

JJ

JAYHAWK JOURNALIST

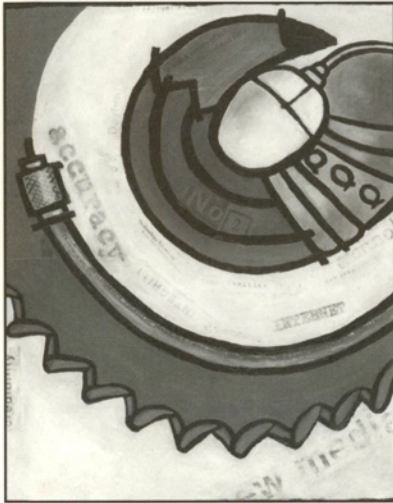
1999



WHERE WORLDS CONVERGE

Examining the issues of a new media age

departments



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by Jeff Shumway

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The J-School struts its stuff with award-winning faculty and students.

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Take one part magazine, one part news and and one part broadcasting and you get a Model Professor.

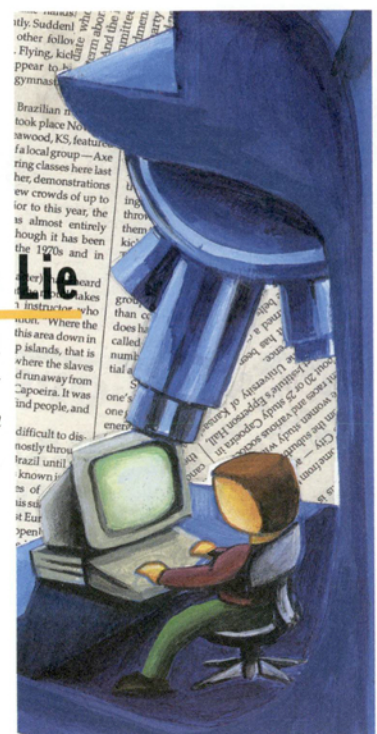
People's Choice **17**



J-School grad, P.J. Murray, makes the cut from intern to staff at *People* magazine by checking 2,500 facts a year with 99.9 percent accuracy.

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Accuracy and journalism should go hand-in-hand. So why don't they? *Anna Attkisson* searches for answers.



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Wanted: New Media Journalist

As the Internet grows and online publications become a popular destination for journalists, employers seek adaptable, Web-savvy media professionals. *By Doug Bradley*

As the end of the century approaches, the *Jayhawk Journalist* explores journalistic introspection and expansion.

In writing "Finding Where the Facts Lie," I learned that accuracy is more than just getting the facts right. In *Of Course*, the profile of media ethics, we uncover the intricacies of ethical decision-making. And in "Wanted: New Media Journalist," we explore how the media are expanding and where

the professionals are going.

The staff of the *JJ* takes pride in the accomplishments of our award-winning teachers and fellow students in *The Beat*, *Portfolio* and *Alumni News*. In the faculty profile, we discover Malcolm Gibson plays many roles in the life of the J-School, from friend and teacher to innovator and juggler. And we read with envy as 1997 graduate P.J. Murray does what we all hope to do—finds a great job.

The *JJ* is a collaborative effort between students in the J-School and students in the department of graphic design. Students create all the art and the writing. *Voices*, in which a student suggests that the best way to relieve stress is to act like man's best friend, came from the editorial and interpretive writing class.

All-in-all I am proud of this issue. We have updated our look with new typefaces and logos. We have looked for truth and had some fun along the way. We hope you will enjoy reading the magazine as much as we enjoyed putting it together.

—Anna Attkisson
Managing Editor



Note

On February 9, as the *Jayhawk Journalist* was going to press, John Ginn died after a long fight with cancer. His contribution to the School and his commitment to fair play and to having fun are reflected, in part, in this issue of the *JJ*.

Professor Ginn is survived by three sons, Mark, of Boone, North Carolina, Jack, of Waverly, Iowa, and Stan, of Emeryville, California, and three grandchildren.

He will be missed.

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The *Jayhawk Journalist* is produced by advanced magazine and design students for the William Allen White School of Journalism and Mass Communications at the University of Kansas, Lawrence.

Production of this issue of the *Jayhawk Journalist* is supported financially by the Lester Suhler Memorial Fund. The School of Journalism acknowledges, with gratitude, the support by the Suhler family.

Good News from the Front

One of the critical tasks the School faces every six years is re-accreditation, when the School undergoes an outside review of our program. I share this process and its findings with you because it is a revealing look at the School that answers a question many alumni voice: How are things at the School of Journalism?

The process starts with the School preparing a self-study or analysis of its programs that it submits to the accrediting body, the Accrediting Council on Education in Journalism and Mass Communications. Next, a team of journalism educators and professionals visits the School, examining the program with the self-study in mind, and then writes a report

We are delighted to report that the team that visited the School in late October was very impressed with what it found here. Most schools consider themselves fortunate if a site team identifies six or seven strengths of a program. Our team cited eleven strengths at the School. They are, in the order listed by the team:

- A demanding, yet caring, faculty that fosters loyal graduates.
- Diligent, demanding instruction and a firm commitment to students.
- Campus-wide respect for the faculty's dedication to teaching and student development, along with its leadership and participatory roles in university governance and activities.
- A talented, hard-working student body that captures far more than its share of regional and national contest awards and that earns praise from faculty across campus and central administrators.
- Forward-looking leadership that has created a new atmosphere of trust and optimism among faculty.
- An enviable record of student placement in jobs and internships.
- A must-stop hub for recruiters from some of the country's major newspapers and parent corporations.
- An impressive collection of on-campus media opportunities.
- Pioneering efforts to prepare students for media convergence.
- Laudable School and faculty public service.
- Impressive private financial support.

The team also cited several weaknesses in our program, which did not come as a surprise. In fact, we had identified them in our self-study and already had begun to take action to remedy them. They include:

- A need to improve faculty scholarship and creative activity.
- A need to enhance the graduate programs identity, rigor and processes.
- A need to be sure that all sequences are receiving proportionate resources.
- A need to take more aggressive steps to further diversify the student body.

In citing our strengths, the team identified several themes, starting with good students, such as those who keep the School among the winners in the William Randolph Hearst Foundation competition (often called the College Pulitzers), who win the national magazine prospectus competition, or who win Public Relations Student Society regional awards.

Faculty seek to keep the focus on students, consistent with one of the School's values, creating a "student-centered environment."

It recognized the work of quality teachers, such as Associate Professor Tim Bengtson, who won one of but twelve William T. Kemper teaching excellence awards on campus in the fall, and Linda Davis, who won the 1997 HOPE award (Honor to Outstanding Progressive Educator). The team wrote, "Observed classes and student comments confirmed the high quality of the instruction. Instructors were well prepared and engaged students. Students reported that faculty are accessible, knowledgeable and hold students to high standards."

The team found our graduates were well prepared for the job market, too, praising our placement and internship record, as well as the large number of recruiters who visit campus.

And the team was impressed with our strong private financial support, which is reflected in the hundreds of names in our Honor Roll publication.

The team also noted that while the School was committed to the basics of writing, reporting and editing (which it described as the "soul" of the School), it was impressed by our "pioneering" efforts to prepare students for a world in which media are converging and our graduates often will have to be able to work across media.

Some of these efforts are reflected in the School's new digital product, *The Digital Jayhawk*, which joins the *University Daily Kansan*, the *Jayhawk Journalist*, KJHK radio and KUJH-TV as student media. The *Digital Jayhawk* allows students to integrate Web development, audio, video and text, and takes advantage of the School's leading edge efforts at putting audio and video on the internet through KJHK and KUJH.

The team's report also mentioned several other points that we found quite pleasing. It stated that faculty "morale reportedly is the best it has been in years." It felt we were making serious efforts at diversifying the faculty and student body. It described the self-study as, "above all else, candid."

As part of the accrediting visit, the team's final stop always is a visit with the campus' chief executive officer. After the team left town, Chancellor Robert Hemenway wrote this note:

"I was heartened by the accreditation team's visit. They clearly were impressed with the School, its faculty and the dean. As one of them said in our interview, 'the students are getting as good an educational experience at KU as anywhere in the country.' My congratulations to Dean Gentry, the faculty, and especially the students, who spoke so eloquently about their KU experience."

All in all, we were quite pleased with the outcome and we hope you, as alumni, are too. The process isn't over, however. In March the Accrediting Committee will review and vote on the team's report. If the committee approves, in April the Accrediting Council will review and vote on the report. If the council approves, the School will be reaccredited for another six years. We'll let you know how it all turns out.



—Jimmy Gentry
Dean

trail blazing

The *University Daily Kansan* advertising staff focuses on the needs of clients and readers from the onset of their training as sales representatives for the publication.

The staff won first place for the best overall training program at the March 1998 convention of the College Newspaper Business and Advertising Managers association, which seven members of the team attended in Atlanta.

"It's one of the best awards to receive," Dan Simon, sales and marketing adviser for the *Kansan*, said. "We are trying to teach students and give them more opportunities to learn. To win the overall training award says we're doing something right."

For training, the staff participates in an

intense three-day program in which they set up mock meetings with local businesses that are potential or current clients. The trainees experience hands-on how to sell advertising space in the newspaper for the semester ahead.

"Our staff's strong point is really knowing our market and how to gear advertising toward readership," Simon said, explaining how the staff learns how to sell consumer products to a student audience.

CNBAM also awarded the *Kansan* advertising staff members a first place award for best classified promotion campaign.

by Micki Jones



quality

A group of students in David Guth's business communications projects class learned that they didn't have to work for NASA to reap the awards of space exploration.

The Kansas City chapter of the Public Relations Society of America awarded the team first place for their campaign for the Kansas Cosmosphere, a museum in Hutchinson, Kansas, that specializes in spacecraft restoration.

The museum houses the original Apollo 13 command module and was responsible for the sets in the movie "Apollo 13." With such national appeal, the museum has only one problem—it isn't easy to get to, Guth said. The group tackled the problem by suggesting ideas such as a better use of billboards, implement-

ing a video news release and traveling to public schools with an educational program.

"The quality of the presentation of their materials and the clarity of the message were the deciding factors in their win," Guth said.

Josh Bailey, Eileen Bakri, Kelly Hale, Tyler Johnson, Darci McLain and Natalie Partridge received a \$400 award during a ceremony at the Kansas City Jazz Museum. The ceremony honored the memory of Roger Yarrington, a leader in public relations and a former instructor at the School who died in November 1997.

by Andrea Stewart

making waves

Although you can't hear KU student broadcasters farther than about twenty-five miles outside of Lawrence, their accomplishments have attracted national attention.

Five KU students won awards from the National Association of College Broadcasters last year. More than five hundred schools participated in the competition.

A story by Jaime Partridge on British Prime Minister Margaret Thatcher's visit to Baker University won best news story by the NACB. Jeremy Friedman also placed first for his play-by-play coverage of a KU vs. UNC-Asheville game. In addition, Brock Bowling placed second in play-by-play, Jaime Heimberger was a finalist in news, and Amy Grill was a finalist in the public service announcement category.

Hawke said the awards could help student winners promote themselves in the job market. Grill, who now does freelance television production in New York, agreed. "It's a positive, confidence-building, resume-builder."

by Rachel Robson

winning streak

The Freedom Forum put Michael Harrity's face in San Antonio and his name in San Jose, California.

Harrity was a finalist in two national scholarship competitions sponsored by the Freedom Forum, a nonprofit organization dedicated to free speech and press.

For one of the competitions, the National Collegiate Athletic

Association Foundation/Freedom Forum Sports Journalism Scholarship, Harrity submitted his portfolio and a 500-word essay about sports. As one of the eight finalists, he received a \$3,000 check and a featured spot in the program of the 1998 NCAA Men's Final Four tournament held in San Antonio.

"My parents got a big kick out of seeing my mug shot in the

NCAA program," Harrity said. "They have about eight copies on the coffee table at home."

His parents probably have a few copies of the *San Jose Mercury News*, as well. This summer, Harrity's byline appeared in the sports section. As a recipient of the Chips Quinn scholarship, Harrity won \$1,100 and a 1998 summer internship as a sportswriter for the *Mercury News*.

"Once I proved myself, they treated me like any other reporter and sent me out to cover the elite beats—like the 49ers, the Raiders, Tiger Woods at the U.S. Open," Harrity said.

After graduating in May, Harrity plans to pursue a job as a sportswriter.

by Cammi Heimann

DOW JONES RECORD HIGH

The Dow Jones Newspaper Fund offered a record number of J-School students editorial internship positions for summer 1998. Ten students won the prestigious internship, nearly double the number from 1997.

Reporting and editing professor Malcolm Gibson taught four training sessions to prepare students for the competitive national

exam given to all Dow Jones applicants. During the sessions, students honed their editing skills by taking previous Dow Jones tests. They learned what to expect from the test and polished up on grammar, style, spelling and current events.

Gerry Doyle, Lindsey Henry, John Kely, Julie King, Ann Marchand, Aaron Marvin, Melissa Ngo, Antoinette Patterson, Cara Skodack and Kelli Raybern received internships. Out of about eight hundred candidates, Dow Jones only awards 116 internships each year. Said Rich Holden, editor of the Dow Jones Newspaper Fund: "Ten is an extraordinary number of internships for one university."

by Rebecca Ulanoff

teacher inspires HOPE

Linda Davis loves working with students at a time in their lives when they are like sponges soaking up knowledge.

For her skills as a teacher, students awarded her the 1997 Honor for the Outstanding Progressive Educator. She is the fifth journalism professor to receive the HOPE award in its 39-year history. John B. Bremner, in 1972, was the first.

Davis, who has taught broadcast, advertising and business communications classes, is modest about the distinction. "I just got lucky," Davis said. She gives credit to students, saying that because journalism students are focused and profes-

sional it makes them easy to work with.

She does reveal one secret to her winning approach: apply the tried-and-true methods of advertising to teaching—use visuals and target the message.

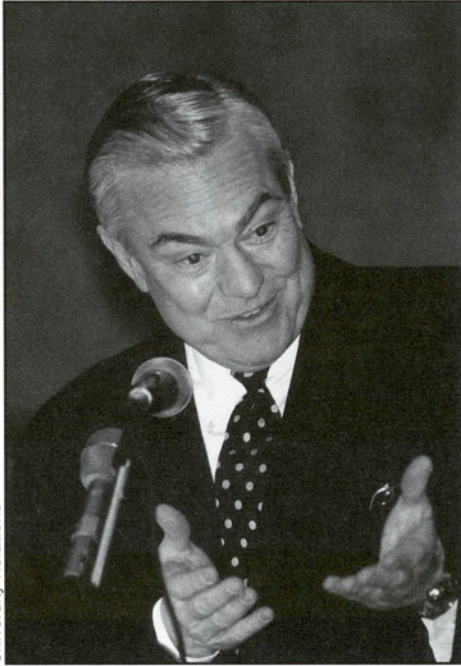
Davis, who is an associate professor, learned these principles as director of corporate public relations for Home Box Office. She started working there after finishing a master's degree in journalism at the University of North Carolina, Chapel Hill. She began lecturing at the University of Kansas in 1984.

By Katie Burford



Linus Williams

william allen white award



University Relations

Bill Kurtis said the media has grown larger than any story it covers.

"It doesn't just sway public opinion, it makes public opinion," Kurtis told a KU audience when he came to the University in February 1998 to accept the William Allen White Citation for Distinguished Service.

