

Spring 2015 | Alumni Magazine

Jayhawk Journalist

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

THE AGENCY

The J-School's new
student-run jewel



The Agency:

The newest jewel in the J-School crown hits the ground running



Students from The Agency were inspired by publicity photos of the "Mad Men" cast and decided to strike their own publicity poses. Both photos illustrate their roles: professionals working for real clients by day, and students working on real grades, by day, too, and lots of nights. First row, from left: Lauren Katz, Matthew Koval, Jackson Beal and Marissa Kaufmann. Second row: Luke Graham, Agency Director Janet Rose, Katherine Waechter, Andy McConnell, Mikey Shaw and Kendall Blakeman, Back row: Brent Burford and Bryan Pratte.

Photos by Brent Burford and Allyson Maturey

Spring 2015

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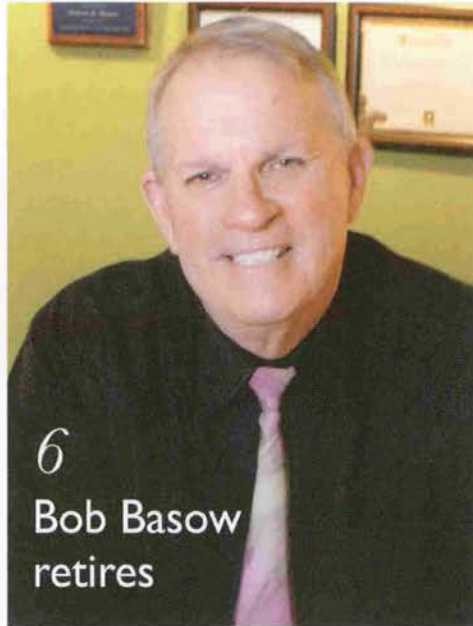
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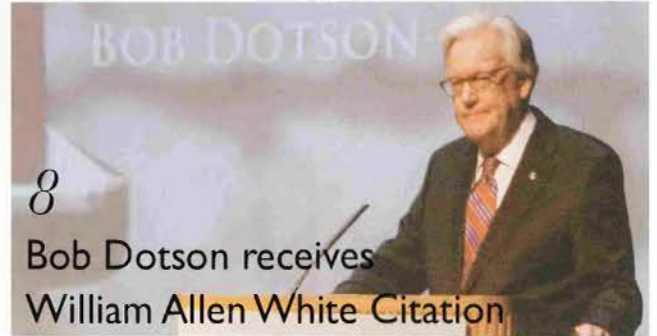
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Dean Brill



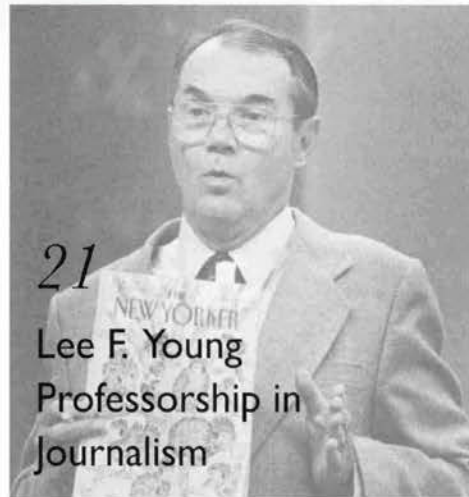
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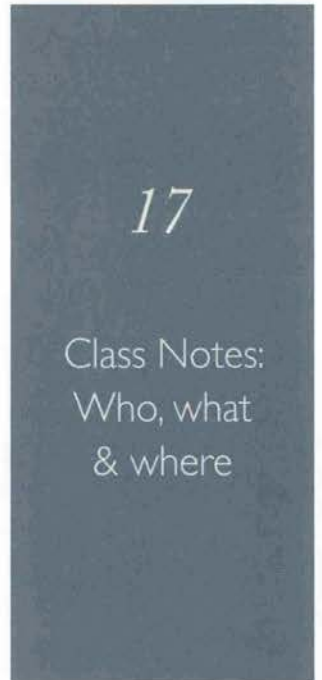
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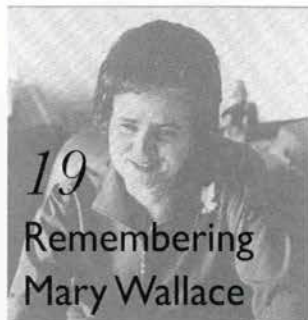


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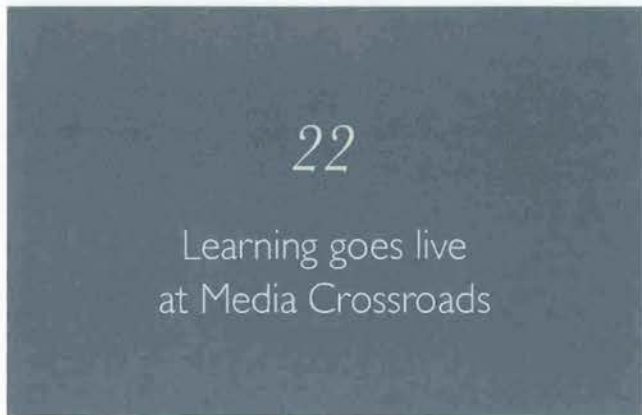
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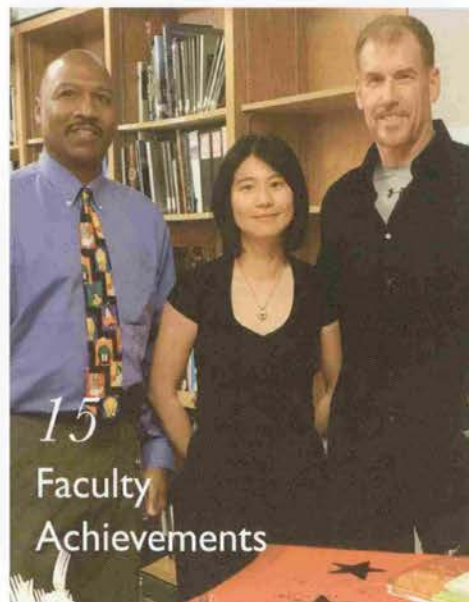


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Associate Professor Mugur Geana, NBC News Correspondent Bob Dotson, Dean Ann M. Brill and Associate Dean Tom Volek celebrated William Allen White Day last month. Dotson was the recipient of the 2015 National Citation award.

LETTER FROM THE DEAN

Our newest initiative is featured on the cover of this publication. The *Jayhawk Journalist* photo is channeling the show “Mad Men” to reflect that students are both professional and creative when it comes to running The Agency. Of course, we know that much has changed in the world of strategic communication since the days of that show.

The Agency is the newest of our professional experiences in the J-School. From the first week of operation, students have spent untold hours branding The Agency, honing their skills, and working with clients. Their days have blended into nights and weekends as they challenge each other to do their best work under the creative guidance of Director Janet Rose.

Alumni will recognize themselves in that scenario. During senior exit interviews, our students frequently cite their media work as one of their best experiences at KU. Bringing the skills learned in the classroom to life in these outlets for student work is critical to what we do as a professional school.

While The Agency celebrates its launching, the University Daily Kansan celebrates 110 years of publication. Students also are engaged with campaigns classes, KUJH-TV, the Innovations Lab, Media Crossroads and other campus media operations. All those outlets

for student work have the same goal – to give students as much experiential learning as possible.

Behind the scenes are the faculty and staff whom you will read more about in this issue. After nearly 30 years of teaching, Bob Basow is retiring to spend more time with his family. Knowing Bob, he will find new ways to teach and continue his own education. He departs with our gratitude and best wishes.

Of course, Bob is not the only one leaving KU. It’s spring and that means another group of Jayhawk journalists will leave the nest and make their mark in the world.

While we are proud to see them go, we also have some sadness. These graduating students have been part of our daily lives for four years. They are capable, talented and thoughtful people. When I talk with them, I am reminded of the words of William Allen White: “In education, we are teaching children not to make a living, but to make a life.”

We wish them – and each of you – all the best ... and Rock Chalk!

Ann M. Brill
Dean

GREETINGS FROM THE EDITOR

Change is inevitable, and change is good. I’m a person who likes to move forward and not look back, so I guess it’s ironic that I am now walking the same halls and sidewalks I did when I was the University Daily Kansan editor in 1989. The KU School of Journalism prepared me well for a career I loved for more than 20 years – working in newspapers. Then my news career led me full circle, back to KU.

When I came back, the sentimental part of me hoped to find things as they were when I left. Of course they weren’t, and my forward-thinking mind was pleased to discover just how much technology had advanced journalism education. While I was at the J-School, we had just gotten the first Mac computers. Many years and much technology later, the Kansan announced this spring a “digital-first” strategy of placing more emphasis on breaking news online, adjusting the printed paper to have more of a feature focus, and publishing twice a week instead of four. Other news outlets already have made this shift. You can be assured that Katie Kutsko, the Kansan’s Fall 2015 editor, has a solid plan to successfully move the Kansan forward with its new plan. Read all about her strategy here: bit.ly/udk-digital.

