

Spring 2016 | Alumni Magazine

# Jayhawk Journalist

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

## OREAD TO OREGON

Alumni find a balance in winemaking and writing





**Wineries:**

Jayhawk Journalists find balance  
in winemaking and writing





Spring 2016

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## On the Cover

J-School alumna  
Hilary Berg owns  
Roots Wine Company  
in Yamhill, Oregon.  
Photo: Andrea Johnson



"I get that same creative charger from winemaking that I do from reporting and writing," says Jerry Sass, who owns and operates Sass Winery in Salem, Oregon. Sass received his master's degree from the William Allen White School of Journalism and Mass Communications in 1984.

Photo courtesy of Brian Lehmann

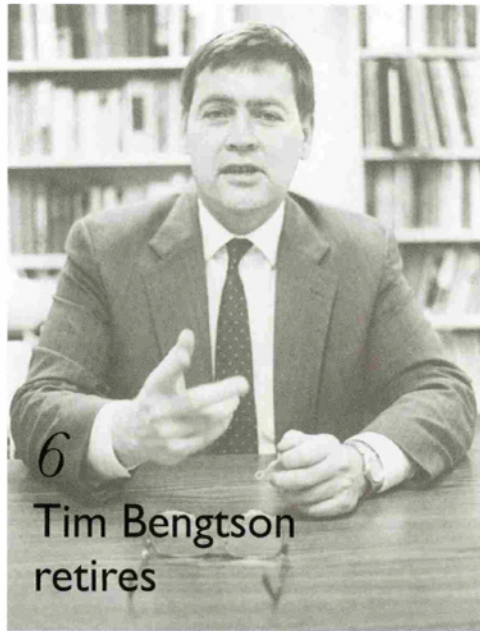


# Jayhawk Journalist

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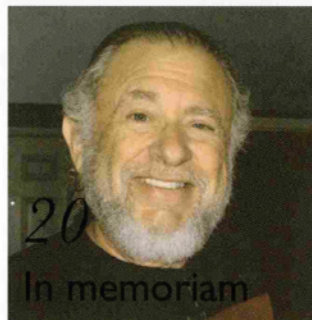
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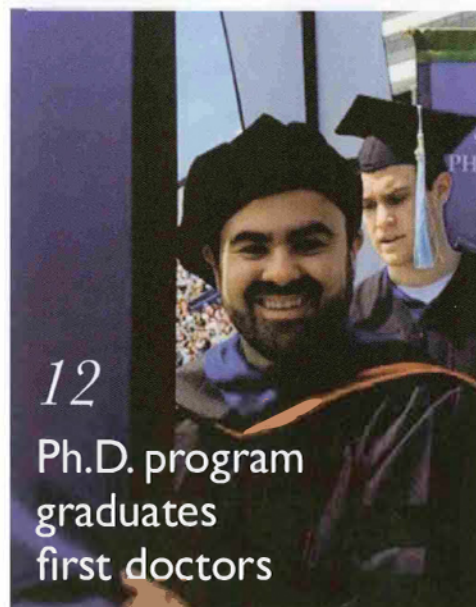
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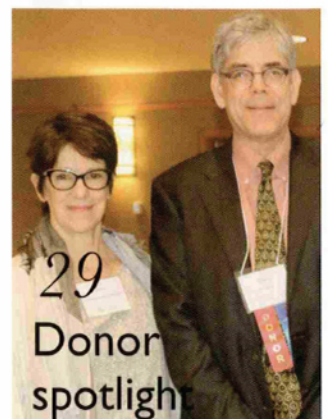
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Journalism Student Leadership Board members posed with Dean Ann M. Brill after the April board meeting. The new board was formed this semester to help advise the school's leadership on issues important to students.

## LETTER FROM THE DEAN

It's the time of year, again, when we say goodbye and good luck to our graduates. They are heading to exciting places, wonderful jobs, more school, or other adventures. One of them said to me that rather than take a "gap" year between high school and college, she wishes she could take a "gap" year before starting a full-time job. She is both excited and scared about her job.

We have all been in her place. I reassured her that she was well prepared, knowing that there would be more changes than either of us could imagine during her career.

One of my favorite sayings from William Allen White is appropriate to share this time of year. He wrote: "In education, we are striving not to teach youth to make a living, but to make a life."

That's also the saying chosen by our new Journalism Student Leadership Board for their t-shirts. The board members are 37 students who were nominated by other students or themselves earlier this year. The diverse group represents each of the four years of students and graduate students.

Their first initiative was to determine what they wanted to work on during the year. They came up with three areas of focus – curriculum, diversity and networking. Those are three important areas for the school and

each fits nicely into initiatives we've been working on for awhile.

The group focusing on curriculum will work with the curriculum committee to analyze all the syllabi, which are now on the school's website, to ensure consistency and creativity. The group working on diversity wants to raise awareness and build community. They will work with our Diversity and Inclusion Action Group. The third group will help plan J-School Generations this fall to invite alumni back for Homecoming Week.

I am impressed with the ideas our students have to make the school better and, in the process, develop their leadership skills. They are learning to make a life.

This month, our new graduates will join the more than 14,000 alumni of the school who have learned to make a life. They – and you – are Jayhawk Journalists with all the skills, passion and integrity that mark our graduates.

On behalf of the faculty and staff, we wish them all the best.

Ann M. Brill  
Dean

## GREETINGS FROM THE EDITOR

Each May, when Jayhawk Journalists graduate or scatter throughout the world for internships or jobs, it's bittersweet to see them go. Having worked with several of them, let me tell you: They are impressive.

I am fortunate to have four of these students working with me, and without their talented work, you would not be reading this issue of the alumni magazine right now. Allow me to brag a bit and introduce them:

Allyson Maturey is graduating in May with a double major in journalism and design. She is incredibly creative and talented and has designed the magazine, website, brochures, ads, holiday cards, fliers and is my go-to person for my never-ending technical questions.

Garrett Farlow is triple majoring in journalism, Slavic language and literature and political science and is in the KU Army ROTC. He speaks Russian and was an intern in Kazakhstan last summer and will be in Kyrgyzstan this summer. Without Garrett, there would not be a [jayhawkjournalist.com](http://jayhawkjournalist.com).

Amie Just is majoring in journalism with minors in creative writing and human sexuality. She will be a sports intern at the Washington Post this summer and was one of only six students nationally to be named a Jim Murray Scholar. She also covers sports for the Associated Press and Topeka Capital-Journal.

Christian Hardy is majoring in journalism and has been an editor at the University Daily Kansan for three semesters. Nationally, he is one of 12 students chosen for the Sports Journalism Institute and will be an intern at the Kansas City Star this summer.

Trust me when I say that these four are an accurate representative sample of the amazing students we have in the J-School. I hope many of you are as lucky as I have been to be able to work with them in the future.

Julie Adam,  
Editor, Jayhawk Journalist



# Tim Bengtson retires

Award-winning professor expected hard work from his students and inspired the J-School faculty mentor award



Associate Professor Tim Bengtson was honored with a retirement party April 29 at Stauffer-Flint Hall.

**O**n most days, a pen peeks out of the breast pocket of Associate Professor Tim Bengtson's button-up shirt. Burrowed inside that same pocket is a piece of paper, preferably folded four or five times. The most important fabric that makes up that pocket, though, can't be seen at all: they're his ideas.

Bengtson, through his 37 years of teaching at the William Allen White School of Journalism and Mass Communications and at four schools before, has kept these three things essential to his daily life: a pen, paper and the collection of ideas. Though Bengtson will re-

tire from teaching after the spring semester, his ideas and his attention to detail that sparks those ideas, both in the world and in his students, will remain persistent.

"Everyone has the ability to come up with good ideas," said Bengtson, who always suggested his students keep a notepad like he does.

"Creativity boils down to two words, and these are two words I encourage my students to embrace. Those words are: Pay attention."

"Pay attention to the world in which we all live because there are so many ideas floating

around that have the potential to make a difference in the world, actually."

Bengtson's special attention and interest in his students won him the H.O.P.E. award in 1986, one of the most distinguished awards a professor can receive from the University of Kansas, and it's won him an abundance of other recognition. But to Bengtson, his close relationship and attention to detail in students quite literally shifted lives.

Mark Mears, who graduated from the School of Journalism in 1984, came to Kansas expecting to use journalism to leap his way into law school. Instead, after Mears "worked [his] butt off" in Bengtson's class, Bengtson took notice. After some persuasion from Bengtson, Mears switched gears entirely and went to graduate school to get a master's degree in integrated marketing communications from Northwestern University.

Now, almost 30 years later, Mears is the executive vice president and the chief marketing office of Noodles & Company.

"His humility and ability to stay focused on whomever he's teaching today is tremendous," Mears said. "When you go that extra mile and really give up yourself and your time to help a student, to help them reach their full potential — that's what really sets him apart."

Through his career, though, Bengtson focused on another trait, one that coincides with constantly paying attention and honing ideas: hard work. The students who stood out among the estimated 12,000 he taught during his career, ones who stood head and shoulders above all, were those who worked hard.

"I keep saying it to students over and over



## BENGTSON'S CAREER

Associate Professor Tim Bengtson taught at five universities, including the University of Minnesota (Minneapolis) and Northwestern University. He has taught nearly 12,000 students in 12 courses, most frequently Principles of Advertising and Strategic Campaigns.

He is an honorary member of the KU Class of 1986. His students have prepared strategic campaigns for a diverse group of clients, including Chipotle, Haskell Indian Nations University, the Lied Center of Kansas, the Kansas City Royals, Cheesecake Factory, the Ottawa Herald, Sunflower Broadband, Blimpie, Douglas County Bank, Buick and Noodles & Company. He served as chair of the Advertising and Strategic Communication sequence for more than 20 years.