Kurtis, executive producer and host of the Arts and Entertainment Network's documentary series "The New Explorer" and a former anchor of the "CBS Morning News Show," advocated journalism accuracy during his acceptance speech. Kurtis said the media's influence and the pressure to maximize profit make it more important than ever for journalism students to know their obligation to inform and to tell the truth.

Kurtis, a television journalist for more than thirty years, saw his broadcasting career in Kansas take off in 1966 when a

tornado ripped through Topeka. When he issued the urgent on-air message telling his viewers to take shelter, he was really talking to his wife, who escaped the path of the storm.

By 1973, Kurtis had teamed up with Walter Jacobson at WBBM-TV (CBS) in Chicago, where he became known as the first local foreign correspondent. Kurtis also is known for his investigative reporting, which includes an in-depth look at how Agent Orange affected Vietnam veterans.

A native of Independence, Kansas, Kurtis graduated from the University with a bachelor's degree in journalism in 1962, and in 1966, received a law degree from Washburn University. His career has taken him around the world, but Kurtis still considers Kansas his home.

by Lisa Stevens John

hearst place

After learning that he and Harley Ratliff had placed first in the Hearst Awards competition—widely recognized as the Pulitzer Prize of college journalism—Eric Weslander's first thought was not of the \$2,000 check that accompanied the honor or the prospect of competing in the Hearst national writing championships in San Francisco.

"The first thing that went through my mind was that Harley and I are going to have a party on the West Coast," Weslander said.

The national championship, held in May 1998, wasn't all

about play, though. Weslander and Ratliff each had to research and write three stories during the weekend, which included covering a press conference by San Francisco Mayor Willie Brown. Weslander's work placed second in the competition, earning him another \$4,000. Ratliff won an additional \$1,000 for being a finalist.

Both Weslander and Ratliff earned the chance to compete in the national championship by winning first-place awards in the nationwide Hears Journalism Awards Program. Weslander won in the spot news category for a story he wrote while

interning at the *Louisville Courier-Journal* in 1997 on a man dying in a building fire. Ratliff won for his sports writing category for his story published in the *University Daily Kansan* titled, "The NCAA Clearinghouse Has Left Some Athletes Feeling TRAPPED."

The University finished fourth in the Awards Program behind University of Florida, Arizona State University and Northwestern University.

by Mike Harrity



THERE ARE FIFTY-NINE MEMBERS OF THE J-SCHOOL STAFF AS OF FALL OF
1998

blake bites the dust

Imagine attending class in a building that resembles a barracks. After a rainy day, puddles create an obstacle course on the linoleum floor and remnants of old leaves line the walls. The unmistakable smell of mildew lingers in the air as students navigate their way to their desks.

These conditions plagued students and professors in the radio and television sequence for eleven years when classes were taught in the Blake Annex. The building was built during World War II to house soldiers. It was scheduled to be demolished immediately following the war, but was kept in use because of a shortage of classrooms. Although it took close to forty-three years, Blake Annex was torn down in September 1998.

No one was sad to see it go. Associate Professor Linda Davis has less than fond memories of the building. "The heat in my office never worked," she said. "I would sit at my desk wearing mittens and a full length fur coat."

by Joyce Newman

FOR WHOM THE BELLS TOLL

A tight, winding staircase leads to a small room in the University of Kansas campanile where Lynne Tidwell hits the wooden keys of the carillon with her fists and feet for an hour, five days a week.

Playing the carillon, a two-octave set of stationary bells resembling an organ, requires a deft touch, much like advising journalism students. This fall Tidwell, who has worked at the J-School for the past eighteen years, received hard-earned recognition for her job and her music. The J-School promoted her to coordinator of undergraduate advising, and she became a member of

the Guild of Carillonneurs in North America.

Tidwell's musical tutor, University Carillonneur Albert Gerken, prepared her for the arduous application process to the Guild. She learned twenty-five pieces, submitted a tape for critique and played a thirty-minute recital exam at the Fifth International Congress in June. For her efforts she was awarded membership in an accomplished group of five hundred.

"The carillon's a humbling instrument to play," Tidwell said. "But it makes such elegant music."

by Anna Attkisson



Graham Johnson

must-see *radio*

Fans of student broadcasting at the University of Kansas now can watch their radio on television. KUJH, the J-School's student-run television station, began airing the newscasts of KJHK, the student-run radio station, in spring 1998. "It just makes for instant television," Gary Hawke, television and radio adviser, said.

Hawke hopes to have even more KU-produced programming on KUJH soon.

"Sportstalk," a KJHK call-in sports show, is next in line.

In the future, these radio simulcasts will be made more television-friendly by moving them from the bare-boned KJHK news studio to the more aesthetic KUJH television studio. But those changes will have to wait for more money and better equipment, Hawke said.

KUJH is broadcast on Channel 14 in Lawrence and on Channel 68 in Overland Park, Kansas.

By Rachel Robson

THE J-SCHOOL MOVED INTO FOWLER HALL IN **1952**, WHICH WAS LATER RENAMED FLINT HALL IN **1955**.

New Faces

A student-run paper
that is older than the
offset press

110 Years
& Counting

THE University Daily Kansan

Employing 125 students a semester, the paper serves not only as an independent student newspaper for the editors and students in advertising, but also as a classroom laboratory for photojournalists, reporters and copy editors.

The *Kansan* publishes an online edition every weekday found at www.kansan.com

Kansan
Interactive

The *Kansan*—supplying
hands-on real-world
experience daily.



Linus Williams

From left to right: Lavonne Seifert, Larry Baden, Patricia Noland, Carol Dressler and Manny Lopez.

LARRY BADEN

Few people can find a bridge between teaching and reporting, but Larry Baden, assistant professor, crosses that bridge every day. “The dynamics between being a reporter and a teacher are similar,” he said. “Both are bound by communication.” Baden spent ten years as a sportswriter for three newspapers: the *Colorado Springs Sun*, the *St. Louis Globe Democrat* and the *Reno Gazette Journal*. He graduated from the University of Missouri School of Journalism and got his masters in education. He is a Ph.D. candidate in linguistics.

CAROL DRESSLER

Carol Dressler joined the J-School staff to manage purchasing and accounting. Although new to the School, Dressler has worked at KU for the fifteen years in various University offices. She received her bachelor’s degree from Washburn University and has graduate hours in Public Administration from KU. Dressler, a singer-songwriter in her spare time, produced her own CD of acoustic folk music.

MANNY LOPEZ

Manuel E. “Manny” Lopez Jr. graduated from the J-School in 1995 and began work this fall as coordinator of student recruitment and retention. For the School, he travels to high schools throughout the Midwest, visits prospective students and their parents, and advises students. Lopez is also the advis-

er for the Minority Student Journalist organization. Before the School recruited Lopez, he was a general assignment reporter at the *Detroit News*.

PATRICIA NOLAND

Patricia Noland, a graduate of the J-School’s master’s program, joined the adjunct faculty in the fall. For more than fifteen years, she has served the broadcast news and corporate video industries. The former senior producer at SRB Production, Inc., in Washington, D.C., is teaching broadcast classes. Among her award-winning experiences, she assisted with the 1995 visit of Pope John Paul II. Noland also worked with local, national and international clients, including the U.S. Department of the Treasury, before coming to KU. She received her bachelor’s degree in journalism from the University of Missouri.

LAVONNE SEIFERT

Students couldn’t imagine anyone being as dedicated as they are to finding a job after graduation, but Lavonne Seifert made it her job when she served as director of the J-School’s career center in the fall. Seifert, the former vice president of communications for American Century Investments, Inc., in Kansas City, brought twenty-five years of business communications experience to help students build resumes, portfolios and interviewing skills.

by Andrea Stewart



romanian knight

This fall, Bill Dickinson both quenched his thirst for new experiences and helped sow the seeds of a free press in Romania.

Dickinson, who teaches reporting courses, spent several weeks in Bucharest as one of eleven Knight International Press Fellows chosen to help develop American journalistic skills abroad.

Dickinson, a resident professional at the J-School, said he pursued the fellowship partly for adventure and partly to help create independent journalism in a country that recently

emerged from a totalitarian shadow. The editors of the seven daily newspapers in Bucharest showed interest in learning new approaches to journalism.

Despite Romania's pervasive difficulties, Dickinson, the former editor of *The Washington Post* Writers Group, remains optimistic the tide will turn for both the economy and journalism. "I always hope that the American example will hearten those who still look to us for the journalistic style and standards, that, at their best, are worthy of adoption."

by Duane Wagler

EBLEN EARNS student choice award

Senior journalism students selected Tom Eblen as the recipient of the first Excellence in Teaching award. Eblen was one of fifty-one faculty members awarded the honor.

At the awards ceremony, seniors Dave Morantz and Darci McLain spoke in Eblen's honor.

"Tom has the ability to bring humor to the class, whether it is pointing out something in a headline or showing how a simple sentence can be grossly misunderstood," Morantz said. "He makes a very dry, somewhat dull subject enlightening and fun."

Morantz also said that no matter how busy Eblen is as general manager of the *University Daily Kansan*, he is accessible. "Tom always has the ability to make time every week for people in his copy editing class to come and spend fifteen minutes with him to thoroughly review their work," Morantz said.

Eblen said it was flattering to receive the award. "It certainly made everybody that was so honored feel great about the positive feedback," he said.

Eblen graduated from the University of Missouri in 1958 and then spent a year at the *Amarillo Daily News* before returning to the Midwest where a nineteen-year career at the *Kansas City Star* included stints as managing editor and as city editor. After working as editor and general manager of the *Fort Scott Tribune* for six years, he has been general manager of the *Kansan* for twelve years.

by Lisa Stevens John

The renovations of Fowler Hall in 1951 to make room for the J-School cost **\$300,000.00.**

No matter how much you travel or how far away you move, you can always listen to KJHK.



90.7 FM
www.broadcast.com

For 23 years KJHK has been broadcasting to Lawrence radios while supplying students the chance to handle executive, promotional, developmental, and on-air positions 24 hours a day, seven days a week.

KJHK was the first radio station in the country to broadcast a live, continuous signal to the Internet.

KJHK—supplying hands-on real-world experience 24-7.



excellence reaps rewards

Last fall, a group known as "The Surprise Patrol" greeted Tim Bengtson at his 9:30 a.m. elements of advertising class with big smiles, a big check and big proof that he is what he strives to be—a good teacher.

Bengtson won a William T. Kemper Fellowship for Teaching Excellence, along with a \$5,000 check. Provost David Shulenburg presented Bengtson with one of twenty awards that the University gives each year.

"The best part of teaching is going to the classroom," Bengtson said. "The second best part is visiting with students, and the third best part is everything else."

Bengtson began teaching thirty years ago at Southeast Missouri State University when a friend asked him to teach a sales class on a trial basis. He said he has loved the work ever since.

"Getting recognized for what I enjoy doing was just the icing on the cake."

by Andrea Stewart

j-day

One hundred thirty high school seniors and their parents got a glimpse of their possible future nesting place during the J-School's first Journalism Day on November 12, 1997.

The KU Office of Admissions planned the day-long event. Dean James Gentry greeted the students at the beginning of the program with a welcome address. In a segment dubbed Journalism Hawk Talk, a panel of current journalism students discussed classes, internships and their personal experiences at the School. Mary Wallace, assistant dean, presented an overview of academic programs and requirements for acceptance into the School. The seniors then toured the TV studios and the *University Daily Kansan* newsroom.

The program received positive reviews from participants and facilitators.

"A lot of students are not aware of what the J-School has to offer; this is a chance for the students to see first-hand what a great school we have," said Kim Madsen-Beeler, assistant director of admissions and a 1992 business communications graduate.

The second Journalism Day was held November 16, 1998.

By Rebecca Ulanoff

there are approximately 165
computers in use at the J-School.

THE DEPARTMENT OF JOURNALISM AT
THE UNIVERSITY OF KANSAS WAS
FOUNDED IN 1911

in memory of...

Hollis Roger Yarrington

A 1953 graduate of the J-School, Hollis Roger Yarrington, died November 25, 1997, at his home in Independence, Missouri. Yarrington was an adjunct professor at the School and was president of the Kansas City chapter of the Public Relations Society of America.

"He was a wonderful man who cared very deeply about the future of public relations," said business communications professor David Guth.

Among his lifetime achievements, Yarrington was vice president of the American Association of Community and Junior Colleges in Washington, D.C., for nineteen years. In 1995, he received the Independence Chamber of Commerce "Distinguished Citizen Award."

James Edgar Dykes

The head of the J-School's advertising sequence from 1953 to 1973, James Edgar Dykes died June 12, 1998, in Shreveport, Louisiana, where his son lives. Calder Pickett, a friend and colleague of Dykes, remembers him

for his ability to teach. "He was a fine artist and he applied art a great deal in advertising," Pickett said. "He was the mainstay of advertising until he left."

After leaving the University of Kansas, Dykes was a professor at Troy State University in his native Alabama from 1973 to 1983. He and his late wife, Mary Jane Dykes, retired to Panama City Beach, Florida, in 1983.

Harrold Reddoch

Assistant to Dean Burton Marvin in the 1950s, Harrold Reddoch died December 1, 1997. He was also a 1949 graduate of the J-School.

Calder Pickett, a friend and colleague, remembers working with Reddoch, "It was a much smaller faculty in those days so we got to be close friends," he said. "He was a good man with a lot of dedication to the School."

In 1953, Reddoch founded the *Weekly Westport Reporter* and was its publisher until he retired in 1987. In recent years, Reddoch published weeklies and shoppers in the North Kansas City area.

by Andrea Stewart

HONORABLE MENTIONING

Allison Arbuckle, received the Caryl Smith Student Leader Award; chosen as a Hilltopper by the KU yearbook staff. **Anna Attkisson**, selected for an American Society of Magazine Editors Internship at *American HomeStyle & Gardening* magazine. **Raquel Avila**, given a CORO Foundation internship in public service. **Jay Batzner**, first place award for DJ personality in the Kansas Association of Broadcasters radio competition. **Umut Bayramoglu**, won second place in profile writing in the monthly William Randolph Hearst Foundation Writing Competitions. **Steve Bromert**, awarded first place for thirty-second public service announcement in the Kansas Association of Broadcasters radio competition. **Nate Bukaty**, second place award for sports play-by-play in the Kansas Association of Broadcasters radio competition. **Katie Burford**, received a Business Press Education Foundation internship at *Heavy Duty Trucking* magazine. **Kimberly Burks**, placed first for package news story in the Kansas Association of Broadcasters television competition. **Sarah Chadwick**, received a Roy Howard Public Affairs Reporting runner-up award for a story on students earning money as subjects in medical research. **Colleen Devaney**, elected Public Relations Student Society of America national vice president for chapter development. **Spencer Duncan**, awarded second place for editorial writing in the monthly William Randolph Hearst Foundation Writing Competitions. **Alex Fraser**, awarded an honorable mention award for station promotion in the Kansas Association of Broadcasters radio competition. **Tommy Gallagher**, placed fifth in sports writing in the monthly William Randolph Hearst Foundation Writing Competitions. **Susan Gatton**, awarded sixth place in feature writing in the monthly William Randolph Hearst Foundation Writing Competitions. **Stephanie McDuff Hamby**, received a Scripps Howard Foundation Scholarship. **Chris Hamilton**, runner-up in the Hearst Foundation photojournalism competition. **Jamie Heimberger**, won second place for package news story in the Kansas Association of Broadcasters annual radio competition. **Kerry Hillard**, received the Alexis F. Dillard Student Involvement Award at Commencement. **Michelle Howard**, placed first for package news story in the Kansas Association of Broadcasters annual radio competition. **Geoffrey Krieger**, placed in the top twenty in the Hearst Foundation photojournalism competition. **David Lichius**, awarded honorable mention from the Kansas Association of Broadcasters annual radio competition. **Krista McGlohan**, selected for a Direct Marketing Institute scholarship for fall. **Grey Montgomery**, chosen as a Hilltopper by the KU yearbook staff; received the Agnes Wright Strickland Award. **David Morantz**, placed sixteenth for in-depth writing in the monthly William Randolph Hearst Foundation Writing Competitions. **Allison Pierce**, selected for a Direct Marketing Institute scholarship for spring. **Kattia Pierre**, presented a paper on marketing at the Popular Culture Association conference. **Jaime Powell**, received the National President's Citation at the national conference of the Public Relations Student Society of America. **Ryan Riveland**, awarded second place for thirty-second public service announcement in the Kansas Association of Broadcasters annual radio competition. **Rachel Robson**, first place award for public affairs programming in the Kansas Association of Broadcasters annual radio competition. **Jen Silvers**, placed first for complete newscast and complete feature in the Kansas Association of Broadcasters annual radio competition. **Chad Speaker**, received a second place award for sports play-by-play in the Kansas Association of Broadcasters annual radio competition. **Lori Tubbs**, won honorable mention for package news story in the Kansas Association of Broadcasters annual television competition. **Eric Weslander**, received an honorable mention Roy Howard Public Affairs Reporting Award for his report on the plight of international students who do not want to return to their home countries. **Lindsay Willis**, won first place in the Public Relations Society of America student writing competition.