In the spirit and necessity of change, I also want to move the *Jayhawk Journalist* forward, not in a “digital-first” strategy but a “digital, too” strategy. In addition to a printed edition, I am researching digital magazine formats, which will allow us to share more news with alumni through videos, photo galleries, links and more interactive content. Watch for updates on our Facebook and Twitter accounts: @KUJournalism, and keep up with the Kansan as it keeps moving forward at Kansan.com.

Julie Adam,
Editor, *Jayhawk Journalist*

New faculty and staff



Julie Adam, communications coordinator

Adam comes to the William Allen White School of Journalism and Mass Communications from KU Medical Center, where she worked for 3½ years on managing the website content and supervising social media accounts. Julie worked for 20 years at The Kansas City Star in various editing and supervisory roles, becoming bureau chief in Wyandotte County and Kansas editor. Julie is a KU J-School graduate and a former University Daily Kansan editor.



Genelle Belmas, associate professor

Belmas joined the school last fall. She taught at California State University, Fullerton, as a tenured faculty member and head of the journalism concentration in the Department of Communications. She teaches media law, media ethics, communications technology and computer-assisted reporting. Her research focuses on media law. Her work has appeared in the Yale Journal of Online Law and Technology, the Federal Communications Law Journal, and Communications Law and Policy, among others, and has been cited by several appellate courts. She is the author of a media law textbook, Major Principles of Media Law (Cengage). She has a bachelor's degree in journalism and political science and a master's degree in political science from the University of Wisconsin, and a Ph.D. in mass communication from the University of Minnesota.

Jonathan Peters, assistant professor



Peters specializes in First Amendment and media studies, with an affiliate research position exploring big data and Internet governance in the KU Information & Telecommunication Technology Center. An attorney and the press freedom correspondent for the Columbia Journalism Review, Peters has blogged about free expression for the Harvard Law & Policy Review, and he has written on legal issues for Esquire, The Atlantic, Slate, The Nation, Wired and PBS. Peters uses a global legal-historical lens to examine issues at the intersection of new media and the law. Peters is the First Amendment chair of the American Bar Association's Civil Rights Litigation Committee, and he is the teaching chair of the Law and Policy Division of the Association for Education in Journalism and Mass Communication.



Eric Thomas, director of the Kansas Scholastic Press Association

Thomas comes to the J-School from St. Teresa's Academy, where he was publications advisor for the school's award-winning newspaper, yearbook and website. Thomas was 2006 Missouri High School Journalism Teacher of the Year. Before teaching, Thomas worked as a photographer for the Marion Chronicle-Tribune. Thomas has a bachelor's and master's in journalism from the University of Missouri.



Chris Bacon, executive producer of KUJH-TV

Chris Bacon is the executive producer of KUJH-TV and also a Ph.D. student. He has spent more than 10 years in the communications field as a television journalist and PR professional. His research interests include sports media and broadcast journalism education. Chris received his bachelor's degree from Murray State University and his master's degree from the University of Illinois.



Joseph Erba, assistant professor

Erba is a Jayhawk who received his master's degree from the J-School in 2008. He received his Ph.D. from the University of North Carolina at Chapel Hill and taught at American University in Washington, D.C., before joining the J-School. Erba's research explores the intersection of identities, such as race/ethnicity, class and gender, on message development and interpretation. He has received awards for his research exploring how racial/ethnic minority audiences respond to messages containing racial/ethnic cues.



Dannah Hartley, academic advisor

Hartley serves undergraduate students in the school. She earned a bachelor's degree in psychology and a master's degree in counseling psychology at KU. Throughout her career, she has had the opportunity to serve in positions that allowed her to advise, develop student leadership teams, and coordinate first-year programs. Her focus is to help students identify their interests and discover how they want to change the world.

A new campaign for Basow

When Bob Basow graduated from the School of Journalism nearly 50 years ago, he had no plans to come back to KU. Now, looking back at almost 30 years of teaching and mentoring strategic communications students, Basow can't imagine having been anywhere else.

This semester was his last, but Basow estimates that during his 28 years in the J-School he has taught more than 170 classes and 6,000 students. He recently received the Tim Bengtson Faculty Mentor Award, which honors instructors who "inspire students to reach their full potential."

When talking about teachers who have made a difference to his own children, Basow says, "One good teacher can shape your student's life immeasurably." Many of Basow's students would agree.

"I never fail to be pleasantly surprised by his heart for his students and his desire to see them reach their goals," said one of Basow's former students, Lydia Benda, 2010 J-School graduate.

The first day Basow walked into Flint Hall as a student was the day President Kennedy was shot. He remembers all the buzz and activity and thinking: "This place is the center of the universe right now. You just get bitten by the bug."

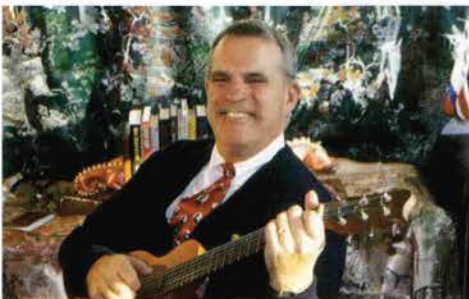
He took a campaigns class in 1966 after switching majors from engineering to journalism.

That class helped him land his first job when interviewers at Ralston Purina in St. Louis were impressed by his plansbook. He worked at Ralston Purina for 20 years but when his division was sold, Basow decided he needed a change.

During a trip through Kansas, he stopped by the J-School to visit his favorite professors, Lee Young and Mel Adams. Basow immediately realized they had a pretty good deal.

"Here at the J-School, there is a real sense of partnership, of sharing about learning."

They encouraged him to apply for an open



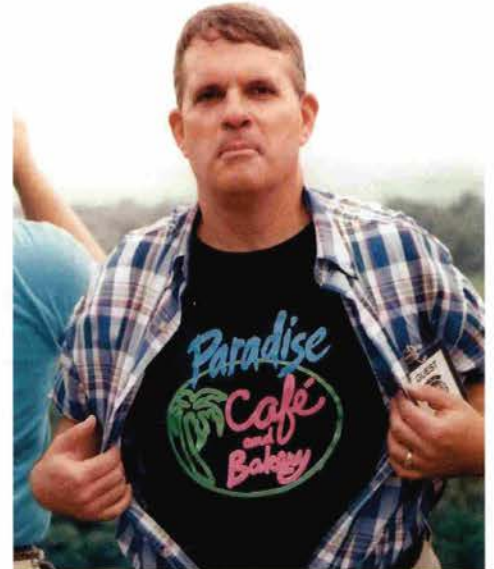
"I always said if I couldn't be a musician, I'd marry one, which I did," Basow said. During his retirement, Basow plans to devote a lot of time to playing his guitar.

teaching position, and he was hired in 1987.

He had an interest in technology and in 1989, he and his students entered a contest for Big Eight schools to win a Mac lab from Apple. After what Basow calls questionable judging that gave the prize to the University of Missouri, he protested to Apple. Company representatives suggested that he fill out a grant application, and soon thereafter Apple gave the J-School three new Mac computers, a scanner and laser printer.

Technology is the biggest change that Basow has seen over the course of his career. "The whole idea that you are now carrying around a computer in your hand that has more power than the first laptop that you had is just nuts," he said.

Basow has cherished the opportunity to teach campaigns classes for 20 years and mentor so many students, but he says he has learned as much as he taught them. "These students today are very adept and very alert, and they are coming up with solutions that



In 1996, Basow traveled to Seoul, South Korea, to consult with the Korean Press Association.

are well beyond the faculty's frame of reference," he said.

Basow doesn't plan to rest on his laurels in his retirement; he wants to continue his international work. He was a Fulbright Scholar to China 10 years ago and has traveled to 29 countries. A few years ago, he formed a community development team with Kansas to Kenya, a group that addresses issues of poverty, hunger, gender inequality and health in the African nation.

For the short term, though, he wants to concentrate on his music. He still takes a guitar lesson once a week, and he has joined the Kansas Chapter of the National Songwriters Association. One day, you might just see him at the corner of 9th and Massachusetts Street strumming his guitar, where no doubt he will be interrupted by a few of the thousands of students he has taught.

"I have only worked two places in my life," Basow said. "The big feed company in St. Louis and this place. I am going to miss this place."

Farewell Bob



"Professor Basow is the biggest cheerleader, support system and professional resource for his students. He wants to see everyone succeed. You don't see that in every professor."

—*Caleigh Williams (BSJ 2014)*

"Professor Basow's mentorship does not end with graduation. He enjoys keeping in touch with former students and keeping abreast of our careers and personal lives."

—*Laura D. Sweet-Vaughn (BSJ 2012)*

"I don't know how he finds time to be so much to so many people, and he never seems like he would rather be anywhere else. That's a true gift, and I must say that I cannot imagine KU's School of Journalism without him. I am just grateful I was there during his time as a professor."

