

Front page of the April 8 University Daily Kansan newspaper, celebrating the Kansas men's basketball national championship. To obtain your keepsake copy of this historic issue, visit www.kansan.com.

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 - Tom Bowser, CEO and president of Blue Cross and Blue Shield of Kansas City
 - John Milburn, Associated Press reporter, Topeka bureau

Faculty research update

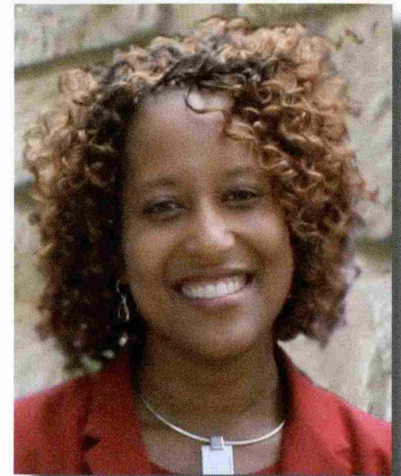
Cystal Lumpkins thinks church may be the key to educating African American women about breast cancer.

An assistant professor in Strategic Communication, Lumpkins' primary area of research is cancer communication, with a specific focus on breast cancer among minorities and underserved populations.

Lumpkins' current research projects include an investigation of the black church as a promotional vehicle to reach African American women about breast cancer. A presentation she recently gave at the 2008 Kentucky Conference on Health Communication, "The Church as Health Brand: Exploring Effective Strategies to Increase Breast Cancer Screening Among Culturally Diverse Populations," is an extension of Lumpkins' dissertation, where she explored how religion and spirituality impact African American women and their beliefs about health messages.

In addition to this project, Lumpkins is collaborating with a team of researchers at the KU Medical Center to find effective ways to tailor information on colorectal cancer screening to reach underserved individuals in the greater Kansas City area. She also is completing a project analyzing a communication campaign based in California that informs minority women about breast cancer screening and other health issues.

"I'm passionate about cancer communication," Lumpkins said. "I've personally been affected. One family member died of pancreatic cancer and a number of my family members have suffered or died from breast cancer. There are several barriers in the black community that need to be overcome, including distrust of doctors and socio-economic reasons. Communications need to be tailored to this group so the information is positive and appealing. Also, oftentimes spirituality is a barrier and some African Americans tend to be fatalistic concerning their health. The ultimate goal is to move from awareness to behavioral changes."



Crystal Lumpkins

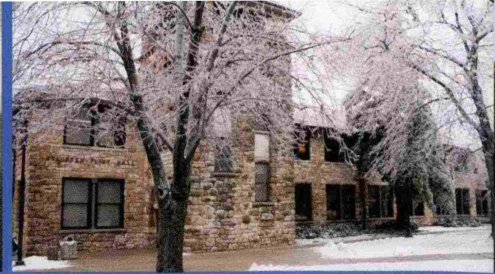
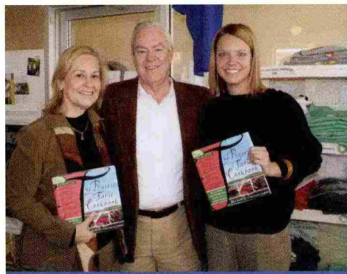
(Faculty research – continued on page 2)

Letter from the Dean

It's been a great semester at the University of Kansas! Unless you live on an island with no electricity, you are well aware of the NCAA basketball championship win. I wish you all could have been in Lawrence and on campus during the games, especially the victory over Memphis in the final game. We are proud of the team and all the fans who celebrated with such class and enthusiasm. The team's win reflects the excellence found throughout KU and the School of Journalism.

While we celebrate our athletic victories, we also celebrate our scholarly achievements. For the second straight year, we placed first in the prestigious Hearst Intercollegiate Writing Competition, often called the "College Pulitzers." Our students earned major national awards this year at the College Media Awards, Society of Professional Journalists competitions, and closer to home, the Kansas Broadcasters Association and Kansas Collegiate Press Association. Our strategic communication students continue their work this semester with clients such as Chipotle and the Kansas Department of Commerce.

(Dean's letter – continued on page 2)



(Dean's letter – continued from page 1)

Of course, none of this would be possible without our dedicated and talented faculty members, who not only are among the best teachers on campus, but also are known for their research. KU faculty are playing an important role in so many aspects of cancer research, including learning more about best ways to communicate with patients and others. For example, Prof. Crystal Lumpkins works with KU medical faculty to communicate with women of color about breast cancer. Her research will help patients and medical professionals understand the role that religion and community play in making health-care decisions. Her work is a reflection of research that translates complex problems into real-life understanding.

Prof. Rick Musser's work with health reporters assesses the impact of health care stories and will aid journalists in producing accurate and timely stories about medical information. Prof. David Perlmutter, our associate dean for research and graduate studies, is an internationally known scholar. His work focuses on newer forms of communications such as blogs, the impact of visual communication in national and international research, and is applied in such diverse areas as transportation, medicine and the military.

Our faculty scholars at the School are creating knowledge to be shared with students and professionals. One of my favorite sayings is: To teach is to learn twice. As professors in a prominent national university, we have an obligation to do more than rest on what we already know. Our credibility demands that we keep learning, much in the same way that we hope our students and alumni are life-long learners. A sense of curiosity and being able to explain events and issues are key to good journalism. Those traits also are key to good teaching and research.

So, while we celebrate our victory on the court, we also celebrate our students and scholarly success.

Rock Chalk, Jayhawk!

Ann M. Brill

Dean Brill and Corrie Moore with alumna Bill Kurtis at his book signing; alumna Gina and Sam Ford, at a J-School video shoot; Moore, Brill, Joyce and Malcolm Gibson pose with Arthur Sulzberger Jr, publisher of The New York Times; and Stauffer-Flint after a December ice storm.

(Faculty research—continued from page 1)

Other faculty members also are working on the health and science research initiative at the J-School. As mass communication scholars, they strive to bridge the gap between science/medicine and the world at large. They devise media strategies to empower individuals to adopt healthy behaviors, direct policy makers' attention to critical health and science issues, and frame those issues for public deliberation. The initiative is aimed at strengthening communication between journalists and scientists/health professionals, educating citizens about scientific discoveries and creating effective patient materials. A new health and science research Web site is in development and will be an online prototype for other research initiatives.

Prof. Mugur Geana continues work in his experimental research lab in Stauffer-Flint. Geana also is a medical doctor, so his approach to health communication research is unique. His main health communication interests focus on dissemination of knowledge about medical innovations for professionals and the general public, and mass communication about cancer prevention, screening, treatment, and prognosis. He is interested in psychophysiology and the use of physiological measures to evaluate the link between emotional cues and attention and recall of health-related media messages.

Prof. Kristen Swain's research focuses on risk perception and media framing of risk, including news coverage of bioterrorism, HIV/AIDS, stem cell research, and sea-level rise. Her recent publications have explored framing, scientific explanation, and sourcing in coverage of the anthrax attacks, moral development framing of the environmental justice movement, and international news flow about the Sub-Saharan AIDS epidemic. She currently is developing two NSF proposals in public communication about polar research, in collaboration with the Center for the Remote Sensing of Ice Sheets at KU.

For more on the health and science initiative and other faculty research initiatives, visit the J-School's Web site at www.journalism.ku.edu.

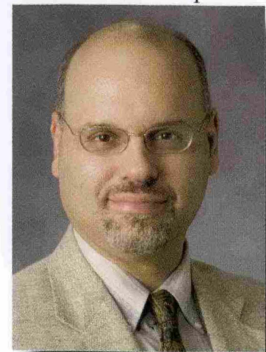
BOOKS

Prof. David Perlmutter has written two books this year: "Blogwars: The New Political Battleground," and "Picturing China in the American Press: The Visual Portrayal of Sino-American Relations in *Time Magazine*, 1949-1973." He also is co-editor, with John Maxwell Hamilton, of the book, "From Pigeons to News Portals: Foreign Reporting and the Challenge of New Technology."

