

# JOURNALIST

THE UNIVERSITY OF KANSAS • JOURNALISM ALUMNI MAGAZINE



**Looking back** at the history of the J-School.

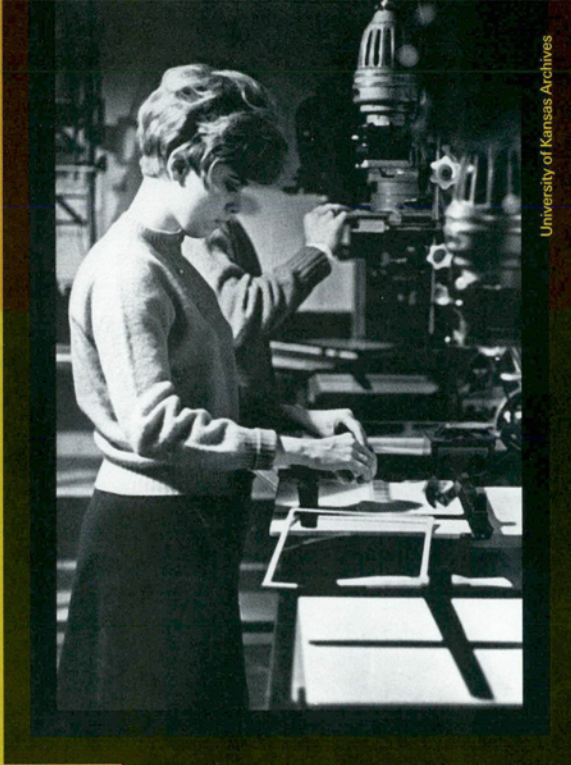
Meeting the demands for **diversity**.

**Convergence**, tradition and the new curriculum.









University of Kansas Archives

Take a journey into the history of the J-School starting on page 14.

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**14. The Evolution of the J-School**

BY JILL BRADLEY & JENNY OAKSON

Ninety years young, the J-School has seen its share of changes, from its home in the "Shack" to its current homes in Stauffer-Flint and Dole, from drum cylinder press to converged communication.

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BY KRISTI REIMER

For years, the media have struggled to include a minority perspective. But many say the industry still has a long way to go.

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BY JIM O'MALLEY

Humble role model and Pulitzer Prize-winning newspaperwoman Patricia Gaston brings integrity and hard work to the international desk of *The Washington Post*.

**in this issue**

On the cover: Faculty and benefactors gather for the dedication of the William Allen White School of Journalism and Public Information in 1945. On the table of contents: (left) The J-School as it looked at night in 1987. (top) A student prints a photograph in the late 1960s.



## letter from the editor

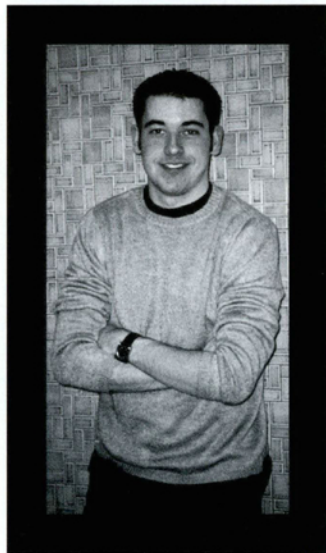
**T**HIS ISSUE OF THE JAYHAWK JOURNALIST COINCIDES WITH A special moment in the Journalism School's history: Not only are we at the dawn of a new millennium, but the way we teach journalism is changing. The buzzword in the media is "convergence," and it's much more than the latest trend. The different ways of receiving information—video, radio, magazines, the Internet, the newspaper—are increasingly integrated, and journalists can no longer expect to spend their entire careers reporting for only one of these sources.

Throughout this issue, you'll see evidence of how KU is training its students for this new era in journalism. We also pause to take a look back at the history of the J-School through words and pictures, recalling nearly 100 years of traditions and excellence as we begin the 21st century.

A special feature by Kristi Reimer focuses on the role of minorities in today's media, weighing the benefits of affirmative hiring programs and assessing whether news sources are adequately addressing minority issues in their coverage.

The *JJ* is a student-produced publication; all of the art, reporting, editing and design you see here is the work of students in the School of Journalism and the School of Fine Arts. For our staff of editors and designers, this has been an invaluable learning experience that has given us a taste of our future careers in the media.

We hope that you enjoy reading this magazine as much as we enjoyed creating it. Special thanks go to Carol Holstead, our faculty adviser, who offered hours of help and advice; design director Justin Spray, who stayed long after finals to finish the page layouts; and the support of Dean Gentry and the Journalism School for allowing us the hands-on experience of producing our own magazine.



**-Mark McMaster,**  
MANAGING EDITOR

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JAYHAWK  
JOURNALIST

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## Change and tradition

SCHOOL ADAPTS ITS CURRICULUM TO CONVERGING MEDIA

At journalism schools and in news organizations across the country the hot topic of conversation seems to be how to deal with the convergence of media. Panels of academics and professionals address the subject. Administrators, faculty and editors grope for answers.

Two years ago, the faculty of this School concluded that media convergence would greatly influence the future of communication. That means that traditional news media will come together to a point where moving images, text stories and newpeople will present news and information via a common platform such as the Internet. In response, the School made a major commitment to teach its students to perform in a converged environment. The School's progress in this area was recognized in fall 1998 by the accreditation site visit team, which praised the School for its "pioneering curricular efforts to prepare students for media convergence."

In October, faculty approved a new curriculum, which begins with two classes required of every student: Media and Society, and Research and Writing. After that, students will select from one of two tracks, Strategic Communication or News/Information, which will allow them to specialize in the School's traditional areas of advertising, business communications, broadcast, newspaper and magazine. The new two-track system also will give students much greater flexibility in choosing classes across the curriculum and expanded opportunities for hands-on experience in more than one medium. In addition, all students must take two other required core courses, Ethics and the Media, and First Amendment and Society.

At a school that has long been proud of its commitment to the basics of writing, reporting and editing (which the re-accrediting team described as the "soul" of the school), the changes we're making have not been taken lightly. The Curriculum Committee that recommended these changes included longtime School faculty including Rick Musser, Max Utsler, Tim Bengtson, Bob Basow and Sharon Bass, as well as some relative newcomers. In an analysis of what newspaper majors would do in terms of writing, Professor Musser determined that newspaper students would actually do more writing under the new curriculum than they do today.

You can already find examples of convergence in the School. For the past four semesters, Professor Musser's print students have worked with broadcast faculty to prepare stories for KUJH television and KJHK radio. And this semester, he and broadcast Professor Doug Sudhoff are teaching a multimedia reporting course where students prepare pieces for the *Kansan*, as well as for KUJH, KJHK and *The Digital Jayhawk*, the School's new Web product.

In the Strategic Communications track, students in Chuck Marsh's Business Communications Projects class and Bob Basow's Advertising Campaigns class joined forces in the fall semester to tackle a major project for KU and Coca-Cola. The students were challenged to build "both revenue and relationships" by their



clients, Coca-Cola Enterprises executives from Lenexa and KU's chief administrators.

Beyond convergence is the impact of the Internet. At Leo Burnett in Chicago, KU ad graduates track an increasing amount of account information and client communication on the Web. When more than one agency is working for a client, Burnett puts the Internet to use as a portal so that all parties can access information. For many large accounts, the planning agency develops media plans while the AOR (agency of record) handles all rate negotiations and buys all forms of media. If the Leo Burnett agency is the AOR, ad executives there will put all account information in a password-protected online media tracking system that they call "mission control." Burnett's Jan-Eric Anderson, KU '95, uses the system on his account, Morgan Stanley Dean Witter, and clients and personnel at planning agencies in any office in any time zone can quickly get up to date via the Internet.

In making the curriculum changes, the School was influenced by a number of events and trends. One of the influences was the writings of Michael Dertouzos, Esther Dyson and Nicholas Negroponte, who warned that newspapers, magazines, videocassettes and records are "about to become the instantaneous and inexpensive transfer of electronic data that move at the speed of light."

Bob Ingle, president of Knight Ridder Ventures and the former editor of the *San Jose Mercury-News*, recently told a Kansas City audience that as newspapers move toward an era increasingly dominated by the Internet, they need to prepare for a paperless future in which they'll reach readers in new ways. He said that newspapers could move to paperless distribution before the year 2010.

The new curriculum applies to students who enter college as freshmen in fall 2000. Current students and pre-journalism students may choose to graduate under the existing curriculum.

If you would like to know more about the new curriculum, please call me or Associate Dean Linda Davis.

—Jimmy Gentry,  
DEAN



# THE BEAT

NEWS FROM THE J-SCHOOL



## Cultural Reflections

Seven journalism students experienced the flavor and diversity of Ghana firsthand on a month-long program last July to the city of Legone, where they worked at full-time internships in radio, advertising, television and newspapers. Broadcast professor Adrienne Rivers developed the trip after spending two years in Ghana as a Fulbright Scholar.

**Amanda Shaw**, a senior in broadcast journalism, shares her impressions of the trip.

**G**HANA ASSAULTED MY SENSES FROM THE VERY beginning. We arrived early in the day, when the morning haze was just beginning to lift from the fields surrounding the airport. After an hour or so, we emerged from customs into the most astonishing crowd I had ever seen. The airport's exit was protected by a low fence, where hundreds of people were lined up, shouting, waving and reaching to us, offering taxi rides and baggage handling. Coping with 20 minutes of sleep from the night before made the drastic shift in culture all the more shocking.

The culture shock didn't end at the airport. Livestock ran loose in the streets, children carried buckets of water and baskets of eggs on their heads, and our car's window constantly was filled with reaching hands, either selling goods or asking for money. One man called me a name I would become very familiar with during the next four weeks, "Oburoni"—white. "He says, 'Buy it. You are white, so you

can afford it,'" our tour guide, Sidick, informed me. It was a strange feeling to realize that everyone held their own preconceived notions about who I was, and more importantly, what I had.

For our internships, we drew job sites out of a hat, and I landed at TV3, Ghana's first privately owned television station. The first day of my internship, the news director handed me a steno pad and said, "Today, you will cover Parliament." Wanting to maintain a good first impression, I just smiled and answered, "Great!" What I was really thinking, though, was, "Great. I don't know the first thing about Parliament in Ghana." Luckily, one of

**The travelers to Ghana included L. B. Ernst (kneeling), and (from left) Raegan Fisher, Alana Rivers, Adrienne River's 8-year-old daughter, Bryan Turner, Kari Adams, Liz Pepperdine, Amanda Shaw and Juliann Schmidt.**

the reporters joined me, and he briefed me in the van on the way to the state house. About five minutes into the session, I learned that history wasn't my biggest problem. Between the accents and the sound system, I couldn't understand a word the members were saying. The reporter, Osei Bwatu, or O.B. 1, as he was called (I tried to explain the significance of his name in America, but he just smiled



politely like I had no idea what I was talking about) helped me translate.

Admittedly, I failed to meet my own aspirations for the internship. There were stories that needed to be told, and I was determined to finish at least two by the end of my time there. But by the third week, I was down to one story, and by the fourth, hope for that one, too, had faded. Not accomplishing my professional goals was only part of the frustration. The daily exposure to the level of poverty in Ghana was beginning to wear on my psyche. I would hand a few dollars to the mother of a hungry baby, but when I turned around there were ten more hungry babies.

I felt that my experience had been one-sided. Ghana had given me such a wealth of experiences, but what did I have to give to Ghana? Then, on my last day at TV3 I got my answer. We were covering a nurses' strike at Korle-Bu, the state-owned hospital. The nurses had been working for months on the government's promise to pay them overtime. The government hadn't paid, so the nurses protested. After the rally, I got pushed into a crowd of people outside. Two nurses in their mid-forties approached me. One of them, with tears in her eyes, took my hand, saying, "Write, Oburoni, write. We are suffering."

I never got the woman's name, but those words sent me home with a new determination to be a journalist who listens to people and makes their voices heard.



**Raegan Fisher crosses a bridge in the Kakum Rain Forest, one of the group's side trips.**

## Surfing for jobs

### School's Career Center offers employment resources online

Searching for a journalism job is now easier. In August, the School's Career Center went online with CareerConnections, an Internet-based software program that allows students to post their resumes and peruse job listings on the Internet.

Students who are registered with the center can draft resumes using the step-by-step, online resume writer, or upload resumes written in Microsoft Word to the Web site. They also can quickly find out about internship and job opportunities by checking listings on the Web site. Internships and jobs are posted soon after the Career Center receives them.

Employers can either receive student resumes by e-mail or read them on the Web site. As part of the registration, students choose whether or not to release their resumes to employers. To use CareerConnections, or any of the other career center services, students must pay a \$20 fee.

"We look at it as an investment in their future," says Patty Noland, career development coordinator.

*by Kristi A. Hartley*

## JAYHAWKS ONLINE

### KU media converge on new Web site

**YOU CAN SEND AN ELECTRONIC KU** postcard to your grandparents in Chicago. You can listen to a KJHK broadcast from your parents' home in Hays. You can watch a KU basketball game live in Moscow. And you can do all of this from your home computer.



Anyone with Internet access can now connect to almost every facet of KU, and the rest of the world, through a new portal called the Digital Jayhawk. The Digital Jayhawk, known also as the DJ, exemplifies media convergence at its best.

The DJ debuted last April to an audience in Budig Hall. Users can personalize their home page by establishing links to their favorite sites, posting personal reminders, and receiving news stories—local, national and global—that are relevant to their lives. The KU television station recently joined *The University Daily Kansan* on the DJ's "News" page. Thanks to Chris Ryan, Digital Jayhawk developer, you can now search the database for stories from back editions of the *Kansan*, as well as archived video clips of daily KUJH news stories. "Our goal is to distribute information to as many people as we can, in as many ways as we can," Ryan said.

Check out the Digital Jayhawk at [www.digitaljayhawk.org](http://www.digitaljayhawk.org).

*by Carrie M. Petree*



## Kudos

### Students take honors in national competitions

Two projects by reporters for *The University Daily Kansan* placed in the Roy Howard Public Affairs Reporting competition. Seth Jones placed second, winning \$2,000, with his project on a movie theater monopoly in Lawrence. Liz Wristen received an honorable mention and \$1,000 for her report on the controversy surrounding plans to build a freeway south of Lawrence. Jones and Wristen will be flown to Indiana University to receive their awards and participate in a reporting seminar.

Students won six awards in the national student magazine competition sponsored by the Association for Education in Journalism and Mass Communication. Three placed in the category for individual prospectus and prototype: Elissa Harris took second with *Film*, a magazine for independent film fans; Michael Martin took third with *Orbit*, a new type of men's magazine; and Katie Burford received honorable mention for *Alpine Male*, a magazine about mountain sports. Cammi Heimann placed second in the Consumer Service and Information Writing category. Her article, titled "Too Much of a Good Thing," explored the fine line between healthy exercise and damaging obsession. Jim O'Malley received honorable mention in the Consumer People and Places category for his story, "The Viagra of the 1920s," on John R. Brinkley, the infamous "goat gland doctor." The 1998 edition of the *Jayhawk Journalist* received an honorable mention.

by Jerry Jackson, Jr.

## CULTIVATING DIVERSITY

### Group encourages multicultural participation

**L**OOKING AROUND THE CLASSROOMS in Stauffer-Flint, you see a lot of white faces. In spring 1998, minorities composed only about 5 percent of those admitted and enrolled in classes: 30 in a school of 650. That's why the Journalism School's minority student group, called Amanzaa, is so crucial, says Carrie Torres, the organization's president.

Amanzaa (the name means "unity" in Swahili) was formed at KU in 1994 to recruit, retain and support students of color. Under the guidance of Manny Lopez, the J-School's student recruiter since 1996, the group now boasts more than 30 members, many of whom are freshmen and sophomores not yet enrolled in the J-School.

This means the organization will continue to grow, says Torres. Students who make connections early are more likely to stay involved in journalism, Lopez points out, and a visible and active group will attract



other minorities to the school.

Amanzaa activities this year include a mixer with new journalism faculty, trips to job fairs and an appearance by the editor of *Latina*, a lifestyle magazine for Hispanic women.

Torres says she enjoys helping younger students meet role models. Minorities are doing well in the field of journalism, but "there's room to grow," she said.

by Mark McMaster

## KUJH goes cable

### Lawrence viewers enjoy student broadcasts antenna-free

Since KUJH-TV's inception in 1996, even students working for the station found it a challenge to see themselves on TV. Before it traveled through coaxial cable, the station's one nightly broadcast was unavailable to Lawrence residents who didn't have antennae attached to their TV sets.

