

JOURNALIST

THE UNIVERSITY OF KANSAS • JOURNALISM ALUMNI MAGAZINE



Slice of Life

Five alumni photographers, six J-School students, one day

Kyle Craig's drive-thru to success in advertising • Winning professors Rick Musser and Tom Volek



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INTRODUCTION BY JENNY WEAVER

What do you get when five alumni photographers follow six students for one day from sun-up to sun-down? You capture a day in the life of a journalism student, and you find out that the more things change, the more they stay the same.

26. Drive-thru to Success

BY ERINN R. BARCOMB

Kyle Craig relies on his own leadership experience in fast-food marketing as he begins a new career teaching people how to lead.

in this issue

On the cover: Looking up at Stauffer-Flint Hall, home of the Journalism School since 1952. Photo by David Peterson
 On the table of contents: (left) The view from a window in the lower level of the Reading Room in Stauffer-Flint. Photo by David Peterson
 (top) *University Daily Kansan* fall managing editor, Kristi Elliot, takes a load off in the editing box. Photo by Rich Clarkson

letter from the dean

For 31 years the *Jayhawk Journalist* has given readers a feel for what's happening at the School of Journalism and with J-School alumni and friends.

This year a special *JJ* project will give you a 14-page "picture" of a day in the lives of six journalism students. The photo story was shot by five alumni photographers – you'll learn more about them on later pages – whose experience spans newspaper, magazine and wedding photojournalism.

As always, the *JJ* is student produced, with the exception of the special feature. All the photography, art, design and editorial content was created and edited by students.

Unusual visitors

The road between Lawrence and Columbia, Missouri, usually carries arch-rivals spoiling for a fight. So it was a bit out of the ordinary when four members of the faculty at the University of Missouri School of Journalism made the trek down I-70 in April to learn about our school's new curriculum.

Three years ago the faculty of this school concluded that the future of communication would be greatly influenced by the "convergence" of media where print, video and online journalists would work together. That's already happening at the TV networks and a number of media markets across the nation. It is also happening here in the School of Journalism and that's what brought the MU visit.

Wanting to learn more about the KU approach, the Missouri faculty members spent a day in our Multimedia Reporting class, talking with students and instructors Rick Musser and Max Utsler. Later, they visited the *Kansan* and KUJH-TV, and wrapped up their day with the dean.

Their conclusion: "Faculty and students are enthusiastic about the changes," wrote George Kennedy, the chair of MU's curriculum committee. "KU seems to have a clearly defined mission and a clearly marked path to reach its goals."

Kennedy plans to use what he and his scouting team learned at the University of Kansas to spark a rethinking of the Mizzou curriculum to prepare "graduates to succeed in an uncertain, fast-changing world."

–James K. Gentry,
DEAN



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THE BEAT

NEWS FROM THE J-SCHOOL



Something's fishy here

When the 2000 presidential election went awry, so did the outcome of a competition that business communications professor David Guth created to challenge his students in his **Campaign 2000: Media, Politics and Persuasion** class.

David Guth got much more than he bargained for when he ran a “Who wants to be a pundit?” contest in his Campaign 2000: Media, Politics and Persuasion class last fall. On the first day of class, each student had to predict who would win the popular and electoral votes, and as a tiebreaker, what the percentages would be. After the election, the winner was to receive a mystery prize—a Billy Bass singing fish.

“The prize was tongue-in-cheek,” Guth said. “It was appropriate because, like a pundit, it is amusing for 10 minutes and then really annoying after that.”

Little did he know that the election wouldn't be over November 7.

Guth awarded the fish on November 8 to Emily Thach, the student with the closest prediction at the time. She had

pegged Al Gore to win with 263 electoral college votes, and on November 8 he was leading with 260.

But just as Al Gore didn't really win the election, Emily Thach didn't really win the fish. When the election was resolved, Jeff

Emily Thach holds her prize catch—a Billy Bass singing fish—which was her reward for coming closest to predicting the popular and electoral votes in the 2000 presidential election. At least she came closest on election day. When the official tally was in a month later, another student turned out to be the actual winner, Jeff Cooper, who is wearing a white ball cap above and peeking out from behind another student in the middle row on the left.

Cooper was named the real competition winner. He had predicted Bush would win with 272 votes. Guth promised Cooper a free lunch for his success because by the time the election was over, Billy Bass was long gone. Guth and Cooper decided to carry on with the fish tradition and enjoyed a nice lunch at Long John Silver's.

“The greatest irony of all: The class ended on December 12 — one day before the election ended,” Guth said.

By Elizabeth Powell

Nick Krug

JAYHAWK JOURNALIST 2001

Creative outlet

Curriculum change spurs students to form creative advertising club

With last year's curriculum changes, students who started in the advertising sequence with hopes of taking creative courses such as copy writing and portfolio design no longer had that option. So KU students Kenna Crone, Matt Thomas and James Tsai took their concerns to Dean Gentry. He supported the idea of starting a new club, which began in February 2000 as the KU Art + Copy Club. Crone served as the organization's first president, Thomas the vice president and Tsai the treasurer.

Every other week, the Art + Copy Club brings in professional guest speakers to critique members' work and to talk about creative careers ranging from copy writing and Web design to photography and graphic design. Other club activities have included hands-on software workshops and field trips to ad agencies in Kansas City. During the 2000 spring break, club members, including both journalism and graphic design students, went on an agency crawl in Chicago.

Crone said the club hopes to give support and direction to students interested in creative advertising. For more information about the Art + Copy Club, visit www.ukans.edu/~kuacc.

By Stephanie Tweito

First-place finish

Advertising staff wins big at annual conference

The University Daily Kansan advertising staff won top honors at the College Newspaper Business and Advertising Managers (CNBAM) Conference in March 2000, winning the staff of the year award and first place in the best newspaper promotion ad, best display ad banner and best promotional ad banner categories.

The staff voted on and submitted its best advertising pieces to CNBAM, along with 48 other college newspaper staffs across the country with weekly circulations above 40,000.

Kansan sales and marketing adviser Matt Fisher said the awards reflect all facets of the business, from online to print ads. "Winning the staff of the year award is phenomenal when you consider the competition we had to go up against was nationwide," he said.

By Rebecca Barlow

A welcome addition

Media convergence attracts new professor to J-School

Journalism's newest media, the Internet, brought Ann Brill to the University of Kansas. She joined the J-School's teaching staff in fall 2000. Brill teaches Online Journalism and a new course called E-Commerce and the Media. The class looks at the many ways the Internet affects traditional media, including new audience habits, mergers and how advertising dollars are being spent.

Brill has a bachelor's degree in journalism from the University of Wisconsin and a Ph.D. from the University of Minnesota. "I started as an English literature major," she said. "I took a journalism class and really liked the idea of being a good communicator."

With the J-school's new campus media courses and its online capabilities, Brill said students have a great chance to integrate their journalism skills with today's technology. "KU had the foresight to say, 'we need to make changes for the way media is changing,'" she said. "There are a lot of opportunities at KU to explore what journalism in the next generation will be like."

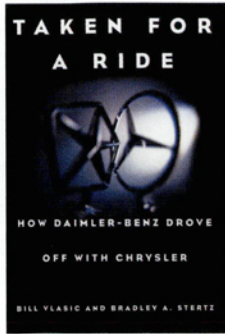
By Sarah Hansen



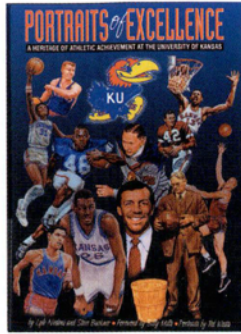
Jamie Roper

Alumni Authors

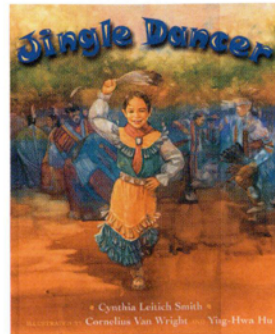
By Shawn Kruggel



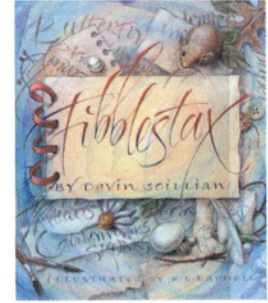
Bradley A. Stertz has co-authored with Bill Vlasic, *Taken For A Ride: How Daimler-Benz Drove Off With Chrysler*. It details the \$36-billion merger of the American Chrysler and the German Mercedes-Benz automobile manufacturers and argues that the combination of two different corporate ideologies led to a takeover, rather than a merger. Stertz graduated in 1983 and is an assistant editor of the *The Detroit News*. He lives in Gross Point, Michigan.



Steve Buckner has recently released his book, *Portraits of Excellence: A Heritage of Athletic Achievement at the University of Kansas*. It features stories about KU's hall-of-famers whose portraits are displayed in Allen Fieldhouse. Buckner graduated in 1990 and currently works as a senior editor for HNTB, an architecture and engineering firm in Kansas City, Missouri. He lives in Lawrence, Kansas.



Cynthia Leitich Smith has authored a children's book, *Jingle Dancer*, the story of a girl named Jenna who is inspired by the tradition of jingle dancing, dancing in clothes with bells sewn on, in her family's Native American culture. Smith, who graduated in 1990, is a mixed-blood member of the Muscogee (Creek) Nation based in Oklahoma. She lives in Austin, Texas.



Devin Scillian has authored a children's book, *Fibblestax*, released in 2000. It is a story about a boy named Fibblestax who wins a contest to become the one who gives everything in the world a name. Scillian is also a songwriter and musician, and has released two albums. He graduated in 1985 and is currently a news anchor for WDIV-TV, the NBC affiliate in Detroit. He lives in Grosse Point Park, Michigan.

What comes around goes around

Campaigns professor teaches class he took 30 years ago

Ask Professor Bob Basow how long the Advertising Campaigns class has been taught at KU, and he'll pull out a worn spiral notebook. Although some of the lettering has rubbed off, the words can still be made out. It's the campaigns book Basow completed in 1967. "I finished that book while I was watching Super Bowl I," he said. Now Basow has come full circle. After graduation, he worked for Ralston-Purina for 20 years before returning to KU to teach campaigns.

Many things have changed since Basow took the class, including the course's emphasis on teamwork. When he took campaigns, each student created an individual project. Now students must learn to work together. "I always tell them that they're not competitive, but collaborative," he said. "There's only one winner, and it's the client."

Basow has taught the capstone course for advertising and business communications for the last 10 years and watched his students create successful campaigns for companies such as IBM, Hallmark, Sprint and Coca-Cola. "Every campaign that any of my students have ever worked on has had something in it that the client used," he said.

One thing that has not changed is the course's intense pace. Students have about 13 weeks from client orientation until their final project is due. "It's a screamer," Basow said. When students begin to feel stressed, he can empathize. He's been there.

By Emily Forsyth

Graduates get connected

Alumni database makes networking easy

Perhaps you're a University of Kansas journalism graduate looking for a job in New York and you wonder if any KU alumni work at *The New York Times* or *Ladies Home Journal*. Where should you begin? The Digital Jayhawk.

The DJ has created a database specifically for KU journalism alumni. It allows graduates to enter information about themselves online such as where they work and live, their e-mail address, when they graduated and more. The information can be updated at any time.

Current journalism students and alumni can then view the information, or it may be kept confidential and accessible only to journalism record-keeping staff. "This is a great tool that we have," says career development coordinator Patty Noland. "We encourage everyone to enter their information." You can use the database at www.DigitalJayhawk.org/jschool/alumni.

By Lindsay Shipman

Local hero

J-School adviser wins KU honor

Lynn Tidwell is an everyday hero who finally got the recognition she deserved. Tidwell, the School's coordinator of undergraduate advising, was named Outstanding Woman Staff Member at the University of Kansas April 2000. She received the honor at the annual Women's Recognition Program, sponsored by the Commission on the Status of Women and the Emily Taylor Women's Resource Center.

Tidwell, a Fulbright Scholar with a master's degree in music, has worked in the J-School for 20 years. In 1998 she became the undergraduate advising coordinator, a job that's as big as it sounds. Ultimately, she helps propel journalism students toward graduation, making sure they meet all of their requirements. Her efficiency is legendary, but it's her kindness in handling student concerns that stands out. Not surprisingly, helping students is what Tidwell enjoys most about her job. "It is important that we develop a relationship of trust so the students have confidence in what we tell them," she said.

Tidwell's nomination for outstanding woman staff member came from J-School administrators, faculty and students. Mary Wallace, assistant dean, said this year was an especially good time for Tidwell's nomination: "She was deserving at anytime in all of the years she has worked for the School, but this year stands out because of the incredible burden that has been placed on her in implementing the school's new curriculum."

By Carla Jung

Hughey rocks the boat

KU student wins Hearst award for investigative story



Thad Allender

Emily Hughey is used to making waves. Her first piece about swimming, a short poem, got published in *Swimmers World Magazine* when she was just 14. At age 20, her story, "Coach Under Fire," ran in the November 19, 1999, edition of *The University Daily Kansan* and created a tidal wave across campus.

The story documented the troubles between KU's head swimming coach, Gary Kempf, and the athletes on the swim team. An investigation by the athletics department eventually led to Kempf's removal from his coaching job. He was assigned to another position in the department. It also earned Hughey the honor of first place in the Hearst Award sports-writing competition, an all-expense paid trip to San Francisco and a check for \$2,000. While at the 2000 Hearst Awards, she won another \$1,000 in the live-writing competition.

Hughey graduates in May 2001, and plans to pursue a career in newspaper or magazine journalism.

Wherever she goes, she still plans on stirring up the water.

By Seth Jones

Super computer guy

Cade Cruickshank puts the “media” in the J-School’s multimedia program

He equips TV studios, installs radio station hardware, rescues files from the brink of disaster, and eradicates viruses. He makes the pain go away.

