring in news and information, contributed to this story.



# Who, What & Where

*What are your old J-School classmates doing? So many interesting things! Please let us know the latest news in your life and career by emailing your updates to [jschool@ku.edu](mailto:jschool@ku.edu). We'd love to hear from you!*

## 1970s

**David Healy** (BSJ 1973) serves as president of National Capital Area Garden Clubs and as a director of National Garden Clubs, Inc. He and his husband, William Dean, live in Washington, D.C.

**Rick Kendall** (BSJ 1976) is branch manager of Wells Fargo Advisors in Bloomington, Ill.

**Kenneth Stone** (BSJ 1976) won first place for feature writing earlier this year in the San Diego Society of Professional Journalists contest. He and his wife, Chris, live in La Mesa, Calif.

**Mark Boyer** (BSJ 1978) is president of Tip-pins' Gourmet Foods in Kansas City, Mo.

**Steve Doocy** (BSJ 1979) recently was honored as Distinguished Kansan of the Year by Native Sons and Daughters of Kansas for his accomplishments in journalism. He currently co-hosts Fox News channel's "Fox & Friends."



Doocy at KJHK in 1975

## 1980s

**Barbara Bichelmeyer** (BSJ 1982, BA 1986, MEd 1998, PhD 1992) serves as interim chancellor at Indiana University Southeast in New Albany, Ind.



Bichelmeyer

**Steve Koppes** (MSJ 1982) was promoted to associate director of the University of Chicago News Office.

**Robert Wolcott** (BSJ 1984) is an educational specialist at the College Board in Boston, Mass.

**Terry Bryant** (BSJ 1986, BGS 1986, MEd 2000) accepted a nine-month appointment as professional lecturer at American University in Washington, D.C. His home is in Lawrence, Kan.

**Jennifer Gardner Love** (BSJ 1987) is chief member relations' officer for the Kansas City Chamber of Commerce in Kansas City, Kan.

**Todd Cohen** (BSJ 1989, BA 1989) directs communication and outreach for the Great Outdoors Colorado Trust Fund. He and **Stacy Cohen** (BSJ 1991, MEd 2008 PhD 2011) live in Westminster, Colo.

**Chris Halsne** (BSJ 1989) has joined Fox affiliate KDVR in Denver, Colo., as an investigative reporter.

## 1990s

**Jana Gregory Dawson** (BSJ 1990) is a business-development strategist for Miller Meiers in Lawrence, Kan.

**Kelly Duffy** (BSJ 1991) joins NBC affiliate KOAA-TV in Colorado Springs, Colo. as News Director.

**Jack Yeo** (BSJ 1992) recently became senior vice president at Fleishman Hillard International Communications in Chicago, Ill.

**Andrew Hodges** (BSJ 1993, JD 1996) has a private law practice in Greenwood, S.C.

**Pam Evans Kitarogers** (BSJ 1993) is the director of marketing and development for the Family Service & Guidance Center in Topeka, Kan.

**Lucinda Willard** (BSJ 1993) is vice president of Community Initiatives and Investments at The Women's Foundation of Colorado in Denver, Colo.

**Jeffrey Mayo** (BSJ 1994) serves as president of the Oklahoma Press Association. He's associate publisher and general manager of *The Sequoyah* in Sallisaw, Okla.

**Jennifer Kinnard** (BSJ 1997) is now senior director of marketing & communications at the Oklahoma State University Foundation.

**David Morantz** (BSJ 1998, JD 2005) was selected as legislative chair of the Kansas Asso-



ciation for Justice. He's an associate member of Shamberg, Johnson & Bergman in Kansas City, Mo.

## 2000s

**Molly McNearney** (BSJ 2000) married Jimmy Kimmel on July 13 in Ojai, Calif. They live in Los Angeles, Calif. Molly is the co-head writer at Jimmy Kimmel Live!



McNearney

**Melissa Yeager** (BSJ 2000) won a duPont Award for her investigative reporting of the "Tragedy on the Plaza" story as a member of the KSHB 41 Action News Kansas City team. **Erin Bajackson** (BSJ 2001) has joined the

law firm of Welch, Martin Albano in Independence, Mo. She will specialize in family law.

**Mike Baadte** (BSJ 2004) is an associate at MODUS, a litigation support and printing company in Olathe, Kan.

**Ashleigh Dyck Bauer** (BSJ 2006, BA 2006) is an administrator for EIP Corporation in Lenexa, Kan.

**Emily Hutchins Esparza** (MSJ 2003) is brand planner for Blacktop Creative, a brand experience firm owned by Barkley in Kansas City, Mo. She is married to **Tony Esparza** (MSJ 2004), a disability processing specialist with the federal government. The couple, who met through the School of Journalism's master's degree program, live in Shawnee, Kan., with their 8-year-old daughter, Asa.

