



J-Links

Fall 2010

The William Allen White School of Journalism and Mass Communications



J-School merges Kansan and KUJH-TV newsrooms

This summer the J-School merged the *University Daily Kansan* and KUJH-TV newsrooms. The *Kansan* newsroom, business and advertising offices moved to the second floor of the Dole Human Development Center, where the Stan and Madeline Stauffer Multimedia Newsroom, KUJH-TV studio and journalism faculty offices are located.

"The J-School has a reputation for excellence and forward-thinking curriculum," Journalism Dean Ann Brill said. "We've taught multimedia reporting for more than a decade, yet, until now, our newsrooms were separate. In combining the newsrooms, we finally are creating the environment to prepare our students for an increasingly complex media world where content is primary and the channels of distribution serve the story and the storyteller."

The space previously occupied by the *Kansan* in Stauffer-Flint will become an expanded, centralized student services center. The Bremner Editing Center, graduate program, faculty research offices, student advising, recruiting and retention and career center offices will comprise the new space. Some of the offices have already relocated to the area.

"We are very excited about the opportunities this change will bring for our students," Brill said. "The decision to merge the newsrooms is in the best interest of our students and curricular needs."

Founded in 1904, the student-run *Kansan* is consistently ranked among the top college newspapers in the country,

with its reporters and advertising staff continually winning national awards. *Kansan.com* allows students to tell stories through multimedia. Magazine students also have the opportunity to work on its weekly lifestyle magazine, *Jayplay*.

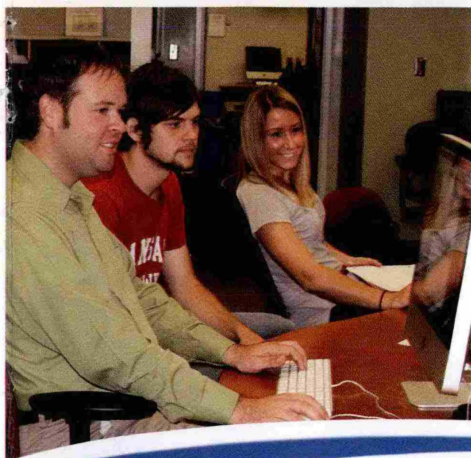
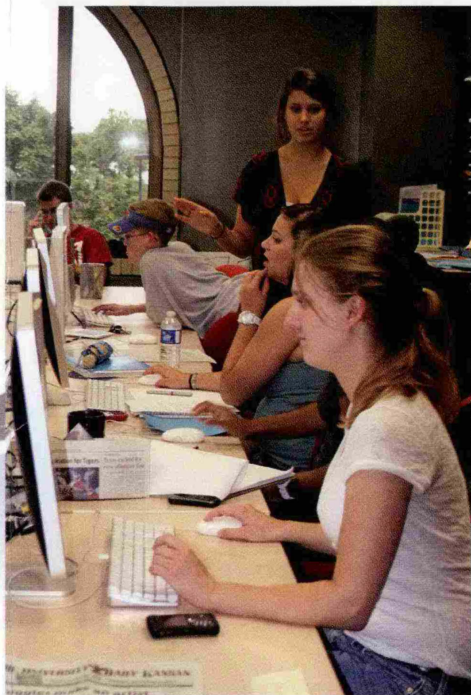
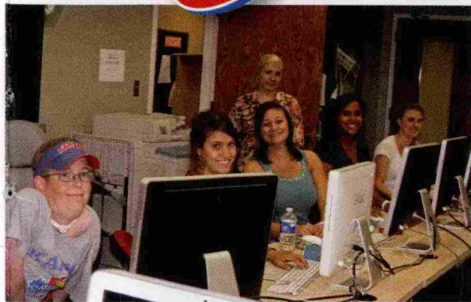
"In the coming semesters we will see a lot of significant changes and improvement in the quality of the *Kansan* and KUJH-TV products," Malcolm Gibson, *Kansan* general manager and news adviser, said. "The cooperation and camaraderie will improve, which will ultimately result in a better experience for students and stronger content for all elements of student media."

One of the goals of merging the newsrooms is to provide journalism students with greater opportunities to tell their stories more dynamically across print, broadcast, online and new and emerging media.

Founded in 1995, KUJH-TV is available on broadcast channel 14 and Sunflower Broadband channel 31. Students who are interested in working in broadcasting test their skills at KUJH-TV by producing daily newscasts, sports shows and special-interest local programming. They have multiple opportunities to work as on-camera talent, producers, directors and writers.

"The students will benefit from learning in a true multimedia environment," Terry Bryant, lecturer in journalism and media lab manager, said. "The variety of skills they master will serve them well when they become professional journalists after graduating from KU." □

At left are photos of students at work in the new merged newsroom in Dole. Photos are courtesy of the KU Alumni Association.



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>> Letter from the Dean

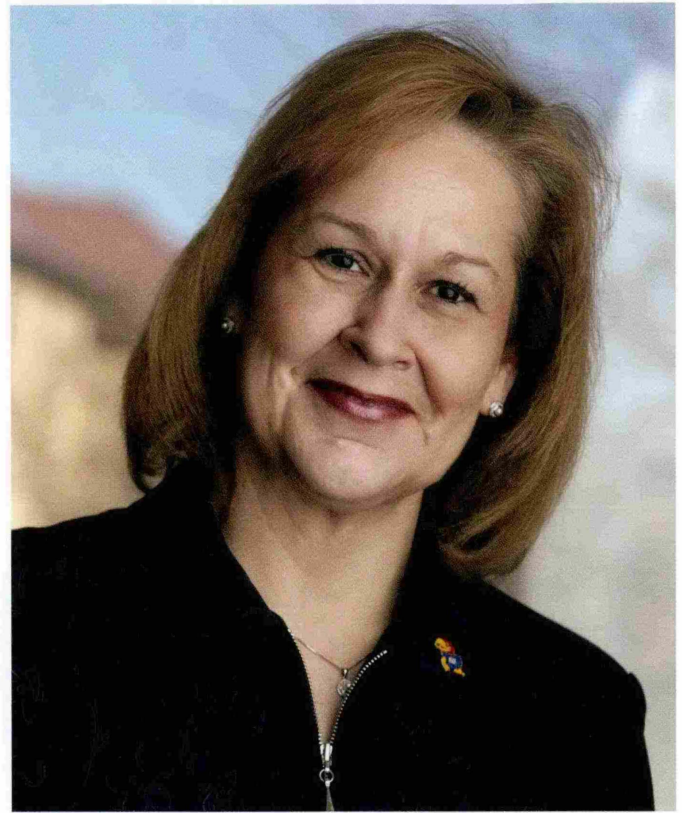
Celebrate!

The holidays came a bit early for the Journalism School this year. On Oct. 10, the site team for reaccreditation wrapped up its work and told us: "We came expecting to find a high quality program and that's what we found. There is much to celebrate here."

We agree. The visitors from the national Accrediting Council on Education in Journalism and Mass Communication found us in compliance on all nine standards for the undergraduate program and eight of nine for the graduate program. We still have work to do on graduate assessment.

Among the strengths the team cited are engaged and talented students, faculty committed to teaching and scholarship, excellent student advising, success in fundraising, an excellent student newspaper and strong leadership. They also told us we need to work on creating a more diverse student population and using our assessment data to drive curriculum changes. All in all, we felt the hard work done since the last visit six years ago is telling the national scene that we are a strong school of journalism that is getting even better.

That's an important message in an era when students, parents and our communities are questioning the role of journalism. When I talk to prospective students, I tell them about our many successes, and I add that they have the potential to have great careers in journalism, too. It is NOT all in the past. The future for journalism looks strong. Sure, traditional media are changing. Employment in those fields is not robust. But jobs demanding our traditional skills AND the new media skills that KU teaches are cropping up



everywhere. And demand for our Strategic Communication students remains strong.

In the coming months, you will be hearing more about the curriculum changes we are planning as we prepare students for careers in journalism and mass communications. Many of you have been or will be contacted by us for advice as we move forward. As I often tell alumni, we are protecting the value of your degree from KU as well as that of this year's graduates. That's our responsibility to you. We hope that your degree from the KU William Allen White School of Journalism and Mass Communications remains priceless, and a gift that keeps on giving.

As we approach another holiday season, it's also an occasion to say thank you to our many alumni, friends and donors who have given so much of their time, treasure and talent this year. I often hear that there is something special about Jayhawks. It's true and I'd add that Jayhawk Journalists are even more special. I am continually impressed with the great jobs, loyalty and creative energy I find among our alumni. When a parent asked me recently to cite some of our most illustrious graduates, I found myself going on and on and on...!

We do have much to celebrate here. And, in the spirit of the season, I hope each of you finds cause to celebrate in your homes and workplaces. Thank you for being part of the J-School celebration of success!

Happy Holidays!

Ann M. Bill



J-Links is a publication for the alumni and friends of the University of Kansas William Allen White School of Journalism and Mass Communications.

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McCormick Foundation media-military grant

By Corrie Moore, KU Endowment Association Journalism Development Director

This fall we hosted the third annual “Bridging the Gap: A Military Experience for Journalists” workshop at Fort Leavenworth, Kan., generously funded by the McCormick Foundation in Chicago. This is a unique training experience for journalists, and we’re so proud of its continued success. It is my pleasure to report that the McCormick Foundation recently committed to a \$200,000 grant for the next two years to continue the workshop and expand our efforts on media and military issues.

Over the past three years, funding from the McCormick Foundation has allowed us to conduct the Bridging the Gap workshop, publish the e-journal, “Military-Media Issues,” and teach the annual Media and the Military class. The class enrolls both KU students and officers from the U.S. Army’s Command and General Staff College at Fort Leavenworth.

Under the direction of Professors Barbara Barnett and Tom Volek, these efforts have helped journalists improve their coverage of the military; journalism students understand better the role of the media and military in a democracy; and officers develop skills that enable them to communicate more effectively and tell their stories.

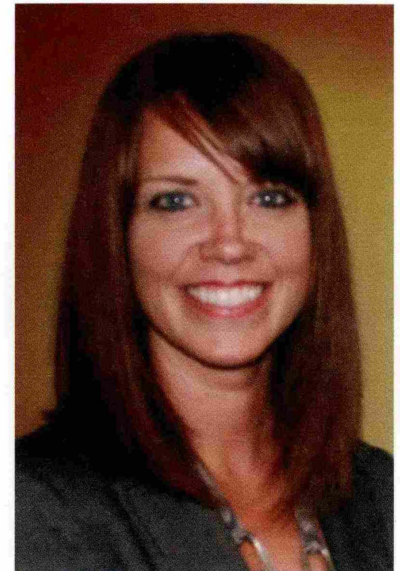
The more recent commitment from the Foundation allows us to build upon our successes and explore research opportunities dealing with media and military issues. Barnett and Volek will conduct two research studies over the next two years.

The first study will address media messages about post-traumatic stress disorder and perceptions of military

personnel and their families about these messages. The second study will assess the effectiveness of our media and military education for military officers and journalists. The two-year grant period will end with an event in Washington, D.C., where we plan to disseminate findings from our research.

None of this would be possible without the outstanding support from the McCormick Foundation. It was established as a charitable trust in 1955 upon the death of Colonel Robert R. McCormick, the long-time editor and publisher of *the Chicago Tribune*. The Foundation’s mission is to advance the ideals of a free, democratic society by investing in our children, communities and country.

Partnerships with the McCormick Foundation and Fort Leavenworth allow the J-School to move above and beyond the classroom. We are so grateful to the foundation for its support and look forward to working together to strengthen journalism both in the classroom and beyond. □



Consider joining the School of Journalism Deans Club today

Deans Club members are those generous alumni who give back to the School of Journalism with a contribution of \$1,000 or more annually.

These contributions are crucial to the success of the J-School and provide unrestricted support for its initiatives. Matching gifts from corporations are included as part of Deans Club contributions.

“Without the support of our Deans Club members, we wouldn’t be able to provide the exceptional level of service that students and alumni deserve,” Journalism Dean Ann Brill said.

Deans Club dollars fund special initiatives in the School of Journalism, including:

- Providing funds for student travel
- Hosting special events for students and faculty
- Funding for student and faculty achievement awards

- Recruiting and retaining faculty
- Providing scholarship support for students
- Hosting visiting professionals who speak with students and faculty
- Giving students and faculty the opportunity to take part in special educational programs

Deans Club Giving Levels:

- Ambassador Level: \$10,000 and above
- Benefactor Level: \$5,000 to \$9,999
- Patron Level: \$3,000 to \$4,999
- Member Level: \$1,000 to \$2,999

You may mail your checks to the KU Endowment Association, attention Corrie Moore, Journalism Development Director, P.O. Box 928, Lawrence, KS 66044-0928. If you would like more information about joining the Deans Club, please contact Corrie Moore at cmoore@kuendowment.org or at 785-832-7352. □

J-School hosts third annual media-military workshop for journalists

By Kelly Stroda, junior, Salina, Kan.

It was pitch black outside. The grass was wet with dew. And it was 0500 hours — or 5:00 a.m.

Just when my mind started to wander off, I was jolted back into reality by drill sergeants shouting commands at their soldiers during physical training (or PT) at Fort Leonard Wood, Mo.

“Yes, drill sergeant!” the privates shouted back in unison.

From Sept. 26 to Oct. 1, I spent time at Fort Leavenworth, Kan., and Fort Leonard Wood, Mo., along with nine other journalists. We were part of the 2010 “Bridging the Gap: A Military Experience for Journalists” workshop — MilJo for short. This was the third year of the program.



MilJo is part of a larger media and the military program at KU and the J-School.

Tom Volek, associate dean of graduate studies for journalism, said the program’s goal is for the military and the media to better understand each other. Each has its own culture and sometimes it is difficult for each to understand the other.

There are some similarities between the two as well, he noted. Both the military and the media are written into the Constitution and exist to uphold democracy.

The J-School and the Combined Arms Center at Fort Leavenworth co-host MilJo; the McCormick Foundation funds the program. Volek and Barbara Barnett, associate dean of undergraduate studies, organized the event.

Bonita Gooch, a 1977 graduate of the J-school was a participant in the workshop. She works at TCV Publishing in Wichita, Kan. She has been writing for *the Tanker Times*, the newspaper at McConnell Air Force Base, since 2000. She attended the workshop to better understand the mindsets of members of the military.

“It’s a whole different mentality,” Gooch said. “I wanted to understand how they think.”

Soldiers have different experiences at different Army posts.

From top: Lt. Col. Robert Whetstone, Strategic Communications office at Fort Leavenworth, assists MilJo participant Mohamed Gomaa Gebaly, with *the Al-Ahram* newspaper in Cairo, Egypt, on the simulated shooting range at Fort Leonard Wood; KU student Kelly Stroda and IUPUI student Rob Branch attend a briefing at Fort Leavenworth; Dr. Chris King, dean of academics at the Command and General Staff College at Fort Leavenworth, briefs the MilJo journalists.

>> Media & the Military

“That’s why we went to both Fort Leavenworth and Fort Leonard Wood,” Volek said.

Fort Leavenworth, which is in northeastern Kansas near the Missouri River, is considered the “Intellectual Center of the Army.”

Army majors go to Fort Leavenworth to become better leaders and to learn to prepare war strategy. The Army fosters education. Forty percent of Army majors go to Fort Leavenworth with master’s degrees. Eighty percent leave with a master’s degree.

Few soldiers at Fort Leavenworth have been in the Army fewer than 10 years. Fort Leonard Wood is on the opposite side of the spectrum. Tucked away in south central Missouri, Fort Leonard Wood is home to the 43rd Adjutant Battalion — a reception battalion — made up of mostly enlisted soldiers.

