

From the top: this year's Woolldridge Scholars; Editors Day with Bob Dotson, graduate and NBC news correspondent; and students at the Marketing Communications program at the KU Edwards Campus.

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J-School turns the big 6-0

The year was 1947—the year the University of Kansas William Allen White School of Journalism and Mass Communications “grew up.” Though the Journalism Department did not officially become the School of Journalism until 1948, graduates of the class of 1947 were recognized as the first. And it wouldn’t be until 1982 that “Mass Communications” joined the name to replace “Public Information.”

KU’s first journalism course was taught in 1891 by Charles Harger, editor of *The Abilene Reflector-Chronicle*. KU journalism classes have been offered continuously since 1903. The first advertising course was taught at KU in 1909-1910 and by 1913-1914, the “Campaigns” course was born. In 1916, Leon “Daddy” Flint became the first Journalism Department chairman and served until 1941.

In 1944, the Kansas Board of Regents established the William Allen White School of Journalism and Public Information, but it did not officially break with the College of Liberal Arts and Sciences until 1948, when Burton Marvin became the School’s first dean. At that time there were two departments, news-editorial and advertising-business.

In 1952, the School moved from “The Shack” to the newly renovated Flint Hall, former home to KU’s Building and Grounds Department. By the late 1960s, magazine and public relations classes were being offered.

In 1975, KJHK-FM radio replaced KUOK, and by 1981, the School’s broadcast sequence had moved from Flint Hall to the Blake Annex. The TV labs had been in Hoch Auditorium until 1968, when they moved to Flint, remaining there until the move to Jolliffe at the time of remodeling. The offices moved to Blake Annex.

In 1982, the name of the School was officially changed to the William Allen White School of Journalism and Mass Communications. After Flint Hall was remodeled, it was renamed Stauffer-Flint Hall to recognize Oscar Stauffer’s \$1 million contribution to support improvements.



Dean Ann Brill

(60th birthday – continued on page 3)

Letter from the Dean

There’s a lot of history being cited this year at KU. The football team has its best record ever, the debate team is number one in the country, the basketball team is in the top five—and the School of Journalism celebrates 60 years of graduates.

Sixty years does not seem like a long time given the number and success of our graduates. We have alumni at all major media, public relations and advertising firms, and working as entrepreneurs in the media industries. In addition, I’ve met alumni with successful careers as lawyers, judges, business owners, teachers, government officials, and as you will read in this issue, even owners of cosmetic companies! When we look back over 60 years of School alumni, we also acknowledge the hundreds of students who graduated from the former Department of Journalism. All in all, it’s a group of people in size and stature that makes us all stand proud.

(Dean’s letter – continued on page 2)



Scenes from the J-School: Prof. Barbara Barnett and Dean Ann Brill with Connie Schultz, Pulitzer Prize-winning columnist for the Plain Dealer in Cleveland, Ohio.; Dean Brill and Corrie Moore with graduate and donor Keith Swinehart; Bob Clark, vice chancellor/dean of the KU Edwards Campus, teaching a class to Marketing Communications program students.



(Dean's letter – continued from page 1)

While it may seem things have changed a great deal, there are some things we won't ever change. We still have a talented faculty, committed staff and wonderful students. We still challenge each other to achieve excellence in all we do.

However, we know we can't rest on our laurels. Today's journalism students face different challenges than their predecessors. Media companies are no longer the only or even primary employers who interview and hire our students. While there are still good jobs in the media, the decline is well documented. So, we encourage our students to be creative in thinking about their careers and to hone skills that will transfer with them as they move from job to job. With their set of "transferable skills," their sense of integrity, creativity and critical thinking skills, our students should be just as successful as the journalism graduates who have gone before them.

Our birthday celebration was in conjunction with Editors Day. Alumnus and speaker Bob Dotson from NBC reminded us all that we are storytellers and we have a responsibility to honor those whose stories we tell. He is a shining example of why

storytellers are honored in our culture. Other professionals-in-residence this fall were David Hunke, publisher of *The Detroit Free Press*, Patty Rekston, photo editor of *The Oregonian*, and Vanessa Gallman, editorial page editor at *The Lexington Herald-Leader*. We had a number of other visitors as well in keeping with our belief that it's critical that our students network and learn from the best professionals.

Our students also are involved in creating new knowledge through our faculty research activities. We have made a commitment to increasing our scholarly activity and are seeing the results with more publications and presentations. You will read more about that in the next issue of J-Links.

Finally, I want to wish each of you season's greetings. As the calendar year draws to a close, it's wonderful to note that 2007 was another year of growth and success for the School. We are looking forward to the next 60 years and beyond. □

Rock Chalk!

Ann M. Brill



Over the years: Photos from the Journalism School.

(60th birthday – continued from page 1)

In 1990, the radio-television sequence moved out of Blake Annex and into a section of the brand-new Dole Center for Human Development. In 1996, KUJH-TV began broadcasting. By 1999, KUJH began appearing on Sunflower Cablevision, accessible to 40,000 homes.

In 1997, the KU Edwards Campus master's degree program in media management was phased out and was replaced by a new master's degree course of study in marketing communications. The program was, and still is, designed for working professionals in the Kansas City area, who are interested in evening and part-time studies.

In 2000, the School's new curriculum was unveiled. The former sequences—business communications, advertising, news, magazine, radio-television—were converged into the two current tracks, News and Information and Strategic Communications. The result was an innovative converged, cross-platform and cross-disciplinary program that better prepares students for jobs.

In 2004, the Stauffer Multimedia Newsroom opened in the Dole Center, with high-end networking equipment links to *the Kansan*, as well as to KUJH-TV and KJHK radio. Stan and Madeline Stauffer's gift of \$200,000 made the project possible. That same year the Bremner Editing Center, named after legendary KU Professor John Bremner, was opened in Stauffer-Flint Hall to aid students with writing and editing concerns.

In 2005, at the completion of the Invest in Excellence fund-raising campaign that started in 2001, the KU Endowment Association reported that \$6 million had been committed for support of the School of Journalism. Just one year later, in 2006, Keith Swinehart, a 1938 graduate, contributed \$3 million for a future building for the School. □

Other Memorable Events from 1947:

- India and Pakistan are proclaimed independent nations
- Jackie Robinson becomes the first African-American player on a major league baseball team—the Brooklyn Dodgers
- More than one million veterans enroll in college through the G.I. Bill
- Earl Tupper invents Tupperware, and with it, the "Tupperware party"
- First sightings of "flying saucers" are documented
- House Un-American Activities Committee begins investigating alleged Hollywood ties to communism

Catching up with a few 1947 grads

Tom Cadden, long-time "advertising man" and composer of the famous "Mr. Clean" jingle, died Nov. 2, 2007. A self-taught musician, he wrote jingles and produced commercials for many well-known consumer products. He began his career in advertising as a television and radio writer at Smith, Taylor & Jenkins Advertising in Pittsburgh. He worked at ad agencies in Pittsburgh, St. Louis and Chicago before joining Tatham-Laird in 1956. He left Tatham-Laird & Kudner in the early 1970s to pursue a career as a freelance composer and writer. Cadden's work with dozens of movie actors over his career spurred him to publish a movie trivia book, "What a Bunch of Characters," in 1984.



Then & Now: Marge and Russell Handy on their wedding day in 1946; the Handys at this year's Kansas Editors Day.

James Gunn, internationally acclaimed novelist and English professor emeritus, is the director of the Center for the Study of Science Fiction. He is widely acknowledged as one of the most influential authors, scholars and educators in science fiction. He has had nearly 100 stories published in magazines and books; is the author of 26 books and the editor of 10; and has had multiple works dramatized on television. He has won numerous awards for his work and has lectured internationally. He has held many positions in editing and writing, and has worked at KU as managing editor of alumni publications, director of public relations and as a professor of English. He was a 2007-08 recipient of the Alumni Distinguished Achievement Award from KU. Along with his Journalism degree, he earned a master's in English from KU in 1951. He lives in Lawrence.

