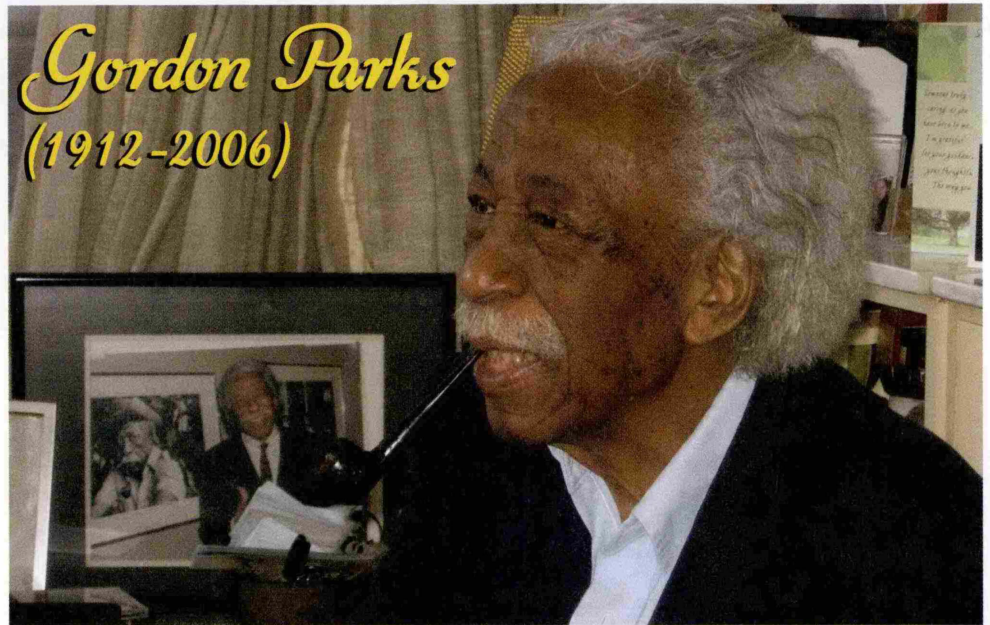


Journalism students at work.

Gordon Parks (1912-2006)



Ann Brill

Gordon Parks lived every moment of his 93 years to the fullest. And now, even in death, his impact on the world is as palpable as ever. Parks, the world-renowned photojournalist, author, filmmaker, artist and composer, died March 7, less than a month after the School of Journalism honored him as the recipient of the William Allen White Foundation's 2006 National Citation.

The Fort Scott, Kan., native was unable to attend the Feb. 10 ceremony because of his poor health. However, John Frazee, senior vice president of CBS News, an alumnus and trustee of the White Foundation, arranged for Byron Pitts, an award-winning correspondent, to interview Mr. Parks. CBS prepared a video including the interview and footage from CBS Sunday Morning shows about Mr. Parks.

(Parks – continued on page 2)

Letter from the Dean

In whatever class I teach, I tell students that good journalism involves a lot of hard work, talent, dedication, integrity — and being in the right place at the right time. That pretty much sums up this year's William Allen White day presentation. While it was one of the rare occasions when the citation recipient couldn't attend, it also was an occasion of special significance. We honored Gordon Parks on February 10 and he passed away March 7. The interview that premiered at KU as part of the citation presentation was his last interview. Parts of it were featured on the CBS Evening News following his death.

It was an honor to meet Mr. Parks and hear his story. Observing the skill, dedication, and consideration of the CBS crew also was an honor. After Mr. Parks' passing, we heard from many people who said our timing in honoring him was amazing. Yes, it was fortunate. That's often the case with good journalism, but it also could not happen

(Dean's Letter – continued on page 2)



Earl Richardson

Ann M. Brill

What's Inside...

- + Fort Leavenworth and J-School collaborate
- + Helen Thomas visits J-School
- + J-School Calendar of Events
- + Interns in New York City
- + Photojournalism students spend spring break in Ottawa, Kan.
- + Costa Rica summer study abroad program
- + KUJH-TV News is podcasting
- + Alumni News & Notes
- + Molly Gregory: Hallmark Cards
- + Katie Holman: SCORE! Educational Center
- + Emily Galbreath: KU Endowment Association
- + Lucas Krump: Media Transasia Group



Photos from the 2006 William Allen White Day festivities and the Stauffer-Flint display showcasing many of Parks' books and accolades.

(Dean's Letter – continued from page 1)

without preparation, solid journalism skills, and the dedication to step up when the challenge appears.

There are other stories in this issue of *J-Links* that show how talent, hard work, and good timing pay off. One of our more prominent visitors this semester repeated that lesson to us. Helen Thomas, aka “the first lady of the press,” told students wonderful stories of her struggles and opportunities as one of the first women reporters to cover the presidents. Another story in this issue describes how a graduate student took advantage of an opportunity in a class to write stories about Fort Leavenworth. The Fort and KU have partnered on a number of projects, including officer training sessions. The class assignment led to a front-page story in *The Leavenworth Times*. He hopes that leads to being embedded with troops going to Iraq. Whether it's finding jobs at our career center, learning to use new media such as podcasting, or studying abroad, we encourage students to take advantage of the many opportunities they have here at KU.

Stories elsewhere in this issue tell of relatively young alumni who have exciting careers that are a result of their dedication and willingness to seek and meet challenges. We hope that's a trait of all Jayhawk Journalists.

In telling the stories of students and alumni, I want to acknowledge the dedication of our incredible faculty, both past and present. As we say farewell to our senior class in just a few weeks, we also will bid a sad farewell to two women who collectively have given more than 50 years of service to this school. As a fitting tribute, Sharon Bass and Diane Lazzarino were honored April 26 at this year's Scholarships and Awards Ceremony with the debut of the Sharon Bass Magazine Award and the Diane Lazzarino Strategic Communications Award.

Honoring our retiring faculty by acknowledging our best students is a fitting tribute. We hope these students will combine their skills, passion, integrity – and good timing – to be as successful in their lives and careers as the women whose names grace their awards.

Ann M. Brill

(Parks – continued from page 1)



Ann Brill

The CBS team during the videotaping in New York last fall. Left to right: Paul Ignizio, photographer; Lin Garlick, producer; Gordon Parks; Byron Pitts, correspondent; and Ken Kerbs, photographer.

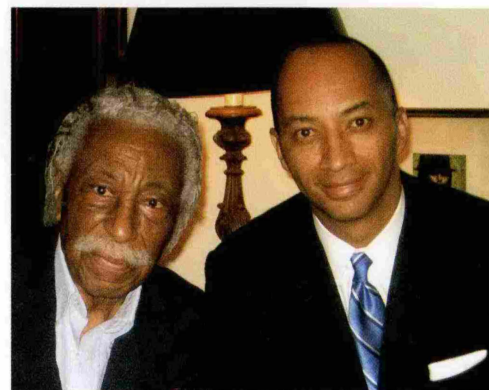
In addition to the video, the William Allen White Day program included remarks from Rich Clarkson, alumnus, renowned photojournalist and owner of Rich Clarkson and Associates in Denver, and Ann Charles, chairman of the White Foundation.

An exhibition of Parks' photography, titled “Gordon Parks At Home and Abroad: A Small Selection,” was on display at the KU Spencer Museum of Art.

“Gordon Parks was one of the most influential photojournalists, authors and composers of our time,” said Dean Ann Brill. “The fact that he was a Kansan made the presentation of the award even more special. We think William Allen White would concur with the words on the citation that Gordon Parks was ‘An American Journalist Who Exemplifies William Allen White’s Ideals In Service To His Profession And His Community.’”

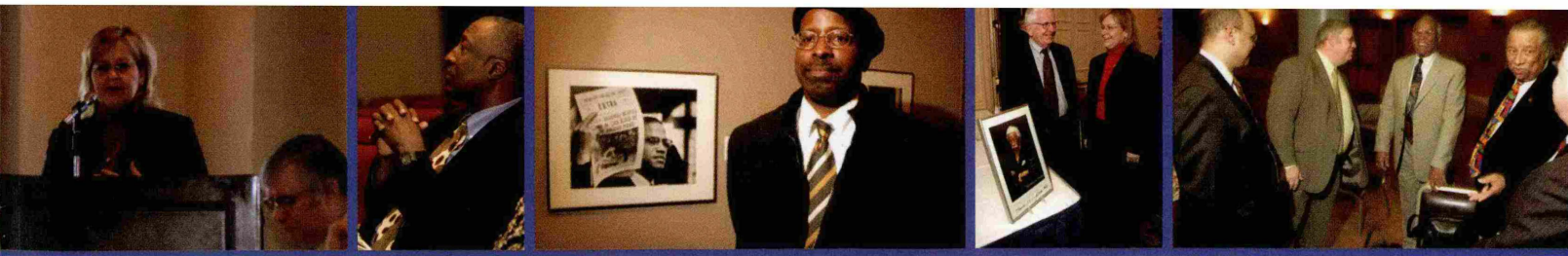
Parks was in every way a citizen of the world—a Renaissance man known internationally for pursuing a wide array of interests and making art that reflected those experiences. Early on, he worked as a piano player, a busboy and a basketball player. He painted, wrote poetry, published books, directed movies and composed music and was a highly gifted photographer with a natural sense of composition and an eye for simple narratives that elicited broader themes.