Cade Cruickshank is the chief broadcast engineer/systems administrator for the J-School. He designs systems and manages all the equipment in the school’s television and radio stations, its six computer labs and its faculty and staff offices. That’s 200 computers that fall under his care. And then there are the roughly 800 students and faculty who can freak out at any moment when their equipment doesn’t behave.

“Cade is essential for the school. You could get rid of the dean, the professors, even the TAs, but not Cade,” said Dean Jimmy Gentry. “We’d have to stop work.”

Cruickshank grew up in Laclede, Missouri, population 186. He



Jamie Roper

returned to his small-town roots., and he now lives in Tonganoxie, Kansas, with his wife. He has three children.

Before coming to KU in 1996, Cruickshank was the broadcast engineer for the Kansas City, Missouri, school district for six years and, before that, a broadcast engineer in the U.S. Air Force. The prospect of bringing a journalism school fully into the digital age attracted him to KU. He said there is still a lot of progress to be made in the J-School, so, luckily, he doesn’t plan to go anywhere.

“I have been extremely impressed with the talent of the students in the J-School, and it is very exciting to see the quality of projects they can produce when given the tools to create them.”

By Vanessa Whiteside

It’s got great PR

PRSSA membership grows tenfold

The student members of the KU chapter of the Public Relations Student Society of America clearly know their stuff. Thanks to their own marketing skills, they increased The University of Kansas’ PRSSA membership 400 percent in 2000 from 28 to 128 members.

Professor David Guth, PRSSA’s faculty adviser, attributed the growth of the organization to a core of officers who understood the need for aggressive marketing.

Guth said the group’s optimistic recruiting techniques even extended to ordering 20 pizzas for the first meeting. “If we had ordered 20 pizzas for a meeting a year ago,” Guth said, “that would have been enough for each person to take one home with them.” As it turned out, there was barely enough food for everyone.

Among the attractions to KU/PRSSA, members have an opportunity to learn from and network with some of the nation’s leading public relations firms. The chapter offers numerous career development opportunities, including the student-run public relations firm, Jayhawk Communications. Best of all, KU/PRSSA offers members an opportunity to be involved with a dynamic and diverse group of individuals who share common interests.

By Jerry Jackson

Woodward receives honor

Award winner turns tables on crowd

When Bob Woodward received the William Allen White Foundation’s National Citation, he did what comes naturally to a Pulitzer Prize-winning journalist: He interviewed the audience.

Woodward even singled out KU Chancellor Robert Hemenway, who attended the presentation on February 4, 2000, along with about 600 other people. Woodward asked the chancellor why Bill Clinton had been such a successful politician. Clinton’s communication skill was Hemenway’s answer.

Woodward agreed and said Clinton’s strength was his ability to maintain eye contact. When Woodward interviewed Clinton for his 1994 book, *The Agenda*, Clinton never broke eye contact, even when he was drinking a glass of water. “There is no one anywhere in politics who has those kinds of communication skills,” he said.

Woodward’s coverage of Watergate won *The Washington Post* a Pulitzer Prize in 1973. He has worked for the *Post* since 1971 and currently serves as assistant managing editor. He also has written or co-written eight best-selling nonfiction books.

Woodward was the 50th recipient of the William Allen White Foundation award. The foundation sponsors lectures, institutes and awards to promote the understanding of journalism in Kansas.

By Mike Zielke

BEAT HONORS

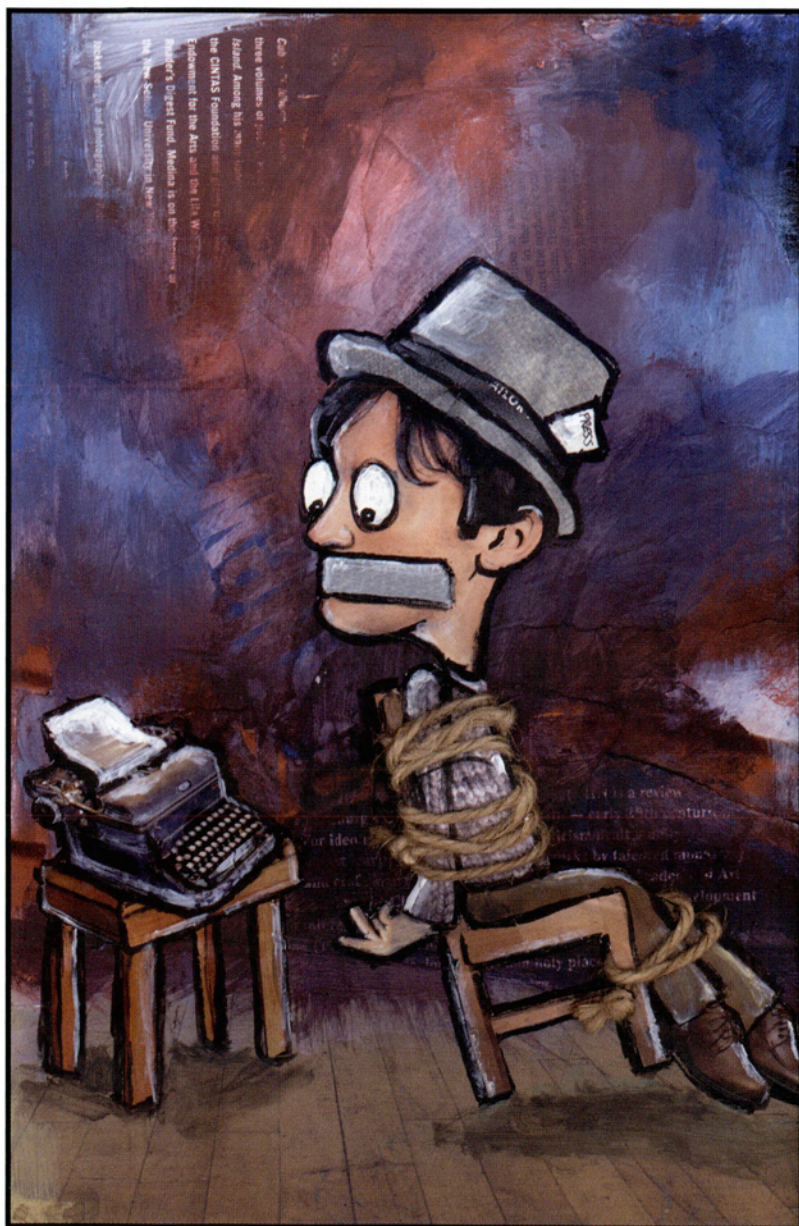
Jennifer Anderson took second place in the Greater Kansas City Chapter of the Public Relations Society of America student projects competition for her team's campaign. **John Ary** placed first for station promotion done as an intern in the 2000 Kansas Association of Broadcasters competition. **Erik Ashel** placed second for complete news feature and first for complete sports feature in the 2000 Kansas Association of Broadcasters competition. **Erin Bajackson** awarded an ESPN summer internship. **Chris Borniger** tied for 20th place in the Hearst Foundation national writing competition in profile writing. **Chanda Brown** awarded a scholarship by the Kansas Association of Broadcasters. **Phil Cauthon** awarded a Washington Politics and Journalism Internship. **Christopher Chelko** took second place in the Greater Kansas City Chapter of the Public Relations Society of America student projects competition for his team's campaign. **Warisa Chulindra** awarded a Freedom Forum Chips Quinn Internship/Scholarship. **Julie Crider** took first place in the Greater Kansas City Chapter of the Public Relations Society of America student projects competition for her team's campaign. **Jennifer Curry** awarded an American Society of Magazine Editors internship on *Smithsonian* magazine. **Allan Davis** received a Dow Jones Newspaper Fund Editing Internship. **Colleen Devaney** took second place in the Greater Kansas City Chapter of the Public Relations Society of America student projects competition for her team's campaign. **Jay Doughty** took first place in the Greater Kansas City Chapter of the Public Relations Society of America student projects competition for his team's campaign. **Thomas Finney** took second place in the Greater Kansas City Chapter of the Public Relations Society of America student projects competition for his team's campaign. **Susan Franke** received a Poynter Institute Fellowship for its program in news reporting and writing. **Matt Friedrichs** received a Dow Jones Newspaper Fund Editing Internship. **Brian Hanni** placed first for complete sports feature and for sports play-by-play in the 2000 Kansas Association of Broadcasters competition, awarded a scholarship by the Kansas Association of Broadcasters. **Kari Haverkamp** took first place in the Greater Kansas City Chapter of the Public Relations Society of America student projects competition for her team's campaign. **Katie Hollar** awarded a reporting internship on the Kansas City Star. **Chris Hopkins** received a Dow Jones Newspaper Fund Editing Internship. **Emily Hughey** awarded first place in the Hearst Foundation national writing competition in sports writing, received honorable mention in the Roy Howard Public Affairs Reporting national competition, awarded first place in the Society of Professional Journalists regional Mark of Excellence competition in sports writing. **Katrina Hull** received a Dow Jones Newspaper Fund Editing Internship, awarded first place in the Society of Professional Journalists regional Mark of Excellence competition in editorial writing. **Jamie Knodel** awarded sixth place in the Hearst Foundation national writing competition in in-depth writing, awarded first place in the Society of Professional Journalists regional Mark of Excellence competition in general news. **Mackenzie Lane** took first place in the Greater Kansas City Chapter of the Public Relations Society of America student projects competition for her team's campaign. **Camille Lauer** took second place in the Greater Kansas City Chapter of the Public Relations Society of America student projects competition for her team's campaign. **Mike Loader** awarded first place in the Society of Professional Journalists regional Mark of Excellence competition in spot news and second place in column writing. **Natalie Matoukho** took second place in the Greater Kansas City Chapter of the Public Relations Society of America student projects competition for her team's campaign. **Jeannie McCarragher** placed second for complete news feature and second for complete newscast in the 2000 Kansas Association of Broadcasters competition. **Clay McCuistion** received honorable mention in the Roy Howard Public Affairs Reporting national competition. **Mark McMaster** awarded second place in the Service & Information category of the Association for Education in Journalism and Mass Communication student magazine contest. **J. R. Mendoza** awarded a Freedom Forum Chips Quinn Internship/Scholarship. **Kristen Merchant** took first place in the Greater Kansas City Chapter of the Public Relations Society of America student projects competition for her team's campaign. **Jessica Meyer** tied for 20th place in the Hearst Foundation national writing competition in profile writing. **Lori O'Toole** awarded runner-up in the Roy Howard Public Affairs Reporting national competition. **Darrin Peschka** received a Dow Jones Newspaper Fund Editing Internship. **Derek Prater** awarded an editing internship on the *Philadelphia Inquirer*. **Ann Premer** awarded an editing internship on the *Washington Post*. **Laura Roddy** awarded an editing internship on the *Washington Post*. **Amanda Shaw** received honorable mention for complete news feature done in the 2000 Kansas Association of Broadcasters competition. **Jenny Scott** placed first for complete news feature done as an intern in the 2000 Kansas Association of Broadcasters competition. **Kristi Stancil** took second place in the Greater Kansas City Chapter of the Public Relations Society of America student projects competition for her team's campaign. **Andy Strauss** took first place in the Greater Kansas City Chapter of the Public Relations Society of America student projects competition for his team's campaign. **Matt Tait** awarded seventh place at the Hearst Foundation national writing competition in sports writing. **Michelle Tuckner** placed fifth in the Hearst Foundation television news competition and 14th in the television feature category, selected for the Class of 2000 Conference at the Poynter Institute, placed first for complete news feature in the 2000 Kansas Association of Broadcasters competition. **Nathan Willis** received a Dow Jones Newspaper Fund Editing Internship, received honorable mention in the Roy Howard Public Affairs Reporting national competition. **Liz Wristen** received honorable mention in the Roy Howard Public Affairs Reporting national competition. **Melissa Yeager**, producer, placed first for complete newscast on KUJH TV Internet News in the 2000 Kansas Association of Broadcasters competition.

Kappa Tau Alpha: Nicholas Bartkoski, Peggy Bell, Richard Benjes Jr., Richard Bennett, Chad Bettes, Crystin Burd, Brandi Byram, Jeremy J. Dewey, Brandy Ernzen, Jennifer Ingraham, Kathryn Jensen, Fredrick John, Adam Kruse, Mark McMaster, Amanda Moorhouse, Roger Nomer, Leslie Potter, Laura J. Roddy, Kerri Shafer, Julie E. Wood.

Lessons in Free Expression

Heated discussions ensue when students in the new **First Amendment and Society** class apply free-speech philosophy to contemporary situations.

BY KARA AMMON AND MINDY SIGLE



Illustrations by Andrew Saeger

Poised behind a lectern, eyebrows arched and arms extended questioningly, Professor Ted Frederickson plays his favorite role — devil's advocate. An overhead outlining a controversial case is displayed behind him, while a panel of four students sits attentively to his right.

Students in Frederickson's First Amendment and Society class are applying their knowledge of the First Amendment to a real-life situation. The class is debating a case in which a University of Michigan student claimed he was exercising his free speech rights when he posted a short story on the Internet in which the main character rapes and murders a female student — whom he named after a real student in his Japanese class. Frederickson asks the class, "What would you guys do here?"

"He should be jailed to set an example that this type of behavior is not acceptable," says one student in the back of the room.

Another student responds, "But if he's jailed for writing fiction, people like Eminem can go to jail for rapping about killing his wife. That's what makes art beautiful — you shouldn't be able to censor it."

Maybe not. Frederickson explains to the class that the case represents the distinction that must be made between protected speech and unprotected action such as communicating an intent to injure.

The student was charged with making a terrorist threat on the Internet, but the judge threw out the case on the grounds that the story was just a tasteless piece of fiction and not a real threat. Frederickson adds that if this student is punished, then any artist, author, or filmmaker could be punished for showing violence in his work, such as Anthony Burgess did in a *Clockwork Orange*, in which a female character is raped and murdered.