Kappa Tau Alpha: Angela Renee Arnold, Robert Edgar Bossell, Scott L. Carney, Alan Carr, Catherine B. Eastwood, Margaret Coughlin Hauger, Erin Maureen Hubert, Britton Hunter, John Kepley, Behnoosh Khalili, Julie Ellen King, Heidi Angela Judith La Bash, Maura Neighbor Landers, Holly Lucas, Darci L. McLain, Kara J. Monson, Robert Grey Montgomery, Allison Sloan Pierce, Emily Joyce Vrabac, Penny Caroline Walker, Yuki Watanabe, Rebecca Whitehair, Dawn M. Wolf

Phi Beta Kappa: Angela Renee Arnold, Alan Carr, Jodie Chester, Catherine B. Eastwood, Behnoosh Khalili, Maura Neighbor Landers, Ryan McNeel, Joshua Newville, Penny Caroline Walker

No Contest

Holly Hetager's magazine project scores a big win in a national student magazine competition. by Vanessa Whiteside

When she was still in High School, Holly Hetager turned the slick, beautiful pages of her sister's magazine prototype, which she created in the School's magazine design course, and wondered if she would ever measure up.

She did measure up, and then some. Her project, *Sports U*, a magazine for people who love both traditional and non-traditional college sports, won first place in a national student magazine contest.

Hetager created the project over a year in two classes: Magazine Publishing, and Magazine Editing and Production. She came up with the idea, wrote a business plan that included an analysis of her competition, advertising and circulation plans, and a two-year budget. Then she designed a thirty-six-page prototype.

"I was really excited for design class and the project because I felt like my ideas and my business plan were strong. I couldn't wait to put them together in the prototype," Hetager said.

Hetager received the news she won the magazine contest,

which was sponsored by the Association for Education in Journalism and Mass Communication, when she was studying in France last summer. "My first reaction was 'Ooh la la! C'est magnifique!' I was truly surprised and honored to have placed first. I know that there were many other high-quality projects entered from KU, and I was flattered to even be considered among them, let alone all the other schools from around the nation."

In evaluating *Sports U*, the contest judge, the managing editor at *Reader's Digest*, complimented Hetager for her strong, original idea, solid business plan and well-designed prototype.

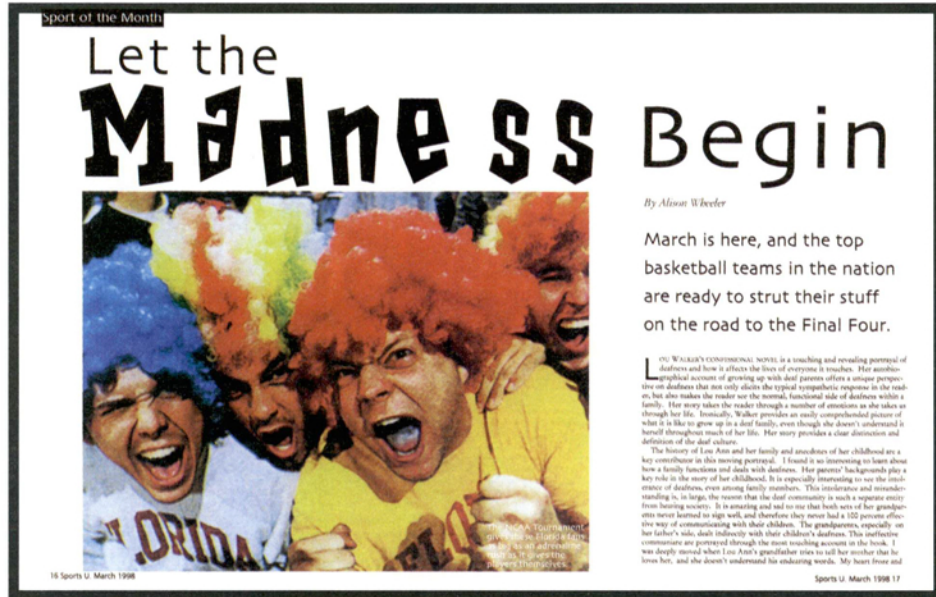
The most satisfying part of the project was expressing her ideas visually, Hetager said. She also learned some lessons outside of class about her work ethic. "Personally, I learned how detail-oriented and self-critical I could be," she said. "As a student, the project made me realize the importance of the cumulative education that I have gained here at the journalism school." ■



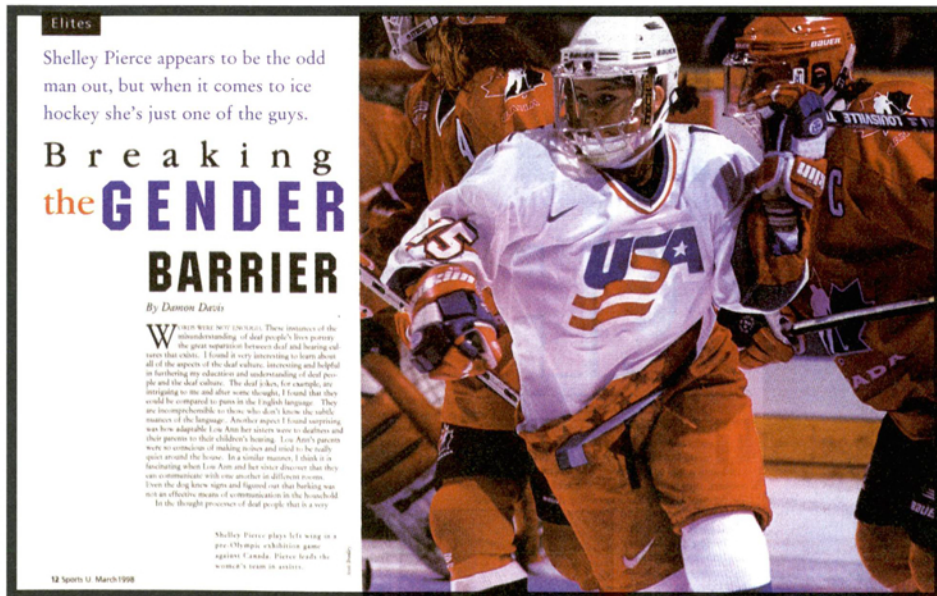
Above: *Sports U.*, a magazine directed toward traditional and non-traditional college athletes, includes a range of sports from basketball to rugby.



LEFT: Hetager used scanned and hand-pasted photos to illustrate the table of contents. BELOW: The font selection for the cover story reflects the mood captured in the photo.



“My first reaction was *Ooh la la! C’est magnifique!* I was truly surprised and honored to have placed first.”



ABOVE: For Sports U.'s departments, Hetager created a flexible design that could be used throughout the magazine.

ABOVE: Hetager bleeds the photo across the gutter to tie the pages together, a common technique in magazine design.

Critical Thinking

In Media Ethics students learn through case studies how to choose the road best traveled. by Cammi Heimann and Regina Cassell

During the summer of 1991, Mike Brassfield, then editor for the *University Daily Kansan*, faced a tough ethical question. He learned that the police had charged Darren Fulcher, the newly elected student body president, with battering his ex-girlfriend several months earlier. Facing a tight deadline, Mike had to decide whether the *Kansan* should publish a story about the charges in the next day's paper.

Brassfield asked a reporter to verify the facts shortly after Fulcher called to arrange a meeting with Brassfield to discuss his side of the story. During the meeting, Fulcher advanced some convincing arguments about why the *Kansan* should not publish the story. He said he had paid his debt and the courts should continue to handle the matter. He also said printing the story would harm his reputation and his efforts to lobby the Kansas legislature for University money. Armed with some facts and opinions, Brassfield had to decide what to do.

Every semester students in the J-School's media ethics class struggle to put themselves in Mike Brassfield's position. The class stimulates thought, conversation and a conscious decision-making process as students confront real-life cases.

"I don't want the cases being little laboratory test tubes that don't relate to real life," explains

John Ginn. "I want these people [in the case studies] to have careers and families and loyalties to different things."

Ginn, a Knight Distinguished Professor of Journalism, played a significant role in developing the J-School's media ethics class. He modeled his thought-provoking course on graduate business courses he took at Harvard University, which followed a case-study approach. In adapting the course style for ethics, he began with one decision-making model to aid students in reaching optimal decisions. Eventually he added three more models, including his own.

The course requires a two-part test, a written real-life case study and a "What I Believe" paper, where students must articulate their ethical standards. However, students learn the most from daily assignments, where they put themselves in the place of an actual journalist who had to confront an actual ethical dilemma.

"Every person who leaves the field is going to wind up dealing with ethical issues in his or her job," Ginn said. "I think going through the process in this course is invaluable. It helps people make better decisions."

Kate Blatherwick, a former media ethics student, applies what she learned in ethics to her job as the ten o'clock news producer for KTKA channel 49 in Topeka. She said she thinks back

to media ethics at the news staff meetings when deciding what to cover and how to cover it. "The biggest lesson that I learned from ethics was the ability to consider who will be affected by your decisions as a reporter," Blatherwick said. "Rather than just thinking of the media side—like getting good pictures—you think of how those pictures might affect a victim or a victim's family."

Before class, students read and analyze the day's case. They come to class already having made their own decision on how to handle the assigned dilemma; and then submerge themselves in a classroom discussion. Even when students are confident they have thought of everything, someone may bring up a point that they had not considered. After the round-table discussion, students sometimes alter or completely change their final decision.

After they come to a decision, the students find out what actually happened, which Ginn said can be a powerful learning experience. "It's common for students to leave the class having their views of journalists slightly altered." Ginn said students usually assume that media acted unethically, but are often surprised to learn that the media made the "ethical" decision in these cases.

For the past seven years, stu-

illustration by Tricia O'Connor



“At the heart of the class is not only learning to apply ethics, but believing in them.”

dents have stumbled through Ginn’s case studies, trying to establish an ethical framework they can apply to real issues. Ginn’s method works so well that associate professor Chuck Marsh used it to teach the course last semester. “I wasn’t trying to be John Ginn, but he certainly knows how to teach this class,” said Marsh. In a way, Ginn’s model classroom teaches itself. Instead of feeding students the answers, both Ginn and Marsh leave it up to students to discover the truth.

The decision-making process not only forces students to make better decisions, but it helps students sort out their own principles. “At the heart of the class,” Marsh said, “is not only learning to apply ethics, but believing in them.”

THE GINN MODEL

To apply the Ginn Model to the *Kansan* editor’s dilemma about Darren Fulcher, the process would work something like this:

State the key decision in a specific, action-oriented question. Should the *Kansan* print the story about Darren Fulcher?

Consider both sides of the issue. Using background information from the case study, list arguments for and against running the story. Brassfield should print the story because Fulcher is an elected official, and students have a right to know about the character of the stu-

dent who represents their interests. Withholding the story might also damage the *Kansan*’s credibility when and if the story comes out.

However, the information is no longer timely and the *Kansan* might appear irresponsible for not running the story earlier. The story could ruin Fulcher’s reputation or affect his ability to lead. Plus, Brassfield thought Fulcher seemed genuinely remorseful and willing to accept his punishment.

Identify the key values inherent in the decision. The *Kansan* could choose to run the story to show readers forthrightness and honesty. Or it might withhold the story to show Fulcher compassion and fairness.

Decide to whom you should be the most loyal. Identify all the people or groups who might have a stake in the decision and rank your loyalties. Brassfield has loyalties to himself, the *Kansan*, to Fulcher, to the student body and to society at large. Recognizing which group you value the most can help you make your final decision.

Brainstorm alternatives to the proposed action. For example, if Brassfield ran a story on the inside of the front page, would that be different from running a front-page story? Brassfield could run the story along with a column explaining his decision. An exhaustive list forces you to consider a variety of options.

Consult the “wisdom of the age.” Use principles articulated by Aristotle, Immanuel Kant, John Rawls, John Stuart Mill or a Judeo-Christian theologian, to imagine how each of these philosophers might have confronted the issue. For example, Aristotle expects the decision-maker to find a “golden mean” between the two extremes of the dilemma. If the extremes were only running a front-page story or not running any story, the “golden mean” would be running a small story on the inside or running the story along with a column by Mike. John Stuart Mill’s utilitarianism philosophy seeks the greatest amount of happiness for the greatest number of people. Using Mill’s theory, Mike might decide to run the story to benefit the majority, the newspaper’s readers.

Make a final decision. Finally, you arrive at the moment of truth. What specifically will you do and how will you do it?

Mike pulled the story at the last minute, but the next editor ran a story in the fall. ■

PEOPLE'S *Choice*

J-School grad P.J. Murray gets the facts straight and strives to make the cut from intern to staff at *People* magazine



photos courtesy of University Relations

P.J. Murray stands out in a crowd, even at graduation. On May 18, 1997, he walked down the hill with 4,000 other students at KU's 125th commencement.

In July 1997, journalism graduate P.J. Murray packed a moving van and drove to New York to begin an internship for People magazine. His girlfriend, Allison Sanchez-Masi, a 1997 KU graduate in occupational therapy, also was moving to New York to work in a hospital there. What follows is an e-mail chronicle of Murray's life thus far, taken from messages he sent to friends in Kansas.

Friday, July 17, 1997

This is my second day at *People*. Really, I have no idea what's going on at this point.

I work on the 30th floor of the Time & Life Building on the corner of 50th Street and 6th Avenue.

I've been here in New York for over a

week now, and I think it's great. I live in a very nice area of Brooklyn. My apartment is just a block away from a promenade that overlooks the East River: The lights of Manhattan look beautiful from there, and the Statue of Liberty is visible off to the left. It's really pretty spectacular.

Thursday, July 30, 1997

I'm working hard (believe it or not). I spent the last week compiling a list of just about every major crime or scandal that has occurred in the last 100 years (Lizzie Borden just missed the list; so did Jack the Ripper). Today I'll start fact-checking (my official title is "reporter," by the way) a story about a guy who builds model boats out of

toothpicks, e.g., an 11-foot replica of the Titanic.