**Seth Hoffman** (BSJ 2000, MSJ 2004) chairs the Metro Denver Economic Development Corporation Professionals. He's deputy city manager of Lone Tree, Colo.

**Michelle Li** (BSJ 2002) moved from evening anchor in Wilmington, N.C., to evening anchor and interactive journalist at WISC-TV in Madison, Wis.

**Aaron Edwards** (BSJ 2003) recently became vice president of business development at PlattForm Advertising in Lenexa, Kan.

**Sennett Rockers** (BSJ 2003, BA 2003) recently enrolled in the University of Pennsylvania Law School.

**Jana Smoot White** (BSJ 2003, BS 2003) is an associate at Gunderson Palmer Nelson &

Ashmore in Rapid City, S.D.

**Andrew Marso** (BSJ 2004) won first place in the project and investigative reporting category at the Great Plains Journalism Awards in Tulsa, Okla. He's a reporter for the *Topeka Capital-Journal*, and he lives in Lawrence, Kan.

**Anita Gilpin Strohn** (BSJ 2004) supervises accounts for Crossroads and lives with her husband, Bob, in Kansas City.

**Stacey Knowles** (BSJ 2006) manages plasma sales for McKesson Plasma & Biologics and lives in Omaha, Neb.

**Meghan Miller** (BSJ 2006) works as a content development assistant with the Seattle Storm women's basketball team.

**Emily Huffhines Webster** (BSJ 2006) and husband, Mark welcomed daughter Caroline Kate on April 14, 2013, in Leawood, Kan.

**Matthew Goble** (BSJ 2008, BA 2008, JD 2011) was promoted to captain in the U.S. Army and is stationed at Camp Casey, South Korea.

**Gina Ford** (BSJ 2008, MSJ-IMC 2014) has been hired as the public information officer for the State's Attorney in Prince George's County, Md.

**Rachel Burchfield** (BSJ 2009) became the coordinator of leadership programming at the University of Alabama-Birmingham.

**Stephen Burtin** (BSB 2009, MAcc 2012) and **Jessica Shannon** (BSJ 2009, JD 2012) were married on June 22, 2013, in Lawrence, Kan. They live in Wichita, Kan., where he's an auditor at BKD and she's an associate attorney at the Hinkle Law Firm.

## 2010s

**Lauren Cunningham** (BSJ 2010) is a communications specialist at the Washington University Foundation in Topeka, Kan.

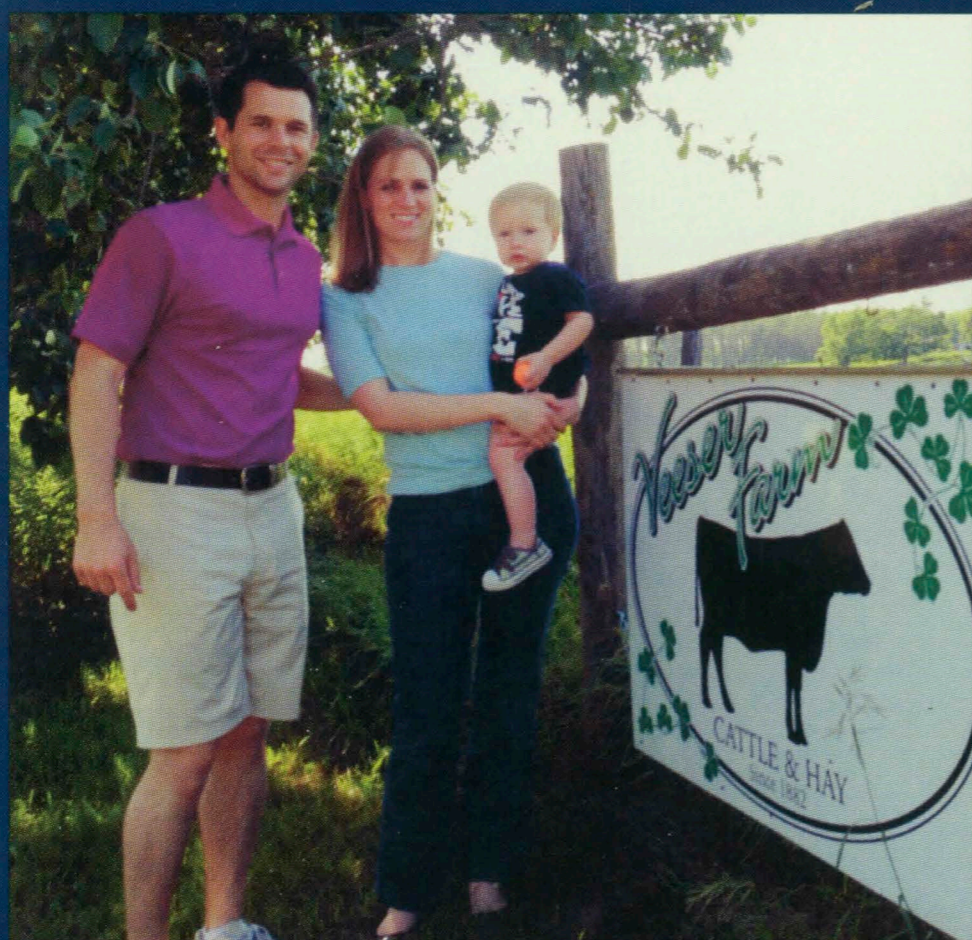
**Weston Pletcher** (BSJ 2011) became the media relations assistant for the Athletic Department at the University of Kentucky.