It is daily discussions like these that make students not want to miss the First Amendment and Society class. Frederickson, who has a political science degree and a law degree, has taught a version of the class for 29 years. "I'm a First Amendment junkie. If we stop one person from speaking, we're hurting our own speech rights," he said.

"I'm a First Amendment junkie. If we stop one person from speaking, we're hurting our own speech rights." — Ted Frederickson

The First Amendment and Society course is a new one, launched in the fall as part of the School's rehabbed curriculum. Since all journalism students now are required to take the course, including students studying advertising and business communications, its content was broadened. While the former Law of Mass Communications course focused, as Frederickson put it, more on the rules and regulations of the news media, the new course emphasizes free expression as it relates to all disciplines. Students still study relevant case law, but they also spend more time on philosophy, including that of Alexander Meikeljohn, Thomas Emerson and Zechariah Chaffee, and on applying the First Amendment to contemporary issues.



"The class is mostly about figuring out where society does or should draw the line," Frederickson said.

Tension mounts as a student raises his hand to defend a remark that appeared in *The University Daily Kansan* feature called Free for All, an open forum where callers may leave anonymous messages, and *Kansan* editors then decide what comments should run in the paper. The comment in question is, "My chimpanzee is named Tyrone."

"I don't see how that is racist," one student stutters.

Several students shuffle in their seats as eager hands raise. One African-American student shoots back, "That remark is clearly racist, and I take offense to that."

"Ahh, but is it protected speech?" Frederickson adds to provoke more class discussion.

Several of the *Kansan* editors responsible for putting the comment in the paper are in the class. Frederickson peers over the top of his wire-rimmed glasses and puts the students on the spot. Should they have run the comment? Now, they say that printing the remark was a mistake. In fact, they say it had been taken out several times before the paper went to print.

A defiant voice speaks up from the back row. "Well, if you take out racial comments, then you should take out the comments about freshman girls ('so many freshman girls and so little time.')

Frederickson responds, "That's right, if you silence one person, you have to silence them all."

"Every chance we get, we need to bring every real controversy about the First Amendment to class," Frederickson said. The idea, he said, is to give students as much practice as possible in applying First Amendment philosophy to new situations.

Derek Helms, De Smet, South Dakota, senior, said the discussion format makes it easier to learn and allows for students to share their varied opinions. Helms also said he liked the fact that Frederickson included contemporary First Amendment problems in the class.

"The current events keep you interested because when you're studying a case from 1903, you don't think it affects you," Helms said. "But tying the law into a current case makes it important."

As class starts, Frederickson nonchalantly places a sheet on the overhead projector. It reads, "Eat pussy not cow," "Dykes on bikes" and "Sex is sweeter when both have a peter." Whispers and laughter erupt from the class as Frederickson reads them aloud.

The messages were chalked on the university's sidewalks to promote National Coming-Out Day events for gays and lesbians. Not only did they cause a stir within the class, but raised questions on campus about the use of university sidewalks for free expression.

The university administration solved the problem by erasing all of the messages, even the inoffensive ones. Members of Queers and Allies stated that erasing the messages violated their First Amendment rights.

"What do you guys think about that?" Frederickson asks.

By now the students know that this was a violation of the First Amendment because of the daily class discussion citing the "all or none" theory.

As class ends and students begin to pack their backpacks, Frederickson concludes the day's discussion: "I love it when free speech issues happen right here on campus."

Paradise in Aisle 3

Lawrence's new Hy-Vee grocery store becomes a student's heavenly escape.

By SETH JONES

God bless the new Hy-Vee grocery store that's 100-yards from my house. It's beautiful and I love it.

I'm not kidding. The new Hy-Vee is immaculate.

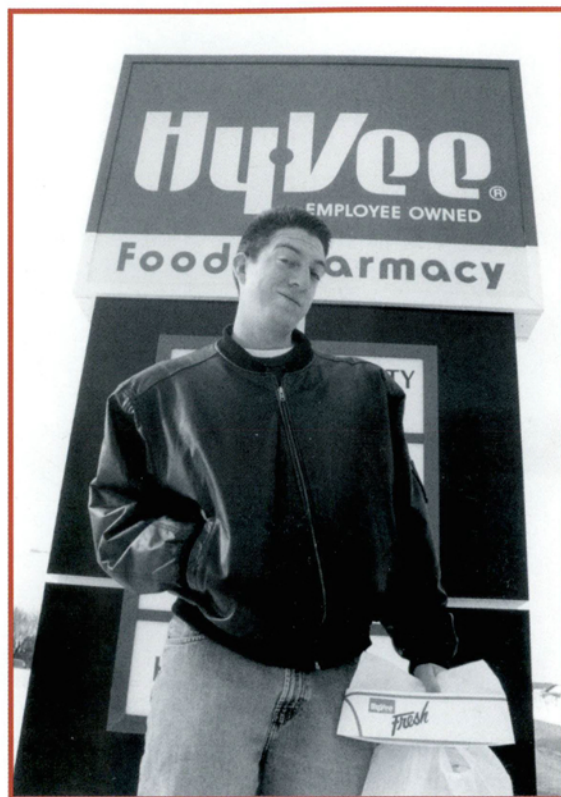
It's like Heaven, with fish sticks.

Before this new Hy-Vee opened, I was forced to make due with whatever I had left in the fridge for dinner. As a college guy, this usually equated to a hot dog and cheese tortilla and a glass of pink lemonade. Now, I can walk out my front door and enjoy Chinese food, a deli, a fresh pizza slice, or even the salad bar.

Never did I think I'd enjoy a salad for dinner. Now, I'm experimenting with different combinations of ham or chicken, black olives or hard-boiled eggs, croutons or those little seed things.

Sometimes at 2 a.m., I go over to the new Hy-Vee — or “my Hy-Vee” as I like to call it — and walk around. It's like a different world there at 2 a.m. It's still Heaven, but a secret underground part of Heaven. Some guy with thick glasses and slicked-back hair walks around with the floor buffer, a lady stacks cans of soup and an 18-year-old named Jimmy cuts open cases of Frosted Flakes the size of my car. You never get to see a case of Frosted Flakes that big normally. To see the big Frosted Flakes, you've got to be there at 2. When it's the secret underground time.

I don't buy anything at 2 a.m. I just walk around with a cart. Sometimes, I throw stuff in my cart, but I usually realize by the end of my visit that I don't need 10 cans of yams and a loaf of rye bread.



Photos by Gabe Guilliams

I'm sure to put the canned yams and rye bread back in their proper spots. You don't screw with Heaven. Besides, I wouldn't want to piss Jimmy off.

Deep down, I wish I could live at my Hy-Vee. It'd be fantastic. I would never have to leave. Ever. Hungry? Hello, it's a grocery store. Sick? Go talk to Stuart in the pharmacy. Bored? Magazines, video store, beer, grocery cart races. Miss the outdoors? Go play in the floral department.

When friends come over, I'd never hesitate to offer them a drink or some chips or some kung pao chicken. And friends would always come over. They would come and see me every time they needed anything from milk to condoms.

And milk and condoms are only four aisles away from each other in my new house, called paradise.

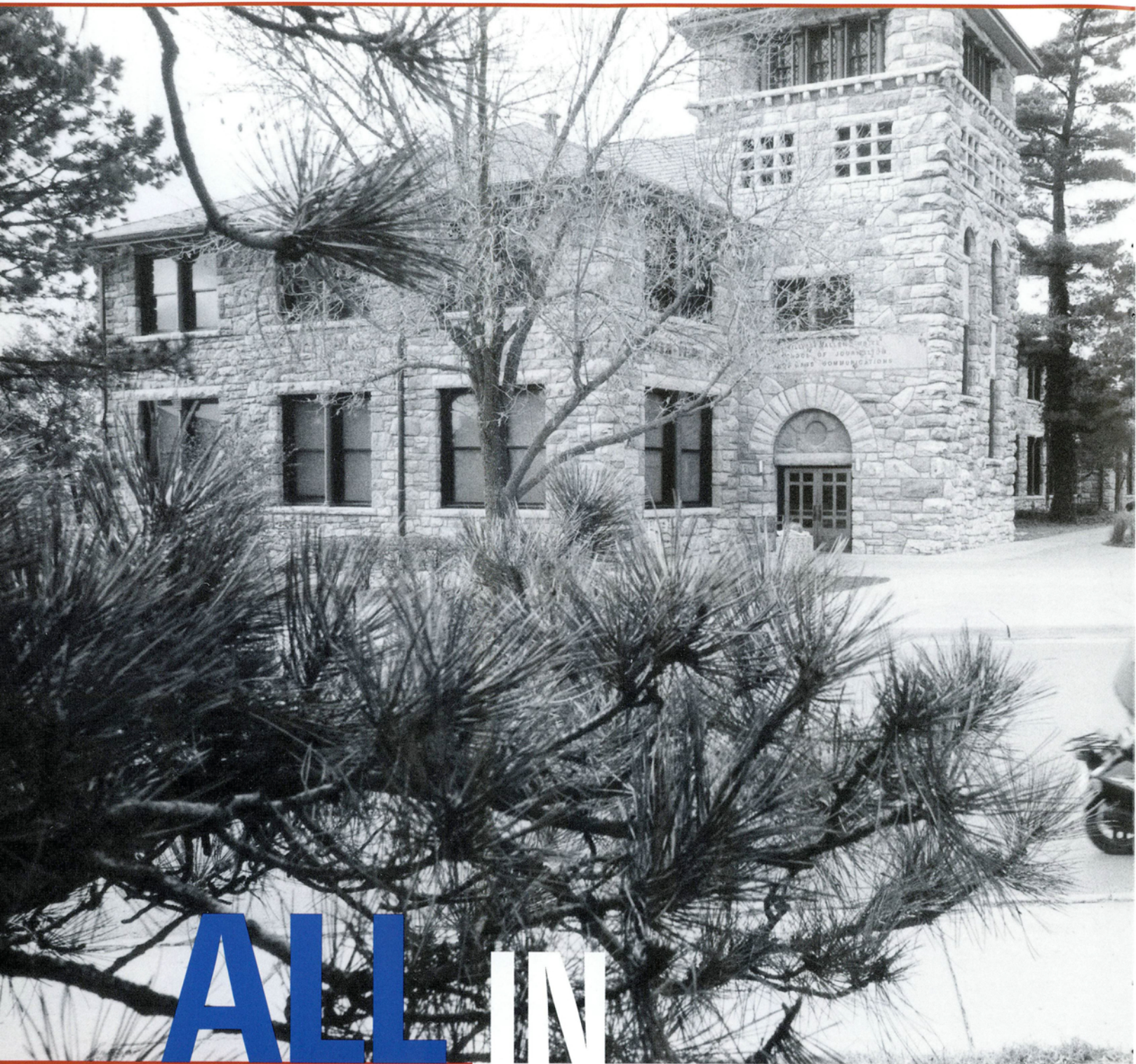
Speaking of condoms, what a great place my Hy-Vee is to meet women. You go to a bar, and there are only certain types of women there. But every woman needs food, so at Hy-Vee there's much more variety.

Plus, that would make for a great first meeting story. “So, where'd you meet this wonderful woman, Seth?” “It was fate, Mike. We both reached for the same box of beef stroganoff (with sour cream flavor) Hamburger Helper, and then our eyes met . . . we knew we were meant for each other. We're going to eat that box of Hamburger Helper on our first anniversary.”

I've been a good person. When I die, I'm going to Hy-Vee.

Seth Jones graduated in December and now is an assistant editor at the Golf Course Superintendents Association in Lawrence. He still lives near Hy-Vee.





ALL IN

A DAY



David Peterson

GET UP AT 7:30 A.M. (OR 11 A.M.). Change out of polka-dot pajamas. Eat a bowl of Fruit Loops. Arrive late (or on time) to morning class. Check e-mail. Go to work. Take a two-hour nap on the couch. Call the significant other. Save homework for another night. Go out with friends. Hit the sack at 2 a.m.

Any J-School student knows the drill. Maybe a student of the class of '72 didn't check e-mail before heading to work, but a J-School student's day hasn't changed much over the years. Students' lives have many dimensions, but the rhythm should be familiar whether you went to KU in 1959 or 1999. And that's what this project set out to capture: the rhythm of one day in the lives of J-School students.

The idea began at a cocktail party. Carol Holstead, the *Jayhawk Journalist* adviser, and Doug Hesse, photographer and owner of Black Dog Imageworks, discussed the possibility of doing a photography project in the *JJ* similar to the renowned *A Day in the Life* books.

After the party ended, Holstead continued to mull the idea. She brought her plan to the staff in the fall, and it quickly agreed that this was a project perfectly suited for the *JJ*. What better way to describe what it's like to be J-school student than to let pictures tell the story?

Developing the idea didn't come easily, but many meetings and debates later, the *JJ* team responsible for the project, including Holstead, managing editor Julie Gurnon, senior editor Jenny Weaver and

associate editors Andie Darr and Monica Juarbe, finalized the concept: a daylong shoot where photographers would document the lives of a half-dozen J-School students from various backgrounds and sequences.