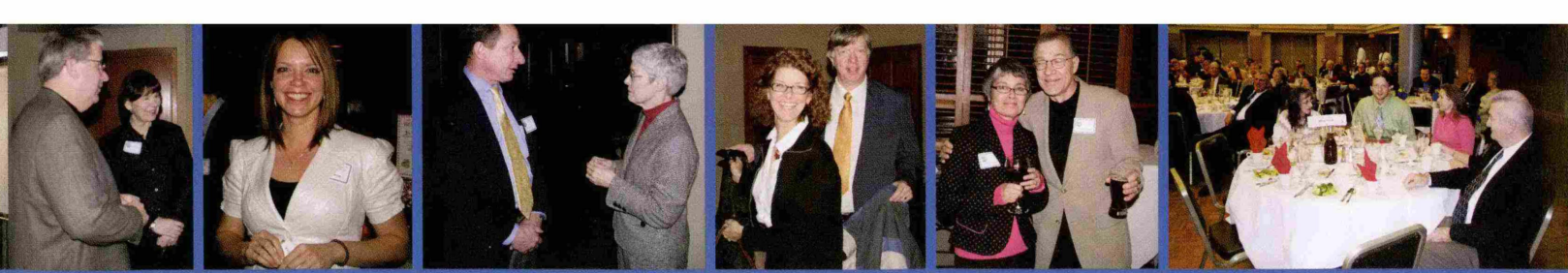
In "Blogwars: The New Political Battleground," Perlmutter notes how political blogs have grown astronomically in the last half-decade. In just one month in 2005, for example, popular blog *DailyKos* received more unique visitors than the population of Iowa and New Hampshire combined. But how much political impact do bloggers really have? The book examines this rapidly burgeoning phenomenon, exploring the degree to which blogs influence—or fail to influence—American political life.

In "From Pigeons to News Portals," both scholars and journalists survey, probe and demystify the new foreign correspondence that has emerged from rapidly changing media technology.

(Faculty research – continued on page 3)

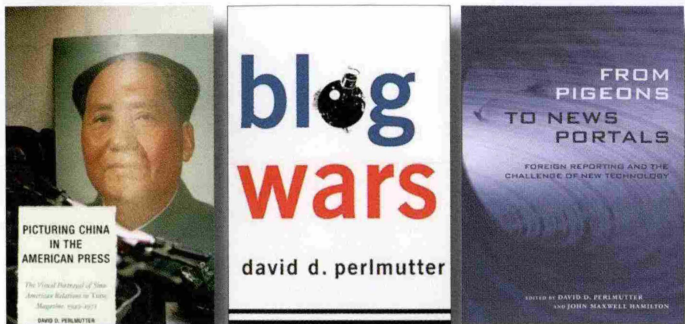


David Perlmutter



Photos from this year's William Allen White Day event on Feb. 8.

(Faculty research – continued from page 2)



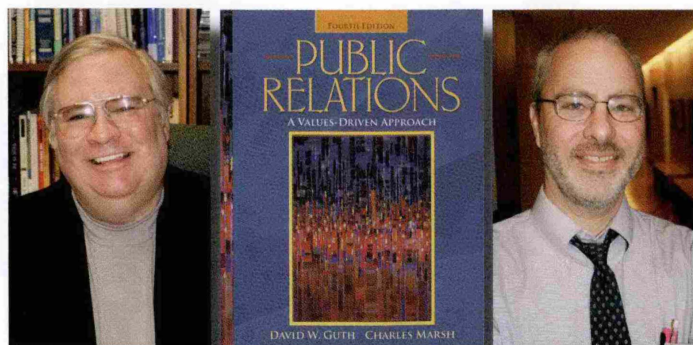
David Perlmutter's books.

The authors challenge long-held beliefs about foreign news coverage, not the least of which is whether, in our interconnected world, such a thing as “foreign news” even exists anymore. Essays explore the ways people have used new media technology—from satellites and cell phones to the Internet—to affect content, delivery modes, and amount and style of coverage.

“Picturing China in the American Press” juxtaposes what the ordinary American news reader was shown visually in *Time Magazine* between 1949 and 1973, with contemporary perspectives on the behind-the-scenes history of the period including major events (the Korean War and Nixon’s trip to China), less significant occurrences (shellings of Straits islands and diplomatic flaps), great personages (Chairman Mao and Henry Kissinger), and the common people and common life of China as seen through the lenses and described by the pens of American reporters, artists, photographers, and editors.

Perlmutter also has signed a contract with Harvard University Press to write a book about promotion, tenure and academic culture. It will, in part, draw from his monthly “P&T Confidential” column in *The Chronicle of Higher Education*.

Profs. David Guth and Charles Marsh are co-authors of a textbook, “Public Relations: A Values-Driven Approach,” fourth edition, published in 2008 by Allyn and Bacon. In a time when society holds individuals and organizations to high standards



Profs. David Guth and Charles Marsh are pictured with their new textbook, “Public Relations: A Value Driven Approach.”

of conduct, this book teaches students how to build ethical, productive relationships with strategic constituencies. This text provides an introduction to the dynamic, growing and honorable profession of public relations as it relates to a broader social context. More than 175 schools use the textbook.

Prof. Tien Lee’s book, “Media, Politics and Asian Americans,” will be published in 2008 by Hampton Press. It is co-authored by H. Denis Wu of Boston University.

GRANTS

The McCormick Tribune Foundation awarded the School a \$50,000 grant, designed to support media and military education. A component of the initiative is a new Media and the Military class at the J-School, which has brought together KU students with officers from Fort Leavenworth’s Command and General Staff College. Other aspects of the grant project include a Journalism Boot Camp, to be offered in September, and a Media and the Military E-Journal project. Barbara Barnett and Tom Volek are coordinating the program. Read the article on page six of this issue of *J-Links* for more details.

Prof. Rick Musser received a \$106,000 grant from the Kansas Health Institute to research and evaluate the effectiveness of a three-year program of the Association of Health Care Journalists in Columbia, Mo. The Missouri program to train working journalists in health care reporting is supported by a grant from a consortium of Kansas and Missouri health foundations.

Guth received a \$65,514 grant from the KU Transportation Research Institute for a nationwide study of the effectiveness of state emergency management agency Web sites.

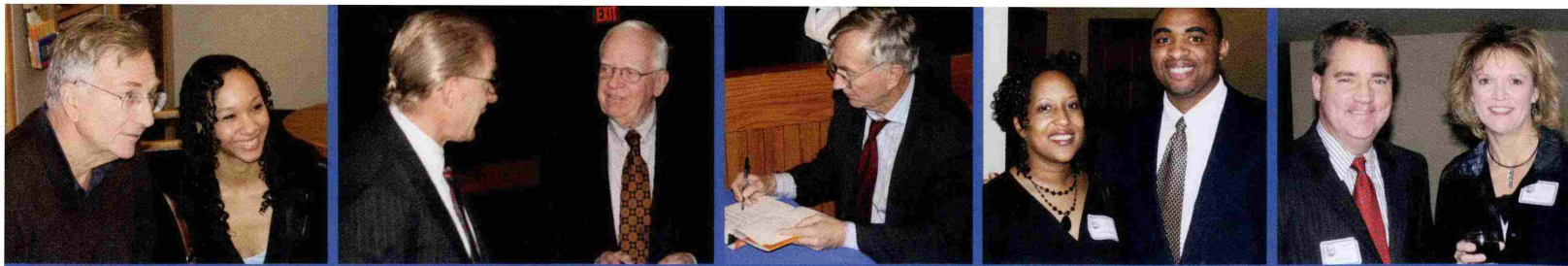
Perlmutter is co-principal investigator in a multidisciplinary research project on “Improving Highway Workzone Safety” that is funded by the KU Transportation Research Institute for 2008-2009. He works on ways to improve public message campaigns on workzone safety.

Geana received a New Faculty General Research Program grant of \$7,600 to research “Identification of Key Communication Channels/Messages for the Efficient Delivery of Health-Related Information to the Baby Boomers Generation.

Geana also has been awarded a Big 12 Faculty Fellowship for 2008 to visit and conduct research at Texas Tech University in its Psychophysiology Lab for up to two weeks in Fall 2008.

Prof. Tom Volek received a grant to teach ethics at the St. Petersburg, Russia, University of Cinema, which has a new journalism department. He visited St. Petersburg for nine days in March. He received the grant from the U.S. Consulate General. He also will visit with private and government sector journalists and research a new city-region-based newspaper there. The J-School is pursuing a linkage with the cinema university that also will establish a small center for professional communicators.

For a listing of more faculty research projects, please visit www.journalism.ku.edu. □



Photos from this year's William Allen White Day event on Feb. 8.

Green initiative update

Simran Sethi, professional-in-residence, is leading the J-School's green initiative. This semester she is teaching a new class, Media and the Environment, and working with students on blogging efforts.

Under her tutelage, many of her students are starting to make a name for themselves in the field of environmental reporting; some are even getting jobs. Adam Bowman and Ranjit Arab have been hired to write for other blogs, and have directed videos and written Web posts for a Sundance Channel Web series Sethi created, called "The Good Fight."

The class has given students the opportunity to visit sites including a local coal-fired plant and hydro-electric dam; the local landfill and recycling/composting centers; an urban farm in Kansas City; and the Haskell-Baker Wetlands. The class has had many in-person and virtual guest lectures from well-known environmental leaders.