(Parks – continued on page 3)



Ann Brill

Parks with Byron Pitts during the William Allen White Foundation National Citation video interview in New York last fall.



Photos from the 2006 William Allen White Day festivities.



Ann Brill

Parks in his New York home, surrounded by his art, books and music.

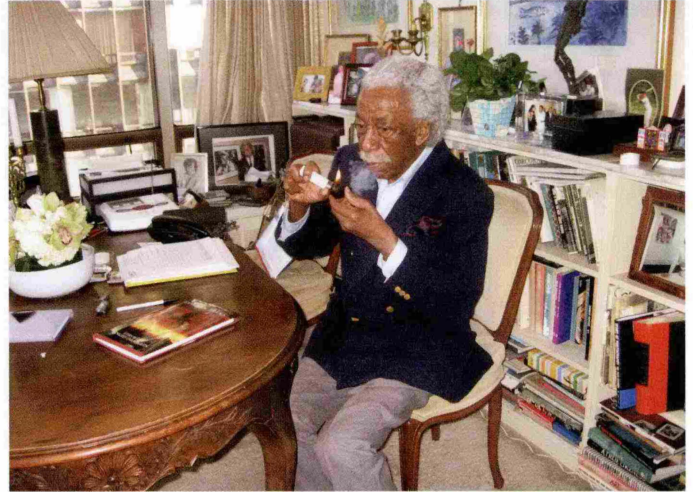
(Parks – continued from page 2)

Brill noted how his stark and unblinking photographic portraits of life in the United States helped to shape our national identity and provided an uncompromising mirror for the American public.

Parks worked for *Life* magazine, which sent him around the globe as he continued to tackle issues of race, class and status in our modern world. He was the first black photographer to shoot for *Life* and *Vogue*.

Just before his death, Parks released two books, “Hungry Heart,” a new memoir, and “Eyes with Winged Thoughts,” featuring his poetry and photographs. He was the author of many other works of poetry, fiction and nonfiction, including “The Learning Tree,” “A Choice of Weapons” and “To Smile In Autumn.”

Parks received many prestigious awards over the years. Some of his notable awards included the Jackie Robinson Foundation Lifetime Achievement Award, 2002; induction into the International Photography Hall of Fame and Museum, 2002; Library of Congress National Film Registry Classics film honor for “The Learning Tree,” 1989; National Medal of the Arts, 1988; Emmy Award for documentary, “Diary of a Harlem Family,” 1968; and the Julius Rosenwald Fellowship, 1941. Parks also directed the movie “Shaft” in 1971 and composed a piano concerto, a symphony, two sonatas, a ballet and three film scores.



Ann Brill

Parks in his New York home, smoking his trademark pipe.

Parks often described his childhood as marked by racism and poverty, but also by the love, discipline and religious faith of his parents. Despite the challenges and discrimination he faced growing up, he made the decision to be buried next to his parents in his hometown of Fort Scott, Kan. After a funeral in New York, he was buried in his hometown.

Clarkson said that in addition to all the things Parks did creatively, he also played a significant role in the civil rights movement of the country.

“Gordon was one of the most artistic of all Kansans, who touched so many people in so many amazing ways,” he said.

The White Foundation trustees chose Parks to receive the national citation, presented annually since 1950 to journalists who exemplify the ideals of William Allen White. KU’s School of Journalism and Mass Communications is named in White’s honor. White (1868-1944) was a nationally influential Kansas editor and publisher.

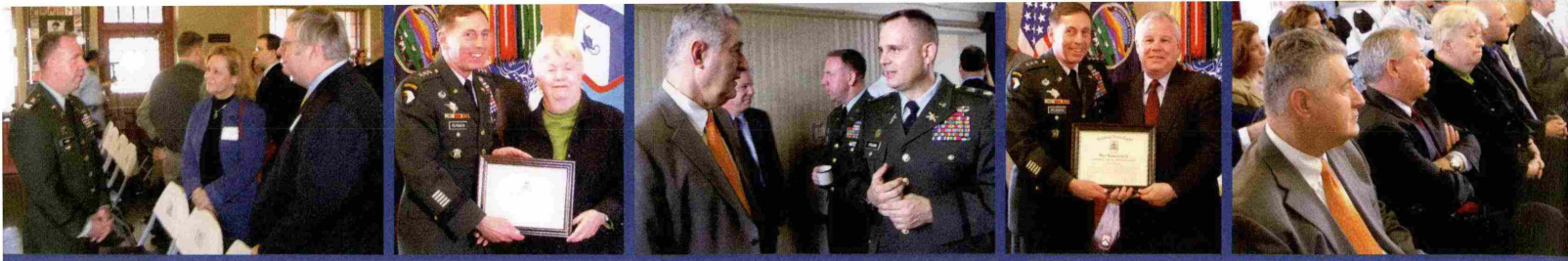
Other notable recipients of the William Allen White

Citation have included James Reston, 1950; Walter Cronkite, 1969; Arthur O. Sulzberger, 1974; James J. Kilpatrick, 1979; Helen Thomas, 1986; Charles Kurlalt, 1989; Bernard Shaw, 1994; Bob Woodward, 2000; Molly Ivins, 2001; and Cokie Roberts, 2002.

Visit the School’s Web site, www.journalism.ku.edu, to watch the video interview of Parks that was shown on William Allen White Day. □

“I’ve decided that I want to be buried in Fort Scott, Kansas, because I don’t think there’s any group of people who care more about me than the people do in Kansas, black and white...that’s my home...that’s where I am bound to go back to.”

— Gordon Parks
December 2005



Photos from the March 29 Fort Leavenworth, J-School recognition ceremony. Left to right: Keith Vore, CGSC assistant deputy commandant, with Ann Brill and David Guth; Lt. Gen. David Petraeus and Christy Bradford; Max Utsler with Lt. Col. Chris Spillman; Petraeus and Tom Volek; and J-School award recipients.

J-School trains military officers

By Anton Menning, Lawrence, Kan., graduate student

At a recent ceremony, Journalism School faculty received certificates of appreciation and outstanding performance coins from Lt. Gen. David Petraeus, Commander of the U.S. Army Combined Arms Center (CAC) at Fort Leavenworth. These awards acknowledged assistance for training Fort Leavenworth officers in media relations.

Last fall, Associate Professor Max Utsler's Multimedia Writing and Production class conducted a series of mock press conferences with lieutenant colonels and colonels from the School for Command Preparation. Providing a three-week program for future battalion and brigade commanders, this School is a constituent part of the U.S. Army Command and General Staff College (CGSC) at Fort Leavenworth. This spring, Utsler's Multimedia Reporting class continued to feature mutual civil-military education, enriched with questions and liberal doses of acronym soup.

"It's a real-world reminder for our students of the number one news topic of the day," Utsler said.

With the help of Lecturer Christy Bradford and Associate Professor Tom Volek, Utsler's students role-played as reporters to grill Fort Leavenworth officers for nearly 30 minutes each session. Students drew their questions from a background scenario and a prepared news release. After each session, after-action reviews provided a feedback forum for officers, students and faculty.

"The press conferences bring an involvement and knowledge base of how the military works to both the faculty and students," Volek said. "It broadens our horizons."

Collaboration with the military is nothing new for the Journalism School. Proximity and Fort Leavenworth's role as the Army's intellectual hub make them natural partners. During the 1980s, officers from Fort Leavenworth earned Journalism master's degrees in accelerated programs. During the 1990s, Associate Professor Bob Basow and Volek, with assistance from other faculty, hosted military and the media days for international officers attending the Staff College. This event provided officers with an overview of the media and the First Amendment. They received exposure to press conferences and American academia.

In addition to interaction with the military, more recent press conferences have offered students a glimpse into military culture. "We see this as an opportunity to engage journalism students and give them an opportunity to see how the military operates," said Lt. Col. Chris Spillman, exercise coordinator. "We can also give feedback to the journalism students about things they can do better."



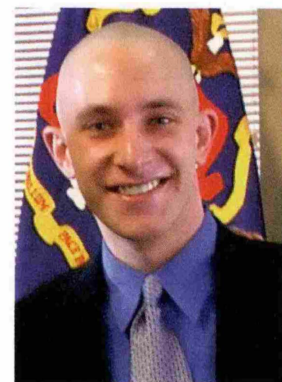
Left to right: David Guth, Lt. Gen. David Petraeus, Max Utsler, Ann Brill, Anton Menning, Christy Bradford and Tom Volek. Utsler, Menning, Bradford and Volek were recognized for their contributions to Fort Leavenworth during a March 29 ceremony.

Perhaps the most satisfying aspect of involvement with the military is the opportunity for journalism students and faculty to serve America by helping prepare its soldiers for duty in the Global War on Terrorism.