## EDUCATION

- BBA and MBA, University of Michigan
- MSJ and Ph.D., Northwestern University

## HONORS

- HOPE Award
- W.T. Kemper Fellowship for Teaching Excellence
- AMOCO Teaching Award
- Mortar Board Teaching Excellence Award
- Del Shankel Teaching Excellence Award
- Clyde M. and Betty Reed Distinguished Teaching Professor (1988-present)



School of Journalism alumnus Mark Mears, executive vice president and chief marketing officer of Noodles & Company (right), established the Tim Bengtson Faculty Mentor Award in honor of his mentor, Professor Bengtson (left). This year's recipient is Lisa McLendon (center), coordinator of the Bremner Editing Center.

again: it's not a cliché, it's true," Bengtson said. "The people who work the hardest are the people who succeed the most dramatically."

Bengtson worked hard himself. Before he came to Kansas, at the University of Utah, he was the only full-time teacher on the advertising and public relations side of the school, so he managed that side entirely — advising, advertising club, teaching and anything else. That caught the attention of Kansas as well as Penn State.

Eventually, after learning some of his wife's family went to school at Kansas and meeting with former Dean Del Brinkman, he decided on Kansas in 1979. He never left.

"KU just had, and still has, a certain culture that is really warm and genuine, and KU is really student-oriented," Bengtson said. "I like being a part of that."

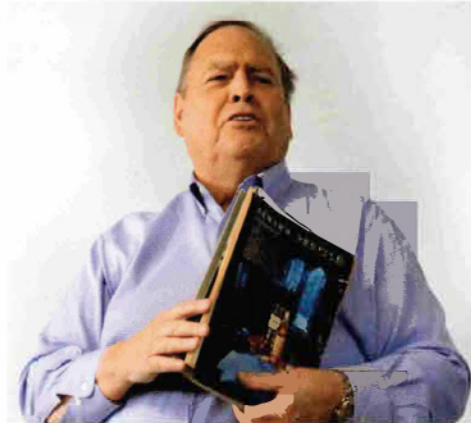
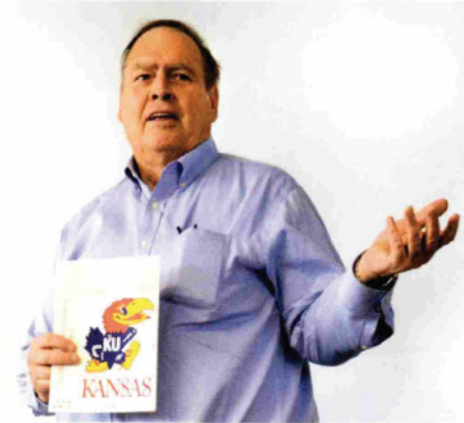
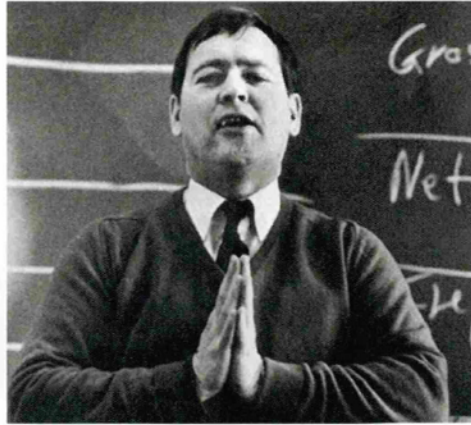
Bengtson, too, was a curator of hard work; he found ways to push students and get the

best out of them. When Mears received his grade back from his first assignment under Bengtson in Advertising Copy & Layout — the first class Mears ever took with him — he was upset with his grade and set up with a meeting with the professor. Bengtson did not change the grade, but told Mears simply: "I expect more from you."

"It made me understand that I need to work harder than my peers because he was holding me to a higher standard," Mears said. "Now, as I've gone throughout my career, there are few people that outwork me. [...] I really believe that that work ethic that Dr. Bengtson helped to instill in me has also been responsible for the success I've had throughout my career."

After 37 years, of course Bengtson has built his own legacy in the School of Journalism — through attention to detail, hard work, or simply through his students and his own work. But Mears solidified Bengtson's name for years to





Associate Professor Tim Bengtson estimates that he has taught more than 12,000 students in different courses during his teaching career. The top sequence of photos was taken in at a Strategic Campaigns class in 1987, and the bottom sequence was nearly 30 years later in 2016.

come in 2012 when he established a faculty award that would honor Bengtson and his mentorship.

Mears named it the Tim Bengtson Faculty Mentor Award, in honor of the man who mentored him. This spring, \$5,000 was awarded for the fourth time in Bengtson's name to a faculty member in the School of Journalism.

"Every time I see him, he reminds me that he still can't believe it," Mears said. "He's so humble; he really doesn't understand or quite appreciate all of the many lives he has touched along his journey. I think that will happen once he's finally retired and he's got a chance to really reflect."

Bengtson, as Mears said, is still shocked the award even exists.

"It's such a great honor, and I did not ever imagine such a thing," Bengtson said. "I may die

tomorrow, but that mentor thing is going to live on. It's really quite nice."

*"The people who work the hardest are the people who succeed the most dramatically."*

Today, Mears carries a worn-down, beat-up, black leather-bound notepad with him everywhere he goes, despite the sometimes unprofessional look. He's filled it dozens of times over in 30 years with notes, ideas, and general tidbits and replaced the paper inside, reviewing the notes periodically, just as Bengt-

son himself does. Although he could use a new one, he keeps the beat-up notebook as a simple reminder of the influence Bengtson has had on his life.

Although the award lives on, there are no more classes for Bengtson. There may be no more hard work, and no more focusing attention on his students. Yet still, his ideas — a simple notepad and a pen — survive, through the students he paid that close attention to.

"This notebook has become a part of me; this is a living, breathing manifestation of how ideas drive business," Mears said. "I can't tell you how important he is to my life, and I can't tell you that I would be where I am today without him."

— Christian Hardy is a junior from Derby, Kansas, studying news and information.



# New options in J-School playbook

Starting in Fall 2016, students will be able to graduate with a concentration in sports media

When Associate Professor Max Utsler started teaching journalism at the University of Kansas almost 30 years ago, sports were hardly mentioned at the university. Academics and athletics each stood on their own, as entirely separate entities.

Now, as sports blossom into not only a massive business, but also a major part of popular culture, the William Allen White School of Journalism and Mass Communications is embracing the expansion of sports in journalism. In the Fall 2016 semester, the school will offer a sports media emphasis for undergraduates.

"A long time ago, you really couldn't even mention sports in an academic setting," Utsler said. "I don't know when that started to change, but once it did it was like the light bulb went on and universities realized that, if nothing else, sports are a huge part of our culture. We needed to start doing some serious looking into this thing," Utsler added.

Though Utsler created the concentration, Chris Bacon, the executive producer at KUJH-TV, made sure the University of Kansas ended up on the sports journalism map as well. Bacon saw a number of sports media programs popping up all over the country and compared them to what Kansas could do.

But he also saw a bit of an advantage over schools that weren't yet on the sports media emphasis train, including the recruitment of potential incoming students.

"We can say we do have a concentration in sports, and we understand it's not just the toy department anymore, and we understand

the importance of what sports media is in the whole media industry," Bacon said. "We understand that, and that shows future students that we value that for their education."

On top of getting a step ahead of the competition, Bacon sees it as a way to capitalize on the accomplished athletic program that Kansas has in place and the interest students take in it.

"We already have that KU brand; sports is such a big part of this university and campus," Bacon said. "We just needed to put out an academic plan for them to get their experience

*"A long time ago,  
you really couldn't even  
mention sports in an  
academic setting."*

they need and get a job in the field."

The emphasis will require four classes: Sports, Media and Society (JOUR 540); Multimedia Sports Journalism (JOUR 585); Sports Marketing, Promotion and Sales (which will be a 600-level course); and one additional Heath, Sports and Exercise Science class that can be chosen from an extensive list of options.

All classes for the concentration already exist, although Utsler will have to tweak the Sports Marketing, Promotion and Sales class for undergraduates since it has previously

been a graduate class. Including classes that already exist and forgoing the creation of new ones was a major key in launching the concentration.

The course content will bridge a wide range of topics, and the certificate will be aimed at students interested in sports from either journalism track.

"If you look at the structure, it allows for flexibility for students who want to go into whatever: sports, news, entertainment; now it just gives it a label," Bacon said. "They now have an opportunity to take an emphasis within their major and get that more concentrated experience before they get out in the real world."

Utsler and Bacon know there are plenty of students interested in the program, so the next step is to simply get the word out about the program. Many students in Utsler's and Bacon's classes are interested in sports, which should help with that.

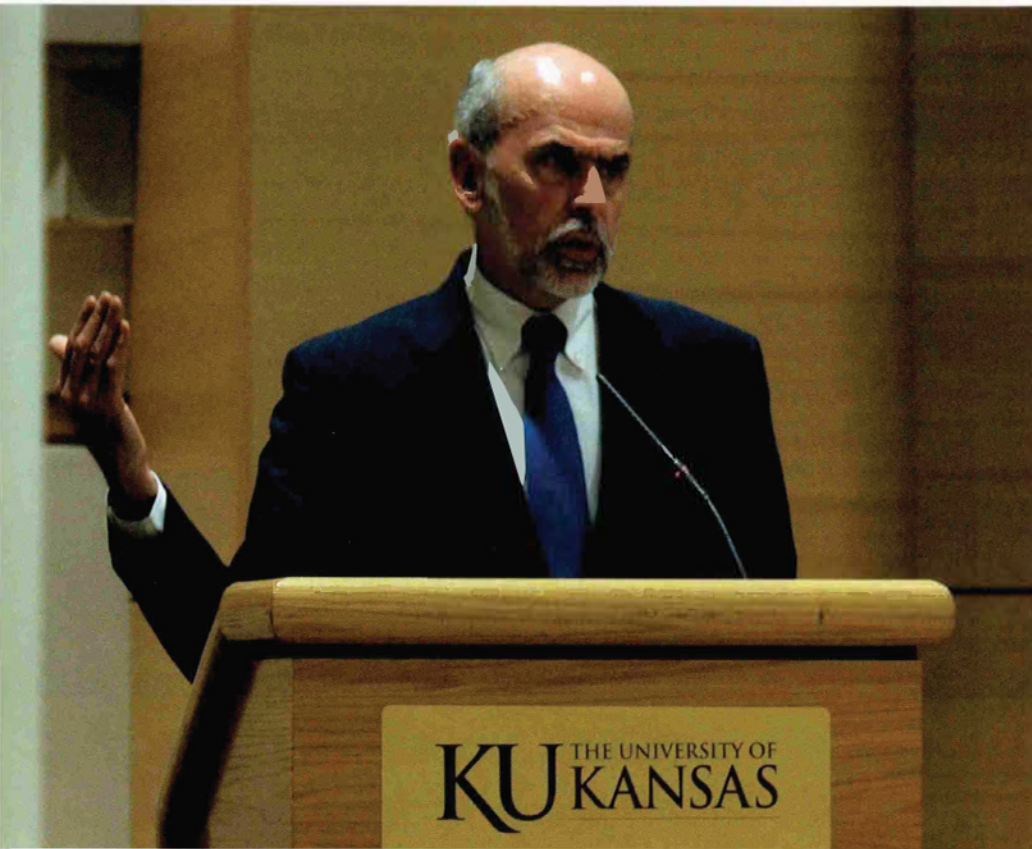
"If you work in the news business now, you can't get away from sports. It's the one thing that always sells," Utsler said. "If you're in PR, the sports journalism side is very helpful because you know what it takes to write the story, to do the game reports ... For sports journalists, it's very good for them to see the marketing and promotions side and understand how that works."

