



J-Links

Spring 2010

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



J-School program expands to meet student needs

Beginning in the fall, the J-School will implement two major structural changes to boost the program's flexibility and ability to adapt to student needs: freshman admission and a new Journalism Minor in News and Media Innovation.

"Students told us what they wanted and we listened," Journalism Dean Ann Brill said. "These changes will allow more students to make their home in the J-School earlier in their college careers."

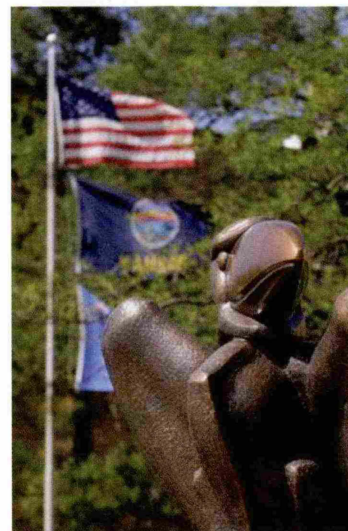
Freshman Admission

J-School admission will remain competitive and selective, but the new freshman admissions policy revises admission requirements and reduces some of the barriers students now encounter.

The first class of freshman admits were notified of the changes earlier this month. The students who received the admission letters were enthusiastic.

"All of the feedback we've received thus far from students has been overwhelmingly positive," Brill said. "Now students can make the J-School home from day one. We are excited at what this means for our students—more networking, mentoring and advising opportunities earlier in the academic process."

The freshman admissions policy outlines three "pathways" students can now use to enter the School. The first is for elite Journalism Scholars, formerly called Direct Admits.



A bronze Jayhawk statue welcomes students to the KU campus.

(Admission changes – continued on page 2)

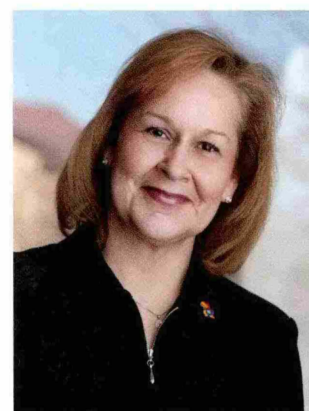
Letter from the Dean

One of our visitors recently asked me if things were "slow" at the J-School. He cited the economy and the challenges facing the various media industries.

I asked him if he was busy. Yes, he replied, things were going really well at his newspaper. They had just hired two of our graduates and his team won a Pulitzer Prize this year.

I was happy to hear that he was doing well. I then spent 20 minutes telling him about how busy we are at the J-School. It occurred to me that *J-Links* readers might like to get caught up on some of the things going on here, too.

We are in the midst of preparing for our reaccreditation site visit in October. Our accrediting council has nine standards by which we will be measured. Of course, we plan to do well in each of them. So, we are compiling lots of data to assess how well we're doing. For me, the value of all this data is to demonstrate that we are fulfilling our promise to our students to educate them for not only dynamic and successful careers in journalism and mass communications, but to be better citizens.



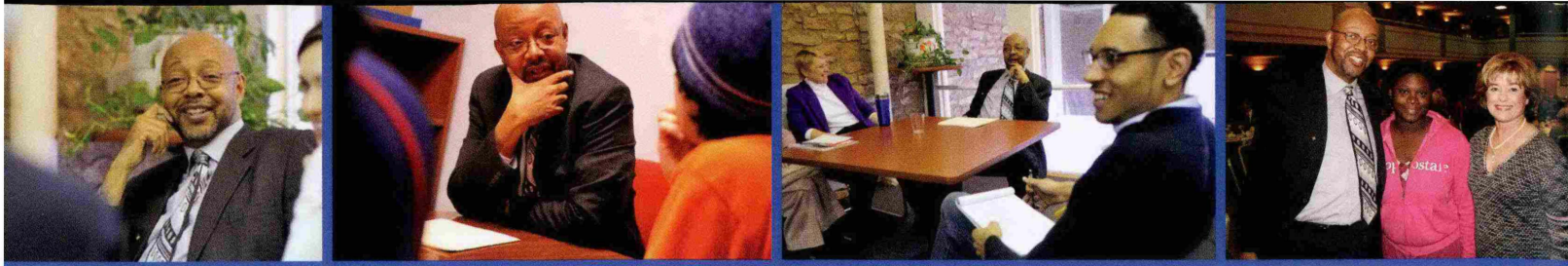
Dean Ann Brill

(Dean's letter – continued on page 2)

Leonard Pitts Jr., Pulitzer Prize-winning columnist and recipient of the 2010 William Allen White Foundation national citation; J-School students pitch in to organize a "Journalists Helping Haiti" fundraiser to aid victims of the earthquake.