Marge (Stubbs) Handy worked on *The University Daily Kansan* as a student. She and her husband, Russell Handy, a former TWA pilot, have four children and have traveled throughout the world, including eight years living in Saudi Arabia. After Russell retired in 1983, they spent the next 22 summers sailing the Aegean, home based in Kusadasi, Turkey. They now divide the year between homes in Kansas City, the French Riviera and their daughter's home in Apollo Beach, Fla.

Harold (Hal) Sandy is the creator of the famous 1946 "Happy Jayhawk," the only cartoon he ever drew. He is a board member of the Friends of Nelson Gallery, is a founder and first president of the Historic Mount Oread Fund and the Historic Kansas City Foundation. Before establishing his own marketing consulting firm, he worked in advertising for the Beaumont and Hohman agency and for Jensen-Salsberg Laboratories in Kansas City. He was twice elected mayor of Westwood, Kan.



Pictured above are some of the J-School's new directly-admitted freshmen students.

Internationally acclaimed journalist and environmentalist, Simran Sethi, joins J-School

Simran Sethi, award-winning journalist and environmental activist, is the School of Journalism's Lacy C. Haynes Visiting Professional Chair for 2007-08. In addition to her new teaching role at KU, she is the contributing environmental correspondent and expert for NBC News, featured on "Today," CNBC, and "Nightly News with Brian Williams."

Sethi currently is writing a book on the impacts of American consumption for Harper Collins and is a contributing author of "Ethical Markets: Growing the Green Economy" (Chelsea Green, 2007), the companion guide to the first PBS series on sustainable business, "Ethical Markets."

Sethi also is the host/writer of Sundance Channel's environmental programming, "The Green," a featured commentator and former story consultant for the original series "Big Ideas for a Small Planet," winner of the 2007 Environmental Media Award. She is the anchor of the Sundance interstitial business series "EcoBiz." She co-created and hosted the weekly audio podcast for TreeHugger.com, the largest environmental Web site on the Internet. Under her management, TreeHugger won the 2006 Vloggie for Best Green Vlog.

"We are so fortunate to have a journalist of Sethi's caliber at the J-School," said Dean Ann Brill. "The depth of experiences and knowledge she brings to the classroom is invaluable."

This fall she co-taught a course in online journalism with Journalism Professor Rick Musser.

"What journalism education needs now is more teachers with real experience in new media," Musser said. "And—whether that's MTV, blogging, online video or online meet-ups with other avatars in Second Life—that's exactly what Simran brings to the classroom."

In the spring semester she will teach a new course, Media and the Environment. It will focus on environmental reporting in mainstream media and the challenges scientists and journalists face when communicating environmental issues to the public. Students will meet professionals, and build their portfolios of professional work by developing blogs, videos and audio podcasts that may be featured on environmental Web sites Grist, Green Options, Sundance Channel's microsite The Green or on local Web sites, Lawrence.com and the Lawrence Sustainability Network.

"I've enjoyed working with Prof. Sethi," said Alex Parker, Sethi's graduate student assistant. "She brings so much passion and knowledge about environmental issues. It's inspiring to see someone



Sethi on the Oprah Winfrey Show.



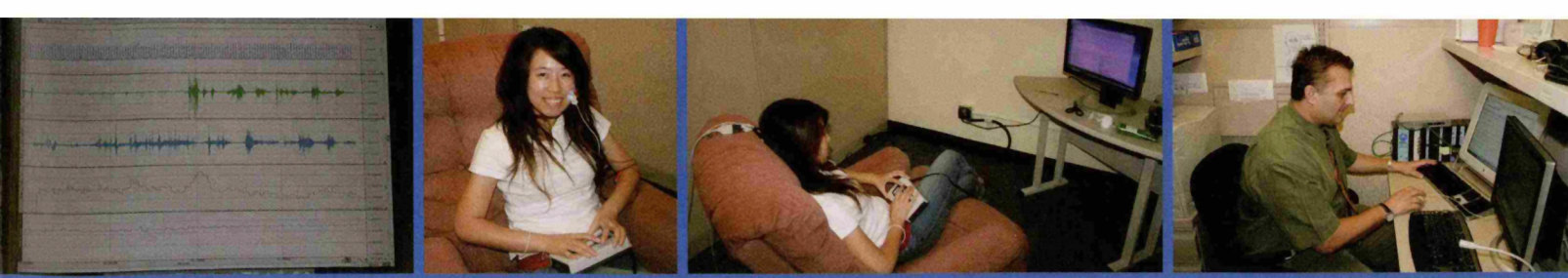
who is not only passionate about a subject, but is also able to put her ideas into motion. She's teaching people important lessons about sustaining the earth and her message extends past the classroom and into the real world. I've come to re-evaluate my consumer habits and I've realized there's a lot of work I have to do to live a sustainable life. Prof. Sethi has been able to take advantage of many opportunities in her career and she's an inspiration to me and many other students. I feel very lucky to have the opportunity to work with and learn from her."

Lauded in *Vanity Fair's* green issue (April 2007) as the environmental "messenger," Sethi hosted a forum on global warming with Nobel Laureate Al Gore for MSN.com and created an audio podcast series for Gore's non-profit, The Alliance for Climate Protection. She has been identified as a *Variety* magazine Woman of Impact (August 2007), and named one of the top Eco-Heroes of 2007 by the UK's *Independent* (July 2007).

Sethi has contributed environmental segments to the Oprah Winfrey Show and has been featured on the Ellen DeGeneres Show and Martha Stewart Show, highlighting ways citizens can become more environmentally friendly. She is the "eco-expert" on the syndicated green home makeover show "The EcoZone Project" and the host of Voom HD Network's social and environmental series "Keep It Green," on Equator HD.

Sethi produced and anchored the news for MTV Asia, created and oversaw the MTV India news division, and developed programming for the BBC and others through her own production company SHE TV.

Sethi holds an MBA in sustainable management from the Presidio School of Management and graduated cum laude with a BA in Sociology and Women's Studies from Smith College. □



Scenes from Dr. Mugur Geana's Experimental Research Lab. Research participants view various media while sensors attached to their skin record physiological changes.

Did somebody call for a doctor?

by Madeline Hyden, junior, Auroro, Colo.

From medicine to education. From Romania to Lawrence, Kan. From sick people to students. Mugur Geana left his job as a general practitioner in Bucharest, Romania, for a quiet office on the third floor of Stauffer-Flint.

Geana and his wife Anca, with their son Vlad, now a freshman at KU, left Romania in 2001 and moved to Columbia, Mo., to seek graduate degrees. Geana earned his Ph.D. in mass communications and Anca started a master's program.

Geana said that practicing medicine didn't give him enough time with his family and he had always been interested in health communications.

"Getting information to physicians about what's new in the medical field is just as important as practicing medicine," Geana said.

Ann Brill, dean of the School of Journalism, said Geana's previous career set him apart. "Dr. Geana is a rare find," Brill said. "I was impressed with his intellect, his dedication to research and his teaching, and his collegiality."

Geana decided to come to KU because it allowed him to pursue his passion for research.

"I always considered myself more of a researcher than a teacher," Geana said. He said he believes that medicine and strategic communication go hand-in-hand. He said that strategic campaigns are the same as diagnostics and that differential diagnostics are the same as markets and competitions.

In September, the School of Journalism provided funding for Geana to open the Experimental Research Lab, where he studies psycho physiological responses to media messages.

"It is an innovative, modern and somewhat unusual approach to studying the impact of media messages," Geana said. "Its existence will facilitate learning by students interested in experimental research."