— Christian Hardy is a junior from Derby, Kansas, studying news and information.



# William Allen White Day

Gerald F. Seib accepts National Citation on behalf of PBS journalist Gwen Ifill and discusses unusual year in politics



Left: Gerald F. Seib, Washington bureau chief for the Wall Street Journal and 1978 KU School of Journalism alumnus, gave the keynote address at this year's William Allen White Day ceremony. Below: students Jazmine Polk (left) and Natalie Sitek received multiple scholarships at the annual Scholarships and Awards Program on April 14.



**T**he emergence of Donald Trump and Bernie Sanders as viable presidential candidates this year was a story line that few saw coming, Wall Street Journal editor Gerald F. Seib said in his keynote address on William Allen White Day on April 14.

Seib, who received the William Allen White Foundation National Citation Award in 2005, accepted this year's award on behalf of PBS journalist Gwen Ifill, who could not attend the ceremony.

Seib's address focused on the topic that is dominating the national conversation this year: the 2016 presidential campaign.

"At the Wall Street Journal and NBC News,

our pollsters have been saying for several years that the groundwork was being laid for somebody to break out of the system to better capture the anxiety that was afoot in the country. But I don't think any of us appreciated that these two figures would be the ones to crystallize it. So maybe we need to talk to voters more and campaign managers less," Seib said.

These unconventional candidates are changing the rules of the game for the media, he said, and journalists should examine what role they are playing in the coverage.

"Mr. Trump figured out something, which is that he could use cable television's voracious





Top: After the Scholarships and Awards Program, Dean Ann Brill took photos with donor Michael Anderson (left) and Juan Rojas. Left: Student Katie Bell looks over the ceremony program. Right: Student Monica Castellon stands to be recognized after her name was read during the program.

appetite for political content to shape the campaign conversation in the way he wanted," Seib said.

In posing the question to the audience whether the role of the media is as important as it used to be, Seib said that solid reporting is even more important this year. "Good, old-fashioned, objective, mainstream media coverage of the political process and the candidates in it is still the best way to ensure we have what democracy needs, which is a well-informed voting public that hears both what it needs to know—and sometimes things it wishes it didn't have to know."

After Seib's address, the school acknowl-

edged this year's student award and scholarship recipients and their donors. Seib told the audience that he was fortunate to be a Wooldridge Scholarship recipient as a student at the J-School.

"It is not an exaggeration to say that without the kind help the Wooldridges provided, I might not have been at KU, would not have met my wife, would not be at The Wall Street Journal, and would not be speaking to you here today," Seib said.

Donors have contributed to more than 115 award and scholarship funds this year, totaling more than \$425,000 going directly to J-School students.

## William Allen White Day



### NATIONAL CITATION AWARD RECIPIENT GWEN IFILL

Gerald F. Seib, Washington bureau chief for the Wall Street Journal, accepted the 2016 William Allen White Foundation National Citation Award on behalf of this year's recipient, Gwen Ifill, PBS television journalist. Ifill was unable to travel to Lawrence to accept the award in person.

Seib, a 1978 KU School of Journalism alumnus, read a statement from Ifill thanking the foundation: "I am deeply honored to receive this citation named after a great man, and one that has been bestowed on so many great men and women in journalism whom I deeply admire. At a time when journalism feels like it is under siege and shrinking, it falls to us who take the mission seriously to hold it up. In fact, I believe it is as important as it ever has been to steer a path of sanity through raucous political campaigns, troubling social upheaval and instantaneous conclusion."



# Program graduates its first doctors

**L**ast May, as the first graduate of the William Allen White School of Journalism and Mass Communications' doctoral program, Nathan Rodriguez carried the J-School's banner down the Hill and into Memorial Stadium for Commencement.

The J-School launched its doctoral program in 2012, and the timing worked out perfectly for Rodriguez. Under the direction of Associate Professor Tom Volek, the school began developing a doctoral program in 2010. At that time, Associate Dean of Graduate Studies Scott Reinardy said the J-School was the only school at the university without a doctoral program.

*"I think the school has a great reputation in terms of journalism and mass communication across the country."*

"It was a long and tedious process, but Tom was able to develop the program, have it approved by the Board of Regents and implemented by 2012," Reinardy said. "Tom did a fantastic job of leading the charge. We are recipients of his great work."

When Rodriguez applied to KU for his doctorate, the journalism program didn't exist yet, so he went back to his undergraduate roots in the Communications Studies department.

"Essentially what happened was one of the professors I wanted to work with was leaving that department," Rodriguez said. "That same week I found out that she was leaving the

department, KU announced it was opening a Ph.D. program for the J-School. I thought this was perfect: I could study and do things I really wanted to do in journalism."

Rodriguez's interest in journalism focused on storytelling and how people are influenced by how stories are told.

Rodriguez focused his dissertation on how people determine the credibility of information they find online, and he specified his research on vaccine hesitancy. He researched a website with high traffic over a five-year period and analyzed online conversations people were having about their beliefs about vaccinations and their justifications for not

vaccinating themselves or their children.

"I think that one of the findings was that claims by scientists can be really dry about how vaccines are perfectly safe and have been for decades and that allows for stories to be told that individual people may have had," Rodriguez said. "Maybe they told a circle of friends in the past, but now they're able to broadcast that exact message out to a bunch of strangers, and it can sometimes give the illusion that there are more adverse reactions to vaccines than there actually are."

Rodriguez's paper on vaccine-hesitant justifications was awarded the ComSHER Eason Prize for top student paper at the 2015 con-



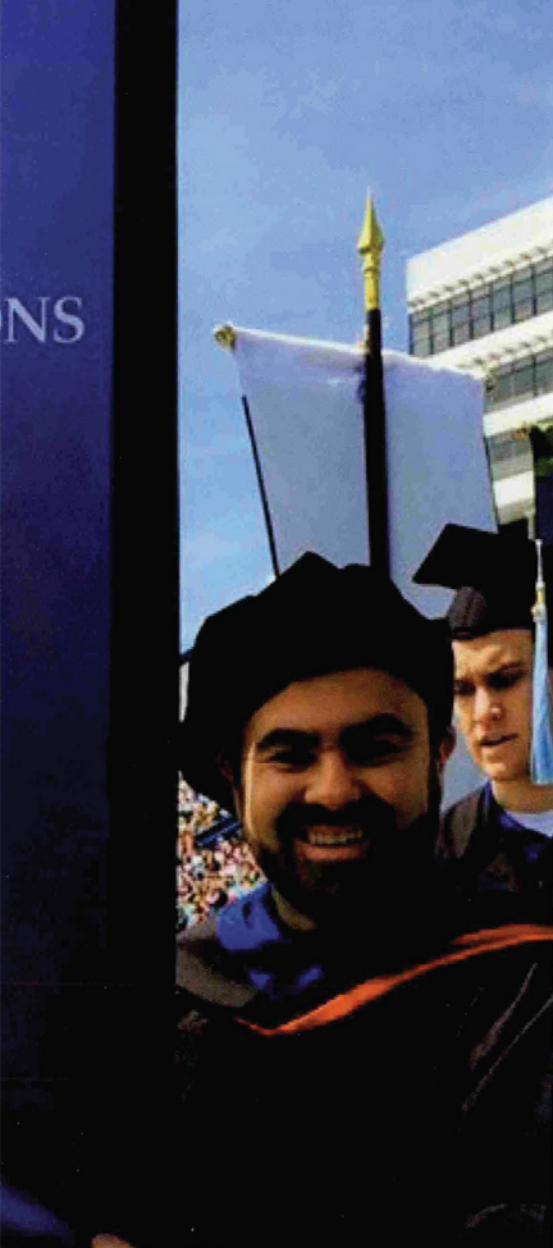
Nathan Rodriguez is the first graduate from the J-School's doctoral program.

ference for the Association for Education in Journalism and Mass Communications. The Eason Prize is the largest paper award given to graduate students at AEJMC. Rodriguez presented his paper, "Vaccine-hesitant Justifications: From Narrative Transportation to the Conflation of Expertise," during the ComSHER top paper session last fall.

Post-doctoral, Rodriguez has been teaching classes at the J-School, but he recently accepted a tenure-track position as an assistant professor of public relations at the University of Wisconsin-Stevens Point.

Two more doctoral students, Goran Gha-





Kristen Grimmer



©2016 KU/Marketing Communications/Kelsey Kimberlin  
Goran Ghafour

four and Kristen Grimmer, will graduate from the program this year.

Ghafour defended his dissertation April 22 and graduates in May.

Ghafour came to the journalism school for his master's degree in the fall of 2010 as a Fulbright Scholar from the Iraqi Kurdistan region. After obtaining his master's degree, he went back to Iraq to work for a few years. He returned to Kansas in 2013, a year after the school announced its doctoral program.