In this issue...

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 - Colleen McCain Nelson, Pulitzer Prize winner
 - Liz Hawks, Fleishman-Hillard, Inc.



Photos from William Allen White Day, Feb. 5, 2010, honoring William Allen White Foundation national citation recipient Leonard Pitts Jr., a Pulitzer Prize-winning columnist.

(Dean's letter – continued from page 1)

And, in the midst of that, we're also getting ready for our inaugural class of freshmen. The faculty voted to admit qualified freshmen based on high school grades and ACT scores. With the growing demands of a journalism education, we decided they should join us as soon as they are admitted to KU. They still will take a majority of their courses in liberal arts, but they will be Jayhawk Journalists from the minute they step on campus. They also will join the inaugural class of students declaring a minor in journalism.

We know that journalism is more complex than ever. Our students will need to prepare for jobs that don't even exist right now. How do we do that? For starters, they need to know how to tell stories. That won't ever change. This year's recipient of the William Allen White national citation told us that. Leonard Pitts Jr. told us to find and protect the truth. Nothing, he said, is more important than your credibility and your integrity.

That's also the kind of journalism that J-School graduate Coleen McCain Nelson practices. It's also the kind of journalism that wins Pulitzer Prizes. Congratulations to Colleen for the 2010 Pulitzer Prize in Editorial Writing.

We're not ones to rest on our accomplishments in the J-School. There is so much going on and so much energy and optimism here. Please read the rest of *J-Links* to catch just some of the highlights.

With this issue, we bid farewell to the Class of 2010. Among them are our first direct admits, an experiment four years ago that showed us freshmen can succeed here. These graduates face a lot of challenges, but as I've gotten to know them, I assure you they have what it takes to succeed in their careers and in their lives. I know they will continue to be busy people! □

Ann M. Brill

Keep in touch with the
**KU School of Journalism through
 our social networking groups:**



www.facebook.com/KUJournalism



www.twitter.com/KUJournalism



www.youtube.com/KUJournalism

(Admission changes – continued from page 1)

This form of admission allows the School to recruit and retain the best and brightest students, who will be eligible to receive scholarships during their freshman year.

The second also allows for freshman admission. Students can declare a journalism major directly out of high school and be considered for admission to the J-School if they meet certain requirements. Previously, students were first admitted into the College of Liberal Arts and Sciences their freshman year, then in the semester of completion of 45 credit hours, they could apply to the J-School. This pathway now allows students to find an "academic home" as soon as they enter KU. These students will be eligible to apply for scholarships their freshman year and receive scholarships during their sophomore year.

The third path remains an option for current KU students and transfer students to be admitted to the J-School.

To find out more about freshman admission requirements and details, visit www.journalism.ku.edu.

Journalism Minor in News and Media Innovation

Also effective this fall, the School will offer a new Journalism Minor in News and Media Innovation. The curriculum will focus on the News and Information track courses offered by the School.

"As a nationally recognized leader in journalism innovation and education, we are so pleased to announce the new Journalism Minor," Brill said. "By expanding the reach of our curriculum with the minor, the School will make media literacy a more significant component of KU education and will raise campus awareness of the important role journalism plays in many areas of academics and society."

This 18-credit hour program will provide students curriculum focused on the importance of effective communication through the basics of good journalism—research, writing and presentation—and the implementation of innovative techniques inherent in new media technology.

The faculty of the School of Journalism chose to move forward with the new minor because students at KU, regardless of their major area of study, must become more aware of the important role media plays in the society in which they will live and work.

"Technology is making communication immediate and immersive, providing a perpetual flood of messages that has the potential to overwhelm us, but also to provide us with the information needed to be successful in virtually every aspect of life," Brill said.

Specific emphasis on social media, business communication and science/medical journalism will be available in courses offered to students in the Journalism Minor.