Fort Leonard Wood is the first taste of Army life for some newly enlisted privates. Privates go through basic training and learn fundamentals like leadership and using weapons, and some soldiers also go through Advanced Individual Training (AIT). Fort Leonard Wood is composed of several military schools. These include the Military Police School; the Chemical, Biological, Radiological and Nuclear School; Army Engineer School and the Non-Commissioned Officers Academy.

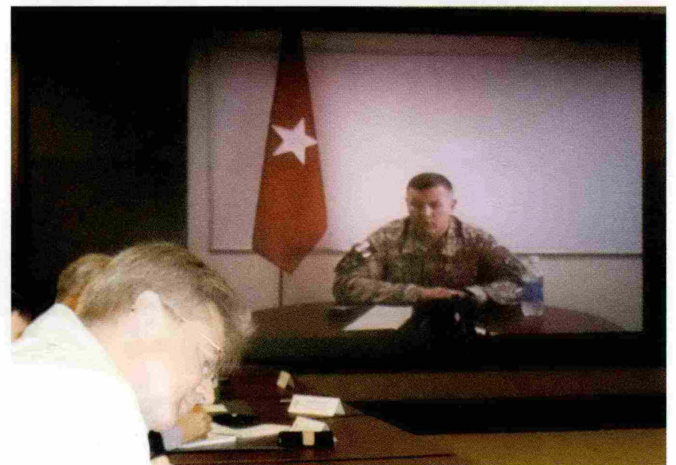
There, we had the opportunity to watch early-morning PT, eat MREs — or meals, ready-to-eat — and watch privates shoot machine guns at a U.S. Weapons range on post.

We even got to test out our own shooting skills — electronically, at least. At the EST or Engaged Skills Training, we used machine guns with high-tech computer analytic capabilities. It was like a video game. There wasn’t any ammunition, but we shot at targets projected onto a wall. Using the computer analytics, we could see where our shots went and what our trigger pressure was.

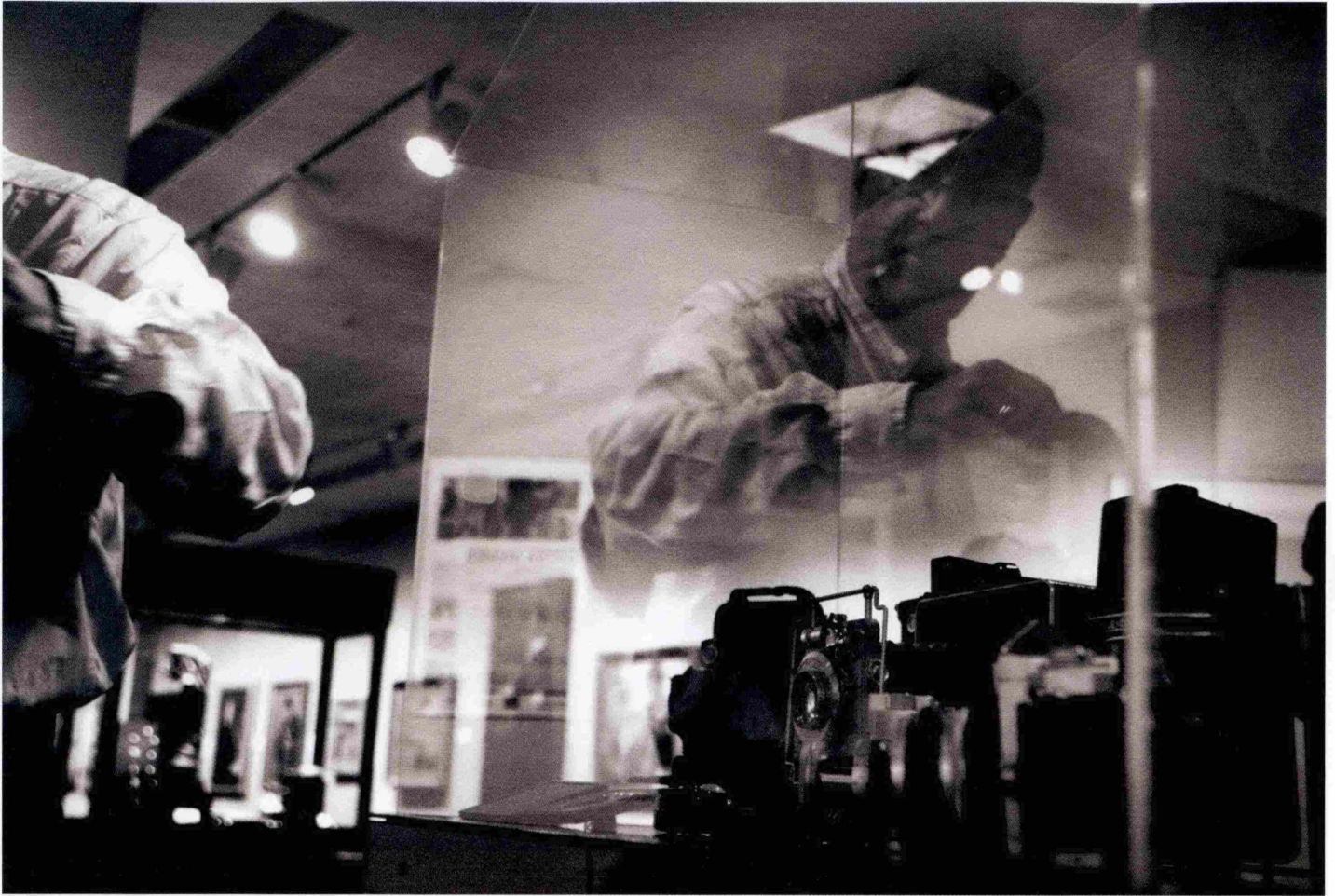
Volek said each year the workshops are different. There are different participants, of course, and some different activities.

“But at the end,” he said, “the reporters always leave saying, ‘I didn’t know that before.’” □

From top: Lt. Gen. Robert Caslen, commanding general of the Combined Arms Center at Fort Leavenworth, speaks with the Miljo participants; Brig. Gen. Gary Patton, 1990 J-School graduate, talks to Miljo participants in a video teleconference from Afghanistan, where he is deployed; Recruits line up at the machine gun firing range at Fort Leonard Wood.



>> Media Memes Exhibit



Prof. Mike Williams, Media Memes curator, is reflected in a display case from the exhibit. Photo by Ben Pirotte.

Media Memes: Images, Technology & Making the News multimedia exhibit

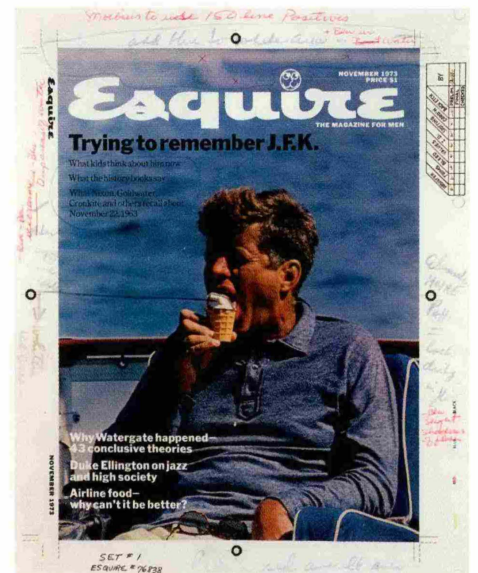
by Will Becker, student communications assistant

Media Memes: Images, Technology & Making the News, on view through December 19, represents a collaboration between the KU Spencer Museum of Art and the School of Journalism. The exhibit seeks to raise questions regarding the ways in which technology contributes to our changing relationship with the news media.

The exhibition in the 20/21 Gallery's Process Space and Conversation Wall at the Spencer seeks to generate conversations around questions of media literacy and how "media memes" or cultural ideas and categories of visual information are produced and transmitted over several generations.

Understanding how we make meaning from photography constitutes a key element of media literacy and the exhibit. Our perceptions of news, privacy, awareness, the past and the present are culturally and emotionally anchored in the visual reality that we perceive in photographs.

"One of the challenges of putting the exhibit together was breaking down images into categories, or memes, people could relate to while making the pictures interesting enough to want to look at, but then also be able to contemplate how they could be interpreted differently," Mike Williams, journalism associate professor and exhibit curator, said.



From the Media Memes exhibit: "Trying to Remember J.F.K.," 1973, proof for cover of Esquire magazine, Nov. 1973, Cecil Stoughton.

>> Media Memes Exhibit



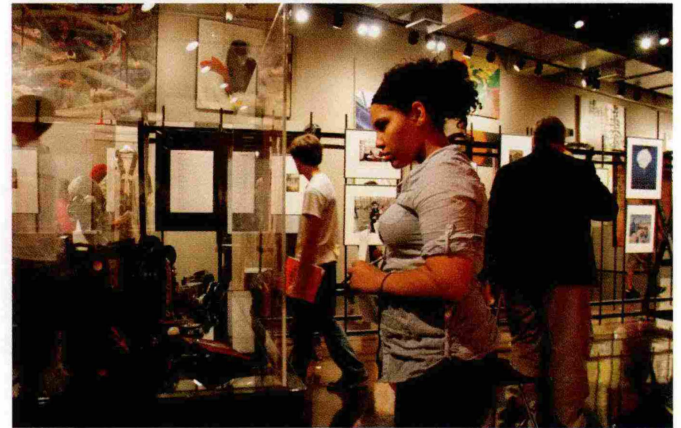
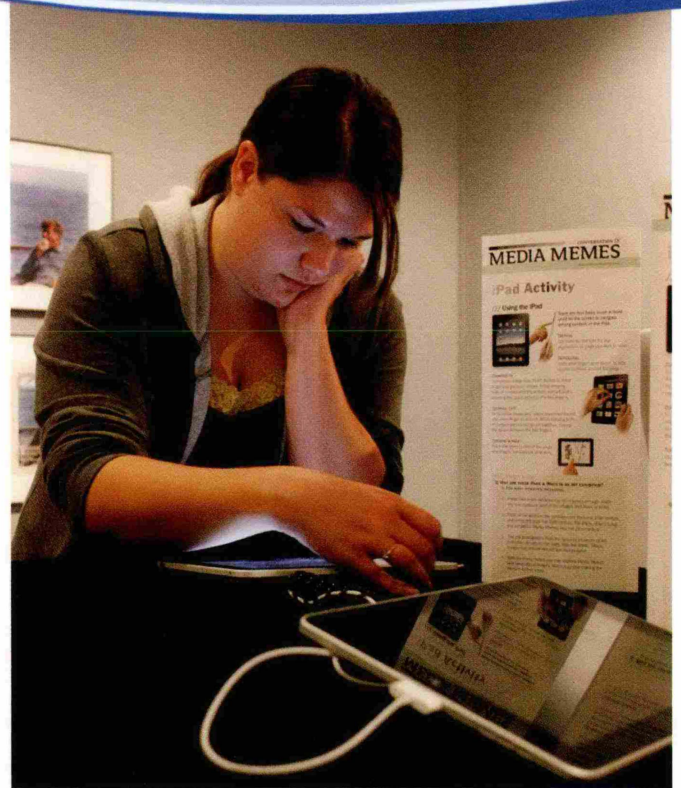
With photographic works drawn from the Spencer Museum's permanent collection and historic photo equipment from Williams' personal collection, Media Memes explores shifts in the creation and distribution of visual journalism and the impact of new technologies.

A significant feature of the exhibition includes a hands-on participatory opportunity in which visitors can use Apple iMacs and iPads. The Associated Press also provides a live feed of the news photo wire for display on a large projection screen as part of the exhibit.

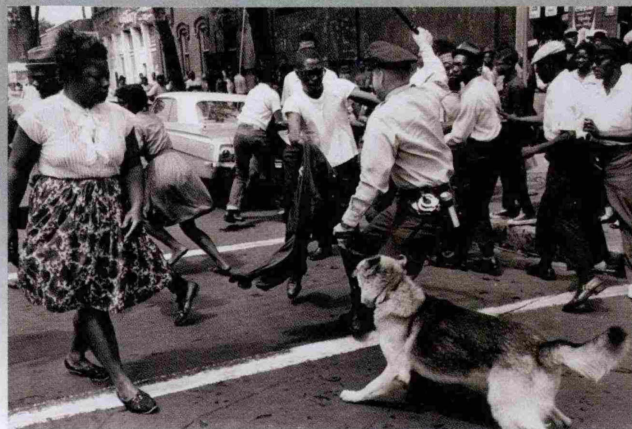
"This gives people an idea of what goes into photo-editing and gives them the opportunity to go beyond the typical museum experience," Williams said.

Media Memes was curated by Williams with assistance from Luke Jordan, adjunct lecturer of photography, KU Department of Design and Visiting Lecturer, Spencer Museum of Art, and Celka Straughn, Andrew W. Mellon director of academic programs, Spencer Museum of Art. □

Journalism students in David Guth's History of Journalism class tour the Media Memes exhibit on Sept. 29. Photos by Ben Pirotte.



Selected photos from the Media Memes exhibit:



Patrol near the DMZ, 1966, by Larry Burrows; Birmingham, Ala., policemen use police dogs during civil rights demonstrations, 1962, by Charles Moore; and Catherine Deneuve, Paris, 1976, by Helmut Newton.



Strategic Campaigns course prepares students for professional world

For Strategic Communications students in the J-School, Strategic Campaigns is not only the track's capstone course, but also a rite of passage.

The experience students have in Campaigns is a culmination of their work in the J-School. Class clients vary each semester, and by professor, but are generally corporations, public service agencies, government agencies or KU organizations. Many of the class projects qualify as service-learning experiences at KU.

Students gain real-world, hands-on experience producing fully integrated campaigns for their clients. Professors Bob Basow, Tim Bengtson and Muger Geana taught three sections of Campaigns this semester.

Basow's class client this semester was the Kansas Department of Revenue, Division of Motor Vehicles. Basow and his students visited DMV locations throughout the state to develop their campaigns.

"We've been working hard all semester to develop a campaign for the DMV's Modernization project," Jessica Nelson, senior from Olathe, Kan., said. "Seeing our concepts and ideas through from start to finish and then presenting them as a turnkey campaign for our client is a great feeling."

Bengtson's class client this semester was The Cheesecake Factory. Students studied several aspects of the brand in developing their campaigns. They identified key audiences, positioned the brand against other restaurants, created ads in light of the target audiences and brand positioning and explored uses for social media in the campaigns. The students also used ethnography to evaluate the experience of eating in the restaurant, evaluated menu items and the physical characteristics of the menu itself and, finally, devised ideas to address the problems of wait time that customers sometimes encounter at peak times.

"What we have been doing in Campaigns is similar to what we will be doing in the real world," Carolyn Battle, senior from Plano, Texas, and newly-elected *Kansan* business manager, said. "The Cheesecake Factory has been a great client. I've gained an entirely different out-



Jessica Nelson



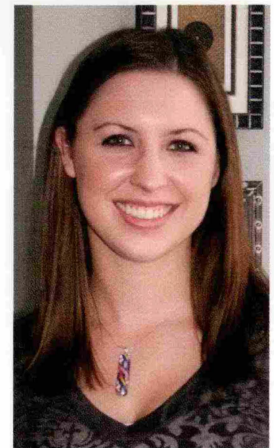
Carolyn Battle

look on the restaurant industry, plus it has given our class another reason to eat there fairly often."