His dissertation delves into the murder cases of two Iraqi journalists who wrote anti-political corruption pieces and how social media played a role in those cases.

"Social media, especially Facebook, came to

Iraq in the beginning of 2008," Ghafour said. "When the first journalist was killed, social media wasn't effective, but when the second journalist was killed, most of the people had Facebook and YouTube. Social media played a role in amplifying that case."

This hits home for Ghafour because of perceived repercussions. His family and friends from the Middle East all told him to stop writing after the second murder, even though he was living in the United States.

"I said, 'Look, if that affects me while I'm in the U.S.,'" Ghafour said, "'how does that affect other working journalists in Iraq and Kurdistan?'"

Grimmer defends her dissertation on June

10 and will graduate shortly after that.

Grimmer's dissertation uses feminist and postmodernist theories to evaluate how Katniss, the main character in "The Hunger Games" series, is characterized as violent compared with how the typical woman is characterized as violent in the news media.

The idea for her dissertation was pieced together by many things, including classes in political science and talks with one of her advisors, Associate Professor Barbara Barnett.

"Typically, women who are talked about in the news media are never characterized as being violent, and if they are, we can't explain it," Grimmer said. "How Katniss is characterized as violent, we think is good because we're happy when she kills people and wins. It's an interesting dichotomy there."

Grimmer has accepted an assistant professor position in the mass media department at Washburn University.

New programs don't always run smoothly. There are always minor bumps in the road.

"It's so common in any new program," Grimmer said.

But even through the bumps, Rodriguez, Ghafour and Grimmer all agreed that the J-School's doctoral program was the right one for them.

"I think the school has a great reputation in terms of journalism and mass communication across the country," Rodriguez said. "Just the name KU itself is something that's going to be valuable. I'm not sure too many schools can replicate how supportive everyone is here. I couldn't recommend it more highly to someone who's interested."

—Amie Just is a junior from Funk, Nebraska, studying news and information.





Jayhawk Journalists have  
cultivated a connection between

# Words & Wine

**G**raduating from **KU** with a journalism degree isn't the typical path into the wine industry, but for alumni Hilary Berg and Jerry Sass, that's how it worked out.

*"I'm still shocked almost every day that I work in this industry. It's kind of an amazing thing."*

When Berg graduated from the William Allen White School of Journalism and Mass Communications in 2001, she was content with her job as a graphic designer and knew next to nothing about wine. Sass was dabbling

in wine as the news editor at the Statesman Journal in Salem, Oregon, then as the copy chief with The Oregonian in Portland.

But somehow, both — after years of traditional journalism — walked away from the beaten path and found their own. Sass founded what is now Sass Winery in Salem, Oregon, and Berg took over and essentially re-created the Oregon Wine Press as the head editor.

"I worked doing what I knew, but I never thought in college that I would even be associated with wine," Berg said. "To be frank, I'm still learning about wine. And that's the great thing about being in my position is that I've really learned a lot by being the editor of this particular publication."





## Oread to Oregon

**GLORIOUS TO VIEW:** An aerial view of Hilary and Chris Berg's vineyard in Yamhill, Oregon, in the Willamette Valley. (Photo courtesy of Andrea Johnson)



### ROOTS WINE COMPANY

Located near Yamhill in the Willamette Valley, Roots produces about 3,800 cases of wine annually including pinot noir, pinot gris, melon de bourgogne, viognier, riesling, dessert riesling, syrah and a methode champenoise sparkling.

Website: [roots.wine](http://roots.wine)



### SASS WINERY

Located in the South Salem Hills of Oregon's Willamette Valley, Sass Winery produces about 4,500 cases of wine annually, including pinot noir, pinot blanc, pinot gris, chardonnay, riesling, sauvignon blanc and rosé of syrah.

Website: [sasswinery.com](http://sasswinery.com)

For Sass, that's one connection between journalism and the process of winemaking comes: constant learning.

Sass, who graduated from the School of Journalism in 1984, said he learned something every day when he was in journalism. Now, overlooking an 8.5-acre vineyard on a 20-acre plot of land, he picks up more and more knowledge about his craft when he's growing grapes and making and bottling wine.

"As a journalist, it's impossible not to learn things all the time... if you're doing it the way we were taught to do it and the way we really want to," Sass said. "If I had known I would end up doing this, I by God would have gone and gotten a better degree, so I had to work,

basically, apprenticeships to get it."

Though both learn more about wine every day, their paths to their respective places firmly in the Oregon wine scene were distinctly different.

### Berg's path

Berg moved to Oregon in 2000, after graduating from Kansas, to join her then-boyfriend, now-husband Chris, who graduated from KU in 1993. There, near Yamhill, Chris and his parents had begun planting what would become Roots Vineyard. A year later, the couple moved into the house on the property, then in 2002 bottled their first vintage — 72 cases of pinot noir. But even then, Hilary Berg's interest in the



## Oread to Oregon



Above: Jerry Sass with his son, Jerry Sass III, in the vineyard with friend Brian Lehmann.

wine industry hadn't leaked into her professional life just yet. She was still working as a graphic designer for a custom magazine company. But when the 40-minute commute got to be too much for her, and the winery was growing, she looked into new avenues for work. And she stumbled upon the curious case of the Oregon Wine Press.

"We noticed at our house that the Oregon Wine Press, in its previous existence, was not coming to our mailbox anymore," Berg said of the publication, which, she also added, was flailing. "I really enjoyed in college creating a magazine, which is what we had to do, so I saw this as an opportunity to pretty much re-create the magazine."

After meeting Jeb Bladine, the owner of the Yamhill Valley News-Register, at a friend's party, she contacted him with a proposal: buy the Oregon Wine Press and make her a designer. Bladine accepted, and when he saw she had a degree in journalism, he wanted to make her the head editor of the magazine.



Above: Chris Berg and son Theo during the harvest last September. Left: Hilary and Chris Berg enjoy some wine in their tasting room.

It worked out, too: an escape from a job Berg was looking to move away from, but also a move to work closer to home in Yamhill. As of May, she's been at the head of the Wine Press for 10 years, but it took a massive transition from designer to editor to make it work.

"It scared the (crap) out of me," Berg said. "I'm one of those people who puts myself into situations where I kind of like to be uncomfortable a little bit, so I kind of push myself a

little bit. It was good; it was like, OK, this is a challenge, and challenges — I like a challenge."

Berg, who hadn't written in six years, would have to make the move from strictly designing to writing, copy editing and overseeing the publication as a whole. And in time, as the magazine improved from the rough condition it was in when Hilary arrived, the transition became easier and easier.

"I saw it as an opportunity to really showcase my skills in what I learned at KU in turning the publication into something way more professional than what it was," Berg said. "It





Left: Roots Wine Company in Yamhill and Sass Winery in Salem are about 50 miles apart in the Willamette Valley, part of Oregon wine country.

was just one of those moments where, for me, it was just take it or leave it, and so I took it and here we are.”

Since then, the magazine has only improved. The Wine Press now sports a glossy cover, thicker paper, and is bound, rather than folded like a newspaper.

“For the last 10 years, the numbers of advertisers and the revenue has gone up, up, up,” Berg said. “It’s a very profitable little publication, for sure.”

## Sass’ path

Sass, who graduated from the J-School in 1984 with a master’s degree, was raised around wine, but he still didn’t see himself in the industry as a full-time career. But that’s exactly what Sass Winery has become for him — a full-time job (plus some). He owns the

winery with his wife, Susan Gage, who graduated from the J-School in 1989.

When Sass was working for The Oregonian in 1994, he started planting vines and built a winery over a few acres as a hobby for family and friends. After six years of apprenticeships near Salem, he walked away from journalism to pursue wine full time.

“I’m still shocked almost every day that I work in this industry. It’s kind of an amazing thing,” Sass said. “We always have that feeling that something in our personal life, whatever we do to de-stress or find some creative outlet, people like to find hobbies or other interests that they might eventually turn into a job.”

For Sass, the transition from journalism directly to the wine business, though, wasn’t too disconnected. Part of that was because his dad

made wine out of his basement in his house when Sass was growing up in Rochester, New York. But an entirely separate part of his comfort level with wine came directly from his past in journalism: the creative process, his likeness for teaching and finding truths.

“I get that same creative charger from winemaking that I do from reporting and writing,” Sass said. “Putting something together, finally making something out of it that you can look at.”

“I also think that I’m sort of digging down to basic truths, or I hope I am, either as a journalist or a winemaker,” Sass continued. “As a winemaker, I’ve got to find the most true expression of the place, the vineyard, the vines, the place, and somehow get that without my intervening in any negative way into a bottle.”

Journalists never really lose the passion for writing, and even after being out of the business for more than a decade, Sass is gravitating back to it. He’s working on landing freelance jobs as an editor, and he plans to write a book soon, possibly a historical fiction or profile of the personalities and stories in his job as an Oregon winemaker.

“There are a lot of winemakers who walk into a room and just suck all the oxygen right out of it, and there are a lot that are fun to get to know,” Sass said. “I think they’d be a hell of a lot of fun to write about.”

— Christian Hardy is a junior from Derby, Kansas, studying news and information.



# Faculty and Staff Achievements

Highlights of the research and other recent professional activities going on at the J-School.

**Chris Bacon** serves as executive producer of KUJH-TV, which as a group last year won 12 awards from the Kansas Association of Broadcasters, three student awards from the National Academy of Television Arts & Sciences Mid-America chapter, two national awards from the Festival of Media Arts competition from the Broadcast Education Association, two national Pinnacle Awards from the College Media Association, and the Signature Station Award from the Broadcast Education Association for best overall college television station.

Associate Professor **Barbara Barnett's** book, "Motherhood in the Media: Infanticide, Journalism, and the Digital Age," was published by Routledge. The book examines print and broadcast coverage of 20 cases of infanticide reporting, analyzes blogs about motherhood, and includes interviews with reporters who covered stories about women who killed their children. Barnett also was awarded the 2017 General Research Fund to examine how print, broadcast and online journalists view their jobs and coverage of violence. The project will study how journalists make sense of their experiences and if they recognize that they may experience post-traumatic stress. Her

research also will examine whether women and men experience trauma differently.