**Bobby Burch** (BSJ 2012) is technology and entrepreneurship reporter at the Kansas City Business Journal.

**Matt Franzblau** (MSJ 2012) is athletic communications assistant at Stetson University in Deland, Fla.

## Good luck, Natasha!

**Natasha (Trelfa) Veaser** (BSJ 2005) who served as the J-School's Communications Coordinator from 2011 to 2013, is now the senior public relations coordinator/specialist for the University of Wisconsin - Extension: Continuing Education, Outreach and E-Learning in Madison, Wisc. She recently moved there with her husband, Lance, who is the sports director at WKOW-TV, and their two-year-old son, Mac.





## Alumni Updates

**Jordan Gill** (BSJ 2012) runs the marketing department for the American Football Coaches Association in Waco, Texas.

**Christopher Hong** (BSJ 2012) is an investigative reporter at the *Florida-Times Union* in Jacksonville, Fla.

**Mike Lavieri** (BSJ 2012) has accepted a position with the World Company covering high school sports for the Shawnee Dispatch and Bonner Springs Chieftain.

**Sara Miller** (BSJ 2012) is an associate producer at The Sing Off and lives in Los Angeles, Calif.

**Joel Petterson** (BSJ 2012, BA 2012) has accepted a job as a copy editor at *The New York Times*.

**Hannah Babcock** (BSJ 2012) became an account coordinator at Morningstar Communications in Kansas City, Mo.

**Beth Charlton** (BSJ 2013, BA 2013) coordi-

nates marketing and is an agent for Kansas Insurance in Lawrence, Kan. She lives in Kansas City.

**Jonathan Cooper** (BSJ 2013, BGS 2013) is a reporter at KQTV-TV in St. Joseph, Mo.

**Megan Hinman** (BSJ 2013) edits copy for the *Lawrence-Journal World*.

**Zack McQuiston** (BSJ 2013, BA 2013) is Assistant Account Manager at VML in Kansas City, Mo.

**Patrick Strathman** (BSJ 2013) is sports director for KAIR Radio. He lives in Lawrence, Kan.

## In Memoriam

**Elizabeth "Betty" Baurer** (BSJ 1952), 83, died on June 23 in Chicago, where she was a soprano soloist with the Chicago Chamber Choir. She also taught voice privately and for

the Academy of Music in Oak Park. Several cousins survive.

**Ann Kelly Steele** (BSJ 1956), 79, died on July 4 in Kansas City, where she had been director of publications at the University of Missouri-Kansas City. She was a docent at the Kansas City Museum. Surviving are her husband, Don, and a son.

**James Loveless** (BSJ 1961), 75, died on December 25 in Topeka, Kan., where he was an office manager at Radiology & Nuclear Medicine. His brother, Clyde, and his sister, Jane, survive him.

**Brian Roeder** (BSJ 1996), 40, died on July 2 in Los Angeles, where he had a career in event management. His mother, Brenda Jacobs, his father and stepmother, a brother and his grandmother survive him.

## Kansan Update

# *Kansan.com* wins six Online Pacemaker Awards in seven years

**T**he *University Daily Kansan's* online news website, *Kansan.com*, has once again been recognized as one of the best in the country. It recently received the 2013 Online Pacemaker Award, the Associated Collegiate Press' highest honor, making this the sixth time the publication has won the award in seven years.

Tim Shedor, a senior from Overland Park, served for two years as technical editor for *Kansan.com* and designed the structure for the current site.