Geana's class tackled two client projects this semester: Redbud's Raw Dog Food in Denver, Colo., and Cross-Lines Community Outreach Inc. in Kansas City, Kan. Cross-Lines challenged the class with increasing fundraising. The students expanded the project into a branding, awareness and fundraising campaign for the client. Redbud's Raw Dog Food challenged the students to create a campaign for the start-up company out of Denver, focusing on online promotions. The founder of the company, Jim Adams, is the former marketing manager for Chipotle and was so impressed with the work Geana's students had done in previous semesters that he approached the J-School for help with his new company.

"Campaigns has been a really challenging class," Allison May, senior from Kansas City, said. "It has taken a lot of hard work, but I've made great friends along the way and I know it will pay off in the end. I can't wait to present our ideas to our client and to potential employers."

For information on becoming a class client, please visit: www.journalism.ku.edu/students/campaigns.shtml. □



Allison May

Recent Campaigns clients:

Spring 2010:

- The Community Mercantile (Tien Lee)
- KU Student Success (Bob Basow)
- Coalition for Space Exploration (David Guth)
- Sprint (Tim Bengtson)

Fall 2009:

- KU Center for Sustainability and KU Energy Council (Bob Basow)
- Freedom's Frontier National Heritage Area (David Guth)
- KU Bookstores (Tim Bengtson)

Spring 2009:

- The Kansas City Area Development Council (Bob Basow)
- Recovery and Hope Network, Inc. (Tien Lee)
- Sunflower Broadband (Tim Bengtson)
- Mid-America Regional Council (Muger Geana)

Denise Linville wins two prestigious KU teaching awards

Denise Linville has had a good year. Her excellence in teaching has been noticed by students not once, but twice, with KU's H.O.P.E. Award and the Mortar Board Outstanding Educator Award.

"I'm truly honored and grateful for these student awards," Linville said. "I've always felt lucky to work with such a talented faculty and bright, engaged students. Our J-School students make an extra effort each year to ensure that their teachers and coaches are acknowledged throughout the University community. I think it's important they know their efforts on our behalf are never taken for granted."

The H.O.P.E. (Honor for Outstanding Progressive Educator) Award is the only KU award for teaching excellence bestowed upon faculty, exclusively by students. Linville also was nominated for the award in 1988, 1990, 2002 and 2003.

The senior class selects the winner. The Class of 1959 established the award to recognize outstanding teaching and concern for students. Senior class members select the winner by ballot and interviews.

Linville was announced as the winner Nov. 20 after the first quarter of the KU-Oklahoma State University football game in Memorial Stadium. Kerry Benson, a lecturer in journalism, also was a finalist for the H.O.P.E. Award this year.

Linville also was chosen this fall by the Torch Chapter of the Mortar Board honor society as one of five Outstanding Educators for 2010 at KU. The award was presented at the



KU men's basketball game against Texas A&M-Corpus Christi on Nov. 23 at Allen Fieldhouse.

KU's Torch chapter of Mortar Board has presented its teaching awards since 1974. Mortar Board members nominate educators for their devotion to academics, teaching style, accessibility, knowledge of their subjects and other special qualities identified by the KU chapter.

Mortar Board's 48 members selected the winners. Membership is based on distinguished achievement in service, scholarship and leadership. Students must be seniors with a 3.0 grade-point average.

Linville first taught introductory marketing courses for two years in the School of Business as a graduate teaching assistant. Since joining the journalism faculty in 1986, she has taught undergraduate and graduate strategic communication courses in Lawrence and at KU's Edwards Campus in Overland Park. During those years, she and her students have conducted numerous marketing research projects for local nonprofits and campus groups.

Even before completing her doctorate in higher education in 1992 at KU, she gained recognition for her teaching skills. She was named by the KU Pan-Hellenic Association as an Exemplary Educator in 1990. She also received the KU Advertising Club Faculty Advancement Award in 1993.

"Thanks to my former students and colleagues for their supportive messages," Linville said. "This has just been a terrific experience for my family and me." □

Dick Nelson Retires After 14 Years

By Will Becker, student communications assistant

Dick Nelson schooled students in the ways of broadcast journalism at the J-School for 14 years. As coordinator of the KUJH-TV newsroom, Nelson oversaw nearly all of the operations at KUJH. His professional career in TV news spanned from stations across the United States to Hong Kong and Jakarta, Indonesia.

Since his retirement in spring 2010, Nelson said he has enjoyed the relaxation and opportunity to travel. Already he has spent time in Indonesia and southern California. Nelson said, however, he did miss working with students, particularly with students at KUJH.

"Dick's passion to help students learn really showed in his work ethic. He went well beyond just lecturing and assigning projects for the students. He helped them through every step of the process of producing quality storytelling," Nelson's colleague Terry Bryant said.

Nelson said he was proud to have been part of a School

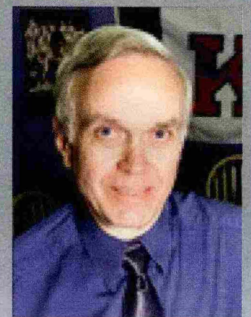
of Journalism with such a prestigious national reputation. He said this made his teaching experience as a whole more meaningful and he felt the School's reputation helped his students get good jobs after graduation.

In this rapidly changing world of journalism, Nelson said he felt there was still one thing that remains the same.

"The most important thing students need to learn is how to report a story and tell it effectively," he said. "You can adapt those basics to whichever medium you might be working in."

Nelson's long-term plans include moving to Indonesia soon after the first of the year.

"In Indonesia I can enjoy great seafood, warm ocean breezes, and the occasional earthquake and volcanic eruption, sometimes on the same day!" he said. □



Mugur Geana receives annual Katich Award for Creativity

J-School Assistant Professor Mugur Geana received the 2010 John Katich Award for Creativity from the J-School this spring. The annual Katich Award goes to a tenure-track or tenured faculty member in the School who has demonstrated creativity in teaching, research, service or a combination of these areas.

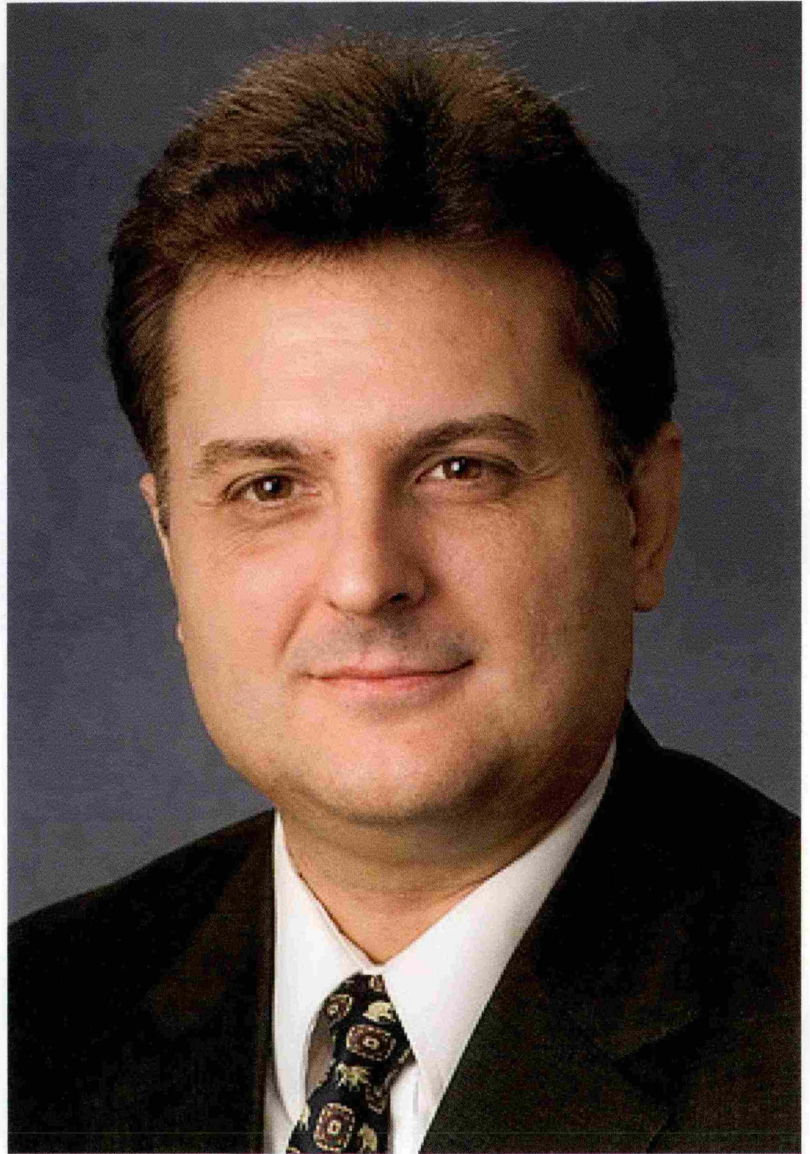
"This is the only faculty award the School of Journalism gives," Journalism Dean Ann Brill said. "The recipient is chosen by a committee of other faculty members, which gives even more meaning to the award. I am pleased to see Mugur chosen for this honor."

The \$1,000 award is named in honor of John Katich, a dedicated teacher who loved students and inspired them to excel. He was on the School of Journalism faculty from 1986 until his death in Oct. 2001. Among his achievements was the establishment of the sales curriculum, the enhancement of the professionalism of KJHK radio and the creation of KUJH-TV. Katich's commitment to students and accomplishments as a teacher inspired the School, his family and his friends to establish this award.

"For me, receiving the Katich Award was both a rewarding and a humbling experience," Geana said. "Rewarding, because I perceive it as my colleagues' acknowledgment of my efforts to enhance and diversify research activities; humbling, because previous recipients of this award have shown amazing creativity and intellectual inquiry, and I realize that being part of this group is not a one-time honor, but a commitment to dedicate some of my academic efforts to maintain, stimulate and enhance creativity as an important component of all we do at the William Allen White School of Journalism and Mass Communications, from undergraduate instruction to collaborative research."

Geana, who has been at the J-School since 2006, specializes in health communications research. Originally from Romania, he also is a former physician. He earned his Ph.D. in journalism/mass communication, health communication emphasis, in 2006 from the University of Missouri-Columbia. He earned his Medical Doctor degree in 1990 from the Institute of Medicine and Pharmacy in Bucharest, Romania.

Geana runs the School's Experimental Research Media Lab, which is housed on the third floor in Stauffer-Flint Hall. The lab is a research facility geared towards conducting experimental research on exposure to media messages. Geana also has a joint faculty appointment with the Department of Family Medicine, School of Medicine. His collaboration with the Medical Center materialized in several grant awards aimed at promoting health prevention to audiences living in rural Kansas, and to medically underserved populations in



the Greater Kansas City Area. His most recent grant award, from the American Cancer Society, was to design and conduct a colorectal cancer screening awareness campaign to Hispanic audiences in Wyandotte County.

Associate Dean Barbara Barnett, a previous recipient of the award, and Associate Professor Tim Bengtson, Strategic Communication track chair, helped select Geana for the award. In their judge's comments they noted "Mugur can make a complicated solution simple and accessible. His creativity shines through his research, his teaching and his service." They also noted "Like John Katich, Mugur brings to his colleagues and students the combination of creativity and collaboration that helps us all succeed."

Previous award recipients are: Rick Musser, 2006; Bob Basow, 2007; Barbara Barnett, 2008; and Doug Ward, 2009. □

KU Medical Center collaboration

As a researcher, professor of strategic communication and a medical doctor, collaboration with the University of Kansas Medical Center is a natural fit for J-School Assistant Professor Mugur Geana.

Before becoming an academic, Geana's career was in family medicine in his home country of Romania. He remains interested in public health issues and in finding communications solutions for public health problems, with a special emphasis in underserved populations.

Three years ago Geana started looking for someone at the KU Medical Center (KUMC) to work with on public health communications initiatives. On this quest he met Dr. Allen Greiner, director of the research division in the Department of Family Medicine at KUMC. After meeting, they both realized the benefit of adding a mass communications component to the research being conducted at KUMC to address public health problems. They started working on several research projects, then under implementation at KUMC, while concomitantly developing new research and intervention initiatives.

Now, Geana is a co-investigator on major NIH and NCI grants, and has published and presented multiple conference papers at national and international levels. In these papers Geana has looked at how to use mass communication theories and approaches to more efficiently promote public health or design health campaigns.

"It's a true success story of collaboration between two campus units," Geana said. "I am very proud of this relationship and the partnership I initiated with KUMC. It has already helped other researchers in the J-School pursue col-



Geana, in front of his poster presentation, "When Media and Community Activism Join Forces: Promoting Colorectal Cancer Screening to Latino Audiences in Wyandotte County, Kansas."

laborative research in other areas of health communication and it will certainly open doors in the future for additional collaboration."

As an affirmation of the importance of this collaboration, and of Geana's work, he has a joint faculty appointment with the KUMC Department of Family Medicine. He also was recently nominated as a member of the KU Cancer Center in recognition of his work in cancer promotion and prevention.

"This collaboration proves two things," Geana said. "First, public health academics and practitioners have started to realize the importance and advantage of getting mass communicators on board and utilizing their expertise when addressing public health interventions. Second, it showcases the value of the J-School as a must-have partner in any kind of strategic communications endeavor."

Geana has multiple projects on the horizon. He is a co-investigator in a recently awarded \$3.2 million grant, "Kansas Community Cancer Health Disparities Network," which focuses on reaching rural American Indians and Latinos with innovative programs to improve knowledge, access and utilization of beneficial biomedical and behavioral cancer procedures.

He also is a member of the Media Advisory Council for the Kansas Department of Health and the Environment, currently embarking on developing a childhood obesity campaign funded by the American Recovery and Reinvestment Act of 2009.

He also is working with the Department of Family Medicine and the KU School of Architecture to develop a course for the 2011 summer, aimed at using multidisciplinary student teams to address a health promotion problem in a Kansas community.

"The multidisciplinary research we are doing reaches across disciplines, campuses and even state borders," Geana said. "This is very exciting." □



Dr. Allen Greiner, Dr. Paula Cupertino and Dr. Mugur Geana on the tarmac at the Garden City, Kan., airport on Nov. 1. This visit was part of the planning process for the implementation of the Kansas Community Cancer Health Disparities Network grant.



SAVE THE DATES:

Jayhawk Journalist Alumni Event

Lawrence, Kansas

Thursday, March 31 & Friday, April 1, 2011

Jayhawk Journalists come home for an alumni event at the KU J-School, including a series of networking and continuing education opportunities both days, plus an evening reception on March 31.



Don't miss this excellent networking opportunity!

More details will be available online at:
www.journalism.ku.edu

Pulitzer Prize-winning editor to receive 2011 William Allen White citation

John S. Carroll, a former Pulitzer Prize-winning editor for *the Los Angeles Times*, will receive the William Allen White Foundation's national citation during a public ceremony at 1:30 p.m., Friday, Feb. 11, 2011, in Woodruff Auditorium of the Kansas Union.

Carroll is a former editor of *the Los Angeles Times*, *the Baltimore Sun* and *the Lexington Herald-Leader* newspapers.

Carroll has received several individual awards during his career. *The Los Angeles Times* won 13 Pulitzer Prizes during his five years there as editor.

Currently he is a fellow of the American Academy of Arts and Sciences, and is writing a book.

In 2006 he served as Knight Visiting Lecturer at the Kennedy School of Government at Harvard University.