Associate Professor **Genelle Belmas** presented the research she did with Assistant Professor Peter Bobkowski with the support of the Student Press Law Center at the annual Women in Communications Law breakfast in Las Vegas on April 17 and at the Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication's conference on April 21. This pilot study found that female high school journalists are both censored by administration and choose to self-censor more than their male counterparts. They

## WAR PHOTOGRAPHER PRESENTS AT KU

James Nachtwey, one of the world's foremost war photographers, presented the keynote lecture March 3 for the University of Kansas Common Book: Ernest Hemingway's "A Farewell to Arms." Nachtwey was invited by Associate Professor Carol Holstead, and the J-School held a reception for Nachtwey before his presentation.

Like "A Farewell to Arms," Nachtwey's work is anti-war, he told the audience that filled Woodruff Auditorium. His presentation included powerfully evocative photos from Rwandan death camps, Romanian orphanages, the AIDS epidemic in Africa and South Asia, famines in Sudan, and the devastation of the Sept. 11 attacks.

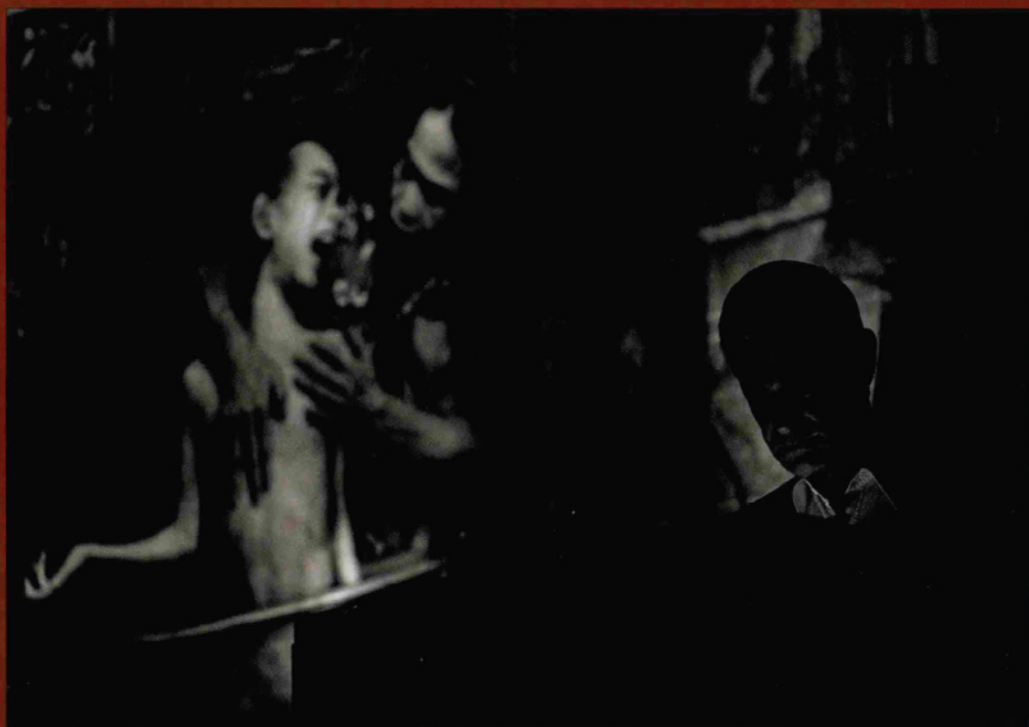


Photo courtesy of Ray Prop



also have submitted this research to the Association for Education in Journalism and Mass Communication.

Associate Professor **Yvonne Chen** co-wrote a paper titled "Effects of a behavioral and health literacy intervention to reduce sugar-sweetened beverages: a randomized-controlled trial," which will be published in *International Journal of Behavioral Nutrition and Physical Activity*. Chen also co-wrote a manuscript that will be published in *Health Education Research* that examines rural adults' satisfaction with a multi-component health literacy-based intervention to reduce sugar-sweetened beverage intake.

**Pam Fine**, Knight Chair in News, Leadership and Community, was a final judge for two sets of annual journalism awards: the 2016 American Society of News Editors Awards and the Robin Toner Award for Excellence in Political Reporting.

Associate Professor **Mugur Geana** and Assistant Professor **Joseph Erba's** research paper titled "To be (or not) a Guinea Pig: Patients' knowledge and beliefs about cancer clinical trials" has been selected for presentation at the 2016 Conference of the International Communication Association in Fukuoka, Japan. Two research papers by Geana have been accepted for presentation to the International Conference on Communication in Healthcare on Sept. 7-10, 2016, at the University of Heidelberg, Germany. Geana, who is the principal author on both papers, conducted these projects in collaboration with researchers from three continents. The "Knowledge, barriers to prevention, and sources of information about dengue in rural Costa Rica" paper was developed

in partnership with academics from the University of Costa Rica, and "Framing Angelina Jolie: Newspaper reporting in the US and the UK on her 2013 breast surgery" is the result of work with researchers in the United Kingdom and Bahrain. Doctoral student **Monique Robinson** also contributed to the second paper and is one of the co-authors.

**Ashley Anguiano Gomez** accepted a new position this spring as academic advisor in the Student Services office. She has served as the J-School's recruiter since August 2013.



Associate Professor David Guth at the NASA/Goddard Space Flight Center in March.

Associate Professor **David Guth** spoke at the NASA/Goddard Space Flight Center Engineering Colloquium at the Goddard Space Flight Center in Greenbelt, Maryland, on March 14. The colloquium invites guest speakers from a variety of fields to talk to NASA spacecraft engineers, scientists and administrative employees on topics of interest. Guth's topic was based on his book, "Bridging the Chesapeake — A 'Fool Idea' that Unified Maryland."

Associate Professor **Carol Holstead** was a judge at the National Magazine Awards for Print and Digital Media, or Ellies, at Columbia University in New York in January. The Ellies

are the most prestigious awards for American magazines. Holstead was invited by the American Society of Magazine Editors to judge Magazine Section.

**Lisa McLendon**, Bremner Editing Center coordinator, was the 2016 recipient of the Bengtson Faculty Mentor Award. She presented a session at the American Copy Editors Society national conference, as well as a webinar for Poynter's NewsU and a Master Class for Copyediting newsletter. She served as a judge for the Inland Press Association Better Newspaper Contest, the American Copy Editors Society headline contest, and the Kansas Scholastic Press Association regional and state contests.

Assistant Professor **Jonathan Peters** was the featured speaker during a national tele-training session for the Society of American Business Editors and Writers. The session, titled "The First Amendment in the Digital Age," explored the First Amendment's application across a changing media landscape and the importance of knowing the legal rights and responsibilities as a business journalist. Peters' academic article "Conceptualizing Private Governance in a Networked Society" has been accepted for publication in the *North Carolina Journal of Law and Technology*, one of the top-ranked technology law journals in the country.

Assistant Professor **Hyunjin Seo** has been named editor of the Korean American Communication Association (KACA) Newsletter. Seo also was a panelist discussing the future of mass communication research during the Pamela Shoemaker Festschrift event April 8 at the S.I. Newhouse School of Public Communications, Syracuse University.



## Faculty Achievements

A research study by Seo shows that social media can help international students adjust to college life but that their social media use did not relate to the amount of social support they received in their adopted country and institutions.

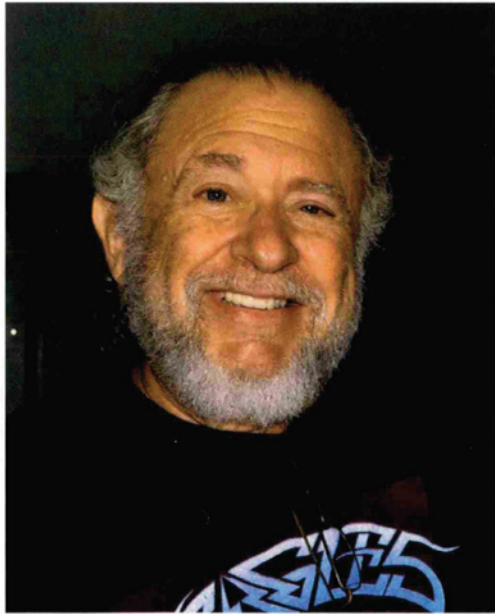
**Eric Thomas** earned the Kansas Scholastic Press Association a grant from the Kansas Humanities Council for its celebration of William Allen White and the 100th

anniversary of the Pulitzer Prizes. The project that earned the grant will celebrate and encourage student publications that cover issues of controversy. The panel of speakers will travel to Wichita, Lawrence and Hays during September 2016 as part of the KSPA fall conferences.

Associate Professor **Max Utsler** has completed terms as chair of the University Senate Athletic Committee and chair of the Sports Division of the Broadcast Education

Association. He has begun his fourth season as official scorer for Major League Baseball and the Kansas City Royals.

Associate Dean **Tom Volek** and Professor **Chuck Marsh's** paper, "'Daddy, Let's Get Los Angeles!' Public Relations, Advertising, and the Social Adoption of Radio, 1922-1924" has been accepted for presentation at the International History of Public Relations Conference July 5-7 in Bournemouth, United Kingdom.



Jay Cooper

## In memoriam

**Jay Cooper (BSJ 1970)**, who was part of the top-rated morning radio program, "The Dick and Jay Show," in the Kansas City market, died April 6 in Tampa, Florida, at the age of 69. While at the J-School, Cooper studied radio, television and film, worked for KJHK (then known as KUOK), and tutored student-athletes. He worked in the radio/broadcast

industry before the pursuit of his degree at KU and worked for numerous radio stations afterward.

Cooper's radio career began in 1966 when he was hired at KPRS as an announcer, using the tagline: "This is your blue-eyed soul brother, Jay Cooper." In Kansas City from 1974 to 1984, Cooper enjoyed a successful FM radio DJ career at KYYS/KY-102 where he, along with co-host Dick Wilson, was instrumental in originating the model for album-rock morning teams. "The Dick and Jay Show" dominated the market and in March 2016, the team was honored with induction into the Kansas Music Hall of Fame.