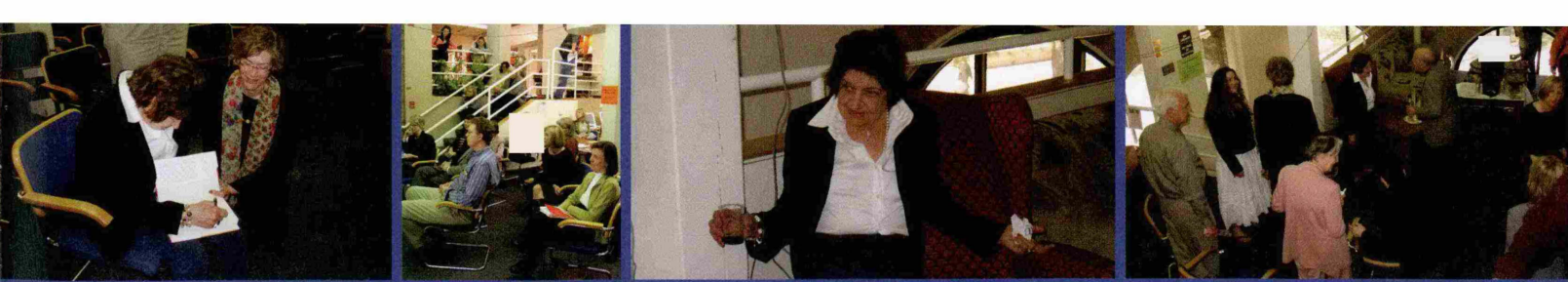
"I feel a sense of pride in doing this," Utsler said. □

Writer's Note:

At the urging of Professor Utsler, I participated in an embed exercise at the Staff College in November of last year. This experience led to a story about an Iraqi officer who was attending CGSC. The Leavenworth Times accepted my story, and it ran on the front page. I wrote another story for the Times about KU-Fort Leavenworth ties early this year and the Times hired me as a stringer. CGSC conducted another exercise with embedded students in March. This time I was asked to cover the event as a real journalist, and I wrote another story for the Times. Currently, I have three other stories planned for publication this spring dealing with Fort Leavenworth. In addition, I have petitioned the 137th National Guard Infantry Battalion for the opportunity to embed with it in Baghdad this summer. These events and opportunities stemmed from the mock press conferences conducted by Professor Utsler's Multimedia Writing and Production class. Fort Leavenworth personnel continue to be very helpful and supportive in granting me the opportunity to work with them.



Anton Menning



Photos from Helen Thomas' visit to the Journalism School.

The "First Lady of the Press" visits KU

By Andie Belfry, Minneapolis, Minn., senior



President Gerald Ford once remarked, "If God created Earth in six days, he couldn't have rested on the seventh – he would have had to explain it to Helen Thomas."

Veteran White House Correspondent Helen Thomas captivated a group of students and faculty members with her stories, humor and opinions during a visit to the School of Journalism.

The University of Kansas invited Thomas to give the March 14,

2006, Emily Taylor and Marilyn Stokstad Women's Leadership Lecture. Her lecture, "Covering the White House from Kennedy to Bush," drew a capacity crowd.

Thomas, often referred to as "the First Lady of the Press," has covered eight presidential administrations during her 57-year reporting career.

"I have never lost my sense of awe that I am able to quiz the president of the United States—politely, I hope, but if necessary to hold his feet to the fire. The media are the linchpin of our representative democracy, and the presidential news conference is the most visible evidence of it," said Thomas.

This was Thomas' second visit to the University of Kansas. She received the William Allen White Foundation National Citation in 1986.

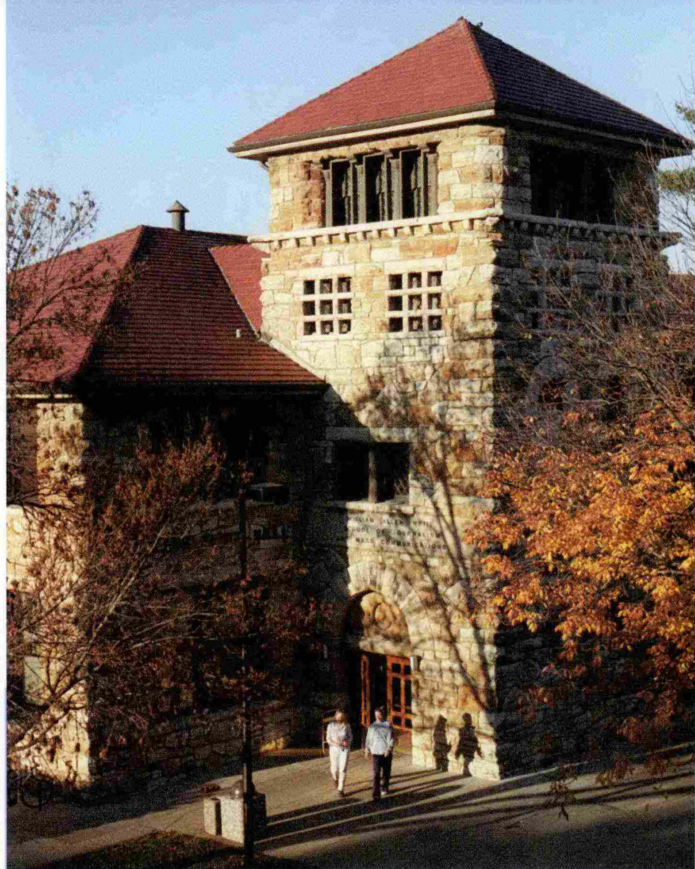
Ann Brill, dean of the School of Journalism, said, "Ms. Thomas has a sense of history and a sense of the way she thinks things should be."

Presidents and press secretaries have feared Thomas for years because of her insatiable appetite for interrogation.

Doug Ward, assistant professor, remembers seeing Ms. Thomas' byline during his years at *The New York Times*. Ward said, "What struck me most about Thomas was how feisty she is."

From the front row, Thomas has covered historical events from the tragic to the triumphant. She has had the rare opportunity to discover the human side of the man behind the lectern.

Known for asking the tough questions, she is seen as a role model for women in journalism, and she works to hold our government accountable. Maybe we should create the tagline "Thank you, Ms. Thomas." □



School of Journalism Calendar of Events

May 17: Kansas City Journalism Alumni Reunion Event. Please visit the J-School's Web site at www.journalism.ku.edu for event location, times, faculty attendees and cost. Please send your RSVP to dlewis@kuaa.org if you wish to attend.

May 20: School of Journalism Graduate Recognition Ceremony and Master's Hooding, 8:30 a.m., Lied Center, with a reception on the lawn of Staffer-Flint directly after the ceremony. For ticket details, visit www.journalism.ku.edu.

May 21: KU Commencement, 2:30 p.m., Memorial Stadium.

June 18-22: Kansas Journalism Institute.



Photos from the Spring Mentoring And Pizza (MAP) sessions for undergraduate students.

The Internship Experience: New York Style

Maxwell is *InStyle*: Student travels to New York for internship

By Piper McEndarffer, Overland Park, Kan., junior

Kristen Maxwell will graduate this May with an impressive internship on her résumé. In fall 2005 she took Fieldwork in Magazines, a class taught by Kara Lynch, which places magazine students in intensive, two-week internships. Maxwell was thrilled to accept an internship in New York with *InStyle* magazine and thanked Lynch for her help.

"Kara will put her heart and soul into finding you the internship of your choice," Maxwell said.

"It is really fun to work with someone like Kristen who is so appreciative," Lynch said.

Alison Gwinn, 1977 J-School grad and deputy editor at *InStyle*, recently came back to J-School classes to talk about her career. Maxwell had the opportunity to speak to Gwinn about working at the magazine.

Working as a general intern, she did a little bit of everything. She cut and copied gossip columns out of newspapers, worked with the fashion editor, worked in the famed fashion closet and even edited pages of the magazine.

After she completed her two-week internship, *InStyle* asked Maxwell back as a full-time, paid summer intern.

"It is rare that a company will ask the student back for the whole summer," said Lynch.

Maxwell was overwhelmed with excitement and gladly accepted the position. She will move to New York after she graduates. □



KU Student works hard in Big Apple

By Amanda Hallier, Overland Park, Kan., sophomore

Professional experience, network, "Good Morning America" and New York are a few key words that employers will notice when looking at Adam Sechrist's résumé.

Sechrist, an Overland Park senior, was one of 55 college interns at "Good Morning America" last summer.

"I knew I wanted to work there at 'Good Morning America,'" Sechrist said. "Getting up there took initiative. I learned a lot throughout the whole process."

Sechrist has been in the School of Journalism for two years. He is the sports director for KUJH-TV and a weekend producer at 49 ABC News in Topeka. He expects to graduate this May.

The "Good Morning America" internship was unpaid, and he worked close to 50 hours a week. His general jobs were in post-production, including research and pre-interviewing.

"I filled in the holes and helped make sure parts of the show went off without a hitch," Sechrist said. "When you are working behind the scenes, you don't realize how important you really are."

His biggest projects included working on the 30th anniversary show and the summer concert series. He was on television during the Fourth of July concert special with Patti LaBelle. "It was a lot of fun," Sechrist said. "We set up a picnic table on air while Robin Roberts and a guest explained how to have a Fourth of July picnic."