To learn more about the minor, including admission and application requirements, visit www.journalism.ku.edu. □



Photos from the 2010 William Allen White Day dinner, honoring Leonard Pitts Jr.

Pulitzer Prize winner recipient of William Allen White Foundation national citation

by Carneze Williams, Wichita, Kan., May 2010 graduate

Though widely known for his in-your-face approach to discussing the most pertinent issues of the day, nationally syndicated *Miami Herald* columnist Leonard Pitts Jr. prides himself on dishing out more than just his opinion. He serves up the facts.

Pitts, who doesn't see the value in finessing the truth, said he encourages people to think beyond their comfort zone – something he fears more Americans are doing less.

"We seem to be a very adverse nation," Pitts said. "We are fast becoming the stupid giant of planet earth – we're big, we're powerful, and we seem to be steadily growing less intelligent."

Pitts received the William Allen White Foundation national citation Feb. 5, 2010. The citation is presented annually to journalists who have demonstrated excellence in the field. He gave a public address on the decline of truth in journalism and the growing "stupidification of Americans" – phenomena he contributed to Americans' unquestioning allegiance to their political ideologies and fabrication of the truth.

"When you repeatedly lie, repeatedly make things up out of whole cloth...it threatens grave and profound danger to the body politic and to the very fabric of our American lives," Pitts said in his speech. "And I submit this is a crossroads to which we have come."

During his visit, he met with J-School students and faculty to discuss everything from past columns and race relations to politics and current events. Pitts expressed growing concern over Americans' inability to agree on the facts, citing President Barack Obama's birth date as an example. He also talked about writing techniques, the future of journalism, and how he developed his "voice" that now resonates with millions of readers.

Pitts is no stranger to KU. He first visited the University in 2006 to lecture on the importance of journalism. Since then, J-School faculty have advocated for Pitts' return.

J-School professors Bob Basow, Ted Frederickson and Jimmy Gentry are among several who recommended Pitts for the William Allen White Foundation national citation.

Basow said Pitts' ability to write with sensitivity, insight and candor on issues that aren't always defined in black or white makes Pitts a hallmark of American journalism.

"What makes him such an incredible columnist is that he makes you think," Basow said. "He examines issues in a way that people can wrap their minds around."

Pitts cited himself as a purist who believes in preserving the integrity of print journalism. In his speech, Pitts preached the ethical-storytelling gospel.

Frederickson, who regularly reads Pitts' columns, recognizes him as more than just a columnist. Pitts is a lover of soul music, a historian and a seeker of the truth – a kindred spirit. He said aspiring columnists could take a lesson from Pitts.



Leonard Pitts Jr. (Photo by KU University Relations)

"Opinion writing is not just writing your opinion," Frederickson said. "It's doing your research and coming to an informed opinion."

In 2004, Pitts won a Pulitzer Prize for commentary. He has won numerous awards since starting his professional writing career in 1976, including the American Society of Newspaper Editors prestigious ASNE Award For Commentary Writing. Among his most popular columns are his angry addresses to the Sept. 11 terrorists and his denunciation of the Fred Phelps' anti-gay protests.

Pitts joined *the Miami Herald* in 1991, and has been a columnist since 1994. Interestingly, what began as a 30-inch test column for Pitts at *the Herald* is now his 19.61-inch space to offer his thoughts to readers. That's the best part of his job, he said. "Everyone has an opinion," Pitts said. "Only a few of us get paid for it."

Pitts joins the company of many legendary journalists who have received the William Allen White Foundation national citation, including Molly Ivins, Bob Woodward, Helen Thomas, Seymour Hersh and Gordon Parks. For a complete list of recipients, visit www.journalism.ku.edu □



Photos from 2010 William Allen White Day, honoring Leonard Pitts Jr.

Journalists Helping Haiti: Students pitch in for earthquake disaster relief

By Alyssa M. Padilla-Esperance, Leavenworth, Kan., May 2010 grad in humanities and western civilization

I was on my way to get the oil changed in my car when I received a phone call; Port-au-Prince, Haiti, had just suffered a devastating earthquake. My husband, born and raised in the capital city, feared the worst for his family. We spent three tense days scouring the Internet for any information before we heard of their safety.