Reporters at *People* are responsible for the factuality of every square inch of the page. I am assigned to a story, usually after it has been reported by a correspondent but before or about the time it has been written, and I usually have one, two, or maybe three days to check it.

I am always in close contact with the correspondents. Sometimes you just have to trust them—when it says in the file that they had roast duck at the ceremony, I'll try to find third-party corroboration, but it's not always possible.

Likewise with the photos: A photo editor assembles the pictures and creates a file

delineating the who, where, when, and I ensure the captions match that information.

Wednesday, August 20, 1997

(two weeks before the internship is to end)

I really like what I do, but I'm having trouble getting over the whole no-job-security thing. Ah, the life of an intern. So I give you two scenarios:

Scenario One: It is the last day of P.J.'s internship at *People*.

Time-Warner Representative: Well, P.J., it's been great having you here. We have a *People* umbrella for you.

P.J. Murray: Thanks for the opportunity and the umbrella. Well, I guess I'd better be going.

TW: You certainly will be going . . . to your new office.

P.J.: Wow, thanks. I've never felt so wanted. Scenario Two: It is the last day of P.J.'s internship at *People*.

TW Representative: Well, P.J., it's been great having you here. We have a *People* umbrella for you.

P.J. Murray: Thanks for the opportunity and the umbrella. Well, I guess I'd better be going.

TW: You certainly will be going. . . now, go on, get.

P.J.: But I think I left my glasses on my desk.

TW: We'll mail them to you.

Thursday, September 4, 1997

(the week after Princess Diana's death)

There was a message on my answering machine when we came home from dining on Saturday night. It was my boss saying I needed to come in Monday [Labor Day holiday]. Well, amazingly enough, I never even worked on anything related to Lady Di (not that I thought I would). They just wanted to get everything that was waiting to be done on Tuesday done before Tuesday. Tuesday's the day *People* goes to press.

Including the issue that will hit newsstands on Friday, Princess Di will have been on forty-four *People* covers, far more than anyone else. Fergie and Liz Taylor are tied for second place at either thirteen or four-

teen, I forget. (Incidentally, my internship, which was supposed to end yesterday, has been extended through October 1. But it really, really doesn't look like they're gonna give me a job. They just don't need people right now.)

Friday, September 5, 1997

OK, so Mother Theresa just died. I think I have now officially picked the single worst time in the history of *People* magazine to be an intern. Goodbye, weekend.

Monday, September 8, 1997

Believe it or not, I had a very nice weekend that in no way involved me coming to work on my days off. I basically had the good fortune of being involved with a non-Princess Di story last week, and so I got to

school; others took a few extra days off from work. And the best part of all is that now I have health insurance via the wife.

Anyway, I'm still here at *People*. No idea till when. Through February? April? 2004? No idea. Still no benefits. Still no name in the magazine.

Tuesday, February 3, 1998

I'm just about to head home, but I wanted to brag a bit. If you look at your latest issue of *People* ("All the President's Women"; 2/9/98), you will see that I checked not one, not two, no, not even three stories in that issue, but four. But here's the cool part. I wrote the headline for the Hefner story: Splitting Hares. Hefner and his wife, ex-Playmate Kimberly Conrad Hefner, just announced a trial separation.

"I really like what I do, but I'm having trouble getting over the whole no-job-security thing. Ah, the life of an intern."

have a nice, relaxing weekend. Others here were not so lucky.

Friday, September 26, 1997

Here's the update: They've extended my internship again. Now they've decided to keep me at least through the end of the year. Wild, eh? I'd still rather have a job (more money, benefits) but I'll settle for the steady paycheck.

Friday, January 9, 1998

Well, I'm married. About 150 people showed up in Lincoln [the Nebraska hometown of Murray and Sanchez-Masi]. Many of our friends were on winter break from

Friday, February 27, 1998

We're doing a special issue on *Seinfeld*. I'm one of four fact-checkers assigned to it. My job: Watch old *Seinfeld* episodes and take notes. However, I can't seem to get a VCR delivered to my office, so I have to do it at home. Mostly I'm just supposed to take notes to cover the plot of each episode, which, as you might imagine, is actually pretty difficult. Beyond that, I'm just on the lookout for *Seinfeld*isms like "regifting."

It takes me at least an hour per twenty-two-minute episode. I'm not looking for sympathy or anything, but it is a lot of work to be doing at home.

Tuesday, March 3, 1998

I'm no longer an intern starting March 9. I will be a project person, which is sort of a cross between intern and full-fledged employee. I got a raise and I get benefits now, but I'm not exactly permanent. Oh, and I still don't get my name in the magazine.

Wednesday, April 29, 1998

I'm leaving tomorrow after work to go to England and Ireland for about a week and a half. I will be returning to work just in time for the *Seinfeld* finale on May 14, my birthday. You should be seeing the *Seinfeld* issue on newsstands very soon after. You'll be able to recognize it by the picture on the publisher's letter page of the ten or so people who worked on the issue (I look like a chump). You will also find my name on that page (the first time my name will have appeared in the magazine).

It's a really fun issue. I didn't watch every episode of *Seinfeld*. Five of us split the whole task and I ended up watching more than thirty episodes (while taking rigorous notes). The research we compiled is over 100 pages and the executive editor here refers to it as the *Seinfeld Bible*.

Wednesday, July 22, 1998

The lengths I have to go to sometimes—one time, at about 10 p.m., an editor rewrote a caption to read, "More than 400 U.S. schools still bear George Washington's name." One of the research librarians found a database and printed out all the schools with Washington in the name. I crossed off the ones named for Washington Irving and George Washington Carver, and I started counting. When I got to 401, I stopped.

Thursday, August 6, 1998

Figuring very conservatively, I check about fifty facts per story, about fifty stories a year, or about 2,500 facts a year. I've made three mistakes.

(The first error I made—I misidentified the mother of one of Anthony Quinn's thirteen children. He's had children with five women).

That's about 99.9 percent accuracy. I



photos courtesy of People magazine

One of Murray's big projects during his internship was to fact check a special issue of *People* devoted to the last episode of *Seinfeld*. Murray is pictured here with the staff of the *People* magazine special issue eating Soup Nazi soup outside the exterior of the fictitious Monk's coffee house.

don't know too many people who can say that they do their job with near perfect accuracy.

This job is great for me. What I really like is the autonomy. My boss is there when I have questions, but otherwise I'm counted on to do my job and no one looks over my shoulder. Also, the workload is really up and down. One day is like trying to build an igloo in Ecuador, the next is like, well, not building an igloo in Ecuador. I really like it. It takes away from the "daily grind" effect.

At any rate, years from now, I'll be able to say I worked at *People* magazine when Princess Diana died. Not that that's an honor—it was a tragedy—but it was a remarkable time to work here. ■

This story first appeared in the fall 1998 issue of Report from the University of Kansas, a publication for parents of KU undergraduates.

>>>>> WANTED:

NEW MEDIA JOURNALIST

BY DOUG BRADLEY





Candidate must be able to write lively, short copy and longer feature articles. A working knowledge of broadcast tools and the ability to incorporate those elements into the story are essential. Must feel comfortable working in a fast-paced environment where immediate updates are typical. Ideal candidate understands how the Internet works and can create Web stories for an online publication. Proficiency in HTML or other coding languages a plus.

As the Internet grows and online publications become a popular destination for journalists, job descriptions like this soon will be commonplace. Will future online journalists really be expected to do all of this? Media professionals, journalism school professors and students across the country ponder this question every day.

The history of online journalism barely stretches back to the mid-1990s. Three years ago, online journalism consisted of newspapers shoveling their print product into cyberspace. Journalists' jobs stayed the same. Computer programmers did most of the work to put the newspaper online. When they weren't staring into their computer monitor, the programmers spoke of something called HTML, the coding language that makes Web pages work.

Today, online journalism has grown into something of a monster. People either fear it or want to tame it. Journalists hoping to tame the beast realize the world of new media changes daily, if not quicker. How to prepare for a career in this online world is a question with many answers.

"I look for people who have taught themselves something: a computer program or gardening, it doesn't matter," said Christopher Ryan, who recently joined the



School of Journalism as the new media professional-in-residence from the Ft. Lauderdale *Sun-Sentinel*. "The online world changes so rapidly, journalists must have the capacity and the interest to pick up new skills quickly."

The desire to acquire new abilities is a common trait among new media journalists. Transforming oneself into a new media journalist is not as daunting as it might seem. A newspaper reporter might learn to manipulate audio and video and integrate those elements into a story or a television reporter might learn to create Web pages for an online publication. It's a matter of learning to combine elements of the various media. This merging of skills has led journalists to coin their own term: convergence.

In the abstract, convergence means pulling together the elements of print and broadcast media to create stories for the Web. The multimedia capabilities of the Internet allow journalists to produce stories that have immediacy, depth, breadth and moving pictures. For journalists, this may effectively end the days of choosing between print or broadcast.

This calls on journalists to approach their trade with an open mind. Journalists who train for only one medium may not make the cut when the Internet push turns to shove.

"The Internet is creating the ability for journalists to put together information that there would never be space for in a printed product," said A.J.

Web pages that convert the typical newspaper story into a Web product. Ryan knows the importance of online producers in the new media arena, as well as the bountiful number of jobs available. As the Interactive technical producer at the *Sun-Sentinel*, Ryan performed many of these duties and oversaw the work of other online producers.

Another new position created by new media is the programmer. Certainly computer programmers inhabited newsrooms long before the Internet, but the new media boon necessitates a far greater number of programmers be involved in the news process. Programming is essentially writing sophisticated codes that make Web sites more interactive and user-friendly. While more programmers populate newsrooms, they are more likely to be computer engineers than journalism school graduates.

A more likely new job for a trained journalist is the interactive graphic designer. More and more journalists are learning to use Web-specific design programs such as Director and Fireworks to help tell a story. These designer-journalists create interactive images for Web stories that help convey the message to a reader. Basically, these professionals produce the interactive graphics you encounter while reading a story online.

Print journalists aren't the only professionals changing their job descriptions. Alissa Martin worked in television news as a producer for five years after she graduated. She then was hired as a content editor at MediaOne, a regional Internet service provider in Denver,

simply another way to access the Internet, only the information travels through television cable lines and is much faster than traditional phone-line connections. The ultimate goal is to create a virtual community consisting of MediaOne customers. Martin's challenge is discovering what people want and implementing it on the fly.

Martin said her job description, like most new media jobs, changes daily. She said new media companies are looking for journalism types willing to incorporate new tools into their journalistic arsenals. While the job description might not be set in stone, opportunities await journalists in new media companies like MediaOne. Journalists who pick up on convergence and acquire a variety of skills will find themselves in demand as online journalism grows.

A superficial investigation of new media might unveil an expanding, confusing, otherworldly territory where journalists continually must adapt to survive. However, much of what it means to be a journalist will remain constant. Strip away the bells and whistles of the Internet and the online producer is just an old-fashioned editor.

This should comfort professional journalists hoping to enter the new media arena. Consider most new media professionals developed their skills on the job. Hartley began his journalism career as an editor, Ryan as a reporter, Martin as a television producer. These three made the transition to online journalism based on the skills they acquired along the way. But the more things change, the more they stay

THE BEST CANDIDATES FOR THESE

Hartley, newsroom technology director at the *Detroit Free Press*. "The best jobs in the market today are going to people who know something about everything. As a journalist, you'll have to understand video as well as how to write a good lead-in for a print article."

The convergence of media places new demands on journalists, and creates new jobs to fill. The most common of these new jobs is the online producer, said Ryan. This person manages the news flow and creates

Colorado.

"It's more like a television job," Martin said. "It's not editorial in the print sense of the word. It's more of an executive producer position."

Martin and her MediaOne colleagues are developing the newest type of jumping-off point for Internet users. She is helping to create a cable modem network for MediaOne customers. A cable modem is

JOB'S HAVE EXPERIENCE

the same.

"The basics

MEDIA AND HAVE AN UNDERSTANDING

OF HOW TO

of reporting and accuracy are still paramount," said Hartley, of the *Detroit Free Press*. "Whether your emphasis is based in broadcasting or news editorial, you're still looking for truth and accuracy."

The tenets of journalism will not

change, but the journalist's mindset will. "The most important thing is to be able to think journalistically in more than one medium," said Professor Rick Musser, who teaches reporting classes. While this may be the goal, there is no one answer regarding how to get there. The general agreement is that training for new media means changing what students learn.

The ongoing debate concerns how much technology someone should learn in addition to traditional skills. While Hartley has no desire to turn journalists into code people, he considers an introductory programming class necessary for students looking into online journalism. "Once you see what's under the hood in a Web site, you're more prepared to tailor the information specifically for Web browsers," he said.

Ryan, who has a print background, considers adaptability crucial to online success. He said, "Convergence is really happening. Journalists must be able to work with different formats with different deadlines. It's where news organizations are heading. Reporters are trained to write for one medium. That will change."

Adding a variety of new classes or revamping the entire curriculum might not be a valid option for all journalism programs. But the move toward convergence is evident as more and more schools begin offering online journalism classes. In just the past couple of years, the KU J-School added an online journalism class, which Ryan will take over in the spring of 1999. In addition, the J-School plans to develop the *Digital Jayhawk* which will serve as a

their course work. Musser requires his newspaper reporting students to write two assignments a semester for television. "I'm really pleased at how many are catching on," he said. "We're also expanding our horizons to take advantage of the UDKi for projects." The UDKi (www.kansan.com) is the online version of the student-run newspaper.

As the Journalism School adapts the curriculum to converging media, the courses still will focus on creating solid journalists. "We should carry the best traditions of conventional news gathering over to the new media ventures," said John Broholm, a broadcast professor and graduate school director. "Then explore—and encourage students to explore—alternative media outlets."

Aaron Knopf exemplifies the student facing hurdles unknown to past generations of graduates. Although j-schools have proven plans to help students prepare for life in traditional media, this KU graduate student and UDKi editor hopes to enter a field with a brief history and few models to imitate.

"When I tell people I'm interested in online journalism, they generally say something like 'Oh, you'll have no problem finding a job with your new media skills,' but I don't really see that," Knopf said. "I feel like there's this pie-in-the-sky expectation that my ticket is written once I'm done here. I don't think that's the case."

Knopf thinks KU professors are enthusiastic about training future online journalists. "Everybody here wants to be involved in some way, whether it's

these jobs have experience in several different kinds of media and have an understanding of how to structure information for the Web."

Jobs in new media tend to evolve or originate quickly. In other words, expect the unexpected. "Whatever people think they'll be working at in five years may not be there anymore," Broholm said. "What they will be working at in five years may not yet exist." ■



IN SEVERAL DIFFERENT KINDS OF STRUCTURE INFORMATION FOR THE WEB.

laboratory for students hoping to become online journalism professionals.

Adapting the curriculum to include online journalism courses may take time. However, some professors have already incorporated a multimedia mindset into

an active role or feeling their way. It seems like everyone here sees that online skills are important to a journalism career."

The bottom line for journalists seeking a career in online journalism is they must be willing to adapt and acquire new skills.

Hartley agrees. "The best candidates for





Finding *Where* ^{the} **FACTS** *Lie*

Accuracy and journalism should go hand-in-hand.
So why don't they? *Anna Attkisson* searches for answers.