Sunflower Cablevision addressed the problem in November by replacing its lower-capacity cable wire with a high-capacity fiber-optic backbone that expanded the number of cable channels the service could carry. This means that most Lawrence-area cable customers can now tune into the Journalism School's nightly newscast every day on channel 68, a syndicated news channel. All residents in Lawrence and surrounding areas should be able to pick up KUJH by the end of the year. KUJH-TV's 12-minute newscasts begin airing at 5:30 and repeat every hour until 11:30.

Knowing that they can reach a bigger audience encourages the School's broadcast students to take their work more seriously, says KUJH newsroom supervisor, Dick Nelson. "With a smaller audience, it just feels like the classroom. With more people watching, it feels more like the real world."

by Mindy Sigle





## Tough sell

### Professor draws on advertising experience to promote raising faculty salaries

To most Kansas legislators, the prospect of raising faculty salaries at state universities seems about as appealing as a root canal. Which made Bob Basow, one of the School's advertising professors, the perfect guy to figure out a way to sell them on the idea. "Being able to not only attract, but retain good, young faculty is important to Kansas. KU shouldn't serve as the farm team for other institutions," Basow says.

Basow's effort on behalf of Kansas' faculty was his most memorable contribution as president of University Council, the elected body in KU's governance system, which includes students and faculty representatives.

Basow took the lead in organizing faculty senate presidents of the state's regent schools to call key legislators about faculty salaries, an initiative that was started by leaders within the KU student body. He also helped create a brochure that reinforced the need for raises. Basow says his professional advertising experience helped him to "sell the benefit" to Kansas of faculty salary raises.

Other issues tackled by the council during Basow's term as president included a University policy on intellectual property and the addition of a two-day fall break in the academic calendar. In addition to presiding over Council meetings, Basow represented KU at the state Board of Regents meetings.

Carol Holstead, associate professor of journalism and council member for the last two years says Basow brought many skills to his job as council president. "One of Bob's strengths is his ability to facilitate meetings, to cut through all the noise and get people to focus on the issues."

by Carla Jung

## A SPORTSCASTER'S LEGACY

### Tom Hedrick closes an illustrious career with book publication

**A**FTER TEACHING FOR 30 YEARS AND announcing three Superbowls, Tom Hedrick is getting ready to throw in the towel, but future sports broadcasters can still benefit from his experience with the publication of *The Art of Sportscasting: How to Build a Successful Career*.

The book features interviews with veteran sportscasters like NBC's Bob Costas and FOX's Kevin Harlan, who took sportscasting classes from Hedrick at KU before he became the voice of the Kansas City Chiefs.

Hedrick describes the book as a hands-on, real-world approach with 10 minutes of advice from guys in the trenches, who don't have 10 minutes to spare. Add all the minutes from interviews with more than 75 professional sportscasters, and you have 300 pages of advice, anecdotes and information for aspiring sportscasters and sports fans alike.

For more than 40 years, Hedrick has entertained and informed radio audiences by calling the plays as he sees them. He was the voice of the Kansas City Chiefs from 1964 to 1970, the voice for the Cincinnati Reds and Texas Rangers, and he has called three Super Bowls for CBS radio. In *The Art of Sportscasting*, he reveals the pain and pleasure of life behind the microphone.

Hedrick, who will soon retire, has trained and placed sportscasters in broadcast booths nationwide. Kansas City's Gordon Docking from WDAF and Lief Lisec, sports reporter for KCTV-5, both studied under Hedrick at KU. Lisec said, "Tom's greatest asset is his vast amount of experience. He's lived it."

*The Art of Sportscasting*, published by Diamond Communications, now available.

by John Franey



traditional. "It's important that students not only learn to think critically and strategically, but learn to think outside the box."

### **Lori Demo**

As a newspaper writer and editor, Lori Demo has worked with many KU J-School graduates. "I know the reputation of the school and I am glad to be here," she says. Demo, who teaches editing, came to KU after earning her Ph.D. at the University of North Carolina at Chapel Hill, where she was a Freedom Forum Fellow in the School of Journalism and Mass Communication. Demo concentrates on the richness of language in her classes. "Words are the symbols to talk about our ideas," she says. Previously, Demo was the managing editor of *Florida Today* and was also a founding staff member of the Money section of *USA Today*.

### **Lesle Knop**

Lesle Knop, assistant professor, graduated from the J-School's master's program in Marketing Communications in May 1999 and began teaching Broadcast Production and Writing, and Corporate Television this fall. Knop says her early interest in theater led her to write about art and visual communication. "It's important to have the right tools to cross the lines between verbal and visual communication," she says, "and I have a lot of tools in my tool box." After receiving her bachelor of fine arts degree from the Kansas City Art Institute, Knop spent 13 years in print journalism and marketing.

### **Mike McGraw**

As a guest lecturer, Mike McGraw offers first-hand experience and advice to his Advanced Investigative Reporting class. McGraw, an investigative reporter for *The Kansas City Star*, says journalism has always been his passion. "I might have gotten it from my grandmother, a reporter and society editor at the well-known and widely respected *Lead Belt News* in Flat River, Missouri, or maybe from a cousin of hers, Jack London." McGraw won the Pulitzer Prize for national reporting for his work on a 1992 seven-part *Kansas City Star* series on the U.S. Department of Agriculture. McGraw has also worked as labor editor for *The Hartford Courant*. McGraw received his master's degree in journalism from the University of Missouri.

by Jerry Jackson, Jr.



(from left): Gerry Cain, Lori Demo, Lesle Knop and Kerry Benson.

## **NEW FACES**

### **Kerry Benson**

As an adjunct professor teaching Business Writing and Advertising Copy and Layout, Kerry Benson tries to prepare her students for "real-world" problems by helping them determine their niche in the work force. "I often ask my students," she says, "what do you know that separates you from the crowd?" Benson has worked in print journalism, news/editorial, and advertising. She received her bachelor's degree in journalism from the California State University, Fresno, and her master's degree in literary journalism from Columbia University in New York.

### **Christy Bradford**

Christy Bradford worked for *The Detroit News*, where she was managing editor for 10 years before coming to the J-School as an adjunct professor last fall. She also has reported and copy edited for half a dozen newspapers of all sizes since getting her bachelor's degree from the University of Missouri. Bradford moved to Kansas City two years ago to put an end to her commuter relationship with her boyfriend—by marrying him. Teaching beginning journalism students, she says, has added another interesting dimension to her life. "They walk into class on day one with no

experience in reporting and in the straight-ahead type of news writing we teach. I like seeing them progress."

### **Gerry Cain**

Undergraduate and graduate work did not satisfy Gerry Cain's love for the University of Kansas. As one of three new tenure-track faculty members, Cain fuses his J-School education with real world advertising experience. "This school gives students excellent skills for the work world. It is nice to be a part of that." Cain also owns a 10-year-old marketing research firm, T.I.P., based in Kansas City. Prior to starting his firm, he worked as a research analyst at Bernstein-Rein Advertising, Inc. in Kansas City.

### **Shannon Campbell**

Shannon Campbell got her start in public relations and advertising when she was still in high school in Wainsville, Missouri. A decade later, she earned a bachelor's degree in communications management from Southwest Missouri State University, and later a Ph.D. in journalism from the University of Texas, Austin. After teaching at both UT-Austin and the University of Florida, she says she was eager to return to the Midwest, and the reputation of the University of Kansas was a big plus. "There's a great level of camaraderie here, and that was a pleasant surprise," she says. Campbell encourages students to be less



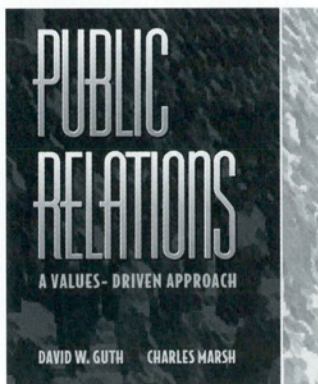
## REQUIRED READING

J-School profs publish business communications textbook

**I**F ANYONE HAD TOLD PROFESSORS David Guth and Charles Marsh how exhausting it would be to write a textbook, they might not have been so enthusiastic about the project. "Our publisher said she deliberately left us ignorant so we wouldn't back out," says Marsh, who, along with Guth, teaches in business communications.

But they didn't give up, and after almost four years of writing, rewriting, editing and outside review, *Public Relations: A Values-Driven Approach* went to press on September 17.

Guth and Marsh say they have written the book they wanted to teach from: one that emphasizes values and is written in a clear, accessible style. Also, Marsh says, publisher Allyn Bacon agreed to print the book in paperback, bringing the price down to \$40—half the price of the leading pub-



lic relations text. Marsh and Guth plan to use the book in their classes.

Both professors say the experience taught them more about the public relations field, the writing process and each other (they're still friends, by the way). Friends and family also offered their input. "I'll always call David's wife 'the Statute of Liberty,'" Marsh says, referring to a typo Jan Guth caught in a photo caption.

Despite the work and challenges they had to hurdle, Marsh and Guth feel satisfaction, pride and

some anticipation about how the book will be received. "This is where people will decide we're the greatest thing since sliced bread or a couple of dopes from Kansas," says Guth. Even so, he jokes about possible fame and fortune down the line: "I want Kevin Costner to play my part."

*by Kristi Reimer*

## Best of the Best

Three experienced J-School professors get rewarded for good teaching

Sharon Bass, John Katich, and Charles Marsh were named William Allen White Foundation professors last spring. Dean James Gentry and Associate Dean Linda Davis selected the three associate professors based on tenure and overall good teaching.

Katich redirected his career as a professional broadcaster 15 years ago when he joined the J-School's radio and television faculty. He teaches, among other things, Broadcast Sales and Management. Marsh brought experience as an editor of corporate magazines to business communications courses at the J-School, where he has taught for 11 years. Bass has primarily taught magazine courses at KU since 1983.

"It's satisfying to be a William Allen White Foundation professor because William Allen White was such a part of grassroots journalism, and that's what I've always believed in," Bass says.

The Foundation was formed in 1944 after White's death as a means of providing continual support for the Journalism School. Gentry says the Foundation supplements professors' salaries by recognizing those professors within the School of Journalism "for quality teaching and involvement with their students."

*by Maggie Heck*

## Better at business

Marketing Communications grads get the jobs

When the Journalism School began the Marketing Communications master's program in 1997, no one could have predicted it would become such an overwhelming success.

The first Marketing Communications class graduated in May, but has already made an impact on the work force. Linda Miller, graduate coordinator at the Edwards Campus, says the majority of graduates have managed to secure promotions and higher-paying jobs since graduating.

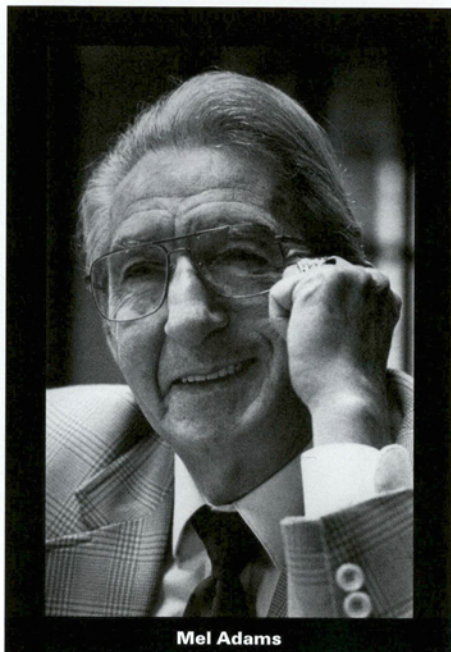
The cutting-edge program is one of only three in the United States; similar programs are also taught at Northwestern University and the University of Colorado, Boulder. The coursework, held at the Edwards campus in Overland Park, Kansas, prepares students for the future of marketing communications by integrating the traditional specializations in mass media, advertising, public relations, business communications, sales and promotion.

Miller says that the program creates "seamless communication" between the business and marketing sides of major organizations. Students in the program are working professionals with a minimum of two year's experience in public relations and business. Most of the students are poised to take on a greater role in their organization, says Miller. "Students are constantly telling me that the types of courses we have developed, such as online journalism, are exactly what they need to learn for their jobs," she says.

*by Jerry Jackson, Jr.*



# IN REMEMBRANCE



Mel Adams

## Mel Adams

**BEST KNOWN BY HIS STUDENTS FOR HIS** course “Melements of Advertising,” Mel Adams died on March 27, 1999. Adams taught as an associate professor at the University of Kansas for 30 years, retiring in 1989.

“Mel was a friend to all of his students. Whether you were an ‘A’ student or a student with difficulties, he was in your corner,” says Tim Bengtson, an advertising professor, who taught alongside Adams.

Adams worked with *The University Daily Kansan* advertising staff and took an active role in helping his students get internships and jobs.

Adams received a bachelor’s degree from KU, a master’s degree from the University of Iowa and worked for *The Kansas City Star* and *The Morristown (Tennessee) Sun*.

He is survived by his wife, Verna Ashland; a daughter, Linda Liles; a son, Mark Adams; and a sister, Velma Taylor.

## John Ginn

**NOT EVEN THE DISEASE THAT COST HIM** his life could keep John Ginn from his passion—teaching. Until two weeks before his death, Ginn was still in the classroom.

Ginn, who came to the University as the first Knight Foundation Distinguished Professor of Journalism in 1991, died of lung cancer on February 9, 1999.

“He was a remarkable teacher because he brought a real-world understanding and intellectual vigor to the process here,” says Tom Eblen, general manager of *The University Daily Kansan*. “The students awoke to the challenge, and he loved making it.”

Ginn had a career in journalism that spanned three decades and included editorial positions at seven newspapers and a 17-year position as a president and publisher of a 45,000-circulation daily newspaper in Anderson, South Carolina.

Ginn is survived by three sons: Mark, Jack and Stan; his former wife, Diane Kelley Ginn; a stepson; and three grandchildren.



John Ginn

## Raymond Nichols

**FORMER CHANCELLOR RAYMOND** NICHOLS died October 13, 1999, at Presbyterian Manor in Lawrence. Although chancellor of KU for only about a year, Nichols’ service to the University spanned 70 years.

Nichols first came to the University in 1922 as an undergraduate earning two degrees in journalism. He served as editor of the *Jayhawker* yearbook and editor of the *Kansan* in 1925.

Nichols was named executive secretary of KU in 1938, and remained in that position for 43 years. Nichols was vice chancellor of finance before being named interim chancellor and then chancellor in 1972. He retired in 1973.

An avid KU basketball fan, Nichols missed only one of the first 150 games played at Allen Fieldhouse.

Nichols’ wife, Clytice, died January 20, 1977. He is survived by a sister and a son, Raymond L. Nichols.

## Norris Wooldridge

**NORRIS WOOLDRIDGE, A FRIEND AND** benefactor of the Journalism School, died at his home in Hutchinson on July 17, 1999. Wooldridge founded the Wooldridge Scholarship Fund in 1973, after the death of his only child, Roger, who attended KU.

The Wooldridge Scholarship has given journalism students from Kansas more than a \$100,000 in scholarships since its inception 26 years ago.