Sechrist also was the only Kansas student in the internship program. "They called me 'Kansas' or 'Jayhawk,'" Sechrist said smiling. "Even now when I call up to New York I have to say, 'Hey, it's Jayhawk.'"

Sechrist's other internship experience was with Channel 9 in Kansas City doing the First News weekend edition.

"Adam's ambition is demonstrated in his work," said Rick Musser, journalism professor. "He is always working—in the newsroom, in Topeka and on his own. 'Good Morning America' got 100 percent of Adam's time, and it doesn't get much better than that."

Sechrist went back to "Good Morning America" during winter break. "Good Morning America" paid him to work on Dick Clark's New Year's Eve in Time Square.

He said being a college student and having an interest in television were the basic internship requirements.

"This internship opened up more doors than I could ever imagine," Sechrist said. "I do want to go back sometime. I hope I worked hard enough to go back." □



Sechrist with "GMA" Anchor Robin Roberts.



At left: Megan True edits photographs. Center: workshop participants, left to right, front row, were Lisa Lipovac, Jared Soares, Julie Denesha, and Mindy Ricketts, back row, Amanda Sellers, Joshua Bickel, Tim Janicke, John Nowak, J.B. Forbes, Rachel Seymour and Megan True. At right: professional photojournalists guide the students.

Not your typical spring break party pics

Seven Kansas photojournalism students skipped spring break to stay in school. The seven participated in a photojournalism workshop in Ottawa, Kan., jointly sponsored by *The Ottawa Herald* and the School of Journalism. The workshop was free to the seven students.

Three KU alums, now professional journalists, mentored the students. Joining the group were J.B. Forbes, photojournalist for *The St. Louis Post-Dispatch*, Julie Denesha, picture editor for *The Washington Times* and John Nowak, picture editor of *The Herald*. KU photojournalism instructor Tim Janicke led the workshop.

"For many college students, completing a photo assignment means showing up, making a decent shot, returning to the paper and finishing it," said Janicke. "The Ottawa workshop gave students the opportunity to go back to that assignment several times to polish their work. We hope the workshop instilled within the students the idea that a photograph can be like a story—that you can spend some time working on it and improving it. Of course this benefits the students, and ultimately the readers, too."

Each of the seven students researched a topic, then took the pictures for it and wrote a story. Coverage varied from downtown Ottawa renovations, to a planned new highway, to a 14-year-old dairy farmer. *The Herald* will publish the stories this spring.

Herald Editor and Publisher Jeanny Sharp and Managing Editor Gordon Billingsley found housing for the students with Ottawa families. *The Herald* also paid for meals for the students. For one meal, the group ventured south to Williamsburg, Kan., for a barbecue dinner at Guy & Mae's Tavern.

The group met each morning in a conference room at Ottawa City Hall. Students used computer equipment provided by *The Herald* in the newspaper's conference room and worked from their own laptop computers. Each evening one of the professionals made a presentation to the students and showed photographs. □



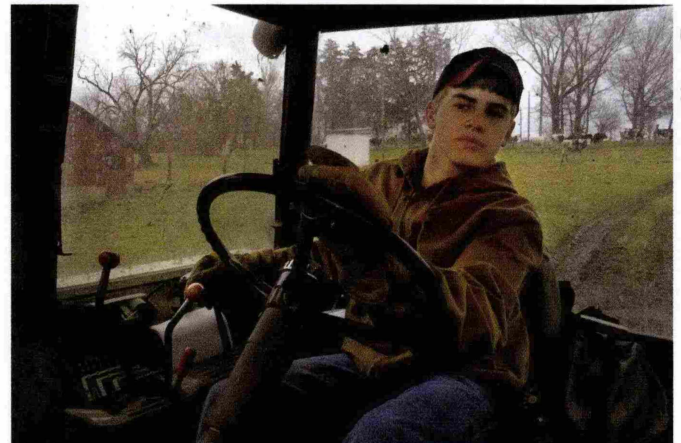
Mindy Ricketts

During spring break, young people gathered for ballroom dancing lessons sponsored by the Ottawa Parks and Recreation Department.



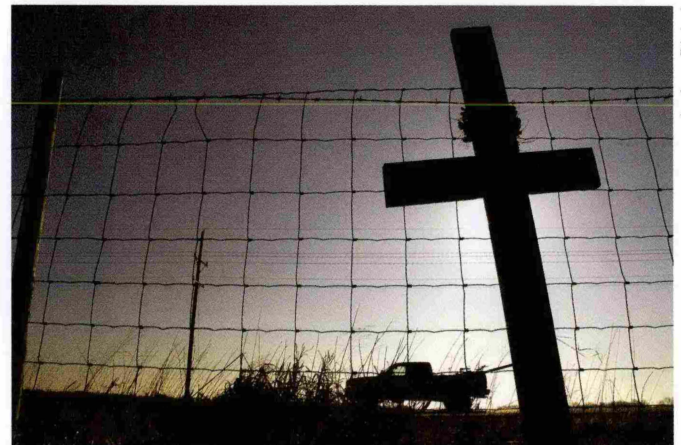
Amanda Sellers

Anna Davidson, 8, and her mom, Monica, eat lunch together at the dining counter inside Allegre Pharmacy. They spent the morning walking and shopping around downtown Ottawa before stopping for lunch.



Megan True

Wednesday afternoon Todd Coen loads and unloads hay in a John Deere 4440 tractor to feed some of his family's dairy cows on his grandparents' farm. He has been driving a tractor since he was 9 years old.



Joshua Bickel

A cross rests on the west side of U.S. 59, near Shawnee Road, north of Ottawa. Along 59 from Lawrence to Ottawa, the accident rate is 25 percent greater than along similar Kansas highways, according to the Kansas Department of Transportation.



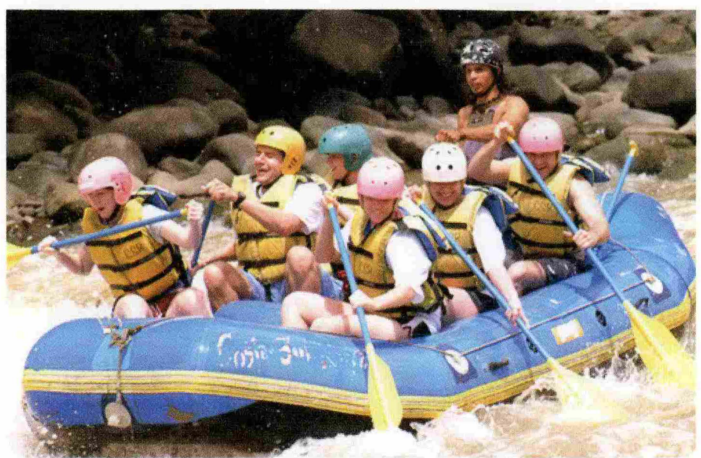
The Journalism Career Fair drew 25 companies and more than 150 students.

Let the Journalism Career Center help you find your next job

The School of Journalism's Career Center started a new service for alumni this year. We provide information online about journalism jobs that require at least two years of experience. The job listings are posted on the School's Web site at www.journalism.ku.edu, under "Alumni & Friends."

This new service is for jobs that require 2-4, 3-5, 5-7 and 10 or more years of experience. The School and faculty members hear about such positions on a regular basis, and we post them online.

If you know of relevant job openings that should be listed online, please e-mail Patty Noland, career development coordinator, at pnoland@ku.edu. □



During the 2003 program, students enjoyed rafting on the Reventazón river.

"wonderful lodge right by the volcanoes. You could see the volcanoes explode at night from your bed."

Included in the program fee are many of the students' meals, as well as an excursion to Tortuga Island, river rafting and hiking.

"You really are getting what you paid for and more," said Centeno about the trip.

Another opportunity built into the trip is the option for students to return to places they have visited in Costa Rica to do internships. "This is an unusual and added bonus to the study abroad program," said Lee.

The students leave June 6 for San José, Costa Rica, and arrive back in the U.S. on June 21. After the class ends, Lee will remain in San José to conduct interviews for a research project on the culturally sensitive marketing communications campaign that introduced Tropical brand fruit drink. The new product is from Florida Bebidas, Costa Rica's largest beverage company. Lee received a General Research Fund grant to conduct the research this summer. □

In another country: Costa Rica study abroad program

By Meghan Monarez, Goddard, Kan., junior

Every year students in the School of Journalism and other students from the university have the opportunity to study abroad in various countries around the world. Added to the list of study abroad programs is the Costa Rica International Media and Marketing Communications program, which was offered in the summer of 2003 and is offered again this summer. Linda Lee, associate professor in journalism, is the program director for the Costa Rica trip. She also led the program in 2003.