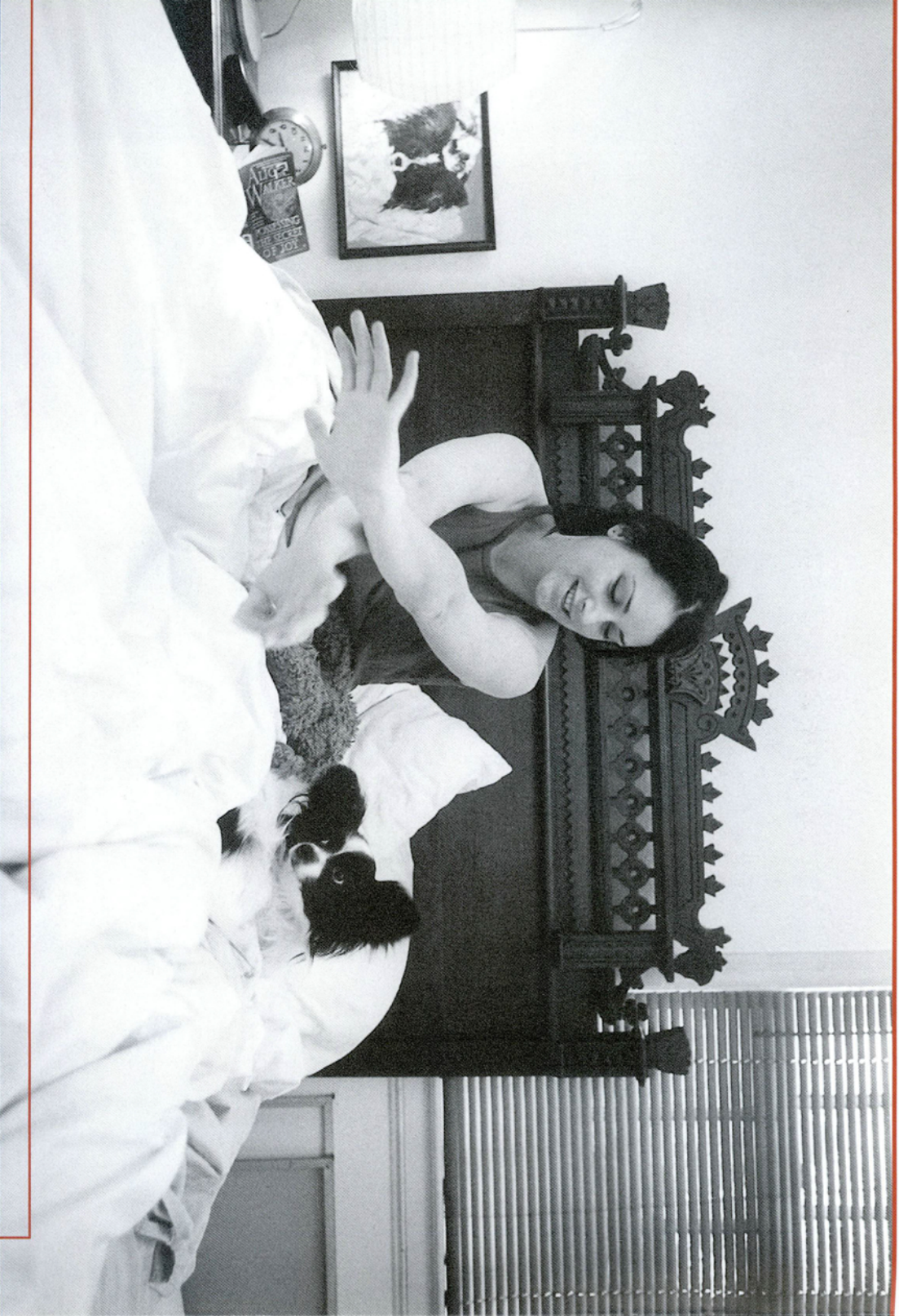
After coordinating five alumni photographers, four assistants and eight student subjects, the team members hashed out a schedule for the shoot. They also made arrangements for travel, meals and parking, got permission for the photographers to be at private locations and developed a communication network (thank God for cell phones) to handle any problems. With the help of the rest of the staff, the team prepared to tackle the most ambitious project the *JJ* had attempted in years.

At 6:30 a.m., Thursday, November 16, months of planning came to a head. Gurnon and Weaver met photographers Rich Clarkson and David Peterson in the *JJ* staff room in Stauffer-Flint for a breakfast of coffee and bagels before launching the shoot. Much to the surprise and delight of the staff, the project went off without a hitch. The day was cold and dreary; the shoot was anything but. Photographers and their assistants trailed a diverse group of J-School students doing everything from eating breakfast to having drinks at the Jazzhaus.

When the fun was over, the hard work began. The shoot yielded about 1,800 shots of which we offer 25 on the next 14 pages. Welcome back to a day in the life of a J-School student.

Left: Delivery guy can't find the right place? Just tell him to look for the unique stone structure of Stauffer-Flint Hall.

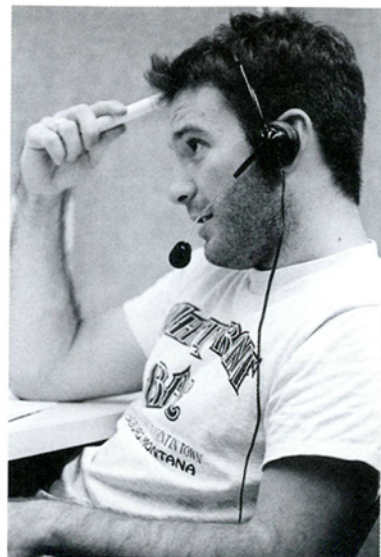
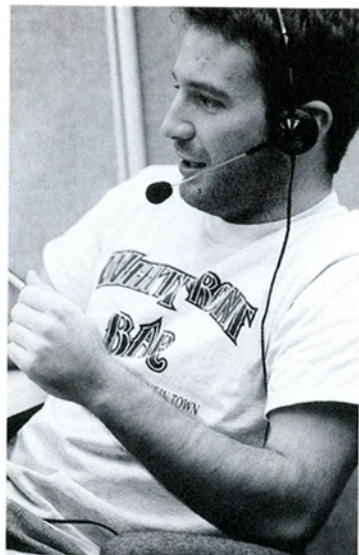
Journalism students' lives are as varied as students themselves. Here five alumni photographers document a day in the life of six of those students.



Above: Kami Bremyer, a strategic communications student, and her dog, Simon, start their day at 8:30 a.m. They live in a quaint one-bedroom house a few blocks off Mass Street. Kami has decorated her home with antiques and photos of Simon.

Right and below: The first thing in Kami's morning routine: Kiss her dog on the lips. The second: brush her teeth.





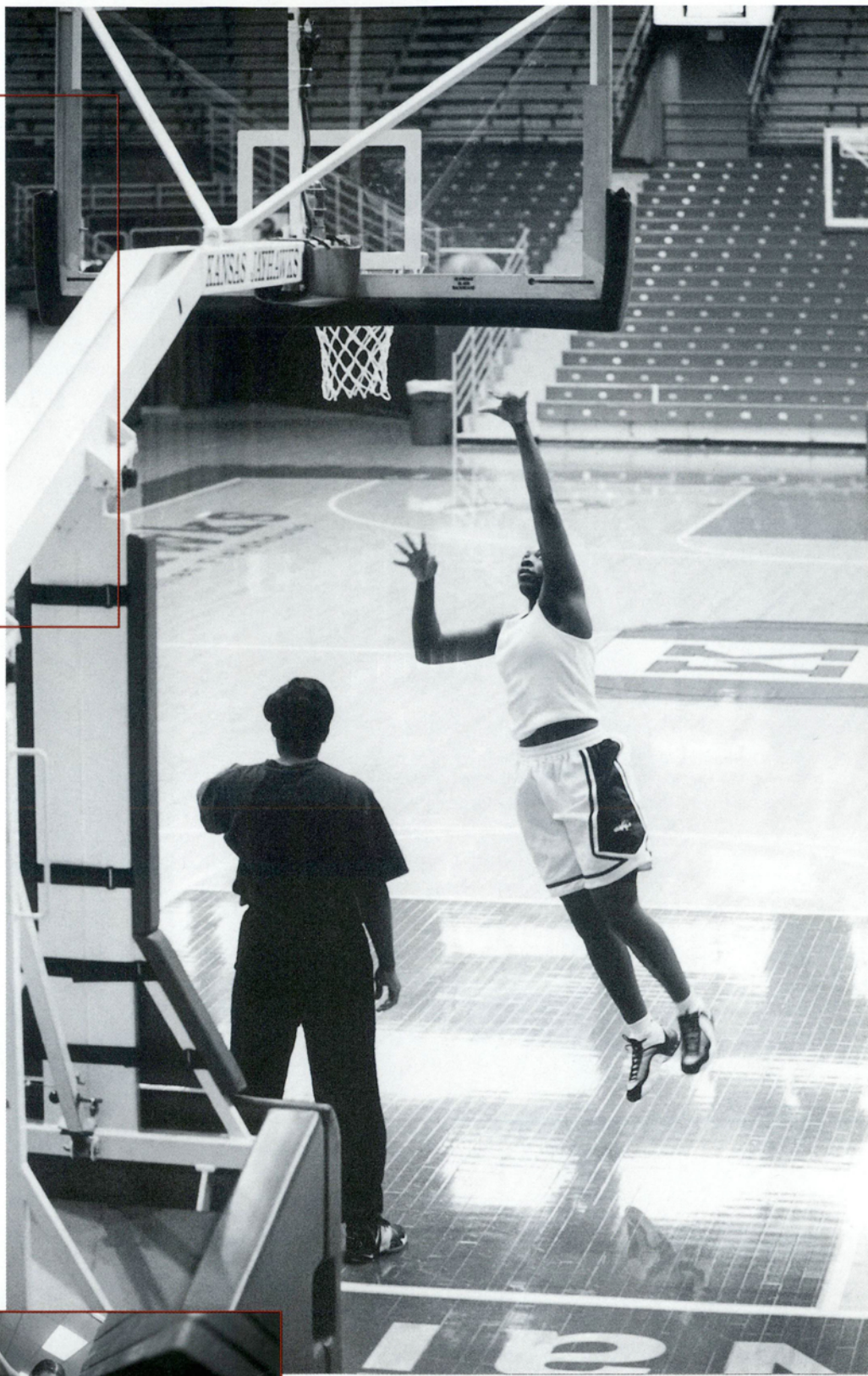
Philip Meiring

Derek Helms plays with his highlighter during his four-hour work shift at the Survey Research Center in Fraser Hall. He jokes with the caller as he reads questions about employment opportunities and affordable housing from a computer screen.

Right: Jackie jokes with the other players in the women's locker room. The conversation topics included how long it had been since each woman had shaved her legs.



Philip Meiring



Rich Clarkson



Philip Mciring

Above: Jackie Johnson, forward for the Kansas women's basketball team, practices shots in Allen Field house with Coach Marian Washington.

Left: Jackie concentrates on her lateral pull-down as part of her warm-up. The women's basketball team moves through fast-paced rotations in the weight room at Anschutz Sports Pavilion.

The Photographers

Rich Clarkson, a 1956 graduate of the University of Kansas, owns Denver-based Rich Clarkson & Associates, a photography and publishing company that specializes in the creation and management of fine photography.

After graduating from KU with a journalism degree, Clarkson served in the Air Force for two years before becoming director of photography for *The Topeka Capital-Journal*, a job he held for 21 years. During that time, Clarkson also was a contract photographer for *Sports Illustrated*.

Clarkson left the *Capital-Journal* in 1980 to serve as managing editor of graphics at *The Denver Post*. In 1984, he joined the staff of National Geographic Society as director of photography.

In 1987, Clarkson left National Geographic and founded his Denver company. He has co-authored six books. He was also director of photography for the book *A Day in the Life of America* in 1986 and was a photographer on four other *Day in the Life* books. Clarkson also has worked regularly over the years for *Sports Illustrated*, *Time* and *Life*. He has photographed eight Olympic games, including the 2000 Olympics in Sydney.

Recognized by *American Photo* magazine as one of the 50 most influential individuals in American photography, Clarkson remains active with his alma mater, working on several books about KU and NCAA sports, and serving as a trustee of the William Allen White Foundation at KU.

Right: Eric Boedeker and Ashley Shroyer make the trek from the KUJH office in Dole Hall to the Art and Design building on top of the hill. The story they're looking for is about an exhibit of student-made jewelry that will open that night.

David Peterson



David Peterson

Doug Hesse, a 1994 graduate of the University of Kansas, owns Black Dog Imageworks in Kansas City.

With degrees in environmental science and journalism, Hesse worked in newspapers for about three years after graduation. He shot for the *Independence (Kansas) Reporter* and then the *Huntington (Indiana) Herald-Press*.

In 1996, Hesse left the newspaper industry in search of what he called "a better way of life and a happier existence." He found what he was looking for when he returned to Lawrence in the spring of 1997 to start his own studio, Black Dog Imageworks. In 1999, Rachel and Philip Meiring joined Hesse, and the three opened a studio in Westport.

Black Dog Imageworks is a full-service studio specializing in black-and-white images. Its clientele include ABARTA Media, publishers of *Kansas City Magazine* and *Kansas City Home Design*; the Lawrence Visitors' and Convention Bureau; the KU Alumni Association; NCM & Associates, and wedding photojournalism and portrait clients.

Julie Jacobson, a 1992 graduate of the University of Kansas, is a photographer for *The Kansas City Star*.

Jacobson earned her journalism degree from KU in the spring of 1992, and she spent that summer as an intern for *The Arizona Republic*. She did freelance work for the *Star* and Sun Publications in Kansas City that fall. In February 1993, Jacobson was hired as the community photo coordinator in the Johnson County, Kansas, bureau of the *Star*.

In January 1996, Jacobson moved to the *Star's* downtown Kansas City office to become part of the daily photography staff. She shoots a variety of subjects, but she has a passion for sports. That passion has led her to cover the Royals and Big XII basketball. She is now covering Big XII football for the *Star*.

Philip Meiring graduated from the University of Kansas in 1992 with a bachelor's degree in journalism with an emphasis in photojournalism. He and his wife, Rachel, are partners with Doug Hesse at Black Dog Imageworks in Kansas City.

After graduation, Meiring worked as a photojournalist at the *Rome News-Tribune* in Rome, Georgia, for a year. He then moved to Richmond, Virginia, where he worked for the next four years as a freelance photographer and, for a year, as an assistant to several



Doug Hesse

Sorting the dry cleaning is just one of Jana Smoot's jobs at Dillon's grocery store.

commercial photographers. Meiring also did freelance work in Kansas City for two years before he joined Hesse at Black Dog Imageworks in 1999. Black Dog Imageworks is a full-service studio specializing in black-and-white photography.