"From a standpoint of *The Kansan* going in a more digital direction, the award substantiates the decision to pursue more online coverage," Shedor said. "This is a significant win."

Natalie Parker, a junior from Overland Park who has known Shedor since their days at Shawnee Mission East High School, was *Kansan.com's* web editor during the 2013 award period. She credits Shedor with setting a high standard for digital production,

design and multimedia content, as well as creating a site that keeps readers engaged and wanting to read more.

"Tim set an incredibly high standard for us all to live up to, so the Pacemaker honors every single person involved," Parker said. "We have a news staff of about 50 people — editors, reporters, photographers, designers — and an advertising staff that's about the same size.

"What the Pacemaker does on a large scale is say that *Kansan.com* is one of the best collegiate news websites in the nation."

Online Pacemaker Awards are based on two months of online coverage, allowing judges to evaluate for consistent excellence in design, ease of navigation, writing and editing, graphics and interactivity. Recipients are chosen by professional experts in design, journalism and interactive media.

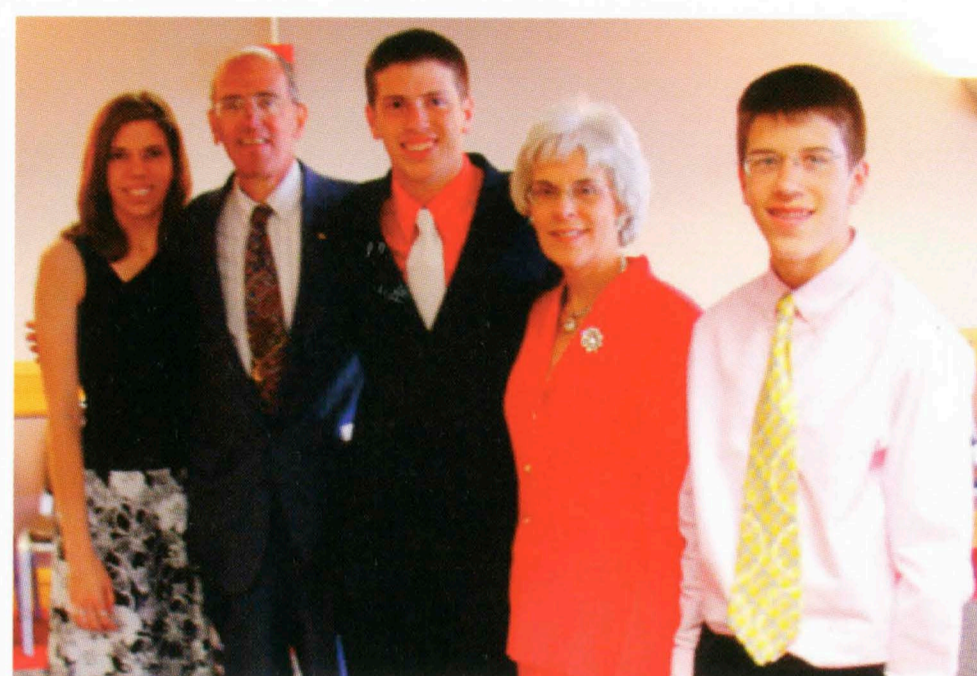


# Kaiser family bequest boosts journalism students' scholarships

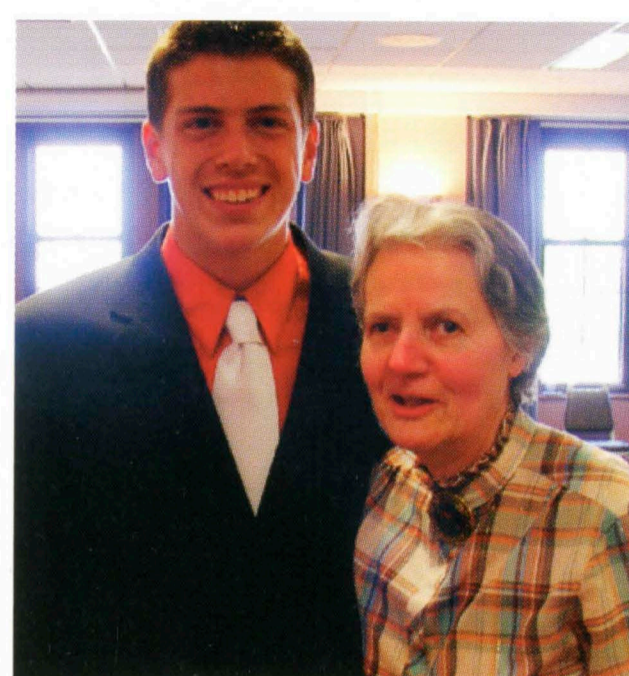
*The Kaiser scholarship fund has supported nine journalism students since 2005. The Kaiser gift counts toward Far Above: The Campaign for Kansas, the university's \$1.2 billion comprehensive fundraising campaign.*