Norris Wooldridge grew up on his family’s farm near Kingman, Kansas. He attended KU for two years during the ‘30s, and joined the U.S. Navy in 1941. After the war, Wooldridge returned to farm with his wife and survivor, Helena.

by Corey Peck



# HONORABLE MENTIONING

**Chad Bettes** awarded a Washington Politics and Journalism reporting internship. **Ashley Bishop** named Big 12 scholar athlete. **Joy Brinckman** took first place in the Public Relations Society of Kansas City student projects competition for her team's campaign for Homefront. **Sarah Chadwick** took thirteenth place in feature writing at the William Randolph Hearst Foundation writing competition. **Clara Chopp** took second place in the Public Relations Society of Kansas City student projects competition for her team's campaign for Homefront. **Carrie Coulter** took second place in the Public Relations Society of Kansas City student projects competition for her team's campaign for Homefront. **Jennifer Curry** won a summer internship at *Industry Week* by the Business Press Educational Foundation. **Jeremy Doherty** won a Dow Jones Newspaper Fund Editing Internship. **Spencer Duncan** won a Dow Jones Newspaper Fund Editing Internship and took third place in editorial writing at the William Randolph Hearst Foundation writing competition. **Michael Erb** placed second in play-by-play at the Kansas Association of Broadcasters competition. **Danner Evans** received honorable mention for package news stories at the Kansas Association of Broadcasters competition. **Sara Greenwood** took first place in the Public Relations Society of Kansas City student projects competition for her team's campaign for Homefront. **Eliza Hamlett** took second place in the Public Relations Society of Kansas City student projects competition for her team's campaign for Homefront. **Mike Harrity** wrote the 1998 Associated Collegiate Press Story of the Year, was awarded the first-place Society of Professional Journalists Region 7 Mark of Excellence for sports writing, and took eleventh place in profile writing at the William Randolph Hearst Foundation writing competition. **Juan Heath** won a Dow Jones Newspaper Fund Editing Internship. **Denise Heaton** took first place in the Public Relations Society of Kansas City student projects competition for her team's campaign for Homefront. **Lindsay Henry** took eleventh place in spot news writing at the William Randolph Hearst Foundation writing competition. **Jamie Knodel** won a Dow Jones Newspaper Fund Editing Internship. **Aaron Knopf** won a Dow Jones Newspaper Fund Editing Internship. **Sarah Korpi** was named a Big 12 scholar athlete. **Jeff LaCroix** received the Alexis F. Dillard Student Involvement Award. **Mark McMaster** received an American Society of Magazine Editors summer internship. **Chris Martin** was named a Big 12 scholar athlete. **Marc Mehlman** received honorable mention for package news stories at the Kansas Association of Broadcasters competition. **Sam Mellinger** took ninth place in sports writing at the William Randolph Hearst Foundation writing competition. **Andy Obermueller** was awarded the first-place Society of Professional Journalists Region 7 Mark of Excellence for general column writing. **Jamie Pacheco** took first place in the Public Relations Society of Kansas City student projects competition for her team's campaign for Homefront. **Sandra Rainero** won a \$7,000 grant from the Kansas Humanities Council to make a documentary. **Rachel Robson** placed second in the public affairs program at the Kansas Association of Broadcasters competition. **Laura Roddy** was awarded the first-place Society of Professional Journalists Region 7 Mark of Excellence for feature writing. **Michelle Rosel** received an honorable mention for her package news story on an internship at the Kansas Association of Broadcasters competition. **Kerri Shafer** won a Dow Jones Newspaper Fund Editing Internship. **Marc Sheforgin** took eleventh place in spot news writing at the William Randolph Hearst Foundation writing competition. **Jen Silvers** placed first in television complete newscast at the Kansas Association of Broadcasters competition, placed first in radio complete newscast at the Kansas Association of Broadcasters competition, and received an honorable mention for play-by-play at the Kansas Association of Broadcasters competition. **Chad Speakar** placed first in play-by-play in the graduate division at the Kansas Association of Broadcasters competition. **Ryan Sturtch** received an honorable mention for station promotion announcement at the Kansas Association of Broadcasters competition. **Holly Tallen** took second place in the Public Relations Society of Kansas City student projects competition for her team's campaign for Homefront. **Krista Tatschl** placed first for her package news story on an internship at the Kansas Association of Broadcasters competition. **Michelle Tuckner** placed seventh in the Hearst Foundation Broadcast News competition, won an Association of Women in Sports Media/ESPN scholarship, placed second for her package news story on an internship at the Kansas Association of Broadcasters competition, and placed second in radio complete newscast at the Kansas Association of Broadcasters competition. **Adrienne Turner** was named female senior scholar athlete of the year. **Andrea Uhrich** took second place in the Public Relations Society of Kansas City student projects competition for her team's campaign for Homefront. **Ronnie Wachter** was awarded the second place Society of Professional Journalists Region 7 Mark of Excellence for spot news reporting. **Adam Wolinetz** took first place in the Public Relations Society of Kansas City student projects competition for her team's campaign for Homefront. **Julie Wood** won a Dow Jones Newspaper Fund Editing Internship. **Jessica Zeller Mayer** placed second in television complete newscast at the Kansas Association of Broadcasters competition.

**Kappa Tau Alpha:** Catherine Beaham, Katherine Burford, Kimberly Downing, Anne Jamie Ferraro, Stephen Eric Grant, Cammi Heimann, Lindsey Henry, Holly Hetager, Tara Marie Hinkhouse, Aaron Knopf, Jeff LaCroix, Irene McShane, Kristina Myers, Dianne Ransom, Nicole Jane Ritterbusch, Holly Tallen, Sarah Michelle Thezan, Adrienne Rivers



# A Smokin' Ad Campaign

Two design students got a lot more than they bargained for  
when they took Elements of Advertising.

BY MINDY SIGLE

**S**MOKING IS BAD FOR YOUR HEALTH, BUT, AS A GROUP OF advertising students discovered, coming up with a good anti-smoking campaign certainly isn't.

It all began in Tim Bengtson's Elements of Advertising course. With the American Lung Association (ALA) as their target, five students were assigned to develop a billboard campaign. So Dan Morris, Ryan Randolph, Amy Koenig, Becky Valburg and Amy Price did some research and produced a series of billboards to discourage teenagers from smoking. Morris says the group wanted to make anti-smoking ads that "kids would think were cool."

They succeeded, wildly. Sue Henke, the ALA's regional director of public information, says she took one look at the end

results and "jumped up and went to everyone in my office and said 'you gotta see these,'" The billboards were so good, Henke wanted to reproduce them as a poster campaign. She recruited Morris and Randolph for the job because they were then seniors in graphic design and had the necessary skills to create print-ready posters. The two worked with a professional photographer and then fine-tuned the design.

The posters, five in all, were distributed to Kansas high schools and junior highs during the 1998-99 school year. They generated such a positive response that other state lung associations and health departments began requesting copies. Since May, the Kansas Lung Association has sold more than 2,500 of the posters nationwide.

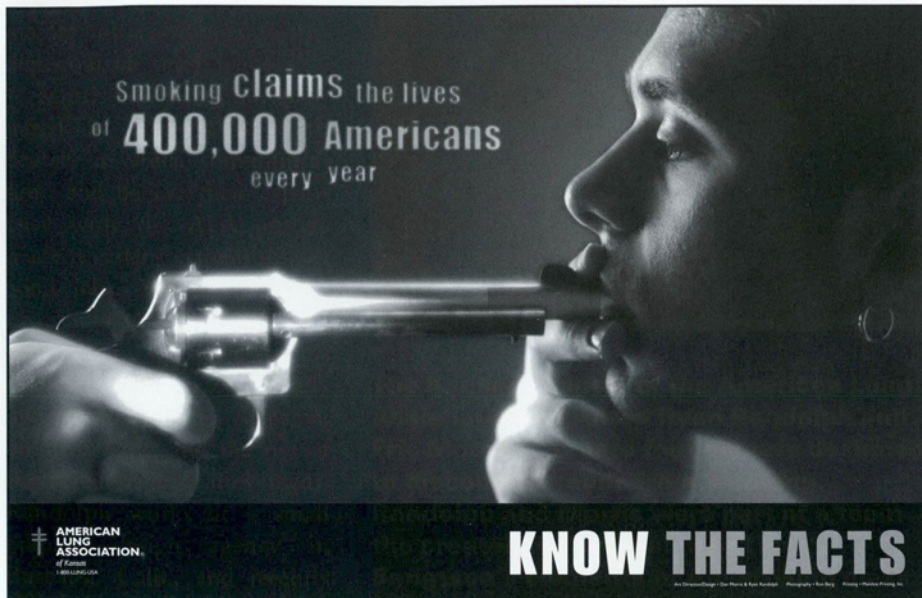
During his or her  
lifetime, a smoker spends  
up to **\$100,000**  
on cigarettes

AMERICAN  
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of Kansas  
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**KNOW THE FACTS**

Art Direction/Design • Dan Morris & Ryan Randolph Photography • Ron Berg Printing • Modine Printing, Inc.





"It's scary how good this stuff is. I have never seen anything better."

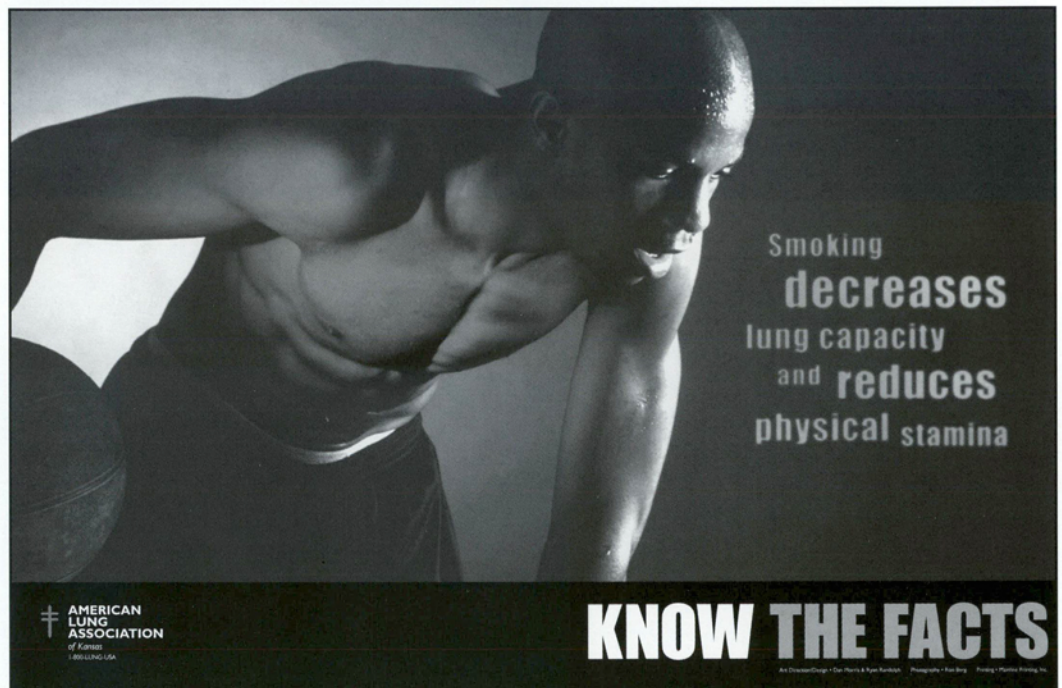
—advertising professor

Tim Bengtson

Bengtson isn't surprised by the positive response. "It's scary how good this stuff is," Bengtson says. "I have never seen anything better."

Because many graphic designers end up working in advertising, Morris and Randolph took Elements to get some exposure to the field. Elements of Advertising is a required course for advertising majors but is also open to students outside the J-School.

Morris and Randolph graduated in May 1998 with degrees in visual communication, and believe their experience with the ALA posters made it easier for them to find good jobs. Morris works for Eisterhold Associates Inc. in Kansas City, where he designs museum exhibits, most recently one in Montgomery, Alabama, on Rosa Parks and the rise of the civil rights movement. Randolph works at a small graphic design agency in Burbank, Calif., and recently worked on the design of movie posters for Tom Hanks' new movie, "The Green Mile." JJ



**The Kansas chapter of the American Lung Association recruited Ryan Randolph and Eric Morris to create four posters designed to discourage teens from smoking. Randolph and Morris were part of a team the created the campaign in Tim Bengtson's Elements of Advertising class.**

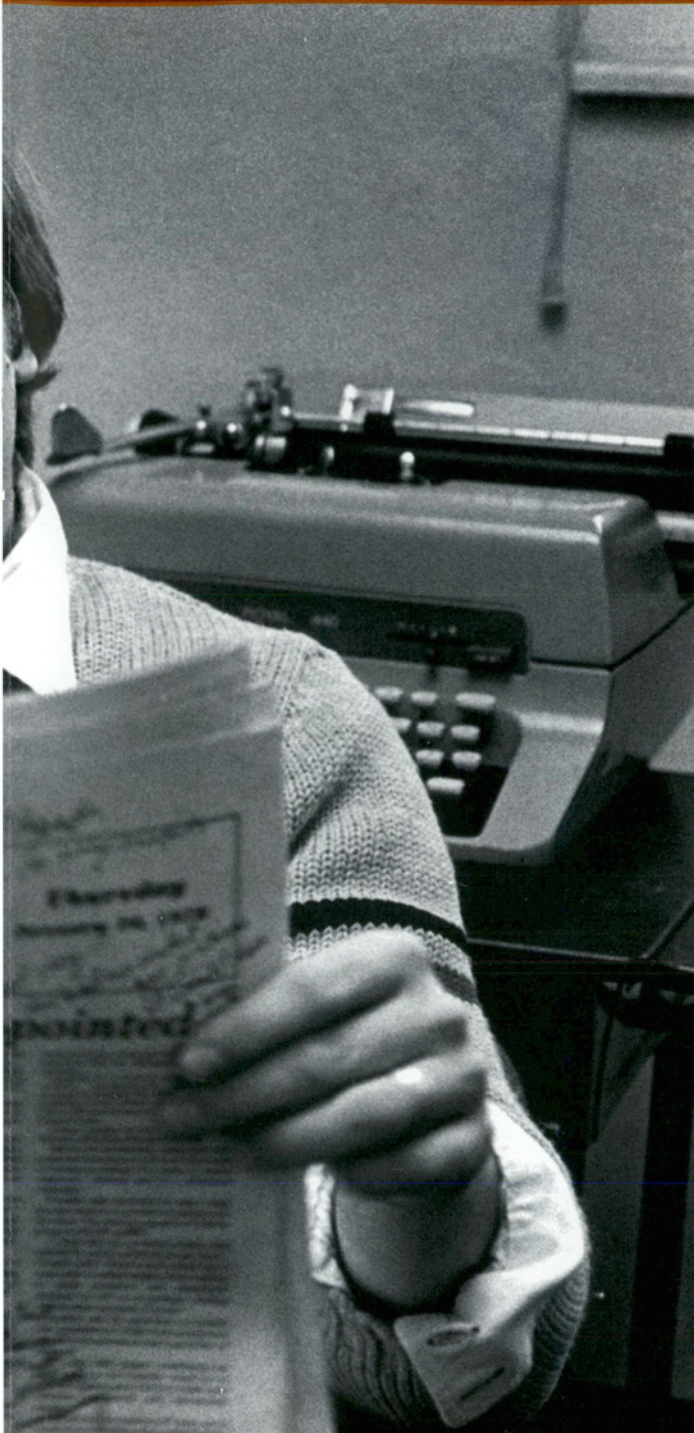




# THE EVOLUTION OF THE

FROM "THE SHACK" TO STAUFFER-FLINT AND DOLE, THE SCHOOL HAS SEEN ITS SHARE OF





**Left:** Professor Rick Musser examines the *Kansan* with a critical eye as the newspaper's adviser in 1978.

**Below:** Broadcast engineer Francis Ellis coaches a student in 1980.

\* PHOTOS FROM JAYHAWK JOURNALIST AND UNIVERSITY OF KANSAS ARCHIVES

**A** MAGAZINE DESIGN STUDENT MANIPULATES AN IMAGE with Adobe Photoshop in the journalism computer lab. Five students exchange ideas for their campaign assignment at a table in the Reading Room. Angry, excited, anxious voices burst through the glass surrounding the news room and into the halls of Stauffer-Flint. An editor quickly types in the HTML coding to broadcast an audio clip online. Music slowly fades and, after a brief pause, a first-time reporter submits her story to the camera. This is the J-School of the year 2000.

Today, the KU School of Journalism is ranked among the top 15 journalism schools in the nation, and has about 35 full-time faculty members, despite its meager beginnings. When the department of history and sociology offered the first journalism course 1891, zero students enrolled. Professor E.M. Hopkins finally recruited ten students into a similar class offered through the English department. The following year, this group began publishing the Semi-Weekly *Kansan*, the precursor to the current *University Daily Kansan*, which appeared in 1912.

A separate department of journalism was formed in 1911. Under the guidance of Merle Thorpe and L.N. "Daddy" Flint, the department nested in its new home, the "Shack." Originally the first chemistry building, the "Shack" housed the most innovative printing equipment of the day, including an old drum cylinder press presented to the department by the Alumni Association. Because of the building's small size and its dark, musty interior, journalism students were dubbed "Shack Rats."