The class blog addresses many of the pressing green issues of today and looks at methods to address environmental issues in ways that are both impactful and relevant. Since its mid-January launch, the blog, <http://mediaenvironment.wordpress.com>, has received more than 15,000 hits. More than half the class' students have been featured on other blogs, including *Triple Pundit*; *Sustainableblog*; *Ecolocalizer*; *Red, Green and Blue*; *Eat.Drink.Better.*; and *FeelGood Style*. Several students have been paid for their work.

As part of final projects for the class, a group of students will decide next steps for the class blog, likely transforming it into a blog for *Lawrence.com*. Other final projects include multimedia reporting on local and current environmental issues, and a strategic plan to "green" *The Kansan*.

In addition to her class, Sethi has devoted her time to publicizing the "green" rebuilding of Greensburg, Kan., which was destroyed by a 2007 tornado. She helped organize a fund-raising event for Greensburg, where she premiered five videos on the rebuilding that she shot for "The Good Fight." She also will cover the green rebuilding for a segment airing on Earth Day on CNBC.

For more information about the green initiative, visit www.journalism.ku.edu. □

Grad program touts Ford Fellow, Fulbright Scholars

This year the School of Journalism is honored to have a Ford Foundation International Fellow and three Fulbright Scholars in the master's program.

Denzyl Janneker, a Ford Foundation International Fellow, is from South Africa, where he practiced as a journalist before being awarded a scholarship to study for his master's degree

in the United States. An award-winning journalist, he considers graduate studies "not just as an opportunity for self enrichment, but a chance to help uplift the standard of living of those less fortunate, who are still coming to grips with the legacy of Apartheid." He is considering pursuing a Ph.D. after graduation. His current research interests revolve around how civil society can be strengthened through sustainable media.

Rauf Arif, a Fulbright Scholar, is a television journalist from Pakistan. After graduating with a journalism undergraduate degree, he began his career as a city reporter for an English newspaper. His interest in politics led him to cover Parliament. Politics have been his primary reporting interest for the last three years. After receiving his Fulbright Scholarship, he chose the KU J-School. He notes how appreciative he is of the professors who have helped him to "think critically and act professionally." Upon graduation, he will intern with a television news outlet, and return to Pakistan to work.

Uyanga Bazaa, a Fulbright Scholar, worked as a news reporter/anchor at Mongolian National Television for three years, and was a public relations officer for Save the Children UK, before coming to KU. She says both the "academic knowledge and practical experiences gained at KU have been life changing." A news story she did for her TV News class won first place in the Kansas Association of Broadcasters entertainment category. A group paper she worked on for a Political Communication class was accepted at the International Communication Association's conference. After graduation, she will pursue a career in either strategic communications or journalism.

Soleak Seang, a Fulbright Scholar from Cambodia, worked for the International Federation of Journalists organizing training for local reporters, and with the Southeast Asian Press Alliance as a monitor of press freedom violations in Cambodia, before coming to KU. He chose the J-School because it offered "a convergence program that provides not only professional skills in journalism, but also research skills in mass media." He is interested in political communication, and is researching the difference in perception of news values between journalism students and working Cambodian journalists. He plans to teach journalism at a Cambodian university, and work as a mass media researcher, after he graduates from KU. □



Denzyl Janneker, Rauf Arif, Uyanga Bazaa and Soleak Seang.



Photos from this year's William Allen White Day event on Feb. 8.

William Allen White Day 2008: Seymour Hersh speaks on war and politics to full house; Topeka Capital-Journal and Arkansas City Traveler accept Burton Marvin Awards

Seymour M. Hersh, internationally acclaimed investigative journalist, was honored as the recipient of the William Allen White Foundation's 2008 national citation during a public ceremony on Feb. 8.

Hersh spoke to a packed auditorium in the Kansas Union on issues ranging from the My Lai scandal during the Vietnam War to the current war in Iraq and Abu Ghraib military scandal. From politics to war to the state of journalism, Hersh covered the gamut of topics with his trademark wit and cynicism. See photos from William Allen Day and watch Hersh's citation speech at www.journalism.ku.edu.

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

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

In 1969, he exposed the My Lai massacre and cover up during the Vietnam War. His work earned him the 1970 Pulitzer Prize for International Reporting.

Hersh has published eight books, most recently, "Chain of Command," which was based on his reporting for *The New Yorker* on Abu Ghraib. He has won numerous book prizes.

Burton Marvin News Enterprise Award

The 2007 Burton W. Marvin Kansas News Enterprise Award went to *The Topeka Capital-Journal*, whose coverage triggered the downfall of Kansas Attorney General Paul Morrison. *The Arkansas City Traveler* earned the award in the community journalism category for its coverage of the murder of a popular local college student.

Given since 1974 by the William Allen White Foundation, the Burton Marvin award recognizes outstanding reporting by newspapers in Kansas. The award is named in honor of the foundation's first director and a former dean of the KU School of Journalism. The award was presented Feb. 8 during William Allen White Day activities.

In Topeka, things started with a whisper in the form of an anonymous e-mail. Special-projects reporter Tim Carpenter seized that opening and spent weeks unraveling the story of Morrison's affair with Linda Carter, Morrison's top administrative assistant when he was Johnson County District Attorney.



Seymour Hersh, Dean Ann Brill, Howard Kessinger, President of the William Allen White Foundation, and Prof. Ted Frederickson on William Allen White Day.

Using the Kansas Open Records Act, Carpenter acquired telephone records and other documents that substantiated much of Carter's version of her soured relationship with Morrison, which had continued after Morrison was sworn in as Kansas Attorney General.

Carpenter's initiative and persistence led the way in coverage of the decline and fall of the state's top legal officer. Five days after the initial coverage of the affair, Morrison resigned. He had confirmed the sexual relationship, but he denied professional misconduct.

The 4,000-circulation *Arkansas City Traveler's* coverage reflected its commitment to serve the public as lead reporter Foss Farrar, a KU graduate, sorted through the limited information made available by local authorities. Farrar and his colleagues provided balanced accounts of the missing young woman, discovery of her body, and the arrest and charging of a local man.

An ongoing story like this one is a special challenge to a community newspaper, which is pulled and tugged by rumors, said judges. It was important to be sensitive to the families of the victim and the accused and to help Arkansas City readers make sense of the tragedy. In addition to its extensive coverage, *The Traveler* made use of its Web site to update the story and to provide a place for readers to post their thoughts.

The judges also took special note of a compelling *Kansas City Star* entry that explored the ramifications of an attack on Kansas National Guard soldiers in Iraq. In the fog of battle, one was killed and several were injured. Reporter David Goldstein explored what took place before and afterward. His four-day series focused on the human emotions of all involved. □



Photos from the Media and the Military class reception on March 25 at the new Lewis and Clark Building at Fort Leavenworth.

New J-School course explores relationship and tension between media and military

Co-written by Kathleen Powers, junior, Manhattan, Kan.

The J-School has often worked informally with the military. However, a recent grant paved the way for a more formal relationship through a partnership between the U.S. Army Combined Arms Center (CAC) at Fort Leavenworth and the J-School.

This year the J-School was awarded a \$50,000 McCormick Tribune Foundation grant, designed to support media and military education. A component of the initiative is a new Media and the Military class at the J-School.

"Fort Leavenworth is known as the intellectual center of the U.S. Army, and just like KU, we are in the business of educating the next generation of leaders," said Lt. Gen. William B. Caldwell IV, Combined Arms Center commander. "Education is the very foundation of the modern soldier. Now, more than ever, it's brains and brawn. KU is one of the very best schools in the country and we are fortunate to share a close and special relationship. We continue to look for new ways to work together, and the gates at Fort Leavenworth are always open to our friends in Lawrence."

The J-School's new Media and the Military course was designed by professors Barbara Barnett and Tom Volek. Barnett is teaching the course this semester.

"The media and the military often find themselves at odds," Barnett said. "But both are really working toward the same goal—democracy."

Barnett said the media disseminate information, a cornerstone in any democratic system that relies on an informed citizenry to elect leaders. On the other hand, the military serves as the protector of the United States, with Army officers swearing to uphold the Constitution.

"Yet, these two groups know very little about each other, Barnett said. "The purpose of this course is to help the watchdogs and the protectors learn."

The course features interaction between the journalism students and mid-grade field officers attending the U.S. Army Command and General Staff College (CGSC), one of CAC's 17 subordinate organizations. Although a new offering, the course will likely become a regular addition to the KU course timetable.

During the first two months of class, students are educated in basic military terminology so they can "speak the same language" when interacting with military personnel. Reading journalistic articles that cover the military, combined with discussions weighing the pros and cons of embedding, helps stu-



Lt. Gen. William B. Caldwell IV with Prof. Barbara Barnett and Dean Ann Brill at a March 25 reception held at Fort Leavenworth for the J-School's new Media and the Military class.

dents understand both national and international perspectives of the military-media relationship.