David Peterson, a 1974 graduate of the University of Kansas, is a Pulitzer-prize winning photographer at *The Des Moines Register*.

After earning an art education degree from Kansas State University in 1971, Peterson came to KU to get a degree in journalism. Upon graduation, he worked as a photographer at *The Topeka Capital-Journal*. In 1977, he left Topeka to become a photographer at *The Des Moines Register*, where he was worked since.

Peterson won the Pulitzer Prize in 1987 for feature photography, and again in 1991 for community service. He was also Region 5 photographer of the year in 1978, 1979 and 1980. In 1986, he won the Nikon Sabbatical, and he served as a judge for Pictures of the Year in 1988 and 1997.

Left: Cameraman Eric Boedeker dreams of becoming a sportscaster, but until that fantasy becomes reality, he works on a story for KUJH television.



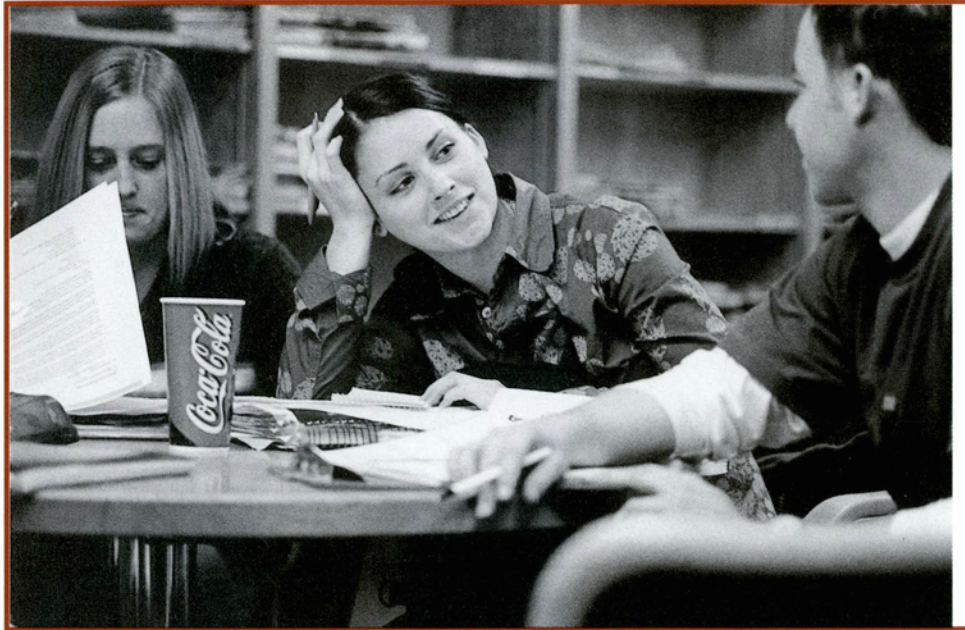
Above: Melissa Davis walks on campus. Davis juggled four jobs and 13 hours of classes, including writing for the *Kansan*. She got by on five hours of sleep a night.



Left: Hollyn Finkemeier, a 20-year-old strategic communications major, studies for finals instead of taking a much-needed nap.



Doug Hesse



Philip Meiring

Kami chats while working with her campaigns group in the Stauffer-Flint Reading Room, a home-away-from-home for many J-School students.



Left: Melissa interviews Carol Seager of Watkins Memorial Health Center for a *University Daily Kansan* article on the availability of flu shots.

Below: Melissa Davis, who graduated in December, gets a flu shot at Watkins Memorial Health Center. She takes advantage of the opportunity for a free flu shot after her meeting with Carol Seager.



Doug Hesse



Hollyn talks with other girls at the Campus Christians meeting. The women split into two groups for Bible study. The living room walls, painted by the brother of one of the women, depict an outdoor scene.

Kami Bremyer waits for her boyfriend, who is late for a midnight get-together, at Teller's, a downtown restaurant.

Doug Hesse

Julie Peterson



Hollyn bows her head in prayer at the Yellow house where the Campus Christians gather for Bible study.

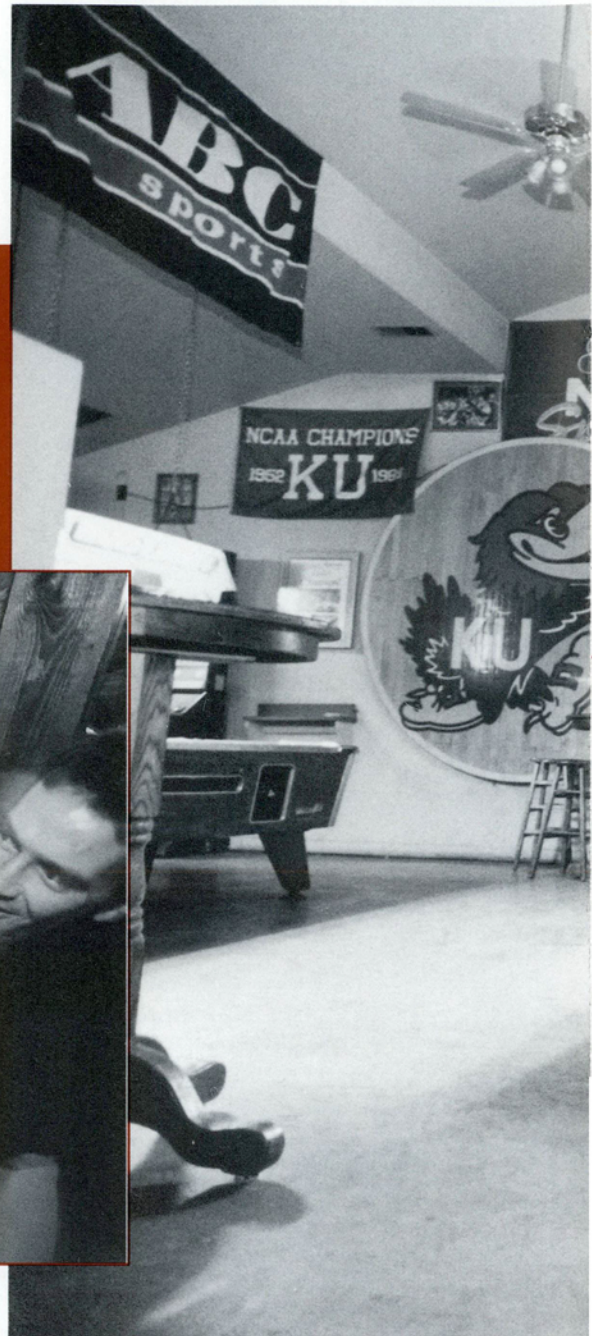
Doug Hesse

Julie Peterson



Kami kicks back with some friends at The Red Lyon on Mass Street, recounting her day and laughing with friends over a few beers.

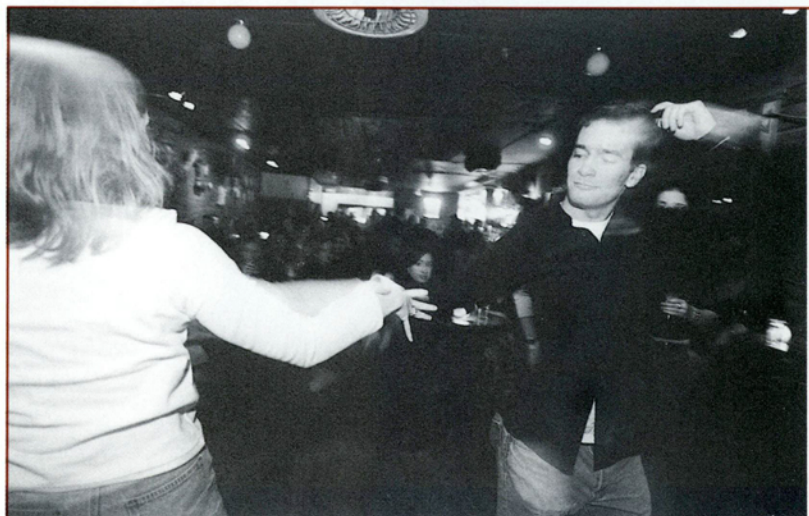
Melissa reminisces about her three and a half years working at The Yacht Club, a local bar. "I'm going to miss this place the most." She admires the original scoreboard of the 1988 Final Four, when KU won the championship.



Julie Peterson

Derek Helms tells a story to some friends from out of town while on a double date at the Jazzhaus downtown.

Derek takes a spin around the dance floor with his friend.



Julie Peterson



Julie Peterson

“I arise in the morning torn between a desire to improve the world and a desire to enjoy the world. This makes it hard to plan the day.”

—E.B. White

DRIVE-THRU TO SUCCESS



Kyle Craig relies on his fast-food campaign experiences as he starts a new career helping students and professionals become better leaders.

By Erinn R. Barcomb

In an upstairs classroom in Stauffer-Flint Hall, Kyle Craig prepares to transport several dozen advertising students back to the early 1980s. Although most of them were tottering around with stuffed animals at the time, Craig was fretting over perhaps the biggest risk of his career in advertising: an aggressive campaign against fast-food behemoth McDonald's on behalf of number two Burger King.

He pops a tape into the VCR, and the aged, tinny-colored commercial appears on the screen.

A brown-haired girl in pigtails spouts her opinion of McDonald's. "Do I look 20 percent smaller to you?" she asks the audience. "I must to McDonald's. When I order a regular burger at McDonald's, they make it with 20 percent less meat than Burger King."

As Craig shows other commercials from the same campaign, the students recognize stars like Leah Thompson and Elisabeth Shue in their younger years. It's about 10:30 a.m., and the close-up pictures of sizzling burgers, juicy tomatoes and melting cheese whet everyone's appetite.

Several times a year, Craig flies from Denver to Kansas City and makes the drive to Lawrence to guest lecture at his alma mater, KU. Today, one of Tim Bengtson's advertising classes gets to hear him talk about his make-or-break campaign for Burger King.

"Everything happened as he hoped it would," Bengtson said. "He's either a sage or pretty darn lucky, or both. If things had not worked out, he probably would have lost his job."

When Craig graduated with a journalism degree from the University of Kansas in 1969, he wasn't necessarily headed for a career in advertising for fast-food chains. But once he started, he found the restaurant business gave him two things he loves: creative work in a fun, relaxed environment and the chance to take risks. His work has carried him a long way, from fast-food marketing to corporate management to teaching courses in leadership at the collegiate level.

Dressed in a dark blue suit and red striped tie, Craig sits on the table at the front of the room and swings his legs back and forth as he continues his Burger King story.

In 1982, Burger King sat below McDonald's on the fast food chain. At that point, Burger King was trying to, in Craig's words, "out-McDonald McDonald's," by imitating the opponent's commercials—an effort that wasn't working. McDonald's had three times the sales, and the gap was widening. Ideas for an aggressive campaign developed. Craig looked at taste tests and surveys that indicated Burger King's strength was the quality of the food. The

campaigns had to attack the quality of the competitor's product, a tactic not so common in 1982.

"Taking on McDonald's was like attacking God, mother and apple pie," Craig said.

As if that wasn't enough, Craig had the daunting task of selling the campaign to the head of Burger King's parent company, Pillsbury. Three weeks before the commercials were to air, Craig spent the weekend reading overhead charts, reviewing the research, convincing himself the campaign was a risk worth taking. On Monday morning he walked into a corporate boardroom and made the pitch to head of Pillsbury and 18 executives.

After his pitch and some general comments, the chairman finally spoke up.

"What is the possibility Burger King could be sued for the commercials?" he asked.

Craig told him the commercials exceeded legal and industry standards.

"Are you prepared to stake your career on it?" the chairman asked.

Craig told him, "I have a hunch I already have."

The commercials worked, so Craig kept his job. Even though Burger King received hundreds of critical letters a day, sales climbed.

Craig left Pillsbury in 1987 and went to work for PepsiCo's restaurant group. There he advocated another daring marketing scheme—taking the "fried" out of Kentucky Fried Chicken. Craig was one of the innovators behind the decision to change the chain's name to KFC in 1991.

"With the increasing consumer emphasis on nutrition and health, it seemed like we didn't need to remind people that our product was fried," Craig said. KFC also was expanding its product line beyond fried chicken, and it wanted a less restrictive name.

From PepsiCo, Craig went to Boston Market, then called Boston Chicken, in 1992, where he launched the restaurant chain Einstein's Bagels. He and his wife, Elyse, moved with their three daughters from Louisville, Kentucky, to Denver. When Boston Market went public in 1996, Craig, 53, decided it was time to move on and started his own business, Outlook Consulting Company. Outlook works with consumer-oriented companies on marketing and strategic development, and conducts leadership seminars for middle and senior management. He also started teaching a course called the Dynamics of Leadership at the University of Denver.

The course reflects Craig's evolving theories about what makes good leaders, which took root a half-dozen years ago when he taught a course on leadership at the University of Indiana. Research and "30 years of observation and good and bad experiences" convinced Craig that leadership was a learned skill.

"Used to be people thought leadership was almost genetic," Craig said, "but there is a growing body of evidence that leadership is about a series of practices."

Based on these practices, Craig has created a model, called the "Bridge to Leadership," which he uses in his courses and in the seminars he teaches as part of Outlook Consulting. Among these practices are developing a shared vision, selecting and developing great people, and getting peoples' hearts and heads into the game.

Craig also differentiates between managing, which focuses on process and planning, and leading, which focuses on being a catalyst for change. Most companies today are over-managed and under-led, Craig said.

"Management is important, but good plans poorly led seldom

Research and "30 years of observation and good and bad experiences" convinced Craig that leadership was a learned skill.

succeed," Craig said. "The reverse is also true. Good leaders without plans seldom succeed. You need a combination of the two."

The Burger King campaign and the creation of Einstein's Bagels were two of Craig's personal bests in leadership, he said. In both cases, the results, including sales, customer counts and brand awareness, far exceeded expectations.