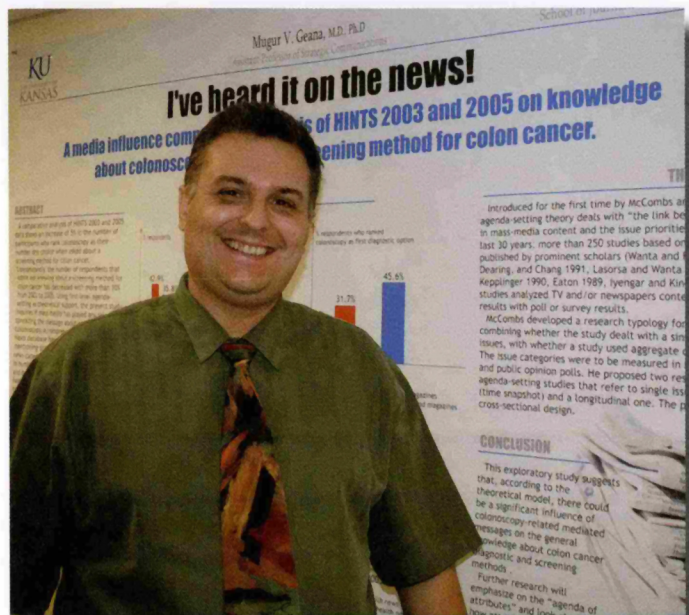
The lab, on the third floor of Stauffer-Flint, is in the same room as Geana's office. A La-Z-Boy chair sits in the middle of the room while a small TV rests on a table in the corner. Research participants view various media while sensors attached to their skin record any physiological changes, such as variation in heart rate.

One of Geana's graduate research assistants, Joseph Erba, says the lab is an important addition to Geana's research. "It doesn't just test what people think," Erba said. "It tests how people physiologically respond to stimuli."

The lab can provide message testing services for local advertising agencies and increase the community outreach of the School of Journalism.

Crystal Lumpkins, assistant professor of strategic communication, said the lab will benefit all of KU.

"The lab has so much potential to open up doors for both students and faculty," Lumpkins said. "It enables the School to



possibly partner with other disciplines on campus and exposes students to physiological scientific research."

KU also awarded Geana a research grant. He conducted a focus group in Pittsburg, Kan., to find out how and where people in medically underserved areas get their medical information, with focus on colon cancer.

Asked whether he misses practicing medicine, Geana said there are aspects of medicine that translate to teaching and doing research.

"My favorite part of being a physician was the inquiry, the challenge to diagnose and find a treatment and the satisfaction of succeeding in helping a patient," Geana said. "This is very similar to preparing a strategic communication plan. And being able to teach and learn from students is just as satisfying."

Erba appreciates the diversity Geana contributes. "As a professor he is different than most American professors," he said. "He brings a European aspect to the classroom."

Lumpkins said Geana has what it takes to make students successful in strategic communication. "Our field is still evolving and that is what our students will need to succeed – hands-on experience and the command of concepts and principles that go along with it," she said.

An example of student success under Geana's tutelage was a video created by students in his fall strategic campaigns class. The video, a commercial for Chipotle, was a finalist in the company's "30 seconds of fame" contest. 120 colleges and universities were invited to participate. The video can be viewed at www.youtube.com/watch?v=_cKQjU1IzoM.

Geana said the key to being a successful teacher and researcher is constant curiosity. "If you stop being curious, you should retire," he said. □



Photos from this year's Kansas Editors Day.

Renowned investigative journalist, Seymour Hersh, is recipient of 2008 William Allen White Foundation citation

Seymour M. Hersh, an internationally acclaimed journalist, will be honored as the recipient of the William Allen White Foundation's 2008 national citation during a free, public ceremony at 1:30 p.m., Friday, Feb. 8, 2008, in Woodruff Auditorium of the Kansas Union.

Hersh first wrote for *The New Yorker* in 1971 and has been a regular contributor to the magazine since 1993. His journalism and publishing awards include the Pulitzer Prize, five George Polk Awards, two National Magazine Awards, and more than a dozen other prizes for investigative reporting.

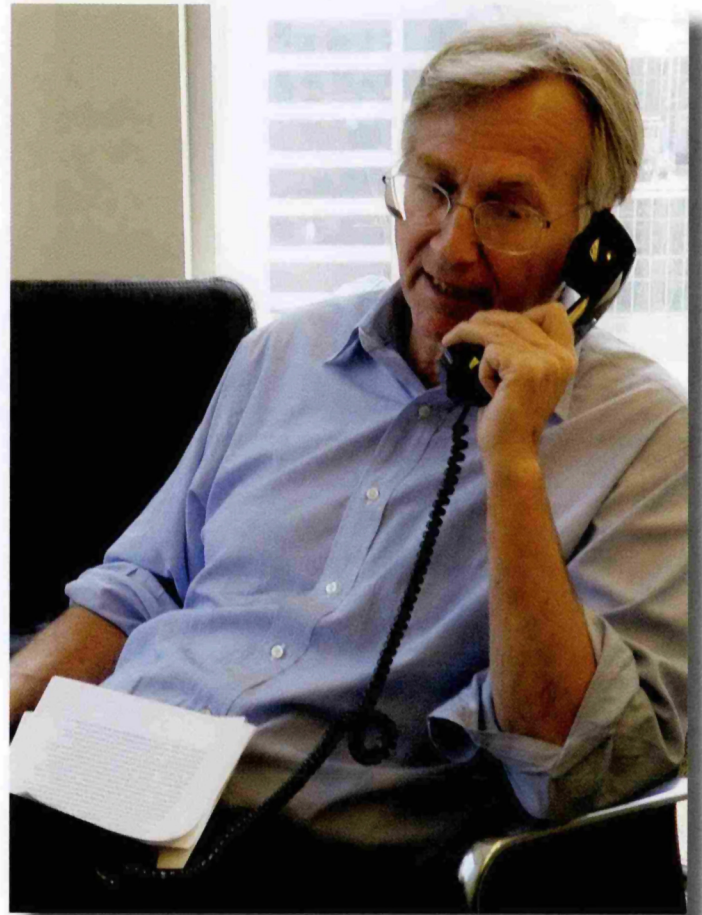
In 2004, Hersh exposed the Abu Ghraib prison scandal in a series of pieces in the magazine. Early in 2005, he received the National Magazine Award for Public Interest, an Overseas Press Club award, the National Press Foundation's W. M. Kiplinger Distinguished Contributions to Journalism award, and his fifth George W. Polk award, making him that award's most honored laureate.

"Mr. Hersh is a legend in the field of journalism," said Ann Brill, dean of the School of Journalism. "Presenting him with the William Allen White citation is a true honor for the School of Journalism and the University of Kansas. His relentless pursuit of the truth is at the heart of investigative reporting and his work reminds us all of the critical importance of journalism."

Hersh was born in Chicago, in 1937, and graduated in 1958 from the University of Chicago. He began his newspaper career as a police reporter for the City News Bureau of Chicago. After serving in the Army, Hersh worked for a suburban newspaper and then for UPI and AP until 1967, when he joined the Presidential campaign of Eugene J. McCarthy as speechwriter and press secretary.

In 1969, he exposed the My Lai massacre and cover up during the Vietnam War. His work earned him the 1970 Pulitzer Prize for International Reporting. Hersh joined *The New York Times* in 1972, working in Washington and New York. He left the paper in 1979 and has been a freelance writer since, with two six-month stints on special assignment to the *Times's* Washington bureau.

Hersh has published eight books, most recently, "Chain of Command," which was based on his reporting for *The New Yorker* on Abu Ghraib. His book prizes include the 1983 National Book Critics Circle Award, the *Los Angeles Times* award for biography, and a second Sidney Hillman award for "The Price of Power: Kissinger in the Nixon White House." Hersh also has won two Investigative Reporters & Editors prizes, one



for "The Price of Power," in 1983, and the other for "The Samson Option," a study of American foreign policy and the Israeli nuclear bomb program, in 1992. In 2004, Hersh won a National Magazine Award for public interest for his pieces "Lunch with the Chairman," "Selective Intelligence," and "The Stovepipe."