Last summer, I worked as a fact checker for a national consumer magazine, *American HomeStyle & Gardening*. After an edited story came to me, I sifted through writer's notes and editor's marks, and I called and e-mailed sources. Surrounded by horticulture dictionaries and interior design handbooks, I confirmed every fact in a story, from product prices to the name of a home-owner's dog. Fact checking seemed essential to a publication's accuracy.

Before the summer was out, I wasn't so sure. Inaccurate stories that surfaced at several media organizations during the summer demonstrated that fact checkers can't eliminate all errors, even major errors.

Consider what happened at *The New Republic*. Stephen Glass, a former associate editor, fabricated twenty-seven articles, all of which made it through the fact-checking stage and into publication. Glass actually fabricated documentation that he provided to the fact checkers to support stories. He also fictionalized freelance articles for magazines ranging from *Harper's* to *Rolling Stone* and *George*.

Glass wasn't the only writer making things up. Mike Barnicle, a long-time newspaper columnist at *The Boston Globe*, resigned while under investigation for fabricating a column about two children hospitalized with cancer. At the time, he was on probation for plagiarizing jokes from a book by George Carlin.

Another *Boston Globe* columnist, Patricia Smith, resigned after admitting to fabrications in her column. At least fifty-two pieces of her writing are under suspicion. Even so, she remained a finalist for the Pulitzer Prize in 1998. The paper insists her entry is true and can be substantiated. However, the American Society of

Newspaper Editors withdrew its 1998 distinguished writing award from her as a result of the scandal.

There was also "Operation Tailwind." After getting caught for their sloppy reporting, CNN and *Time* magazine were forced to retract their joint report claiming the U. S. military had used nerve gas against American defectors in Laos during the Vietnam War.

Some of these lapses arose more from flawed personal ethics than from flawed reporting, but even so they damaged the media's credibility. Bob Love, managing editor of *Rolling Stone*, pointed out, "When someone of good standing fuzzes the facts and compromises their publication, it becomes a big deal."

During the summer, I spent many lunches listening to the buzz about writers fabricating stories. Then in July, the debut of *Brill's Content*, a magazine created to put the media under a microscope, raised everyone's anxiety a notch.

Brill's Content seemed a sign of the times. A 1997 study by the Freedom Forum and Newseum, a museum dedicated to the history of news, said eighty-three percent of Americans thought inaccuracy in the media was a problem.

And it is a problem, despite the fact that, as the Society of Professional Journalist's ethical code says, a journalist's first duty is to the truth.

It is a problem partly because reporters are human. Even Steven Brill conceded in his letter from the editor in the premiere issue of *Brill's Content* that inaccuracies are not always the work of bad journalists. He holds to the idea that any publication that purports to be non-fiction should be true, but he also contends that "this does not mean that inaccuracies are necessarily the work

illustration by Brian Paley

out still no

RICK BRAGG
New York Times

LEANS — Hayes
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merican Ballroom in Leawood, KS, featur
insidormances by members of a local group — Axe
a hero, oeira — that started offering classes here last
mous umer. During warm weather, demonstrations
Louisithe streets of Westport drew crowds of up to
class f fascinated observers. Prior to this year, the
seconazilian national sport was almost entirely
familyknown in Kansas City, although it has been
Williaight in New York since the 1970s and in
state nifornia since the 1980s.

"One mestre (Capoeira master) that I heard
overhid that Capoeira means 'what the mouth takes
eral,'" says Garrik Palumbo, an instructor who
and 'elped found the local organization. "Where the
"Itvord originally derives from is this area down in
youBrazil that is made up of swamp islands, that is
thatovergrown with trees, and it is where the slaves
houwould go to hide when they would runaway from
tha their slave owners. It was called Capoeira. It was
refa place where it was very hard to find people, and
he it was very hidden."

A history of Capoeira is also difficult to dis-
cover, largely because it is taught mostly thro
oral tradition and was illegal in Brazil until
per. 1930s, according to Palumbo. What is known i
doo slaves drew upon their memories of
way dances and combat in developing this su
dree martial art, which they used to resist Eur
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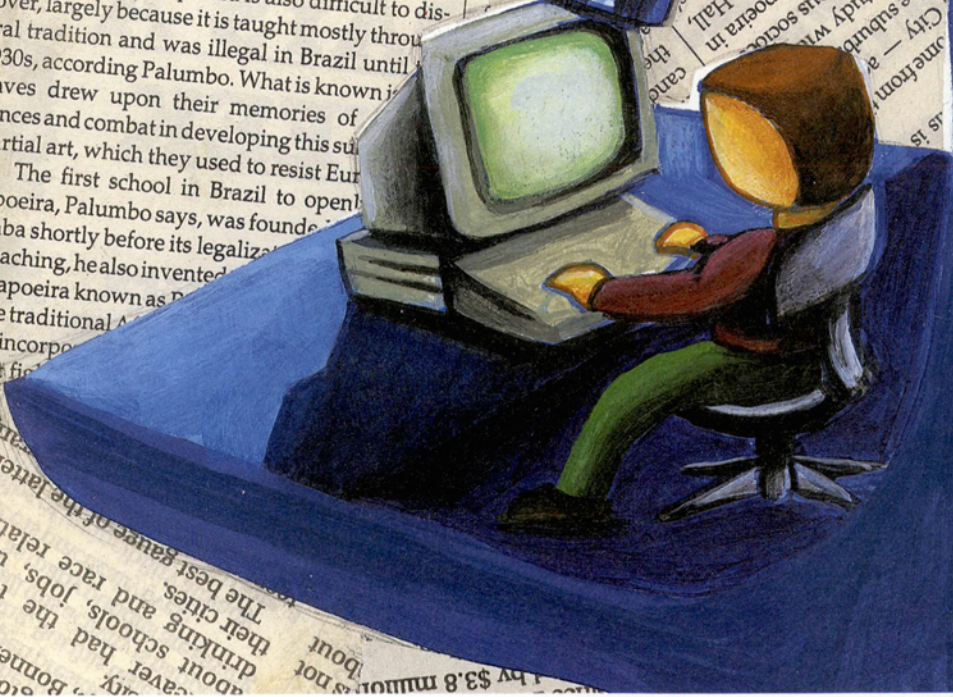
The first school in Brazil to open
Capoeira, Palumbo says, was founde
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of dishonest people . . . sometimes mistakes are just mistakes.”

Accuracy is more than just a lack of errors, though. It means getting the right facts, not just getting the facts right.

As a fact checker, I often found I had checked the wrong facts. I corrected a photo caption or side bar, only to discover the art didn't match the information that went with it. One story on water gardens had to be pulled at the last minute because the photos could not be identified positively.

Sandra Mims Rowe, former president of the American Society of Newspaper Editors, said being accurate is presenting the subtleties. “It is more than just getting the primary facts right like spelling someone's name right; it's about how you present things.”

When a reporter doesn't explain a source's motives and background, it compromises accuracy and presentation. Say, for instance, a political commentator is quoted in the local paper predicting Democrats will sweep the senate race. If the reporter fails to mention that the political commentator works for a Democratic nominee's campaign, he misleads readers.

Taking a source's comments at face value, as reporters sometimes do with press agents, can also thwart accuracy. Charles Marsh, associate professor in business communications at the University of Kansas J-School, says press agents clearly have an agenda—to get their client in the news—and if reporters do not take bias into account, stories can become inaccurate.

Another common source of misinformation is the Internet. The number of Web sites doubles every six months. With an estimated 650,000 Web sites in 1997, according to Matthew Gray, founder of net.Genesis, a software developer for Web administrators, the Internet is quickly growing in influence. In fact, it has become a first stop for many reporters when researching a story. The trouble is, gauging the credibility of sites isn't always easy. What is more, certain sites have generated so much publicity, they have become sources of news, inaccurate or not. Matt Drudge, the one-man Internet news bureau offers one infamous example. Not known

for its accuracy, Drudge's Web site remains a favorite bookmark of journalists around the country and is frequently cited as a source in breaking stories.

Drudge has had some success at scooping other news organizations—he was first with the rumors of a White House sex scandal—but he has had just as many failures. In an informal survey done by *Brill's Content*, out of thirty-one “exclusive” stories run by Drudge on his Web site, only eleven were proven true.

The White House sex scandal offers a good example of what can happen to accuracy when news outlets race to get stories in print or on the air. Untruths and speculation dominated the early coverage. The majority of the early reporting hinged on attribution to single or any-

ymous sources, according to a study designed by the Committee of Concerned Journalists, a consortium of reporters, publishers and academics worried about the future of journalism. What is

Accuracy is more than
just a lack of errors, though.
It means getting the right facts,
not just getting the *facts* right

more, many news organizations relied heavily on rumors and recycled stories from other media. As a result, one inaccuracy might have gotten repeated many times.

Such was the case with a faulty story generated by *The Dallas Morning News*. The early edition of the *Morning News* on January 27, 1998, as well as on *Morning News* Web site, reported a secret service agent would testify that he saw President Clinton and Monica Lewinsky in a “compromising” position. Later that day, the paper retracted the story from its Web site because of “sourcing problems,” but by the next day the story had already received prominent television air time and fronted newspapers like *The Chicago Sun Times*.

Rowe, editor of *The Oregonian*, said in a speech at an ASNE convention last spring that intense competitive pressure in the early days of the Clinton-Lewinsky coverage led to the repeated mistake of, “someone said it, therefore we wrote it; the wire service sent it, therefore we printed it.”

Twenty-five percent of the first six days of coverage of the White House sex scandal contained one named source, according to Committee of Concerned Journalists' study. It also discovered forty-one percent of the re-reporting by rival news organizations was not even factual, but journalists' personal analysis, opinion

and speculation. Only one percent of the stories in the first six days contained original reporting based on two or more named sources.

Some of the problems with accuracy in the coverage of the Clinton-Lewinsky scandal resulted from the speed of reporting facilitated by new technology. Most media outlets now have Web sites that are updated hourly or more often, which forces reporters to frequently alter evolving stories.

"Watching the Princess Diana car accident on the Internet, I saw the story evolve every forty-five minutes or so," said Larry Baden, an assistant professor at the J-School who teaches online journalism. "The truth changes. The cause of the accident went from a paparazzi to a drunk chauffeur to who knows what now."

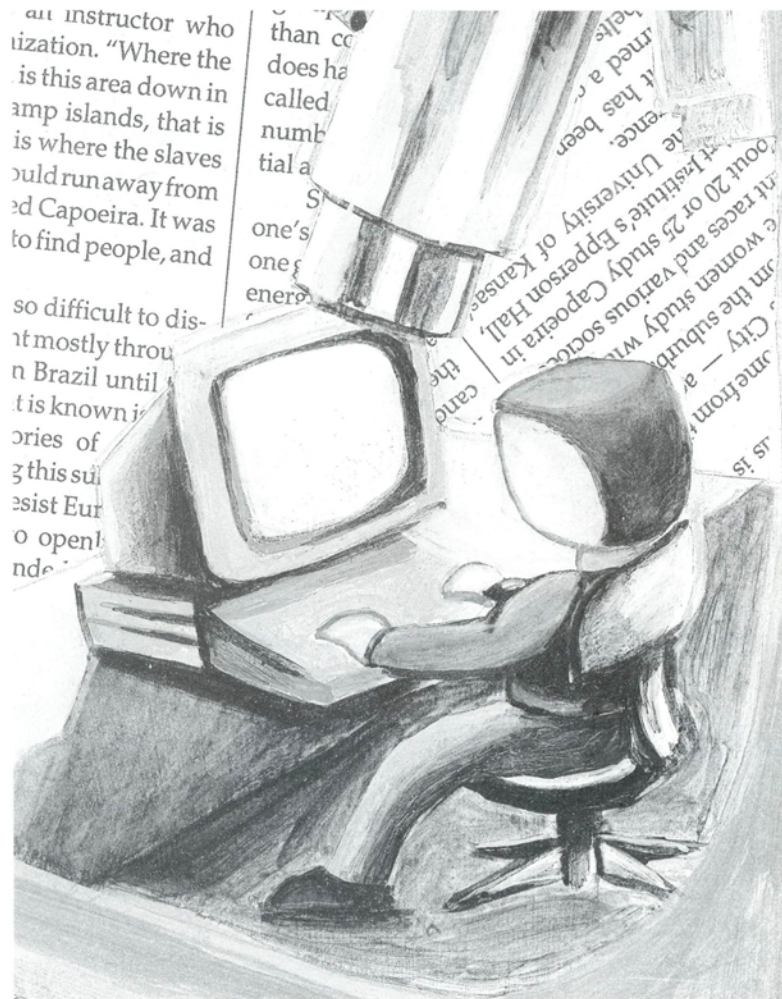
While broadcast reporters are used to making constant updates, print reporters are not, said Steve Rendall, senior analyst for Fairness & Accuracy in Reporting, a media watchdog organization. Print reporters also are doing double-duty to put out their traditional daily or weekly story, and to put out hourly updates on the Web.

As journalists learn how to report the morphing truth, the public needs to learn how to follow it. Producers and consumers of media need to realize that it takes a critical thinker to understand that each piece of information in the media is someone's perception at that moment, Baden said.

"To get a relevant truth, consumers of media must look at as many people's perceptions as possible. That will enable consumers to construct their own perceptions based on a lot more evidence," Baden said.

ASNE is making an organized effort to educate media consumers by launching a media literacy program for the public through its Journalism Values Institute. Through the program, newspaper editors hope to teach people about the news-gathering process to help them understand how mistakes can happen.

ASNE is not alone, according to Baden. "Many news organizations are taking it on themselves to teach to public about media literacy," but more importantly is the movement in schools to teach students how to analyze information. "Just as it was important to teach to students to read in the beginning of this century, it is now just as important to teach them how to analyze information. I don't think we're ever going to see newsrooms fulfilling that role," Baden said.



As a fact checker at *American HomeStyle & Gardening*, I helped reduce the number of errors that got into print. I also learned a lot about why mistakes are made. But that doesn't change what, in Bob Love's view, is the bottom line in striving for accuracy in the media.

"Don't report rumors. Verify the facts and tell readers how you got those facts," Love said. "Scrupulously try to tell the truth." ■

Juggling Act

Malcolm Gibson teaches students how to have fun while sweating the small stuff by Matthew Friedrichs

Malcolm Gibson's life fits together like a crossword puzzle. Random words, people, places and ideas connect, cross and intermingle within the square walls of his office and classrooms.

Gibson began teaching at the University as an assistant professor of journalism in fall 1996. Since arriving at Kansas, he has created a buzz, or at least a low hum, in Stauffer-Flint Hall with his teaching methods, his whistling in the halls and the steady stream of students in and out of his office.

Twenty of those students meet on a fall Tuesday afternoon in a computer lab for Editing I class. He divides them into groups of three to tackle *The New York Times* crossword puzzle on paper with a pencil—seemingly an anachronism in this high-tech classroom.

Angie Kuhn, an editing student, said that like it or not, the cryptic clues for words force her to learn. "I always leave this class so annoyed with some of them that I can't get them off my mind until I look them up."

That is what Gibson intends. Students can't be good reporters, editors, or business communicators if they don't read, don't see words and don't continue to learn about the world around them. "Not having the ability to

recognize words, and not even seeing words, is an incredible hardship," Gibson said.

To teach students to see everything they read, Gibson gives quizzes in his editing class based on *The New York Times Week in Review* section. Any word in the section is fair game for testing. One fall day, he asked the class what "quisling" meant. Only two people correctly identified the World War II term for a traitor.