Craig's leadership experience goes back a long way—to when he was KU student body president in 1967 and 1968, the beginning of a turbulent period in KU history. Craig said one of his most memorable accomplishments was helping bring national leaders to campus to speak, including Nelson Rockefeller and Bobby Kennedy. Kennedy came to campus two days after



University of Kansas Archives

Kyle Craig, center, was president of the student body in 1967 and 1968. He is shown here in a yearbook photo with Don Chubb (left), the chairman of the all student council, and Brian Barker, student body vice president.

announcing that he would run for president and a month before he was assassinated.

Craig's term as student body president inspired his interest in leadership, and also got the attention of the university's vice chancellor, David Ambler, who is developing, with alumni help, the Raymond F. Nichols League of Former Student Leaders. The Nichols League funds a program for students who are either minoring in leadership in the Department of Communication Studies, or who want to participate in the League's training program for student leaders. KU alumni, including Craig, serve on the league's advisory board and come to KU to conduct leadership workshops.

Alumni also serve as resources for student leaders, and eventually may serve as "electronic mentors" for students, where an alumnus now working in a leadership position would mentor a current student via e-mail.

The goal of the Nichols program, Ambler said, is to give students the chance to learn and practice leadership skills, an idea Ambler discovered is perfectly in sync with Craig's thinking, and a key reason why Ambler wanted Craig actively involved in the program.

The steam whistle just outside Stauffer-Flint has sounded, signaling the end of Bengtson's advertising class. But it isn't the end of Craig's stint at KU. He'll be back to share his expertise with other students.

J-School Jedi

After 30 years, Rick Musser still reigns with reporting students.

BY SETH JONES

It was one of my worst days as a college student. My sophomore year, I somehow made my *University Daily Kansan* editor so mad she was threatening to fire me from my position as a writer.

In my youthful ignorance, it didn't dawn on me that I couldn't be fired from the *Kansan*. It was, after all, just a class. And Rick Musser was the instructor. The worst thing that could happen was that I'd have to drop.

Regardless, sparks were flying between my editor and me. That meant Rick had to contact me for an early-morning meeting to discuss what the problem was with one of his many problem-ridden students.

At 8 a.m., Rick sat me down in his office. "Seth, what's bothering you?" he asked me.

"I'm mad, Rick. I miss one meeting, and my editor is ready to fire me."

"So, what are you feeling?"

"I already told you! I'm mad. I'm angry."

Rick leaned forward and looked me square in the eyes. In a firm voice, he told me, "Angry? Anger is just another form of fear. What is it you're afraid of, Seth?"

It was at that moment that I realized Rick Musser was more than a professor to a student. He's more like Yoda to Luke Skywalker. But instead of training students to become Jedi masters, he's training students to become masters of journalism.

Sitting at his desk on an early Friday morning in Stauffer-Flint Hall, Musser leans back in his chair and reflects on his job. He's been teaching at Kansas since 1976, but he first stepped into a college classroom as a teacher's assistant in 1969 at Indiana University, his alma mater. In between, he's been a reporter for the *South Bend Tribune*, *The Kansas City Star* and *The Wichita Eagle*. He's also been a magazine writer and the vice president of operations for the *American City Business Journal*.

But for Musser, it all comes back to teaching. After 31 years, he has formed an opinion or two on the topic.

"It's a lot like sports. When you get to a certain level, it's not a skill game, it's a psychological game," Musser said. "People have a



Jamie Roper

Rick Musser, who has a reputation around the J-School for being tough and honest, was awarded the W.T. Kemper Fellowship for Teaching Excellence last year.

skill, but you have to help them psychologically to use those skills."

The skill Musser brings to the classroom has not gone unnoticed. On the first day of fall classes, Musser received a visit from Chancellor Robert Hemenway. Hemenway brought with him the W.T. Kemper Fellowship for Teaching Excellence, an award recognizing outstanding teachers and advisers at Kansas. Five are awarded each year, and the award comes with a \$5,000 check.

Musser has a reputation around the J-School of being tough and honest. He sets high standards for his students, and expects people to live up to those standards. He's honest with people when they don't meet them.

"And when I say it's good, you can bet it is," Musser said.

Jana Smoot, Chanute junior, knows all about Musser's honesty.

"He's a tough critic. If something isn't good, he'll make fun of it," Smoot

explains. "But that's his way of energizing students to learn."

Students who had Musser toward the beginning of his career would notice a difference in the man today. People who have faced the wrath of Musser know it's not good to make him angry. But it takes more to make him angry than it used to.

"I still have a short fuse, but I've worked at making it a longer short fuse," he said. "I've read books and articles on anger and how to properly deal with it."

Now that he understands how to bring out the kinder, gentler Rick, he's focusing on both his short-term and long-term goals. Short-term, getting the stack of midterms on his desk graded. Long-term, making the end of his career as fun as the first part.

He's off to a good start. The stack of midterms is shrinking, and the \$5,000 he won from the Kemper Award will be put toward a trip to either Italy or somewhere in the Mediterranean. He plans on taking his wife of five years on the honeymoon they never had.

Upon return from the trip, it'll be back to business as usual, teaching students to be journalists and mastering their craft.

The Luke Skywalkers of the J-School come and go, but rest assured, the Jedi Master remains.

Unforgettable flair

The dynamic teaching style of Tom Volek, associate professor of journalism, inspires students every day.

BY ELIZABETH POWELL

After 10 years in the Journalism School, Tom Volek had had more than his share of nominations for teaching awards. He just never won anything. So his fellow professors took to calling him “Susan Lucci.” Lucci was nominated for best actress for the Daytime Emmys for something like 18 years running and never won.

“Lucci kind of got the label of perennial loser, and my dear friends stuck it on me,” Volek said. “Then Lucci won the Emmy a couple of years ago and left me in the dust.”

Until now.

On the first day of school last fall, Chancellor Robert Hemenway walked into Volek’s classroom and presented him with the W.T. Kemper Fellowship for Teaching Excellence, surprising Volek, as well as his students. Only five Kemper awards are given each year, and they each come with a \$5,000 check.

But just because he didn’t win an award until last year, doesn’t mean he didn’t deserve to. Volek brings a lot of energy, to put it mildly, to the broadcast and strategic communications courses he teaches. He also teaches the First Amendment and Society class, formerly the mass communications law course, which demands some semesters that he keep students awake and focused at 8 a.m. — a skill he learned from one of his college professors at the University of Missouri.

Volek was an undergraduate student at Missouri when he took Dr. John Kuhlman’s economics class. Kuhlman, Volek said, was an inveterate comic and storyteller, and his antics, in a class of 500 students, made lessons on economics memorable.

“He also had clever and funny questions on his exams (which I try to do, too),” Volek said. “I never missed that class because you never knew what was coming next. I pattern my teaching after him to this day.”

So Volek dances, jumps and tells jokes to get his classes going. And about five years ago, his students got him back. “Four students in the back started holding up cards with like ‘5.4’ on them, judging the jokes, like at the Olympics. It really cracked me up. We played off that the rest of the period,” Volek said.

Even if he doesn’t take himself too seriously, Volek takes his work seriously.

Along with his journalism appointment, Volek is an associate professor of Russian and East European Studies. Since 1990, he and a few colleagues have taken a dozen trips to Russia, Kyrgyzstan and Kazakhstan to help businesses better understand how to communicate in a democracy. In 1997, Volek spent nearly five months in St. Petersburg, Russia, as a Fulbright Scholar at St. Petersburg State University.

“People have said this isn’t going to work over there, that you can’t impose Western views on that culture, when really the fact of the matter is, Russians have choices, they have a wide-open book, and what they want is the truth. Russians are building values based on honesty, and my job there is to help them understand it all,” Volek said.

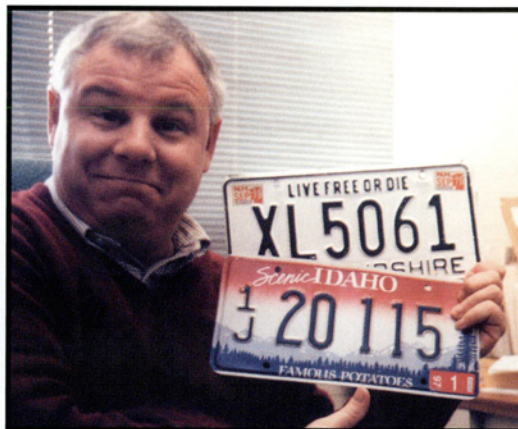
Volek came to KU in 1990 after finishing a Ph.D. in Mass Communications from the University of Minnesota. He also has a master’s degree from the University of Wisconsin-Superior.

After 11 years at KU, Volek knows his teaching makes an impact on students’ lives. Not only has he won a Kemper award, but in spring 2001 he received a KU Center for Teaching Excellence award. Students pick one winner in each department within the university.

Maybe nothing illustrates just how much influence Volek has had on his students than the anonymous card on the bulletin board in his office he received five years ago.

The outside of the card says “Thinking of you.” Inside, it says, “Wishing you a wonderful New Year.” And the card giver wrote: “I always thank the best teachers at the end of the semester, and you were certainly one of them. If everyone taught with your zest and interest, I’d be enjoying my education a lot more. Thanks again. I’ll be looking for your name in the timetables of the future. Best wishes to you and your family in the upcoming years.”

It is signed, “A student.”



Jamie Roper

Tom Volek holds up his “First Amendment License Plate Collection,” two of his favorite props for First Amendment course he teaches. The plates were at the center of two free speech cases. Volek was awarded a W.T. Kemper Fellowship for teaching excellence in 2000.

Crowning Achievement

Katie Hollar's talent as a reporter didn't win her a pageant title and a dozen roses, but it makes her a shoe-in for a successful journalism career.

BY JULIE GURNON

"I still have dreams about it," says Katie Hollar, referring to the night in October 1999 when she strode across a brightly lit stage in Burlington, Kansas, wearing only a swimsuit and high heels. The occasion was the 2000 Miss Flint Hills Pageant, and Hollar, then an Advanced Reporting student, signed up as a contestant to get a behind-the-scenes glimpse of the beauty pageant world.

That kind of nerve has earned Hollar a reputation as an outstanding reporter and writer in the J-school. Tom Eblen, general manager of *The University Daily Kansan*, says Hollar is dogged in her pursuit of a story. "Her greatest asset is confidence," Eblen says. "She doesn't start out thinking she can get the story—she starts out knowing she can get it." Hollar, an animated 21-year-old with a slender frame and petite features, offers a more modest response to the secret of her success. "I'm nosy. I love to know what makes people tick," she says. "I'm one of those people who will talk to everyone in the grocery store—my kids will hate it!"

Hollar's interest in journalism took root during her freshman year at Topeka (Kansas) High School. At that time, it wasn't a journalism career that interested her, but the hunky brown-eyed editor of the *Topeka High World*. The teenage crush eventually faded, but her passion for journalism grew. By the end of her third year on the paper, Hollar was the self-proclaimed "queen of the *World*."

Hollar left journalism behind during her senior year of high school and didn't return to it until her second year at the University of Kansas. "When I took Reporting I as a sophomore, it solidified my decision to major in journalism," she says. "I realized how much I missed it."

Since then, Hollar has been writing and reporting non-stop. In the fall of 1999, she wrote about five stories a week while covering the crime and courts beat for the *Kansan*. The following semester she accepted an internship with The Associated Press and wrote spot news coverage of the Kansas legislature and weekend feature pieces for the wire. That same semester, she served as campus editor for the *Kansan*, editing and supervising 14 reporters.

An internship at *The Kansas City Star* followed in the summer of 2000. She wrote four front-page stories for the newspaper and averaged four general assignment stories each week. Hollar's stories covered topics ranging from the daily experiences of ice-cream truck drivers to a somber vigil for a teenage girl killed by a gunman.



Thad Allender

Hollar's "greatest asset is confidence," says Tom Eblen, general manager of *The University Daily Kansan*.

Mike Casey, the *Star's* assistant city editor, describes Hollar as a strong writer and reporter with a wonderful attitude. "She has a good way of talking with people," he says, "and if you're going to be a reporter, that's the number-one skill you need."

It's a skill that served Hollar well in the J-school's Multimedia Reporting class, which combines print and broadcast reporting projects. Doug Sudhoff, Hollar's instructor in spring 2000, remembers her efforts. "She made a solid transition from a background in print to handling the TV portion of the class," he says. "She's one of ours with a very bright future."

Hollar welcomed the chance to expand her skills, and she appreciates the benefits that different media such as video and the Internet offer. "It's such a complete way of thinking, especially when you consider the different ways people learn," she says. "If you can make print multidimensional, you're enhancing it."

Last fall, Hollar researched and wrote in-depth feature stories while serving as a senior staff writer for the *Kansan*, including a joint project with *The Wichita Eagle*.

She will graduate in May 2001 and wants to continue reporting and writing for a newspaper, although she doesn't have a particular paper in mind. For Hollar, doing what she loves is the important thing. She likes to think of herself as a detective, trying to find the right person or pieces of information.

As for the Miss Flint Hills Pageant, Hollar didn't walk away with the crown, but she did get an "A" in Advanced Reporting, and her story was entered in the 2000 Hearst Foundation features competition. It looks like she came out a winner after all.

Executive Decision

Some things are just too good to pass up. That's why Annie Hendricks postponed graduation to intern for Al Gore's presidential campaign.

BY BRITTANEY PARBS

On Thanksgiving Day, 23-year-old intern Annie Hendricks still didn't know if her boss, Al Gore, had gotten the job.

Last summer, Hendricks applied for a summer internship on the Al Gore presidential campaign with the encouragement of her uncle, a lobbyist who knew a University of Kansas graduate working on the campaign headquarters stationed in Nashville, Tennessee. Scheduled to graduate in December 2000, a summer internship worked perfectly into her plans. Who could let an opportunity like that slide by?

The application process included writing a one-page essay, an easy task for Hendricks, a business communications major from Clinton, Missouri. At the end of May, she was granted the internship. She was one of four interns, out of about 50 who applied, who was to work at the management level.