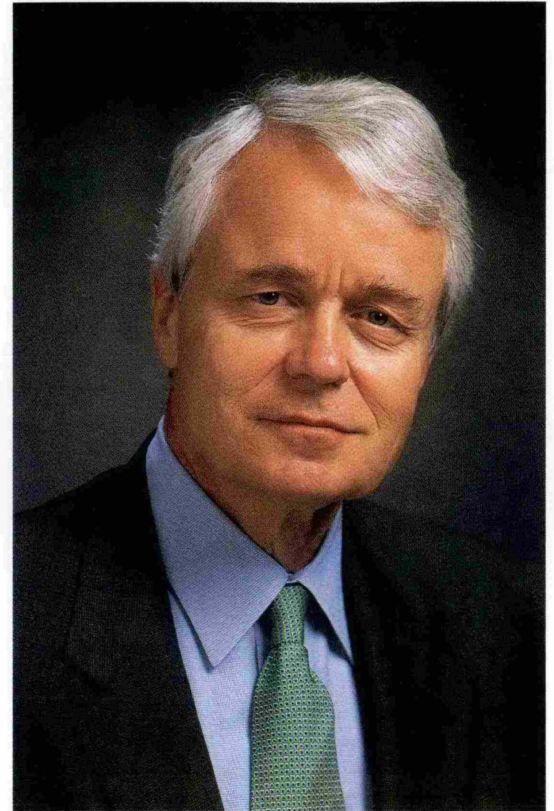
His first job in journalism was as a reporter for *the Providence Journal-Bulletin*. Later, while at *the Baltimore Sun*, he was posted to Vietnam, the Middle East and Washington. In the 1970s, he was metropolitan editor of *the Philadelphia Inquirer*.

He is a graduate of Haverford College and served in the Army. He has been a Nieman Fellow at Harvard and had a similar fellowship at Oxford. He served on the Pulitzer Prize Board from 1994-2003 and was its chairman in 2002.

The William Allen White Foundation trustees chose Carroll 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; Gordon Parks, 2006; Seymour Hersh, 2008; and Leonard Pitts Jr., 2010. A complete listing of past recipients is available online at the J-School's website: www.journalism.ku.edu

For more information, contact Jennifer Kinnard, communications coordinator for the University of Kansas William Allen White School of Journalism and Mass Communications, at (785) 864-7644 or jkinnard@ku.edu. □



Meet our visiting professors

We are joined at the J-School this year by two outstanding visiting professors. While at KU they will continue their research efforts, work with faculty and students on special projects and teach classes in the School of Journalism. Teresa Trumbly Lamsam is a 2010-11 Visiting Associate Professor this year and Jacqueline Thomas is our 2010-11 Lacey C. Haynes Visiting Professor.

Teresa Trumbly Lamsam, Ph.D., is a visiting associate professor on leave from the School of Communication and the Native American Studies Program at the University of Nebraska at Omaha. While at KU, Lamsam will work on outreach to Native American communities, continue her research on developing a news model of historical trauma, and explore grant opportunities with Native American health communications. She also is teaching Development Communications, Multimedia Reporting and Research and Writing classes.

Lamsam received her bachelor's in journalism from Abilene Christian University, master's in journalism/media management from the University of Missouri-Columbia and a doctorate in journalism from the University of Missouri-Columbia.

Among her professional experiences, Lamsam was editor of *the Osage Nation News*, a tribal newspaper. She also has a courtesy faculty appointment in a Midwest university consortium, which includes KU, that offers the nation's first fully-online community development master's degree. She is a member of the curriculum development team and teaches courses in the "Working with Native Communities" track.

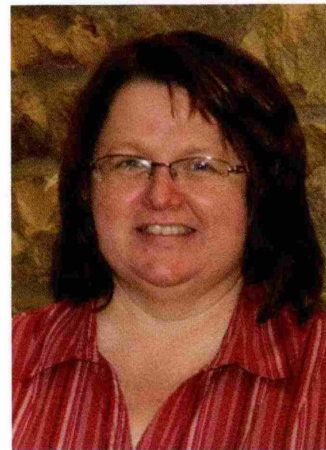
In 2008, she was chosen as one of nine fellows nationally for the Journalism Leadership in Diversity program, sponsored by the Association for Education in Journalism and Mass Communication. In addition to her academic career, her professional background includes more than 10 years as a print journalist and communication specialist in the United States, Europe and Southeast Asia.

Lamsam is an Osage who grew up on her reservation in northeastern Oklahoma. She is of the Trumbly and DeNoya families. She is the descendent of five original allottees of the Osage Nation: her paternal great-great grandfather, Frank DeNoya, paternal great-grandfathers, Andrew Trumbly and Joseph DeNoya, paternal great-grandmother, Mae Alexander, and paternal grandfather, Levi Oscar Trumbly. Frank Trumbly, her great-great paternal grandfather, served as General Counsel for the Osages in the late 1800s. Andrew Trumbly served on the Osage Tribal Council in the early 1900s. Joseph Trumbly, her father, served on the Osage Tribal Council from 1990-2002.

Jacqueline Thomas is a freelance writer and editor, based in Indianapolis, Ind. Until mid-2009, she was a senior editor at *the Indianapolis Star*.

While at the J-School, she is consulting with classes and *the University Daily Kansan* and teaching Research and Writing and Opinion and Commentary classes.

During the fall semester of 2003, she was an Institute of Politics Fellow at the Kennedy School of Government at Harvard University. Earlier, she was a visiting fellow on the



Teresa Trumbly Lamsam



Jacqueline Thomas

editorial board of *the New York Times*. Until late 2001, she was editorial page editor of *the Baltimore Sun*.

She also has been Washington Bureau Chief of *the Detroit News*, the paper's news editor, an associate editor of *the Detroit Free Press*, an associate editor of *the Courier-Journal* and *Louisville Times* and a reporter for *the Chicago Sun-Times*.

Thomas is a graduate of Briarcliff College and holds a master's degree from the Columbia University School of International Affairs. She was a Nieman Fellow at Harvard University during the 1983-84 academic year.

She has served as a Pulitzer Prize juror and was a recipient of a 1997 Chairman's Award for Innovation from the Times Mirror Company.

Thomas is a past chairman of the National Press Foundation. She has been a member of the American Society of News Editors, the National Conference of Editorial Writers, the National Association of Minority Media Executives and the National Association of Black Journalists. □

KU WILLIAM ALLEN WHITE
SCHOOL OF JOURNALISM
& MASS COMMUNICATIONS
The University of Kansas

Journalism Job Listing Service

The Journalism Career Center provides an online listing of jobs in the journalism industry that require at least two years of experience. The job listings and descriptions are posted online at www.journalism.ku.edu, under "Alumni & Friends." This service is for jobs that require two-four, three-five, five-seven and 10 or more years of experience. We hear about such positions on a regular basis and immediately post the jobs online. If you know of relevant job openings that should be listed, please e-mail Patty Noland, journalism career development coordinator, at pnoland@ku.edu.

Argentina study abroad program offers cultural, professional experiences

By Erin Carter, Omaha, Neb., junior

After a 10-hour flight, I stepped off the airplane in Ezeiza International Airport not knowing what to expect from the study abroad program in Argentina. My first experience of the porteños, or people of Buenos Aires, was at the meeting point in the airport. A young man welcomed his girlfriend home with a large bouquet of flowers and an engagement ring. When she said yes, the couple embraced affectionately among the hundreds of travelers. The romantic scene was a wonderful way to begin our visit to the beautiful city of Buenos Aires.

Last summer, I participated in the International Media and Marketing program, led by Linda Lee, associate professor in the J-School. The Journalism-sponsored program granted our group of 15 students three hours of journalism credit while we spent two weeks in Argentina learning about the dynamics of international business and cultural diversity. Professional visits to various media companies in Buenos Aires and Mendoza allowed us to discover the Argentine business culture and gain experience in international communications.

Our professional visits included tours of media companies, media agencies and wineries. We spoke with professors from the Universidad del Cine and the Universidad Católica Argentina. A group favorite was a meeting with MEC Argentina, an international media agency. The professionals talked to us about their work in media planning and buying, which fueled a group discussion on the functions of media and marketing industries worldwide. MEC Argentina's clients include Citi and Pico Dulce, a popular lollipop candy.

Another interesting visit was to America, a television studio, to watch the taping of the very popular program

"Almorzando con Mirtha Legrand." The day's guests were former Argentine President Eduardo Duhalde and his wife Buenos Aires Province Senator Hilda de Duhalde. It was incredible to watch, despite the language barrier that kept us from understanding the conversation.

In addition to the professional visits, we witnessed the country's infatuation with soccer during the World Cup. The Argentines were devoted and united in their fanaticism for their team. We cheered them on as they defeated three teams during our stay, and we were disappointed when they lost a few days after we returned to the United States.

Between professional visits and World Cup matches, we found time to schedule cultural learning activities. The group signed on with a tour company to take guided bus tours of the many districts of the capital city and of the mountains in the quieter city of Mendoza. In Buenos Aires, we went to an elaborate tango show and dinner, and the next week we took group tango lessons. We also visited art and cultural museums, the famous Recoleta Cemetery and the Casa Rosada, where the president of Argentina works. In addition to the wine tours in Mendoza, the group took a day excursion to the Andes Mountains and went sledding.

Two weeks seemed short, but it was an ideal amount of time for our group to discover the media and marketing operations of another country, while we opened our eyes and minds to a different culture.

The completion of the program was dependent on final individual projects in an area of personal interest to the student. For a sample of multimedia projects students created as part of the study abroad experience, please visit: www.journalism.ku.edu/academics/Argentinaabroad.shtml □



Above, students visited the America television studio to watch Mirtha Legrand interview former President Eduardo Duhalde and his wife Buenos Aires Province Senator Hilda de Duhalde. At right, students show their love for Argentina in front of the Inca's Bridge in the Andes Mountains.



>> Globetrotting Students

Experiences in Haiti inspire student to organize KU Spring Break trip

By Caylin Kusmin, senior, Overland Park, Kan.

In September 2010 a five-day experience with orphaned and abandoned children in the poorest nation in the Western hemisphere changed my outlook and priorities in life. My trip to Haiti encouraged me to plan a student Spring Break trip, "Hawks for Haiti," at the University of Kansas in March 2011.

Everything from the chaotic drive through Port-au-Prince, to the heartbreaking goodbyes, solidified my decision that I need to get KU students involved in the lives of these children.

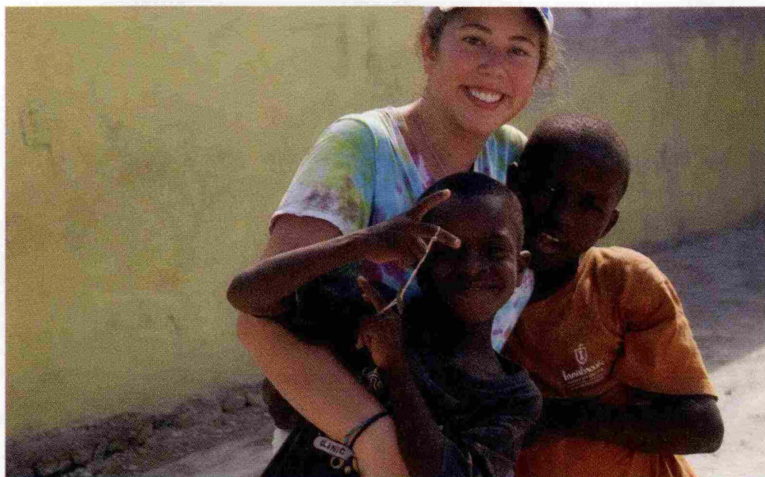
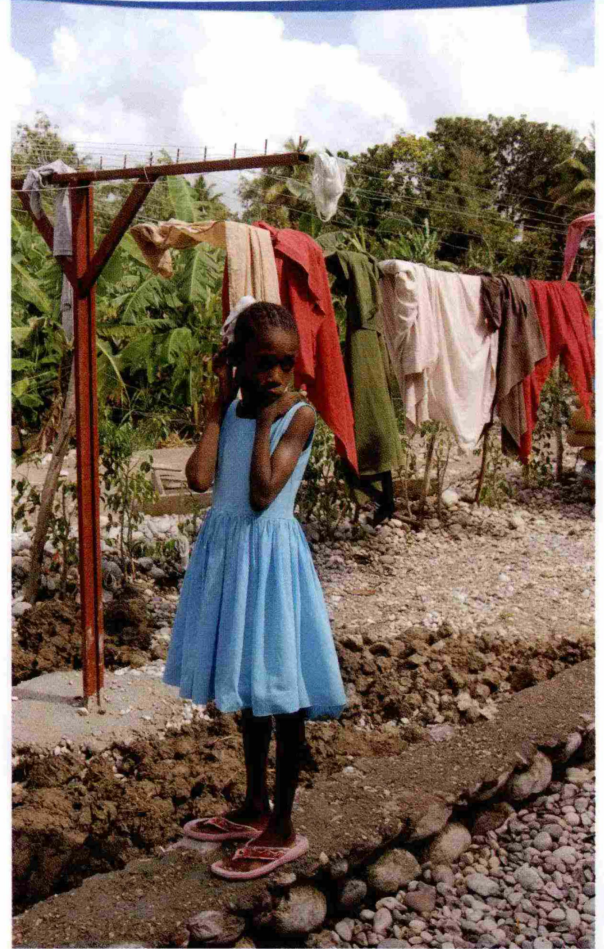
Two years ago, I experienced my first trip to Haiti. I created a photo essay about the organization I was involved with, The Global Orphan Project (theglobalorphanproject.org) for my photojournalism class. As a J-School student, I have learned how to tell stories visually, orally and textually and use my knowledge to share the story of these children.

It is my goal to always keep the children I built relationships with in Haiti a priority in my life. I plan to use my knowledge of strategic communications to improve their lives, such as planning fundraising events for the upcoming student Spring Break trip. My time in Haiti sparked a desire for me to work in a nonprofit organization after I graduate.

Many aspects of my trips to Haiti contribute to the intensity of the experience. The kids, of course, account for the majority of the heartbreak. Watching the love these children have for life and each other is unbelievable and humbling. Despite the language barrier, deep friendships are created on these trips and the most difficult part is saying au revoir on the last day. I vividly remember Ellison, a young boy wrapped around my neck in a tight hug repeatedly telling me "no au revoir, no" as I said my goodbye.

This Spring Break I know that the students who accompany me to Haiti to volunteer will develop a connection with these children, and like me, will want to return time and time again to help them. □

Photos at right are from Kusmin's first trip to Haiti in March 2008. They were part of a photo essay for her photojournalism class, taught by Prof. Mike Williams. Kusmin is in the photo below on her most recent trip in September 2010.





Morning Glory at Mt. Moran. (Kelsey Richardson)

Fall Photography at the Summit: Rick Clarkson's annual photo workshop

By Kelsey Richardson, senior, Lawrence, Kan.

I recently traveled to Jackson Hole, Wyo., to attend the annual Fall Photography at the Summit Workshop, hosted by Rich Clarkson, 1956 graduate and acclaimed photographer. Each year the J-School selects one student to attend the workshop and Clarkson provides financial support. Ten of my favorite photos from the workshop are now hanging on the south wall of the first floor of Stauffer-Flint.