Barnett took her students to Fort Leavenworth for the first time Feb. 12 to observe soldiers in training and to watch a mock press conference. The class made its second trip March 25 to meet with the officers who are participating in the class.

KU students have talked one-on-one with prestigious guest speakers such as Will Stebbins, bureau chief for Al Jazeera English, Kirsten Sharnberg, who was an embedded journalist for *The Chicago Tribune*, and Ward Carroll, editor of *Military.com*.

For the last 10 weeks of the semester, officers will visit KU for joint classroom sessions. CGSC faculty and KU students will work with the officers to teach them how to write a news story, how to blog and how to handle a press conference.

KU students are developing a Web site for the class, which will feature work of students and officers, as well as student blogs. The site will be linked to the J-School's and CGSC's sites.

Other aspects of the McCormick Tribune Foundation grant project include a Journalism Boot Camp, to be held in September 2008, and a Media and the Military E-Journal project. The boot camp will consist of war planning and war gaming, with a significant communications component. Fifteen mid-career journalists will go to Fort Leavenworth for the week to assist in media training efforts.

Check www.journalism.ku.edu for updates on the course and other components of the grant initiative. □



ALUMNI NEWS & NOTES

Where are they now?



2008

Chris Donaghy is an advertising sales business builder for Discovery Networks, which owns the Discovery Channel and TLC, among others, in Chicago.
(penpwr@aol.com)

2007

Sarah Fiske is an assistant account executive for Chase Communications, a full-service public relations and marketing agency in San Francisco.

Shea Haase is an interactive coordinator at GlynnDevins in Overland Park, Kan.

Courtney Hagen works in Cape Town, South Africa, as an in-house journalist for the Media Training Centre. She also is with Wola Nani, working for health and human rights in the region and across Africa.
(chagen84@gmail.com)

Ren-Tin Harn does marketing and public relations for Allied Business Group, a business merger and acquisition company in Leawood, Kan.

Jodi Holopirek, MSJ, is a copy editor/designer at *The Vail Daily* in Colorado.

Kelly Lanigan was recently promoted from editorial assistant to senior writer at

VFW Magazine four months after joining the staff.

Kasey (Weber) Schweitzer is the entertainment coordinator for the Kansas City Royals.

Ashley Thompson has a yearlong internship on *National Geographic Traveler* magazine.

Elyse Weidner is an assistant editor of *Houston Magazine*, in Texas.

2006

Dan Billingsley is the director of marketing for Thresholds Psychiatric Rehabilitation Centers in Chicago. It is a large, non-profit mental health system focusing on individuals with severe mental illness. He is in charge of general marketing and branding duties, as well as assisting in development, fund raising and program expansions.

Alice B. Greenwood is the listing/linking program coordinator for MMG Worldwide in Kansas City, Mo.

Tim Hall works at 99.9 FM The Fan in Raleigh, N.C. He does live updates, reporting and producing, plus hosting pre- and post-game shows for the Carolina Hurricanes hockey team.

More photos from the Media and the Military class reception.

Derek Klaus has been promoted to senior communications specialist at the Kansas City Convention & Visitors Association. Since he joined the KCCVA, Derek has won an international Adrian Award in e-marketing and a PRISM from the Kansas City Chapter of the Public Relations Society of America.

Melva Landrum is with Student Paths, a free program that helps high school students transition to college or a career. She works with educators in Georgia and Texas and develops public relations and marketing strategies to recruit schools for the program.

Britta Savik is with Olson Advertising in St. Louis Park, Minn.

Dominic Soltero is an account executive with *The Chicago Tribune*.

Allison Traylor won a record 15 gold awards and best of show at the Kansas City Ad-dys competition in February. The awards were for a single campaign she worked on while with Meers Advertising. She now has joined Barkley. Brian Brooker, CEO of Barkley, described her campaign as "smart, simple, and provocative."

2005

Marshanna Hester is weekend anchor/reporter for KTKA-TV, the ABC affiliate in Topeka.

Neil Mulka is a page designer for *The Forum of Fargo-Moorhead* in Fargo, N.D. He also is a graphic designer for Casino Service Publishing in Fargo, publishers of *Casino Enterprise Management*, *Casino Lawyer* and *Gaming's Legal Eagles* magazines.

Adrienne Rosel became director of marketing for "TEXAS," a musical drama staged each summer in Palo Duro Canyon. She was performing in the show when she accepted the position.

Lindsey Scott completed her master of arts degree in journalism in August at the University of Georgia. She now works for Jackson Spalding, a public relations company in Atlanta. Jackson Spalding was named best small firm of the year in 2007, by the Holmes Report.

2004

Carlos Centeno works for the United Nations Africa Bureau as a production coordinator in New York. He recently completed his master's degree in International Studies at KU, concentrating in governance development and civil-military relations. In graduate school he took time off to work for the United Nations World Food Programme in Bolivia, and worked as a freelance journalist there as well.

(News & Notes – continued on page 8)



Photos from the December Journalism School graduate recognition ceremony.

ALUMNI NEWS & NOTES

(News & Notes – continued from page 7)

Kathryn Domet is an attorney in Los Angeles at the Law Offices of Eugene R. Salmons, specializing in family law, real estate litigation and criminal law. She graduated from Pepperdine University School of Law with a juris doctorate and a certificate in alternative dispute resolution.
(kathryn.domet@gmail.com)

Emily M. Jones is an associate attorney at Herrold, Herrold & Co. in Tulsa, Okla.

Erica Hood Jones is a senior account executive with Fleishman-Hillard Public Relations and a student in the J-School's Marketing Communications master's program at the KU Edwards Campus.

Jessica Kellner has been promoted by Ogden Publications to managing editor of *Natural Home*, a bimonthly national magazine focused on sustainable dwellings.

2003

Heather Attig, MSJ, is a multimedia editor and designer at University Relations at KU. Previously she worked as an adjunct professor and public relations assistant at MidAmerica Nazarene University in Olathe, Kan.

Douglas Donahoo is a promotion producer at KCTV-5.

Melissa Studley Donahoo is membership coordinator for KCUR-FM at the University of Missouri-Kansas City.

Katie Glatz is the admissions counselor for Stephens College in Columbia, Mo.

Corey Smith Marchetti is director of business operations at Galleria Marchetti in Chicago.

2002

Eric Longman is global marketing communications manager for GE Healthcare Molecular Imaging in Milwaukee, which primarily produces medical imaging equipment. He is responsible for creation and coordination of advertising, video, Web and sales tools. He interned with GE after graduation for the leadership development program, with rotations in Pittsfield, Mass., Waukesha, Wis., and Chicago.

2000

Amanda (Shaw) Newsome is an executive producer with Alabama Public Television in Birmingham. Previously she was with KTWU in Topeka.

John Rockhold, who took classes in the J-School, is managing editor of *Mother Earth News* in Topeka.
(www.MotherEarthNews.com)

Michael Terry is the editor of *The Suncoast News* in New Port Richey, Fla.

1999

Gerry Doyle is the editor on the metro desk at *The Chicago Tribune*. He is a former managing editor of *The Kansan*. He just published his first novel, "From the Depths," which was released in November by McBooks Press (www.mcbooks.com/bookstore/product_details.php?id=567).

Brandy Ernzen was promoted to brand manager at Ogden Publications in Topeka, Kan., where she develops and implements all branding strategies and guidelines, as well as oversees all public relations efforts for the company. Ogden's brands include 11 magazine titles and *EarthMoment.com*, a site that pairs comparison shopping with carbon offset purchases.

Colleen Rauscher is the marketing director for Whole Foods Market in Denver.

Portia Stewart is editor of *Firstline*, a professional trade magazine for veterinary team members, receptionists, veterinary assistants, technicians and practice managers, that provides articles about the business of patient and client care (firstlinemag.com). She was a finalist in the 54th Annual Jesse H. Neal National Business Awards competition for editorial achievement. She was one of

102 finalists selected by a distinguished board of judges for her how-to article in the Nov./Dec. 2007 issue, "Why Clients Leave." The Jesse H. Neal Awards, which have been called "the Pulitzer Prize of the business media," are the industry's most prestigious and sought-after editorial honors.