—*Lydia (Krug) Benda (BSJ 2010)*

"I was lucky enough to be in the class that competed in Chicago for a chance to win a Mac lab for the J-School in the fall of 1989. The class was full of students who were highly motivated and very serious about the task at hand. Professor Basow was perhaps the most motivated and serious. He could taste victory. Professor Basow, and all of the class, spent hours and hours on that campaign, in the classroom, computer labs, and around his kitchen table. In the end, we did not win, but Bob continued to fight for our team, and the Mac lab at the J-School was born."

—*Cathy Buss (BSJ 1990)*



Basow worked with a team of students to get a Mac lab for the J-School in 1989 (above left). Basow's first job out of college was at Ralston Purina, where he worked for 20 years. This photo (above right) was taken on his first day of work.



Honoring Bob Dotson

NBC news correspondent returns to his alma mater with a wealth of stories and memories as he accepts the William Allen White Foundation National Citation award.

The best way to explain Bob Dotson's career starts off with a postcard that hangs in his office.

The postcard, which is a black-and-white picture of three people swimming in a lake, once belonged to Dotson's grandfather, to whom, he says, he owes his career as a "professional storyteller."

"He would start off stories like 'Did I ever tell you about mine and your grandmother's honeymoon?' and I would think, 'Well, no... ' and he would hook me," said Dotson.

The stories would be anything but what he expected. The tale involving his grandparents' honeymoon ends with Dotson's grandfather finding his not-seen-in-20-years brother on a train.

And although he's won eight Emmys, six Edward R. Murrow awards, more than 100 other national awards and this year's William Allen White Foundation National Citation award for his inherited love of storytelling, Bob Dotson would never call himself anything but ordinary.

Instead, Dotson likes to think it's the people he's been interviewing for the majority of his career on "The American Story with Bob Dotson" featured on NBC's "Today" show that are the special ones.

"I'm not sure I measure up to anybody," Dotson said. "I've covered really significant people."

"My favorite story is always the next one."

The list of memorable individuals Dotson has encountered is long. From a doctor in Chicago who has made house calls every day for 25 years to a man who won \$3 million in the lottery and still continued to work as a janitor, Dotson's seen his fair share of "ordinary people doing extraordinary things." Dotson even had the honor of interviewing Robert Kennedy the day before the politician was assassinated.

But just because he's interviewed a great amount of people — and all with their own unique perspectives — doesn't mean there isn't a common theme among his subjects and stories.

"These people didn't become successful by traditional means," Dotson said. "They all overcame something."



Bob Dotson visited with students as he toured The University Daily Kansan and KUJH-TV on April 22. In accepting the National Citation award, Dotson reminded the audience: "The shortest distance between two people is a good story."

Dotson also cites an inspiring "can-do" spirit as the reason why the subjects of his stories are not only chosen to be featured as "ordinary people doing extraordinary things," but why they continue to fascinate him.

"These people don't dwell on loss," Dotson said. "They view it as an opportunity or a challenge."

As far as which American story is the one that sticks with him the most, Dotson refuses to play favorites.

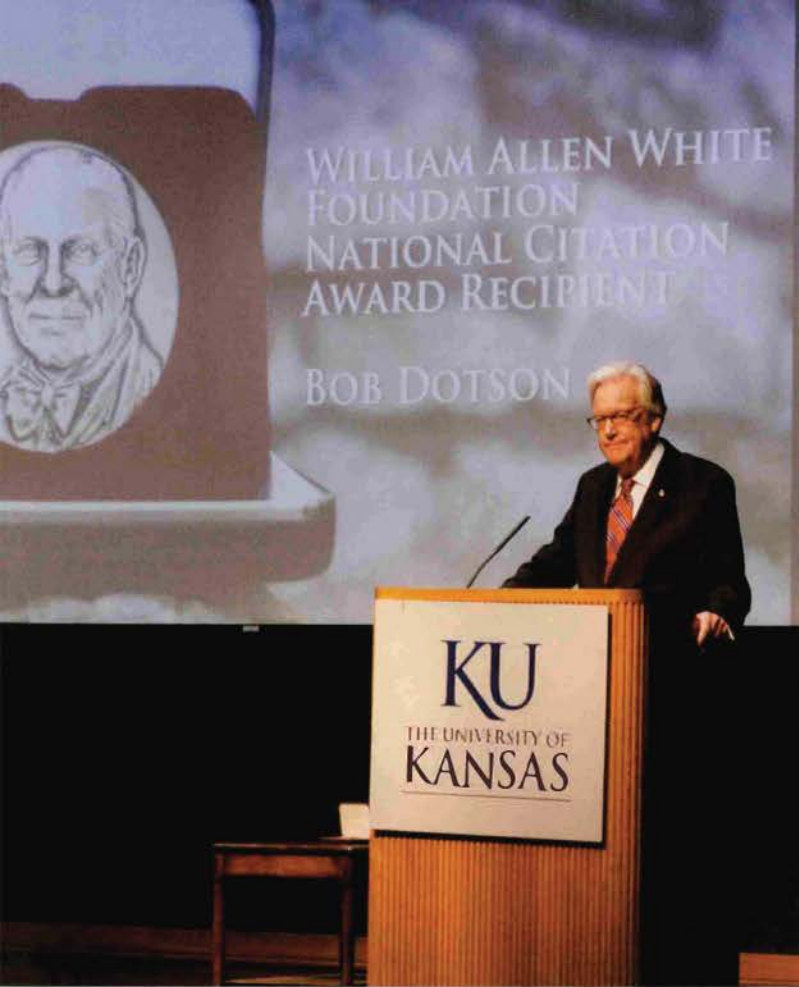
"I've never taken an assessment. My favorite story is always the next one," said Dotson.

And a next one there always seems to be. A little over a year ago, Dotson released a book, "American Story: A Lifetime Search for Ordinary People Doing Extraordinary Things," but that's not even close to his most recent project.

But despite his prolific and prosperous career as a journalist, Dotson insists that he has only ever been doing his job.

"I've always been ruthless in my work," said Dotson, who even in his time at KU, worked to bring stories he "thought should be told" to his fellow classmates.

That doesn't mean Dotson was always hidden away in Watson doing



J-School students were treated to lunch for William Allen White Day.



Ginzy Schaefer (center) and Donna Woodard Ziegenhorn (right), classmates of Dotson's from Webster Groves (Mo.) High School, surprised him before the ceremony on April 23.

research or relentlessly hunting down his next story idea. He also has his fair share of memories that include Wednesday afternoons at the Red Dog Saloon with a 25-cent pitcher of beer and shows by Ike and Tina Turner.

Another fond memory includes a red-shirted football player acting as the mascot and good friend of Dotson's by the name of McCarter. McCarter, who was rushed by a crowd of 50,000 people after a close victory, had to be carried up The Hill by a team of firefighters and removed from the suit.

With memories like these, it's a wonder Dotson managed to attend class, but Dotson says he was a very hard worker.

This drive to work so tirelessly, Dotson says, was instilled in him by former journalism professor and head of the broadcasting department, Dr. Bruce Linton, and the need to "go against the grain." That, Dotson explains, is the key to becoming a successful journalist.

"There have always been changes in media," Dotson said. "If you write something and make it stick, then you'll be fine."

Considering the ongoing uncertainty of the next form of the digital field, this is an integral lesson by Dotson's standards. That, and the importance of working to distinguish one's self.

"You don't have to be that talented. You just have to be better and know more about your craft than the other students," Dotson said.

And that goes for any profession, Dotson said, although it helps to have a history with interesting stories. After all, who else keeps a framed postcard addressed to his great-grandmother in his office that reads, "Ma, we found Vance. More later."

— Sydney Shepherd is a sophomore from Bonner Springs, Kansas, studying news and information.

Jayhawk journalists cover the president

For KU student journalists, covering the president's visit was a rare opportunity. For one J-School alumna, that's all in a day's work.

Do you think the president knows your name?" isn't a question most journalists are frequently asked, but for 1996 J-School graduate Colleen McCain Nelson, it's one she hears all the time.

"I think he knows my name," said McCain Nelson, who in 2012 joined the Wall Street Journal covering the 2012 presidential campaign and now works as its White House correspondent.

McCain Nelson, a former University Daily Kansan editor and Pulitzer Prize-winning journalist, covers all news coming out of the White House and often travels with President Obama. So far she's been to about 16 different countries with the president.

As a journalist in the White House press pool, McCain Nelson said there's usually a large group of reporters who follow the pres-

"You just go from a speech to a press conference to a town hall meeting and then you're back on the plane and you're like, 'Were we just in Estonia. I'm not really sure that I know what Estonia was like,'" McCain Nelson said.

McCain Nelson, a native of Salina, Kansas, formerly worked for The Dallas Morning News where she and her colleagues won the 2010 Pulitzer Prize for Editorial Writing. Not really looking to change jobs, McCain Nelson was surprised when a friend contacted her about an opening at the Wall Street Journal.

She was interviewed several times before Washington Bureau Chief Gerald Seib called her up and asked if she was in.