Soon after, students commented that "quisling" was pop-

ping up everywhere. The word was even used on the game show *Jeopardy*. When Gibson gave the class the clue—"an American Revolutionary who could be considered a quisling"—many students knew the answer: "Who was Benedict Arnold?"

Although Gibson believes that editing is best done with a pencil on paper ("We could lose electricity tomorrow and I could teach editing just as well," he said.), he is technologically savvy. Gibson has a personal Web page called *The Gibson*

Malcolm Gibson in his Stauffer-Flint office, a popular student hangout. Gibson often keeps right on working while students talk to each other. Years spent in newsrooms have helped him learn to ignore distraction.



Linus Williams

Gazette bragging about his grandson, family and dog. *Professor Gibson's Wonderful World of Editing* provides online resources for Editing I students. But Gibson argues that teaching basic reporting and editing skills are more important to students than technology.

A love of words, hard work and fun have colored Gibson's career. Growing up in subsidized Navy housing in Norfolk, Virginia, Gibson had what he calls a "Huck Finn" existence, one that led him after high school to join the Army, where he learned journalism skills from seasoned professionals who had been drafted.

In 1965, Gibson left the Army and started a career as a newspaper reporter and editor that took him to eight papers and *The Associated Press*. He worked for *The Tampa (Florida) Tribune* three times, and *The Gainesville (Florida) Sun* four times. He spent eighteen years on papers that were part of The New York Times Co. He started in the newspaper business at a time when reporters got paid \$100 a week, and furthered their careers by changing jobs, not by moving up. "I had a damn ball. I was a kid from the projects being paid to do work that I loved," Gibson said.

By the time Gibson was twenty-five, he was on his fourth paper in four years, *The Miami Herald*, where he worked as a copy editor. Then he got the itch to travel. He bought a \$550 round-trip ticket and boarded a plane bound for Ethiopia. He planned to explore for three days before moving on to Europe, but he fell in love with the country, the people and the culture, and was still there a month later.

"I still think Ethiopia is the most magical place I've ever been," Gibson said. He hitchhiked through Kenya, Tanzania and Zanzibar. Even after he finally made it to Europe, he wished he was still in Africa.

Gibson returned to the states for two years, which he spent working on Florida papers, but when a friend told him a freighter would leave Brooklyn for South Africa in a few weeks, he rearranged his life to be on it. He quit his job and postponed his wedding to his wife, Joyce, who believed that Gibson might regret not taking the trip. Joyce calls the trip Gibson's bachelor party. Sixteen days after boarding the freighter, he landed in Cape Town, South

Africa. His journey lasted five months and included time in Kenya, Tanzania and Israel.

When Gibson decided to attend college, he studied Africa, its people and cultures. At age thirty-four, he graduated from the University of Florida with an interdisciplinary bachelor's degree that focused on African studies. He believes it was the first undergraduate degree from the university to focus on Africa.

*"I had a damn ball.
I was a kid from the projects being
paid to do work that I loved."*

Gibson's first job out of college was with *The Associated Press* in Miami. He jumped at the AP job, which he started the day after he graduated, because he aspired to work as a foreign correspondent in Africa. But just as he was to be assigned to the New York bureau, the last stop before getting posted overseas, Gibson changed his mind. He thought about how hard it would be on his wife and two young children (Ian is now twenty, and Jennifer is twenty-six) if he had to travel constantly, and he decided to pursue editing instead.

In 1993, Gibson finally made it back to Africa on a fact-finding trip he organized for members of the American Society of Newspaper Editors, including John Simpson, now deputy editor of *USA Today*. The editors went to observe the conditions in South Africa after Nelson Mandela had been released from prison but prior to his election as president in the post-apartheid era. The editors met then-President F.W. de Klerk, Chief Mangosuthu Buthelezi, leader of the opposition Inkatha Freedom Party, and Mandela, leader of the African National Congress.

Gibson remembers Mandela vividly. The Americans were at a social gathering held at a private residence. Gibson answered a knock at the front door and there stood Mandela.

"I said, 'Hi, I'm Malcolm Gibson.' He said, 'I'm Nelson Mandela.' I said, 'I know.'"

For the three hours Mandela visited with the American editors, Gibson didn't stray more than five feet from him. A picture of Gibson with Mandela hangs on his office

wall. The same picture appears online on his Web pages.

Gibson remembers Mandela as a quietly charismatic leader, and Joy Franklin, one of Gibson's former employees, remembers Gibson as a charismatic editor, although not a quiet one. She was one of the first people Gibson hired at *The Times-News* in Hendersonville, North Carolina, in his first job as an executive editor. His tutelage and newsroom opportunities helped her grow as a reporter and then as a city editor. When Gibson left the paper in 1990, Franklin replaced him with some trepidation.

"We had great morale in that newsroom while he was there," said Franklin, now the editorial page editor at the *Asheville (North Carolina) Citizen-Times*. She mentions games—Trivial Pursuit, scavenger hunts, learning to juggle and playing G-I-B-S-O-N with a foam basketball instead of H-O-R-S-E. Gibson was a professional, working to make the paper and staff better.

Seymour Topping, Gibson's former boss, seconds that thought. Topping, a former managing editor of *The New York Times*, oversaw *Times*-affiliated newspapers while Gibson was editor at *The Times-News*. "He was one of the most brilliant and innovative of our editors," Topping said. High praise from a man who now curates the Pulitzer Prizes.

So what brings the journalist, the Africanist and the educator into the same room? Attention to detail. Paul Smeyak, director of the school of journalism and broadcasting at Oklahoma State University in Stillwater, met Gibson twenty years ago in Gainesville where he was teaching at the University of Florida and Gibson was working at *The Gainesville Sun*. He encouraged Gibson to become a teacher.

"Malcolm has very high standards, and he holds his students to those standards," Smeyak said.

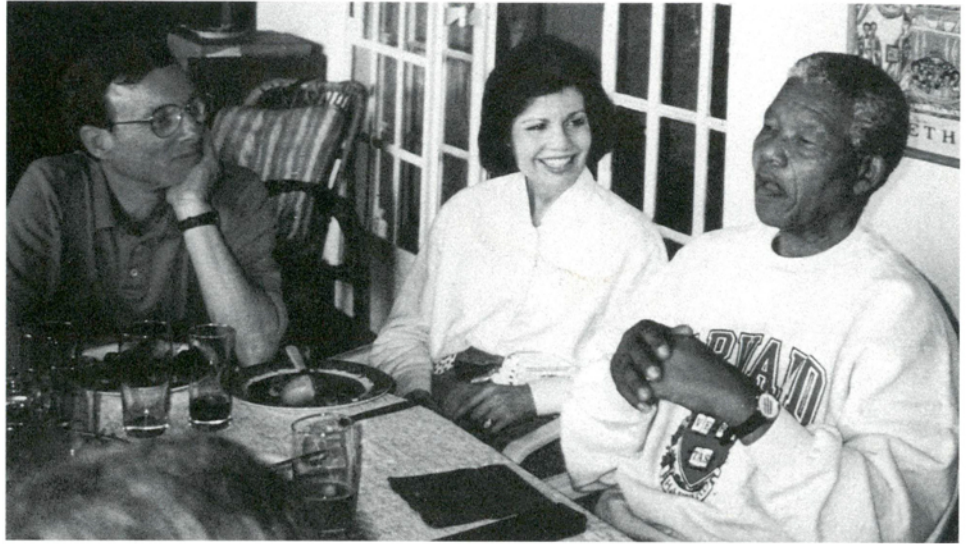
And Gibson does it without harping. Instead, he connects with others, asking people to engage in seemingly frivolous activities. Both in the classroom and in the newsroom, he has taught students and co-workers to juggle or tie a bow tie, fun activities—but ones that leave no room for error if they are to be done correctly.

The business of managing the details comes up in editing class on a Tuesday afternoon as Gibson discusses headlines. He tells students some of them missed the point.

"You've got to read stories more carefully," he said, stressing how details are important, especially when communicated in a tight headline.

As Gibson grows more comfortable in the classroom, he has involved himself in the larger academic community. He is one of the few former professional journalists who serve on *The New York Times* College Program advisory board, and he chairs the University committee on international affairs.

Gibson believes that a lot of life is an accident. In Gibson's case, and for the people around him, a happy one. ■



On Gibson's most recent trip to Africa, in 1993, he and the other editors on the trip spent an afternoon sharing food and conversation with Nelson Mandela. Gibson sits next to Lee Cullum, political columnist for the *Dallas Morning News*.

KU's latest contribution to
the new media craze.

THE Digital Jayhawk

The *Digital Jayhawk* will merge several existing KU Web sites, plus add original content created by *The Digital Jayhawk* staff. Set www.digitaljayhawk.ukans.edu as a favorite site on your computer, and keep KU just a mouse click away.

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*The Digital Jayhawk—supplying hands-on
real world experience soon.*

Good Morning World

Typical students wouldn't dream of waking before the paper boy. Jessica Zeller Mayer is not typical. The KJHK news director spent last summer pursuing her dream with *Good Morning America*.

by Mike Harrity

A calming darkness hugs the Dole Center on this early Thursday morning. Most offices remain dark, and the doors to the building stay locked until the janitorial staff makes its rounds at 6:10 a.m. But in room 2901, the KJHK newsroom, the lights are bright and the computers screens glow. The morning news on the 13-inch TV provides a background chorus for the hectic tasks at hand for Jessica Zeller Mayer.

As on all Thursdays, Zeller Mayer, the news director at the campus radio station, arrives around 5:45 a.m. During the next three hours, she writes scripts for the first three newscasts of the day, each at the top of the hour beginning at seven. Her student assistant, Alane Thomas, apologizes for being late when she walks in at 6:15.

Zeller Mayer smiles.

"Don't worry about it," she says, instantly returning to click the mouse alongside her computer, scrolling for sound bytes for the morning's shows.

A tall cup of French vanilla cappuccino from the vending machine sits to the left of her keyboard, not that she needs it for stimulation. Zeller Mayer behaves as if she has been up all day, although it is still an hour before any class on campus starts. She talks to herself while piecing together the show, dropping "Whoop, hoos!" when she finds a good byte, and an "Ugh" when she struggles to write an opening.

"She's always like this and I can't figure out how she does it," says a sleepy Thomas while she continues to peruse a newspaper,

looking for a story she can write for the morning broadcasts.

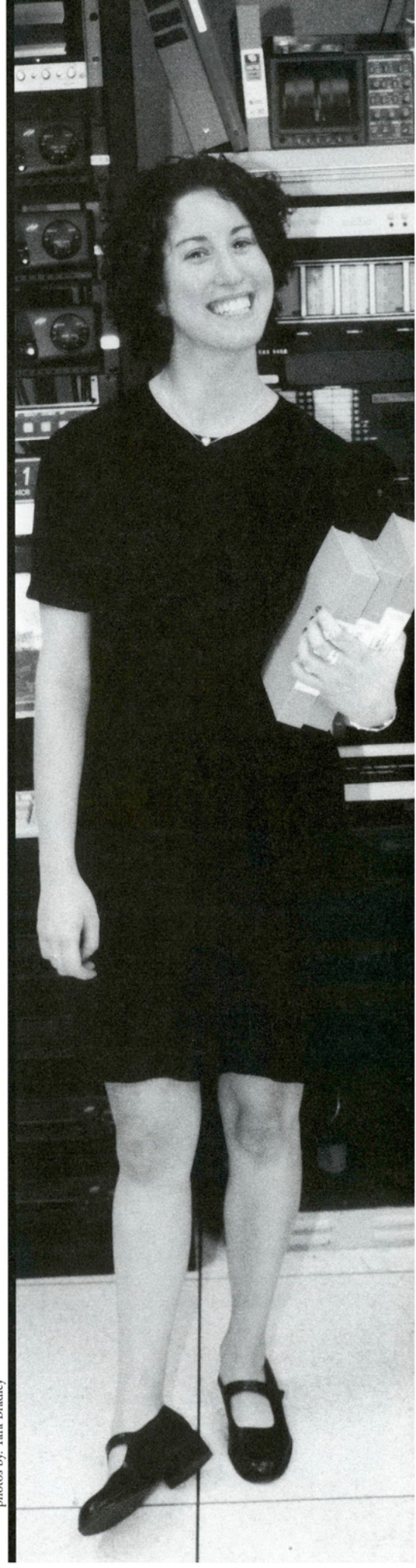
A photocopied hand-written note, tacked to the cork board next to the newsroom door, could just as well be applied to Zeller Mayer as to William Allen White, the former Pulitzer Prize winning editor of *The Emporia Gazette* and author of the note. It reads: "Good Morning. Why don't you people get down to work sometime during the day. I was here from 5 till six (and) no one showed up. (Signed) W.A. White."

A few minutes before seven, Zeller Mayer wraps up her script and e-mails a copy to the broadcast booth down the hall. She takes a sip of coffee and flashes a quick glance at the *Good Morning America* promo on TV. "I have to see what she's wearing today," Zeller Mayer says, referring to co-anchor Lisa McRee, with whom she worked as an intern at the show in New York this past summer.

She sets down her cup and quickly rereads her intro. She then opens the door and proceeds to bounce down the quiet hallway to the broadcast booth, a smile widely displayed on her face.

Jessica Zeller Mayer has heard the words from her father, Sherwood, for as long as she can remember. "You've got to love what you're doing because you'll be doing it for

Jessica Zeller Mayer stands poised, ready for another day in the KJHK newsroom. So far, putting one foot in front of the other has worked well for the senior in broadcast journalism.



photos by: Tara Bradley

student profile

Watch out NBC Nightly News, KUJH is training your competition.

KUJH

Channel 14
Lawrence

Channel 68
Kansas City

KUJH, which went on the air two years ago, gives about 50 students a semester an opportunity to program broadcasts, produce a daily newscast and operate equipment through classroom laboratories and independent student positions.

The station can also be viewed worldwide at www.ukans.edu/~tv14.

KUJH—supplying hands-on real-world experience.

many hours and many days," he tells her.

Zellermayer listens.

In addition to the eighteen credit hours she is taking this semester as a graduating senior, Zellermayer works more than twenty hours a week at KJHK coordinating the station's broadcasts.

Zellermayer decided to pursue broadcast journalism not long after walking onto campus in the fall of 1994. A theater buff, Zellermayer saw similarities between the two mediums. (She had given up any thought of pursuing the life of a thespian soon after forgetting her lines in a second-grade play.)

Her passion for producing landed her one of the most prestigious broadcasting internships in the country during the summer of 1998. One of the first stops Jessica Zellermayer made when she returned home for winter break in 1997 was Barnes & Noble Booksellers to purchase a book listing media internships. She lugged the tome to her home in Skokie, Illinois, a Chicago suburb, and immediately went to her bedroom. Her mission: Get an internship at a network in New York. She feverishly wrote and assembled resume packets and sent them out. One went to NBC news, another to ABC's *Good Morning America*, and one to CBS's *Late Night with David Letterman*. She also sent a packet to the *Oprah Winfrey Show*, which is taped in Chicago.

As spring break approached, Zellermayer had heard back from NBC and *Good Morning America*. She made flight plans to interview with both networks in New York.

After checking into the hotel, she got a message from NBC saying that all the network's internship spots were filled. She was now in the middle of the Big Apple with one shot at her dream.

"Honestly, when I applied to all these places in New York, I didn't think I'd really have a chance," she says. "In the book, for *Good Morning America* it said there were over three hundred applicants. But you never know unless you send these things out. What do you really have to lose? Nothing."