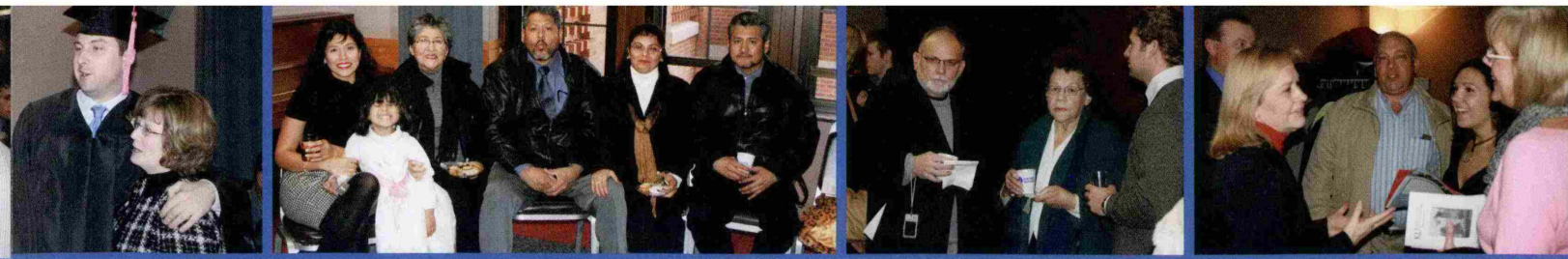
Rees Wendler-Bristow is news director and morning news anchor for 1320 KLWN Radio in Lawrence.

Sara Wilhelm was named corporate director of sales and advertising of The World Company. She joined *The Lawrence Journal-World* as an account executive upon graduation, after interning there for two summers. Eight months later, she was promoted to sales supervisor, then to retail advertising manager in 2002, and to advertising manager in 2004, overseeing all print and online display advertising initiatives. She took a lead role in the company's sales convergence efforts. She is a 2007 graduate of Leadership Lawrence and is on the marketing committee of the Suburban Newspapers of America.

1997

Jeff McCarragher has joined 610 Sports Radio KCSP in Kansas City as co-host of the 6 to 9 a.m. show with Roger Twibell.

(News & Notes – continued on page 11)



Photos from the December Journalism School graduate recognition ceremony.

ALUMNI NEWS & NOTES

J-School grad is new KC Star publisher

By Francesca Chambers, sophomore, Paola, Kan.

On Mark Zieman's first day in advanced reporting he told Prof. Ted Frederickson he hoped to receive an A in the class and to win the Pulitzer Prize. He had no idea he would one day be named publisher of *The Kansas City Star*.

Zieman, 47, said The McClatchy Co. made it clear he was a candidate for the position, but he was only optimistic that he would be selected, not certain.

"Frankly I never had time to worry about it because we have so much to do," Zieman said.

After graduating from the KU School of Journalism in 1983, Zieman worked for the Houston bureau of *The Wall Street Journal*. In 1986 *The Star* hired him, and three years later he became its projects manager. In that position, he helped direct and edit a seven-part series in 1991, "Failing the Grade: Betrayals and Blunders at the Department of Agriculture," that won the Pulitzer Prize for national reporting in 1992. He was named managing editor thereafter. In 1997 he became editor, a position he held until he was named publisher on March 6.

He had served as both editor and interim publisher since January when Mac Tully, the paper's former publisher and KU alumnus, resigned. Tully now works for MediaNews Group, which owns 57 newspapers in 12 states and is based in Denver.

Zieman said the best way he could help the *The Star* was to accept the publisher position. He said he was successful at growing the content of the paper and now he wanted to help *The Star* increase its revenue.

Zieman said it would be challenging to find ways to connect the *The Star's* advertisers with its growing amounts and types of content, but that it also would be exciting.

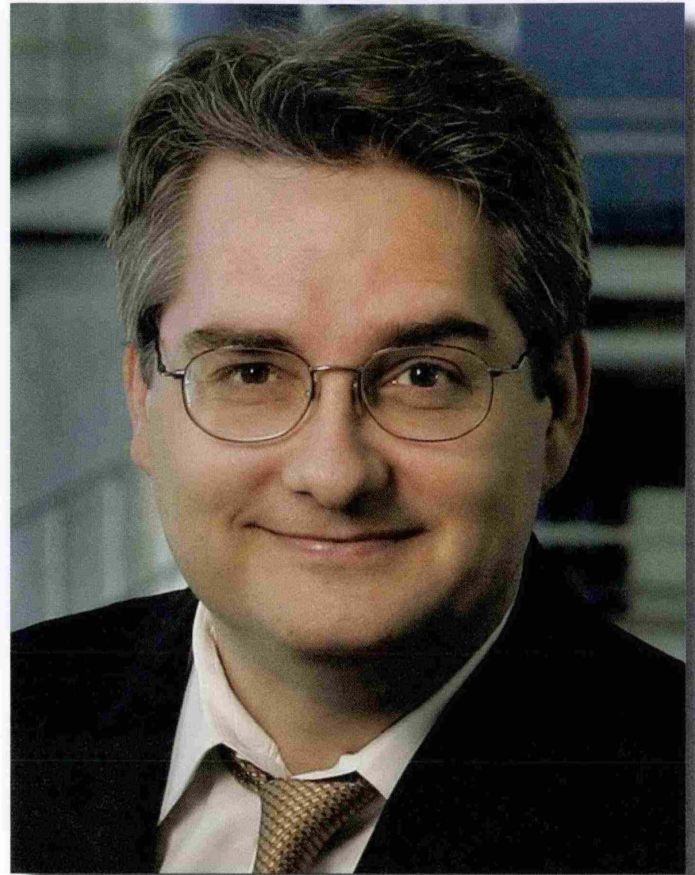
"It's a good problem that is something I think we will be able to solve and come out of this transition stronger than ever," Zieman said. "Different, but stronger than ever."

Zieman said he had no intention of vying for publisher when he returned to school to obtain his business degree. He said as editor, he wanted to be able to better explain to advisors why resources like bloggers were important.

In college, Zieman was the editor of *The Kansan*. He said one of his first and favorite stories was a profile he wrote on Alex Haley, the author of "Roots." Zieman said he thought being a reporter was a pretty good job after he received that opportunity early in his career at *The Kansan*.

Zieman said he enjoyed writing national stories for *The Wall Street Journal*, but he grew up reading *The Star*, and it was really the only paper he had ever wanted to work for.

"What became more important to me was to do stories for a community I cared about and for people who were important to me," Zieman said.



Mike McGraw, who Zieman helped with the Pulitzer Prize winning series about the U.S. Department of Agriculture, said Zieman was the most difficult taskmaster he has ever had.

McGraw said he would spend weeks working on a paragraph for the story only for Zieman to cut it into one sentence. He said Zieman also taught him that being a good writer is just as important as being a good reporter.

"Even at my age in 1992 I hadn't really realized how important writing was," McGraw said. "Even Mark hasn't made me a better writer. He's only made realize it's awful important."

Judy Thomas, who also is a projects reporter, said she always has been impressed with Zieman's abilities and his support of reporters.

Thomas said in January of 1999, when she wrote a story about Catholic priests dying of AIDS, Zieman wrote a column defending the story and spent the rest of the year helping her write a follow-up story that would silence critics.

"You know some papers might just hang the reporters out to dry, but he has never been like that," Thomas said.

Thomas said she thought everyone was excited that Zieman was selected as publisher because he knew the paper better than anyone else. □



Photos from this year's Journalism Career Fair on March 6.

ALUMNI NEWS & NOTES

Speechwriter to the 'governator'

By Lindsey Hirschorn, junior, Overland Park, Kan.

John Kepley has what many would consider a dream job, writing speeches for California Governor Arnold Schwarzenegger.

Kepley, who was born in Japan and grew up in Ulysses, Kan., is a 1998 KU graduate in Journalism and English, with a creative writing emphasis. He moved west in 1999 to work on *The Los Angeles Times Community News* as a copy editor, and in 2000 became a copy editor and page designer for *The Sacramento Bee*.

In 2006, he joined the staff of the governor, who sometimes is referred to as "the governorator" for his acting roles in a series of Terminator films. Kepley was hired as senior correspondence editor, before being promoted to deputy director of constituent affairs and then to speechwriter in 2007.

"Working in journalism, you don't always develop the most flattering view of the world of politics," Kepley said. "I would say the biggest surprise in working for the governor has been the willingness of his office to embrace both sides of the political spectrum. The governor wants the best ideas and the best solutions, and it doesn't matter whose they are as long as they work."

In 2006, Kepley said he was looking for the right situation for growth, quality of life and experience. "I never thought I would be doing something like this," he said. "I have to give so much of the credit to the solid foundation in language skills that I obtained at KU."

As a speechwriter, he enjoys the challenge of "crafting the best way to communicate Governor Schwarzenegger's message."

His success at doing so has been noted by both the governor and his chief speechwriter.

"Since John came on board as one of my speechwriters, I have been impressed by his intelligence, drive and natural talent," Schwarzenegger said. "He is a gifted wordsmith and I am incredibly fortunate to have him on my team. John has an outstanding ability to articulate policy and craft language that resonates with the people of California."

Gary Delsohn, chief speechwriter, said Kepley is driven to do well. "He sets high standards for himself but he's not showy or self-promoting. He works hard and lets the results speak for themselves."