McCain Nelson said a lot of hard work and a little bit of luck is involved in getting any job. The fact that Seib is also a KU alumnus,

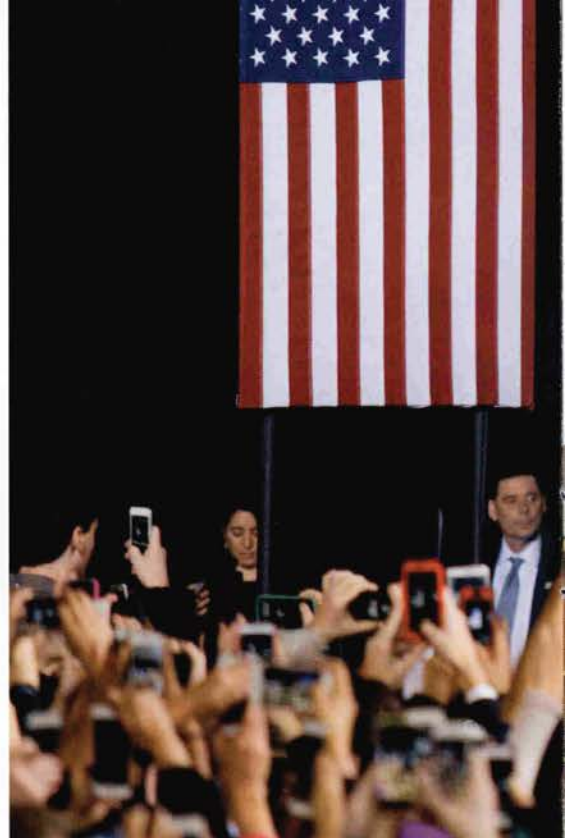
"There was nothing like the experience of putting out a daily newspaper when you were in college."

ident, but on days when he can only bring a few, they're all rotated through a smaller pool each day, so everyone gets a chance to travel with him.

Whether you're on Air Force One or a press charter flight, McCain Nelson said traveling with the president is interesting and fast paced. Each destination is a new experience, but you only see slivers of it because you are in what she calls "the White House bubble."

a former editor of the Kansan, and hails from Hays, Kansas, didn't hurt either, she said, noting that they had a bond from the start.

As far as memorable experiences, McCain Nelson said a trip with the president to Israel and Jordan stands out. On the trip, McCain Nelson was flown by helicopter with the president to Petra, an archaeological park designated in 2007 as one of the new Seven Wonders of the World.



Colleen McCain Nelson

"It was kind of a mind-blowing day where you get to see Petra, and you get to see Petra with the president, and then you get to fly home on Air Force One, and he comes back to the press cabin and chats with you," McCain Nelson said.

Although she is frequently in the same room as the president, private time or conversations with him are not all that common, she said.

McCain Nelson said her time at KU played a huge part in preparing her for her career. Specifically, she said working on the Kansan



President Barack Obama waves to the crowd before his speech on the KU campus on Jan. 22. Photo by Ben Brodsky.

President Obama

President Obama was the first sitting U.S. president to visit KU since President William H. Taft in 1911. Student journalists who covered Obama's visit shared what the experience was like and what the opportunity meant to them.



"I covered the departure of Air Force One, but I also was in charge of tracking the social media activity for much of the day. It was really unique to see things from that different perspective, before going in front of a camera to talk about the results on my first KUJH news broadcast."

—**Scott Chasen, sophomore**



"I loved being apart of the coverage not only because the president came to KU, but because being a part of a team that has so much passion and drive to make the show a success is something that you don't see every day. Days like yesterday where things get chaotic are actually the days where I know that I'm in the right field. There's nothing like the feeling of a successful newscast."

—**Libby McNulty, sophomore**



"What's great about journalism at KU, especially KUJH, is that you don't feel like a student, and you aren't treated as such. You're treated as a professional where you have an opportunity to develop your skills and gain real-world experience. When I was out on the tarmac filming the president 10 feet away from me, I felt that what I was doing was important, and I knew I was covering a historic moment for Kansas news. Not only that, I was working with actual news professionals from other news stations, doing what they do every day."

—**Harrison Drake, junior**



"Now that I've had some time to reflect on the day, I can honestly say that was one of the most challenging, grueling, memorable and fun days of my young journalism career. I may never have the opportunity to cover the president again."

—**Josh Kurelac, senior**



"For the Obama coverage I went with Nick Price to film the arrival of Air Force One. This was probably one of the coolest things I will ever do in my life. We got to the Air Force base around 3 and were with the Secret Service, military and S.W.A.T. teams all day. He arrived around 7 that night."

—**Taylor Kauffman, senior**



"We have such motivated, young talent that I've had the amazing opportunity to work with and see in action. One of them asked, 'Is it usually this hectic?' To which I, along with others, responded, 'It's usually much worse.' It takes a different kind of person to be truly interested in this field of work, but if you find that passion, you live for the crazy, hectic days."

—**Sierra Upton, senior**



Colleen McCain Nelson (second from left) poses with other White House reporters under the wing of Air Force One.

provided great real-world training.

"There was nothing like the experience of putting out a daily newspaper when you were in college," McCain Nelson said. "And then getting to be editor of the *Kansas* was an amazing view, kind of jumping into the deep end and learning newspapers really quickly."

McCain Nelson advises young journalists to take every opportunity for real-world experience and don't underestimate the power of learning the basics first.

"There are so many journalism graduates who want to jump straight into huge high-profile jobs," McCain Nelson said. "I think that there's a lot to be said for kind of taking the time to learn the basics. There's so much you can learn along the way."

—**Riley Mortensen is a junior from Bonner Springs, Kansas, studying news and information.**

Launching a legacy

A new pillar of the J-School, The Agency is giving strategic communications students an opportunity to get more real-world experience by building an ad agency from the ground up.



Anyone walking by The Agency in Stauffer-Flint Hall will usually find students collaborating on ideas and filling the whiteboards and walls with creative plans for their next project.

In the fictional “*Mad Men*” world, protagonist Don Draper proclaims he doesn’t believe in fate: “You make your own opportunities.” In the real world, that philosophy is guiding KU faculty, alumni and students in building another legacy at the William Allen White School of Journalism and Mass Communications.

The Agency, a student-run strategic brand and marketing communications group, is the newest jewel in the J-School’s crown of student experiential learning opportunities. For more than a century, news and information track students have had The University Daily Kansan and then KUJH-TV and KJHK, and most recently, Media Crossroads to learn and hone their craft. Although strategic communications students have been involved in campaigns classes, Ad Club and PRSSA, those

opportunities weren’t offering them the same high level of real-world, hands-on experience.

With the number of strategic communications students steadily increasing every year and now outpacing news and information students, faculty and alumni knew that the school needed a new outlet to better prepare

“The Agency brought a fresh perspective, generous enthusiasm and a willingness to work at our pace.”

students for the growing career opportunities in strategic communications.

And though some may argue that the move to add a student-run ad agency to the J-School structure is overdue, Dean Ann M. Brill said the idea is fairly revolutionary. “As far as I know there has never been this kind of model

for development in journalism,” Brill said.

Laying the groundwork

After many discussions with faculty and alumni, The Agency was created through \$400,000 in donations from investing partners who wanted to offer J-School strategic communications students an opportunity for putting into practice what they were learning in the classroom.

When J-School alumna Janie Gaunce first heard about plans for The Agency, she became a founding partner so her company, Grapevine Designs, could connect with the students and give back to KU.

“The Agency should provide real-world experience and business insights to the students. As students successfully engage with actual for-profit clients, their value to future employers grows substantially. Alumni should be proud of the fact that the J-School is making such a valuable and progressive step toward growing the experience of the students,” Gaunce said.

With funding in place from more than a

half-dozen companies and alumni, J-School administrators needed to find the just the right person to fill the role of director. They were looking for someone with professional experience, the expertise to build the foundation, and the academic aptitude to recruit students and mentor them to be leaders of

this new venture. They found a perfect match in Janet Rose, Professor of the Practice, who has bachelor's and master's degrees in English and a doctorate in American Studies, all from KU.

As director of The Agency, Rose brings a wealth of experience working with advertising agencies and as a consultant to brands and agencies in Los Angeles, Kansas City, New York and Chicago on global and national brand and marketing strategies for clients such as P&G, Kohl's, VF Corporation, GSK and Coca-Cola. Her goal for The Agency is to give students valuable experience by allowing them to be immersed with the business strategically and creatively from pitch to client deliverable. The clients would benefit from a millennial-generation perspective on branding, advertising, video production, multi-media research, social media and more.

When Rose mentioned the opportunity in her Journalism 560 classes, one of the first students to sign on was Andy McConnell, senior in strategic communications. Within a few weeks of joining The Agency, McConnell and others were working with a client, McGrew Real Estate, and

McConnell said the experience was invaluable.

"In that first two weeks, I think I learned more than I had in a year," McConnell said. "The most important part of learning is sitting with the client, understanding what they want and doing what is necessary to meet those goals."

Real-world clients

McGrew Real Estate was looking for a company to help them with marketing and messaging and image branding. They interviewed several companies, but hired The Agency.

"We required talent from many fields, and The Agency is playing a major role in what we are doing. They are involved in web content development, social media refinement, and the overall strategies we are employing to make our vision a reality," said Dennis Snodgrass, president and managing broker at McGrew.