For the next 30 years, Cooper worked in a wide range of communications enterprises, including Journal Broadcast Group, Cumulus Broadcasting, Clear Channel, Cinema Advertising, and Google AdWords. Most recently, he owned and operated a strategic communications company and was a partner for an advertisement company.

**Samuel Elliott, 77**, former J-School instructor, died Dec. 22, 2015, in Topeka, Kansas. Elliott was owner and editor of The Flint Hills Independent newspaper in Eskridge,

and he owned KULY, a radio station in Ulysses. Elliott also was the host of "Let's Talk With Sam Elliott," a morning talk show on WIBW-AM 580 in Topeka. He was past president of the Kansas Association of Broadcasters.

**Bill Snead, 78**, an award-winning photographer who attended KU and was a professional in residence at the J-School in the early 1990s, died Feb. 14 in Lawrence, Kansas. He started working at the Lawrence Journal-World at age 17 as a photography assistant and went on to work at The Washington Post, the Wilmington (Delaware) News-Journal, Topeka Capital-Journal, National Geographic and United Press International. In 1992, he won the newspaper photographer of the year award from the White House News Photographers Association. In 1993, he came back to the Lawrence Journal-World, working as a deputy editor and left in 2007.

**Ethel M. Stewart, 91**, former librarian at the School of Journalism, died April 7 in Lawrence, Kansas. Stewart started working at KU in 1969 in Watson Library and was the J-School librarian from 1973 until 1989 when she retired.



# J-School globe-trotter

Rebecca Rumptz has been deployed all over the world, and her next stop is the U.S. Department of State

**W**hile the majority of Rebecca Rumptz's J-School peers were finishing up elementary school, she was off to basic training for the U.S. Army. Before her classmates graduated from high school, she had served three deployments in Iraq, Qatar and Afghanistan, all the while being stationed in Wiesbaden, Germany, and Fort Bragg, North Carolina.

And while they may be spending the summer as interns at news organizations or advertising agencies, Rumptz has an internship at the U.S. Department of State.

Rumptz's journey to the School of Journalism has been far from typical.

Rumptz, 30, knew she wanted join the military immediately after she graduated from high school in 2004.

"I talked to the Army recruiter when I was 17," Rumptz said. "I knew that's what I wanted to do. They asked me what my hobbies were, and they were kind of 'nerd activities.' I liked to watch the news. I liked to do debate. Every business-type club in high school I was a part of. He just looked at me and said, 'You're an [intelligence] analyst.'"

Rumptz worked as an intelligence analyst in the Army for 7½ years. After that, she spent two years as a government contractor, retaining her position as an intelligence analyst, based in Washington, D.C.

She first deployed to Iraq for 15 months spanning 2007 and 2008, but her second deployment in Qatar in 2010 is where her love of journalism reignited. Over that time, she worked with the Psychological Operations Group.



Rebecca Rumptz and her brother Joshua Rumptz, an Air Force technical sergeant, both were deployed in Iraq and were able to meet up in Balad, Iraq, in 2008.

"They're really just strat-comm soldiers," Rumptz said. "They do messages to different populations, whether counterterrorism or peacekeeping operations. That gave me a lot of insight as to what I wanted to do for the future, which helped me choose the strat comm track within the School of Journalism."

This summer, Rumptz will return to Washington, D.C., as an intern with the Department of State. She has been placed within the Political Military Bureau in the Office of Security Assistance.

Rumptz didn't think she was going to make the cut. She said 400 to 500 students on av-

erage apply for the internship, and the top 24 are selected. To make matters even more selective, the application process is open for only five days.

"Because the application process is so rushed, I didn't have anybody edit my essay answers," Rumptz said. "The essay was pretty much prior experiences of working with cultural diversity type of situations."

Rumptz said she drew on her military background, giving answers that might be touchy for a government agency. But Rumptz said her answers were honest, and she doesn't regret answering the way she did, even though it was





Rebecca Rumpitz and her daughter, Kadence.

going to make or break her application.

Rumpitz, in her penultimate year of study, is double majoring in global and international studies and strategic communication. Her global and international studies major makes sense, but journalism? For some, that seems counterintuitive after a career in the military. Rumpitz acknowledges that.

"I chose strategic communication because it gives me the journalism background, but I think it makes me more apt to keeping a career background within journalism agencies. News and information and government seems conflicting in certain situations, especially with my background as an intelligence analyst," Rumpitz said.

Even before her days in the military, Rumpitz knew she wanted to pursue a career in a journalism-related field. She said when someone would ask her what she wanted to be when she grew up, she said journalist.

"Now that I've grown up and have the opportunity to go to school and do whatever I want to, I chose journalism. I love writing and talking to people," Rumpitz said.

Even within the military, she found avenues

to listen to people's stories.

"In all of my adventures, I've always met somebody who has an incredible story," Rumpitz said. "I feel that everybody has some type of story that needs to be told or at least listened to. I have talked to Afghans who have been around since the Soviet invasion and told me their entire life stories and how the U.S. has changed their lives. I have talked to people on airplanes who were World War II veterans who were on the Midway. I come from a really small town and I think the seclusion made me a very outgoing person in wanting to learn about people and being curious."

Rumpitz hails from Ubly, Michigan, a town of 860 people on Michigan's lower peninsula. She and her 62 classmates attended a community school with kindergarten through 12th grade in the same building.

"It's one of those things that you either love or hate," Rumpitz said. "After living in places like Washington, D.C., I know small-town liv-

Kadence, along for the ride.

Kadence was born in 2006 when Rumpitz was stationed in Germany and has been with her for almost every move they've taken.

"When I would deploy, she would stay with my mom and dad," Rumpitz said. "She's a little old person at heart."

When Rumpitz was looking at universities, she asked Kadence where she wanted to go. Kadence wanted the beach. But Rumpitz, having grown up in a smaller Midwest community, wanted a similar experience for her daughter.

Rumpitz looked at UMKC and Missouri before expanding her search to KU. One of her determining factors was that the KU J-School had two tracks.

"A lot of people from home thought I was absolutely crazy to pack up all my stuff and move out here," Rumpitz said. "We came out here, and we fell in love with Lawrence."

And Lawrence is where the two of them will be for at least another year.

*"Out of all the places I've ever lived, Kansas will be one of the hardest to leave."*

ing is not for me."

Her internship is a two-summer program. The first summer is a 10-week stint in Washington, D.C., and the following summer takes place at a U.S. Embassy abroad. Rumpitz isn't sure where she'll be placed in 2017, but she would prefer somewhere in Russia or Eastern Europe, as that's her regional speciality for her global and international studies degree.

"I already have experience in Europe and the Middle East," Rumpitz said. "I would like to venture off into a different region of the world."

Rumpitz isn't alone for the majority of her adventures. She has her 9-year-old daughter,

"As long as Kadence is willing to travel, I will be willing to travel," Rumpitz said. "I always joke that we're nomads. I enjoy going wherever employment or opportunity take me and as long as she's up for it, we'll continue to do that."

Just because Rumpitz considers herself a nomad doesn't mean she hasn't grown attached to the community in her short time here.

"Out of all of the places I've ever lived," Rumpitz said, "Kansas will be one of the hardest to ever leave."

—Amie Just is a junior from Funk, Nebraska, studying news and information.



# Student Spotlight

Jayhawk Journalists bring home national and regional awards and spread out across the globe for internships

## Hearst Journalism Awards

Four students placed in the top 20 in the national Hearst Journalism Awards Program. **Tomas Hoppough** placed ninth, and **Amy Follmer** placed 15th in television features. **Miranda Davis** placed 12th in enterprise writing, and **Hank Cavagnaro** placed 12th in television news. Hoppough and Follmer graduated in 2015, and Davis and Cavagnaro graduated in May 2016.

## University Daily Kansan

Five current or former University Daily Kansan staffers were named finalists in the 2016 Great Plains Journalism Awards: **Miranda Davis, James Hoyt, Amie Just, Katie Kutsko** and **Emma LeGault**.

The University Daily Kansan placed in the top three in 15 of 44 possible categories in the College Media Business and Advertising Managers (CMBAM) 2016 contest. The Kansan placed second as an overall media company, and **Emily Stewart** was named Best Advertising Manager.

- First place awards: Best Sales Strategy for a Special Section; Best Digital Sales Increase; Best Online Self-Promotion Ad; Best Online Display Ad; Best Special Section
- Second place awards: Best Training Program; Best Multimedia Ad Campaign; Best Display Ad (Black & White)
- Third place awards: Best Digital Sales Strategy; Best Sales Pitch or Proposal; Best Social Media Strategy; Best Audience Engagement Strategy; Best Self-Promotion Print Ad (Color)



KUJH picked up 13 awards at the Kansas Association of Broadcasters Student Seminar on April 5.

## KUJH

KUJH-TV was named the first-place winner of the Broadcast Education Association's Signature Station Award. The application included programming from both KUJH and Media Crossroads.

KUJH won third place at the BEA's Festival of Media Arts competition for Best Television Newscast (airing three days a week or less).

KUJH also placed in several categories of the Kansas Association of Broadcasters 2016 Student Broadcast Awards in the following categories:

### Undergraduate TV Division

Complete Live Newscast: Kayla Schartz, Sierra Upton and Bret Ivy (first place); Cailey Taylor, Emma Hogg and Hank Cavagnaro (honorable mention)

Hard News Package: Tomas Hoppough (first place); Emma Hogg (second)

Enterprise News Package: Allison Hammond (first); Emma Hogg (second)

Complete News Feature: Tomas Hoppough and Hank Cavagnaro (first); Emma Hogg (second)

Complete Sports Feature: Hank Cavagnaro (first); Josh Kurelac and Amy Follmer (honorable mention)

Sportscast: Nick Price (first)

Station Website: Nick Price, Hank Cavagnaro and Madison Coker (first)

Intern TV Division, Hard News Package: Emma Hogg (first)



## Student Spotlight

Six students attended the American Copy Editors Society annual conference in Portland, Oregon, earlier this month with Bremner Editing Center Coordinator **Lisa McLendon**. Student **Emily Donovan** wrote two stories for the conference blog, and student **Emma LeGault** won second place in the headline competition at the conference. Also attending the conference were **Alleynah Cofas**, Kansan Editor-in-Chief **Vicky Diaz-Camacho**, **Dani Malakoff** and **Leah Sitz**.