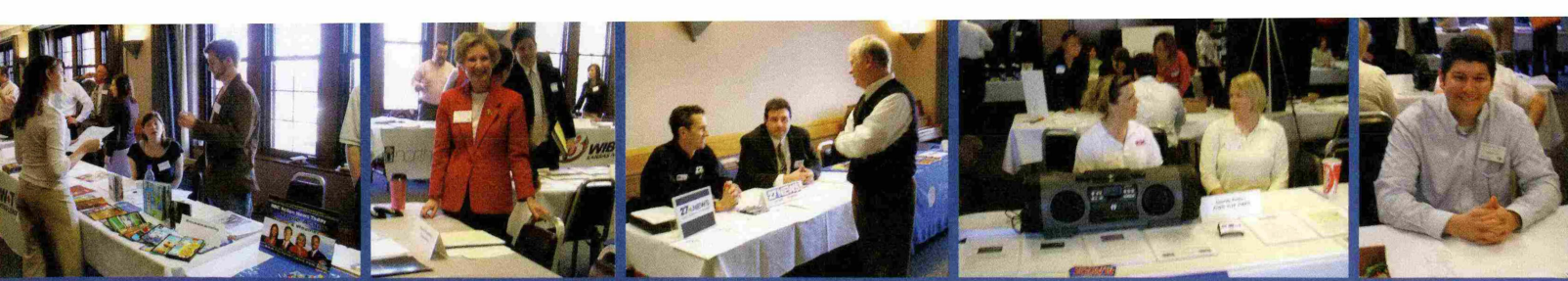
The Costa Rica academic program is 15 days, for which students receive three hours of credit. "This is a three-hour course on steroids," Lee said. She said the program is intense and involves the students going on site visits, doing readings and selecting an area of interest to research for a final project. In addition, students will have the opportunity to travel to significant cultural and historical sites in and around San José, as well as to participate in excursions to the Arenal Volcano, Rincon de la Vieja National Park, Tortuga Island and a one-day river rafting trip.

Carlos Centeno, a KU graduate student, participated in the program in 2003. "I certainly learned 200 percent more in the program than I would have in a whole semester in a classroom," he said.

While in Costa Rica the students stay in various hotels in the different cities they visit. Lee said in one city they had a



During the 2003 program, students saw how coffee grows in Costa Rica.



Photos from the 2006 Journalism Career Fair.

ALUMNI NEWS & NOTES

Where are they now?

2005

Anne Abernethy is an assistant account executive for Weber Shandwick Public Relations in Irving, Texas.

Laura Adamson is the South Carolina sales representative for Lifetouch National School Studios, based in Eden Prairie, Minn.

Lauren Becker is traffic coordinator at Fabiano Communications, Scottsdale, Ariz. One of her co-workers is **Kate Piotrowski**, 2004.

Michelle Burhenn is on the news staff of *The Kansas City Star*.

Jennifer Byrd, MSJ, works for the Associated Press bureau in Cheyenne, Wyo., covering the legislature.

Chelsea Chandler is a marketing assistant at People's Bank in Lawrence.

Megan Claus is a production catalog designer for Oriental Trading Co. in Ralston, Neb.

Megan Clifford is an online marketing buyer and coordinator for MMG Worldwide in Kansas City, Mo.

Shannon Cline is a media research coordinator for Platform Advertising in Olathe, Kan.

Anna Clovis is a chapter consultant for Alpha Chi Omega, based in Lawrence.

Ashley Cobbel is a media associate with Starcom Worldwide in Chicago.

Christopher Crawford is a writer for Vance Publications' three magazines, *Produce*

Merchandising, *Citrus & Vegetable*, and *The Grower*. He had interned with Vance.

Janette Crawford is account coordinator for Willoughby Design Group in Kansas City, Mo. She does copywriting, research and client services.

Lauren Debiak is one of two editorial assistants on a new bi-monthly *Hallmark Magazine*. She has been working as a public relations writer in New York since graduation.

Corinne Deuel is a news reporter for KUSO FM and television in Norfolk, Neb.

Ashley Doyle is design editor for *The Independence*, Mo., *Examiner* newspaper.

Jennifer Ferns does promotion-marketing for Brown-Forman event images, Olathe.

Natalie Flanzer is an editor for newspaper and Web for The World Co., Lawrence.

Ryan Gillian is a mobile marketing representative with the Sanford Corporation in Oak Brook, Ill.

Rebecca Green is a media planner with Barkley Evergreen & Partners, Kansas City, Mo.

John Fritz Heffinger is an account coordinator, special event/mobile marketing, Barkley Evergreen & Partners, Kansas City, Mo.

Pauline Himmelwright is a media analyst for Platform Advertising in Olathe, Kan.

Misty Huber is a fashion assistant at *Shape* magazine in New York.

Andy Hyland has been promoted from reporter to news

editor of *The Junction City Daily Union*.

Julie Jones is a copywriter for Cherokee Nation Enterprises in Cadoosa, Okla.

Kevin Kampwirth is a money markets consultant with J.P. Morgan Chase in Chicago.

Christine Kelly is in the marketing division of Platinum Rye Entertainment in Chicago.

Courtney Kuhlen is a photojournalist at *The Log Cabin Democrat* in Conway, Ark. She had been working at *The Lawrence Journal-World*.

Corey Meek is a retail advertising account executive for *The Burlington*, Vt., *Free Press*.

Amanda (Stanley) Menghini is an assistant account executive for Zillner Marketing Communications, Lenexa, Kan.

Kathleen Miller is a media associate at Starcom Worldwide, Chicago.

Megan Ochanpaugh handles marketing for the tax department of Deloitte & Touche in Chicago.

Jaime Pedigo is a special events host at Sea World in Orlando, Fla.

Ashley Puderbaugh is an editorial assistant for Ascend Media, Overland Park, Kan.

Erin Roberts is a public relations assistant for Cottonwood, Inc. in Lawrence.

Nikola Rowe is a customer service area supervisor for Kohl's store in Lawrence.

Jeanette Scott is a field marketing and sales manager for the producers of Disney on Ice and Ringling Bros. and Barnum & Bailey Circus, based in Boston.

Katie Scott is a public relations assistant for Wheatley & Timmons, Inc. in Chicago.

Lindsey Scott is a graduate student in journalism at the University of Georgia.

Tim Sears, MSJ, is the assistive technology specialist for Metropolitan Community Colleges in Kansas City, Mo. He teaches a class in Adaptive Technology at Longview Community College.

Katie Serrone is an account executive for MMG Worldwide in Kansas City, Mo.

Ashley Sloan is a brand manager at Sullivan Higdon & Sink in Kansas City, working on the Pizza Hut account.

Calli Smith is a management trainee at First National Bank in Omaha, Neb.

Morgan C. Smith is a producer for WIBW-TV in Topeka.

Laura Snyder is communications coordinator for Aquila in Kansas City, Mo.

Jessica Solander is a trainer for American Home Inspectors in New Berlin, Wis.

Erica Stein is a media coordinator for Starcom, Chicago.

Betsy Stverak is a marketing manager for King Advertising in Leawood, Kan. She handles project management, PR writing, marketing research, and media relations. (betsy@kingadv.com)

Elizabeth Tillmanns is a sales and marketing assistant for The Chase Group, fine art publishing and artist management, in Northbrook, Ill.

(News & Notes – continued on page 10)



ALUMNI NEWS & NOTES

Photos from the 2006 Journalism Career Fair.

KUJH-TV News is podcasting

By Carla Woody, Hutchinson, Kan., senior

This spring, KUJH-TV became one of the first university news programs in the nation to offer video podcasts. Last semester, the Advanced Online Production class discussed the new medium and recommended adding podcasts of the nightly news to the KUJH-TV News Web site. Katie Lohrenz, student Web developer for the Stan and Madeline Stauffer Multimedia Newsroom, created the podcast feed for tv.ku.edu.

The term "podcast" is a combination of the words "iPod" and "broadcast," although an iPod is not required to watch or listen to a podcast.

When a person subscribes to a particular podcast feed, such as the one for KUJH-TV, media files are automatically downloaded to the person's computer. Most podcast subscriptions are free, and subscribers can watch or listen to the programs whenever they want.

"It's time-shifting. You can watch whenever you want, regardless of when the show is broadcast," Lohrenz said. "It's not the novelty of having it on the iPod that makes podcasting successful: It's the fact that you can tune in whenever you want."

To receive podcasts, users need a podcast feed reader program. One of the most popular programs is iTunes. Lohrenz said while other programs can do the same thing, iTunes can be used on both Macintosh and PC computers. Once the feed reading program is installed, users simply enter in a search for the particular type of podcast they are looking for and the program is automatically downloaded to their computer every time a new episode is released.

Staci Wolfe, multimedia coordinator, said that although only news stories are currently offered, the opportunity for other types of programs exists.

"In the future we may offer specific categories like sports," Wolfe said. "Another possibility might be specific student feeds where subscribers could get stories by their favorite reporter, anchor or producer."

Currently KUJH-TV offers three to five stories a day for subscribers to view.

"We know how to use the technology now," Wolfe said. "By testing the process with the nightly news stories, we are now more prepared to experiment with other kinds of content."

You can subscribe to the KUJH-TV News podcasts at <http://tv.ku.edu>. □

(News & Notes – continued from page 9)

Jesse Vahsholtz is an account coordinator with Gragg Advertising in Kansas City, Mo.

Jamie Van Goethem is a service representative for Atlantic American Insurance in Atlanta.

Julianne Vendley is an account coordinator, sales, for News America Marketing, Cincinnati.