"John has an outstanding ability to articulate policy and craft language that resonates with the people of California." — Gov. Arnold Schwarzenegger



John Kepley with Gov. Arnold Schwarzenegger, courtesy of the governor's office.

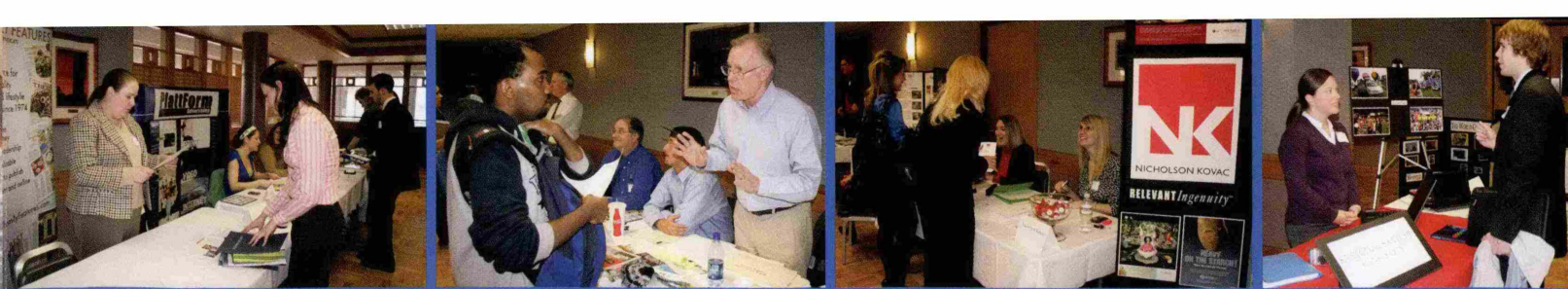
Kepley notes that he didn't grow up aspiring to be a journalist, and had never worked on his high school paper.

"I'm one of those people who changed majors several times," Kepley said. "Eventually, my career choice grew out of a love of writing. At KU, I saw that the Journalism School was the best way to pursue that. As for government, it has always intrigued me. I enjoy the challenge of solving large problems and having a front-row seat in seeing how the system works."

At the J-School, Kepley was in the Business Communications sequence. He experienced his first taste of the world of newspapers when he was awarded a Dow Jones Newspaper Fund Editing Internship on *The Cleveland Plain Dealer* for the summer of 1998. He then was hired as a sports and news copy editor, remaining there for a year.

He notes his experience at the J-School was invaluable to his professional career.

"From day one, I felt right at home in the J-School," Kepley said. "The curriculum definitely prepared me for the start of my career. Sometimes I have a laugh with myself because in training new writers in the governor's office, I've used a lot of the same lessons I got at KU. Those lessons are effective in the workplace. It's amazing." □



Photos from this year's Journalism Career Fair on March 6.

ALUMNI NEWS & NOTES

(News & Notes – continued from page 8)

Pei-Shun (Clement) Wu, MSJ, works for Taiwan Mobile Corporation in Internet Marketing and Web Site Management, as department manager. Wu has been with Taiwan Mobile since 2003. She works to build up the infrastructure of the company's Web site, manages daily operation of three Web sites, and through Internet marketing promotions, she works to acquire more customers.

1996

Kim McConico is IT project manager for Bradford and Galt in Overland Park, Kan.

1995

Suzy (Sullivan) Brown runs a support group she started called R.A.D.I.C.A.L. (Rising Above Divorce In Confidence And Love) Women. She wrote a book, "Radical Recovery," which was published by Leafwood Publishers, and released last July. She also published a Radical Recovery Workbook for individual/group study. She has spoken at conferences at Pepperdine University in California and Lipscomb University in Tennessee. She conducted her first Mid-life Divorce Recovery Boot Camp in Kansas City last April. www.radicalwomennetwork.com

1994

Tiffany Hurt is a page designer at *The Atlanta Journal-*

Constitution. She moved from *The St. Petersburg Times*, where she had been a page designer for two years. She spent more than 12 years at *The News-Press* in Fort Myers, Fla., where she was a copy editor, assistant news editor and page designer.

Joseph "Dan" Schauer is the resource development coordinator for Clackamas Community Land Trust in Milwaukie, Ore. (schauer.dan@gmail.com)

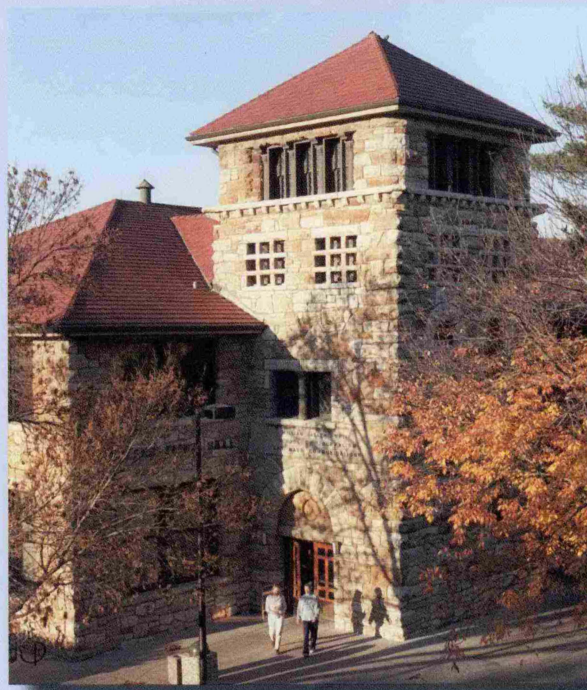
Josh Whetzel does radio play-by-play for the Rochester Redwings Triple-A baseball team and The University of Buffalo basketball team.

1993

Deborah Gill Conti recently changed careers to pursue a lifelong passion for animal training and conservation. Previously an account director for a strategic communications agency in Chicago, she now is an apprentice dolphin trainer for Dolphin Quest in Oahu, Hawaii.

Marlene Neill, APR, is the community relations specialist for the City of Waco, Texas. She received her master's degree in journalism from the University of Missouri and teaches two classes as a part time lecturer at Baylor University.

(News & Notes – continued on page 13)



J-School Calendar of Events

May 7: Kansas City Alumni Reunion Event, 6-8 p.m., Indian Hills Country Club, 6847 Tomahawk Road, Mission Hills, Kan. Call us at 785-864-4755 for details.

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

May 18: KU Commencement.

June 15-19: Kansas Journalism Institute for high school journalists and teachers.

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

Journalism Jobs - Let Us Help You

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



ALUMNI NEWS & NOTES

Photos from this year's Journalism Career Fair on March 6. More than 240 students and 26 companies participated in this year's event at the Kansas Union.

Tom Bowser: from journalism graduate to healthcare insurance CEO

By Joni Hammer, Boone, Iowa, senior

Tom Bowser once thought the insurance industry “looked very boring,” after growing up with a father known as “Mr. Insurance” in his hometown of Coffeyville, Kan. Now the CEO and president of Blue Cross and Blue Shield of Kansas City says he “couldn’t be happier” with his job.

After graduating from the School of Journalism with a bachelor’s degree in 1968, Bowser went on active duty with the Kansas National Guard for training as a medic. In June 1969, Bowser began working at the Blue Cross and Blue Shield offices of Kansas City as a provider relations representative. This position involved contracting with doctors and hospitals and various customer service functions with physicians in the area.

Two years later, Bowser moved to the public relations department and was able to use his journalism degree. He worked on the employee newsletter, physician and hospital communications, and projects associated with the board of directors.

Bowser continued to work his way up through the company ranks to become CEO in 2001.

In the spring of 2003, Blue Cross and Blue Shield of Kansas City was the class client for Prof. Bob Basow’s Strategic Campaigns course. This capstone class allows journalism students the opportunity to develop robust strategic communications campaigns for organizations.