**Hannah Reinhart** was recognized as the Outstanding Woman Student in Leadership from the Emily Taylor Center for Women & Gender Equity at the KU Women's Recognition Banquet on April 13.

**Allyson Maturey** and **Laura Furney** were among 25 students honored April 12 as nominees for KU Student Employees of the Year.



The J-School presented awards during Graduate Student Appreciation Week in April to (pictured with Associate Dean Scott Reinardy, from left): Most Resilient: Laveda Peterlin; Most Creative Research Paper Title: Yuchen Liu and Tara Logan; Most Productive Research and Outstanding Graduate Student: Monique Luisi; Most Resilient: Goran Ghafour; Outstanding graduate teaching assistant: Kristen Grimmer.

## STUDENT INTERNSHIPS

Cole Anneberg: Barkley

Nashia Baker: Kansas City Chamber of Commerce

Tara Brecheisen: Morrill and Janes Bank

Chandler Boese: Miami County Republic

Conor Capps: Normal Brand

Scott Chasen: MLB.com (Kansas City Royals)

Nick Couzin: NBC Olympics

Morgan Cox: National Kidney Foundation

Miranda Davis: Kansas City Star

Danielle Davenport: Loving Paws Animal Therapy

Jackson Dodd: 810 Radio

Corrine Dorrian: KMBZ Radio

Brendan Dzwierzynski: ESPN 93.5

Clare Eagan: t. Loft

Ashley Elliott: Lawrence Memorial Hospital Endowment

Emily Eltom: Entercom

Maddie Farber: Fortune Magazine

Garrett Farlow: Department of Defense fellowship in Kyrgyzstan

Haley Fletcher: Kansas City Ballet

Anissa Fritz: Palo Alto Weekly

Rachel Gonzalez: BYM Agency

Vanessa Gonzales: Sullivan Higdon & Sink

Christian Hardy: Kansas City Star (Sports)

Sam Harms: Kansas Association of Broadcasters

James Hoyt: Appleton Post-Crescent (Multimedia)

Shane Jackson: MLB.com (Cleveland Indians)

Amie Just: Washington Post

Nick Kennedy: Salva O'Renick

Allie Kite: Wall Street Journal Washington bureau

Emma LeGault: Business Insider

Marian McCoy: Just Play Solution

Alexandra Melendez: Mitú Network

Nathan Mennel: Second Wind Creative

Erin Meyer: Kansas City Royals

Ryan Miller: Yakima Herald

Erica Mings: KU Athletics

Meredith Mitsch: KU Athletics

Sean Murray: VML

Madeline Nave: The Fashion Potential

Claire Newman: HALO Foundation

Hannah Pierangelo: idobi Network

Jazmine Polk: American Society of Magazine Editors

Megan Pruett: University Music Group

Grace Ruane: 2656 Marketing

Danielle Sorensen: Barkley

Sophia Templin: Finsbury

Sydney Tilson: KU Athletics

Ellis Wiltsey: KETV



# Who, What & Where

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

Let us know what you've been up to by emailing your updates to [jschool@ku.edu](mailto:jschool@ku.edu).

## 1960s

**Judy Farrell Corcoran** (BSJ 1966) has embarked on a second career as program manager for Dress for Success Des Moines, a worldwide nonprofit supporting disadvantaged women in their job searches. Corcoran coordinates the Going Places Network and as a volunteer, she serves on the DFS-DSM board and has written successful grants. She retired in 2013 as vice president, corporate communications, for a \$50 billion division of Wells Fargo & Company.

**Ralph D. Gage Jr.** (BSJ 1964) was inducted into the Kansas Newspaper Hall of Fame at the annual Kansas Press Association convention in Overland Park, Kansas, in April. At The World Company, Gage held the positions of general manager, chief operating officer and director of special projects. He retired in 2013. He is also a trustee of the William Allen White Foundation.

## 1970s

**Colleen C. Eagle** (BSJ 1971) is self-employed as a project manager and editor, helping to develop global oncology training materials for pharmaceutical sales representatives.

**Sam Ford** (BSJ 1974) Washington bureau chief for WJLA-TV in Washington, D.C., was inducted into the Washington D.C. Hall of Fame Society on April 10. Ford is an Emmy Award-winning journalist and also a founding member of the National Association of Black Journalists. Ford started his career at KSJN Radio and KMSP-TV in Minnesota and then worked as a reporter at WCCO-TV. He was

a reporter for CBS News before moving to ABC News in 1987.

**Paul Sherbo** (BSJ 1976) profiles his experiences as a U.S. Navy officer in the desert war zone of Iraq in his new book, "Fish Out of Water," which is his second book. Sherbo's first book, "Unsinkable Sailors: The Fall and Rise of the Last Crew of USS Frank E. Evans," documents the sinking of the Evans when it was cut in half by an Australian aircraft carrier in June of 1969. Seventy-four lives were lost and only one body was recovered.

**Roy Heatherly** (BSJ 1978) became president and publisher of the Wichita Eagle in June 2015.

## 1980s

**Linda Bauer-Berry** (BSJ 1983) became director of Public Affairs and Consumer Protection at the Kansas Corporation Commission in June 2015.

**Julian Gonzalez** was inducted into the Michigan Journalism Hall of Fame in April. Gonzalez has been a sports photographer for the Detroit Free Press for 25 years. Gonzalez served in the U.S. Marines from 1972 to 1975. Before landing at the Free Press, Gonzalez worked at the Lafayette Journal and Courier in Lafayette, Indiana, and Gannett newspapers in Rochester, New York. During his career, he has photographed seven Olympics, six NCAA Final Fours, two NBA championships, five Stanley Cup final playoffs and numerous other high-profile sporting events. Gonzalez graduated from KU in 1983 with a bachelor's degree in social work and a minor in journalism.

**Brenda Wesierski Hull** (BSJ 1984) is now vice president of professional development for the American Association of Nurse Assessment Coordination and American Association of Directors of Nursing Services in Denver.

**John Egan** (BSJ 1986) is editor-in-chief at LawnStarter, an Austin, Texas, based startup that helps people find, schedule and manage lawn-care services.

**Stephen Wilton** (BSJ 1987) has been promoted to associate manager of editing and production at H&R Block in Kansas City, Missouri.

**Alison Young** (BSJ 1988) has won the Scripps Howard Award for public service reporting for an investigation of safety and security lapses at hundreds of secretive bio-defense laboratories. This project was the result of reporting by Young, along with Nick Penzenstadler, Tom Vanden Brook and a team of journalists in local newsrooms across the USA Today Network.

## 1990s

**Monica Hayde** (BSJ 1990) worked in community journalism in and around Palo Alto, California, during the early to mid-1990s, then attended law school at the University of California, Berkeley. She practiced media law at a San Francisco law firm before transitioning into legal marketing. She has been a marketing specialist at international law firm Skadden, Arps for the last five years.

**Sherry Scott** (BSJ 1991) has been named president of Gagen MacDonald, a strategy execution consulting firm that specializes in



## HALL OF FAMERS



Top Left: Family members helped Sam Ford (BSJ 1974), Washington bureau chief for WJLA-TV, celebrate his induction into the Washington D.C. Hall of Fame: (from left) daughter Gina, wife Gloria, and sister Vetra. Top Right: Julian Gonzalez, photographer for the Detroit Free Press, was inducted into the Michigan Journalism Hall of Fame on April 17. He is pictured (from left) with daughter Sara, wife Janice, and son Joseph. Right: Ralph D. Gage Jr. (BSJ 1964) was inducted into the Kansas Newspaper Hall of Fame at the annual Kansas Press Association convention in Overland Park, Kansas, in April. Caroline Trowbridge (BSJ 1979) presented him with the award. At The World Company, Gage held the positions of general manager, chief operating officer and director of special projects. He retired in 2013.



employee engagement, leadership and culture change.

**Scott Collin** (BSJ 1994) is chief creative officer at Influent50. He was hired in 2014 to build a creative department from the ground up for a new agency focused on consumers who are age 50 and older.

**Greg Farmer** (BSJ 1994) was named managing editor of The Kansas City Star in March 2016.

**Traci Carl** (BSJ 1995) has been promoted to director of international operation for the Associated Press.

**Chris Ronan** (BSJ 1996, MSJ 2011) is a public relations manager at Geocaching in Seattle.

He was inducted into the Saints Hall of Fame at St. Thomas Aquinas High School in Overland Park, Kansas, in January 2016.

**Brock Bowling** (BSJ 1998) is play-by-play announcer at Davidson College/Schershot Productions.

**Anthony Migliazzo** (BSJ 1998) was recently promoted to executive director, business development, of branded content & native advertising at Time Inc. Migliazzo was also a recipient of Time Inc.'s 2015 Chairman Award.

## 2000s

**Tony Berg** (BSJ 2001) has been named pres-

ident and publisher of The Kansas City Star.

**Erin McDaniel** (BSJ 2002) who is public information officer for Newton, Kansas, has been named Newton/North Newton Woman of the Year.

**Drew Davison** (BSJ 2007) is staff writer at the Fort Worth Star-Telegram.

**Kelly Heavey-Collins** (BSJ 2008) recently accepted a job at Lockheed Martin Space Systems in Denver as community relations representative on the integrated communications team.

**Lynsay Montour** (BSJ 2008) is corporate communications manager for Facebook in New York. She is focused on international



public relations for the Monetization Communications team.

**Rustin Dodd** (BSJ 2009) is the Kansas City Royals beat reporter for The Kansas City Star.

## 2010s

**Stephen Montemayor** (BSJ 2010) joined the Minneapolis Star Tribune in March 2015 and in January 2016 began a new beat covering federal court and federal agencies in Minnesota.

**Michael Holtz** (BSJ 2011) has accepted an offer to become the Christian Science Monitor's new Beijing bureau chief.

**Brenna Malmberg** (BSJ 2011) is project

and content coordinator at Kiwi Crate in Mountain View, California.