Grant Wallace is a legal assistant at the Mdivani law firm in Overland Park, Kan.

Erica Wells is a public relations specialist for Cerner Corp. in Kansas City, Mo.

Emily Werner is an account executive for Callahan Creek, Lawrence.

Shannon L. Williams is assistant print media buying negotiator for Zenith Media, Chicago.

Anja Winikka is an associate copy editor at *The Knot* wedding magazine in New York.

Jennifer Wyand is a marketing manager for C3 in Overland Park, Kan.

Chungkam "Michael" Yeung works as a production assistant at Television Broadcasts Limited's Variety and Musical Department in Hong Kong. He assists in the production of musical programs and music videos.

2004

Mike Baadte is an account manager at Auto Trader Publishing Co. in Lenexa, Kan.

Steven Boman is serving 24 months as a volunteer in the Health & Education Division of the Peace Corps in Tanzania.

Jessica Chapman is the associate editor of Custom Communications at Advanstar Veterinary Healthcare Communications in Lenexa, Kan. She is also a freelance writer and Web designer.

Paige Edelman is a production assistant on "American Idol," working with the contestants.

C.J. Jackson is with the Associated Press in Des Moines. He is assisting with coverage of the state legislature, focusing on economic news.

Ashley Marriott is an admissions counselor for the University of Kansas.

Johanna Maska is press secretary for Mike Blouin, a Democratic candidate for governor of Iowa. She is based in Des Moines.

Lisa Nolan is a marketing support associate with Nielsen Media Research in Chicago. She received a master's degree in media management from Syracuse University in 2005.

2003

Mike Alzamora is a reporter and sports anchor for KTAB-TV in Abilene, Texas. He had been with Independent News Network in Davenport, Iowa.

Brian Bruce, MSJ, is the sports director of a four radio station cluster in Ottumwa, Iowa (KBIZ/KTWA/KKSI/KRKN). He is also known as the "Voice of the Bulldogs" for Ottumwa High School, where he does the play-by-play, as well as sports reporting and a midday on-air shift. His previous job was the assistant sports director with KGRN radio in Grinnell, Iowa. (bbuce@ottumwaradio.com)

(News & Notes – continued on page 11)



ALUMNI NEWS & NOTES

Journalism students at work.

(News & Notes – continued from page 10)

Andrea Burnett is a reporter at KXAS-TV (NBC 5) in Fort Worth, Texas.

Jenna Goepfert is a copy editor at *The Tampa Tribune*. She was previously at the *Gazette* in Colorado Springs, Colo.

Brian Jones is a marketing management specialist for Prudential Financial, Inc., based in Chicago. He supports marketing in the Atlanta, Chicago, Dallas, London, New York and San Francisco offices.

Maria Preston, BSJ 1991 and MSJ 2003, has been named publisher of *The Shawnee Dispatch*. She will continue as regional advertising manager for the World Company's eight weeklies, which include *The Dispatch*. She was advertising manager of *The Lawrence Journal World* until 2002. She is also vice chair of the Shawnee Convention and Visitors Bureau committee.

Wilson Miner is the commercial development manager for World Online.

2002

Francie Bauer is a public relations specialist for Echostar Communications Corporation (Dish Network) in Denver, Colo. She previously worked as brand manager for the Learning Exchange, an educational nonprofit in Kansas City, Mo. (franciebauer@yahoo.com)

Cassio Furtado has been awarded the Rotary World Peace Scholarship to pursue an Advanced Master of International Studies degree at the Univ. of Queensland, Brisbane, Australia, starting in 2007.

(News & Notes – continued on page 12)

Hallmark manager has fond memories of KU, J-School

By Matthew Johnson, Lawrence, Kan., junior

A decade removed from graduating from the School of Journalism, Molly (Bukaty) Gregory has nothing but fond memories of her time at KU.

"I enjoyed going to KU," said Gregory. "Excellent professors with real-world experience and their attention to detail are the things I remember the most."

Gregory received her bachelor of science degree in Journalism in 1996 and a master's degree in Business Administration in 2004.

After graduation, Gregory worked in media relations and event planning for the Kansas Special Olympics. Before employment with Hallmark Cards, she did external communication work in marketing communications for Premiere Conferencing (now Premiere Global Services).



"It is amazing how many people struggle with basic writing. Having the ability to write is critical to any career — it is an important quality that should be taken seriously."

— Molly Gregory

"I graduated prepared to enter the real world, and much of this was due to the quality education I earned from the J-School," said Gregory.

As the manager of employee communications for Hallmark Cards Inc. in Kansas City, Mo., Gregory manages broad employee communication efforts for Hallmark's 13,000 domestic employees and helps coordinate communication with subsidiaries throughout the world. This includes a daily newspaper, daily intranet content and daily television programming. Gregory also recently completed a five-month stint in the corporate media relations department.

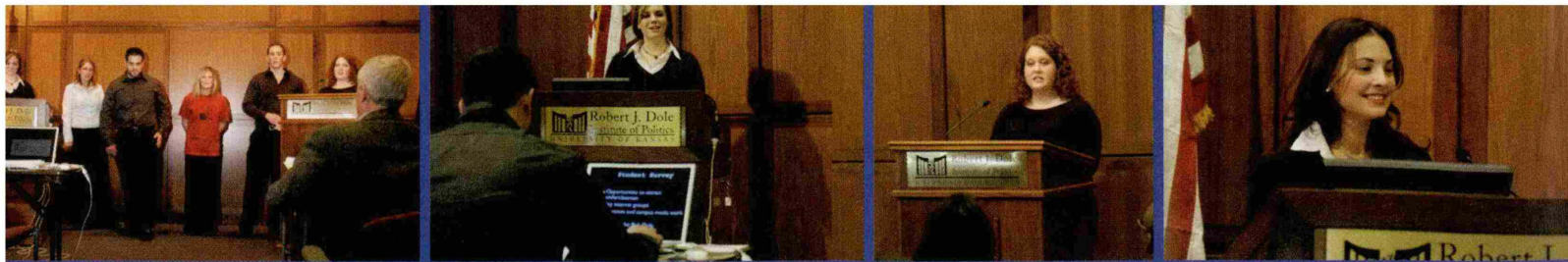
"Molly was quickly able to contribute to our team with her excellent work ethic and strong skills," said Diane McCaffrey, business and strategic communications manager at Hallmark Cards Inc. "Due to these qualities she has been promoted and valued as an important Hallmark employee."

Gregory also took advantage of the convenience of the KU Edwards Campus in Overland Park, Kan., to complete her MBA.

"After graduate school I was better able to understand our business, which is valuable when communicating key messages from business leaders to our employees," Gregory said. "I also believe it provided me opportunities for advancement."

She stresses that students should focus on good writing skills if they want to be successful.

"It is amazing how many people struggle with basic writing," Gregory said. "Having the ability to write is critical to any career — it is an important quality that should be taken seriously." □



Photos from David Guth's Strategic Campaigns class presentations to the Dole Institute of Politics.

ALUMNI NEWS & NOTES

Alum "scores" success

By Betsy Proffitt, Lyons, Kan., junior

One of Katie Holman's favorite memories from the University of Kansas is standing onstage graduation day and singing the alma mater with Associate Professor Carol Holstead. Although she was hoarse at the time and completely embarrassed herself, Holman will never forget the duet performance.

"I made a total fool of myself," Holman said. "But it was worth it."

After this memorable moment at the School of Journalism graduation ceremony in 2002, Katie Holman landed a position in Boston at a SCORE! Educational Center. One year later, Holman began working at the company's corporate office in Chicago as its marketing coordinator and now holds the title of marketing manager.

SCORE! Educational Centers, a subsidiary of Kaplan Inc. and The Washington Post Company, runs tutoring centers for children across the country. Holman develops national marketing for the company and works with directors at each of the 165 centers on its local marketing plans.

Originally, Holman planned on working in the magazine industry, but when she found this position she knew she wanted the job. The combination of working in communications to help children and families drew her interest.

"I'm not surprised this is where I am because it embodies so many things I'm passionate about," said Holman.

Kevin Riley, vice president of marketing at SCORE!, said he enjoys having Holman on his team. Her strong writing background and creative perspective made her a top candidate for the position immediately.

"Katie has a real passion for the business and a desire to learn and take ownership of different projects," Riley said. "She brings a lot of energy and excitement to the company."

Holman isn't the first Jayhawk Riley has worked with, so her basketball craze came as no surprise to him. Her years in Lawrence enhanced her Rock Chalk spirit, but more importantly, they prepared Holman for a successful career in journalism.

"KU had a solid understanding of what was happening in the industry, and that showed up in the classroom," Holman said.

She's grateful for the variety of classes she took at KU and the strong writing foundation she developed. Campaigns, in particular, was a course that trained Holman for the real world. One of her professors, Tim Bengtson, predicted her success after having her in class.

"Katie was a very bright young lady and very energetic," Bengtson said. "She had lots of get-up-and-go, which is what you need to succeed and flourish in Campaigns, and she certainly did."

Holman is happy with her job at SCORE! and credits much of her success to her crimson and blue background.