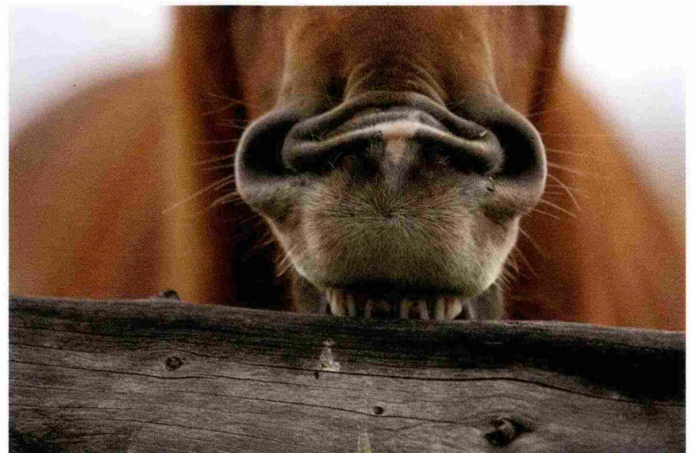
Fall Photography at the Summit was an eye-opening experience in one of the most beautiful places I have ever seen. The workshop was composed of classes, presentations, and, of course, a great deal of time was spent out in the field shooting the marvelous fall colors and wildlife in Grand Teton National Park, located just outside of Jackson Hole.

My dad, Earl Richardson, also a photographer and J-School grad, joined me for the workshop. We were awake and on the road before sunrise every morning so we could capture Jackson Hole with the best natural light possible.

After about two hours of shooting, we would return to the Museum of National Wildlife Art, where our classes were held, to upload photos for the daily critique. Following the critique, we had the opportunity to take classes from instructors, many of whom worked for *National Geographic Magazine*, *Sports Illustrated* and various other prestigious publications. Every night two instructors would give a pre-

sentation about their work throughout the years. It was almost surreal to work with such prestigious photographers, and all were extremely encouraging and helpful.

Clarkson liked to emphasize that you should always know whom you are with, especially when they are well-known people. I certainly kept this in mind, and took advantage of their wealth of photography knowledge. More on the workshop: www.photographyatthesummit.com □

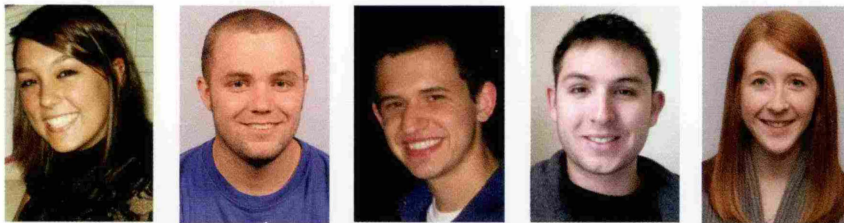


Hungry Horse. (Kelsey Richardson)

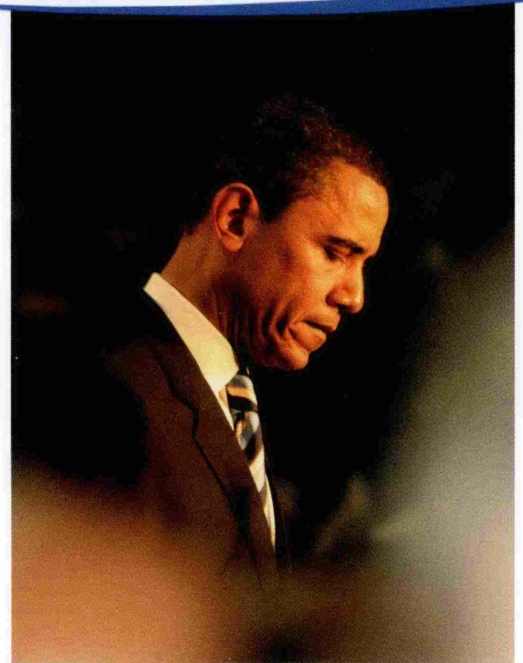
>> Student Photo Exhibit

New photography exhibit in Stauffer-Flint features work of five students

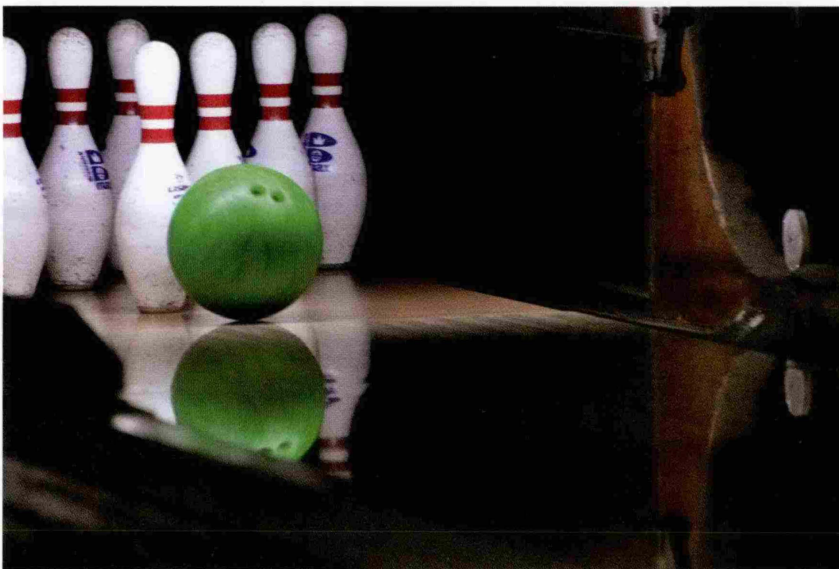
New this semester is a journalism student photography exhibit on the north wall on the first floor of Stauffer-Flint. The fifteen photos will be on display through January. The featured students, who were in Julie Denesha's fall advanced photojournalism class, are: Sarah Hockel, senior, Overland Park; Chris Neal, senior, Wichita; Evan Palmer, senior, Wichita; Ben Pirotte, junior, Wichita; and Kelsey Richardson, senior, Lawrence. On this page are five selected photos from the exhibit.



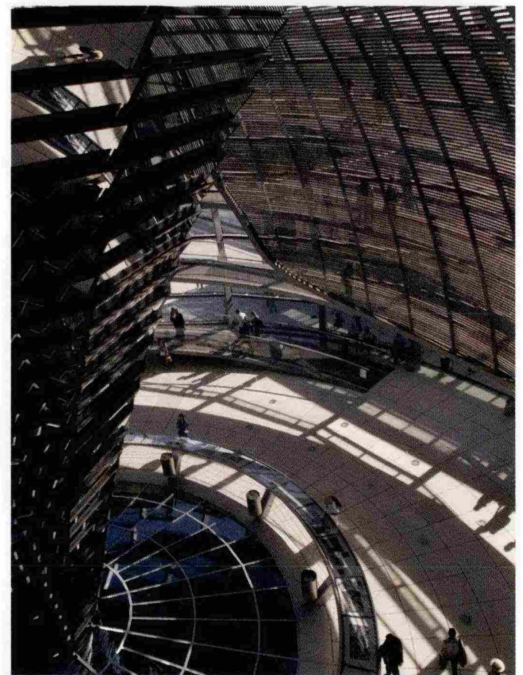
The photographers: Sarah Hockel, Chris Neal, Evan Palmer, Ben Pirotte and Kelsey Richardson.



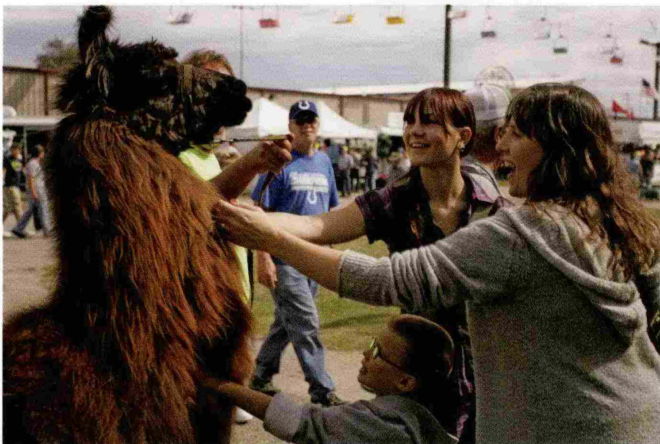
Barack Obama speaks at Butler Community College in El Dorado, Kan., while campaigning for President. (Chris Neal)



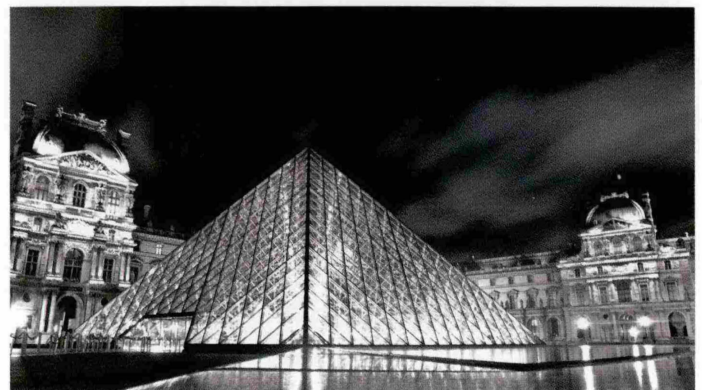
Bowling at Jaybowl. (Sarah Hockel)



The Reichstag in Berlin, Germany. (Evan Palmer)



A-rod the llama at the 2010 Kansas State Fair, Hutchinson. (Kelsey Richardson)



The Louvre Art Museum in Paris, France. (Ben Pirotte)

2010

Amruta Bhadkamkar works as a copywriter for IBD, an advertising agency owned by Percept Limited in India. Percept Limited is an entertainment, media and communications company with a team of more than 1,000 people and 62 offices in India and the Middle East. Percept services customers in India, UAE and Bahrain, catering to national and multinational clients.

Meg Bodem is a television news producer for WNEM-TV5 in Saginaw, Mich.

Lauren Cunningham is a copy editor at *the Lawrence Journal-World*.

Sonya English is a multimedia reporter for *the Desert Sun* in Palm Springs, Calif. At the J-School she was a communications assistant, writing for *J-Links*.

Daniel Johnson won a Mark of Excellence Award for his story about student finances in the General News Reporting-4 Year College/University category.

Lauren Keith is an au pair in Germany.

Wayne Larson is the communications coordinator at the KU School of Business.

Bethany Masters is a sales and marketing manager with Feld Entertainment in Chicago, Ill.

Abbey McLaughlin is a marketing coordinator for ThyssenKrupp Access Manufacturing, LLC.

Lauren Beth Milbourne is a sales assistant for Katz Media Group in Chicago, Ill., working for the Continental Television sales division.

Katherine Moore is an assistant media planner at Neo@Ogilvy in New York City.

Anna Nelson is a marketing associate for National Catastrophe Restoration, Inc. (NCRI). The company cleans up buildings and homes after natural disasters.

Meghan Proehl is an assistant account executive at Regan Campbell Ward, a pharmaceutical advertising agency in New York City.

Eliza Smithson is a print activation associate on the Procter & Gamble account for Starcom in Chicago.

Alyssa Steffen is an assistant marketing coordinator for Burns & McDonnell, an engineering, architecture, construction, environmental and consulting solutions company in Kansas City, Mo.

Jennifer Torline works for Kansas State University's news services department as a science and research news and features writer. She had been an intern at *the Kansas City Business Journal*.

Annie Vangsnes oversees the Friday section of *the Miami County Republic* in Paola, Kan. She is a reporter and photographer.

2009

Catlin Curtis is a business account executive with AT&T Mobility in Las Vegas, Nev.

Rhonda LeValdo, MSJ, works at Haskell and was elected president of the Native American Journalists Association (NAJA) in July. NAJA is a nationally known organization that makes up one of the four associations that are part of UNITY Journalists of Color. Information can be found at: www.naja.com

Sachiko Miyakawa is a reporter for *the Mainichi Shimbun (Mainichi Daily News)* outside of Tokyo, Japan.

Angela Palacios is an account manager at the United Way of the Plains in Wichita, Kan.

B.J. Rains is now the St. Louis Cardinals beat writer for *FoxSportsMidwest.com*.

Sasha Roe develops creative content for PlattForm Advertising and lives in Mankato, Kan.

Jessica Sain-Baird is a communications assistant at the KU Endowment Association.

Sheila (Dan) Wang, MSJ, is the founder of WonderLens Art Consulting, which assists Western photographers in exhibiting in China, her home country. She is currently working with Wild Wonders of Europe as the China agent. www.wonderlensart.com

2008

Ashley Bolton coordinates product rollouts for Lee Enterprises in Davenport, Iowa.

Tyler Doyle is a senior coordinator for the KU School of Medicine's

Outreach Rural Health Education and Services program in Wichita, Kan.

Mallory (Hammersmith) Hannah recently appeared as a contestant on the "Food Network Challenge: Newlywed Cakes," finishing in second place.

Lauren Henson works for the PKD Foundation. She leads marketing and media relations initiatives, day-to-day management of various accounts, focusing on executing traditional and social media relations campaigns. It is the only organization in the world dedicated to fighting PKD, one of the most common, life-threatening genetic diseases, through research, education, advocacy and awareness.

Matthew Lindberg edits sports and reports news for *the Montrose Daily Press* and Wick Communications in Montrose, Colo.

Bryan Marriott manages accounts for P1 Sales Systems in Overland Park, Kan.

Lynsay Montour is an account executive for Edelman in the corporate and financial communications practice, New York.

Shanxi (Upsdell) Omoniyi is a web editor and writer for the Christian Foundation for Children and Aging, a Kansas City nonprofit organization. She was a Wooldridge Scholar at KU.

Caroline (Legler) Potochnik is the new special events coordinator for Big Brothers Big Sisters of Sedgwick County in Wichita, Kan.

>> Alumni Profile: Mike Swenson

Highlights of a Jayhawk Journalist

by Will Becker, student communications assistant

When it comes to making what you do what you love, Mike Swenson, 1978 J-School graduate, has some advice – get out of your comfort zone. Believe it or not, the charismatic Swenson, president of Barkley PR/Cause, says he has always been a bit shy.

“I really had to put myself out there, push myself outside of my comfort zone,” Swenson said. “That’s one of the biggest things we all need. It’s not always going to work. Sometimes you’re going to fail miserably. I have, but when you get outside that comfort zone and really feel like you’ve done something, then you know, ‘OK, I can do this’ and you can push yourself even further.”

Swenson carries this attitude in his work with Barkley and when he speaks with students in the J-School. It is an attitude that fostered the multifaceted career that Swenson created for himself and made him who he is today. Swenson smiles when he talks about the highlights of his career.

“Is it fair that I have four?” Swenson asks, and points to four stops along the way that he considers his highpoints.

The first of these came when Swenson was still a student. As an undergraduate intern at KANU, now Kansas Public Radio, his bosses asked him to start the station’s State

House News Bureau. This made Swenson the first reporter at KANU to cover the Kansas Legislature and politics. This also gave him the opportunity to do two things he loved: journalism and politics.

During his last year of school Swenson worked on weekends for the NBC-TV affiliate in Topeka. After graduation, the station hired him as a reporter and he went on to become a producer and director. Swenson’s move to production came as TV technology was also changing, and he now had to deal with live newscasts. How he and his team adapted to the changing technology is for him a second highlight.

“When I got confident and comfortable there was no better feeling,” Swenson said. “It taught me everything I have ever carried on since then about teamwork and collaboration.”

His next stop was as press secretary for former Kansas governor John Carlin, and Swenson points to this experience as its own reward. Within the overall experience, however, he said he saw his work on Carlin’s re-election campaign as a bright spot.

“To actually work through a campaign from the inside, see how it works, I learned so much that I use today,” he said.

Finally, is his experience at Barkley, a public relations firm he built from the ground up. It is a place Swenson has called home for the past 23 years. When he talks about Barkley it is clear that this is his highlight of highlights. Here, he has put to work all the ideas, philosophies and practices he learned from all of his previous experiences. Now, he focuses primarily on cause marketing.