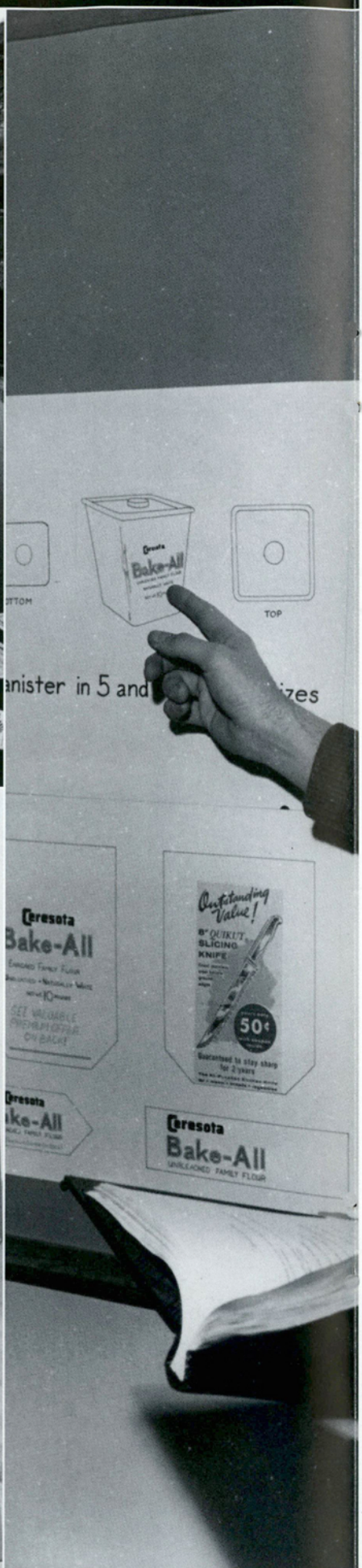
# J-SCHOOL

CHANGE IN THE LAST NINETY YEARS

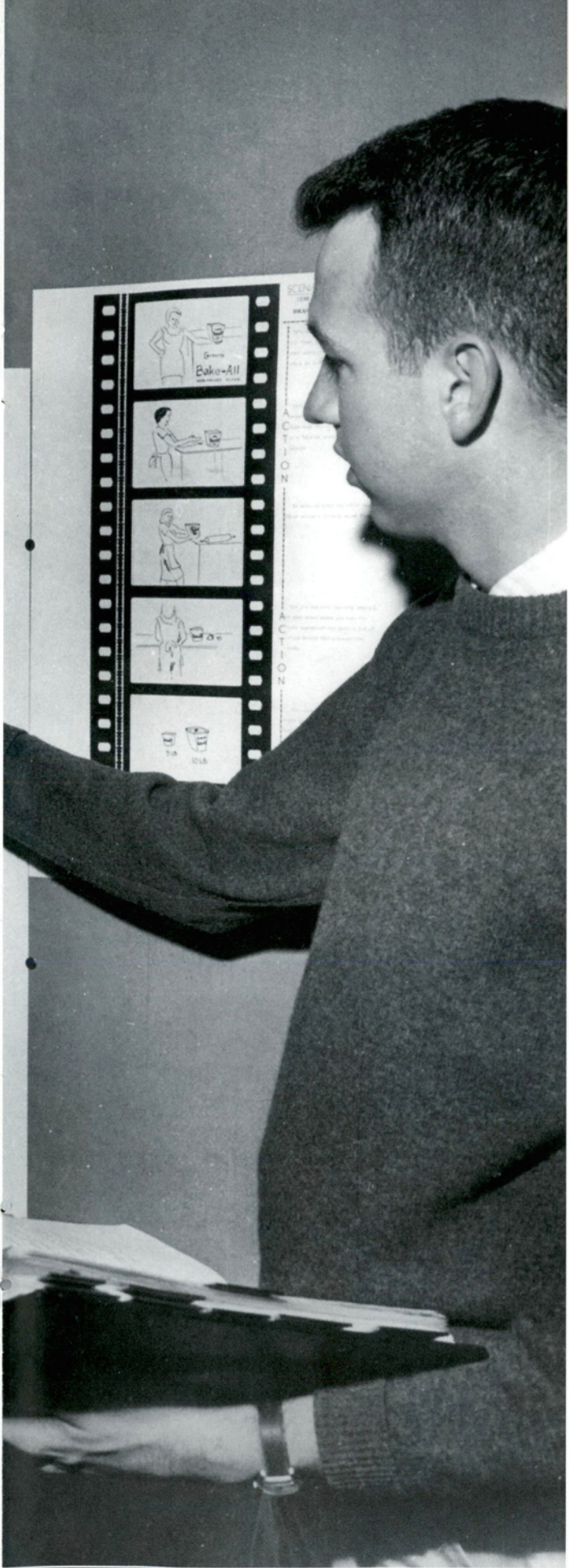
BY JILL BRADLEY & JENNY OAKSON











**Top left:** Workers fish 6,000 *Kansans* out of Potter Lake in 1969. The Black Student Union dumped the newspapers to protest the KU Printing Service's refusal to publish BSU's newspaper, the *Harambee*, which contained an allegedly obscene poem. **Bottom left:** The "shack rats" of the World War II years pose in front of a railroad car. While male students served overseas, women took over the *Kansan* and other student publications. **Right:** A student pitches a campaign for Bake-All flour to his 1970s advertising class.

**ON JUNE 9, 1944**, the Kansas Board of Regents voted to upgrade the department to the William Allen White School of Journalism and Public Information. A committee of state newspapermen requested the change in status as a memorial to White, who had died away only months earlier. This committee formed the William Allen White Foundation in 1945 to support the school by importing guest lecturers, supplying case books on ethical issues and providing funding. In September 1945, Chancellor Deane W. Malott gave a speech in New York to commemorate the formation of the Foundation. He said, "It is our intention to create, in this school, a great center for professional training in newspaper, radio and motion picture work, embracing in one integrated school the three basic media of public communication." Malott hoped the J-School would become "a nationwide influence in the development of liberal, intelligent and distinctively American opinion."

The department was forced to delay enrolling students separately from the College of Liberal Arts and Sciences after heavy World War II drafts depleted the student body. During the war, female "Shack Rats" ran the *Kansan* and the *Graduate Magazine*. There were only 2,000 civilian students at KU and fewer than 11 percent were journalism students. The six journalism faculty members, all of whom had been hired contingent on the establishment of the School, wrote the Chancellor in November 1947, complaining about the delays in finding a dean and moving into a larger building. In 1948, Chancellor Malott allowed the faculty members to set their own requirements and named Burton W. Marvin the first dean; finally the J-School had achieved full status and was eligible for accreditation.

The tenth school in the university, the J-School was the third two-year professional school and the first to be named for a person. Its mission was to "teach the technique and philosophy of all methods of communications and to create in students an ability to anticipate and interpret social significance of the news."

When soldiers returned from the war the need for more space became urgent. In February 1952, the old Fowler building was transformed into what later became Flint Hall. The Fowler Shops, a campus fixture for more than 50 years, had previously served as an engineering and military science building with machinery and woodworking shops on the main level and a rifle range in the basement. Preserved on the outside, the building underwent tremendous interior remodeling to accommodate the J-School. The building served as host to the *Kansan* newsroom, basement photography laboratories, classrooms with typewriters and professors' offices.



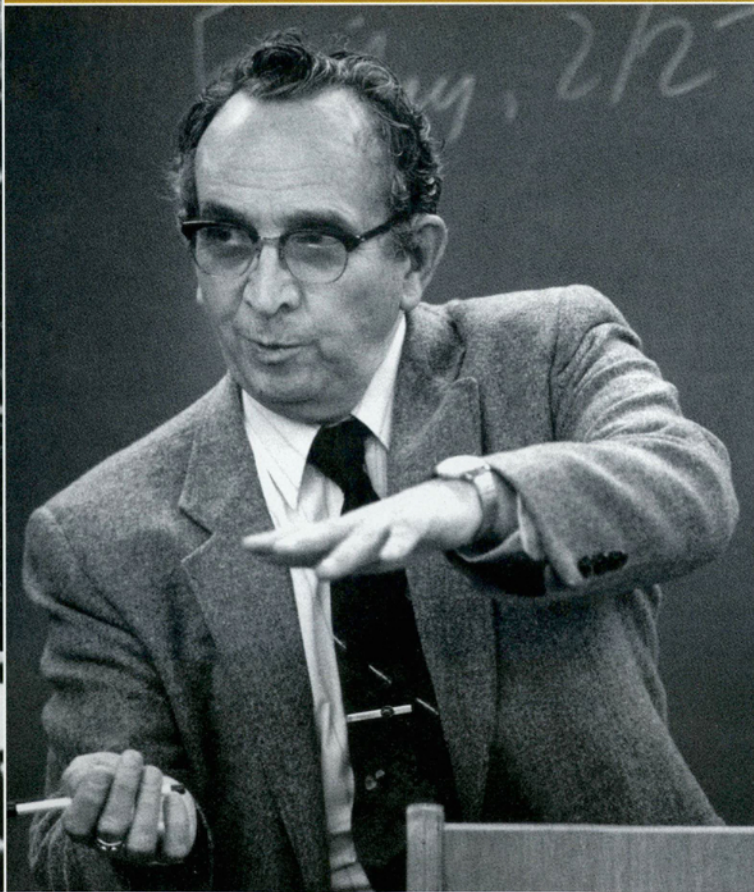
## “MY FAVORITE MEMORY FROM MY TIME ON THE KANSAN UP VERY LATE, PLAYING WITH THE LAYOUT, REARRANGING

**IN 1952**, KANU also began broadcasting, and the School added a radio sequence to the three already offered: news and editorial, advertising and business, and home economics. The University later installed KDGU, a radio laboratory. KFKU-KANU program director Mildred Seaman instituted the “Jayhawk School of the Air,” a series of student-produced broadcasts for Kansas elementary school classrooms. During its ten-year run, the “Jayhawk School of the Air” reached an estimated 25,000 pupils. In 1956, Seaman published a 236-page teacher’s handbook describing each of the University’s educational and sports programs, and the J-School’s hands-on training method. In the peak of the sequence’s advances, KANU was listed as the most powerful station in Kansas, broadcasting to a 60-mile radius.

In Flint Hall, the J-School built its staff and its curriculum

consistent with Chancellor Mallor’s vision: dedication to the truth, ethics and the quest for knowledge. In the late ‘60s, the Vietnam War and the Civil Rights Movement inspired the J-School to introduce investigative reporting and protest coverage to its courses. Texts like Chairman Flint’s *The ABC’s of Advertising* and *The Ten Tests of a Town* departed from students’ book bags to make room for John Bremner’s *Words on Words* and Calder Pickett’s *Voices of the Past*. In the mid ‘70s, the advertising and business sequence reorganized to enhance its emphasis on “public relations.” At the same time, the news and editorial and radio sequences got national recognition. The *Kansan* received the Associated Collegiate Press “Best Student Newspaper in the Nation” honor and the KANU news department won an AP News Award. Slowly, but surely, computers

**Left:** A student prints a photograph in the late 1960s. **Below:** Professor Calder Pickett lectures on the Hearst family newspaper empire for his History of American Journalism course. **Right:** Student work for a pictorial essay assignment gets a look-over from photography professor Wally Emerson in 1987.





## WAS THE STAFF ANTICS BEFORE DEADLINE. WE STAYED HEADLINES AND DRINKING A LOT OF COFFEE.”

ERIC NELSON, '92, DALLAS

replaced the typewriters in many classrooms. With the dawning of the computer age, students were no longer required to learn how to measure headlines by hand or set print.

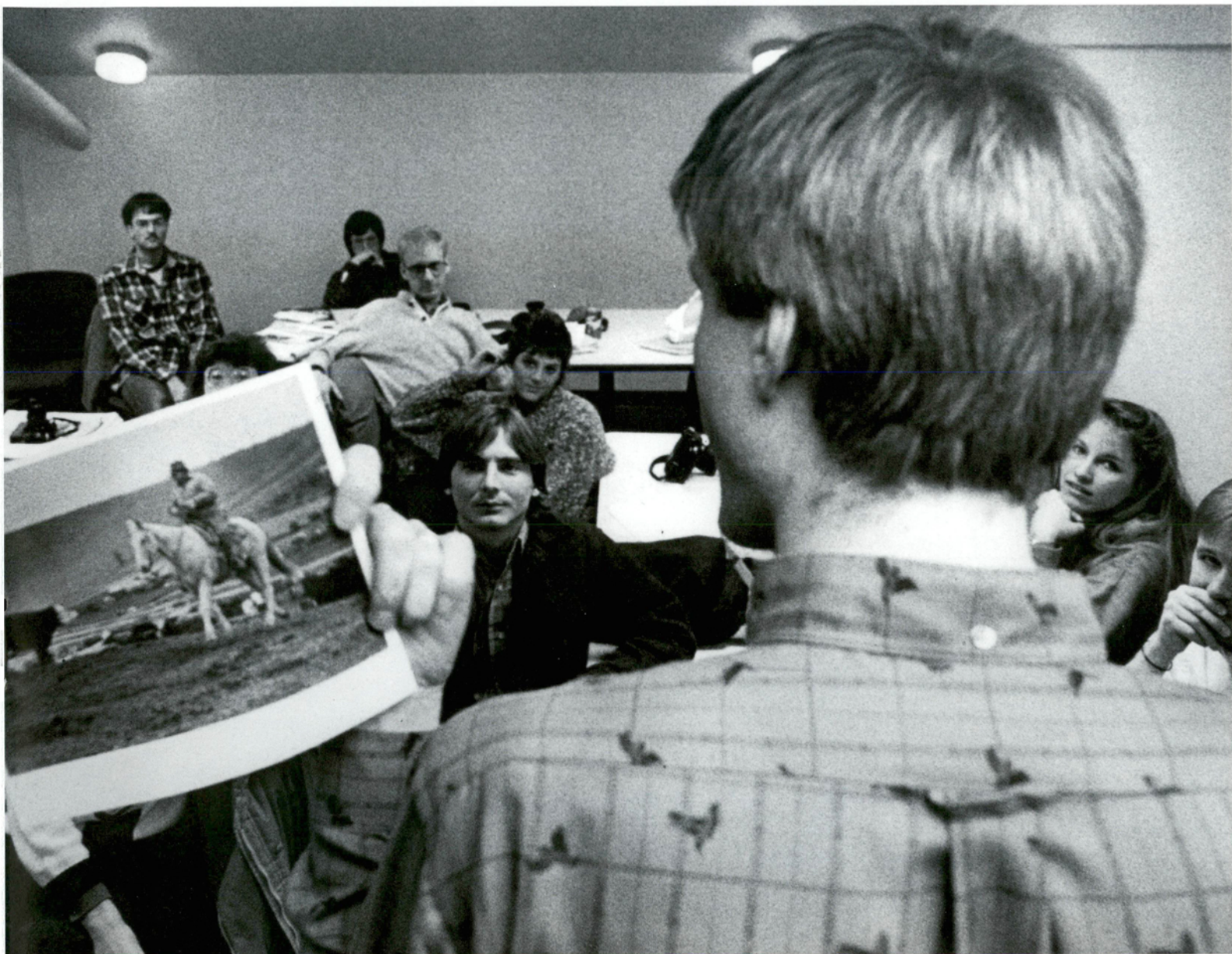
During the 1980s, the school also responded to the growing number of broadcast jobs by dividing the broadcast program into radio and television concentrations and developing courses that would cover the highly technical side of modern TV broadcasting equipment. In 1991, the broadcast sequences moved to the Dole Center, named after the former KU student and Kansas Senator Robert J. Dole, who secured \$9 million in federal money for the building. The Dole Center also houses departments of Human Development and Family Life, Special Education and Speech-Language Hearing.

As some sequences flourished, others were phased out in the

last decade. A decline in the number of dedicated majors forced the school to dissolve the community journalism sequence. Photo journalism was taken out of the curriculum when the School found it did not have the resources to replace equipment damaged during several storm water floods in the basement photography laboratories.

With media convergence, the J-School is erasing the lines between the sequences by creating a multi-disciplinary curriculum. In the fall, the first multimedia Reporting I class was offered with emphasis in writing for print, broadcast, online and persuasive journalism. The current J-School dean, Jimmy Gentry, says the new curriculum is one way to address training this millennium's journalists. "Our job is to prepare students for jobs that don't even exist yet."

JJ





By all accounts, the media still have not gone far enough toward making news staffs and coverage credibly diverse. But if news organizations are to succeed at attracting more minorities, they will have to surmount tough obstacles.

**A**S EXECUTIVE PRODUCER OF programming at KMBC-TV in Kansas City, Edwin Birch has opinions about how the station portrays and covers news events. It's his job. As an African-American in the newsroom, he also has opinions about the way the station depicts ethnic minorities. In a way, he sees that as his job too.

Birch, a 1990 graduate of the University of Kansas, recalls a conversation with a white colleague at KMBC-TV who had become a little prickly after being criticized about his coverage of black crime. "When we get a call, we don't know the color of the perpetrator," the reporter said in defense. True, Birch answered, but more can be done to counter negative stereotypes in mainstream stories.

"When you cover the Sprint-MCI merger, interview the Hispanic or Asian employees, get their perspective," Birch tells reporters. "When you do a 'man on the street' interview, talk to one of those five African-Americans wearing suits and ties who just passed you."

But while Birch believes he has a valuable perspective to offer, he says white editors and news directors are not doing enough to solicit his opinions or those of fellow journalists of color. His arguments echo in newsrooms across the country—

those with minorities on staff, which is not nearly all—and point to a larger set of issues as the still-mostly-white media industry continues to struggle with how to get more diversity in the ranks and more color onto the page, the screen and the airwaves. Most minority journalists say the industry has a long way to go.

"One of the most important challenges we face is increasing the numbers of people of color in the newsroom," says Catalina Camia, president of the Asian-American Journalists Association and Washington correspondent for *The Dallas Morning News*. "There has to be a lot of work to get journalists of color into the pipeline early to get them to where they are editors and publishers."