It was immediately apparent that living conditions for survivors were abhorrent, and once we knew that our relatives were okay, we turned our attention to the plight of all Haitians. What could we possibly do to help?

The spring 2010 semester began two days after the earthquake, and the School of Journalism staff and students were extremely sympathetic to what my husband and I were enduring. Prof. Mike Williams, faculty adviser to the Society of Professional Journalists (SPJ) student group, approached me with the possibility of organizing a fundraiser in the J-School.

"Students at KU are lucky to have the privileges and opportunities we have here," Williams said. "When someone else—like Haiti—is hit by tragedy, our students understand that they have a responsibility to do something other than report about it."

Three J-School student groups, the Public Relations Student Society of America (PRSSA), SPJ, and the KU Ad Club, collaborated to promote the fundraiser. Alyssa Steffen, PRSSA president, Justin Leverett, SPJ president, and Alicia Facklam, KU Ad Club president, worked with Prof. Patty Noland, KU Ad Club and PRSSA faculty adviser, Mike Williams and I to organize the "Journalists Helping Haiti" fundraiser.

We scheduled our fundraising efforts to coincide with the School's William Allen White Day festivities. On February 3 and 4, students supervised booths to collect money in Stauffer-Flint and Dole. Then on Friday, February 5, we moved our collection efforts to the Kansas Union, where Pulitzer Prize-winning columnist Leonard Pitts Jr. accepted the 2010 William Allen White citation.

We raised nearly \$2,000 during the three-day period. The money funded the assembly of 400 hygiene kits, which included basic essentials that disaster victims lacked—a toothbrush, hand towel and washcloth, nail clipper, comb, bandages and soap.

"It's one thing to talk about a number as a goal and to buy several hundred bars of soap at one time, or to snatch up every last nail trimmer in Lawrence," Steffen said. "But it's another feeling entirely to actually see 400 hygiene kits boxed up, ready to ship to people who need them. The entire process was a truly unforgettable experience."

The hygiene kits were delivered to the Leavenworth United Methodist Church on February 12—exactly one month after the earthquake. From there, they were shipped directly to Haiti through the United Methodist Committee on Relief (UMCOR).

The J-School faculty and student collaboration reminded me how valuable the KU Jayhawk Journalism family is, both to its students and the global community. □

Padilla-Esperance has been a student assistant for the J-School since March 2008.



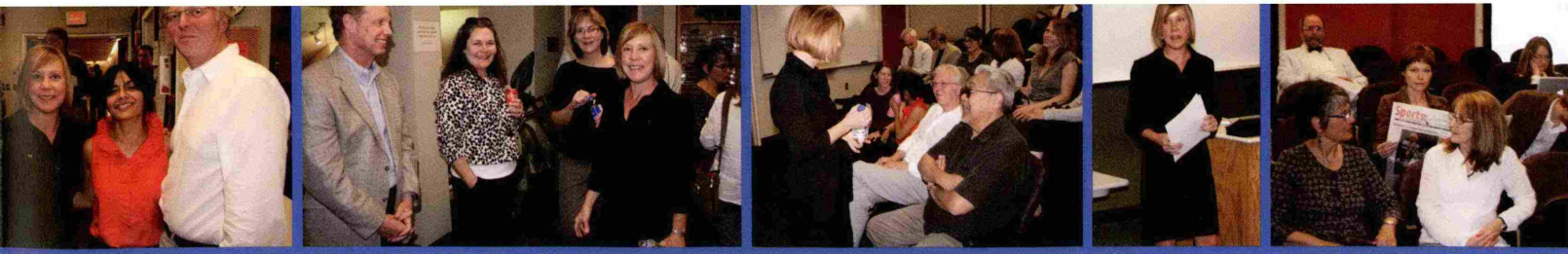
Students collected nearly \$2,000 to fund the assembly of 400 hygiene kits.



Student volunteers assembling hygiene kits.



Rachel Ryan, Alyssa Padilla-Esperance and her husband Fritz-Gerald Esperance taking donations.



Prof. Carol Holstead received the Budig Teaching Professorship of Writing for the J-School this year. On April 9, she gave a public lecture on the importance of writing.