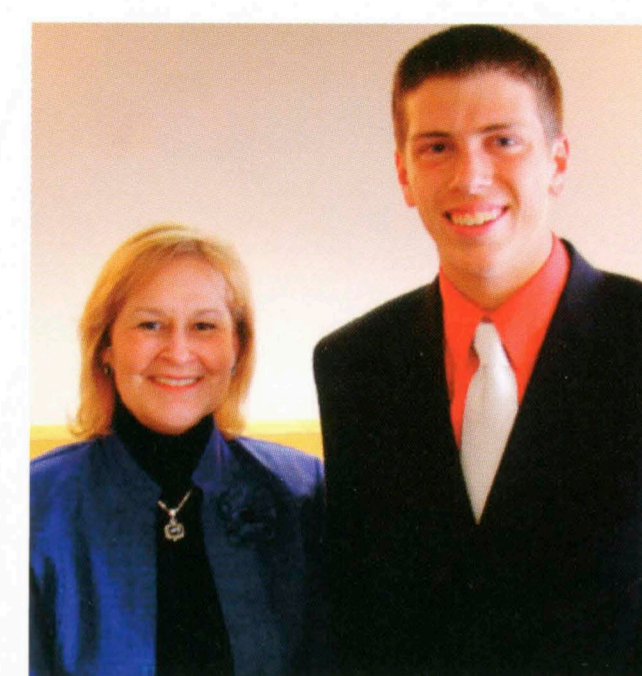
J-School alumnus John P. Kaiser and his wife, Mary Kaiser.



Scott Toland (center) became the first full-ride recipient of the Kaiser Scholarship in 2006.



Scott Toland with Mary Wallace upon receiving the Kaiser gift.



Dean Brill and Scott Toland.

**A \$1.36 million gift** from the estate of the late KU journalism alumnus John P. Kaiser and his wife, Mary Kaiser, is boosting scholarship support for KU journalism students. The gift enhances the John P. Kaiser Journalism Scholarship Fund, which the Kaisers established in 2005 with a \$500,000 gift to KU Endowment.

John Kaiser earned a bachelor's degree in journalism from KU in 1951. He began his career as a journalist in the U.S. Coast Guard and later worked for Capper Publications in Topeka. He retired in 1986 as vice president of marketing for the magazine division of Dun & Bradstreet in Chicago. Mary Kaiser graduated from Fairmont State College (now Fairmont State University) in 1950. She began her career as secretary to the president of the Federal Bureau of Investigation and later worked at Bessemer and Lake Erie Railroad Co.

"The School of Journalism thrives because of the dedication and generosity of our alumni," Dean Brill said in appreciation of the gift. "The Kaisers' love for KU and the School of Journalism is humbling. Their gifts continue to provide our students with incredible opportunities to further their education, which is one of the best gifts we can give future generations."

Since 2005, the Kaiser Scholarship fund has supported nine students. The additional \$1.36 million in support will allow the school to more than double the number of students who benefit from the Kaisers' generosity.

"We strive to provide as many of our students with assistance as possible," Brill said. "To receive a gift of this magnitude and be able

to look to the future knowing what this gift is going to mean to our students is truly inspirational."

In 2006, Scott Toland of Iola, became the first full-ride recipient of the Kaiser Scholarship. Toland said the scholarship opened doors for him, not only by removing a large financial burden that comes with attending college but by allowing him the opportunity to be more involved in the journalism school.

"When I found out about the scholarship, I really couldn't believe it at first. It was so nice of the Kaiser family to give the scholarship, and I felt so honored to be named the first recipient," Toland said. "It took some pressure off as far as having to have a job during college, so it gave me more time to get involved in the Daily Kansan, and the television station. Looking back, I felt like it opened so many doors for me and allowed me to make the most of everything at the J-School."

The Kaisers' gift counts toward Far Above: The Campaign for Kansas, the university's \$1.2 billion comprehensive fundraising campaign. Far Above seeks support to educate future leaders, advance medicine, accelerate discovery and drive economic growth to seize the opportunities of the future. The campaign is managed by KU Endowment, the independent, nonprofit organization serving as the official fundraising and fund-management organization for KU. Founded in 1891, KU Endowment was the first foundation of its kind at a U.S. public university.

— This story was contributed by KU Endowment.





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