She carried that thought into the round

of interviews on the seventh floor of the ABC building. She visited each of the show's departments, but it was her visit with Gerry Donnelly, a researcher, that determined her spot at ABC. Zellermayer, who had hoped to join the production department, hadn't given much thought to research. But the more they talked, the



more each realized that this was where Zellermayer would spend her summer. The offer from Donnelly a few weeks later—which her parents called "one of the most satisfying and happiest experiences of their lives"—was a mere formality.

A typical day during her internship ran from 10 a.m. to 6. The lone intern in the department, she helped a group of four researchers with anything from Internet searches to fact checking to distributing the work to other departments. Sometimes, Zellermayer went to on-location shoots.

Not much time passed before Sue Levkoff, a researcher and associate producer with the show, realized what Zellermayer brought to the office.

"She was a great person to have around, especially when work got really busy," Levkoff said. "Jessica has a great sense of humor and made us all laugh when we needed it the most."

Zellermayer still gushes when she talks about riding in an elevator with Barbara Walters, running into Connie Chung (who didn't reply to a "Hi.") and meeting Peter Jennings in an intern seminar.

"I was more awestruck when I was there than before I got there," Zeller Mayer said. "The stereotype you might have of a network—they think they're so smart or they own the world—was not my experience. The people I talked to were down to earth and helped me out whenever I needed it. It was cool that they allowed me to learn a lot

your hand, it's stunning," her father said. "But even when I did that, it was one of the most satisfying feelings I've ever had. I knew something great would come out of it."

Shy as a kid, Zeller Mayer became more outgoing as she grew older. Marlene remembers the stories Jessica's friends would tell about her daughter, who was a cheerleader

"So many students don't stand out in a crowd—Jessica did from the start," said Tom Volek, a broadcast professor. "Students with enthusiasm like hers raise the whole level of the class. She's gifted, and she's not afraid to work."

"She's just one of those people that if she told you she was going to build a rocket



of different things."

And Donnelly certainly has no regrets.

"She was one of the best interns I ever had work for me in the five years that I was there," said Donnelly, who recently left Good Morning America to work at ESPN. "She'd come in every day with a smile on her face and a story to tell. She was like a spinning top, she was so energetic. Like a tornado through there."

The tornado was once the faintest of winds. Her father, Sherwood, recalls the opening to the speech he made at her bat mitzvah when she was thirteen. He began, "You were born weighing two pounds, eleven ounces, and no one would have imagined you would have come this far."

Zeller Mayer was born eight weeks premature, and the first few years of her life were full of doubters. Her father and mother, Marlene, listened as doctors warned that their only child might not fully mature as quickly as others.

Through all this, Zeller Mayer's parents believed in her.

"When you can pick up your baby, and put that whole baby in one little palm of

"She'd come in every day with a *smile* on her face. She was like a tornado through there."

—Gerry Donnelly, ABC

and played bass clarinet in the school orchestra, cartwheeling down the hallways of Niles North High in Skokie, Ill. When she arrived at the University of Kansas, Zeller Mayer didn't know anyone, so after moving into Oliver Hall, she randomly knocked on doors and introduced herself.

"Look at the determination and bravery she showed in getting her internship this summer. I could not have just picked up and moved to New York like she did. I would have been a coward," her mother said. "She's always surprised me with what she does, but maybe now, I should just expect her to accomplish great things."

After being accepted into the J-School at the beginning of her junior year, Zeller Mayer rarely went unnoticed in class.

ship next week, she'd do it. It's going to be fun to see her in about six or seven years because she'll be doing whatever she wants to do, somewhere."

Zeller Mayer's long-term goal is to produce segments for a show like *20/20* or *Good Morning America*, but she has yet to decide on her next move. She jokes that it is "the first time I haven't been focused" when talking about her immediate future.

Two things Jessica Zeller Mayer does know about her future: One, she loves what she is doing and, two, she will work hard at not leaving a door unopened. "I realize that you're not going to get everything you want, even though you want to," she says. "But if you don't try anything, you'll never know."



Mimic Your Mutt

If you want to be happy, *Kim Callahan* suggests you adopt a dog's world view.

Confused by life? Overwhelmed with pressures? Think you could be happier? Don't plop down \$25 for the latest in self-help literature, or \$125 at the therapist's office. Get a dog, instead. And observe it closely.

People can learn a lot from dogs. The world would be a happier place if people were more like them. Consider how adopting some of the following dog behaviors might enrich your life.

When your roommate or significant other comes home, even if he's only been away for five minutes, carry on as if it's been twelve years. Run around in circles. Jump up and down. Lick his face. Whimper uncontrollably.

When tired, don't fight it. Find a patch of sunlight on the carpet, and throw yourself down like a sack of potatoes. Snore as loud as you like. Pay no heed to others in the room.

When presented with food, eat like there's no tomorrow. Don't waste time chewing anything that can be swallowed whole. Express your enthusiasm by licking the plate to a brilliant shine.

Live each year as if it were seven.

Learn charming tricks that will make your friends want to pet you. This is easier to do if you have furry appendages, such

as floppy ears or a big tail, but you can usually achieve the desired effect through a strategic cocking of the head or a playful arch of the eyebrow. If these maneuvers fail, learn how to catch a Frisbee disc in your mouth. Be aware that most humans do not look cute playing dead.

When in need of entertainment, forget calling a friend or dropping \$6 on a movie. Buy a \$2 squeaky toy and amuse yourself for hours.

Learn to take pleasure in the little things. Express your extreme joy in riding to the post office by sticking your whole torso out the car window. Have the passenger take the wheel while your tongue flaps in the breeze and your cheeks balloon with air. Pay no heed to passing motorists.

Before you go bounding off, however, consider these words of advice: Not all dog characteristics are becoming in humans.

A woman scratching her head with her foot is rarely attractive.

Your significant other will not find it endearing if, in your excitement to see him, you pee on his shoes.

Similarly, humans are less likely to be forgiven for going to the bathroom on their neighbor's lawn, even if they have a really good excuse.



Illustration by Josh Peterson

Sniffing or mounting a stranger, no matter how sincere your affection, is more likely to result in a lawsuit than an indulgent "Get down, boy."

Even so, the advantages of adopting a dog's world view are endless.

For instance, the more you act like a dog, the more people will treat you like one. They will be more forgiving of certain behaviors. If you make a huge mess, for example, they may scold you or give you the cold shoulder for a while, but they never will expect you to actually clean up the mess.

Life will be less stressful if you view the world through a dog's eyes. For example, if you walk into the kitchen and discover your roommate wolfing down your Little Debbie

Snackcakes three at a time, do what a dog would do: Don't get mad, join in. Reprimand yourself for not coming up with the idea first.

If you make somebody angry, immediately assume a look of guilt. Hang your head. Crawl under the table. Make your body language say, "I admit everything. You're right. I'm wrong." Watch your friend's desire to hit you with a rolled-up newspaper instantly subside.

So toss that self-help book, ignore your therapist, and disregard your friends' advice. If a happy, well-adjusted life is what you're after, just get yourself a dog. And observe it closely. ■

Moving on

1998

Allison Arbuckle

is part of a leadership development program at SBCommunications, Southwestern Bell, in San Antonio.

Angela Arnold

is a sales account executive at KMXV-FM in Kansas City.

Dan Ascheman

works in the on-site sales department at Skillpath Seminars in Mission, Kansas.

Josh Bailey

is an account executive at TCI in Topeka, Kansas.

Umut Bayramoglu

took a reporting internship at the *Iola* (Kansas) *Register*.

Jennifer Benedict

works in an apartment complex in Lawrence, Kansas.

Jeff Beringer

is a sales and promotion representative at SSG Isodisc in Omaha, Nebraska.

Kendra Binford

is an event assistant/catering coordinator at D'Amico Catering in Minneapolis.

Kristie Blasi

took an internship at *The Oregonian* in Portland, Oregon.

Joey Bloom

plans to move to New York and study acting.

Becky Bohannon

works in the media department for the Leo Burnett advertising agency in Chicago.

Amy Boresow

is an assistant account executive at Katz Television in Kansas City.

Mark Boyer

is a partner at PMG in Tyler, Texas.

Aaron Brinkman

is an assistant district manager in sales and marketing at Dole Fruit in Dallas.

Dana Brooks

is the associate editor for *Plumbing and Mechanical Magazine* in Des Plaines, Illinois.

Nate Bukaty

now works on the KMBZ Royals Line, and will soon move to KLOE in Goodland to do sports play-by-play or KWIZ in Moberly, Missouri, to cover news and sports.

Michael Cain

attends the University of Kansas law school.

Kelly Cannon

is a sports copy editing intern at *The San Francisco Chronicle*.

Brett Clifton

works in the media department for the Leo Burnett advertising agency in Chicago.

Bridget Collyer

works in the media department for the Leo Burnett advertising agency in Chicago.

Kathy Daneman

is the assistant to the director at Beacon Press, a non-profit book publisher in Boston.

Lindsay Dillard

took an internship in the marketing department at Sprint in Kansas City.

Andrea Doden

is the associate producer for the morning show on Channel 13 in Topeka, Kansas.

Brittney Donnenwerth

is a production assistant at KMBC-TV in Kansas City.

Ann Donohue

works in the media department for the Leo Burnett advertising agency in Chicago.

P.J. Doran

is pursuing an MBA at the University of Kansas.

Cathy Eastwood

attends law school at Emory University in Atlanta.

Jill Elliott

works in sales at KFKF in Kansas City.

Deanna Engel

took a copy editing internship at *The Greenville* (South Carolina) *News* for the summer.

Jill Farrell

took an internship at Unell & Ballou Advertising in Kansas City.

Katie Feldmann

is assistant production coordinator at Universal Concerts in Denver.

Kara Fisher

is an agent at Northwestern Mutual Life Insurance Co. in Kansas City.

Tony Fonk

works as a junior account executive at Radtke, Tomberlin & Nanos in Leawood, Kansas.

Carlyn Foster

copy edits at the *Philadelphia Inquirer*.

Whitney Fox

works in production on *SuperFloral* and *Pork* at Vance Publishing Corporation in Lenexa, Kansas.

Mike Frease

is account coordinator at Draft Worldwide in Chicago.

Gale Garber

reports for *Tri-County Newspapers* in Gardner, Kansas.

Kelly Gast

is a sales trainee for Automatic Data Processing in Dallas.

Jessica Gibson

is project coordinator for the Sunflower Group in Overland Park, Kansas.

Sunny Hawkins

is assistant media buyer for NKH&W in Kansas City.

Deborah Henry

is working part-time as a warehouse manager for KanTel in Lawrence, Kansas.

Kerry Hillard

is an editorial assistant for *Parenting's Babytalk* magazine in New York.

Annette Hoover

is a logistics broker for American Backhaulers in Chicago.

Erin Hubert

worked on the SDA panel of Hoechst Marion Roussel in Kansas City for the summer.

Britton Hunter

works as a paid intern at Organized Living in Kansas City.

Charity Jeffries

works in the marketing and public relations department at Interstate Bank in Wichita, Kansas.

James Jones

took a credit internship at American Media Group in Kansas City.

Becca Kelley

is a marketing analyst in the Visteon Glass Division of Ford Motor Company in Dearborn, Michigan.

Kelly Kepler

writes copy for NKH&W in Kansas City.

John Kepley

took a copy editing internship at *The Plain Dealer* in Cleveland.

Miranda Khan

is morning anchor/reporter for KPLC-Channel 7 in Lake Charles, Louisiana.

Julie King

took a copy editing internship at *The Boston Globe*, after which she will enter the School of Political Management at George Washington University.

Heidi La Bash

teaches English to junior high students in Japan.

Maura Landers

plans to open a dance retail business selling dance supplies and gifts.

Abbey Lerman

is assistant media buyer for Focus Media in Santa Monica, California.

Jennifer Lockwood

reports for KSNT-TV in Topeka, Kansas.

Holly Lucas

works in public relations at the Olathe Medical Center in Olathe, Kansas.

Maggie Luellen

works in public relations at Polo Ralph Lauren in New York.

Danielle Madeira

is a production assistant in the story development department of DreamWorks in Universal City, California.

Ann Marchand

took a copy editing internship at *The Washington Post*.

Donna McCullough

works in creative services at KSNT-TV in Topeka, Kansas.

Marcia McFarlane

is an administrator at Downtown Lawrence, Inc. in Lawrence, Kansas.

Darci McLain

interned at Smith & Loveless in Lenexa, Kansas for the summer.

Ryan McNeel

attends law school at Southern Methodist University in Dallas.

Sarah McWilliams

copy edits for the *Yuma* (Arizona) *Daily Sun*.

Chad Milam

is a web designer at Digital Lagoon in Lenexa, Kansas.

Maggie Mohrfeld

is considering graduate school in business at the University of Kansas.

Grey Montgomery

took a copy editing internship at the *Statesman-Journal* in Salem, Oregon.

Zachary Morin

is an account support representative at Productivity Point International in Bellevue, Washington.

Meghan Nelson

is Kansas Marketing Services Manager at Coca-Cola Mid-America Enterprises in Wichita, Kansas.

Nicole Nelson

works for the federal government in Washington D.C.

Josh Newville

attends law school at New York University.

Katie O'Brien

attends the University of Kansas law school.

Andy Obermueller

took a copy editing internship at *The Philadelphia Inquirer*.

Natalie Partridge

interned through June at Health Midwest in Kansas City.

Antoinette Patterson

is an assistant editor at *Veterinary Economics* in Kansas City.

Carrie Patton

is an assistant editor for *Working Woman* magazine in New York.

Kelly Patton

is marketing coordinator for the Kansas City Area Development Council.

Allison Pierce

works for Payless Shoes in Topeka, Kansas.

Jaime Powell

is firm coordinator for Buena Vista and Disney accounts at AMC Theatres in Los Angeles.

Steve Puppe

is a photographer at Jones Seel Huyett in Topeka, Kansas.

Jaimee Reggio

took an internship on the health care team at Porter Novelli International in Chicago.

Erin Rooney

is a communications specialist for the League of Kansas Municipalities in Topeka, Kansas.

'74

Mary Skolaut Birch



Lisa Rozenberg is the managing editor for Dockery House Publishing in the Dallas Book Division.

Keri Russell is account coordinator at Barkley & Evergreen Partners in Kansas City.

Gabriela Saa' is advertising/marketing manager at James Grunder & Assoc., Inc., in Lenexa, Kansas.

Sarah Scherwinski works in the online media sales division of *The Chicago Tribune*.

Brian Schultz is a missionary based in Zaragoza, Spain.

Matt Shatzman is a copywriter for the Leo Burnett advertising agency in Chicago.

Neal Schulenburger is a sports writer for *The Arkansas Democrat*.

Brian Sieman works in sports and sales for KGRA Radio in Jefferson, Iowa.

Angela Smith is a media relations intern at the Triple-A Pacific Coast Baseball League in Colorado Springs, Colorado.

Brandy Chewing Smith married after graduation and is now an assistant editor for Sosland Publishing in Kansas City.

Jennifer Smith is a copy editor and page designer for *The Topeka Capital-Journal*.

It is all about getting things done. Whether organizing a women's tennis team, forging a path in sports reporting or making Overland Park, Kansas, one of the country's most popular cities, Mary Skolaut Birch has it under control.

She is a woman of many talents. One of six siblings from Great Bend, Kansas, Birch's parents stressed education. During her years at the

University of Kansas, Mary was president of Lewis Hall, active in restarting the KU women's tennis program and the first female sports reporter for the *University Daily Kansan*.