As many as 30 students have worked with McGrew, putting together a two-day social media workshop for the real estate agents, and creating a series of "webisodes."

Snodgrass said the students' work has been "nothing short of outstanding. The quality of group assembled is beyond anything I could have hoped for."

Paul Atchley, Ph.D., the College of Liberal Arts and Sciences associate dean of Online and Professional Education, contacted The Agency in December, seeking marketing and branding help to build a website for a new online degree completion program. After several meetings with Rose and the students, Atchley was assured that The Agency could meet his deadline, and the College signed on as a client.

"When we arrived at the Agency we had a big project and a short deadline," Atchley said. "The Agency brought a fresh perspective, generous enthusiasm, and a willingness to work at our pace. The leadership of the Agency was fantastic, and the student staff was a joy to work with."



AGENCY DIRECTOR JANET ROSE

Strategic communications has undergone a radical revolution in the past 10 years. Great brand messaging today must work harder to combine fresh, memorable ideas with an emotional pull to command attention and motivate consumers.

As a new venture for KU's J-School, we have the opportunity to create a 21st-century forward-thinking organization. Research, insight, a relentless focus on strategy and fearless creativity is at the heart of what we do. Agency students approach each opportunity with energy, dedication and diverse perspectives and talents, giving us and our clients a strong competitive edge. Our approach also assumes a digital- and mobile-first model driven by visual, vibrant ideas. Who better to steward these efforts than students who have grown up in a digital world?

The Agency gives students the opportunity for greatness through the daily excitement, high expectations and lightning pace of agency life. They will learn through the transformative power of a shared, challenging journey and the fun that goes with it.

— Janet Rose



Senior Mikey Shaw says working at The Agency has given him confidence and assurance about his career path.

MAJOR DONORS OF THE AGENCY

Donald Hunter, president/founder of ConferenceShow Inc.

Jim Chastain, founding partner of RealityCheck

Sullivan, Higdon & Sink

Muller Bressler & Brown

Callahan Creek

Bernstein-Rein

Barkley

Grapevine Designs

THE AGENCY CLIENTS & PROJECTS

McGrew Real Estate: Two-day social media workshop for real estate agents and webisodes

College of Liberal Arts & Sciences: Branding, content and design for College Online website

KU School of Music: Planned and produced video for grand opening of redesigned Swarthout Recital Hall

A strong work ethic

Rose has worked with a core group of students in structuring The Agency as a professional, full-service strategic communications firm, with students filling roles for account leaders, brand and messaging strategists, creative teams (each team has a copywriter, art director and technology guru), social media strategists, digital and mobile experts, team operations and technology, videographers, photographers, designers, media and digital producers, project managers, and business manager. The Agency also has its own video arm, KU Media Productions.

"Students engage across the spectrum of skills beyond a Campaigns class. This means they are involved in pitching the business, creating comprehensive strategic marketing communications solutions, developing and maintaining client relationships, including the give-and-take of changing markets and client needs, and delivering great work," Rose said.

Rose has been impressed by the students' work ethic. The students have been involved from the beginning creating The Agency's entrepreneurial culture, and all of the students are working on a volunteer basis.

Through word of mouth, the students found more recruits, and at

last count, more than 100 students have been involved in projects at The Agency, and not just journalism students have joined the ranks. Luke Graham, accounting student in the School of Business, came on board as the business manager to help with the financial aspect of The Agency.

Graham, who spends more time at the J-School now than the business school, says working with The Agency has helped him learn lessons beyond the textbooks and lectures.

"It helps you to realize what things to focus on and hone in on and really shore up so that when you do enter the workforce you know what's exactly going to be expected of you and what skills you need to have refined so that you can perform them on a day-to-day basis," Graham said.

Gaining experience and confidence

For the students, they recognize that the value is in the experience they are getting in the real world and being able to network with clients and experts in their field.

Matthew Koval, senior in strategic communications, said, "It's a lot of fun, and we all wouldn't be here if we didn't love every second of it. We are all obsessed with it."

Most of the core group of students will be graduating this year, and having built a solid foundation, they see a lot of potential for the future of The Agency. The vision for The Agency is to be not only a J-School entity. Recruiting new members from various schools on campus will benefit clients, The Agency and KU.

The students echo the dean's vision for the future of The Agency: "We really wanted something to be interdisciplinary," Brill said. "Design students, business students, students from anyplace would be welcome as long as they are willing to do the work and commit to improving their skills."

The graduating seniors are excited for the legacy that they have started at the J-School, but they all echo the same sentiment: They wish they had more time to work with The Agency, but they believe the experience has better prepared them for life after KU.

Katherine Waechter, senior in strategic communications, said, "I didn't really feel that confident graduating without something like this, so this has given me so much more confidence to start applying for jobs and actually getting an entry-level job. This is the best real-world experience we could have gotten outside of internships we had outside of the school!"

— Julie Adam

Faculty Achievements

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



Congratulations to newly tenured and promoted J-School faculty members (from left): Jerry Crawford has been promoted to associate professor with tenure; Yvonne Chen has been promoted to associate professor with tenure; and Scott Reinardy has been promoted to full professor.

Dean Ann M. Brill has been inducted into the KU Women's Hall of Fame, which is sponsored by the Emily Taylor Center for Women & Gender.

Associate Dean for Graduate Studies and Faculty Development **Scott Reinardy** is the inaugural Malcolm Applegate Professor in News Management and Editing. The second edition of Reinardy's book, "The Essentials of Sports Reporting and Writing," has been published by Routledge. The book's co-author is University of Florida Professor Wayne Wanta.

Associate Professor **Genelle Belmas** was awarded the 2015 Distinguished Service

Award from the Journalism Association of Community Colleges. This award is given to individuals who have served the organization regularly and faithfully, above the standard.



Associate Professor **Carol Holstead** has been selected to receive the 2015 Educator of the Year Award in the Magazine Division of the Association for Education in Journalism and Mass Communication (AEJMC). For 20 years, Holstead has managed the division's national student magazine contest, which annually attracts more than 250 entries from universities in the United States and Canada. Holstead is in her 25th year of teaching in the School of Journalism.



Professor **Chuck Marsh's** proposal for a book titled "Public Relations, Cooperation and Justice: From Evolutionary Biology to Ethics" has been accepted by Routledge. Publication is scheduled for 2017.



Associate Professor **Mugur Geana, M.D.**, has been invited to collaborate in a 10-year longitudinal study of 10,000 subjects exploring incidence and causes of cardiovascular disease and cancer in a central region of Chile. Geana will provide training and mentoring to researchers on the use and development of community-based research projects and interventions. He will assist the international team working on this project in developing strategies for participant recruitment, retention and outreach.

Associate Professor **Tien Lee** has been invited to serve on the editorial board of *Mass Communication & Society*.

Assistant Professor **Hyunjin Seo** won a KU strategic initiative grant to develop interdisciplinary models to detect online business reviews that are misleading, untrue or do not meet Federal Trade Commission guidelines for online commerce.

Assistant Professor **Jerry Crawford** has been chosen as the faculty fellow for the Office of Diversity & Equity and will focus on his research working with Historically Black Colleges and Universities to help KU

Faculty Achievements

increase diverse recruitment, retention and department climate. Crawford's proposed book chapter, "HBCUs: Accreditation, governance and survival challenges in an ever-increasing competition for funding and students," has been accepted for the book, "Setting a New Agenda for Student Engagement and Retention in Historically Black Colleges and Universities." The book will explore how HBCUs must continue to innovate to ensure sustainability and competitiveness in the multicultural marketplace. The book is anticipated to be published in the first quarter of 2016.

Assistant Professor **Yvonne Chen** is one of the three KU consultants on a \$1.3 million grant awarded to the Lawrence-Douglas County Health Department (LDCHD). Funded by the Centers for Disease Control, this three-year project seeks to reduce chronic diseases in Douglas County. Chen

will advise LDCHD on tobacco-related issues and guide its strategic communication plan development and execution. Chen also contributed a book chapter to Media Literacy in China to be published by Springer. Her chapter offers guidance for implementing nutrition-based media literacy interventions in China.

Assistant Professor **Jonathan Peters** wrote a chapter for the forthcoming scholarly book "Digital Ethics," edited by Professor Bastiaan Vanacker of Loyola University Chicago. The chapter discusses ethical issues that private internet companies face when they draft, interpret and enforce the content-related provisions of their terms of use and community guidelines.

Lecturer **Mark Johnson** filed a brief at the U.S. Supreme Court in favor of the court hearing a case on the Wisconsin Voter ID law. Johnson represents a group called ColorofChange.org, which advocates for the rights of minorities and low-income

Americans. He hopes it will lead to a Supreme Court decision clearly defining the types of photo IDs that the states can require when voters appear at the polls and the accommodations that the states have to afford individuals who object to photo IDs for religious or philosophical reasons.

A four-part series, "Amber Waves of Change," was on Kansas Public Radio during "Morning Edition" and "All Things Considered." The series is a product of Associate Professor **David Guth's** sabbatical research and looks at the future of the Southern High Plains with a focus on the role of local media in maintaining community cohesion.