Hersh is married, with three children, and lives in Washington, D.C.

The White Foundation trustees chose Hersh to receive the citation, presented annually since 1950. KU's William Allen White School of Journalism and Mass Communications is named in White's honor. White (1868-1944) was a nationally influential Kansas editor and publisher. He won the Pulitzer Prize in 1923 and posthumously in 1947.

Other notable recipients of the William Allen White Citation have included James Reston, 1950; Walter Cronkite, 1969; Arthur O. Sulzberger, 1974; James J. Kilpatrick, 1979; Helen Thomas, 1986; Charles Kuralt, 1989; Bernard Shaw, 1994; Bob Woodward, 2000; Molly Ivins, 2001; Cokie Roberts, 2002; Gerald F. Seib, 2005; and Gordon Parks, 2006. A full listing of past recipients is available online at www.journalism.ku.edu. □

*Biography information and photo courtesy of *The New Yorker*.



Photos from this year's Kansas Editors Day.

KU J-School part of winning Knight Foundation Innovation Incubator grant

KU students presented their innovative idea for transforming community news at the Online News Association Convention in Toronto, in October. The students were part of a \$230,000 Knight 21st Century News Challenge grant from the John S. and James L. Knight Foundation.

Seniors Sam Knowlton and Brian Lewis-Jones and Chris Raine, master's student, partnered with a team from Kansas State University to promote their idea for "VoxPop," a project designed to remove the barriers to communication between citizens and those in positions of power. In addition to those who went to Toronto, summer 2007 journalism graduates Courtney Farr and Nate Martin, master's student, participated in the program.

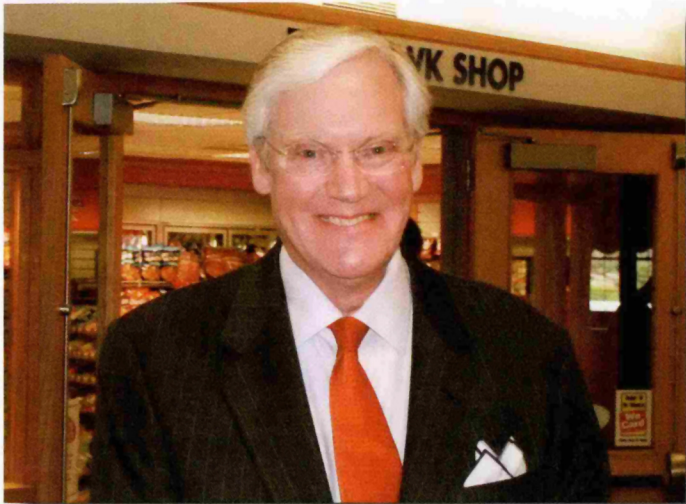
"Journalism schools have a real role to play in 21st century journalism innovation," said Eric Newton, Vice President/Journalism Program, John S. and James L. Knight Foundation. "They have computer scientists, business people, news people – and they have them at the right time in their lives. These are the young digital natives that news companies really want to connect with. They are the likeliest inventors of the great news forms of the future."

For the Toronto program, about 40 students and faculty presented three digital news "incubator" projects, and invited newsrooms to adapt and adopt them.

"I am probably prejudiced, but the presentation from the Kansas kids really stood out. It wasn't just a warmed over version of some other application out there. It was, in the truest sense of the word, an innovation," Journalism Prof. Rick Musser, who attended the conference, said. "The students' project used the power of online computers to make it easier for readers to write civic leaders and to respond to issues in news stories," Musser said of the KU students' work. "By clicking on the Web story, readers would be able to send e-mail or conventional letters automatically without ever leaving a newspaper's Web site."

The students developed the project and presentation during a summer journalism class taught by Patrick Lafferty, former J-School multimedia newsroom coordinator.

"The Incubator experience provided the KU students involved with an education in the realities of innovation, both positive and negative," said Lafferty. "From ideation to market considerations, sketch-ups to the culminating creation of the news product (VoxPop), the team from KU dug in and created an innovative product that could alter the way citizens interact with the powerful, not just in the United States, but around the globe. The entire KU community should be proud of the work completed by this exemplary group of students. I know I am." □



NBC news correspondent and J-School graduate, Bob Dotson, featured speaker at annual Editors Day event

This year's Kansas Editors Day event on Sept. 22 featured J-School graduate and NBC news correspondent Bob Dotson. He presented "A Survival Kit for Professional Storytellers—How to compete with cell phones and Web sites." The program was free and open to the public.

Chancellor Robert Hemenway and Dean Ann Brill introduced the Editors Day program. Journalism Professor Emeritus Bruce Linton introduced Dotson. Linton was one of Dotson's teachers at the School of Journalism.

"Bob autographed one of his books for me with these words: 'For Bruce, who first held the flashlight for me and showed the way.' Of course he left the feeble beam of my flashlight a long time ago, but the pride and joy I feel when a former student succeeds is, after all, what teaching is all about," Linton said.

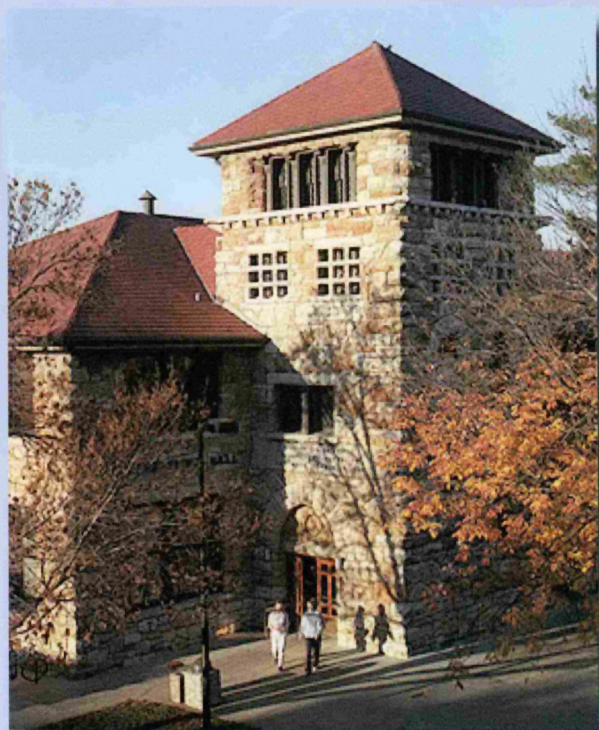
For more than three decades, Dotson has traveled the country, seeking the extraordinary in ordinary lives. His special reports, "American Story with Bob Dotson," air on the "Today Show" and "NBC Nightly News" and have won more than 100 prestigious broadcast journalism honors.

He also is the writer and host of "Bob Dotson's America," a series of half-hour programs on the Travel Channel, and the author of two books, one for aspiring journalists called "Make it Memorable," and a memoir, "In Pursuit of the American Dream." His literary work won the George Washington Honor Medal from the Freedoms Foundation.

A transcript of Dotson's speech, as well as photos from Editors Day, is available on www.journalism.ku.edu. □



Photos from this year's Kansas Editors Day.



SCHOOL OF JOURNALISM CALENDAR OF EVENTS

February 8: William Allen White Day, honoring Pulitzer Prize winning reporter Seymour Hersh

February 22: Kansas Scholastic Press Association regional competitions, Kansas Union.

April 29: School Awards & Scholarships Ceremony, 4 p.m., Woodruff Auditorium, followed by a reception in the Big 12 Room

May 3: Kansas Scholastic Press Association state competition and annual meeting

May 7: Kansas City Alumni Reunion Event (exact location and time TBD)

May 17: Journalism Graduate Recognition Ceremony, 8:30 a.m., Lied Center

May 18: KU Commencement

For more event details, visit
www.journalism.ku.edu.

ALUMNI NEWS & NOTES

Where are they now?