Hendricks assisted chief of staff Chip Smith and primarily worked as the contact person for his day-to-day activities. She soon gained a reputation as a dedicated and hard worker. "She had an absolutely terrific attitude and approach to being here and putting in long hours," Smith said.

In fact, she was so good at her job that Smith didn't want her to leave at the end of the summer. He asked her to stay with the campaign full time through the fall. Despite the fact she only had 13 hours between her and graduation, Hendricks seized the opportunity — and the hectic routine that came with it.

Every day, Hendricks awakened at 7 a.m., and by 8 she was at the office, coffee in hand, ready to plan her boss's schedule. "Annie definitely helped me get through the day," Smith said. "She was an advocate for the staff members, who were trying to get issues resolved with me, and an advocate for me, protecting me from all of the crazy things that went on in the course of a day."

Around 2 p.m., the campaign members ordered in lunch from Nashville Deli. Between bites of potato pancakes, Hendricks made travel plans for Smith, answered phone calls and arranged conference calls for top officials. After lunch, her only meal of the day, Hendricks edited letters and press releases and tracked the fundraising budget. She also helped with plans for the election night.

When 8 p.m. rolled around, Hendricks' official hours were over, but she was still hard at work. She usually made it out of the office at 9 p.m., and was in bed by midnight, resting up to do it all over again the next day.

But the internship wasn't all work and no play for Hendricks. The KU senior made some great friends in Nashville, and many of

the campaign workers were young. "The people I worked with were really fun. We went out on the weekends. Believe me, you had to get out because you didn't have a life," she said.

After more than six months' involvement in the most controversial election in decades, Hendricks became a self-proclaimed spokeswoman for the Gore campaign and a smart debater on the tough issues. "It was exciting to take an active role in where our country was going," she said. "Day to day, it didn't seem like a big deal, but I worked on a presidential campaign. It's hard for me to fathom that. It's been a once-in-a-lifetime opportunity for me."

The experience could open many doors for Hendricks. "It'd be amazing to work at the White House," Hendricks said. She would like to work in the communications department or in the social office booking special events for the White House.

Luckily, she's got a little time to decide. Hendricks returned to KU in the spring to finish the 13 hours she needed to graduate. And whatever she decides to do after that, "Al Gore Presidential Campaign" will look pretty impressive on a resume.



Courtesy Annie Hendricks

Life after the Gore campaign for Hendricks will include graduating from KU in May and aspiring to work someday in the White House.

Who's what and where

2 0 0 0

Melody Ard

is a copy editor at *The Times* in Gainesville, Georgia.

John Ary

works for Sunflower Cablevision in Lawrence.

Erik Ashel

is a sports reporter for KTKA-Channel 49 in Topeka, Kansas.

Elizabeth Bailey

is an assistant media planner at Fallon McElligott Inc. in Minneapolis.

William Baxter

is an assistant media planner at Foote, Cone & Belding in Chicago.

Christie Bear

is an editorial assistant at CMP Media in Lawrence.

Jennifer Biehler

is a development coordinator at Children's Memorial Hospital Foundation in Chicago.

Jill Bradley

is a freelance designer and editor in Kansas City.

Gina Braun

works for Nortel Networks in Bellevue, Washington.

Edie Bryant

works at the University of Kansas Medical Center in Kansas City, Kansas.

Nathaniel Buckley

joined the U.S. Air Force.

Timothy Bunker

took a paid internship with J. Walter Thompson Co. in Chicago.

Crystin Burd

works at Output Technology Solutions in Kansas City, Missouri.

Brandi Byram

is an assistant media buyer at Leo Burnett Co. in Chicago.

Jennifer Cadmus

is a designer engineer with ADC Telecommunications in Denver.

Chris Chelko

is a police officer in Shawnee, Kansas.

Courtney Cullor

is a general assignment reporter for KSNF-TV in Joplin, Missouri.

Kristen Day

is a marketing coordinator at Organized Living in Lenexa, Kansas.

Megan Deines

is an account coordinator for GlynnDeVins, an advertising and marketing firm in Overland Park, Kansas.

Jeremy Dewey

is a supervisor and listener liaison for Audio Reader in Lawrence.

Erin Diggs

is an editorial assistant at *Woman's Day* magazine in New York City.

Andrea Doden

works at KJRH-Channel 12 in Tulsa, Oklahoma.

Jason Dunn

is an account executive at TMP Worldwide in Lenexa, Kansas.

Amanda Eggen

works at Sprint Publishing & Advertising in Overland Park, Kansas.

Hilary Evans

is a project coordinator at Strategy Custom Publishing in Portland, Oregon.

John Fehling

works as a marketing representative for Anheuser-Busch in St. Louis.

Charles Fiser

is a sales representative for *The Northeast News* in Kansas City, Missouri.

Simone Fisher

works as an account executive for Third Coast Media in Dallas.

Gregory Flaspohler

is an order administrator for Illuminet Inc. in Overland Park, Kansas.

Janna Furney

works in the research department at Bernstein-Rein Advertising in Kansas City, Missouri.

Christopher Gast

works at FuncoLand in Lenexa, Kansas.

Tracy Goeglein

works for Cottonwood Inc. in Lawrence.

Kristopher Gray

is a marketing coordinator for George Butler Associates in Lenexa, Kansas.

Julie Green

is the weekend morning associate producer for WDAF-TV in Kansas City, Missouri.

Bradley Hallier

is a sports writer for *The Garden City (Kansas) Telegram*.

Krista Hampton

works in the promotion and publicity department of Alvin Guggenheim Associates in Kansas City, Missouri.

Erin Hansen

is an account coordinator for Sullivan, Higdon & Sink in Lenexa, Kansas.

Kelly Harrington

works as a public relations and advertising assistant for Robert Half International in Chicago.

Dana Hazels

works for CNN International News, Atlanta.

Maggie Heck

is an editorial assistant for Medscape on the CBS Healthwatch.com Web site in New York City.

Jill Hinrich

works for Fieldsource in Addison, Texas.

Christopher Hockley

works for Greer, Margolis, Mitchell, Burns & Associates in Washington, D.C.

Seth Hoffman

works for Sprint PCS in Overland Park, Kansas.

Laura Huelsman

works at American Identity in Kansas City, Missouri.

Katrina Hull

covers the Kansas legislature for the Associated Press.

Matt James

works at *Press Republican Newspapers* in St. Charles, Illinois.

Beth Janes

is an editorial assistant for *Shape* magazine in New York City.

Carl Kaminski

will attend law school at the University of North Carolina.

Elizabeth Kennedy

works for Sea Coast YMCA in Portsmouth, New Hampshire.

Jenny (Jennifer) Knopp

is assistant editor of *Lift Equipment*, a construction trade magazine in Independence, Missouri.

Kaleb Kohart

works at KSNT-Channel 27 in Topeka, Kansas.

Amy Konrath

works for Three Wide Marketing in Kansas City, Missouri.

Stephanie Krause

is a sales assistant with KLWN radio in Lawrence.

Natalie Kremeier

works at Starcom Worldwide, a division of Leo Burnett, in Chicago.

Adam Kruse

works at Starcom Worldwide, a division of Leo Burnett, in Chicago.

Jessica Langdon

is a reporter/producer for WIBW-TV in Topeka, Kansas.

Benjamin LeClair

works in public relations for the Hubbell Group in Norwell, Massachusetts.

Robb Litt

works for the Townsend Agency in San Diego.

Jennifer Lord

is a reporter for KSNT-TV in Topeka, Kansas.

Aaron Marvin

is a copy editor for the *Statesman Journal* in Salem, Oregon.

Stesha May

works for the USA Network in Chicago.

Stephanie McCarty

works for the Kansas City Chiefs in Kansas City, Missouri.

Keena McClendon

is working on her master's degree in public relations at The University of Georgia.

Mark McMaster

works for Sales & Marketing Management in New York City.

Amanda Miller

is a sales assistant in marketing at The Johnson Group Inc. in Chicago.

Michael Miller

took a sports internship with MSNBC.com.

Christina Moore

works for Pipeline Productions in Lawrence.

Michelle Moore

is a media associate at Starcom Worldwide, a division of Leo Burnett, in Chicago.

Juliana Moreira

is conducting Hispanic business-to-business marketing in Salina, Kansas.

Jennifer Oakson

works for Student Advantage, a wire service, in Chicago.

Joshua Packer

is an account coordinator, Internet researcher and Web designer for Advantage Advertising in Chicago.

Elizabeth Pepperdine

is a producer for KSNT-TV in Topeka, Kansas.

Darrin Peschka

reports for *The Ottawa* (Kansas) *Herald*.

Carrie Petree

is a copy editor in Los Angeles for *Motorcyclist* magazine.

Brooke Petty

works for *Infinity Outdoor* magazine in Kansas City, Missouri.

Jennifer Pinker

is an assistant account executive for *Cosmopolitan* magazine.

Jennifer Polsinelli

works for Account Data in Los Angeles.

Cory Proffitt

is a loan counselor for Guardian Savings in Overland Park, Kansas.

Jason Reed

joined the U.S. Air Force.

"Oh I wish I drove an Oscar Mayer weiner!"

How many KU journalism school graduates drive a giant hot dog to work? Only one: Allison Deutch, whose first job out of college is driving a weinermobile. "I am a goodwill ambassador for Oscar Mayer," Deutch said.

Deutch is one of 12 Oscar Mayer "hot doggers," who drive hot dog-shaped vehicles around the country to promote the Oscar Mayer company. There are six weinermobiles, so the hot doggers work in pairs.

"It's a really good PR job," Deutch said. "I'm pitching to media all the time, writing press releases, just getting the word out."

Hot doggers are hired for one year. Since June, when Deutch started, she has been to 19 states, and made appearances at homecomings, parades and the occasional grocer's convention.

But a major part of the job is keeping the weinermobile visible, so it goes everywhere the hot doggers go. This includes restaurants, movie theaters, and when necessary, the carwash. "It's kind of an interesting idea because we never really go off duty," Deutch said. "When we were in Florida, we'd drive it to the beach."

What are people's reactions when they see Deutch driving down the street? "There's a lot of smiling, waving," Deutch said. "People will sing the jingle out the window of their cars."

Deutch has been hearing the famous Oscar Mayer jingle a lot lately. Part of her job has been helping with the "Oscar Mayer Jingle Jam talent search," where kids 4 to 10 years old set their own words to the jingle for a chance to win a \$20,000 scholarship.

Deutch has no specific plans for the future, saying she is just taking her time and enjoying the year. "It's so much fun. Every day is different. I'm having the time of my life."

By Megan Phelps



Lawrence Journal World

Kristi Reimer

is the managing editor for *Custom Communications*, a division of Veterinary Healthcare Communications in Lenexa, Kansas.

Eric Reyhle

is an account executive for Technova Research in Chicago.

Angela Richardson

is an assistant account executive at Bernstein-Rein Advertising in Kansas City, Missouri.

John Rockhold

is the news editor for *Wireless Review*, an Intertec publication in Overland Park, Kansas.

Laura Roddy

is a copy editor for *The Dallas Morning News*.

Julie Sachs

works in university relations at the University of Kansas.

Eric Sahrman

is an assistant commercial photographer at Vedros & Associates in Kansas City, Missouri.

Amy Schwartzbach

is an assistant media planner for Publicis & Hal Riney in Chicago.

Seth Schwimmer

works for AA Linen & Uniform Supply in Kansas City, Missouri.

Jenny Scott

is the assistant to Bill Draper, a vice president and producer at Warner Brothers in Los Angeles.

Kern Shafer

works for the FSP Network in Carlsbad, California.

Amanda Shaw

is an associate producer at KTWU-Channel 11 in Topeka, Kansas.

James Sido

is a news reporter for Channel 6 in Lawrence.

Angela Simpson

works for Disney Direct Marketing in Kansas City, Missouri.

Melissa Songer

is a customer service and marketing representative at Ferrell Gas, Bluebez.com in Liberty, Missouri.

Paul Soseman

is a marketing coordinator at Brandsmart in Kansas City, Missouri.

Sarah Starr

is a project assistant for Waterman & Associates, a Washington lobbying firm.

Mandy Steed

works for Meadowbrook Rehabilitation Hospital in Gardner, Kansas.

Eric Tadda

is an assistant promotions director for KCHZ in Kansas City, Missouri.

Michael Terry

is a reporter for the *Atchison Daily Globe* in Atchison, Kansas.

Michelle Tuckner

is a sports reporter and weekend sports anchor at WEA-TV in Eau Claire, Wisconsin.

Michael Vest

works in sports information at Wake Forest University.

Diana Victor

works for *O Journal* in Fall River, Massachusetts.

Johanna Wagenknecht

is attending the School of Education at the University of Kansas.

Michael Weiss

works for ABH in Chicago.

John Wilson

is attending law school at the University of Kansas.

Julie Wood

works for the *Oxford Mail* in England.

Heather Woodson

is an account coordinator for Kuhn & Wittenborn in Kansas City, Missouri.

Heather Woodward

is a reporter for the *Iowa City Press-Citizen* in Iowa City, Iowa.

Dana Wright

reports for KCTV-Channel 5 in Kansas City, Missouri.

Gregory Wright

works for CPA Associates Inc. in Milwaukee.

Elizabeth Wristen

is a Web producer at NBC-Channel 41 in Kansas City, Missouri.

Melissa Yeager

is a reporter and producer for WIBW-TV in Topeka.

1 9 9 9

Jennifer Anderson

is the southeast's regional recruiting manager for Student Advantage, a marketing and promotions company in Chicago.

Misty Ayers

is an associate buyer for Bombardier Aerospace Learjet in Wichita, KS and Canada.

Christopher Dye

works as a designer for *The Charlotte* (North Carolina) *Observer*.

Kristen (Edelman) Weiner

is the creative specialist for the Idea Factory, an upstart group within Cerner Corporation in Kansas City, Missouri.