"I love what I'm doing," she said. "Not all of my friends or peers can say they love their jobs. It's great to be able to say it with conviction." □



(News & Notes – continued from page 11)

The 18-month scholarship covers all expenses. After graduation from KU, Furtado reported for *The Tampa Tribune* and later began master's degree studies in international relations in Heidelberg. He now lives in Brazil, his home country, conducting a weekly world issues show on the radio, for the next 10 months.

Justin Guenley is the news desk editor for *The Los Angeles Daily News* in Woodland Hills, Calif. (justinguenley@yahoo.com)

Najahe Sherman-Hall works at KSLA-TV in Shreveport, La., as a morning anchor.

Brett Wiese is the program manager at Datacore Marketing in Westwood, Kan.

2001

Lori (O'Toole) Buselt has been promoted to assistant features editor in charge of a four day a week 16-page section at *The Wichita Eagle*. A former editor of *The Kansan*, she has been with *The Eagle* since graduation.

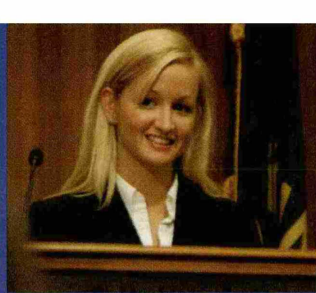
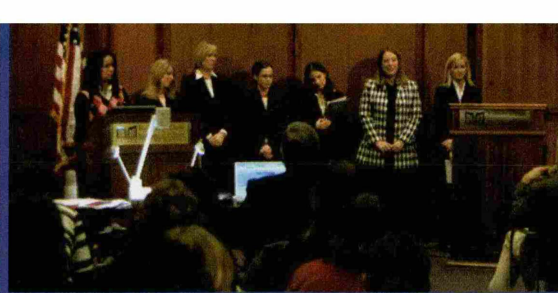
Monica (Hahn) Litt is an advertising sales manager at *The Minneapolis Star-Tribune*.

Hilary Meyer is the diabetes sales specialist for Bayer Healthcare in Wichita, Kan. She was named a President's Club Winner in 2004 for outstanding sales performance with Bayer. (kuqueenie@yahoo.com)

Anthony Reyes is a photographer with *The Northwest Arkansas Times* in Fayetteville, Ark.

Andrea Wohlers is manager of brand education for ABSOLUT VODKA in New York.

(News & Notes – continued on page 13)



Photos from David Guth's Strategic Campaigns class presentations to the Dole Institute of Politics.

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2000

Magdalena (Heck) Boroujerdi graduated from Parsons School of Design in May 2005 with an Associate of Applied Sciences degree in graphic design. She is currently a freelance designer for *Teen Vogue* magazine in New York. On September 17, 2005, she married Robert Boroujerdi in New York.

Angie Dasbach is director of corporate affairs, including media relations, for Coffeyville Resources, an energy company with offices in Houston, Kansas and elsewhere. She is resuming her graduate studies at the J-School.

Rob Litt is vice president for corporate communications for Piper Jaffray & Co. in Minneapolis, and also serves on the Red Cross crisis communications team there. He earned an MBA at San Diego State University while working there.

1999

Anna Attkisson is the associate editor at Time Inc. Strategic Communications in New York. She edits a magazine for Ford owners called *My Ford* and a newsletter for Navy Federal Credit Union called *Home Port*. (annaattkisson@yahoo.com)

Andrea (Tomlin) Blomquist is an advertising representative for *The Chicago Tribune*.

Kelli Raybern is a primary school teacher in Auckland, New Zealand. She received a graduate diploma in teaching from Massey University in Auckland in December.

1998

Josh Newville is an associate with the law firm Cahill Gordon & Reindel LLP in New York.

Ranita Wilks was selected as Kansas Ms. Wheelchair. She has been with Independence, Inc., helping disabled residents since graduation. In her speech she focused on her desire to help clients find jobs in the community.

1997

Sarah (Wiese) Glasebrook is a federal judicial law clerk to the Honorable Howard F. Sachs, a district judge in the U.S. District Court for the Western District of Missouri. She graduated from the University of Missouri-Kansas City School of Law in 2001 and worked as an associate for Shook, Hardy & Bacon, L.L.P. for two years before leaving to accept a clerkship. (sglase@hotmail.com)

1995

Amy (Patton) Morgan recently was elected to Shareholder status with the law firm of Shughart Thomson & Kilroy, P.C. Her law practice includes commercial and business litigation and the representation of health care providers in medical malpractice lawsuits.

William Tangeman is an attorney in Nebraska, and recently finished the independent documentary "Starbucking," chronicling a Texas man's efforts to visit every Starbucks in the world. (billtangeman@gmail.com)

Lynn A. Zimmerman is a communications consultant for the Global Systems & Services Division of Conoco Phillips in Bartlesville, Okla.

1994

Amy (Stumbo) Knupp has written a book, "Unexpected Complication," part of Harlequin's Superromance line. Visit www.amyknupp.com for more information. (amyknupp@amyknupp.com)

1992

Julie Browman is the Denver Nuggets pre-game host and she is also a sideline reporter for Altitude Sports and Entertainment in Denver, Colo. (jbrowman@altitude.tv)

Curtis Marsh is the new director of the KU Information Service that will provide enhanced phone, Web and walk-up information to help students pursue academic goals. He collaborates with a network of campus leaders and offices, as well as hires and trains a group of students to answer questions and provide appropriate referrals to offices across campus. The new KU Info. Service is supported by a partnership of Student Success and Information Services units. KU Info. began as a rumor control hotline in 1970. Marsh was associate director for marketing and a program manager at KU Continuing Education. He helped create an integrated student services and registration center for KUCE and coordinated programs to serve more than 50,000 Kansans. He has an MBA from the University of Missouri-Kansas City and received a community leadership award from the Lawrence Chamber of Commerce in 2004.

1991

Margaret (Townsend) Graff is an account manager with *Fortune Magazine* in Chicago. She is currently pursuing a professional masters degree in

Integrated Marketing through Medill/Northwestern. She lives with her husband Bill and son Will in Barrington, Ill. (margaret_graff@timeinc.com)

Robin Jacobson Lampe is the vice president of customer and corporate communications for Protection One in Lawrence. It is one of the leading providers of home and business security services in the country. (robinlampe@protectionone.com)

Liz Massey is managing editor of *ASU* magazine, the alumni magazine for Arizona State University. She has edited a variety of consumer, association and trade magazines over the last five years.

Laura Okmin has moved from Turner Sports in Atlanta to Fox Sports Net in Los Angeles. She hosts a daily Monday through Thursday NFL Show and reports for the weekend edition.

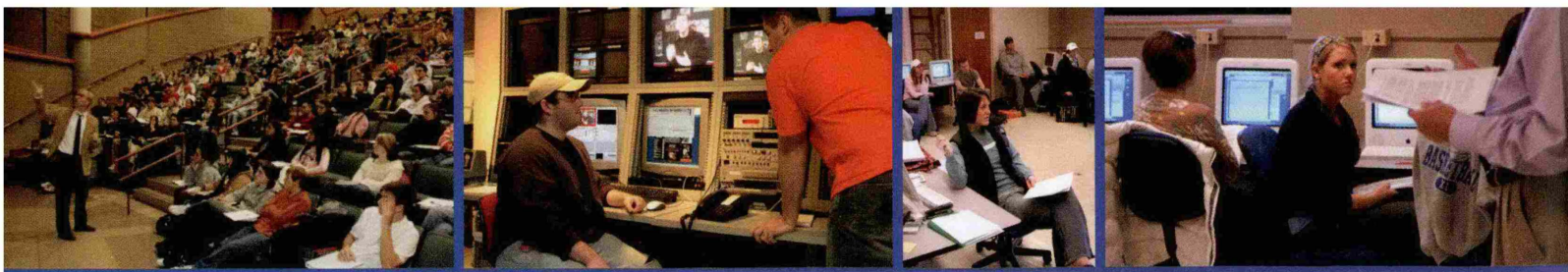
Anne (Hastings) Pedersen helps clients as an investment representative with Edward Jones Investments in Lee's Summit, Mo. In the last two years she has acquired three designations: Certified Financial Planner, Chartered Financial Consultant and Accredited Asset Management Specialist. (apedersen7@comcast.net)

Steven M. Wolcott, MSJ, teaches communications at Wilberforce University in Xenia, Ohio. Wilberforce is a private, African-American institution founded in 1856. (smwmrw@peoplepc.com)

1990

Thomas C. Clark II has been appointed as an associate circuit judge in St. Louis by Missouri Gov. Matt Blunt. He has been an assistant prosecutor since 1998.

(News & Notes – continued on page 14)



Journalism students at work.

ALUMNI NEWS & NOTES

(News & Notes – continued from page 13)

The tracks of journalism

By Jackie Schaffer, Sugar Land, Texas, sophomore

Emily Galbreath, assistant director of annual giving in charge of direct mail campaigns at the KU Endowment Association, is not focusing on one particular aspect of journalism on which to build a career.



"Part of the appeal of studying journalism was that I knew that I wasn't going to end up doing one specific thing with my life," said Galbreath, who graduated in May 2002.