J-School launches new Media-Military Issues e-journal

The J-School and the U.S. Army Command & General Staff College at Fort Leavenworth, Kan., recently launched a new e-journal, "Military-Media Issues." It is available at: <http://military-media.kuinteractive.com>. It is part of a larger program, Bridging the Gap: Military and the Media. The program is a partnership among the J-School, the U.S. Army Combined Arms Center at Fort Leavenworth, and the McCormick Foundation.

The partnership began in 2007 when Lt. Gen. William Caldwell IV, Dean Ann Brill and McCormick Journalism Program Director Clark Bell signed a one-year agreement aimed at allowing Army officers and working journalists to better understand the roles each play in society. Three years later, the program is going strong.

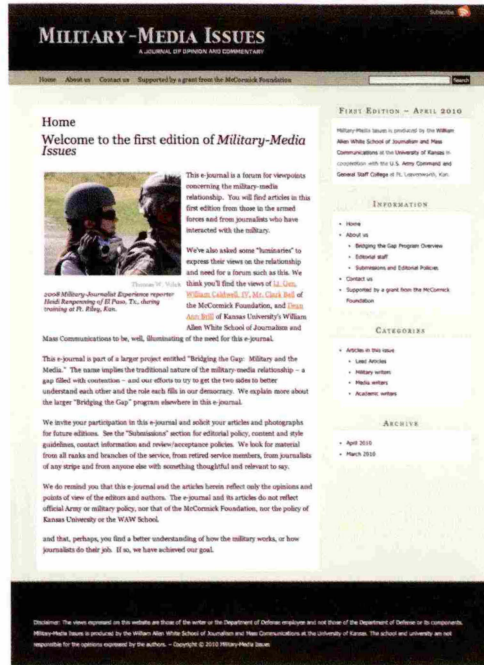
"KU's Journalism School has really helped our officers learn how to communicate with the media and the public," said Lt. Gen. William Caldwell, Commander of NATO Training Mission and Combined Security Transition Command-Afghanistan. "I'm really grateful for that support."

Bridging the Gap consists of three elements: a semester-long "Media and the Military" course integrating Army officers and J-School students; a one-week "Military-Journalist Experience" workshop for mid-career journalists; and the "Military-Media Issues" e-journal to publicly discuss topics relating to military and the media.

Work on the first "Military-Media Issues" began late in 2008 with the first issue published this month. The next edition will appear in about six months. The editors also solicit manuscripts and photographs for "Military-Media Issues." Submitted work must be on-topic and the author's/photographer's original work.

"This e-journal will contribute to the academic and professional discourse about the relationship between the media and the military," Dean Ann Brill said. "And, how as vital institutions in society, our roles are actually very similar in that we both work to preserve democracy."

The third MilJo Experience workshop is set for Sept. 26 through Oct. 1, 2010. The partnership welcomes nominations and self-nominations from working journalists and top journalism students who have not served in the military. Please e-mail interest to miljo@ku.edu. □



SAVE THE DATES:

Jayhawk Journalist Alumni Reunion Events

Lawrence Alumni Event
Thursday, Nov. 4 & Friday, Nov. 5

Jayhawk Journalists come home! Alumni reunion event at the KU J-School, including an evening reception on Nov. 4 and a series of journalism panels, workshops and tours of the J-School on Nov. 5.

Denver Alumni Event
Wednesday, Aug. 4

Alumni reunion event in Denver, Colorado. More details will be available online at www.journalism.ku.edu.

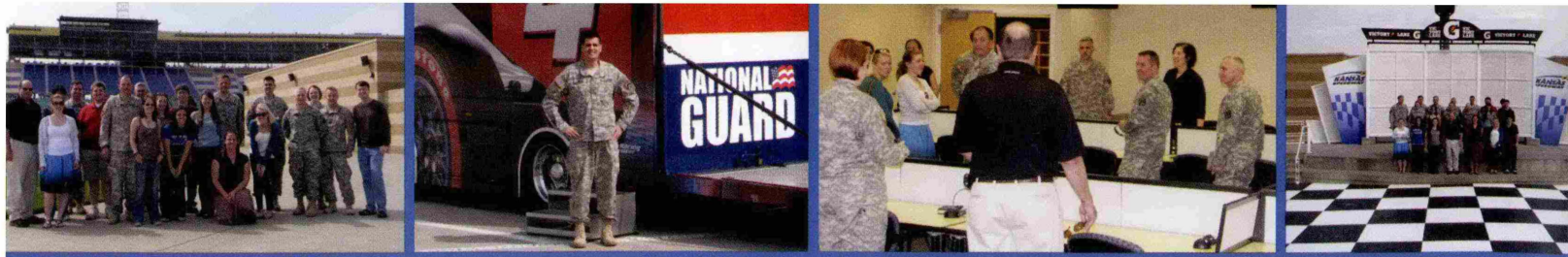
Don't miss these excellent networking opportunities!