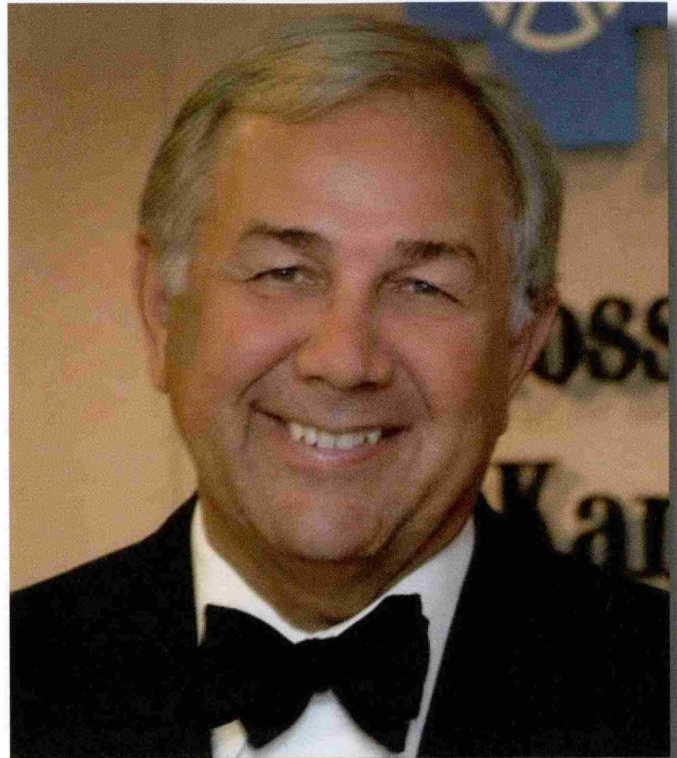
“Tom Bowser was an expert teacher and a wonderful client,” Basow said.

After being told by Basow that Blue Cross and Blue Shield would learn from the students, and be amazed at their creativity and their insights about the company, Bowser was very pleased with the results.

“The campaigns class was a blast. All of Prof. Basow’s predictions were accurate. We wound up hiring one of the graduates of that class and we’re thinking about doing it again sometime in the future,” Bowser said.

Bowser is among the ranks of the countless graduates of the J-School who have gone on to lead successful and high profile careers.

“Tom Bowser is proud of his alma mater, as we are proud of him and all that he has accomplished. With his stature in the insurance industry, Blue Cross and Blue Shield is fortunate to have Tom as its president,” Ann Brill, dean of the School of Journalism, said.



Bowser said that the writing skills he gained from the School of Journalism have been an asset as his career has progressed.

“Since 2001, I have served as the CEO of a company which has nearly \$2 billion in revenue, 900,000 customers, 1,000 employees, and a 42% market share in a very competitive industry. Being able to communicate with all of our constituencies is just as important today as it was when I began in 1969,” Bowser said.

In the beginning, he was unsure what he wanted to do with his career, but thought that a journalism degree would have a broad utility and present many opportunities.

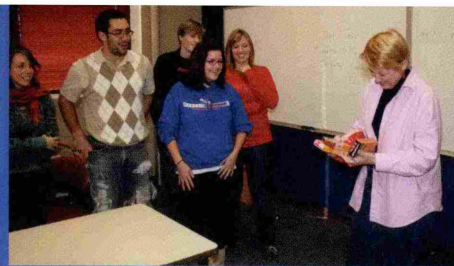
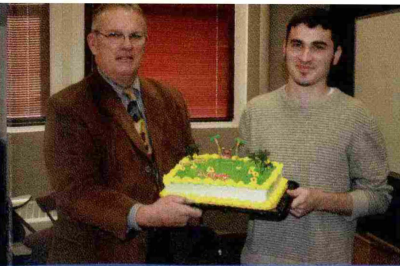
“The value of the degree continues to grow,” Bowser said. “I think the future is very bright for people lucky enough to hold a KU journalism degree. Communicating clearly and honestly is a fundamental requirement of my job as CEO of this great company,” Bowser said.

Ken Hickerson, president of Hickerson Wahaus Advertising & Marketing, was a Sigma Nu fraternity brother of Bowser’s and also was a journalism student with him.

“He’s an extremely honest person and there are no pretences about Tom. What you see is what you get,” Hickerson said.

According to Basow, another classmate of Bowser’s at KU, service and integrity are very important to Bowser, and these values run deep throughout the entire company.

“He really inspires people to do their best in the industry they work in,” Basow said. □



Prof. Bob Basow honors an outstanding student in his Strategic Campaigns class; Basow's students thank Sue Novak for her editing help; Prof. Linda Lee in Costa Rica; gifts from the J-School's holiday Adopt-A-Family program.

ALUMNI NEWS & NOTES

(News & Notes – continued from page 11)

1992

Louis Lopez is director of human resources at Washingtonpost.Newsweek Interactive. He has been a senior trial attorney with the Department of Justice, an attorney with the Equal Opportunity Commission and a Washington law firm. He earned a J.D. from Harvard University, and a LL.M. from Georgetown University. He also is an adjunct professor at Georgetown Law Center.

1991

Kristine Curley works on the Lowe's Jimmie Johnson NASCAR public relations account for GMR Live in Charlotte, N.C.

Donna J. Head offers services and seminars on ethics and diversity training, marketing and promotion and video production through her firm, Fair Media Images. She has worked as an anchor, reporter and producer for several media outlets, developed programs and formats for television and radio stations and projects for educational institutions. She has won awards for diversity and communication training programs.

Matt Taylor is vice president of marketing/online banking for Denison State Bank in Holton, Kan.

1990

Monica Hayde Schreiber works part-time in marketing and business development for the international law firm Dechert LLP. She also has a consulting business in legal marketing, working with law firms on a variety of marketing, communications and business development initiatives. She serves as a volunteer public relations representative and spokesperson for the non-profit Dogs Deserve Better, which works on a variety of fronts to end the practice of people chaining up dogs. (www.dogsdeservebetter.org)

1989

Jerry Howard is news director of KOLN/KGIN-TV, a CBS affiliate in Lincoln, Neb. He had held the same post at KRTV/KXLH in Great Falls/Helena, Mont., recently. He also has worked at stations in Kansas City, Topeka, Oklahoma City and Little Rock, and taught.

Charles Rotblut, CFA, is the vice president of Web content and a senior market analyst for Zacks.com in Chicago. He also is currently seeking a publisher for his first book, "How Smart Investors Create Their Own Luck."

1987

Bob Kealing has written a book, "Tupperware, Unsealed," an investigative

chronicle of the Orlando-based company. The book is being published by University Press of Florida. In 2007, he was nominated for two Suncoast Emmy Awards. Besides reporting for WESH-TV in Orlando, he also covers the shuttle program for the NBC news channel and its worldwide affiliates. (kerouacinflorida@hotmail.com)

Mark Neely moved to the Big 10 Network to broadcast football and basketball. He had worked for ESPN and its regional television station for the past six years. He continues as the main announcer for the Tulsa Drillers Double-A baseball team.

1984

Tim Cadden is now the vice president of sales for the Carter-Waters Corporation in Kansas City, Mo. Carter-Waters is the leading distributor of professional construction materials in the Midwest. (caddone1@aol.com)

Earl R. Richardson, an award-winning photojournalist, is now in his third year as a KU law student. He received the 2007 Paul E. Wilson Advocacy Award from the Kansas Association for Justice at its annual conference in Kansas City. The award recognizes the Paul E. Wilson Defender Project intern who has demonstrated outstanding advocacy for a client's legal claim as well as compassion and respect

for the client. Students in the Defender Project represent state and federal prisoners in appellate and post-conviction litigation. The Association for Justice is composed of attorneys statewide who represent consumers, protecting the safety and rights of workers and families in Kansas. After his May 2008 graduation, Richardson will join a Lawrence law firm for which he is interning. His daughter Aimee also will be a May Law School graduate.

1983

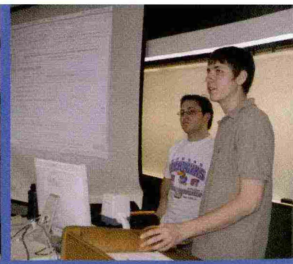
Chris Courtwright is the principal economist for the Kansas Legislature. He also is the Kansas correspondent for *State Tax Notes* magazine. (courtwright@msn.com)

John Reichley, MSJ, retired from the U.S. Army as a protocol officer at the Command and General Staff College at Ft. Leavenworth. He is chairman of the Leavenworth Convention and Visitors Bureau and is now a certified tourism ambassador for the Kansas City Visitors Bureau. He also serves as a trustee for the Liberty Memorial Association. (reichleyjo@aol.com)

1981

John Holt, WDAF-TV anchor, won an Emmy Award for On-Camera Talent/Anchor News. (Continued...)

(News & Notes – continued on page 15)



ALUMNI NEWS & NOTES

Students at work in Kerry Benson's Journalism and Youth Culture class.

J-School grad finds niche covering military for Associated Press

In a country at war, John Milburn, a 1990 graduate, plays an important role—keeping the public abreast of military issues. He covers Fort Riley and Fort Leavenworth for the Topeka bureau of the Associated Press.

Working out of the “bat cave,” or basement of the Kansas capital building in Topeka, Milburn also covers the Legislature and education issues, but he spends most of his time reporting on news from Kansas’ two largest military bases.

“The key to working with the military is to understand the military, and then to find common threads and build a rapport,” Milburn said. “Once you establish that it puts you and them at ease. You cultivate the relationship and develop trust, and you see them as more than just a source. It’s a culture I’ve found very easy to transition to because I come from a family that has served, and I was born on a military base. I tell them I’m government issued, just like their rifles.”