The American Society of Newspaper Editors has gathered information showing that about 40 percent of newspapers in the country have never hired a minority staff person, and that while 26 percent of the U.S. population is minority, only 12 percent of newsroom staffers are. Of that 12 percent, only a fraction are editors, publishers or other key decision-makers. Figures in the broadcast industry are higher, although they still lag behind the general population. About 20 percent of full-time broadcast employees are minorities, according to Federal Communications Commission,



# THE COLOR OF

BY KRISTI REIMER





Illustrated by Kinsy McJay

# NEWS



Illustrated by Kinsy McJay





up from 9 percent in 1971 when the FCC established its equal-employment-opportunity regulations.

Gannett Co. Inc., a media company that owns 74 daily newspapers, makes diversity on staff a corporate mission. Individual papers are periodically reviewed and given a score on how many minorities they have on staff and how quickly they promote minorities to leadership positions. Eric Bailey is an American Indian who covers sports for the *Springfield News-Leader* in Missouri, owned by Gannett. He attended KU in 1995-96. Although Bailey is familiar with Gannett's diversity commitment, "hearing about it is one thing; seeing it is another," he says.

"You can't look up and see people of color in our newsroom," he says. "My executive editor would call me in for minority workshops, but they were a little disappointing because in those workshops there were a lot more Caucasians than minorities."

Many analysts believe that a push to hire people of color gets to the heart of what it means for news to be credible and accurate, key components of the journalistic mission. Lewis W. Diuguid, vice president for community resources and columnist at *The Kansas City Star*, says the news media are not reflecting people's lives accurately or satisfying their curiosity about things they don't know.

"Most of what we dish out daily is Eurocentric, and it doesn't get at the curiosity all races have about people who are different from them," Diuguid says. "If the media can get at the essence of what that's all about, it will do itself a service by giving the public something different, something of vitality." One of the best ways to accomplish that mission, he says, is to hire the people who know the stories best—people who are members of those underserved communities.

None of these ideas is new in the current climate of multicultural awareness. Media companies such as Gannett, organizations such as the American Society of Newspaper Editors, and government agencies such as the FCC have taken the call to heart and set concrete goals for achieving diverse staffs. But ASNE, which by this year had hoped to have the same percentage of minorities on newspaper staffs nationwide as in the overall population, has fallen far short of its goal. It now aims for parity by 2025, no small task considering that means hiring between 1,180 and

2,610 minorities every year for the next 25 years. And the FCC, which relied for 28 years on its equal-employment-opportunity rules to generate diversity in staff and programming at stations across the country, is having to develop new regulations. A federal court threw out its EEO rules as unconstitutional in 1998, concerned that it was promoting racial preference and reverse discrimination in hiring decisions.

If news organizations are to succeed in

**"Most of what we dish out daily is Eurocentric, and it doesn't get at the curiosity all races have about people who are different from them."**

— Louis Diuguid, *The Kansas City Star*

attracting more minorities to the media industry, they must surmount numerous obstacles, some as old as racism itself and some just beginning to emerge. One of the more recent trends is that editors and news directors who once were enthusiastic about making their staffs—and, consequently, their coverage—more diverse may now be turning their attention and energy to other priorities. This waning resolve is the result of what media analysts are calling "diversity fatigue." Discouraged that the industry has not made more progress, editors and publishers may simply be giving up.

"There's a sense that things are slowing down," says Camia of *The Dallas Morning News*, who is also president of Unity: Journalists of Color, a coalition of four minority-journalist associations. "You have to combat the feeling that, well, there are African-American reporters covering the White House, and there are Asian-Americans anchoring the news, and that's good enough. It's not enough."

Diuguid has little patience for the concept of diversity fatigue. "It's easy to become fatigued when you haven't put your heart into the effort of trying to make your paper better," he says. Editors who claim they are tired of the push to hire minorities never really saw the need in

the first place, never realized that diversity is the essence of what news media is all about—to reach and be a part of all the news and all communities.

Another unfortunate result of such a strong push can be editors who are more concerned about percentages and quotas than they are about quality. "Managers don't always take the time to fill the job they need," says Anna Davalos, a 1989 KU graduate who works as a freelance television news producer in Washington, D.C. "If they need a minority, they'll at times take the first one who comes in the door." In the end, both parties suffer because the new staff member is out of his or her depth and the quality of the news product declines.

Camia believes such action is simply laziness on the part of the managers. It's not that there aren't qualified minority job candidates out there, it's that the people who could hire them are not looking hard enough. Not surprisingly, most of the managers making staff decisions are white. While the broadcast industry has a healthy representation of minorities, the challenge now is to get them into those key management positions where they have more say in how news operates. "Broadcasting may have people of color in front of camera, but these are not the people who decide what goes on," says Betty Elam, executive director of the Emma L. Bowen Foundation for Minority Interests in Media. "When we talk about the numbers of minorities in broadcast, we need to look at what kind of jobs those are."

But to reach the top, employees have to work their way up, and it appears that an increasing number of minority employees are unwilling to stay with news organizations long enough to do so. A survey released by the Freedom Forum in July 1999 showed that 55 percent of minority journalists at daily newspapers were expected to leave the newspaper business. Why the dissatisfaction?

One reason is money, according to the survey results. Big-dollar corporations are also seeking more diverse employees, and they pay better. But other qualitative issues may be at work as well. "A lot of people entered the business because they wanted to make a societal impact," Camia says. "Then they get frustrated because all they do is chase cops and write 15-inch stories. Veteran journalists realize they can't expand their opportunities or rise through the promotion ranks, so they take their





## Reaching out

### School recruiter's focus on minorities gets national attention

Thanks to Manny Lopez, the School of Journalism is expanding its outreach.

Lopez, coordinator of student recruiting in the J-School, was recently nominated to a two-year term on the National Advisory Committee for Recruitment and Youth Development for the Newspaper Association of America. Lopez, who is the only committee member from a school of journalism, hopes that his involvement will make the School's effort to attract students from a variety of backgrounds more visible.

The committee meets twice a year and focuses on finding ways the media can recruit more diverse students into journalism schools and then keep them in the business. Michelle Duke, manager of diversity outreach services for the Newspaper Association of America, says that Lopez and the other members were chosen because of their presence in the industry.

Mary Wallace, assistant dean, believes that the committee is a vehicle for Lopez's ideas and an effective way to get young people attracted to newspapers. "He's very good at meeting young people and talking about his own career and career opportunities."

by Joanna Owen

journalism skills and do something else."

Another factor driving journalists of color out of the business may be burnout when a new minority reporter gets assigned to the "diversity beat" and never has a chance to explore new things. Points of view diverge on this issue. "If minority reporters don't report on those issues, who will?" asks Diuguid. "It is incumbent on people of color to accept challenges and make those beats mainstream."

But TV producer Davalos sees it differently. "I don't think a black person cannot cover a Klan rally," she says. "I don't think a white person cannot cover a racial issue. Minorities don't have to cover minorities." At the NBC affiliate Davalos freelances for in Washington, a white man from Atlanta has the best rapport with the black community of anyone at the station. But Davalos acknowledges that there are advantages to sending out a reporter with the same ethnic background as the source.

And while Diuguid believes minority reporters have a responsibility to cover their own communities, he says all employees can benefit from being assigned to diversity stories. "Moving people in and out of those beats helps the staff grow and also gives the community better coverage," he says.

So what, if anything, is the media industry doing to counter the trends? One solution is to get more minorities into college journalism programs. Camia says journalism is not something many students of color—often the first in their families to attend college—automatically consider when choosing a profession. Meet Manny Lopez, coordinator for student recruitment and retention at the William Allen White School of Journalism and Mass Communication. Although Lopez is responsible for all new-student recruiting, he and Dean Jimmy Gentry have also crafted the objective of having the minority makeup of the school, currently at about 6 percent, reflect that of the state of Kansas, 11 percent, in the next four years.

That means finding high-quality high school students who are minorities, overcoming those cultural barriers and convincing them to consider journalism. "If they're creative, if they like to write, if they're good at art and like to design, I try to show them that there are jobs for them," Lopez says. Once minority students are in the school, Lopez meets with them periodically one-on-one, tries to make sure their needs

are being met elsewhere on campus, and alerts them if their GPAs are in danger of slipping below the school's requirement. "Retention is an issue in the school as well as the industry," Lopez says.

Lopez's job is not typical at all journalism schools; in fact, it breaks some new ground. It is modeled after a position Gentry created at the University of Nevada at Reno, where he served as dean before coming to KU. Since Gentry established Paul Mitchell as full-time recruiter there, Nevada's journalism school has doubled its minority enrollment. Lopez hopes for similar success here. "J-schools know that newspapers, TV and radio stations want to hire minorities, but schools have to be creative with their resources, like Dean Gentry has."

Another way minorities can enter the industry is through internships. The Chips Quinn Scholarship Program, administered by the Freedom Forum, places minority students at newspapers across the country. Lopez was a Chips Quinn intern who went on to work as a reporter at *The Detroit News* before taking the job at KU. Two other students from KU have participated in the internship and were then hired at newspapers. In 1999, the program increased its summer internships by 60 percent.

In broadcast, the Emma L. Bowen Foundation for Minority Interests in Media received funding recently to increase its Media Careers Program from 30 to 40 students per year to about 100 students per year. The program works with partner companies such as ABC, CBS, NBC, Fox and Telecommunications Inc., among others, to place talented minorities in communications positions with guidance from a professional mentor. Another program, the Broadcasting Training Program, offers assistance to minorities who have spent two or more years looking for a job.

Minority journalist associations, individual newspapers, radio and TV stations, and organizations such as the Poynter Institute offer minority internships as well.

*The Kansas City Star's* Diuguid says the media has everything to gain by hiring more minorities. In fact, he believes they, along with the more diverse coverage they bring, are necessary if journalism is to survive as a profession. Declining readership and viewership numbers indicate that something is seriously wrong, and diversity in the news is a big part of the solution.

"We need to realize that this is not just politically correct," Diuguid says. **JJ**



# Editor, Mother, Mentor

Patricia Weems Gaston won a Pulitzer Prize for bringing violence against women to the front page, providing a role model for women and minorities in journalism.

BY JIM O'MALLEY

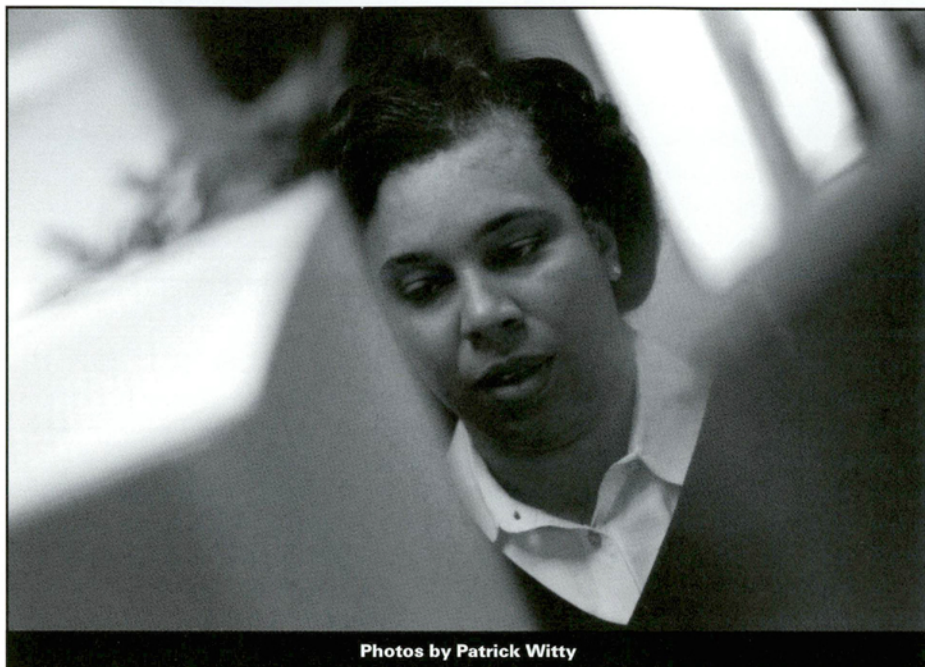
**R**APE AS A WEAPON OF conquest in Bosnia. Female genital mutilation in Africa. Girls sold into prostitution in Thailand. Women beaten by boyfriends and murdered by estranged husbands in Michigan. The stories were harrowing to read, but somehow familiar. Stories of violence against women had always been in the back of the newspaper, but 1981 graduate Patricia Weems Gaston helped bring them to the front pages.

She was one of the editors in charge of the 30-person team of reporters, editors, and photographers at *The Dallas Morning News* who won the 1994 Pulitzer Prize for International Reporting for the 14-story series "Violence Against Women: A Question of Human Rights" that ran between March and June 1993. Gaston is now the assignment editor for Africa, East Asia and China at *The Washington Post*.

Others who worked at *The Dallas Morning News* credit Gaston with the original idea that evolved into the prize-winning series. As assistant managing editor of the *News* from 1990 to 1992, Keith Merida was Gaston's boss during the planning stages of the project. He said the *News* was an ambitious paper in the early '90s, and didn't mind spending money on long-range projects. Everybody would submit their ideas for projects.

"Pat's idea was a day in the life of women around the world," Merida said. "She should get a lot of the credit for coming up with the idea."

Gaston remembers it a little differently. "The project was two years in the planning,"



Photos by Patrick Witty

she said. "We got the idea for the Pulitzer Prize stories from things we'd been seeing on the wires, and the U.N. was talking about whether violence against women should be considered a human rights violation."

As assistant international editor, Gaston worked closely on the series with her boss, Jim Landers, the international editor. Violence against women concerned them, she said, because "Jim had a daughter, I had a daughter, other people had kids. We wanted people to know this is happening. You don't want these things happening to your family or other people. We wanted to make kids aware it's not acceptable behavior." Their goal was to make their own community, Dallas, aware of problems both local and international.

Gaston said the team had an incredible camaraderie, but finishing the stories was still difficult. "A lot of the stories were rewritten several times in a week, under deadline pressure," Gaston said. "I still can't figure out how we got it done in a timely manner without killing each other."

Gaston stayed with *The Dallas Morning News* for two more years after the Pulitzer Prize. Then came an opportunity to move to *The Washington Post*. Sam Adams, one of Gaston's journalism professors at KU, said that when she asked his opinion, he advised her to do it, saying "her stock was

high and in this business you've got to strike while the iron is hot."

Tom Eblen, another of Gaston's teachers at KU, said he admired her decision to move to the *Post*. "It's hard to uproot yourself from an outstanding career at a very good newspaper to go to an even better paper," he said. "It takes great self-confidence. It takes a willingness to make the extra effort to grow in one's profession at mid-career, especially when you have children. It takes real guts. Pat Gaston has guts."

At the *Post*, Gaston was assistant foreign editor. She worked most weekends, preparing the Sunday and Monday foreign sections until October 1999. She said that her husband had to take over as soccer mom, and that her son, Jonathan, complained that she never saw any of his soccer games. But that changed in October when she became assignment editor for Africa, East Asia and China, and her weekend load was lightened.

Gaston is one of the favorite editors among reporters. "She universally would get thumbs-up from reporters," said Kevin Merida, who was her boss in Dallas and is now a style writer for the *Post*. Keith Harriston the *Post's* deputy national editor, agreed. He has seen her pitch stories at the paper, and called her a strong advocate for the reporters.

"One thing I always like about Pat was



that she always had a very cheery disposition," said Merida. "In a business that can be very tense she always handled crisis matters with calm and confidence." He called her ability to lighten people's loads with laughter a great gift. Not that she is a pushover, Merida said. She doesn't hesitate to cut copy when necessary.

Mary Carter, a J-School grad who worked at the desk next to Gaston for five years at *The Dallas Morning News*, agreed that Gaston is a natural leader. "She was a quiet, nurturing force, and a leader in the newsroom in her own quiet way," Carter said. "A lot of people sought her advice in the newsroom officially and unofficially, professionally and on the human side."

Gaston's leadership qualities have been recognized by her recent selection for the Council on Foreign Relations, a nonprofit and nonpartisan membership organization that works to improve understanding of American foreign policy and international affairs through the free exchange of ideas.

Gaston's will has taken her a long way. Even in junior high school, Gaston worked on her school newspaper. But she didn't know it was what she wanted to do for a living. Then, at Schlagel High School, in Kansas City, Kansas, she took a journalism class from Mary Ann Lyons. Gaston said that Lyons offered a lot to her students, and that as a result of her class, she applied for the Urban Journalism Workshop at KU that was run by then-journalism professor Sam Adams.

Adams kept track of Gaston after she finished the workshop, graduated from high school and attended junior college before coming to KU as a transfer student.