2007

Kristi Baker, MSJ Edwards Campus, is strategic planning analyst for Children's Mercy Hospital. She provides demographic data for decisions on locations of facilities.

Erin Castaneda is a reporter for *The Lawrence Journal-World*.

Jonathan Kealing is a reporter for *The Lawrence Journal-World*.

Tyler Klaus is a claims adjuster with Farmers Insurance Co. in Olathe, Kan.

Jenny Oakley is with Jane Mobley Associates in Kansas City, Mo.

Catherine Odson has joined The Miami County Newspapers.

McKay Stangler, MSJ, is a writer for the KU Medical Center's external affairs division. He writes for its magazine, writes press releases and speeches, and prepares information for legislators.

Lindsey St. Clair is an editorial assistant at *Family Circle* magazine.

Eric Williams works for Blair Television, which represents television stations nationally.

2006

Nadine Billgen, MSJ, is an international public relations assistant for Faber-Castell, a German-based company that manufactures high-quality art supplies.

Natalie Bogan is associate editor of *Houston Magazine*.

Kim Bui is marketing coordinator for Berry Plastics in Lawrence.

Kyle Cook has been promoted to an assistant account executive by GlynnDevins Advertising and Marketing.

Estuardo Garcia is a reporter for *The Tonganoxie Mirror*, a newspaper owned by The World Co. in Lawrence.

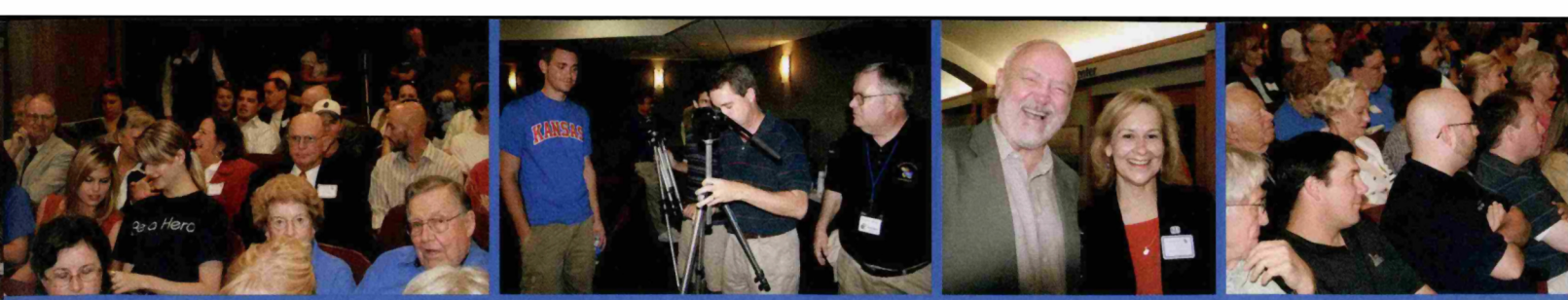
Lindsey Gold is the assistant automotive account executive for *The Kansas City Star*.

Vanessa Pearson works as a national desk copy editor for *The Los Angeles Times*.

Samantha Samuel, MSJ, is the marketing coordinator at Megatrax Production Music in Los Angeles.

Jessica (Virtue) Veit works in the operations excellence department at the Applebee's International office in Overland Park, Kan.

(News & Notes – continued on page 9)



Photos from this year's Kansas Editors Day.

ALUMNI NEWS & NOTES

(News & Notes – continued from page 8)

2005

Kayla (Huffman) Altman is an event coordinator at Meeting Professionals International.

Rebecca Green is an account executive with CBS Outdoor in Kansas City. Previously she was media planner at Barkley in Kansas City.
(rebecca.green@cbsoutdoor.com)

Courtney Grimwood works in special events at Pembroke Hill School in Kansas City. She plans events for current students, faculty, staff, parents and alumni, and writes for the school's magazines and newsletters.

Ben Mantooth is a marketing coordinator for PRM Realty Group in Parkville, Mo.

Nikola Rowe is the Charlesworth production specialist for Allen Press in Lawrence.
(nikolarowe@yahoo.com)

Erin Shipps is an associate editor for *Radio* magazine in Overland Park, Kan. It is published by Penton Media, formerly Primedia.

Paige Worthly is managing editor of *Lawn & Garden Retailer* in Chicago. She had been copy chief of *King and Ride* at Harris Publications in New York.

2004

Brandi (Mathiesen) Stout earned a master's degree in

social welfare at KU, and is a student data analyst for the Kansas City, Mo., School District. She works directly with children as well as analyzing their progress and needs.

Jennifer Wilson is a meeting consultant for Intercall.com, selling conferencing equipment and services to executives in the Oakland, Calif., area. Her company does audio, Web, video and special event conferencing nationally and internationally.

Jessica (Chapman) Zemler is now managing editor of the Custom Communications Department at Advanstar Veterinary Healthcare Communications in Lenexa, Kan.

2003

Adrienne Geist is a public relations account executive at Jajo Inc. strategic marketing solutions in Wichita.

Julie Jantzer-Ward is a production manager at Penton Media, Inc., in Overland Park, Kan. She oversees production of aviation books and products, such as AC-U-KWIK and Aircraft Blue Book. She also is pursuing her master's degree in Business Administration with entrepreneurial emphasis at the University of Missouri-Kansas City.

2002

Lauren Brandenburg works as a registered nurse in the Cardiovascular and Thoracic

Surgical ICU at the University of Kansas Hospital. She earned her BSN in Nursing at Baker University.

Curtis Green is a copywriter for EURO RSCG Chicago.
(greencurtis@comcast.net)

Holly (Hendrix) Johnson is a project manager at MMG Worldwide.

Liza Pehrson is the resident manager for Meadowbrook Apartments in Lawrence. She also is a reviewer of theater and arts for *The Lawrence Journal-World* and is a board member for E.M.U. Theater in Lawrence.

Bruno Pieroni works for Lapiz, the Hispanic marketing arm of Leo Burnett in Chicago, as senior art director. Formerly he worked for Sullivan Higdon & Sink.

Najahe Sherman-Hall is Mrs. Louisiana 2007. She is morning and noon news anchor for KSLA News 12 TV. She is a former Kansas City Chiefs cheerleader.

Michelle Sherwood is now the weekend and primary fill-in anchor for KSPR, the ABC affiliate in Springfield. She came from KYTV, the same station that recently acquired KSPR.
(michellemsherwood@yahoo.com)

2001

Megan Crocker is a sales associate for AstraZeneca Pharmaceutical Company.

Christa Dubill has rejoined

KSHB in Kansas City where she interned as a student. Formerly she was with WKOW-TV in Madison, Wisc., where she was a co-anchor for more than three years.

Jennifer (Simpson) LaPoint works for CBS radio in Dallas.

Scott Lowe, MSJ, is a public relations and marketing specialist with the university relations office at Old Dominion University, Virginia.

Doug Thompson is a professional liability analyst in legal-risk management for H&R Block World headquarters in Kansas City, Mo.

2000

Erin (Flanagan) Dempsey is marketing manager for East-West Partners, Lake Tahoe.

Natasha Franz is pursuing a degree in accounting and an MBA at Montana State University-Billings. She was a newspaper designer for *The Billings Gazette*, previously.

Kathryn Jensen is coordinator for community education at Whatcom College, Bellingham, Wash. (jensenkathryn@hotmail.com)

James Sido is sports reporter/anchor at KOMO-TV, Seattle. He moved from KAKE-TV in Wichita where he was weekend sports reporter/anchor.

(News & Notes – continued on page 11)



This year's Kansas Scholastic Press Association fall conference.

ALUMNI NEWS & NOTES

Graduate living his childhood dream to be a sports broadcaster

by Susan Hepworth, Kansas City, Kan., May 2007 graduate

Nate Bukaty knew he wanted to be a sports broadcaster in the fifth grade, and today, he is living his childhood dream.