“Good public relations fosters great relationships with people who can help tell a story,” he said. “Through cause marketing it helps to create an emotional connection that a brand can’t get through advertising or direct marketing.”

Barkley’s Lee National Denim Day campaign has been recognized by Forbes.com as one of the 10 best cause campaigns ever produced. It began 15 years ago as a grassroots workplace campaign that encouraged businesses to let their employees wear jeans to work in exchange for a \$5 donation to breast cancer research. And now, through digital media, this campaign is reaching new heights. Since its first year, Denim Day has raised nearly \$85 million for the cause. The evolution of the campaign has allowed Swenson and his team to see what great public rela-

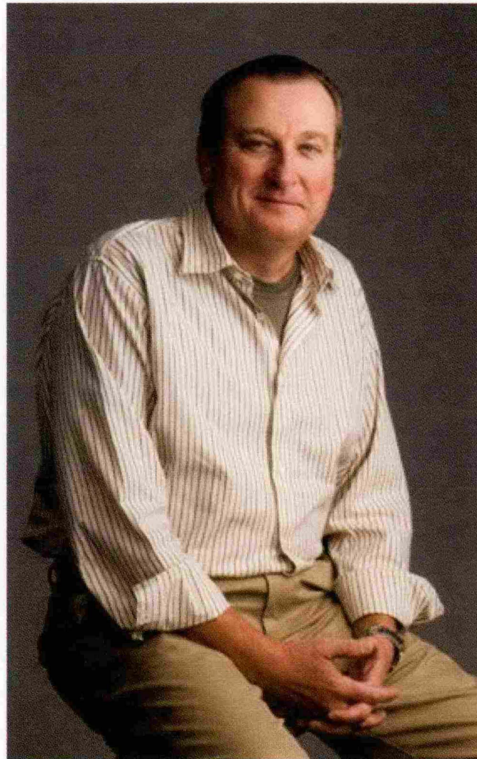
tions and great cause marketing are all about.

These highlights come from risks he takes and connections he makes. Swenson said he valued the importance of education and making the academic learning translate quickly into application. He said the J-School is one of the best in the country for helping students make that transition. Swenson said he considered it a leader in adapting to the changing world of journalism, and this made him proud to give back to his alma mater. He enjoys simply working with students to help them make that real-world connection.

Something that has not gone unnoticed by Dean Ann Brill. “Mike has had an amazing career,” she said. “The School is so appreciative of all that he has shared with us in helping students and faculty better understand the complexities of modern strategic communication.”

Swenson speaks volumes about the opportunities he had after graduation and is happy to help fellow Jayhawks strive for similar opportunities.

“You are about to embark on the most important marketing job of your career,” Swenson said. “You.” □



>> Alumni News & Notes

Jessica Reber is a producer at KAKE-TV in Wichita, Kan. She and her staff won a gold award for best newscast in the large market division at the Kansas City Press Club's Heart of America competition.

Jacqueline Schaffer is a partner manager at Yahoo! in New York City.

Hanna Soltys is a copywriter for Marketing Werks in Chicago.

Meghan Sullivan is an interactive project coordinator for MMG Worldwide in Kansas City, Mo.

2007

Hillary Addison is an account executive for *the Omaha World Herald* in Omaha, Neb.

Zak Beasley is responsible for inventory and supply for Timber 5 Forests in Deva, Romania.

Erika Bentson volunteers with the Peace Corps in Tendirara, Morocco.

Christopher Bystrom manages digital projects for Goble & Associates in Chicago, Ill.

Jimmy Chavez works at KGSO Radio 1410 in Wichita, Kan., hosting a sports talk show and handling college and high school play-by-play. He was previously assignment editor at KAKE-TV in Wichita.

Susan Hepworth is director of political operations for the Republican National Committee in Washington, D.C.

Kyle Hoedl is a social marketing strategist at 360i. The company's clients include Kraft Foods, Coca-Cola and Bravo TV. Previously he was a global social marketing strategist for Young & Rubicam.

Abby Hughes is a senior marketing and public relations coordinator at Barnes-Jewish Hospital Foundation in St. Louis, Mo. Previously she was an account coordinator at NGAGE Digital and a public relations marketing development associate for Girls Inc. of Alameda County. As a J-School student, she was a communications assistant and wrote for *J-Links*.

Nathan McGinnis works as a proofreader for PlattForm Advertising in Lenexa, Kan.

Kristin McLinn is a social media and web content coordinator in the marketing department for The GW Medical Faculty Associates in Washington, D.C. The organization is a nonprofit comprised of about 500 physicians that practice in the D.C., Virginia and Maryland metropolitan area. Immediately following graduation in 2007, she joined Mitt Romney's presidential campaign in Boston as an intern in the communications department. Following this experience, she moved to D.C. and became an assistant with a public affairs firm.

Kasey Schweitzer has been promoted to manager-special events and promotions for the Kansas City Royals. Schweitzer has been with the Royals since March 2006 and

was promoted to event presentation and production coordinator in October 2007.

McKay Stangler, MSJ, started the Ph.D. program this fall in KU's Department of Communication Studies. He also is working in the J-School's Bremner Editing Center.

2006

Madinah Adams, 2000 and 2006 MSJ, works for the Oklahoma City Thunder, Oklahoma City's NBA team, handling public relations. Previously she was an insurance agent at AAA in Oklahoma City, Okla., and worked with marketing and volunteering efforts for AAA.

Nadine Billgen, MSJ, is working on her Ph.D. in mass communications at the University of Georgia. Previously she was the international public relations manager for Faber-Castell, the world's oldest and largest pencil manufacturer in Germany.

Jennifer Byrd has been managing editor of *Games and Economic Behavior*, a journal that is housed in the Kellogg School of Management at Northwestern, since June. She also is working on a master's degree in higher education administration and policy at Northwestern.

Estuardo Garcia is a community journalist for the *Desotoexplorer.com* and lives in Kansas City.

Lindsay Gurbacki coordinates projects for Linkage Inc. in Alpharetta, Ga.

Marshanna Hester is a reporter for KTKA-TV in Topeka, Kan. She won a gold award for best newscast in the small market division at the Kansas City Press Club's Heart of America competition.

Shane Kucera is the marketing manager at ZGF Architects in Portland, Ore.

Erin Nied is associate director of Robstan Group, Inc. in Kansas City, Mo.

Nikola (Reinfelds) Rowe recently was promoted to editorial services supervisor at Allen Press in Lawrence.

Emily (Huffhines) Webster is a brand manager for Sullivan Higdon & Sink, in Kansas City, Mo.

2005

Stephanie (LeClaire) DeCelles is an account supervisor on the MetLife and Commerce Bank accounts at Bernstein-Rein Advertising in Kansas City.

Zach Mendenhall was promoted to account supervisor for Bernstein-Rein Advertising, in Kansas City, Mo. His primary responsibilities include leading the account team on portions of the McDonald's business.

Amy (Cox) O'Hara is an account executive in the Phoenix, Ariz., office of Allison & Partners, a full-service public relations and marketing agency. Prior to this, she did marketing and communications for the Lodestar Center for Philanthropy and Nonprofit Innovation at Arizona State University.

>> Alumni Profile: Ellyn Angelotti

Digital trend watcher

by Christy Khamphilay, freshman, Shawnee, Kan.

When 2005 J-School graduate Ellyn Angelotti talks about social media trends, people listen. She has been a Poynter Institute faculty member for digital trends in social media since April 2007.

At Poynter she teaches and writes about innovations in multimedia development and social media, and the interactions of digital trends and media law. She also is a part-time student at Stetson University College of Law, studying media law.

Poynter recently hosted a social media event in conjunction with its 35th anniversary celebration, "Finding the Future of Journalism." At the event a crowd of CEOs and thought leaders gathered to gain insight about social media trends from Angelotti, who led and facilitated the event. The CEOs and thought leaders taught the sessions.

The Poynter Institute, www.poynter.org, is a school in St. Petersburg, Fla., dedicated to teaching and inspiring journalists and media leaders. It promotes excellence and integrity in the practice of craft and in the practical leadership of successful businesses. It stands for a journalism that informs citizens and enlightens public discourse.

"It's been a great environment and I've really thrived because I love to learn and I'm around other people who love to learn too," Angelotti said. "We like to help each other and we're able to explore different areas within journalism."

To keep up with current trends in multimedia development and social media, Angelotti said she exposes herself to thoughtful people who follow the innovations of technology. She uses Twitter as a way to obtain information and to pass news along to her followers and friends.

"If you try to do everything and try to stay on top of everything, all you get is a superficial understanding of it," she said. "So it's been much more productive for me to find areas that particularly interest me and try to have a deep understanding of those areas so I can be a resource to others and then find others who are blogging, tweeting or writing other aspects I'm interested in."

J-School Associate Professor Max Utsler helped arrange for Angelotti to appear at the recent Kansas Association of Broadcasters convention.

"It was interesting seeing her in that room with a crowd that was mostly a bit older than she was, but she worked that crowd perfectly," Utsler said. "She had them right from the start and delivered a very thought provoking and helpful set of messages there. Not only does she know and understand her subject matter, but she does a great job of communicating that to other people too."

In her Journalism 101 class, taught by Larry Baden, Angelotti said she learned how important critical thinking is in journalism. She learned that identifying your purpose and audience when writing a story is key.

"I think that has been the class that has really resonated with me the most," she said. "Also at the same time it taught



me the greatest lessons that I could learn when thinking about journalism and how important a craft journalism really is to society."

In her senior year at the J-School, Angelotti worked as a multimedia journalist at the World Co. and as an intern and contributor to *the Lawrence Journal-World*. While working there, she was inspired to focus her career on the innovations of multimedia development.

"It ended up being the perfect harmony of learning on the job and being able to apply what I was learning in the classroom to the work I do," she said. "I didn't feel like I was limited to just telling a story in print, video or photos because you could dabble in a little bit of everything and really pull it together and tell a comprehensive and complex story using a variety of tools."

Angelotti's advice to current J-School students is to learn more about multimedia and the different tools that journalists can use to tell a story.

"I think if you don't understand how multimedia works or don't use multimedia, it limits your ability as a storyteller," she said. "It can help you be a more critical consumer of media and you can help others use those tools even if you don't have those specific skills. I think it gives you a better grasp of challenges other people are going through and gives you a wider perspective of what's possible." □

>> Alumni Profile: Barbara Kinney



President Bill Clinton and Mideast leaders straightening their ties before an event in the East Room at the White House. Kinney won a first place award from the World Press Photo Foundation for this image.

Barbara Kinney: freelance around the world

by Sarah Norden, student communications assistant

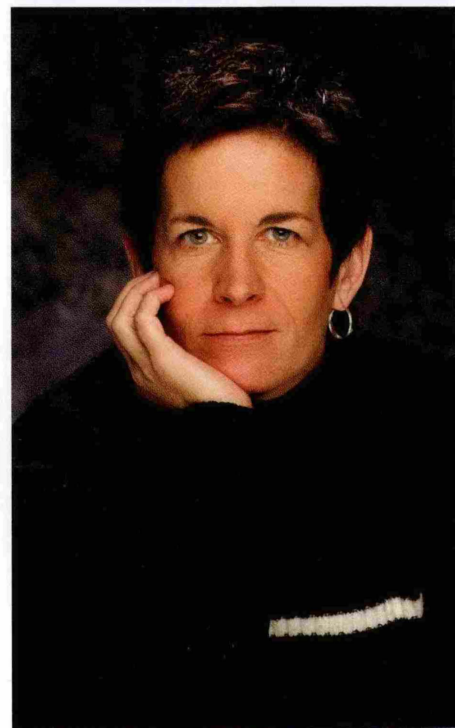
Thousands of photos wait on a computer screen in Seattle for editing and review. Included are photos of action from inside the White House, Hillary Clinton's presidential campaign in 2008, Chelsea Clinton's wedding, and maternal health care in Africa and India.

The photographer, Barbara Kinney, is a successful freelance photographer and also a KU J-School graduate. Kinney graduated in 1980 in photojournalism and news editorial. There are no average days for her, although they are usually long. It is common for her to have back-to-back, week-long trips to cities around the world taking photographs.

"I enjoy the variety of subjects I get to shoot and the places those assignments take me to," Kinney said. "As a photographer, I get to see so much of this life and this world. I have had amazing experiences, been to so many places and met so many incredible people, many famous and many just normal people living their everyday lives."

Kinney attributes the success of her career to skill and being prepared when presented with an opportunity. After she determines what she wants to pursue, she evaluates the skills needed to make it a reality. She appreciates a little luck, too.

But luck can only go so far in such a crowded profession. In the early days of her career, Kinney had to prove that she could take great photos of news or sports, just like the men in the profession.



>> Alumni Profile: Barbara Kinney



Then Senators Hillary Clinton and Barack Obama unexpectedly cross paths in a hallway at the Washington D.C. convention center, the day after the last presidential primary.

“The key is to have a good, positive attitude—people are drawn to that,” Kinney said. “Many doors have been opened for me because people like me and know that they can count on me.”

One of Kinney’s favorite doors was working in the White House. She remembers this time as incredible, but exhausting. Another of her favorite subjects to photograph was Hillary Clinton’s presidential campaign in 2008.

“I loved working with and for Hillary. She gave me unprecedented access to photograph her during the campaign,” Kinney said. “I was impressed with her passion and the amount of energy she had during the campaign.”

Kinney is certain that her experience at the J-School is relevant to her career still. She remembers distinctly learning the basics, such as telling a story with photographs and writing a proper caption, that have stuck with her all this time.

“Gary Mason was head of the photojournalism department during my years, so I particularly remember his positive attitude and smiling face,” Kinney said. “Probably the most memorable was John Bremner and the editing class I took from him...need I say more?”

Kinney also worked for *the University Daily Kansan* for two years as a staff photographer. She knows that it had a profound impact on her career because it trained her for working for a daily newspaper in the real world.

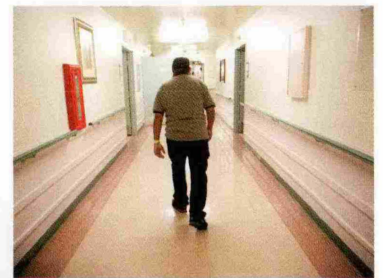
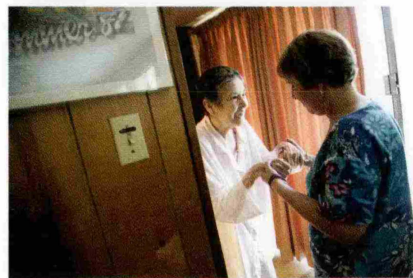
That real world has provided experiences for Kinney that will allow her images to be remembered as a part of history.

“That is pretty amazing to me,” Kinney said. “There is nothing more gratifying than to meet someone who says ‘I remember that photo—you took it?’” □

More on Kinney at: www.barbarakinney.com



Kinney’s photo on the cover of *People*. She shot Chelsea Clinton’s wedding last summer.



A project Kinney just finished for the Alzheimer’s Association and The Shriver Report on Alzheimer’s in the U.S. and how it is affecting women as patients, advocates and caretakers. For more information, see: www.theshriverreport.com

>> Alumni News & Notes

Stephen Schmidt was an editorial intern at *Sports Illustrated For Kids* in New York City this summer. He is currently working on his master's degree in interactive communications at Quinnipiac University in Hamden, Conn.

Jay Senter, MSJ, is a senior writer at the University of Kansas Hospital.