Gaston took Reporting II from Tom Eblen when he was a visiting professor at KU in the spring of 1980. Eblen, who is now general manager and news adviser for the *Kansan*, said he still remembered her coming into class, smiling and succeeding. "She did well in a good class," he said. "There were some great people in that class who have gone on to great success, and none greater than hers."

Journalism professor Rick Musser also recalls Gaston from his Advanced Reporting class in the fall of 1980. He said it was an interesting group and that Gaston showed the most improvement of any reporter that semester. Musser said reporting challenged her because she wasn't a truly aggressive person.

Gaston covered the SUA beat for the



**Gaston says her main goal is to be a role model for her daughter. "She's seen what women can do."**

*Kansan* that semester. She said it was fun because it lacked the heavy crush of a news beat and she learned to do both features and hard news.

Gaston served as layout editor on the *Kansan* in spring 1981, her last before graduating from KU. She worked two shifts a week with her Advanced Editing classmate, Keith Harriston, who is now the deputy national editor at *The Washington Post*. Harriston was a graduate student in the Journalism School during Gaston's senior year. He says, "She was very smart about looking at copy then and that's what she has excelled at in the business."

Harriston said he appreciated Gaston's efforts to make him feel more comfortable at KU. He could recall only one other African-American student in the KU journalism graduate program that year. Harriston was from the East Coast, and had never before been in an environment in which he was in the minority.

Gaston's first job after graduation was as copy editor at the *Rochester Democrat and Chronicle* in Rochester, New York, where she stayed four-and-a-half years. She had just married her husband Keith, a graphic artist, and they chose Rochester because it was a big enough city for them both to find work.

The *Democrat and Chronicle* was a good place to start, says Gaston, who calls her

time there an excellent learning experience. "There wasn't the kind of pressure you see some of the kids get who start at bigger papers," she said. "You could sit at the feet of experienced professionals and work with experience reporters and editors. I got to work with some really fabulous women who brought others of us along."

She and Keith loved Rochester and left only because they wanted their first child, Erin, now 15, to see their families more often. Pat's family was in Kansas City, and Keith's was in Chicago, Mississippi and California. "I'm from a close-knit family," Gaston said. "We wanted to know who her people were."

They moved to Dallas in February 1986, where she took a job on the copy desk of *The Dallas Morning News*. A couple of years later, she became assistant editor on the foreign desk. Keith changed careers, and began teaching high school art.

Gaston said she has seen a lot of change in her 20 years in the business. New technology is fabulous for keeping open lines of communications with reporters in the field, Gaston said. It enables her to talk with a reporter in Chechnya by cell phone, while reporters in Kosovo and East Timor file stories by e-mail, and photographers file photos digitally.

At KU, she learned editing on the *Kansan* the old way. "When I was there, we had the typewriters, the glue pots," she said. "There will be several of us at the *Post* who could carry on through Y2K. I can still work with a pencil. There's something to be said about the old ways. I have a real fondness for the past."

She also remains fond of KU. Three generations of her family have gone here. Gaston spoke at KU during National Women's History Month in 1996, was a professional in residence at the Journalism School, and was just named to the Alumni Association Board of Directors this year.

She said she knows she's held out as a role model, especially for minority women, but said her main goal was to be a role model for her daughter. "She's seen what women can do."

The day the Pulitzer Prize was announced, Gaston went straight from the party at the News to her daughter's music program, and to her daughter's school the next day to tutor students. She hasn't let success go to her head.

"When it's all said and done, I'm just Pat, still working on weekends." JJ



# Ad Your Service

Students in **Diane Lazzarino's** community-conscious promotional writing courses learn that advertising should be about serving as well as selling.

BY LEAH GRANDHI

**L**UNCHTIME HAS JUST ENDED at Lawrence High School and the hallways fall silent. Food wrappers and lost assignments drift into the corners and the last students reluctantly make their way to class. One group of young people, however, isn't yet going anywhere. Standing near the door of the front office, they look a bit too self-assured to be high schoolers. That's because they are actually students from KU, members of Diane Lazzarino's Promotional Writing class. They have arrived to tour the school, gathering information for a class assignment 13 years in the making, called Project 2000.

Project 2000, one of Lazzarino's many community-oriented Promotional Writing assignments, started in 1987 in cooperation with Bob Lominska's kindergarten class—this year's class of 2000—at Hillcrest Elementary School. In 1987 and each year since, Lazzarino's Promotional Writing students have teamed up with that group of kids, getting to know them personally and writing "memory books" to chronicle their changing lives. Lazzarino's students accompanied the class on field trips and used anecdotes and quotes from their time together to create these books, which will become a gift to the students upon their graduation from high school. The project has been enormously rewarding for both the class of 2000 and Lazzarino's students, many of whom still keep in touch with the kids they worked with for a semester.



Diane Lazzarino smiles with high school students from her Class of 2000 project during a recent trip to a Lawrence pumpkin patch.

Project 2000 is a good example of how Lazzarino focuses her classes on helping others and getting to know the community. Lazzarino believes that promotional skills are just as useful in helping the community as helping sell a product. During her 30-year tenure at the J-School, Lazzarino has taken her students out of the classroom and into the outside world, working with diverse groups including the League of Women Voters and Haskell Indian Nations University. Along the way, her students learn the writing skills they need, as well as the satisfaction of knowing that their schoolwork is doing some real good.

It's all part of Lazzarino's benevolent personality. "I've heard people call her 'Mother Earth' because of her caring nature," says her long-time friend and colleague Denise Linville, who has taught marketing in the School of Journalism for 13 years. "From

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"I've heard people call her 'Mother Earth' because of her caring nature."  
—friend and colleague Denise Linville





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Lazzarino says that she wants her students to learn about non-profit promotion to show all the options available within advertising. "I think that advertising is to promote a product, but it's also so much more than that."

the minute I started teaching here, she's been the person who gives help, advice, a shoulder when you need it. Diane's not a high-profile person; she wants her students to get the praise and recognition."

Lazzarino's work has benefitted countless people in the Lawrence community. One of her first class projects campaigned for child seat safety laws in the early '70s. Jesse Branson, then a state senator, wanted to

introduce legislation to make child seats mandatory, but little research had been done on the initiative and expert advice was hard to find. Lazzarino put her students to work, and they gathered evidence and even testified at hearings in Topeka. The bill, which Branson thought would take two or three years to pass, went through in the first year. "I was surprised at the positive results we got from it, both as a learning experience and in making a difference," says Lazzarino.

Students in Lazzarino's Promotional Writing classes have also designed materials for the Lawrence Humane Society, helped celebrate 50 years of racial integration at Lawrence's nursery school, and organized MayFest, a University event that allows KU faculty and staff to display their diverse talents and get to know one another.

Even after her students are done, Lazzarino continues her commitment to enriching the lives of others. Eight years ago, Lazzarino's students visited the Brandenwood nursing home and helped its residents to write their life stories. Touched by their experiences, she now teaches a writing class at Brandenwood. "We also have retired people from the community coming to the class," she says. "It brings new people and perspectives into the lives

of those at Brandenwood."

Lazzarino says that her projects show students that opportunities exist to promote non-profit enterprises. "I knew I had to come up with something for them to write about," she says, so she came up with service projects rather than hypothetical products or services to pitch. "I think that advertising is there to promote products, but it's also much more than that." There's nothing more

worthwhile than promoting a good cause.

Lazzarino's involvement in Lawrence dates back to 1967, when she and her husband, Alex, a lawyer, moved to the city with their son and daughter. Both she and her husband had been teaching in Wyoming. Lazzarino went back to school at KU, earning a master's in journalism and working in the J-School reading room for two years. Professor Lee Young asked her to teach a Reporting I class, and she has been an instructor in the Journalism School ever since.

Current student Joy Bennefeld says that Lazzarino's love of teaching is apparent from the first day of class. "It's not just the journalism—she's excited about everything," she says. Lazzarino teaches her students to notice and appreciate the world around them. "She always tells us to 'be curious and observe.'"

Lazzarino passed along this enthusiasm for journalism to her children, both of whom majored in journalism at KU. Her son, Chris, took Reporting I from her before graduating in 1986. Their relationship in class was purely one of teacher and student, he says, but his mother had a huge impact on his career choice. He went on to work on newspapers in south Florida for nine years before moving back to Lawrence, where he is now the managing editor of *Kansas Alumni* magazine. "The neat thing about being in Lawrence," he says, "is that when people hear my last name they'll tell me that they had my mom for a teacher and loved her. I always hear that she is a special teacher." Lazzarino's daughter, Evie, now works as the communication director for the Richard Nixon Library in Yorba Linda, California.

When asked why she teaches, Lazzarino doesn't emphasize the many students she has inspired, but rather what she has learned from them and their community service projects. "To teach you is to get to know you," she says, and through her many ventures, Lazzarino has gotten to know not only generations of students but the entire community around her. As she reaches out to others, her philosophy of altruism is passed along as well. ■



# No Age Limit

Going back to school after 13 years can be an intimidating challenge. But Rebecca DeNight conquered the college environment and proved that it's never too late to fulfill your dreams.

BY MARK McMASTER

“**A**RE YOU LEAVING HOME AND moving into the dorms?” Josh asked his mom, Rebecca DeNight, when he heard she was going back to school. Rebecca, age 36 and mother of three, started taking classes at the University of Kansas in fall 1997. While she never lived in a residence hall, she was a full-fledged student, taking two and a half years of full-time classes while commuting daily from Olathe. One of a growing number of nontraditional students enrolled in the journalism school, she has learned the delicate art of balancing academics and family, and in December she graduated with a degree in advertising.

DeNight always intended to get a college degree, but until recently the timing just wasn't right. After high school, she enrolled at the University of Wisconsin to pursue a degree in computer science. DeNight enjoyed college a little too much, though; “I ended up majoring in cheerleading and happy hour,” she says. Her grades faltered, and she moved on to attend a few other schools, eventually landing in Boston where she met her husband, Michael, who is now vice president of an Overland Park equipment financing group. After they married, Michael landed a job in Atlanta, where DeNight planned to start classes again—until she became pregnant with their first child, Josh. She stayed at home to raise her son, and kept her goal of a

degree tucked away as her next son, Jordan, and her daughter, Danielle, were born. When Danielle began elementary school, DeNight decided that the time was right to take another stab at college.

“When the student is ready, the teacher appears,” she says, quoting a favorite phrase of her father-in-law. “I had 13 years to find myself and what I wanted to do,” she says. “I knew I wanted to go into advertising; I was just lucky to live so close to KU.”

In the 13 years DeNight spent at home, she was no typical housewife. She launched her own interior design business, taught aerobics, traded arts and crafts, and occasionally did temp work. Meanwhile she was a Brownie leader, coached soccer and was active in the Parent-Teacher Organization. “If I don't have ten things going on at once, I'm not happy,” she says. If that's the case,

she must have been overwhelmed with happiness during her last two years. In addition to responsibilities at home—three kids, three cats, two dogs, a tank full of fish—she piled on 14 to 15 hours of classes each semester. Last summer, DeNight took an internship with Barkley Evergreen & Partners, an advertising agency in Kansas City, Missouri working 50 hours a week in addition to taking a night class.

DeNight says her years at KU changed her outlook on life. She claims that she used to be less confident—even shy—although you'd hardly believe it after a conversation with her. Her personality couldn't be more engaging; her smile and laughter would put anyone at ease. Bubbling with youthful spirit in a jean jumper and sneakers, it's difficult to identify DeNight as a nontraditional student.

DeNight's professors are quick to compliment her energy and commitment to her studies. Compared to her classmates, “she shows a special maturity,” says advertising professor Gerry Cain. “She's more assured and responsible, especially in a group situation.” But during her first semester at KU, DeNight felt apprehensive. She noticed few students her age in her classes. “For the first two weeks of school I had a pit in my stomach,” she says. But she began talking to her classmates, quickly made friends, and started to feel like just another college student.

“You realize that age isn't as important as attitude,” DeNight says. “I've even

Photos by Cassidi Peterson



Rebecca DeNight (center) relaxes with her family in the yard of their Olathe home. After 13 years, DeNight decided it was time to get her college degree.



continued from page 29

gone out with friends from school and done shots until 3 in the morning. I just can't do that very often these days," she laughs. After a night out with her friend Cheryl Sliski, a J-School classmate, DeNight returned home with a time-honored symbol of the college experience: a new tattoo. (The design, placed above her toes, is of cabernet grapes—a nod to her appreciation for wines.) Now her kids want tattoos. "I said they could get them when they're 36," she jokes.

To help Mom cope with the stress of college, Michael and the kids pitched in on housework. "They're more appreciative of what I do now," DeNight says. The kids' study habits have also improved, thanks to an excellent role model. Competing with a mom who keeps a 4.0 in her major isn't easy, but DeNight has noticed better grades from her kids since she began spending hours studying at home. Often, her days would begin at 5 a.m. so she could take care of her family and do homework before hitting the road for the 45-minute commute to Lawrence. After a day of classes, she'd spend the evenings reading for her classes, immersed in the chaos of a noisy, growing family.

DeNight says she doesn't want to take time off after graduation—she is eager to get started in her advertising career. After her internship, she decided that she wanted to work in account services and management at a Kansas City area agency. "With the kids going to college soon, it will be good to have two incomes," she says. DeNight looks forward to her life slowing once she gets settled into a job. Without the pressures of studying and commuting, she can enjoy something even more precious than a college degree: time spent at home with her family. **JJ**

# The French Connection

Faye Farley completes her overseas experience with  
a Paris internship at Amnesty International.

BY LESLIE POTTER



**“M**Y PARENTS ALWAYS ENCOURAGED me to go as many places as possible to experience different cultures,” Faye Farley says with a slight southern accent, reminiscent of her high school days in Charlotte, North Carolina. “It’s become a passion for me.”

Farley, a business communications major who graduated in December, is a globe-trotting student. The tall, angelic blonde studied in Great Britain in high school, and participated in KU’s Western Civilization study abroad program in Florence, Italy, and Paris.

Then, during summer 1999, Farley interned in Paris at Amnesty International, the world’s largest human rights organization. Amnesty International campaigns to free prisoners of conscience, to ensure fair trials for political prisoners, and to abolish the death penalty and cruel treatment of prisoners. It has about one million members in 162 countries and territories. Farley found her internship at Amnesty International through Lingua Services Worldwide in New York City.

Amnesty International in Paris handles most of the organization’s finances. Farley helped her supervisor create advertising to retain and recruit members and donors. But her biggest contribution was a proposal she wrote, in French, on how to improve the Paris division Web site.

“Basically, their Web site was not user-friendly or very informative,” Farley says. “I told them how they could make their Web site an additional medium to gather research for marketing purposes.” Farley proposed adding more links to the site, developing a site map, and adding a questionnaire. “Compared to Americans, the French lag in Internet knowledge.”

Farley also noticed that the French were a lot more laid back. She says meetings lasted two to three hours because everyone chatted about their families and personal lives. “I got to take two and a half hours for lunch and deadlines were always set at least a month later. It’s so different from America, but it felt nice to relax at work.”

Even more important, though, is what Farley learned. “My internship opened my eyes to human rights issues in the world that I wasn’t even aware of. I didn’t even comprehend how many people in the world need help.”

Farley’s intrepidness appears to stem from her childhood. “As she was growing up, we were transferred frequently,” says her mother, Vancille Farley. “But Faye always made friends so easily. She quickly learned to adapt to new environments and this ability has helped her internationally.”

Farley says she misses the smell of the open markets in Paris, the fresh, warm croissant for breakfast every morning, and the cup of coffee after work at the local bar. But she hopes she won’t have to stay away for long. She is searching for a career in Paris or Italy in international marketing. “I can’t really explain how wonderful Europe is,” Farley says exuberantly. “But one thing’s for sure—it’s addictive.” **JJ**



# Teaching **Across** Media

Research and Writing, the new gateway class in the J-School, prepares students for the multimedia workplace.

BY JENNIFER CURRY

“**I**MAGINE IF YOU WILL,” THE GRIM-faced narrator in the film began, “20 journalism students desperately struggling for the use of one computer, in a tiny closet-sized room, on this cold October night. They would all learn a harsh lesson in the cruel nature of technology. The results would not be pretty.”

In the following scene, two students argue over who will get the editing suite next. The argument turns to blows as the morning deadline approaches. Students run screaming through the halls and break down sobbing before the camera over their failure to complete a broadcast piece on evolutionary biologist Stephen J. Gould. Some students blame their failure on the fact that one editing bay was out of order, others admit that they underestimated the time needed for the project.

Unlike the mythic filmmakers in the “Blair Witch Project,” the reporting students who filmed the “Gould Bitch Project” lived through their harrowing experiences and emerged wiser about the complications of new media reporting, if not procrastination.