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



2009 Military-Journalist Experience class at Ft. Leavenworth, Kan.





CGSC majors and KU students in the Media & the Military class visited the Kansas Speedway for a first-hand look at professional racing integrated marketing and promotions. (Photos by Steve Kerrick)

From the Kansan to Kabul: General still mentoring young journalists

By John Milburn, 1990 J-School & 1998 political science grad

John Milburn is a military affairs writer. J-links profiled him in its Spring 2008 issue: www.journalism.ku.edu/alumni/Spr08JLinks.pdf

I had participated in a number of video teleconferences with officers from the front lines, but this one was going to have a different meaning.

Sure, I have often known the officers on the other end of the call from Iraq or Afghanistan. We usually met while they were still training at Fort Riley or during their education at Fort Leavenworth. But this one was a visit in the way-back machine.

This one was with an old classmate from Mount Oread, one who I had gone to battle with daily nearly two decades ago as we tried to assemble the next day's *University Daily Kansan*.

I knew him as just Gary Patton, an Army officer studying at KU. But now he's a brigadier general, serving in Afghanistan with Lt. Gen. William Caldwell IV as part of the NATO training mission. Caldwell was the former commander of Fort Leavenworth and proud member with Gary of the Afghanistan chapter of the Jayhawk Fan Club.

Gary and I were on *the Kansan* as well as students in the School at the same time. I was finishing up my undergraduate degree, trying to get as much experience as possible to help land a job. Gary was a young officer engaged in graduate work. (He earned his master's degree in journalism in 1990.)

I remember our days—more like long nights—working in the Stauffer-Flint newsroom. Many a night was spent pulling teeth to edit copy or endure yet another computer glitch that brought our finely tuned operation to a grinding halt.

It was obvious during the video link that despite a little more gray and a few wrinkles, little had changed with Gary. He was still the same focused individual I knew at *the Kansan*, but now the stakes are higher than the rigors of a college daily.

He spoke to Prof. Tom Volek's Military and the Media students, telling them about his experiences with reporters and how his view of the media's role on the battlefield changed over the past two decades.

Gary told the students that he has learned that having reporters embed with his units has been a good experience, though recently there was an issue where a reporter got



Brig. Gen. Gary Patton participates in a video teleconference with the J-School.



Brig. Gen. Gary Patton in Afghanistan. (Photos by Capt. Tamara Gonzales, CSTC-A Public Affairs, and Col. Michael Wehr, CSTC-A Combined Joint-Engineer Director)

some numbers wrong that prompted a correction. Not surprising. When he was on *the Kansan* desk he was always pushing the young reporters to be accurate and to "corroborate" their facts, figures and statements.

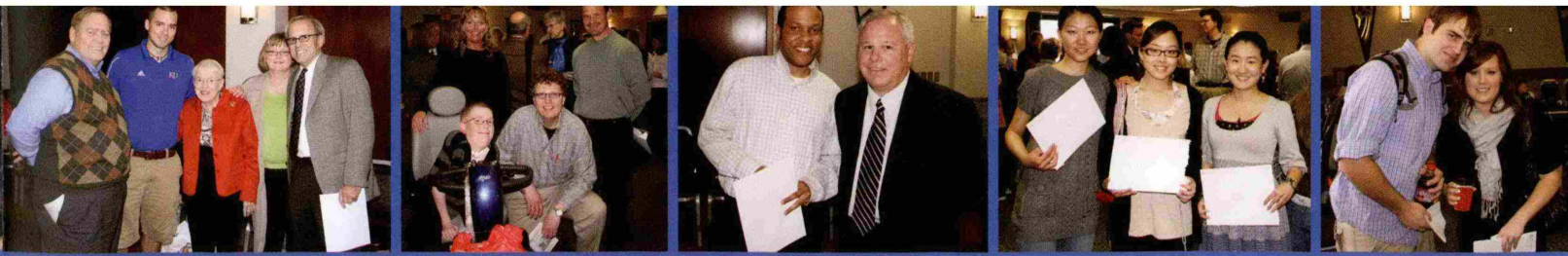
But having reporters with troops provides a level of transparency and accountability to the American public. There are more than taxpayer dollars being expended, namely the national treasure of sons, daughters, husbands and wives who proudly don the uniform every day.