Assistant Professor **Joseph Erba** is this year's General Research Fund (GRF) award recipient.

A film by **Michael Price**, adjunct professor in international journalism, "Lost Minds: KC's Mental Health Crisis," will be shown nationwide by PBS later this year.

STUDENT SPOTLIGHT

Amelia Arvesen accepted a job as a reporter at The Ottawa Herald.

Jack Esberg accepted a marketing and distribution position with Automobili Lamborghini S.p.A., which is owned by the Volkswagen Group and is in the Washington, D.C., area.

Allison Hammond accepted a job as a news producer at WDTN in Dayton, Ohio. She also received job offers from KETV in Omaha, Nebraska, and WBIR in Knoxville, Tennessee. She starts May 27.

Tomas Hoppough accepted a job as multimedia journalist at KFOX14 in El Paso, Texas, and starts June 15. He also had job offers from KSNT in Topeka and WCYB in Bristol, Virginia.

Josh Kurelac accepted a job as a sports reporter at KRCG 13 (CBS) in Jefferson City, Missouri.

Alleynah Cofas has a summer internship at

The Greeley (Colorado) Tribune.

Maddie Farber has a summer reporting internship at the American Lawyer in New York City.

Garrett Farlow received the Benjamin A. Gilman International Scholarship from the Department of State and will study Russian at the Kazakhstan Institute of Management, Economics and Strategic Research in Almaty, Kazakhstan, this summer.

Devinee Fitzgerald, graduate student, accepted a content marketing internship working for Autodesk's publication Line//Shape//Space, which was a Webby award honoree in 2014.

Lyndsey Havens will spend the summer as an intern for Greg Kot (Chicago Tribune music critic) and Consequence of Sound.

Emma Hogg accepted a summer internship with the "Today" show in New York City.

Allison Kite spent the spring semester as an intern with the Scripps Howard Foundation in Washington, D.C.

Alex Lamb has been awarded a Dow Jones News Fund editing internship and will work at The Kansas City Star this summer.

Emma Legault has been awarded a Dow Jones News Fund editing internship and will work at The New York Times this summer. Legault is also one of five student copy editors awarded American Copy Editors Society's Education Fund scholarships.

Eric Pahls will spend the summer as an intern on Carly Fiorina's presidential campaign in her national headquarters in Alexandria, Virginia.

Kayla Schartz will spend this summer on a producing internship at KSN-W in Wichita.

Alyssa Scott accepted a summer internship at The Wichita Eagle.

Students traveled to New York City for a networking trip this spring and visited companies like ESPN, Ogilvy, R/GA, Grey Group, KBS+ and Razorfish to learn what life is like at the world's biggest advertising hubs.

Who, What & Where

Find out what your old J-School classmates are doing now.

Let us know what you've been up to by emailing your updates to jschool@ku.edu.

1950s

Rich Clarkson (BSJ 1955) has been named a candidate for the Associated Press Sports Editors Red Smith Award, which is presented to an individual who has made major contributions to sports journalism.

1960s

Ronald Yates (BSJ 1969) published the first in a trilogy of novels set in 19th century Kansas entitled "Finding Billy Battles" and was invited to be a presenting author at the Kansas Festival of Books Sept. 12-13, 2014, in Topeka. He also was invited to the L.A. Times Festival of Books at the University of Southern California, where he had a book signing. When writing the first book of the trilogy, he drew on his career as a foreign correspondent with the Chicago Tribune in Asia and Latin America as well as his formative years growing up in northeast Kansas.

1970s

Lawrence Deutch (BSJ 1970) has been in Des Moines since 1978. He was co-host of a morning radio show from 1981 to 1999, play-by-play announcer for University of Iowa football and basketball for ESPN Regional from 1983 to 2003. He is currently TV play-by-play announcer for Drake University basketball and Iowa Barnstormers (arena football league). He won Iowa sportscaster of the year seven times.

Reginald Ankrom, (MSJ 1971) has published a book, "Stephen A. Douglas: The Political Apprenticeship, 1833-1843," published by McFarland & Co., available on Amazon.com.

Philip Wildman (BSJ 1972) was a feature writer for the Kodiak Daily Mirror, in Kodiak, Alaska, and Homer News, in Homer, Alaska. He also was a human services worker in Boston and Kansas City, Missouri. He is currently a writer and artist in Kansas City.

Tonda Rush (BSJ 1974, JD 1979) is CEO of the National Newspaper Association and owner of American PressWorks Inc., an association management and public affairs firm in Falls Church, Virginia.

Bob Simison (BSJ 1974) is a communications consultant to a healthcare information technology company. He is a contract enterprise editor with Inside Climate News, writing coach and book editor in the San Francisco Bay area.

Gregg Vandaveer (BSJ 1975) is president and CEO of Sooner State Bank in Tuttle, Oklahoma. He and his wife, Jayne, live in Oklahoma City.

Timothy Bradley (BSJ 1976, MA 1999) has had a 30-year career in consumer products, health care and utilities PR. Now he is a magazine writer, independent PR consultant and graphic designer. He is the host of "All Strings Considered" on public radio (latest on guitar music and players). He hopes to one day write the Great American Tweet.

Robert Musburger (MSJ 1976) retired from the University of Houston as professor emeritus after serving as the director of the

School of Communication. He finished the sixth edition of his fourth book, "Single Camera Video Production," published by Focal Press. He and his wife, Pat, happily enjoy life in the beautiful Pacific Northwest.

Kevin Twist (BSJ 1976) has been a physician assistant for 20 years. He is working in the emergency room in Eufaula, Oklahoma. He lives in McAlester, Oklahoma. Both of his sons, Greyson Twist and Phillip Twist, are KU graduates and live in Kansas City.

Cheryl Elliot Wilson (BSJ 1977) retired March 1, 2014.

Eric Morgenstern (BSJ 1978), CEO of Morningstar Communications, received the 2015 Headline Award from the Journalism and Media Communications program at Johnson County Community College on April 23, 2015.

1980s

John Egan (BSJ 1986) is editor-in-chief of SpareFoot. He lives in Austin, Texas.

Diana Davis (BSJ 1987) was inducted into the Silver Circle at the 38th Mid-America Emmy Gala in September. She's a news anchor at KAIT-TV in Jonesboro, Arkansas.

Bridget Richards (BSJ 1987) has joined Blue Ocean Enterprises in Fort Collins, Colorado, as director of communications.

Daniel Pennington (BSJ 1989) is president of the VVMC Foundation in Edwards, Colorado, where he and Pamela Withrow Pennington make their home.

KSHB DONATES ANCHOR DESK TO KUJH-TV



Back row from left: Brian Wilcox (staff), Cade Cruickshank (staff), Luke Huttner (student), Blake McFarland (student), Hank Cavagnaro (student), Tomas Hoppough (student), Mitch Raznick (student), Ryan Brinker (student), Jackson Long (student), Chris Bacon (instructor), Brett Akagi (instructor). Bottom row from left: Caitlin Culhane (student), Abby Walsh (student), Sierra Upton (student), Allison Hammond (student), Cailey Taylor (student), Mary Kate Baker (student).



Brian Bracco

(BSJ 1973), general manager of KSHB-TV, arranged the donation of an anchor desk and riser to KUJH-TV when the Kansas City station redesigned its studio in September. The desk and riser have a modern design, anchor “up lights” built into the desk and cable for audio and IFB. KUJH uses the set piece for its student-run newscasts, Jayhawk Sports Report and special productions. The old KUJH anchor desk was moved into the KUJH/University Daily Kansan newsroom for live shots. Bracco also was the speaker for this year’s School of Journalism graduation recognition ceremony.

1990s

Monica (Hayde) Schreiber (BSJ 1990) is a marketing manager for international law firm Skadden, Arps, based in the firm’s Palo Alto, California, office. Monica has lived in the San Francisco Bay area for more than 20 years, working as a reporter, editor and attorney, and as a law firm marketing manager for the last 10 years.

Shelia Summers (BSJ 1990) is director of marketing communications for Washburn University School of Law.

Jean Williams (BSJ 1992) was director of public relations at Spofford Home, a residential treatment center for abused and neglected children. She also was a freelance writer, and she retired in 2000.

Lyle Niedens (BSJ 1993, MA 1996) is vice president and director of product development with Ivy Funds Distributor. He and Carly Francis Niedens live in Westwood, Kansas.

Michell Dieckmann Combs (BSJ 1994) worked overseas after graduation. She licensed television programs and attended film festivals, then married and settled down in Arizona. She’s currently the executive director of National Horseman Publishing Inc. in Scottsdale, Arizona.

James Helt (BSJ 1995) works as senior manager at Accenture Ltd. He and his wife, Lisa, live in Paradise Valley, Arizona.

Christopher Ronan (BSJ 1996, MA 2011) coordinates community volunteer support for Geocaching in Seattle, where he and Rachel Casebolt Ronan make their home. She is

a principal and creative director at Kiwi Creative.

Brock Bowling (BSJ 1997) is now a regular fill-in play-by-play announcer for South Carolina Gamecock radio baseball broadcasts on the Gamecock IMG Sports network and a fill-in TV play-by-play announcer of Gamecock softball games on SEC Network Plus.