After graduating, Birch pursued interests in several areas, including working as an editorial assistant for *Biology of Reproduction*, a research magazine based in Kansas City, and eventually moved on to law school, flight attendant training and secretarial work for an apartment management company. In 1978, Birch decided it was time for a career change. She picked up the Kansas City yellow pages, chose eighty public relations firms and sent job materials to each. Ten responded. She ended up at the Overland Park Chamber and has been president since 1994.

"I've never decided if I'm absolutely in love with chamber work or with the city of Overland Park," Birch says. "I work with the best of the best. It's a passion."

By Sarah Nichols

Michele Sonner is a copy writer for CCI in Kansas City.

Shannon Sprinkle works in marketing and merchandising for Pacer Communities in Newport Beach, California.

Brad Strauss works in sales for 102.9 Radio in Dallas and attends law school at Texas Wesleyan University in Fort Worth, Texas.

Scott Swedlund is a retail account executive at *The Lawrence Journal-World* Lawrence, Kansas.

Tammy Teske is traveling in Africa for one year with a music ministry team.

Courtney Tuggle works in sales for American Backhaulers in Chicago.

Gina Vig works in sales for American Backhaulers in Chicago.

Benjamin Wallace is a spot plus media buyer for DDBNeedham advertising agency in Dallas.

Ann Weishaar is a news producer for KTNV-TC, the ABC affiliate in Las Vegas.

Rebecca Whitehair is an assistant English teacher in Germany as part of the Fulbright Program.

Janet Williams works as a part-time account coordinator at Eat Advertising & Design in Kansas City.

Matt Woodruff is sports editor at the *Atchison Daily Globe* in Atchison, Kansas.

Jennifer Yeoman designs the front page of the Metro section of *The State* in Columbia, South Carolina.

Laura Zurga took an internship as a media assistant at DCCCA in Lawrence, Kansas.

1997

Cara Dahlor and husband Jeff had a baby boy, Evan Thomas, in August 1998.

Wendy Reese is account coordinator at JWT Specialized Communications in Kansas City.

Ian Ritter is a full-time stringer for *The Chicago Tribune*.

Marcus Villaca



Marcus Villaca graduated only six years ago, but has a lot to show for it. Villaca, a Brazil native, talks fast, and he moves fast. The 30-year-old associate art director's hurried pace involves much more than a daily commute to the office.

Villaca works for *Gear* magazine in New York, a six-month-old men's lifestyle magazine, launched by Bob Guccione Jr.

When Villaca isn't busy at *Gear*, he pursues freelance design at his own company, Utensil Design. Currently, Villaca is working on a redesign of *Yahoo* magazine.

Villaca already has left his imprint on a lot of magazines. After graduating in 1992, he went to work as a designer for *Memphis Magazine* and then moved on to a series of jobs, including *Old House Journal*, *Good Housekeeping* and *Parenting* magazines. Most recently, he worked for Roger Black Inc., redesigning magazines such as *Reader's Digest*, *Computerworld* and *SUCCESS*.

Villaca is passionate about his work, and says it is his free spirit that has allowed him to be so flexible in his professional life.

"We shouldn't be looking for careers anymore," Marcus says. "We should be looking for something we enjoy doing."

For Marcus, this means creating something he is proud of. He doesn't believe in staying faithful to a job, only to enjoying his work.

By Sarah Nichols

Andersen's business consulting practice, and is enrolled in the Executive MBA program at the University of Texas at Dallas.

Monica Hayde

is in her first year at the Boalt Hall School of Law at the University of California, Berkeley, after working as a reporter and editor in the San Francisco Bay Area.

Jennifer Metz

is a consultant in the change management practice of Andersen Consulting in Chicago.

Derek Schmidt

is legislative director and general counsel to U.S. Senator Chuck Hagel (R-Neb.).

Rebecca L. Wick

is director of communications and group marketing at Marston & Marston, Inc., an engineering consulting firm, and is living in Wildwood, Missouri.

1996

T.J. Clark

is a media planner at J. Walter Thompson advertising agency in Chicago.

Carla K. Myers

is a sales coordinator for AK Media/Airport Advertising in Atlanta.

Mary Rupert

works as news editor for the *Kansas City Kansan*.

Meagan Zaleski

is communications coordinator for HNTB Corporation, an architecture and engineering firm in Kansas City.

1994

Elaine Barkley

is a production art manager at Sandy Inc., an advertising agency in Lenexa, Kansas.

Troy Tarwater

is an account supervisor for Hal Riney & Partners, an advertising agency in San Francisco.

1993

Amy E. Epmeier

is Eastern U.S. and Canada sales director for Stove Equipment and Design, a MacFadden Business Communications Group publication. She lives and works in her own satellite office in New Haven, Connecticut.

Jennifer Evenson

is a graphic designer at the Hunt-Vincent Advertising Agency in Denver.

1992

Jonathan Plummer

is an editor at Hallmark Cards in Kansas City.

Shawna Rosen

works as marketing director for MacWorks, a mail-order computer reseller, in Lenexa, Kansas.

1991

Lisa Ray Kindsvater

is a freelance writer for the *Las Vegas Business Press* and was expecting a daughter in November 1998.

Molly Reid Sinnett

is the editor of *Home Ideas*, a Meredith special interest publication in Des Moines.

1990

Laura Woodward Garrison

is a manager in charge of global marketing for Arthur

1980s

Mike Binkley

is a weekend anchor at KSTP-TV, an ABC affiliate in Minneapolis.

Robin Caufield

celebrated the fifth anniversary of her public relations consulting firm in Shawnee, Kansas.

John Croman

works as an investigative reporter in Minneapolis.

Catherine Darkenwald

is account executive for the largest group of community newspapers in the Northwest, Sound Publishing, in Bainbridge Island, Washington.

Jim Evans

married Lisa Crouthamel in March while aboard a sleigh on the National Elk Refuge near Jackson, Wyoming.

Christy Fisher

is a senior editor for Meredith's *Family Money* in Des Moines.

Vincent Hess

is an attorney in Dallas.

Darya Hirschfeld

previously Folsom, is an anchor at WTTG-TV, a FOX affiliate in Washington.

Amy Hoppenrath

joined Morningstar Communications Company in Overland Park, Kansas, as an account supervisor. She is also active in Centurions, a leadership program of the Greater Kansas City Chamber of Commerce.

Teric Mufic Neustaedter

had her first child, a boy, in March, and works at Hallmark Cards in Kansas City as a marketing manager in Product Development.

Darren Richards

is news director of WFMY-TV, a Gannett station in Greensboro, North Carolina.

Lori Dodge Rose

and her husband, Bob, had a son, Adam, in October, joining their three-year-old daughter, Jenna. Lori is the St. Louis correspondent for the Associated Press.

Janet Saunders

is lifestyle editor for the *Register-Mail* in Galesburg, Illinois.

Brian A. Snyder

is an attorney handling communications claims at Employers Reinsurance Corp. in Overland Park, Kansas.

Greg Vandegrift

is a reporter at KARE-TV, a Gannett NBC affiliate in Minneapolis.

1970s

Douglas E. Campbell

is president and CEO of Syneca Research Group Inc. (www.syneca.com) and lives in Fairfax, Virginia.

Mary Beth Mueller Doughty

is international marketing consultant for The Urban Housing Institute and other housing-related institutions in Washington, D.C.

Janice Clements Lamattina

is executive vice president and Northeast Division Director of Arnold Communications, and general manager at its New York office.

1960s

Karl W. Koch

is president of Savers Property and Casualty Insurance Company in Overland Park, Kansas.

Gary Link

is senior vice president of HNTB Corporation, Kansas City, where he directs strategic planning and oversees corporate communications.

Robert H. Wilson

owns and operates Prairie Lanes, a 10-lane bowling alley in Syracuse, Kansas.

1930s

Maurine Miller Welch

is still writing about bread-making and lives in Clearwater, Florida.

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Model Professors

illustration by Tricia O'Connor

Some say that the eyes are the windows to the soul. For a few members of the J-School faculty, it's a coffee mug or favorite bag. These professors have come to be identified by their idiosyncratic accessories. But why do they have them?



John Ginn, news-editorial, received three bow-ties from his daughter-in-law before his first year teaching at KU. "She said it would make me look more professorial," Ginn said.



When asked for the purpose of his "puny pony," *Ted Frederickson*, news-editorial, responded, "No one ever mistakes me for a Republican."



A coffee cup is just a coffee mug, right? Not to *Diane Lazzarino*, advertising. She recently broke her favorite mug when she slipped on the steps behind the J-School. "I couldn't cry because the custodian was standing there," she said.



Tom Volek, broadcast, uses a can of Samuel Adams beer to demonstrate the historical significance of the like-named patriot. His CNN bag, which Bernard Shaw autographed, provides the necessary cover for the surprise. "If I walked in with the props in my hands, their stories would be given away."



Sharon Bass, magazine, thinks fondly to the time a special pair of shoes beckoned her from a storefront window. "These Converse All-Stars make me smile whenever I see them or wear them."

The School of Journalism Thanks Dean's Club Members

THE SCHOOL OF JOURNALISM relies on individuals and corporate partners to help it continue its tradition of excellence. Individuals with annual gifts of \$1,000 or more and corporations and foundations committing \$5,000 or more each year become members of the Dean's Club.

During the past year, private funding supported virtually every program in the School. Unrestricted gifts particularly enhanced the School's ability to upgrade technology, hire student lab assistants and provide academic scholarships. The School of Journalism appreciates the generous support alumni and friends have provided through annual gifts to The Kansas University Endowment Association.

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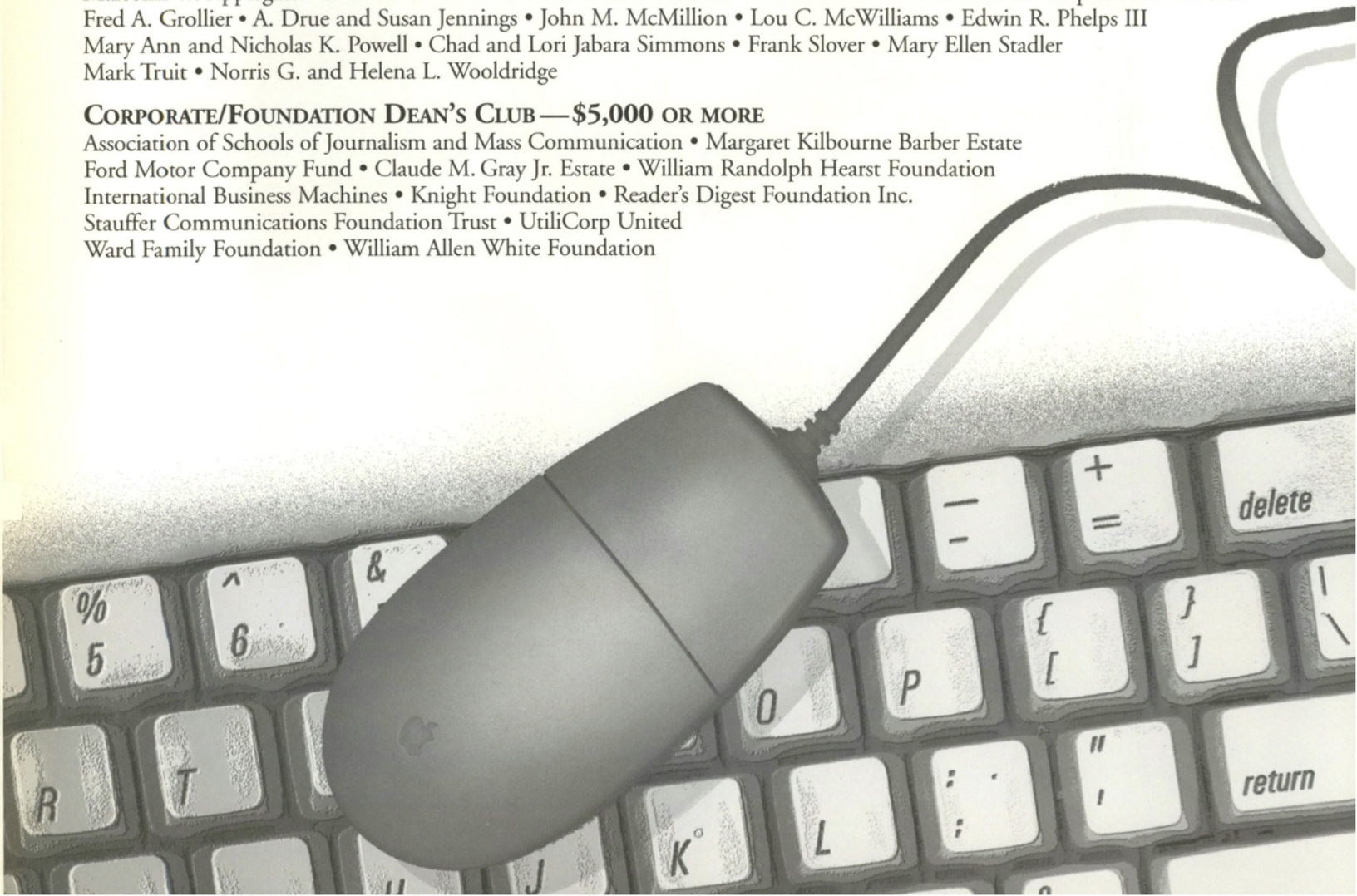
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CONGRATULATIONS

New Jayhawk Journalists and Hello Former KU Classmates!

Allen Press is pleased to be the printer for this issue of the *Jayhawk Journalist*—a magazine written, typeset, and produced by students for the alumni and supporters of the Kansas University School of Journalism.

We also recognize the graduates and former students of Kansas University who have helped to make our company a world leader in the production of scientific, medical and academic journals for more than 300 professional associations. Our electronic publishing division provides state-of-the-art Internet services for publishing clients worldwide.

In this sixth decade of service to the academic community, we also thank the University of Kansas faculty and professional staff who serve on the editorial boards or as editors of the scholarly publications that we produce. We invite you to visit our web site at www.allenpress.com.

—Rand Allen, CEO

Some Allen Press employees who are graduates or former students of KU:

Rand Allen '83	Karen Nisely Gentry '75	Linda McCorkill '86	Jana Rittenhouse '97
Rachel Hile Bassett '93, '95	Richard Grant '87	Samuel R. Mellinger '68, '75	Kevin C. Samms '80
Patti Benson '70	Myron Grotta '79	Nancy Reisack Metz '87	Annielaurie Seifert '74
Whitney Black '99	Karen Hellekson '91, '98	Amara Minnis '98	Bill Schmeelk '88
Larry Brow '83	Jennifer Hedegaard Hixson '95	Bill Modrzynski '77	Leon Schneweis '80
Martha Winterburg Chapin '72	Lawrence Jenab '98	Martha G. Hopkins Murphy '62	Tara Schuley '94
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Guy Dresser '65	Claude Eugene Kean '58	Andy Norris '95	Jon Standing '67
Evan Emerson '98	Carol A. Keefer '94	Mary Lee Nelson Norris '88	Joel Stinson '81, '86
Philip Evans '63	James Kerby, Jr. '76	Jay Peterson '97	E. Eileen Ullrich '80
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Jill Franklin '98	Reed Lewis '96	Betty Reading '80	
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Employees listed in boldface type are graduates or former students of the KU William Allen White School of Journalism. Allen Press employs over 300 staff in Lawrence, Kansas.

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