2004

Michael Bieke is a director at WPRI and WNAC in Providence, R.I. There he directs the morning news and recently helped launch a new information/sales program called The Rhode Show on FOX Providence. He also manages the sports section of WPRI.com. He formerly worked as a director at 9&10 News in the Cadillac/Traverse City, Mich., market and at KSNT in Topeka, Kan.

Andy Marso is a graduate student at the University of Maryland and works on the *Washington Post* sports staff.

Adam Pracht is the coordinator for development communications at McPherson College.

Falestine Afani Ruzik is a producer for KTKA-TV in Topeka, Kan. She won a gold award for best newscast in the small market division at the Kansas City Press Club's Heart of America competition.

Jennifer Torrens is an account coordinator for client service at Cision in Chicago, Ill.

2003

Doug Donahoo is a promotions producer with KCTV5 and My KSMO TV in Kansas City. His main focus is nightly topical promotion for KCTV5 News at 10. He also writes, edits and shoots for station image campaigns, promotions for station events and sweeps stories. Previously, he worked at 6News in Lawrence, Kan., as a reporter, photographer and producer.

Kara Warner is a full-time writer/reporter for MTV News in Los Angeles. Warner began her career in public relations at Fleishman-Hillard in San Francisco. She moved to New York City in 2005 and became an entertainment reporter, working for *People* magazine, *Us Weekly*, *InStyle*, *New York Magazine* and the Associated Press.

2002

Jordan Cochran is an account director at VML in Kansas City and lives in Lawrence, Kan.

Mariana (Souza) Ornellas is a content and partnership manager for Yahoo! in Coral Gables, Fla.

Sara Shepherd reports for the *Kansas City Star* and lives in Mission, Kan.

Michelle (Sherwood) VanDillen is a reporter for KSPR-TV in Springfield, Mo. She won a bronze award for general reporting in the large market television division at the Kansas City Press Club's Heart of America competition.

2001

Matthew Gardner directs accounts for MindComet in Altamonte Springs, Fla.

Nicole (Schnellbacher) McCoy manages global sourcing for Bishop-McCann in Kansas City, Mo.

2000

Will Baxter is the photo editor at the *Phnom Penh Post*. He is also still freelancing for various publications.

Erin (Staten) Fager is an account supervisor for Barkley in Kansas City.

Jill Hinrich is a regional account supervisor for Integer, a worldwide marketing and promotions company. She works out of the Kansas City area.

Brady Waggoner started his own agency named HOOK in Charleston, S.C., in 2005, and he is the agency's art director. The agency has been named best small agency in the southeast United States by *Advertising Age* in its July 26, 2010, edition. The agency also has won numerous ADDY awards. Brady's father, Phil, serves as an account executive. Brady's wife, Jennifer, handles media planning for the agency. More information at: www.hookusa.com

1998

Joy Benedict was recently awarded two Ohio-Indiana regional Emmy awards for "Best Story with No Time Limit" and "Best Reporter, 2009." She is a reporter

at WEWS-TV (ABC 5), in Cleveland, Ohio.

Kelly (Cannon) Boeckman is a product marketing analyst for Oracle and lives in Golden, Colo.

Bradley Brooks, the AP's correspondent in Rio de Janeiro since 2008, was named chief of bureau for Brazil. He joined the AP in 1998 in Kansas City, then moved to New York the following year as an editor in its multimedia department. He left in 2001 to move to South America, where he served as editor-in-chief of the *Santiago Times* in Chile and opened a South America bureau for United Press International from a base in Rio. He returned in 2005 as an editor in New York, working on desks handling both U.S. and international news, and did a six-month reporting stint in Iraq before returning to Brazil as Rio correspondent in 2008. Brooks is based in Sao Paulo, leading AP staff there as well as in Rio de Janeiro and Brasilia. In addition to his journalism degree, he holds a master's degree in international affairs from Columbia University in New York.

Christie Humphries is local sales manager for Univision Television Group (KAKW-TV/KTFO-TV) in Austin, Texas. She is a 2010 Gracie Award winner for "Best Blogger" on *KVUE.com*.

Lesli Humphries manages regional sales for KAKW Univision TV in Austin, Texas.

James Johnson supervises management for Nicholson Kovac in Kansas City.

>> Alumni News & Notes

Michael Kennedy is associate director of media relations for the University of Denver's athletics department.

Behnoosh Khalili is editor for Global Magazines at Disney Publishing Worldwide in Glendale, Calif. She works with tween film and television properties. She also produces "Unsilent Night," an annual performance art holiday parade in Los Angeles. Previously, she worked at St. Martin's Press and Scholastic in New York City.

Marcia (Hallenbeck) McFarlane wrote a children's book, "A Good Game of Snowball," which was published earlier this year. She lives in Overland Park, Kan.

1996

Stephen Martino directs the Maryland State Lottery Agency in Baltimore, Md.

Carrie (Sgarlat) Sinclair manages media relations for Honeywell in Phoenix, Ariz.

1995

Lisa (Perry) Snodgrass is a senior rate analyst for Armed Forces Insurance in Leavenworth, Kan.

1994

Corryn Flahaven is a director of CVS Corp. and lives in Barrington, Ill.

1993

Annette (Brill) Bergstresser is a news service coordinator for the Mennonite Church USA in Elkhart, Ind.

Meredith Crane is an inside sales associate for RJ Mann & Associates, Hugoton, Kan.

Elizabeth (Jurkowski) Hornak is the president and founder of Bella Avani, LLC, a company that specializes in the formulation and manufacture of natural aromatherapy and herbal skin care products for people who have sensitive skin. She holds an MFA from the Rochester Institute of Technology, and is currently studying to become a certified aromatherapist, and also is studying the Art and Science of Herbology with noted herbalist Rosemary Gladstar.

Scott Raymond is assistant general counsel for Blue Cross & Blue Shield of Kansas.

Hale Sheppard is a shareholder in the Atlanta office of Chamberlain, Hrdlicka, White, Williams & Martin, where he specializes in tax audits, criminal tax investigations, tax appeals, tax litigation and tax collection procedures. He was promoted from junior to full equity shareholder in January 2010. He, along with another shareholder in the firm, successfully litigated a case of first impression in the Tax Court regarding the proper federal income tax treatment of state tax credit partnerships and their investors, *Virginia Historic Tax Credit Fund v. Commissioner*, T.C. Memo 2009-295. *Chambers* named him a leader in tax litigation. He has published multiple articles in publications including the *Journal of Tax Practice & Procedure*, *International Tax Journal*, *Journal of Passthrough Entities*, *TAXES—The Tax Magazine*, *Journal of Tax*

Practice & Procedure, and *Corporate Business Taxation*.

1992

Matthew Finnigan practices law with the U.S. Department of Labor in Denver, Colo.

Julie Jacobson won a Galloway Award from Military Reporters & Editors. She is a photographer for the Associated Press. Judges called her photo slideshow of a Marine's death "a gripping tale of combat." Many will remember the controversy the photo caused as she documented Lance Cpl. Joshua Bernard's last moments. The Galloway Award honors the work of Joe Galloway, author of "We Were Soldiers Once...And Young."

Curtis Marsh recently received the Citation for Leadership and Achievement in Student Services from KU's Board of Class Officers. He's program director for KU Info.

Tiffany (Lauer) Walker directs marketing for WaterBrook Multnomah Publishing, Colorado Springs, Colo.

1990

Craig Welch has been an environment reporter at the *Seattle Times* since 2000. He recently won the Society of Environmental Journalists First Place Outstanding Beat Reporter award. This year his first book was published, "Shell Games: Rogues, Smugglers, and the Hunt for Nature's Bounty." He also was a 2007 fellow at the Nieman

Foundation for Journalism at Harvard University. More information: www.craig-welch.com

1989

Annie Gowen is a reporter for the *Washington Post*. Also a 1984 Lawrence High School graduate, she recently shared her story of leukemia survival with a group of area business people at a corporate recruitment meeting for the Leukemia and Lymphoma Society's annual Light the Night walk in Lawrence.

Anna (Davalos) MacDonald is executive producer of energyNOW.com, an online/broadcast network based in Washington, D.C. The network focuses on energy and environment news. She is a former Associated Press and NBC producer.

Javan Owens is chief of the U.S. Army's family advocacy program in Seattle, Wash.

Charles Rotblut has written his first book, "Better Good than Lucky," which is being published by W&A Publishing/Trader's Press.

Alison Young has joined *USA Today's* investigative reporting team. Previously she worked for Knight Ridder, the *Detroit Free Press* and the *Arizona Republic* in a number of editorial and investigative reporter roles. She has won numerous awards in her career for investigative reporting, including a Gerald Loeb Award and a Roy W. Howard Award for Public Service.

>> Alumni Profile: Carlos Beltran

The Slums of Caracas, Venezuela, through the lens of a visual journalist

by Sarah Norden, student communications assistant

Photos of makeshift homes and lonely children line the second floor walls of Stauffer-Flint Hall, telling a story about the dangerous and tragic, yet beautiful and brave, character of the slums of Caracas, Venezuela.

The photographer of the exhibit, Carlos Perez Beltran, was born and raised in Caracas and is also a KU J-School alumnus. At the age of 17, Beltran moved to America, where he earned degrees in Journalism and Theater & Film from the University of Kansas in 2009.

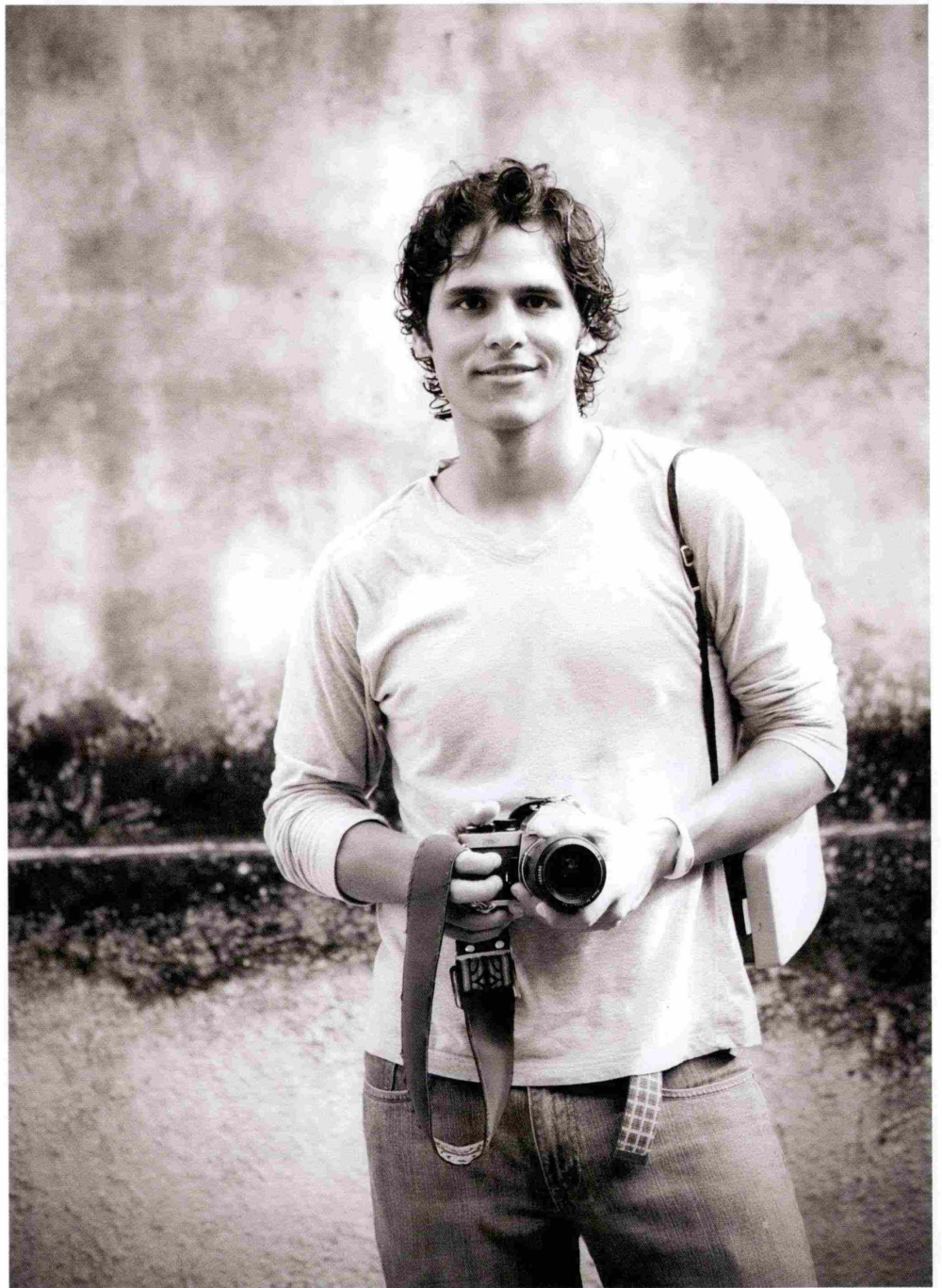
Since graduation, he has worked in Kansas City, Chicago and Los Angeles on various feature narratives, commercials, music videos and photography shoots.

He chooses to focus his photojournalism on what he calls “the hidden corners of the world” and the people inhabiting those places. His latest project, a photo and video documentary, places him in the slums of Caracas, Venezuela. He visited the J-School in November to talk to students and faculty about his project.

“After five long months of documenting life within the slums of Caracas, it is a privilege to be able to showcase the work at my beloved Journalism School and share, through these photographs, part of my overall experience,” Beltran said.

The photo exhibit, entitled “Barrios: Volume 1,” marks only the start of the work Beltran is working on in Caracas. He also is working on “The Slum Culture,” a video documentary about the violent culture of the slums that leads people—especially children—into precarious living conditions.

More than 5 million people live in Caracas, Venezuela; half of them live in areas known as Barrios – heavily populated urban areas characterized by substandard housing, squalor and crime. People living outside of the slums of



Caracas tend to be oblivious to the horrible conditions inside the slums.

Beltran became curious about the slums as a child, protected inside a social bubble, forbidden to enter them. For the past few years, he has done planning to research the culture of the slums through submerging himself in the culture that was forbidden to him for so long.

>> Alumni Profile: Carlos Beltran

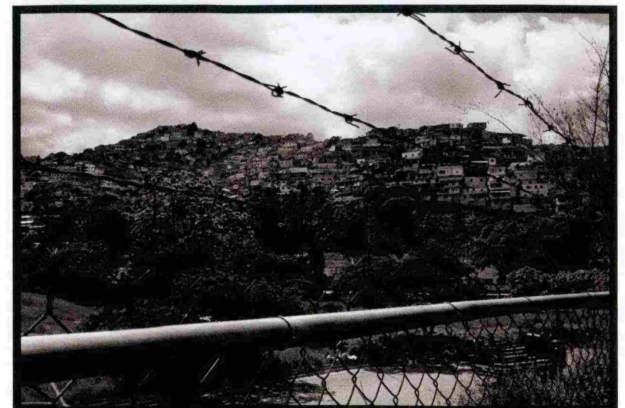
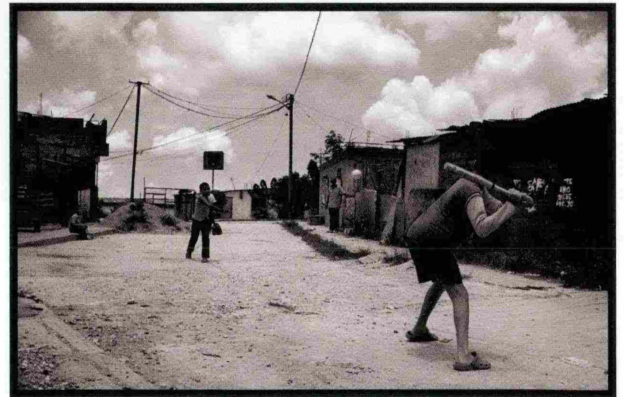


"Shooting my documentary (The Slum Culture) has given me a broad view of what the slums are, who lives in them, how they live, how they deal with the chronic violence prevalent in one of the most dangerous cities in the world," Beltran said.