James Plesser (BSJ 1997) directs interactive strategy and execution at Allianz Life Insurance Company of North America. He and Leslie Taylor Plesser (BSJ 1997) live in Minneapolis, Minnesota, where she works for the Minneapolis Star Tribune.

Megan Maciejowski Woodard (BSJ 1998) and Derrick Woodard welcomed a daughter, Dylan Elizabeth Woodard, Nov. 20 in New York City, where she joins a brother;

REMEMBERING MARY WALLACE



Mary Wallace, who taught reporting at the School of Journalism and served as assistant dean, has died at age 78. In her 31 years at the J-School, Wallace wore many hats. She

began teaching in fall 1977 and served under four deans. She coordinated scholarships and awards for more than 25 years. She also took extensive notes of meetings and maintained the historical archives.

"Her dedication to students and to the tradition of excellence in the school was admirable," said Dean Ann Brill.

She was named an outstanding faculty advisor to Women in Communications Inc. and was elected to the Kansas Scholastic Press Association Hall of Fame in 1997.

"Dean Wallace was one of the very first people to welcome me to the school when I applied," said J-School graduate Bob Tinsley. "She made me feel sure that I had come to the right place."

Wallace earned a bachelor's degree in government from the College of William and Mary in 1959 and a master's in journalism from the University of Michigan. She was a reporter for The Ann Arbor News and was a reporter and the bureau chief in Orange County, N.C., for The Durham Morning Herald and Sun. She taught reporting at the University of North Carolina School of Journalism for a year.

Wallace retired in 2008 and volunteered for Court Appointed Special Advocate (CASA), Watkins Community Museum of History and Lawrence Public Library.

Connor Megan is director at Corigin Real Estate Group.

John Milburn (BSJ 1998) a statehouse reporter for the Associated Press for the past 13 years, was communications director for Kansas Gov. Sam Brownback's re-election campaign last year. He lives in Lawrence.

2000s

Shelley Hansel (BSJ 2000) J-School graduate, was elected mayor of Wellington, Kansas, on April 7.

Kathryn Jensen (BA, BSJ 2000) went on to get a master's in linguistics at the University of Montana and has worked in Montana, South Korea, South Dakota and Washington state in various facets of K-12 and higher education. Now she is the dean of Basic & Developmental Education at Everett Community College in Everett, Washington. She is married and has two children.

Daniel Ferguson (BSJ 2001) manages communications for the city of Shawnee.

Emilee Hermreck Katzer (BSJ 2002) is working at Pennington & Company in Lawrence and celebrated 10 years with them in July 2014. She works remotely from her home in Denver, Colorado.

Latisha Arana (BSJ 2003) has been pursuing acting in Los Angeles. She is also a contributing writer for the fitness website, www.fitbottomedgirls.com. She was married on Sept. 13, 2013.

Erin Chapman Whitehead (BSJ 2003) co-founded FitBottomedGirls.com in 2008. The Fit Bottomed Girls Anti-Diet book was published in May 2014 by Harmony. She published a health and fitness book for teen girls in 2013.

Jennifer Ferns (BSJ 2005) directs sales operations and planning at Hive Beverages International. She lives in Overland Park, Kansas.

Elisa Zahn Krapcha (BSJ 2005, MEd 2011) is the assistant director of freshman recruitment

for the KU Office of Admissions based in Colorado Springs, recruiting Jayhawks from Colorado and surrounding states. She is married to Jarris Krapcha (BSJ 2005, MEd 2013), a physical education teacher and boys head basketball coach at Mitchell High School in Colorado Springs, Colorado.

Mike Norris (BSJ 2005) started as a development director at Washburn University Foundation in Topeka in summer 2014.

Nikola Reinfelds (BSJ 2005) is territory manager for Weight Watchers and lives in Huntington Station, New York. She married Hagen Miller on April 27, 2014.

Nicole Fanara (BSJ 2006) is a copywriter for DMNmedia in Dallas.

Kellee Kirkpatrick (MSJ 2006) earned a Ph.D. in political science from KU in December 2012. She started as an assistant professor of political science at Idaho State University in fall 2014.

Demetrius Peterson (BSJ 2006, JD 2009) worked briefly for the Kansas Association of School boards from June 2009 until June 2010 as a staff attorney. Since 2010, he has worked at the U.S. Department of Education in the office for civil rights as an attorney.

Michael Stambaugh (BSJ 2006) is assistant media relations director at University of Hawaii at Manoa Athletics.

Mary Johnson (BSJ 2007) serves as a lieutenant in the U.S. Navy. She is stationed in San Diego.

Catherine Odson (BSJ 2007) is a technology guide at Anything Libraries. She lives in Brighton, Colorado.

Andrew Sherwood (BSJ 2008) has joined the University of Kansas Williams Fund as assistant director of development: communication. He was previously employed in the communications department at the University of Connecticut.

Melissa Geha (BSJ 2009) plays midfielder for

FC Kansas City. She makes her home in Overland Park, Kansas.

Kelsey Hayes (BSJ 2009) is the senior copy editor for Politico Pro in Washington, D.C.

2010s

Jenny Brockel (BSJ 2010) completed two years of AmeriCorps, 2011-2013, with Twin Cities Habitat for Humanity as a volunteer coordinator. She now works as a program counselor with ACR Homes Inc. working with adults with disabilities and autism.

Allyson Stanton (BSJ 2010, MA 2012)

works as an admissions representative at KU. She lives in Lawrence.

Stephanie Rosson (BSJ 2011) is a multi-media production coordinator for Silpada Designs in Kansas City.

Sara Swezy (BSJ 2011) is the production manager at The New Media Firm in Washington, D.C.

Sara Miller (BSJ 2012), a freelance television producer, will work at the 2015 MTV Movie Awards. She lives in Burbank, California.

Whitney Schieber (BSJ 2012) is working for the KU Endowment Association as a development officer for major gifts in Lawrence.

twice-weekly newspaper in Park City, Utah.

Meredith Burton (BSJ 2013) started as the communications and graphics assistant at Big Brothers Big Sisters of Greater Kansas City during summer 2014.

Charlene Chen (BSJ 2013) has accepted a position at ZenithOptimedia, a marketing agency in New York City, part of Publicis Groupe.

Victoria Baldwin (BSJ 2014) is junior creative strategist for Octagon Sports Marketing in Norwalk, Connecticut.

Kate Shelton (BSJ 2014) is a staff writer at the Ottawa Herald in Ottawa, Kansas.

In memoriam

Robert C. Snyder (BSJ 1948) died Oct. 29, 2014.

Carol Marie Buhler Francis (BSJ 1950, MSJ 1971) died March 21. She started her career as advertising manager at Weaver's Department Store. She also was publicity chairman for the Student Union Activities and was secretary of the Kansan Board. She wrote newsletters for the Douglas County Historical Society, was past president and treasurer for the Kansas Press Women and won numerous awards for her advertising, interviewing and writing skills including the Clarion Award in 2008 from the Association of Women in Communications for her iPod version of "Walking Downtown Lawrence."

Marjorie Wegeng Gronniger (BSJ 1983) of Eudora, Kansas, who was Eudora city treasurer for 33 years, died Jan. 3, 2015. Gronniger graduated from the J-School in 1983 at age 64.

Russell W. Faber (BSJ 1985), Ormond Beach, Florida, has died at the age of 53. Faber started Daytona Beach-based Creative Management Group in 1997. CMG started out as a promotional management company but quickly expanded to several divisions including celebrity brand management, a SAG/AFTRA models and talent agency, CMG retail, product brand management, nonprofit management and CMG Pro Security.

Derek Zarda (BSJ 2009) died Jan. 30, 2015. While at KU Zarda helped formed AbleHawks, a student organization to raise awareness of and to advocate for students with both physical and non-physical disabilities.

SAVE THE DATE FOR J-SCHOOL GENERATIONS

Mark your calendars for Oct. 29-31 for J-School Generations, which brings together School of Journalism students, alumni and faculty in a three-day interactive event and reunion. Events include classroom visits, a networking round robin, team challenges and tailgating, culminating in the KU homecoming football game on Halloween. If you would like to be part of the event as a guest, classroom speaker or sponsor, please contact Julie Adam at 785-864-7644 or send an email to jschool@ku.edu. Invitations will be hitting your mailboxes soon, so save the date now!

works as an admissions representative at KU. She lives in Lawrence.

Alyson Van Dyke Petty (BSJ 2010) received the top prize in the Watchdog Reporting category at the ninth Morris Journalism Excellence Award for her coverage of government transparency and overtime abuses. She is a reporter for the Topeka Capital-Journal.

Matt Franzblau (BSJ 2011) is the communications director at Jewish Federation of Jacksonville.

Katie Priebe (BSJ 2011) is an account executive at PadillaCRT, a public relations agency in downtown Minneapolis, Minnesota.

Angelique McNaughton (BSJ 2011) is county reporter for the Park Record, a

Lee F. Young Professorship

Memories of a mentor inspire former student to honor the first Jayhawk Journalist advisor.