After the interview with the students, Gary and I were able to chat a bit and catch up. We have mutual friends from Journalism School, including Steve Buckner, whose wife is my son's fourth-grade social studies teacher.

It was nice to touch base with Gary after all the years, especially to see how our careers have progressed and intersected again. As a reporter for The Associated Press the military has become one of my focal points. Now and then, the beat takes me across the path of people I've met and respected from my past.

One thing that impressed me about Gary was his desire, as the father of a young Army officer, to finish the mission than began with Sept. 11 so his son doesn't have to plow the same ground he has for the past decade. Gary has led troops in Iraq and now is fighting another war in Afghanistan that still is fraught with challenges.

"I want to finish this on my watch," Patton said, spoken like a true father. □



Photos from the April 26, 2010, School of Journalism Awards and Scholarships ceremony at the Kansas Union.



Hailey Lapin, incoming freshman and one of the recipients of the prestigious Kaiser and Wooldridge scholarships, with her mother, Shelley, at the April 26 ceremony.

J-School awards students more than \$400,000 at annual ceremony

Each year the J-School recognizes outstanding students with scholarships and awards at an annual ceremony. Thanks to the generosity of our donors, the J-School awarded 103 students with \$395,000 in scholarships at a ceremony April 26 in the Kansas Union. In addition, named awards totaling \$7,600 were given to 21 outstanding students. Awards are established in honor or memory of faculty members or graduates of the School. Award recipients are chosen by the faculty members in the specialty represented by the award.

AWARD RECIPIENTS:

Allyson Nienhueser	Mel Adams Award
Alex Garrison	Sharon Bass Award
Lauren Keith	John Bremner Award
Clint Armistead	Brill-Schmitz Award
Aly Van Dyke	Walter Ewert Award
Kirsten Hudson	Gerald Funk Award
Patrick De Oliveira	Gerald Funk Award
Andrea Olsen	Gerald Funk Award
Sarah Bluvus	Gerald Funk Award
Michael Moore	John Katich Award
Carnez Williams	Dean's Award
Alexander Dufek	Diane Lazzarino Award
Alyssa Steffen	Dana Leibengood Award
Shaun Hittle	Bruce Linton Award
Lauren Cunningham	Rick Musser Multimedia Award
Gordan Alloway	Calder Pickett Award
William Jayson Jenks	Don Pierce Award
Jennifer Torline	Angelo C. Scott Memorial Award
Michael E. Smith	Gene Slais Award
Alicia Facklam	Sullivan Higdon & Sink Award
Adriane Jewett	Trivadi Award for Excellence in Writing

Corrie's Corner: News from Corrie Moore KU Endowment Association Journalism Development Director



In Memory of...

Over the years I've had the privilege to work on some very important and meaningful gifts established in memory of donors' friends and family. The loss of a loved one is such a difficult occurrence, and unfortunately one that most of us have experienced. It's touching to see donors honor a life they cherished so much through philanthropy.

Perhaps one of the more notable funds of this kind is the Roger N. Wooldridge Memorial Scholarships. Norris and Helena Wooldridge established the fund in the '70s in memory of their only son who died tragically while he was a journalism student at KU. With this fund, they created a new family that became very dear to them. They hosted a dinner on campus every year where they met each recipient and many times, kept in regular contact with students throughout their lifetime.

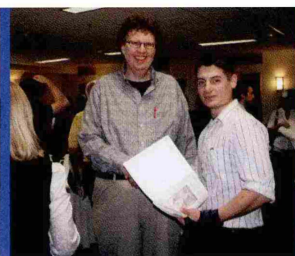
More recently, the dean of the Journalism School, Ann Brill, created an award in memory of her husband, Larry, whom she lost last year. The Brill/Schmitz Service Journalism Award is given to a student each year who demonstrates effective journalism skills in service to the community.