As a result of Milburn’s efforts to build relationships with the military, he is well respected by Army personnel at both bases, including Lt. Gen. William Caldwell, the commander of the Combined Arms Center at Fort Leavenworth.

After serving as a spokesperson in Iraq, Caldwell has worked to adopt strategic communications as a core Army capability. Sometimes Caldwell consults with Milburn on issues regarding the military and the media.

“Gen. Caldwell doesn’t back away from tough questions,” Milburn said. “He’s not afraid of the media. His open, honest approach is refreshing to journalists. He understands the soldier’s perspective. The military makes such enormous sacrifices. We should embrace what they do for us. I feel like I’m doing my part to serve by being a journalist and telling their stories.”

Last summer, Milburn embedded with the 1st Infantry Division at Fort Riley for a week. He trained alongside a military transition team as it prepared to deploy to Iraq for 12 months. He said this experience helped him better relate to the soldiers.

“Some of the soldiers called me CNN at first. They would say ‘good morning, its off the record,’ as a joke,” he said. “My nickname changed though from CNN to KU once the 1988 basketball championship became a point of conversation.”

After graduating from KU, his first job was with *The Arkansas City, Kan., Traveler* where he learned to run the press, throw papers, sell ads and manage stories, in addition to reporting and editing. He later became the news editor, then managing editor.

In 1994, he rejoined *The Pittsburg, Kan., Morning Sun*. His journalism career actually began there when he was 16. As a teenager, he convinced the paper to hire him to write sports



John Milburn, at right, interviews a soldier during his June 2007 embed at Fort Riley with a military transition team preparing for a 12-month deployment to Iraq.

Photo by Gary Skidmore, Fort Riley’s Public Affairs Office.

stories. He worked over the summer typing up Little League scores and covering Friday night football and other sports. He ended up working for the paper throughout high school.

In 1996, Milburn worked at *The Lawrence Journal World* as a copy editor. “It refined my skills, but copy editing is an acquired taste, after a while I was ready for something different,” he said.

In 1999, he started work at the Associated Press on the Kansas City desk, covering general assignment stories. He moved to the Topeka bureau in 2001 when the opening became available. “I wanted to return to the basics of reporting—interviewing and writing,” Milburn said.

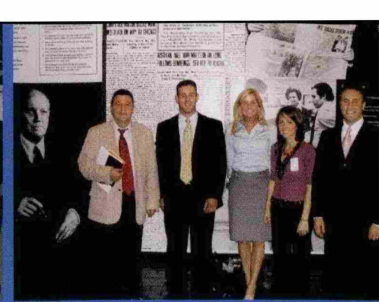
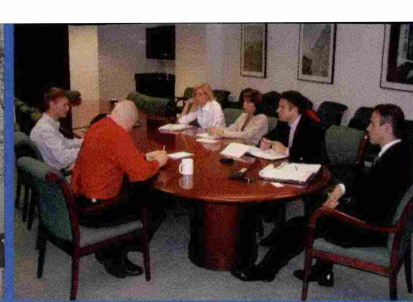
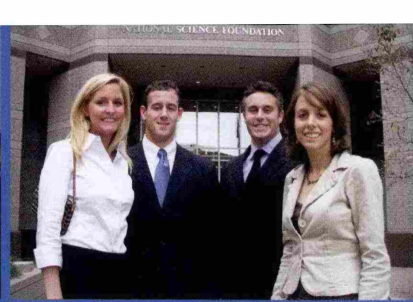
He said working for a wire service can be very challenging, often including long hours. He credits his family’s support as a key to his success. He and his wife, Margaret, have three children. Family support also allowed him to return to KU to earn a second bachelor’s degree in political science in 1998.

Milburn’s latest project is helping students at St. John’s Catholic School in Lawrence start a newspaper, called *The Gazette*. He works with fifth and sixth graders on the project. His own children attend St. John’s.

“St. John’s is one of the only elementary schools doing this,” Milburn said. “It really adds to the curriculum, informs parishioners and parents of what’s happening and is an excellent learning opportunity for the kids.”

Milburn hopes the project will inspire some of the students to pursue careers in journalism. He has many fond memories of his own journalism education. While in the J-School, he worked on *The Kansan* and covered the Legislature, which was good preparation for his future. His first taste though of the J-School came when he attended a summer journalism camp at KU. Famed Prof. John Bremner spoke to students at the camp.

“I had heard of this legend, this mountain of a man and he definitely left an impression on me,” Milburn said. “He told us why words matter. To have that exposure was invaluable.” □



Prof. Bob Basow's fall 2007 Strategic Campaigns students on a class research trip to Washington, D.C.

ALUMNI NEWS & NOTES

(News & Notes—continued from page 13)

(John Holt continued...)

He received the Emmy from the Mid-America Chapter of the National Academy of Television Arts and Sciences in October. The Fox 4 station received nine Emmys, the most of any Kansas City station. Holt, who has been with the station for 13 years, had two previous Emmys.

Jeff Kennedy received the Mildred Clodfelter Award from the Alumni Association for longtime service to KU in the Wichita area. He is president of the alumni chapter, coordinates events, and serves on the steering committee for the School of Medicine in Wichita. He is a member of the KU Endowment Association's Chancellors Club, Williams Education Fund for athletics, and the Alumni Association's President's Club. He serves on the Kansas Energy Council too.

1979

John F. (Jay) Glick became CEO of Lufkin Industries in March 2008. A senior officer of the company since 1994, he was president before the promotion. The company sells and services oil field pumping units, foundry castings, power transmission products, and highway trailers worldwide. It designs, manufactures and markets its products.

1978

Roy Heatherly became president and publisher of *The Jackson, Tenn., Sun* in January. He was advertising director of *The Sun* before taking the same position at *The News-Star* in Monroe, La., in 1990. Both newspapers are owned by Gannett.

1976

Kent Cornish, former vice president and general manager of KSAS-TV and KMTW-TV in Wichita, Kan., became president and executive director of the Kansas Association of Broadcasters in January. He succeeded Harriet Lange, the association's first full-time executive director, who retired after 25 years.

Bob Hanson is the public information officer for the Kansas Insurance Department, which was established by the Kansas Legislature in 1871. The major regulatory functions of the Department are to regulate and review companies, educate consumers, assist consumers, and license agents selling insurance products in the state.

1973

Roger Twibell became morning drive host on 610 Sports, KCSP AM in Kansas City in January. He was a golf and football announcer for ESPN and ABC. □

J-School birthday: note from the editor

In the last issue of *J-Links* we printed a story about the 60th anniversary of the J-School. We received a couple of letters from graduates of the class of 1946 who were confused. They thought they were the first official graduates of the J-School. So we started digging deeper into the University's historical records for clarification, and we must admit that we are a bit confused too. When compiling the research for our *J-Links* story, 1947 was the consistent year we found for the first graduating class. Since then we have discovered multiple, conflicting accounts of when the first class was officially recognized.

For example, according to "The University of Kansas: A History" by Griffin: "In 1944 the regents authorized the metamorphosis of the Department (of Journalism) into a School, though it did not open until four years later. In 1946, the William Allen White Foundation appeared [there was a kick-off dinner in April 1946 in New York]...the new School was merely the old Department with a new name and power now to establish its own degree requirements..."

The first dean, Burton Marvin, was hired in 1948. In 1949 the deans of the College of Liberal Arts and Sciences and Journalism and the Chancellor agreed there should be no Journalism major in the College. The Griffin book does not say when the first B.S. in Journalism was conferred.

Many of the details from the 1940s vary in different historical accounts at KU. We now believe that the journalism master's thesis by Barbara Joseph may be the most accurate account.

"While the Board of Regents established the William Allen White School of Journalism and Public Information in 1944, it continued to operate as a Department in the College of Liberal Arts and Sciences until 1948 when Burton Marvin became the first dean. In 1946, juniors who had started their journalism majors in 1944 asked if they could be considered the first graduating class in June 1946. Their wish was granted because they had entered their major sequence after the designation as a School. They received the first bachelor of science degrees, even though they had completed the requirements for bachelor of arts degrees. The dean of the College of Liberal Arts and Sciences acted as journalism dean for granting the degrees at commencement." (From: *A Partial History of the Early Journalism Program and the Department of Journalism at the University of Kansas, 1891 to 1948*, by Barbara Joseph, master's thesis 1993.)

We would like to thank Joan Veatch Hankammer of Topeka, Kan., and Becky Vallette Bright of Paola, Kan., for calling this matter to our attention. They are two of the seven members of the 1946 graduating class. We also want to congratulate them on their achievements. We are proud of all of our Jayhawk Journalists. □