Bukaty, a 1998 Journalism graduate, is an accomplished sports broadcaster, reporter and radio host for Sports Radio 810 WHB in Kansas City.

"If you would have told me when I was in college that at 30 years old I'd be doing what I'm doing right now, I would have been ecstatic," Bukaty said.

He began his broadcast career in a small Missouri town where he did play-by-play for local high school sports. After one year, Bukaty moved to Kansas City and joined 1250AM, "All Day, All Night, All Sports."

Shortly after Bukaty's arrival, the station shut down and he moved to 810 WHB, the nation's largest all-sports station.

At 810 WHB, he co-hosts a morning show called "the Border Patrol." His co-host is Steven St. John, a "Missouri guy," and Bukaty is the "Kansas guy."

Bukaty also is the Royals baseball beat reporter. He travels with the team, interviews players and coaches, follows the national baseball scene, and hosts daily pre- and post-game shows for the station. During baseball season Bukaty faces a grueling daily schedule.

"If you would have told me when I was in college that at 30 years old I'd be doing what I'm doing right now, I would have been ecstatic."



Nate Bukaty reports at a recent KU football game.

"I have a little bit of the morning to myself, then I reserve an hour or two to go to a coffee shop and read up on what's going on in the game of baseball for that day," Bukaty said.

He then goes to the ballpark around 3 p.m. and interviews coaches and players. After the half hour pre-game show, he watches the game, keeps score, takes notes, and does post-game interviews.

"I play the interviews back on the post-game show, which gets over about 11:30 p.m. or midnight," Bukaty said. Although the hours are long, it is

just one small sacrifice for doing something that he loves.

Dan Ferguson, KU graduate and producer at 810 WHB, also knows the sacrifice is worth the reward.

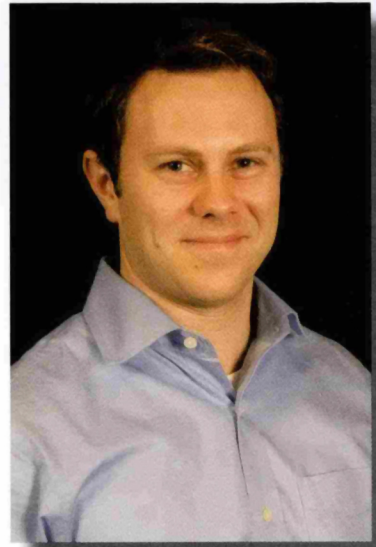
"It's not a 9 to 5 job," Ferguson said. "It's one of those things Nate and I tell the classes we visit at KU; it's a great job and we wouldn't give it up, but you have to make sacrifices."

During the off season, Bukaty occasionally co-hosts 810 radio shows, does play-by-play and broadcasts for Kansas City Metro Sports, hosts KU football's pre-game show "The Crimson and Blue Line," and is a sideline reporter for KU football.

When asked about this year's "dream" football season at KU, Bukaty said, "I've been following KU football my entire life, and there's never been anything like this. I'm just making sure to enjoy the ride, and embrace every moment, because you never know when a season like this will happen again."

In addition to his KU football duties, Bukaty is in his sixth year as the play-by-play announcer for KU women's basketball.

"I set my goals incrementally," Bukaty said. "I had a goal to be the play-by-play voice of a program and I'm getting to do that with women's basketball. To be a part of the KU football radio network is a dream come true. I would have liked to be part of a Division I program anywhere, but to get to do it at your school is that much cooler." □





Kansas Scholastic Press Association fall conference—drew 1,016 students from 52 northeast Kansas high schools.

ALUMNI NEWS & NOTES

(News & Notes – continued from page 9)

Matt Tait is high school sports editor at *The Lawrence Journal-World*. Previously he covered sports for the World Company's weekly newspapers in Basehor, Bonner Springs and Shawnee.

1999

Chad Bettes, MSJ, is vice president, marketing and communications, of the Kansas Bioscience Authority, with headquarters in Olathe, Kan. He was with the U.S. Department of State in Washington, previously.

Lindsay Ruzicka is in fashion sales and merchandising for the Kristi Harris Showroom in Los Angeles.

1998

Behnoosh Khalili is the COO/Publishing Director at Hollywood OS in Los Angeles, an entertainment publisher of books about getting started in show business the smart way, without getting scammed. The company also manages a digital casting service. Khalili is also a cultural event producer on the side, producing the Unsilent Night electronic holiday parade annually.

Brian Sieman is the new radio voice of the Los Angeles Clippers of the NBA. He moved from the same position with the Minnesota Timberwolves.

Ann Weishaar was promoted to executive producer of Arizona Midday & Community Initiates at KPNX in Phoenix. She recently won a Rocky Mountain Emmy Award for Best Newscast.

1996

Dan Hubbard is vice president for communications at the National Business Aircraft Association in Washington. Previously he directed the Washington office of Fleishman-Hillard public relations. He worked on political campaigns for Pres. Bush in the 2000 Missouri primary, Sen. Christopher Bond's 1998 re-election, Sen. Bob Dole's 1996 presidential campaign in Missouri, and Sen. Sam Brownback's 1994 congressional campaign.

Irene (Prilutsky) Shnyder is a national account executive for Clear Channel Outdoor in New York.

1995

Maria (Angeletti) Arnone, MSJ, is the business development director for Ascend Media in Overland Park, Kan., developing custom publishing projects for events nationwide.

Manny Lopez, the J-School's first coordinator of student recruiting from 1998 to fall 2000, recently became autos editor of *The Detroit News*. He has been an editorial writer and online columnist

for *The News*. His weekly column will move to the business page and will focus on insider information, politics, and issues that relate to cars and trucks.

1994

Andrew Arnone is the senior learning consultant for Cerner Corporation in Kansas City, Mo., managing training of clients using Cerner medical record technology.

Allison Lippert is an editorial software consultant/implementer for Digital Technology International, which makes newspaper publishing systems for print and Web. She was formerly with *The Des Moines Register* for 10 years.

Kari Van Hoof is the director of grant development for the American Cancer Society's great west division in Tacoma, Wash. (*kvhbw@yahoo.com*)

1993

Hale Sheppard is a shareholder in the Atlanta office of Chamberlain, Hrdlicka, White, Williams & Martin, where his practice focuses on tax audits, administrative appeals, and tax litigation. His recent accomplishments include: elected treasurer and executive committee member of the Georgia Bar Tax Section; appointed to the IRS-Practitioner Liaison Committee; became a member of the Advisory Board of the Journal of Tax

Practice & Procedure; and published "Where There's a Will, There's a Delay: Do Recent Legislative Changes to the CDP Rules Solve the Perceived Problems?" in *The Tax Magazine*.

1991

Mike Horak is with The Nature Conservancy and is based in Asheville, N.C. He joined the organization as its national media director after serving as former Sen. Nancy Kassebaum's press secretary.

Holly Lawton is the sports editor for *The Kansas City Star*.

Laura Okmin hosts Fox Sports Net's national shows, "Early Final Score" and "It's All Good." She also is a weekly feature correspondent for FSN's national NFL show, "Pro Football Review."

1990

David Peacock was named vice president-marketing by Anheuser-Busch. He oversees a \$910 million budget. Before this promotion he was vice president-business operations. Peacock joined the company in 1992 and has held positions in media, planning, brand management and sales.

Jeff Taylor has been promoted to managing editor/news and information of *The Detroit Free Press*.

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ALUMNI NEWS & NOTES

From left: Vanessa Gallman, editorial page editor, *The Lexington Herald-Leader*, was a professional-in-residence; Prof. Rick Musser teaches his Online Journalism class as students listen attentively; at right, former Congressmen Dan Miller and Ken Hechler speak to Musser's class.



About face: J-School graduate creates new line of cosmetics

By Kara Boeshaar, junior, Prairie Village, Kan.