**Anna Allen** (BSJ 2012) is head copywriter for TBWA in Hamburg, Germany, creating ad campaigns for German and international markets.

**Andrew Joseph** (BSJ 2012) is sports reporter for USA Today and For the Win.

**Daffodil Reumund** (BSJ 2013) is now assistant account executive at Saatchi & Saatchi.

**Jonathan Cooper** (BSJ 2013) is now a reporter at KOCO-TV in Oklahoma City.

**Whitney Antwine** (BSJ 2014) recently accepted a new position with Southwest Media Group in Dallas as a campaign analyst. She

diagnoses Google Analytics for clients and helps with the paid search team.

**Caitlin Doornbos** (BSJ 2014) is a breaking news reporter for the Orlando Sentinel in Orlando, Florida.

**Allie Raymond** (BSJ 2014) is social media coordinator for the Cleveland Browns.

**Stephanie Bickel** (BSJ 2015) has been working in public relations at Pennington & Company, a fraternity and sorority fundraising and consulting company in Lawrence, since June.

**Paul Pierce II** (BSJ 2015) is compliance coordinator for the Kansas State University Athletics Department.

## TUPPERWARE BOOK TO BECOME A MOVIE

Bob Kealing was sitting on his couch, glued to the newest episode of "American Experience" when he came across the subject for his third book. It was the show's episode on Tupperware, and Kealing, a William Allen White School of Journalism and Mass Communications graduate of 1987, was captivated by one particular character: Brownie Wise.

For Kealing, Wise, a creator of home parties and an integral piece to the popularity of Tupperware, perfectly fit the bill of a main character. Now, two years later, Wise is set to be played by Sandra Bullock in a film version of Kealing's book, "Tupperware Unsealed: Brownie Wise, Earl Tupper, and the Home Party Pioneers."

"I always thought Brownie Wise would be a great character for someone to play, and I thought that from the get go," Kealing said. "But it's one thing to think it, and



it's another thing to see it come to fruition."

Since 1992, Kealing has worked as a broadcast journalist in Central Florida, and he's currently working for the NBC affiliate in Orlando. Kealing took his day-to-day investigative and journalistic skills up a notch when he decided to write his first book, on Jack Kerouac, in 2004.

"It's just another journalistic outlet," Kealing said. "I've been in the business for a long time, and it's just another way to engage in what I love to do, which is storytelling. ... It's a journalistic challenge."

Kealing said that before coming to the University of Kansas, he never considered writing books, but he credited some professors at the J-School with pushing him toward the career he now has — Max Utsler and John Broholm, namely.

"I feel like none of it would have been possible without my days on the Hill there in Lawrence," Kealing said. "Those people were critical to me having this kind of career."

The film version of Kealing's book is still in development after it was purchased by Sony Pictures, but Tate Taylor will adapt, produce and direct the film, along with production help from Tom Shelly, who initially pitched the idea to Taylor.

Kealing will release a fourth book with the topic of Elvis Presley this year, along with a re-released version of the Brownie Wise story in July.

— *Christian Hardy is a junior from Derby, Kansas, studying news and information.*



# A year after Kansan's 'digital first'



Kansan editors Katie Kutsko (left) and Vicky Diaz-Camacho were invited to the Nieman Foundation for Journalism at Harvard University to talk about the University Daily Kansan's digital-first strategy.

**The print industry** is constantly evolving to best serve its readers. And college media is no different.

A year after the University Daily Kansan declared its focus on "digital first," student editors and reporters remain committed to the challenge of charting a new course for the more-than-a-century-old student news organization.

Changes to the University Daily Kansan had been in the works since the fall of 2013, under leadership of Trevor Graff and Mollie Pointer, editor-in-chief and business manager. They created a long-term plan outlining what changes would take place over a two-year period.

Katie Kutsko was Kansan editor-in-chief in Spring 2014 and Fall 2015. Her second term in

2015 was the two-year mark for implementing Graff and Pointer's goals.

"We felt that the Kansan needed a new approach to its entire operation," Kutsko said. "It was a student newspaper stuck five years in the past, and it needed to operate like a digital-first media company."

When Kutsko prepared to take over the reins for a second semester as editor-in-chief, she published her goals fittingly on Medium, a website that says it is "your daily news reimagined, straight from the people who are making and living it."

Kutsko's four overarching goals were:

- Initiating a culture shift
- Strengthening reporting and coverage
- Aligning news and business efforts
- Engaging with alumni

All of these goals would be tied to the biggest change the Kansan would undergo in decades: Starting in Fall 2015, the paper edition of the Kansan would be printed two days a week instead of four. A huge task for Kutsko was to respond to the community reaction of that decision and explain the editors' forward-looking vision.

"Several past Kansan editors and alumni didn't particularly like the plan to cut printing from four days to two," Kutsko said. "Many felt it would reduce the value of the experience. That felt like a blow because we had been working on this plan for years."

Back in April 2015, Kutsko wrote that the Kansan hadn't adopted the digital-first mindset yet, even though the term "digital first" had been talked about in the newsroom for a couple of semesters. But changing the newsroom culture that had been in place for decades wasn't going to happen overnight.

One year later, Vicky Diaz-Camacho, Spring 2016 editor-in-chief, says the staff is still learning to embrace the digital-first mindset.

"The immediacy and urgency are still things people are adjusting to," Diaz-Camacho said.

Kutsko's second goal, strengthening reporting and coverage, has seen improvement. Diaz-Camacho said everyone pitches stories now, including the design staff and digital staff.

But the digital staff has a lot more on its plate than pitching stories. Maintaining the website, curating content and pushing it out onto social media is a task-heavy job. But Kutsko is proud of how far the digital operations at the Kansan have come.

"We totally gained new and essential digital skills we wouldn't have had to focus on garnering otherwise," Kutsko said. "For example, there is no deadline with digital journalism. The news cycle is constant, so breaking news is something nearly everyone at the Kansan is fluent in. We understand live-tweeting, quickly writing/fact-checking/editing/posting a breaking news story."

In the Kansan's first year as a digital-first publication, it took home several awards. Kutsko and Diaz-Camacho were even invited to the Christopher A. Georges Conference at the Nieman Foundation for Journalism at Harvard University in April to talk about their experiences as shepherding in the first year of the Kansan's digital-first strategy.

As the year comes to a close, Diaz-Camacho is pleased with how things have turned out.

"I think things have gone pretty well," she said. "We've taken that leap to be that digital publication. That's who we are."

— Amie Just is a junior from Funk, Nebraska, studying news and information.



# Steve Frazier and Liz Leech

Alumni cite fond memories and a desire to help students afford college as reasons they started a scholarship



Liz Leech and Steve Frazier returned to KU last month for William Allen White Day and met the recipients of their scholarship, the Frazier-Leech Scholarship.

**S**teve Frazier has many memories of his time at KU and the School of Journalism, but one that he appreciates more now is that the cost of college was much more affordable. Helping students afford college is one of the reasons that he and his wife, Liz Leech, give back to the J-School.

"We thought about the value of scholarships in particular because the cost of college continues to rise, and state support of public education is not what is used to be, and tuition at KU is not what it used to be. We

thought it could be helpful," Frazier said.

Frazier was a first-generation college student from McPherson, Kansas, but through working during summers, getting scholarships and help from his parents, he graduated from the School of Journalism debt-free.

The couple established the Frazier-Leech Scholarship in 2007, and this year, five students were recipients of the scholarship during the school's annual Scholarship and Awards Ceremony.

Frazier graduated from the J-School in 1978

and worked for the Wall Street Journal before getting his MBA at Northwestern University. He worked as a consultant for McKinsey & Company and then at Payless ShoeSource and is currently vice president of international expansion at Amazon, where he has worked since 1999.

Leech graduated from the J-School in 1977. After KU, she worked for the Hutchinson News and United Press International in Topeka and was the statehouse reporter for The Kansas City Times. She also was an adjunct lecturer at the J-School briefly, teaching Reporting I. Leech, who is from Oskaloosa, Kansas, is currently doing very detailed historical research about Jefferson County, Kansas.

KU holds a special place for Frazier and Leech because they met while working on the University Daily Kansan. Although they didn't work closely together and went separate ways after college, had they not met at the Kansan they may not have reconnected later.

They also made lifelong friends. Their group of about 15 or 20 J-School friends still stay in close contact. They have gone to each others' weddings and still manage to have dinner, send Christmas cards and emails, and come back to KU for J-School events.

"I do think we went to school with a really special group of people," Frazier said. "We both have incredibly fond memories of our time at KU. I think we both had a particularly close connection to the school at KU with both our classmates and the faculty. We both got awards and scholarships and a lot of help along the way, and we thought it was a good way to give back."



## STUDENTS, DONORS SHARE INSPIRATION

I was fortunate to attend the William Allen White School of Journalism and Mass Communications Scholarships and Awards Ceremony on April 14 and see more than \$450,000 in J-School specific scholarships and awards presented to students and faculty.

I was honored to meet many of the donors who made these awards possible through their generous philanthropy. It was impressive to see such a varied and accomplished group of donors and alumni. Many of them remarked at how much they enjoyed meeting the student award and scholarship recipients. And it was inspirational for the students to meet donors and alumni and hear stories about their time at the school and how that lead to their successes.

A heartfelt thank you to each of you who have supported the school in any way with your time, talent or treasure over the years. It is generous,

dedicated alumni like you who make this school such a special place. Because of your enduring commitment and unwavering confidence in your alma mater, a new generation of Jayhawk Journalists is poised take advantage of boundless opportunity -- opportunity that might otherwise not exist.

If you would like to learn more about how you can positively affect future generations of Jayhawk Journalists, or if you simply want to say hi and chat about your time at KU, please feel free to contact me any time at [pallen@kuendowment.org](mailto:pallen@kuendowment.org) or 785-832-7352.

Rock Chalk Regards,



Patrick Allen (BSE '04)  
Associate Development Director  
William Allen White School of Journalism  
and Mass Communications  
KU Endowment



Student Lauren Debes met her scholarship donor, Charlotte Kirk Howard, during the Scholarships and Awards Ceremony on William Allen White Day on April 14.



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