Professor Lee Young founded the magazine sequence at the J-School, and his sense of humor and compassion made him popular with students.

A former student of retired journalism Professor Lee Young has established a fund to create an endowed professorship in Young's name.

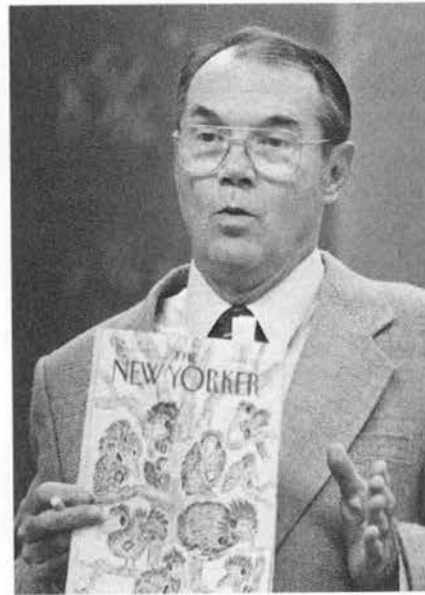
The gift will establish the Lee F. Young Professorship in Journalism at the William Allen White School of Journalism and Mass Communications.

The donor, Diane Gray Quinn, 1971 J-School graduate, remembers Young as a teacher and advisor who went beyond the call of duty for his students and "played such a key role in the magazine journalism area and set me on my career path."

Being taught by elite J-School professors such as Young, Calder Pickett, John Bremner and Elmer Beth, Quinn and her husband, Tom, wanted to ensure that the school maintains the high quality of educators, especially those who can enrich the focus on journalism in the digital age.

Young received a journalism degree from Syracuse University after serving in the Navy in World War II. He worked at several advertising firms in New York and Kansas City and was co-owner and general manager of a veterinary medicine magazine. At age 38, he enrolled in the J-School's graduate program and began teaching part-time at KU.

In 1964 when Young joined the J-School, there were a dozen faculty members and 116 undergraduate students. Young turned a single, three-hour magazine class into a nationally recognized magazine se-



quence.

"Lee helped build the foundation of the J-School and set it on the path of being one of the top journalism programs in the country. This professorship is a fitting tribute to Lee and what he has done for this school," said Ann M. Brill, dean of the KU School of Journalism. "It is especially meaningful that one of his students is honoring him in this way."

In 1985, Young was named the J-School's first William Allen White Professor of Journalism. He also was a finalist eight times for the Senior Class H.O.P.E. (Honor for Outstanding Progressive Educator) Award.

Before his retirement in December 1989, Young had served as associate dean, acting dean and head of the advertising sequence. Young's magazine class also produced the school's Jayhawk Journalist publication. As the magazine's advisor, Young taught the students with individualized exercises and collaborative lessons that were engaging and fun, Quinn said.

"He is a quality human being with an engaging personality and sense of humor," Quinn said. "He was a wonderful journalism professor with his knowledge of publishing and his business sense. I look back at the part of my life when I worked and feel so fortunate that my education prepared me for many types of jobs. It feels very satisfying to honor Lee Young and my J-School education with this endowed professorship."

The gift counts toward Far Above: The Campaign for Kansas, the university's comprehensive fundraising campaign. Far Above seeks support to educate future leaders, advance medicine, accelerate discovery and drive economic growth to seize the opportunities of the future.

Learning live at Media Crossroads

Two years after its debut, Crossroads has expanded but is still a place for beginners to break into broadcasting.



In conjunction with the Kansas Relays, 2012 Olympic bronze medalist Reese Hoffa, right, was a guest on Good Morning KU this spring. Senior Jackson Long interviewed Hoffa, who currently holds the world's best mark in the shot put.

Media Crossroads opened in fall 2012 with a mission of being a media lab space for anyone with an idea and the ambition and drive to turn the dream into a reality.

Two and a half years later, lots of dreams have turned into realities at Media Crossroads, which has expanded from its debut show to more than a dozen on-air productions, all borne from students' imaginations.

"The first thing we started was 'Good Morning KU,'" said Cal Butcher, director of Media Crossroads. "I basically had two rules for that: We're going to go live at 10 o'clock every day, and we're going to have a guest."

Modeled after a traditional early morning show such as "Good Morning America," "Good Morning KU" has now aired more than 250 consecutive episodes. Each show has four basic segments, including general discussion between hosts, a guest from a recent event, news and weather.

As students have become involved with "Good Morning KU," many have wanted to start their own shows on topics that interest them.

"There are 16 shows or segments this semester just in Media Crossroads," Butcher said. "We can do a lot of things up here. If students want to do something, they have to commit for a whole semester."

Although "Good Morning KU" is the most popular show in Media Crossroads, many others have gained attention. A sports program called "3 in the Key" was highly successful. Other programs such as "Triple OT" and "KU E-News" have gained prominence.

Dani Malakoff, a sophomore studying journalism, got involved with Media Crossroads last year when she took Butcher's basic video production class. She now directs and produces several shows in Crossroads, including "Good Morning KU" on Mondays, Wednesdays and Fridays, a Jewish TV show called "The Shpiel," and a show about Greek life called "Greek TV."

"Basically, what I do is come in an hour before the show starts, no matter if I've prepared earlier," Malakoff said. "I make sure that we have graphics and pictures for news, I set up the virtual sets, I basically make

CONNECTING KU EXPERTS TO A GLOBAL AUDIENCE

Media Crossroads can now connect KU experts on live TV with media outlets anywhere in the world.

Media Crossroads' new live-shot technology, LTN Video Transport Service, this semester allowed KU professors to interview live on PBS NewsHour and Al-Jazeera America, both from the Crossroads studio at the Kansas Union.

Director Cal Butcher said the LTN capability would benefit the campus in several ways.

"It's a great learning experience for our students who want to work in live production. The resources of the J-School and Media Crossroads are here to support anything that promotes KU and the expertise of our faculty," Butcher said.

The technology is a win-win situation for the university. News organizations pay a fee to KU to use the LTN service, and KU gains media exposure for experts and research. Through the LTN service, networks can search through a list of organizations that have the live-shot capability, and now KU is on that list.

"As we work to keep KU experts in the national media spotlight, having an LTN connection on the Lawrence campus is an incredible tool to reach geographically distant video media. When we can tell producers and reporters that we can connect them with a source like this, it gives our pitches even more punch," said Erinn Barcomb-Peterson, KU spokeswoman.

sure all the technical aspects are set up."

"I think (Media Crossroads) has just opened a whole new field for me," Malakoff said. "I had never considered going into broadcast, and I never thought there would be a career in just being behind the camera. It's allowed me to think creatively and differently."

Malakoff views Crossroads as an experience distinct from other journalism opportunities such as KUJH-TV news and The University Daily Kansan. Whereas other media outlets on campus are very news oriented and structured, Crossroads allows its users a great degree of freedom.

"I like being involved because I feel like I can help Crossroads grow, whereas the Kansan is already very stable and traditional," Malakoff said.

Media Crossroads isn't just for journalism students – anyone is welcome. KU students are able to use the facility's services for class projects, even if they don't have prior video experience. Community members can also produce material in Crossroads for a fee.

Cathy Dwigans, the program manager for the Self Graduate Fellowship, is not affiliated with Crossroads but used its services in the summer of 2013. The Self Graduate Fellowship is a professional development program for graduate students in the sciences, engineering and business.

"One of our program's sessions is broadcast communication," Dwigans said. "We've done it before but always just used a meeting room and set up our cameras there. Media Crossroads was a much better experience for our students, who weren't familiar with the green screen and all of the things standard in a broadcast studio."

Students in the program used the facility to practice interviewing and discussing their research in a broadcast setting. The equipment in Media Crossroads helped provide them

with recordings of the experience, and several commented that seeing themselves on video really helped illustrate what they had learned.

"Our students come from a wide range of fields that wouldn't naturally have the opportunity for a (broadcast) experience. It really made it more professional level," Dwigans said.

HOW TO WATCH

All programs are live-streamed at tv.ku.edu or www.journalism.ku.edu/crossroads. Most programs run live on Channels 31 and 2-1 on both KU's cable system and WOW Cable.

Watch recordings on YouTube on the Good Morning KU or Media Crossroads channels.

CROSSROADS PROGRAMMING

Good Morning KU: 10 a.m. Monday-Friday

Good Evening KU: 5 p.m. Wednesdays

785 Live: 2 p.m. Tuesdays and 6 p.m. Thursdays

Triple OT: 11 a.m. Tuesdays

The Shpiel: 10 a.m. every other Wednesday

KU E-News: 3 p.m. Fridays

Greek TV: 11 a.m. Saturdays

Regardless of Crossroads' users' projects, Butcher's goal is for students to gain experience producing media independently.

"Media Crossroads is a place where beginners can jump in right away and find a way to tell a story," Butcher said. "Over 100 students are in and out in a week. Really, it's a classroom, a place for them to learn."

Media Crossroads is located in the KU Memorial Union, 1301 Jayhawk Blvd.

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Jayhawk Journalist

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