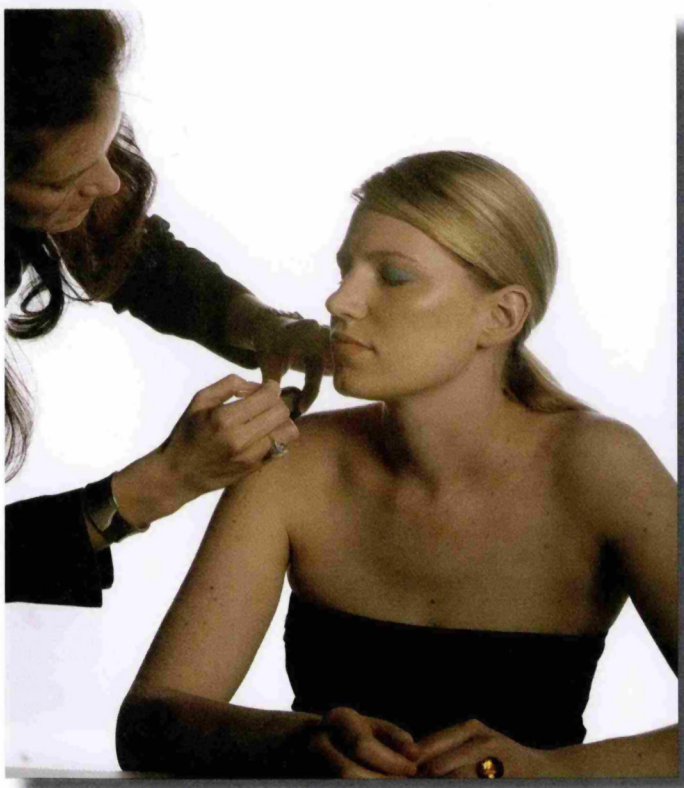
The key to a successful career is doing what you love, says Ashley Maurin, 2001 J-School graduate.

Maurin loves makeup and always has, so the next step was obvious to her. She launched her own line, LOVER Cosmetics, in October 2006. The success of the Kansas City-based line confirms that she is living proof of her own statement.

LOVER is a French acronym for Le Visage en Rose, or The Face in Pink. The line offers products for lips, face, eyes and cheeks. The names of the products reflect the line's French influence. Her best-seller is la sucette, which means lollipop, a cherry-red high-shine lip gel.

Maurin graduated from the University of Kansas in 2001 with degrees in Journalism and French. She currently works for Lathrop & Gage.

While in school, Maurin spent a semester studying in



Maurin applies makeup from her cosmetics line to a model.



France. After graduation, she traveled to New York City where she worked as a public relations intern for ready-to-wear and accessories for Chanel, Inc.

"Her interest in the cosmetics industry was nurtured at Chanel and led to the fact that she started her own company," said Patty Noland, a former teacher of and advisor to Maurin in the School of Journalism.

Maurin's line of products encompasses the current trends and runway looks, yet is completely wearable, according to Maurin. As evidenced in her own fresh look, she approaches makeup in an uncomplicated manner. Though starting the line took a lot of effort and dedication, "I always wanted to do it," she said.

Maurin credits much of her success to the School of Journalism. She notes her internship was a good jumping off point, but it was her journalism training that really prepared her for her job at Lathrop & Gage and to start her cosmetics business, she said.

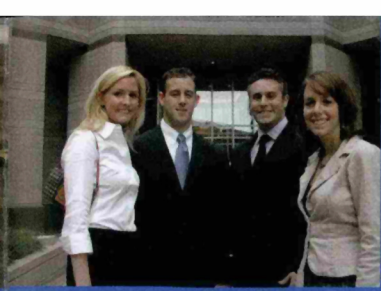
Now she uses her knowledge of public relations to spread the word about her products and attract new customers.

"Her success is further evidence of her drive and initiative to succeed. Ashley has the passion and creativity to make her ideas work," Noland said.

LOVER products are sold through Maurin's Web site, www.lover-cosmetics.com, and at private parties. LOVER is also sold in the following stores: Magnum Opus, Bonnor Springs, Kan.; Shine Spa in Westport, Kansas City, Mo.; and RSVP in the Village, Prairie Village shops.

When asked about the hardest part of starting and running her own company, Maurin said, "I wouldn't say it was hard. It's more fun than difficult." □





J-School students at work.

ALUMNI NEWS & NOTES

(News & Notes – continued from page 11)

Joel Zeff is author of a book, "Make the Right Choice: Creating a Positive, Innovative And Productive Work Life," and is a motivational speaker who uses improvisational comedy in his presentations. Previously, he reported for *The Dallas Times-Herald*.

1989

Catherine Darkenwald is the senior marketing representative for *The Jefferson County Port Townsend Leader*.

Michael Merschel is assistant arts editor and books editor for *The Dallas Morning News*. He had been editor of the newspaper's former Sunday feature section.

Jennifer (Taggart) Wheat recently started Wheat Photography and has studios in De Soto, Kan., and Kansas City. Her Web site is: www.wheatphotography.com

1986

Alison Lang is client strategy director at Empower MediaMarketing in Cincinnati. Previously she was vice president/media director at Northlich Advertising.

1985

Carleen Brice's first fiction novel, "Orange Mint and Honey," will be published by Ballantine on Feb. 28, 2006. She has published

other books of nonfiction, including "Age Ain't Nothing but a Number: Black Women Explore Midlife," "Lead Me Home: An African American's Guide Through the Grief Journey," and "Walk Tall: Affirmations for People of Color."

(carleen@carleenbrice.com)

Devin Scillian, news anchor at WDIV-TV, the NBC affiliate in Detroit, has published a new children's book, "H is for Honor." It is an alphabetic tribute to men and women in the military and their families. His previous children's book, "S is for Sunflower," blends Kansas history and folklore. A Junction City, Kan., native, Scillian has won 12 Emmy Awards for his work in TV news, including his anchor desk coverage of the 1995 Oklahoma City bombing when he was with KFOR there. His recent documentary, made in China, "The China Syndrome: Where Did All The Jobs Go?," won the Edward R. Murrow Award. At WDIV he anchors news broadcasts at 5, 6 and 11 p.m. and "Flashpoint," a Sunday a.m. news program. He also writes and performs music.

1984

Randy Sands was promoted to executive vice president in the financial services practice group of Weber Shandwick's offices in Minneapolis. The office is the leading public relations firm in the upper Midwest, offering consumer,

corporate, financial services, health care, public affairs, Web relations and technology communications as well as marketing expertise. The office represents national and local clients, including BAE Systems, Honeywell, the Internal Revenue Service, Lawson Software, the Mall of America and Polaris Industries. He joined the office in 1999.

1983

Brian Chisam is vice president of sales for Iron Mountain Information Management in Lenexa, Kan.

1982

Neal McChristy was appointed editor of *Imaging Spectrum*, a publication that covers office equipment, cartridge remanufacturing, and related industry news in the U.S., Canada and Mexico. He will telecommute as editor and continue to live in Pittsburg. He was editor of *The Garnett Review* and *The Anderson Countian*, in Garnett from 1982-1984, and staff writer for *The Pittsburg Morning Sun* from 1984-1995. He has worked in the imaging field for 12 years and also has written for computer and equestrian magazines.

1978

Jerry Seib has been named assistant managing editor and executive Washington editor of *The Wall Street Journal*. Seib joined the Dallas bureau of the *Journal* in 1978, and covered the State

Department and Pentagon before being sent to Cairo in 1984. He returned in 1987 to cover the White House, diplomacy and foreign policy. He became deputy bureau chief in 1997 and bureau chief in 2002. Among his many awards is the 2005 William Allen White Foundation national citation.

1976

Robert Musburger, MA, retired from teaching at the University of Houston. He is an adjunct faculty member at Central Washington University this semester.