The Gould assignment was part of a new reporting course, Research and Writing, the prototype for a course that will replace Reporting I by fall 2000. It is just one piece of the J-School’s new curriculum, which will give students more choice and a greater opportunity to learn multimedia skills. The new coursework also will depend more on team-teaching; Larry Baden, Rick Musser and Dean James Gentry designed the Research and Writing course and taught it in the fall.



Illustrated by Andrew Saeger



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"The world of media is converging.  
It would be unlikely for  
anybody to be just a print or  
broadcast journalist."  
—Dean James Gentry



All journalism students will take Research and Writing, which gives students the knowledge and critical thinking skills they need to write for a variety of media and audiences. The faculty recognized that in today's workplace an advertising student will need to know how to operate a camera and a magazine student will need to know about the Internet.

"The world of media is converging. It would be unlikely for anybody to be just a print or broadcast journalist," Gentry says.

The new course won't cheat students of writing experience, however. As a matter of fact, Musser determined that the new curriculum will actually give news students more opportunities to write.

By the time students in the pilot class had to cover the Stephen J. Gould lecture, only halfway into the fall semester, they already had recorded and edited broadcast stories, written for the Internet, written for print and written press releases. Musser says that the material is intended to "improve the thinking of students across the discipline."

The terror of the "Gould Bitch Project" spanned more than one media format. Students had to write a press release before Gould's presentation, cover his speech and then create a news feature on video.

The week of midterms, students sat in the crowded Lied Center, complaining about lost study time to an unsympathetic Larry Baden. "The evil part is not making us come, it's making us stay and write," says Kenna Crone, a junior from Shawnee, Kansas. After Gould's speech, the students

had to go back to the J-School and write a story by 10 p.m. Even Baden later admitted that he was glad he didn't have to write an article on Gould's tangential ramblings.

"Gould didn't want to be there," Baden tells the class when they are back in the computer Labs at Stauffer-Flint. "He wanted to be watching baseball, like Steve. He's on the same intellectual level with Steve," says Baden, teasing a student who, like Gould, had complained about missing a baseball game.

Students laugh at the now-familiar teasing and turn back to their notes with furrowed brows, trying to sift through an hour's worth of Chaos theory and references to pedagogy. The lab is silent except for the soft clicking of keys, the hum of the Macs, and a couple stressed Magazine Design and Production students in the back of the lab chatting tensely about their projects. Discussion erupts as students try to figure out how to spell the name of a theorist included in one of Gould's many esoteric references. One of the students, in her frustration, announces, "I didn't understand it so I'm just not going to use it."

Compounding their frustration, Rick Musser walks in to the lab shortly after the students sit down at their computers and announces, "The *Kansan* story is done." Students let out a sigh of exasperation and then grill Musser on the length of the *Kansan* article.

In the adjoining computer lab, a student protests that Baden had said that the deadline was flexible when Musser tells his students that they have half an hour left to

write. The rest of the students pick up the pace without protest, accustomed by now to some of the contradictions that emerge in the team-teaching format.

Baden thinks that if the teachers' differing approaches create some confusion among students, it's not a bad thing. "If you're confused, at least you're thinking," he says.

Musser says that it would be a mistake to teach a class that focuses on convergence outside of the team format. "You need to have various people in the class to get the skills and various points of view."

Students in the class have found their own ways to sift through the sometimes conflicting messages that they receive from their professors. When a student shows resistance to some of Musser's criticism about his piece, Musser asks if the student is one of the eight that Musser has been assigned to grade. When the student replies no, Musser says, "Well, then do what you want."

Despite the challenges that come from taking a pilot course, students enjoy the variety of work that the class allows, even though some say the class is more demanding than they had originally expected.

"Sometimes it gets frustrating," said sophomore Meghan Bainum after turning in her article on Gould's speech. "Like tonight, we were joking about dropping out of school and working at Wal-Mart. I think we complain when we are trying to get something done, but afterwards we realize how much we have learned." ■



# Letter from Kosovo

While working in Macedonia, **John Hart** takes a trip to Kosovo and discovers a people's hope among wreckage.

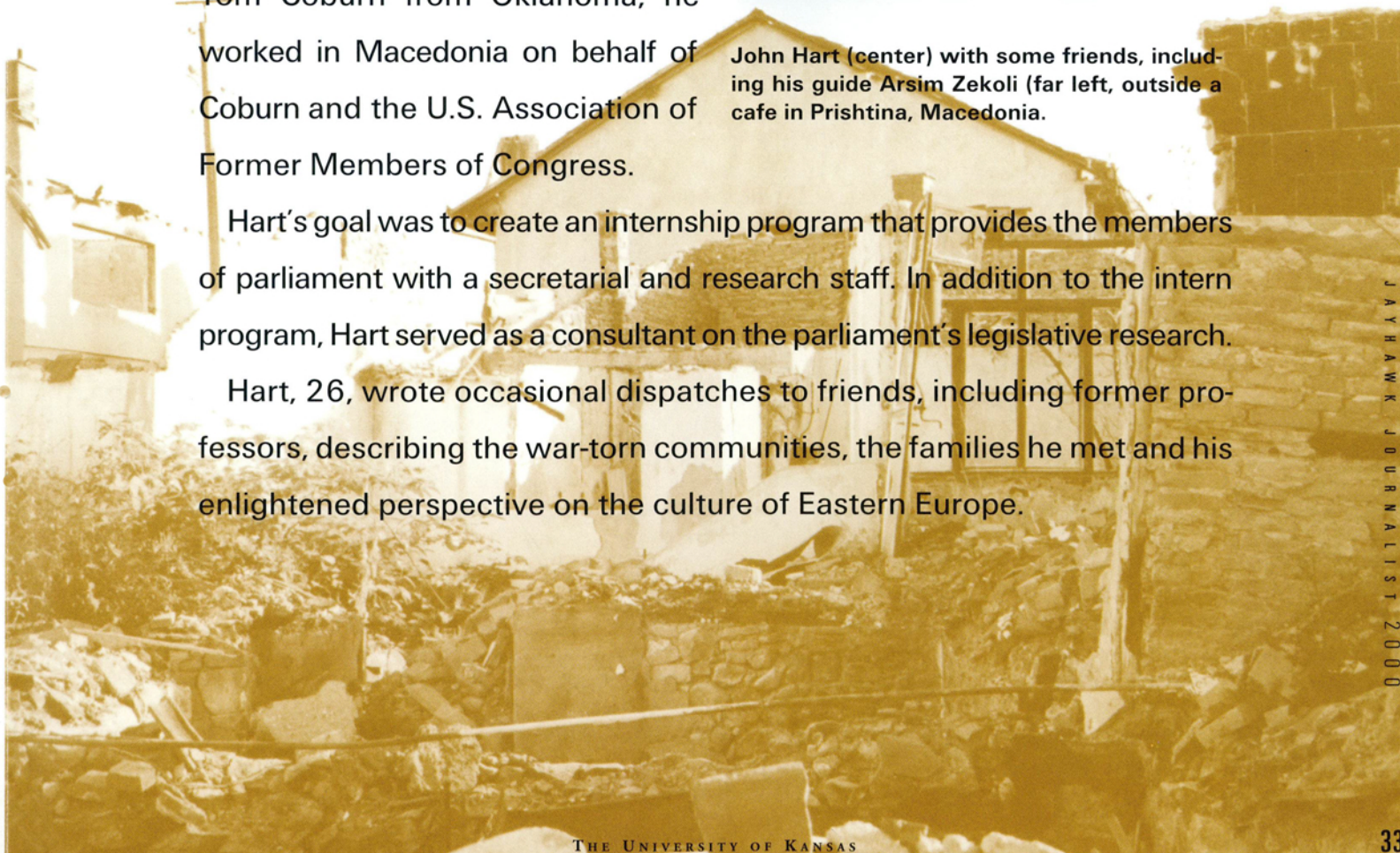
**F**ROM SEPTEMBER TO JANUARY 1999, John Hart, a '97 graduate of the KU School of Journalism, worked on several democracy building initiatives in the parliament of Macedonia, just south of Kosovo. As press secretary and legislative aide for Representative Tom Coburn from Oklahoma, he worked in Macedonia on behalf of Coburn and the U.S. Association of Former Members of Congress.

Hart's goal was to create an internship program that provides the members of parliament with a secretarial and research staff. In addition to the intern program, Hart served as a consultant on the parliament's legislative research.

Hart, 26, wrote occasional dispatches to friends, including former professors, describing the war-torn communities, the families he met and his enlightened perspective on the culture of Eastern Europe.



John Hart (center) with some friends, including his guide Arsim Zekoli (far left, outside a cafe in Prishtina, Macedonia).





## DEAR FRIENDS,

The most remarkable experience I've had so far was my trip to Kosovo. The Albanian interpreter in our office, Arsim Zekoli, took me on unforgettable 36-hour tour. The story can't begin without a description of Arsim—a self-proclaimed Balkanian savage who is brilliant, blunt, obstinate and opinionated. He smokes constantly, like most people here. He is also moody and enjoys trying to provoke people.

Arsim's abrasive exterior conceals a simple and pure heart that is full of love and courage. I haven't met anyone here whose practical acts of kindness remind me more of those of another ethnic-Albanian and native of Skopje, who was born 150 meters from our office, and whose life is honored by a nearby bronze statue that she would not have wanted, Mother Teresa. In the span of a few weeks, when 350,000 Kosovar Albanians crossed the border into Macedonia (the equivalent of 30 million Mexicans entering Texas), Arsim mobilized vast resources and used his position with the Il Hilil organization to create an unprecedented level of cooperation between Muslims and Catholic relief organizations.

As we approached the Kosovo border, Arsim pointed to a valley where 50,000 refugees had massed body to body after exiting train boxcars. This unusually hot and humid day in September, when the air was thick with the smell of diesel exhaust, made the unpleasantness of the refugee's plight a little easier to imagine. Arsim pointed to one dirt field that didn't look much bigger than a football field where 20,000 refugees were smashed together in a scene out of Dante's description of hell—a roiling mass of bodies where feet were mashing faces. The place where we stood was occupied by about 150 cameramen only six months earlier.

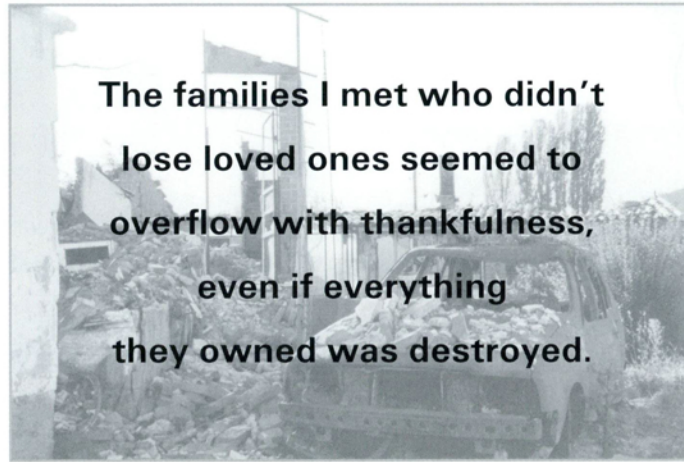
At the same time, on the other side of the border, thousands of Albanians who were flanked by Serb paramilitary troops stood in silence as they waited to cross. The terrified Albanians didn't want to incite an act of random brutality like that inflicted on one Albanian refugee and his mother, whom he was carrying on his back. Arsim said that a Serb soldier walked up to the

man and shot his mother in the head. The man cracked and said to the soldier, "Why, why did you do that? Just shoot me too."

"Now you can run to Albania faster," the soldier replied.

As we crossed the border, an Albanian man who knew Arsim offered us a free ride to Prishtina, the capitol of Kosovo. We had a minor crisis when we couldn't open the doors to the car and a KFOR (Kosovo Force) soldier toting an M-16 machine gun started banging on the roof of the car shouting "Go! Go! Go!"

The rugged terrain of Kosovo hid Prishtina until we were literally within its



**The families I met who didn't lose loved ones seemed to overflow with thankfulness, even if everything they owned was destroyed.**

borders. The effects of our precision-guided bombs and cruise missiles were evident in the center of the city. From one particularly ironic vantage point, a "Brotherhood and Unity" statue, erected by Marshall Tito to symbolize the ethnic harmony of the multi-ethnic Yugoslavia, was surrounded by tall buildings with shattered windows and their top stories blown away. I would later see dozens of other buildings surrounding the city that were obliterated by our bombs.

Our next destination was the home of our host for the evening, a man named Jak, and his family, whom Arsim essentially rescued during the crisis. Jak's home exceeded my expectations. It was a nice three-story home with all of the amenities someone from America would expect. (However, the power and water did shut off, a daily fact of life in this city recovering from war.)

Jak's personal story isn't unique. When the ethnic cleansing of Kosovo started in the spring of 1999, Jak decided to flee his neighborhood, expecting Serb paramilitary troops to attack this part of the city that had such a high concentration of Albanian intellectuals and politicians. In a story that

sounded eerily like a caption from the Holocaust museum, Jak explained how he and his family hid in near silence in his uncle's apartment in a different part of the city. After nearly being discovered on several occasions, Jak described the night a drunken Serb paramilitary patrol finally discovered him and his family. At one tense moment when Jak didn't know if he was about to be shot, he told his pregnant wife and 4-year-old boy to go in the back room. He was spared but he decided to take his chances and flee with his family to Macedonia the next day.

Other families weren't so fortunate, Jak said, as he rattled off a series of horrific stories. One that will forever be burned into my mind was of a little boy who was hanged on a chandelier and beheaded as his mother was forced to watch before she was viscously raped. About 10,000 to 20,000 Kosovar Albanians were killed in the war, maybe more. The day before I arrived a torture center was discovered in the basement of the Grand Hotel in Prishtina.

The next morning we decided to go north to Mitrovica.

When we arrived, we passed a field of rubble that filled several acres. Eighty percent of the homes in Mitrovica had been destroyed. We stopped at Jak's uncle's house for lunch. His home was burned as well and his family was living in a small building that used to house their animals. The scene, like most in Kosovo, was surreal and surprisingly civilized. Burned-out buildings surrounded a well-manicured lawn with a sidewalk lined with blooming rose bushes. The hospitality was amazing. We had several courses of beverages—water, coffee, juice and beer—before being served fresh tomatoes and cucumbers. The main course was homemade mashed potatoes and chicken. Lunch lasted about three hours.

On the drive back to Macedonia, I told Jak that I was impressed at how normal our time together felt to me. He said that was exactly what he and his friends hoped I would sense. The people here are persevering; life is going on in the midst of suffering. The families I met who didn't lose loved ones seemed to overflow with thankfulness, even if everything they owned was destroyed. **JJ**



# Who's what and where

1 9 9 9

## Sara Anderson

has joined the staff of Camp Sandborn in Florissant, Colorado.

## Anna Attkisson

is an editorial assistant at *Child* magazine in New York City.

## Misty Ayers

works for the advertising department at KSNW-Channel 3 and lives in Topeka, Kansas.

## Molly Bash

is a marketing associate at Left Field in San Francisco.

## Sean Beste

coordinates the Monroe/Tenneco and Citgo Petroleum accounts for Barkley, Evergreen & Partners in Kansas City, Missouri.

## Jennifer Blocker

is an assistant production editor at Vance Publishing in Lincolnshire, Illinois.

## Rebecca Boresow

is national sales manager at KMBC-TV in Kansas City, Missouri.

## Leigh Bottiger

works for the U.S. Ski and Snowboard Team Foundation in Park City, Utah.

## Jeffrey Bowles

is an implementation specialist at the National Medical Review Offices in Overland Park, Kansas.

## Cecil Bowles, Jr.,

writes copy for the Swingster Catalog, based in Kansas City, Missouri.

## Doug Bradley

is the online content editor at *The Augusta Chronicle* in Augusta, Georgia.

## Katie Burford

reports for *The Monitor* in McAllen, Texas.

## Cal Butcher

is the video programming specialist in the community relations department of the Olathe School District in Olathe, Kansas.

## Benjamin Chandler

is a reporter and photographer for KCAU in Sioux City, Iowa.

## Deborah Clem

is a senior account manager at The Kansas City Star.

## Ryan Coleman

is a bartender at The Elephant Walk in Destin, Florida.

## Peter Cook

works at the Jones Store Co. in Overland Park, Kansas.

## Joshua Cooper

is a sales executive at Mid-America Carpet Brokers in Denver.

## Mary Corcoran

is a copy editor at the *Lawrence Journal-World* in Lawrence, Kansas.

## Christopher Corley

took a copy writing internship at NKH&W in Kansas City, Missouri.

## Juliann Crider

is a national leadership consultant for Alpha Chi Omega in Indianapolis.