Greg Geckles

works as an account executive for NKH&W Inc., an advertising agency in Kansas City, Missouri.

Natalie Honig

is a sales and promotion assistant for Fox Sportsnet in Denver.

Kate McGee

is a project coordinator for Michael J. Pierson Associates, a meeting and event planning firm in Irvine, California.

Holly Olson

is a sales representative for Milex Products, a medical pharmaceutical company. She

covers the territories for Clearwater and St. Petersburg in Florida.

Christian Paschall

is an account executive at KQCA-TV in Sacramento, California.

Steven Prince

is creative technology supervisor of All Purpose Industries' Web site, www.allpurposeindustries.com.

Nicole Ritterbusch

works as a producer at KJCT-TV in Grand Junction, Colorado.

Jen Silvers

is a reporter and producer for Channel WSET-TV in Lynchburg, Virginia.

Portia Stewart

is the assistant editor of new media and books for Veterinary Healthcare Communications in Lenexa, Kansas.

Ezra Sykes

works as a reporter for *The Ottawa* (Kansas) *Herald*.

1 9 9 8

Joy Benedict

works as a reporter and fill-in anchor for WOI-TV in Des Moines, Iowa.

Kelly Cannon

is a design editor for the sports section of *The Fort Worth Star-Telegram* in Texas.

Deborah Henry

is the media coordinator for Marketing.com ad agency in Overland Park, Kansas.

Kerry Hillard

is the associate editor in the articles department for *Teen People* magazine. She edits the Real World department.

Britton Hunter

is the local market manager in Kansas City, Missouri, for the New York-based company, Big Fat Productions.

Miranda Khan

is the anchor of Good Morning Quad Cities for WQAD-TV in Moline, Illinois.

Holly Lucas

works in the healthcare department at Fleishman Hillard Public Relations in Kansas City, Missouri.

Jaime Powell

works as a marketing and public relations manager for Eastman Kodak Company Cinema Operations in Los Angeles.

Ann Weishaar

is the 11 p.m. news producer for KNTV in Las Vegas.

1 9 9 7**Jonathan Kirsch**

works as a reporter for KMTV in Omaha, Nebraska.

Amy McVey-Carson

married Peter Carson, also a 1997 J-school graduate, on October 9, 1999. Amy works as a copywriter for the Lacey Group in Minneapolis, and Peter is an account executive in Minneapolis.

Michelle Renner

is a reporter for the *Kansas City Business Journal* in Kansas City, Missouri.

Leslie (Taylor) Plesser

works as a design editor for *The Miami (Florida) Herald*.

Nathan Tohtson

is a reporter for the *Navajo Times* in Window Rock, Arizona.

1 9 9 6**Sarah Clagett**

is a researcher for the Today Show at NBC news. She mostly books guests for the show.

Jennifer Derryberry

is the new editor of *Science & Spirit* magazine. She lives in Chicago.

Sara Dusenbury

is an associate producer at Women.com in San Mateo, California.

David Edward Wilson

is a third-year law student at the Brooklyn Law School in New York. He worked for

the U.S. Attorney's office in Brooklyn, New York, in the summer of 2000.

Christoph Fuhrmans

is a designer at the *Detroit Free Press*.

Erika Rasmusson

is an associate editor at *Working Woman* in New York City.

1 9 9 5**Chris Gannett**

entered his second year with Nabisco as the senior associate brand manager for Oreo cookies. He lives in New York City.

Brian James

is a designer for the *Denver Rocky Mountain News*.

Elizabeth Reese

works as a strategy development analyst for Williams Communications in Tulsa, Oklahoma, and was nominated for a Leadership Tulsa award.

1 9 9 4**Timothy Marks**

practices law with the Kansas City, Missouri, branch of Constangy, Brooks & Smith. He represents employers in labor and employment matters.

Trevor Strawhecker

joined Microsoft Corporation as a corporate account manager. He and his wife have a son, Benjamin Thomas.

1 9 9 3**Shannon Peters Talbott**

is a lead program manager at Microsoft Corporation.

1 9 9 2**Amy Cranch**

works as the writer/editor in the development department of the John G. Shedd Aquarium in Chicago. She also is a performer with interests in dance, puppetry and physical theater.

Susan Shaffer Fagan

is the editor of *The Oread*, the University of Kansas newsletter to faculty and staff.

Eric Nelson

was promoted to the night editor of the *Dallas Morning News* in Dallas.

1 9 9 1**Bob Kirby**

works for The Associated Press Broadcast News Center in Washington, D.C.

Peter Lundquist

is the online editor for *USA Today* and held a similar position at *The Des Moines (Iowa) Register*.

Erin McNiff

is a communications manager for Ingram Micro. She lives in Laguna Beach, California, with her husband, Kevin.

Jamie Mavec

is the assistant director for publications and advertising at The College of St. Catherine in St. Paul, Minnesota.

Taiju Takahashi

has been promoted to executive producer at WXIA-TV in Atlanta.

Mario Talkington

is managing editor of *Impressions* magazine, a publication of Miller Freeman based in Dallas.

Larry Washburn

is team leader for the customer service department at CST Star Forms Inc. in Wheeling, Illinois. Son Brandon Dale was born July 31, 1999.

1 9 9 0**Monica Hayde**

is an associate with the San Francisco law firm of Steinhart & Falconer, where she practices media law and First Amendment litigation.

Derek Schmidt

was elected to the Kansas Senate in 2000. He chairs the Senate Committee on Agriculture. He lives in Independence with his wife, Jennifer.

1 9 8 9**Suzanne Cole**

is the vice president of national brand marketing for the Washington Redskins.

Charles Rotblut

was awarded the Chartered Financial Analyst (CFA) designation in October 1999 and works as a senior equity analyst for WallStreetCity.com. He lives in Houston with wife, Marni.

Alison Young

was promoted to enterprise editor for the *Detroit Free Press*.

1 9 8 8**Christopher Halsne**

is an investigative reporter for KIRO-TV in Seattle.

David Mills

left a position as interim director of learning support services at Emporia State University to become the audio/visual associate for the west branch of the Kansas City Kansas Public Library in September 2000

1 9 8 7**Judy (Scott) Dehr**

is completing her master of arts in elementary education at Bellarmine University in Louisville, Kentucky. She also works full-time and has three children.

Laura (Stewart) Sipped

completed her master of arts degree in counseling at the University of Missouri in Kansas City. She is a family therapist and serves as director of therapy at Spofford Institute in Kansas City, Missouri. Laura and her husband, Jack, expected their first child in September 2000.

1 9 8 6**Laura Meyer**

married Leif Lisec, a 1985 J-school graduate, in June 2000 in Kansas City, Missouri. Laura is the media relations manager for Sprint Corporation and Leif is a sports anchor and reporter for KCTV-5 in Kansas City, Missouri.

Pallen Lee Wong

married Harry Wong in September 2000. She received a master's degree in speech communication from the University of Washington in December 1998, and now is executive director for the Oregon Commission on Asian Affairs in Portland.

1 9 8 4**Jim Bole**

is the news systems administrator for Gannett News Service in Washington.

Warren Bridges

is the president of Pacific Coast Newspaper Group in Tillamook, Oregon.

Mallery Nagel

is pursuing an MBA at the University of Central Oklahoma in Edmond, where she lives with husband, Ross Breshears, and daughters Rachel, 4, and Roxanne, 3.

Brenda (Wesierski) Hull

had a daughter, Kira Eileen, with her husband, John, in January 2000.

1 9 8 3**Glen Huschka**

is the director of broadcasting, media and public relations for the Austin Ice Bats of the Western Professional Hockey League. He was named 1999 - 2000 WPHL Broadcaster of the Year at the league's annual conference in June.

Bradley Stertz

is the assistant managing editor of *The Detroit News*.

1 9 8 2**Mary Murguia**

was appointed in 2000 as U.S. district judge for Arizona.

Janet Murguia

served as deputy chair to Vice President Al Gore's presidential campaign and is former legislative aid to President Bill Clinton.

a staff of sales people around the country while working out of her home in Coconut Grove, Florida.

1 9 7 0 s

Dan Chegwiddden

has been the director of planned giving at Michigan State University since June 1990. He also serves as a lieutenant colonel in the U.S. Army Reserves.

Carlos Murguia

was appointed in 1999 as U.S. district judge for Kansas.

Scott Stooker

is president and owner of 1st Team Communications Advertising Agency. He lives in Wilmington, Delaware, with his wife, Gretchen.

1 9 6 0 s

Paul "Dino" Dinovitz

is the general manager for KRON-TV in San Francisco.

Bob Dotson

is an Emmy Award-winning correspondent for NBC News and special correspondent for the Today Show. He hosted a dinner last October at Alvarado Country Club in

Lawrence, Kansas, to help raise money for the University of Kansas theatre program.

1 9 5 0 s

Jerry W. Knudson

is professor emeritus of communications at Temple University in Philadelphia. His third book, *In the News, American Journalists View Their Craft*, was published last year.

1 9 4 0 s

Wilma T. North has retired and lives in Victoria, Texas.

1 9 8 0

Gail Scott

is the national sales manager for the *Denver Rocky Mountain News*. She manages

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All I Ever Needed to Know I Learned in the Journalism School

“There is nothing new in the world”: Tom Volek

Make every word count

Shooting video is easier when the camera is on

If you don't put money in the meter, you will get a ticket

It's summer, get an internship

Weekends begin on Thursday at 4 p.m.



There is no cure for printer errors

Always answer Ted Frederickson's questions

A paper clip will fix just about any disk problem on a Macintosh

Wear layers when you come to Stauffer-Flint

Drinking water is brown

Start the project early, finish it late

A long pause precedes an answer you don't want to hear

Courier. Double-spaced. 14 point. Two-inch margins

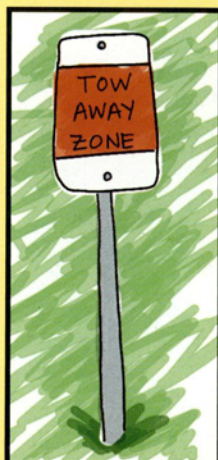
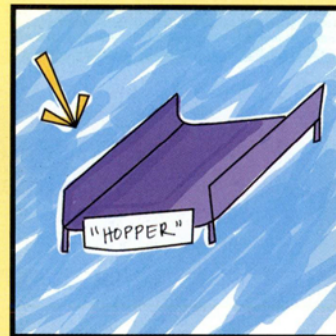
Deadlines are lethal

If you like your social life, don't take Campaigns

When all else fails, use Gill Sans

When you don't know what to do, put it in the hopper

The hopper: a container in which materials are held ready for dispensing (We had to look it up, too.)



Food and drink are not allowed in the Reading Room

Save early, save often

If you work on the Kansan, you don't need an apartment

No dean's stamp, no classes

Going to the J-School is an uphill trek, no matter how you do it

Math is hard

If you want a career, go to the Career Center

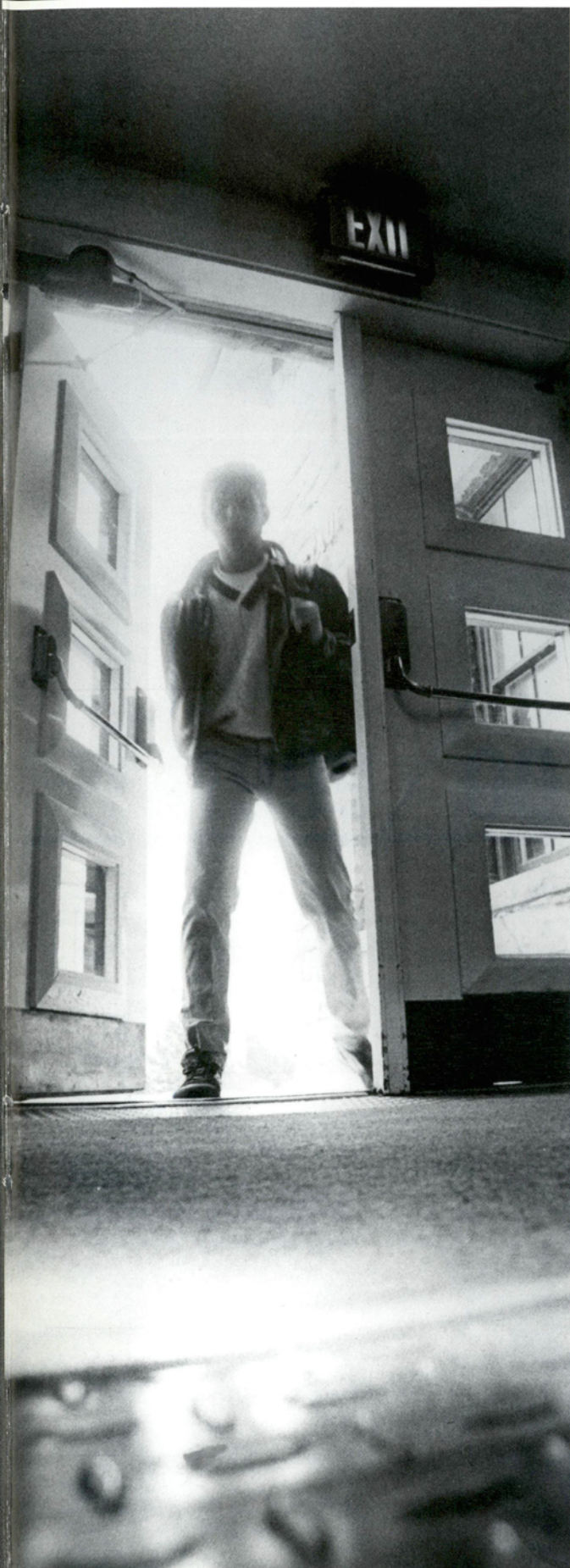
They will tow your car if you park in a red zone

Pizza Shuttle and Yello Sub do deliver, McDonald's doesn't

1999

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School of Journalism Dean's Club



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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