1974

Rich Bailey, who took journalism courses, is director of philanthropy at The Nature Conservancy Kansas Chapter in Topeka. (rbailey@tnc.org)

1970

Steve Haynes is president of the National Newspaper Association. A former president of the Kansas Press Association, he is co-owner, with his wife Cynthia, of Nor'West Newspapers in Bird City, Colby, Goodland, Norton, Oberlin and St. Francis.

1968

Tom Bowser, president and CEO of Blue Cross and Blue Shield in Kansas City, was elected to the KU Endowment Association Board of Trustees.

(News & Notes – continued on page 15)



ALUMNI NEWS & NOTES

Photos from the Marketing Communications course of study at the KU Edwards Campus.

Marketing Communications grad finds brand identification key to job well done

by Kelly Crane, Coordinator, Marketing Communications

Open the front page of *The Kansas City Star* on any given day and you are likely to see a quote from Dennis Gagnon. A 2005 graduate of the Marketing Communications graduate program course of study at the KU Edwards Campus, Gagnon is a Public Information Officer for the City of Kansas City, Mo. In his role, he fields 50 to 60 inquiries a month from the media, answers questions from residents, and writes more than a few letters a week to the city's constituents.

"My name's in the paper a couple of times a week," Gagnon said, "so I get a lot of direct correspondence from people thinking I can solve their problems. It's rewarding to try to make certain the right thing is done, whether it's having crosswalks repainted or making sure we are ADA-compliant. It reinforces the idea that the city cares about them."

When Gagnon entered the Marketing Communications graduate course of study he already had 20 years of experience—including 11 years at Hallmark—and had been self-employed for eight years as a communications consultant. He decided to pursue a master's degree for his own personal enrichment.

"To me, graduate school in this day and age is a must for anyone who is a professional," Gagnon said. "One of the great things about going to graduate school as a working adult is that it lets you revisit intellectual curiosity at an age where you can really appreciate it."

Gagnon says the most stimulating class in the program for him was Branding in Marketing Communications. When he worked at Hallmark, it was one of the top five brands in the country, so he found it interesting to analyze its branding from an academic perspective.

At the time he was in the program, there were several other students who worked for government entities and Gagnon said some struggled with how marketing communications applied to their work situation. But he had few problems. He discovered that identifying the brand of an organization makes it easier to make smarter business and communications decisions. For example, if there are differing opinions on an issue in a community meeting, staying focused on the brand promise helps cut through the differences to find consensus.

"Everything people lean on the government for is a service. As city employees, we're delivering on the promise of what the city is expected to do: delivering timely and quality services such as trash pickup and road construction, for example. When you identify what that brand promise is, it helps you define what your response should be. The promise is a huge tool for governing your actions throughout the day," Gagnon said.



Now he receives letters from people grateful that the city cares and someone helped them. That, to Gagnon, is the most rewarding part of his job. "I enjoy that when I hang up the phone a person has a better feeling about the city," he said.

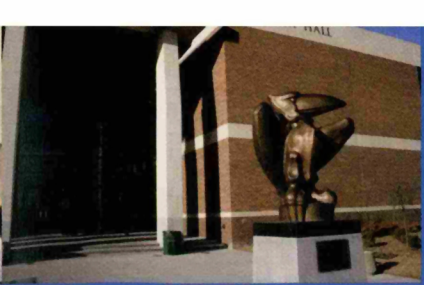
The most valuable part of the Marketing Communications course of study for Gagnon was the interaction with his peers.

"It was much different than an undergraduate experience. The knowledge that was a benefit at the moment I needed it often resided in another student who was grappling with, or had survived, the same business problems. Our day-to-day work was enhanced by what was going on in class," he said.

For Gagnon, the coursework in Marketing Communications validated what he knew, but also challenged his thinking and helped him see things from a different perspective. "The program was the mortar that held the bricks of what I knew together," he said. "I had years ago thought about an MBA, but I concluded that I was a communicator first and foremost. This program for me was the perfect thing." □

J-School's Marketing Communications Course of Study, KU Edwards Campus

The Marketing Communications course of study provides students with a unique educational experience. It is designed for working professionals with at least two years of experience in marketing communications or other media-related fields. Conveniently located on the state-of-the-art KU Edwards Campus in Overland Park, Kan., it is ideal for students interested in part-time, evening study. The course of study gives students the tools to remain competitive in the market place and advance in their careers. Practical learning means our students can "learn it tonight and use it tomorrow." If you think this graduate program course of study could be the right fit for you, call 913-897-8416 or e-mail marcomm@ku.edu for more information. □



Photos from Marketing Communications at the KU Edwards Campus.

ALUMNI NEWS & NOTES

(News & Notes – continued from page 13)

Bob Dotson won the Edward R. Murrow Award for writing for his “American Story with Bob Dotson” reports on the *Today Show*. His was one of seven Murrow awards given to NBC by the Radio-Television News Directors Association. They included the top prize for overall excellence. He was the keynote speaker at this year’s Kansas Editors Day at KU.

JoAnna (Shipley) Gorthy works for Walsworth Publishing Company as training coordinator in the sales and marketing office located in Kansas City, Mo.

Willard B. Hardesty serves as vice-president and education chair of the Colorado Municipal Judges Association. He serves as a part-time relief judge in five courts in the Denver metro area and, also, as an administrative hearing officer in the court. He also serves the CMJA as the minority affairs chair/proponent/advocate. (wbhpc@aol.com)

1958

Robert E. Hartley published a new book, “Saving Yellowstone, The President Arthur Expedition of 1883.” It is his seventh historical book. The purpose of the president’s trip was to raise awareness of the national park that was created in 1872 and of the need to preserve it.

1956

Jerry Knudson is professor emeritus at the Department of Journalism at Temple University. His most recent book is “Jefferson and the Press,” University of South Carolina Press, 2006.

1955

Richard C. Clarkson, recipient of the William Allen White award in 2007, was inducted into the State of Kansas Athletics Hall of Fame in Wichita, Oct. 21. During his career with *National Geographic*, *The Denver Post*, *The Topeka Capital-Journal* and as contract photographer with *Sports Illustrated*, *Time* and *Life*, he has covered several Olympics and many major sports events. His Denver firm now creates and manages fine art photography projects for clients, including the National Collegiate Athletic Association, Colorado Rockies and Denver Broncos.

1943

Glee S. Smith Jr. has practiced law in Larned, Kan., since 1947 and in Lawrence since 1992. He was a Kansas state senator from 1956 to 1972, served on the Kansas Board of Regents from 1973 to 1981 and has held several state and national bar association offices. He served in the Army Air Corps from 1943-1945 and earned his J.D. from KU in 1947. He was an editor of *the Kansan*. □

Strategic Campaigns fall class clients update

Students in the Strategic Communication track in the J-School are required to take Strategic Campaigns as their capstone course. Students produce a campaign to solve a marketing communication problem for an established organization. Students work with an actual client to develop a campaign from the initial research to the final recommendations. By applying the knowledge, experience and skills gained in previous courses, students confirm their readiness to enter the profession. Class clients this semester:

- **Center for the Remote Sensing of Ice Sheets**, taught by Associate Professor Bob Basow
- **The University Daily Kansan**, taught by Associate Professor Tim Bengtson
- **Chipotle Restaurants and School of Journalism Recruiting**, taught by Assistant Professor Muger Geana

Let the Journalism Career Center help you find your next job



Patty Noland, Career Development Coordinator

The School of Journalism’s Career Center provides online information about jobs in the journalism field that require at least two years of experience.

The job listings and descriptions are posted on the J-School’s Web site, www.journalism.ku.edu, under the “Alumni & Friends” tab. This service is for jobs that require 2-4, 3-5, 5-7 and 10 or more years of experience. Faculty members hear about such positions on a regular basis. The jobs are immediately posted online. If you know of relevant job openings that should be listed, e-mail Patty Noland, the J-School’s career development coordinator, at pnoland@ku.edu. □