## Jamie Dodge

works as an office supervisor for the KU Credit Union in Lawrence, Kansas.

## Christopher Dye

took a 10-month internship with *The Baltimore Sun* as a page designer.

## Colleen Eager

is a marketing coordinator at ORB Communications & Marketing in New York City.

## Kurt Easum

is a media consultant at Time Warner Cable in Kansas City, Missouri.

## Kristen Edelman

works for University Relations at the University of Kansas.

## Anne Ferraro

is an account service assistant at J. Walter Thompson in Chicago.

## Robert Fescio

is sports director at KWED Radio in Sequin, Texas.

## Rob Flynn

is marketing manager at Uearn.com in Kansas City, Missouri.

## Thomas Finney

currently works at Jensen Liquor Store and plans to move to Breckenridge, Colorado.

## Joe Fraas

is an account executive at KCMO Radio in Kansas City, Missouri.

## Sam Gazdziak

is the associate editor/online editor for *Custom Woodworking Business*, a Vance publication in Chicago.

## Michael Gianfrancesco

is a sales assistant for Katz Media Group.

## Gregory Greckles

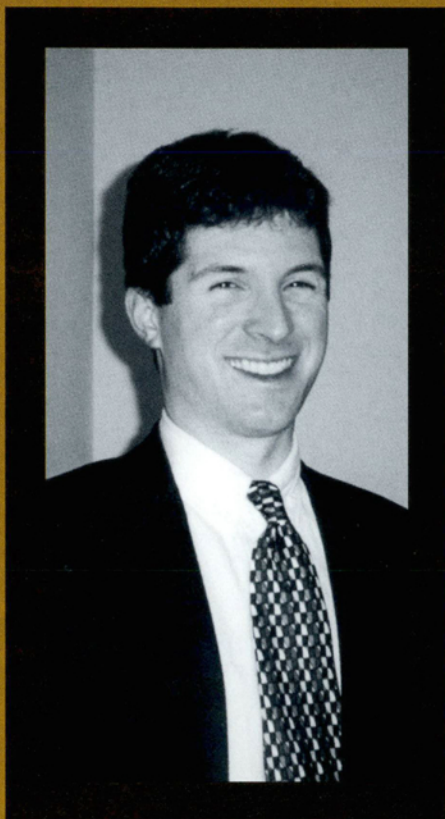
works in business sales at Fred Pryor Seminars in Mission, Kansas.

## Stephen Grant

is a sales representative for *LA Weekly* in Los Angeles.



## Aaron Knopf



Aaron Knopf likes to keep things interesting. His job at MSNBC provides him with enough variety to do just that. As associate producer at MSNBC's business and technology desk, Knopf is constantly busy. When he is not editing wire copy or working on a writing assignment, Knopf programs interactive tools onto the Web site that allow users to access information such as live stock quotes.

Knopf's current enthusiasm contrasts past job frustrations. In 1993, after graduating from a small Minnesota college with a history degree, he became interested in computers and found work in that field. Four years and four jobs later, Knopf realized that doing the same thing day after day was not for him. He decided to go back to school.

"I wanted to get back to the things I liked

in Liberal Arts—the reading, writing and communicating with people," Knopf says.

The job with MSNBC began as an internship the summer after he received his graduate degree from KU. The company, which was founded in 1996 as a partnership between General Electric, owner of NBC, and Microsoft, has a cable television news component as well as a news-based Web site. According to Knopf, MSNBC is the leading news Internet site, trumping both CNN and USA TODAY's on-line components.

Knopf is optimistic about the future. He plans to stay at MSNBC and take advantage of the growing opportunities in Web news. He is eager to see future developments in the field.

"It's like being at CBS news in the early days. They've just scratched the surface of what can and will be done," he says.

*By Erin Diggs*

### Sara Greenwood

works in public relations at B & E Sports Marketing in Kansas City, Missouri.

### Holly Groshong

is a customer assistant at Image Works in Lawrence, Kansas.

### Susan Gura

reports for *Suburban Life* in Oakbrook, Illinois.

### Christopher Haghirian

sells advertising for *The Kansas City Star*.

### Stephanie Hamby

is a communications assistant at Gould Evans Associates, an architecture firm in Lawrence, Kansas.

### Erin Hansen

coordinates the Cessna account for Sullivan Higdon & Sink in Wichita, Kansas.

### Marc Harrell

attends law school at Creighton University in Omaha, Nebraska.

### Denise Heaton

is an account executive at *The Blue Springs Express* in Blue Springs, Missouri.

### Jessica Heinz

sells computers at CDW in Chicago.

### Lindsey Henry

is a reporter for the Metro desk at *The Charlotte (North Carolina) Observer*.

### Holly Hetager

works for Sosland Publishing as the assistant editor for *Baking Buyer*. She lives in Merriam, Kansas.

### Michelle (Micki) Jones

is a copy editor for *The News & Observer* in Raleigh, North Carolina.

### Aaron Knopf

is an associate producer with the Business and Technology section at MSNBC in Seattle, Washington.

### Justin Knupp

is information system manager for The National Cable Television Corporate in Lenexa, Kansas.

### Sarah Korpi

took a summer internship with ABC Studios in New York City. She worked as assistant to the director of daytime production and marketing.

### John Laing

writes and produces in the marketing division of The Sunflower Group in Overland Park, Kansas.

### Tenley Lane

is an account coordinator for GlynnDevins Advertising in Overland Park, Kansas.

### Dylan Mayor

is an account executive at KMXV Radio in Kansas City, Missouri.

### Michael Martin

is working for *Stuff* magazine in New York.

### Kathy Maxwell

is systems engineer for Bank of America in Concord, California.

### Jennifer Myers

works at Custom Control Manufacturing in Merriam, Kansas.



**Kristina Myers**

joined the consumer marketing division at Sprint.

**Angela Nance**

is a customer service representative at Marsden Gliem Fenney LC in Mission, Kansas.

**Melissa Ngo**

works at *USA Today On-Line* in Arlington, Virginia.

**Sarah Nichols**

is an assistant editor at Custom Communications, a division of Veterinary Medicine Publishing Company in Lenexa, Kansas.

**Matthew O'Brien**

attends law school.

**Jamie Pacheco**

is a management trainee at Cintas in Overland Park, Kansas.

**Abby Peck**

is a technical representative for Orlimar Golf Company in Overland Park, Kansas.

**Michael Perryman**

works part-time at Euston Hardware in Kansas City, Kansas.

**Marios Piper**

is completing his second major in Theatre and Film and plans to move to New Orleans for graduate school.

**Ann Premer**

attends law school at the University of Kansas.

**Alexander Protzman**

is a technical representative at Orlimar Golf Company in Overland Park, Kansas.

**Dianne Ransom**

owns and operates Ransomed Productions in Lenexa, Kansas.

**Katherine Rodts**

works in the sales division at Sprint in Chicago.

**Michelle Rosel**

is a reporter and anchor at KAKE-TV in Garden City, Kansas.

**Bronwyn Shields**

works at Kamp Kanakuk, a Christian sports camp in Branson, Missouri.

**Jennifer Schultz**

works in account services for The Richards Groups in Dallas.

**Joseph Shaffer**

is a reporter and photographer for KAKE-TV in Wichita, Kansas.

**Scott Shanafelt**

is a Web developer for the Rimpull Corporation in Olathe, Kansas.

**Kristi Stancil**

is an assistant digital producer for Blair Lakes Productions in Kansas City, Missouri.

**Alyson Strauss**

is a sales assistant at KCNC-TV in Denver, Colorado.

**Sara Thezan**

is a product analyst for Sprint in Kansas City, Missouri.

**Erin Thompson**

is a sports reporter at the *Kansas City Star*.

**Andrea Tomlin**

is in computer sales at CDW in Chicago.

**Paul Turec**

is an account executive at Entercom Radio in Kansas City, Missouri.

**Rebecca Ulanoff**

attends culinary school in Boston and writes freelance for magazines.

**Marcelo Vilela**

is an executive account manager at ALS, a translation company in Leawood, Kansas.

**Mike Vodicka**

took a paid internship with the School of Education at the University of Kansas.

**Renita Wilks**

is a peer counseling specialist at Independence, Inc., in Lawrence, Kansas.

**James Worthington**

works at Sam Meers & Associates.

**Adam Yarbrough**

took a paid internship at CCI in Kansas City, Missouri.

————— 1 9 9 8 —————

**Whitney Fox**

is an Event Coordinator for Jake's Catering in Portland, Oregon.

**Tony Johnson**

creates Web graphics for Chroma Communications in Kansas City, Kansas.

**Behnoosh Khalili**

is the casting editor at *Back Stage West* magazine, an actors' trade paper in Los Angeles.

**Umut (Bayramoglu) Newbury**

is a features reporter for *The Hawk Eye* in Burlington, Iowa, and has married Bryan Newbury, an English as a Second Language teacher and writer.

**Lisa Rozenberg**

works for Beckett Publications in Dallas as the associate editor for "Beckett Presents: The Unofficial Guide to Pokemon" and "Beckett Hot Toys Presents: Hot Cars."



**Sara Shay**

is a Mo-Kan Marketing Services specialist at Coca-Cola Mid-America Enterprises in Lenexa, Kansas.

**Karen Ward**

is a graphic associate for Sprint Publishing and Advertising in Overland Park, Kansas.

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**David Day**

is a reporter and producer for KTKA-TV in Topeka, Kansas.

**Rebekah Hall**

accepted a job as associate editor for *Waste Age Magazine*, an Intertec publication in Kansas City, Missouri.

**P.J. Murray**

is attempting to work at every magazine in New York. Five in 1999 alone. He was last at *Entertainment Weekly* and is looking forward into having all of his hair follicles replaced by tiny chocolate factories.

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**Jennifer Derryberry**

was featured in the October 1999 issue of *Folio*: magazine's "Thirty Under 30" article for her redesign of *Seed Trade News*, a Ball Publishing magazine based in Batavia, Illinois.

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1 9 9 5

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**Tricia Ladwig Arslaner**

works as an account executive at Saatchi & Saatchi Advertising in San Francisco. She married Brett Arslaner in the fall of 1998.

**David A. Johnson**

is pursuing an MBA in communication studies at the University of Kansas while working as a technical analyst for Sprint in Kansas City.

**Heather Lawrenz**

is teaching journalism, newspaper, photography and yearbook at Hays High School in Hays, Kansas.

**Joy Kuhl**

is a digital producer with Blair Lake New Media in Kansas City, Missouri.

**Amy E. Patton**

graduated from the University of Kansas School of Law in 1998 and now practices law at Shugart, Thomson and Kilroy in Overland Park, Kansas.

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1 9 9 4

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**Elaine Barkley Leuders**

is the production art manager for Sandy! Inc., a Lenexa marketing firm.

**Troy Tarwater**

is a management supervisor for Hal Riney and Partners, an advertising agency in San Francisco.

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1 9 9 3

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**Jessica (Lenard) Berns**

is a senior account executive for Busch Media Group, a division of Anheiser Busch Company, in Atlanta.

**Amy Elizabeth Epmeier**

was engaged to be married in October 1999. She is Eastern U.S./Canadian sales director in Boston for *STORE Equipment & Design Magazine*.

**Chrissy Isabell**

works as a shopping center marketing director for The Richard E. Jacobs Group in Columbus, Ohio.

**Pamela (Kitorogers) Evans**

is a senior marketing representative at the Kansas Department of Commerce and Housing in Topeka, Kansas.

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1 9 9 2

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**Kim Cheney**

is managing editor of *Redbook* magazine in New York.

**Stephanie Patrick**

has joined *The Dallas Business Journal* as a special sections reporter.

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1 9 9 1

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**Marcelle La Garde Bell**

works as a communications manager in marketing at Sears Roebuck and Co. outside of Chicago, where she lives with her husband Bill and 2-year-old daughter, Alison in Crystal Lake, Illinois.

**Kristy Greene**

is a publication editor at VHA, an alliance of hospitals, and lives in Dallas.

**Douglas Ohlemeier**

married Brenda McCarthy and works for the marketing and public relations division of the Kansas Wheat Commission in Manhattan, Kansas.

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1 9 9 0

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**Steve Buckner**

co-wrote a book on KU Athletics Hall of Fame members called "Portraits of Excellence." He lives in Kansas City, Missouri.

**Candy (Nieman) Bowman**

is vice president of marketing for the Kansas City Board of Trade. She lives in Overland Park with her daughter Cora, born August 28, 1997.

**Wendy J. Rosenthal**

is a public relations manager for Rapid Logic, a software company in Alameda, California.



1 9 8 0 s

**Robyn Caulfield**

is expecting her first child in March 2000 with her husband Steven. She continues to celebrate the success of her company, Robyn Caulfield Public Relations, which she started in April 1994.

**Judy (Scott) Dehr**

recently had a daughter, Emily Rose, who joined her sister Anna Marie and stepsister Kelli.

**Lori Dodge Rose**

had a daughter, Celia Jane, with her husband, Bob, in June 1999. Celia joined her sister Jenna, 4, and her brother Adam, who is 2. Lori and her family live in St. Louis.

**Nancy Elias Crews**

is a pharmaceutical sales specialist for Astra Pharmaceuticals and lives in Atlanta with her husband, Rob, and her new baby, Brandon Robert.

**Annie Gowen**

covers Southern Maryland as a reporter on the Metro staff of *The Washington Post*. Her work has appeared in a number of national magazines including *Rolling Stone*.

**Muktha Jost**

completed her Ph.D. in instructional technology at Iowa State and accepted a teaching position at North Carolina A&T State University in Greensboro.

**Debbie (Kennett) McLaughlin**

has been named general manager of SRO Communications, the in-house advertising and public relations agency for the Phoenix Suns and Arizona Diamondbacks in Phoenix, Arizona.

1 9 7 0 s

**Martha Fassett**

is the marketing center manager for Electronic Data Systems Corporation (EDS) at the Smithsonian National Museum of American History in Washington, D.C., where EDS runs the Information Age exhibit.

**Kathleen Russell Port**

completed a master's degree in Oriental medicine and opened a practice as a licensed acupuncturist in Santa Monica, California. She and her husband, Marc, have a 3-year-old daughter, Jenna.

**Alisa Van Auken Anthony**

is the program coordinator of the Crime Mapping and Analysis Program with the NLECTC, a program of the Department of Justice.

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# Hawker's Index

Number of scholarships awarded annually by the J-School: **111**

Dollar amount of scholarships awarded in 1999: **\$178,356**

Pounds of gritty, powdered soap consumed each year in Stauffer-Flint bathrooms: **4.5**

Pounds of gritty, packaged coffee consumed each year in Stauffer-Flint: **60**

Number of boxes of paper, etc. Chuck Marsh removed from his office during its biennial cleaning: **42**

Ratio of men to women in the J-school (fall 1999): **1:2**

Number of phone complaints the editor of *The University Daily Kansan* receives each week: **5**

Number of Kleenex tissues consumed by teary-eyed students in Professor Rick Musser's office each semester: **250**

Average number of takes in a broadcast student's first recording: **20**

Number of takes in one week the average first-year broadcast major begins with the lens cap on: **7**

Pages of *The University Daily Kansan* produced during the 1998-1999 school year: **5,200**

Percentage of campus litter caused by discarded copies of the *Kansan*: **80**

Discarded copies of the *Kansan* found after a typical lecture in 100 Stauffer-Flint: **52**

Average number of hours *Kansan* editors say they spend in the newsroom each week: **45**

Number of red pens *Kansan* adviser Tom Eblen goes through each year: **40**

Number of spring 1999 graduates from the J-school: **168**

Ratio of female to male anchors on KUJH-TV in spring 2000: **10:0**

Percentage of 1999 graduates who are working in journalism: **61**

Percentage of Journalism Reading Room patrons who blatantly ignore the "No Food or Drink" sign: **94**

Number of times Professor Sharon Bass has had her picture taken with Bill Clinton: **2**

Number of months last year Bass hung the photos where no one could see them: **12**

Frequency with which the Macs in the computer lab crash: **11 per day**

Ratio of Macintosh lovers to Windows lovers among polled journalism students: **1:1**

Ratio of men to women in the magazine sequence: **1:3**

Number of haircuts Professor Ted Frederickson has gotten since he made full professor in 1994: **0**

Percentage of journalism students who have never set foot on the third floor of Stauffer-Flint: **65**

Percentage of those who have visited the third floor that wonder where all the little doors go: **100**

Fugitives from the law among J-School faculty: **1**

SEE [HTTP://EAGLE.CC.UKANS.EDU/1%7EEDITONE/BIO.HTML](http://eagle.cc.ukans.edu/1%7EEDITONE/BIO.HTML)

Cigarette butts found on the Stauffer-Flint loading dock on a typical day: **83**

Number of illegal copies of Quark held by journalism students: **quite a few**





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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