Before the School of Journalism underwent its curriculum revamp to create the Strategic Communications and News and Information tracks in 2001, the school was structured quite differently. With an emphasis in broadcast news, Galbreath learned many of the key lessons now being taught in both tracks.

"My professors were very intent on teaching us communication and professionalism, which proved very relevant in the real world," she said.

Galbreath used the wide range of skills acquired through the Journalism School to explore many different real-world opportunities. During college, she interned with Saving Grace Productions, where she made broadcasting connections; worked the graveyard shift for Kansan.com, which exposed her to the real-world pressures of running an online newspaper; worked as a teaching assistant for KUJH-TV, where she improved her true journalism skills by helping reporters complete their stories; and, finally, was a student development associate at KU Endowment.

An employee of the Endowment Association since her junior year at KU, Galbreath earned a positive reputation.

"She shows incredible integrity and tremendous responsibility," said Laurie Bristol, one of Galbreath's co-workers.

Galbreath appreciates her job, because it allows her the opportunity to combine all of the proficiencies she acquired during her years as a Jayhawk. "I'm a jack-of-all-trades," admitted Galbreath.

The best part of her job at Endowment, however, is her continuing connection to her alma mater. "I love still being involved with KU and being able to stay in Lawrence. I feel like I'm still in college," she said. □

Derek Schmidt, Kansas State Senate Majority Leader, is the first recipient of the Simons Public Humanities Fellowship at KU. The fellowship provides a stipend for a semester during which the recipient participates in the monthly Resident Fellows Seminar at the Hall Center and gives a public lecture on a topic related to his research. He plans to study the growing influence of China, India and Russia, during the fall semester. The Independence lawyer will continue his public duties as a state senator during the fall. The fellowship is funded by a gift from Dolph C. Simons Jr. and his wife Pam.

Lara Weber is assistant editor of *The Chicago Tribune's* "At Play" section, a new weekly dining and leisure section launched in 2005. She formerly was news editor of *The Tribune's RedEye* edition. Lara joined *The Tribune* in 1993 and worked in business, sports, graphics and national/foreign news before taking a break to serve in the Peace Corps in Zambia from 2000-2002. She also took a month leave from *The Tribune* in 2005 to re-join the Peace Corps and provide relief work in New Orleans after Hurricane Katrina.

1989

Anna Davalos is with Associated Press Broadcasting. She produces and writes stories, edits story packages, and is weekend supervisor overseeing development of stories that will be updated throughout the day. She had been a freelance writer.

Alison Young joined *The Atlanta Journal-Constitution* to report on the Centers for Disease Control. She was previously with Knight Ridder's Washington bureau

and was also a reporter and editor at *The Detroit Free Press*.

1986

Lacey Roe is the vice president of customer retention at HomeBanc in Atlanta, Ga. Previously she was the vice president of customer experience at Earthlink. (lacey678@mindspring.com)

1982

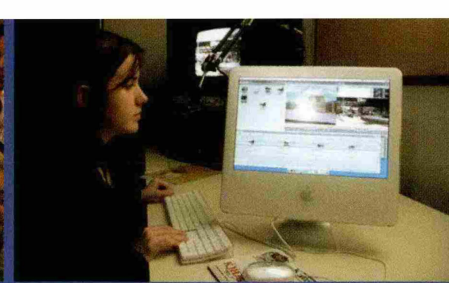
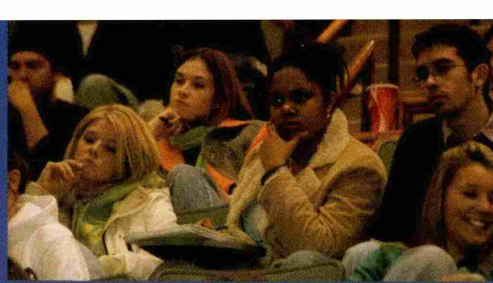
Scott Faust was promoted from executive editor to general manager/executive editor of *The Salinas Californian*.

Judy Walsh has been president of the San Diego Division of Time Warner Cable since 2004. Previously she was president of the Houston division of the company she joined 21 years ago. The company has more than 800 local employees and serves 350,000 households in the San Diego area. The Wichita native recently was profiled in *The San Diego Business Journal*.

1981

Mark B. Johnson, who was a journalism student, is founder, publisher, and owner of Community Journals LLC, publishers of community weeklies and upscale home magazines in the southeast. His newspaper group recently received national recognition and was awarded 1st place by the Suburban Newspaper Association for Best Coverage, Investigative Reporting, All Classes Combined, for coverage of a Homeland Security issue that involved explosive railcars in an urban area in Upstate South Carolina.

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Journalism students at work.

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1980

Donna (McFarland)

Scott, MA Radio-TV Film, is director of Jabez Films and Promotions; she is the senior copywriter/producer for J. Walter Thompson USA; director of KLUZ-TV; commercial director for KOAT-TV; and account executive of KKIM-AM. She is also the author of eight books including "Today I Told Somebody," 2006; "Voices of Courage" (one chapter); "The Hired Hand," and "A Case of Clergy Abuse." She was also the recipient of the 2005 Workness2Light "Voice of Courage Award."

(dscott9614@aol.com)

1979

Mark L. Olson is the director of marketing for USA Capital, the nation's leading real estate private lenders. He is also business director for Threshold Dance Theater, Nevada's only modern dance company, founded by his wife of 12 years, Petrina Olson.

(markolson@hotmail.com)

1978

Lori Bergmann is the manager of Editorial Service for Riverside Publishing, an educational publishing division of Houghton Mifflin.

1975

Jeffrey S. Stinson works in the London bureau of

USA Today as a correspondent.

1969

Paula (Myers) Winchester sells fresh-cut culinary herbs in the greater Kansas City/St. Louis areas. She has branched out into pastels and juried art shows.

(www.herbgathering.com)

1954

Charles F. Morelock, MSJ, retired from the L.A. School District in 1987; he then substituted in the Huntington Beach High School District for 12 years. He is now fully retired.

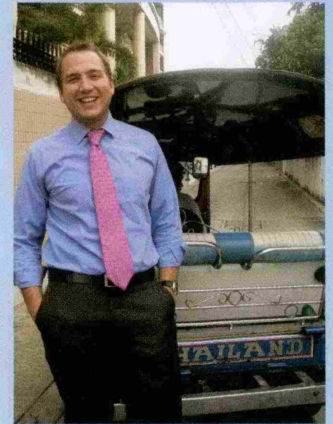
1947

Thomas Scott Cadden is the composer of the famous Mr. Clean advertising jingle. Originally written in 1958, it is still used today by Proctor and Gamble. Throughout the 50's, 60's and 70's, Tom was vice president of Tatham-Laird & Kudner advertising Agency in Chicago, where he wrote, produced, and directed commercials for Mr. Clean, Head'n Shoulders, Pringles Potato Chips, Libby's, Butternut Coffee and Curade band-aids, just to name a few. In the 80's Tom turned to writing and published "What a Bunch of Characters," a guide to who played who in the movies. He currently resides in Glenview, Ill. □

J-School grad making impact overseas

By Jami McKenney, Fort Scott, Kan., junior

Lucas Krump, 2002 graduate, is making an impact on the media world overseas. He has been working abroad since 2003 and has spent the last two years in Bangkok, Thailand, where he is an associate publisher with Media Transasia Group. He is responsible for international business development, advertising and marketing. Media Transasia Group distributes more than 30 different magazines throughout Asia through its offices in Thailand, Hong Kong and India.



Those publications include *Maxim India*, *OK Thailand*, *Seventeen Thailand* and Krump's current project, *Travel + Leisure South Asia*.

Krump previously worked in Africa with the Dutch media company, Big Media Group. However, after a friend in Thailand put him in touch with Media Transasia Group, he was given the opportunity to travel to Bangkok for an interview. The company offered Krump a job right away and he accepted. It was a matter of weeks, and Krump resigned from his previous job, packed his belongings and flew to Bangkok to start his new adventure.

"At 27 I feel extremely fortunate. I have had the opportunity to visit over 40 different countries through work and travel," said Krump. "I will continue to orient my life and career to allow me to travel and work internationally."

His company holds promising plans for new magazines to launch in India in the near future. Krump would love to be part of the launch and to have the chance to live in India.

"India is an emerging market on par with China. We see huge opportunity there. I visit India almost monthly now and would love the chance to live there for a bit," said Krump.

Krump shared his thoughts on what students need to know to make it in his line of work.

"In the publishing world you live or die by advertising. Knowing how to sell is the single most important thing I look for in new hires," he said.

Krump looks back on his years in the Journalism School fondly.

"The J-School provided an excellent understanding of the media world, how it works, and the language and thought process required to be successful. This provided me the tools required to begin building my career," he said.

Krump's Sales Strategy instructor in the J-School, Diane O'Byrne, is impressed by his experiences.

"What a success. Lucas is able to follow his passion and love for travel while earning a living utilizing his sales and advertising skills. He regularly e-mails pictures from exotic locations," she said.

Krump can be contacted at lucaskrump@hotmail.com. □