Beltran has interviewed academics, students, ex-convicts, families and the youth of the barrios. He feels as if every interview takes him one step closer to understanding the culture in the slums. He strives to show what really goes on deep inside of these areas and to show what he has seen in Caracas.

"In essence, working on this project has allowed me to put many things in perspective," he said. "Not only to appreciate what I have and how fortunate I've been to even be able to travel and record these stories, but also it has opened my eyes to the many ways I can contribute to the alleviation of the situation in the barrios of Caracas."

"Barrios: Volume 1" will remain on display in Stauffer-Flint Hall until January. The images on this page are from his exhibit. □



For more information, including a documentary trailer and video news release for "The Slum Culture," visit: www.journalism.ku.edu/news/carlosbeltran.shtml

For more on Beltran, visit: www.carlosimagina.com

1988

Jody (Dickson) Becker won several 2010 Heart of America Awards. In the business-to-business category, two of her magazines won silver and bronze. She was the only editorial staffer on both of those publications. She also won a bronze in the feature category. She won the awards for work she did while at Network Communication, where she was editor of four business-to-business magazines.

Sally Buzbee has been appointed the new Washington bureau chief for the Associated Press. Previously she was the deputy managing editor for the AP News Center, and before that was the AP's Middle East editor, based in Egypt. She has been with the AP since 1988.

1986

Joe Brewer is the copy desk chief at *the Santa Barbara News-Press* in Santa Barbara, Calif.

Amy Brown is deputy city administrator for the city and county of San Francisco, Calif.

Susan McBride has written her debut book in women's fiction, titled "The Cougar Club." It was a bookmarked breakout title at Target stores. It was on *MORE* magazine's list of "February Books We're Buzzing About" and was a Midwest Booksellers Association "Midwest Connections Pick." She also has written five Debutante Dropout Mysteries: "Blue Blood,"

"The Good Girl's Guide to Murder," "The Lone Star Lonely Hearts Club," "Night of the Living Deb," and "Too Pretty to Die." In addition, she has written several young adult novels, including "The Debs," "Love, Lies, and Texas Dips" and "Gloves Off." More at: susanmcbride.com

1985

John Reimringer has published his first novel, "Vestments," about a wayward priest. Reimringer has worked for the Santa Fe Railroad, as a newspaper editor at *the Parsons* (Kan.) *Sun* and *Hutchinson* (Kan.) *News*, as a youth hostel night porter in Edinburgh, Scotland, for the University of Iowa Law Library, in KU's University Relations office and as a college English instructor in Minnesota. See: www.johnreimringer.com

1984

Douglas Peterson works as a freelance writer and editor in Scottsdale, Ariz.

1983

Amy Hoppenrath, and her business partner, Kristin Wing, recently announced the merger of their firms to form AccelerAction, www.AccerlerAction.com, Kansas City's only marketing firm solely dedicated to helping professional services firms with marketing, branding and public relations.

Mark Richard Smith has produced and directed his first film, a documentary on the Chicago architect Louis Sullivan. He recently won

Best Documentary at the Kansas City Film Festival for the documentary. More information is online at louissullivanfilm.com and twitter.com/whitecapfilms. His company, Whitecap Films, is the result of his desire to share with others the delight of learning about the world around us through history. Before becoming a filmmaker he was president of his Dallas-based graphic design firm Smith & Associates for 10 years. In 2005, he left the firm to study for a master's degree in American history from Loyola University in Chicago, where he currently lives.

1982

Barbara Hinton, MSJ, longtime head of the Legislative Division of Post Audit for Kansas, became deputy director for performance audits for the Washington state auditor in June 2010. She had been with the Kansas post audit division since 1977 and its top auditor since 1991. She also has been president of the National State Auditors Association.

1980

Caitlin Hendel is the new health care team leader for the Associated Press in the Washington bureau. Previously she was managing editor at the CQ-Roll Call Group in Washington, managing a team of reporters and editors and five online publications that cover legislative action on Capitol Hill. She had other jobs at CQ since joining in 2002, including responsibility

for coverage of health care legislation. Before CQ, she was at Bloomberg News for five years. She was Bloomberg's economics editor part of that time. Before Bloomberg, she worked at *the Kansas City Star* for 10 years in various editorial positions.

Dave Nichols has moved from his post as president of AT&T's Missouri operations to president of AT&T Texas. He was appointed president of AT&T Missouri in February 2008, responsible for AT&T's regulatory, legislative, governmental and external affairs activities in Missouri. He previously had served as senior vice president, external affairs, at AT&T California in Los Angeles since 2001.

1979

Laura (Stevens) Hobbs manages technical editing and is a senior communications analyst at Cincinnati Financial Corp. in Fairfield, Ohio.

Mark L. Olson is chief executive officer of LTO Ventures, a company developing live/work/play communities for adults with Autism Spectrum Disorder. He also recently was named co-chair of the Community Living subcommittee on the Commission for Autism Disorders for the State of Nevada. For more information see: www.ltoventures.com

John Thompson directs communications for Senator Ben Nelson of Nebraska and lives in Bethesda, Md.

>> Alumni Profile: Mal Applegate

Grateful graduate gives back

by Sarah Norden, student communications assistant

After a lifetime of career successes, Malcolm W. Applegate continues his quest to honor his beloved KU School of Journalism and to help future Jayhawk Journalists achieve their dreams.

Applegate, a 1959 J-School graduate, retired as president and general manager of *the Indianapolis Star* in 2000, after more than 10 years with the newspaper. He attributes much of his career success to the hands-on education he received from the J-School, and to the professors—specifically Emil Telfel, Calder Pickett, Elmer Beth and Mel Mencher—who inspired and helped set him on his career path.

“I really enjoyed working on *the University Daily Kansan* sports and copy desks, and as a managing editor. The great classroom instruction really enabled us to put into practice what we were learning. You can’t beat that,” Applegate said. “The next morning after the paper came out, we would get back our marked-up red copy. We paid attention and learned a lot—I’ll never forget that red ink.”

His career began as a reporter for *the Salina Journal*. He later returned to school to get his master’s degree from the University of Iowa in 1961. He taught Journalism at Fort Hays State University, and from 1965 to 1969 he served as assistant dean at the KU J-School. He then spent the next 20 years as an editor and publisher at four Gannett Co. Inc. newspapers.

Applegate’s success has served to further remind him of his roots, and his passion for journalism and KU.

“I’ve had a fondness for KU for almost 70 years. My dad was a KU Law School graduate and I grew up listening to KU football and basketball on the radio,” he said. “I’ve been lucky and done well in my career. It is important to give back and support the school and its students and faculty.”

Applegate has provided the KU J-School with immense support throughout his life. He was a trustee for the William Allen White Foundation, which selects the William Allen White Day national citation recipient each year. He also served as chair of the Journalism Campaign Committee for “KU First: Invest in Excellence,” the largest fund-raising campaign in KU history, and is a longtime member of the J-School’s Deans Club.

“Mal epitomizes the generous heart of so many of our donors,” Journalism Dean Ann Brill said. “He gives to the J-



School in so many ways: his time, his talent and his treasure. Mal is indeed one of the best friends the School has.”

During the KU First Campaign, Applegate documented a generous estate gift to create the Malcolm W. Applegate

Professorship In News Management and Editing at the Kansas University Endowment Association. The professorship will provide salary support and additional resources for a faculty member who teaches editing and/or media management. The appointed

professor will teach and conduct research that improves the understanding of key issues facing news organizations and the role of media managers in dealing with those issues.

Applegate credits the KU J-School with helping him pursue the right career.

“I got into the Journalism School because I wanted to be a sports editor,” he said. “My horizons broadened during my years in the School. I’ve always been grateful for the education and support I received, and I had a good career because of it.” □

“**He gives to the J-School in so many ways: his time, his talent and his treasure. Mal is indeed one of the best friends the School has.**”

Tom Zind won the American Society of Business Publication Editors' 2010 Stephen Barr Award for his report for the *Electrical Construction and Maintenance* magazine, "A Killer in the Ranks." The piece explores how unsafe electrical systems caused noncombat military deaths, injuries and property damage among American troops serving in Iraq. Zind is a freelance writer. The Stephen Barr Award is a "best in class" prize going to the journalist for a business-to-business publication whose work most reflects the qualities of inventiveness of approach, insight, balance in the presentation of a complex subject, depth of investigation and impact among the community of readers.

1978

Jerry Seib has a new role at *the Wall Street Journal*. Previously he was the Washington Bureau Chief, and now leads the combined *Newswires* and *Journal* teams. In his role as chief of a unified bureau, Seib will continue to write his market-moving *Capital Journal* column once a week and provide leadership for the *Journal's* journalists in Washington.

1977

Bill French manages accounts for Presidio in Bixby, Okla.

Jean (Blackmore) Tips is vice president of marketing and communications at the UNT Health Science Center in Fort Worth, Texas.

1976

David Krobot owns Dave K Digital Kreations in Bridgeport, Conn.

Paul Sherbo is a former U.S. Naval Reserve Captain and retired from the Navy in 2006. He is the author of "Unsinkable Sailors," published in 2009. It tells the story of the USS *Frank E. Evans*, a United States naval destroyer that was destroyed in 1969 when it was rammed by the Australian aircraft carrier HMAS *Melbourne* during a training exercise. Seventy-four people were killed in the accident. Sherbo was recently honored by the USS *Frank E. Evans* (DD 754) Association, at its 18th annual reunion in San Diego.

1975

Jeffrey Stinson works as business, travel and aviation editor for *USA Today* in McLean, Va.

1974

Linda Hales, former design critic at *the Washington Post*, writes about architecture and design. Her view of the Pentagon Memorial appears in *Metropolis* magazine at: www.metropolismag.com/story/20081217/raw-ground

1971

David Andersen is principal at DCA Management Consulting Services in Atlanta, Ga.

Ralph Wilson is president of the Tools of Ignorance Inc., and lives in Pasadena, Calif.

1970

Marilyn (Zook) Petterson manages marketing communications for the American Association of Critical Care Nurses. She lives in Dana Point, Calif.

1968

Bob Dotson won a National Emmy Award for the "TODAY Show's American Story with Bob Dotson." The awards ceremony, broadcast on C-Span, was held at Lincoln Center's Rose Hall in New York City. Dotson's report on the "Fighting Grossmans," about eight brothers who fought in World War II simultaneously, won an Emmy for Outstanding Feature Story in a Regularly Scheduled Newscast. Dotson took home his fifth National Emmy on the anniversary of the day he joined NBC News, 35 years ago.

1967

Howard Pankratz is a reporter for *the Denver Post* and lives in Lakewood, Colo. He received the Keeper of the Flame Award earlier this year from the Colorado Chapter of the Society of Professional Journalists. He also was the recipient of a regional American Gavel Award for Distinguished Reporting about the Judiciary from the American Judges Association (AJA). AJA created the award in 2009 to recognize the highest standards of reporting about courts and the justice system. Pankratz received the award for his years of balanced and in-depth

reporting on trials and the legal system in Colorado. Among the stories that Pankratz covered are the numerous legal issues that resulted from the Columbine massacre, the JonBenet Ramsey story, and the investigation of the Oklahoma City bombing and the trials of Timothy McVeigh and Terry Nichols. Pankratz joined *the Denver Post* in 1970, and from 1976 to 2007, he was the paper's legal affairs writer.

1966

Michael O'Brien owns a public accounting firm in Dallas, Texas.

1965

Robert Jones teaches at Colegio Americano de Quito in Quito, Ecuador.

Van Moe is president of Oregon Eagle in Tillamook, Ore. He recently was named Oregon Broadcaster of the Year for 2009.

1962

Cotton Smith is senior vice president of Corporate Communications Group in Overland Park, Kan. He has written a new book, "Ride for Rule Cordell." More information online at: www.cottonsmithbooks.com

1958

Robert Hartley wrote "Paul Simon: The Political Journey of an Illinois Original and Winfield's Golden Era of Sports." He lives in Westminster, Colo. □

>> Faces & Places



May 2010 KU Commencement



May 2010 J-School graduation ceremony



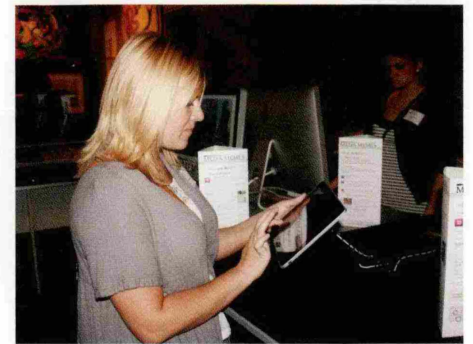
May 2010 J-School graduation ceremony



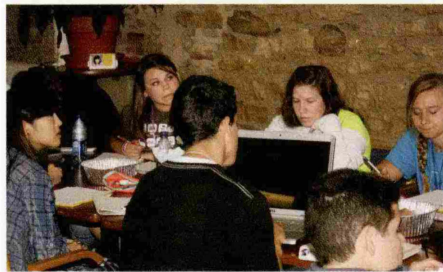
Grad student Alice Hunt receives military award



Nov. 4 alumni reception at the Spencer



Nov. 4 alumni reception at the Spencer



Kansas Journalism Institute



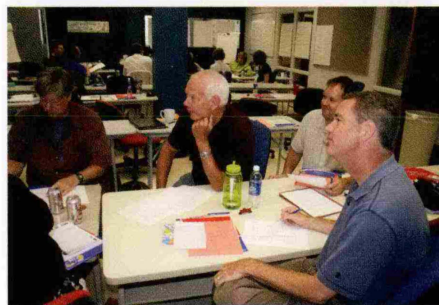
Kansas Scholastic Press Association fall conference



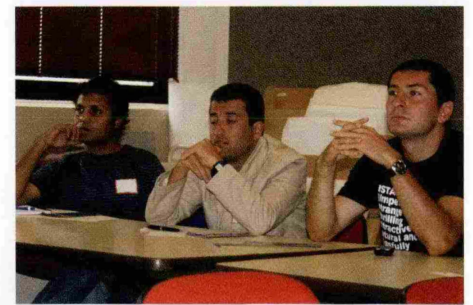
2010 Wooldridge Scholars



J-School faculty retreat



J-School faculty retreat



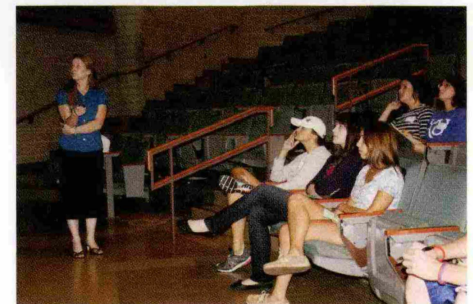
J-School graduate program new student orientation



Chancellor Bernadette Gray-Little visits the Kansas Journalism Institute



Bob Basow's summer class visits Callahan Creek



Journalism Learning Community for new students



The University of Kansas William Allen White
 School of Journalism and Mass Communications
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 name and city)

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