"This is the memorial Larry wanted—to continue to make a difference in someone's life," Brill said. "He lived the principle of giving back and helping others through service."

Journalism faculty member David Guth established a similar fund in memory of his wife, Jan, who died unexpectedly in 2007. The Jan M. Guth Memorial Scholarship supports multicultural students studying strategic communication.

"Jan was a loving and caring person who always took interest in my students," Guth said. "A scholarship in her name seemed a fitting memorial for someone who cared so much and did so much for others."

More than half of the endowed awards and scholarships offered in the School of Journalism were given in memory of former students or faculty. It's been an honor to work with donors on these memorial gifts and create something positive out of such sad and tragic events. These endowed funds will last forever, much like the memories of the loved ones we've lost. □



Photos from the 2010 School of Journalism Awards and Scholarships ceremony.

ALUMNI NEWS & NOTES

Where are they now?



2009

Camille Clark is a retention specialist at KU's Office of Multicultural Affairs. She works with the SOAR (Students Obtaining Academic Resources) Tutoring program, a free service offered to students of Hawk Link, an academic based retention program designed to assist students in successfully navigating their freshman year.

Jaelyn Frankenberg is an assistant account executive for Fleishman-Hillard, Kansas City.

Sarah Hemme recently joined International Architects Atelier (IAA) as marketing coordinator, project administrator and general accounting manager. IAA is a small design-oriented firm located in downtown Kansas City, Mo. She previously worked at KU's Audio-Reader program from 2006 to 2009 as assistant development director while completing her degree. She also earned a bachelor's degree in art history, minor in French, in 2004 at KU.

Lindsey A. Hirschorn is a public relations coordinator at Polaris PR, a personal entertainment publicity firm in Los Angeles.

B.J. Rains is the sports reporter/multimedia producer for the *Globe-Democrat* in St. Louis, an online-only newspaper (www.globe-democrat.com). The *St. Louis Globe-Democrat* was first published in 1852, as the *Missouri Democrat* and in 1875 merged with the *St. Louis Globe* to become the *Globe-Democrat*. The newspaper's last print edition was published in 1986. It was recently revived as an online-only newspaper.

Kimberly Westphall is a writer for *Midwest Sports Fans* (www.midwestsportsfans.com).

2008

Carter Collins is an account manager at VML, New York City.

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

Allison (Friend) Mazzei is an alumni relations consultant at Pennington & Company, a Lawrence-based Greek public relations and fundraising firm. She works with more than 40 fraternities and sororities nationwide to enhance their alumni relations programs.

Margaret Pugh is an account executive for Public Strategies in Dallas, Texas.

Ann Simmermon is the travel coordinator for NBC's EMT medical drama "TRAUMA." She works for Open 4 Business Productions, LLC/NBC Universal in San Francisco, Calif.

Bethany Stanbrough is the assistant director of the Annual Fund for La Salle University in Philadelphia, Pa.

Samuel Stratton is an audio engineer and stage technician at Texas Christian University in Fort Worth, Texas.

Meghan Sullivan coordinates advertising for Gragg Advertising in Kansas City.

2007

Christopher Bysrom is an interactive account manager for Goble & Associates.

Suse Goericke, MSJ, works in New York City at an agency named Digitas as a senior associate in delivery management. Formerly she worked for GMMB in Washington, D.C.

Skylar Hurst teaches in the Austin Independent School District in Texas.

Alejandra Sacio has returned home to Lima, Peru, and is editor of the magazine "Maju."

Rene Ward is senior communications representative at Bayer Animal Health. She manages all internal communications for the U.S. animal health division. She was formerly a media relations and marketing specialist with the Kansas City Area Development Council.

2006

Madinah (Hazim) Adams, MSJ, is an insurance agent at AAA in Oklahoma City, Okla. She also works with marketing and volunteering efforts for AAA.

Jacqueline Frye directs events for the Denver Athletic Club.

Emily Huffhines is a senior account executive with Nicholson Kovac in Kansas City.

Patrick Lafferty, MSJ, is the assistant professor of

interactive media at Johnson County Community College. He was formerly the J-School's multimedia newsroom coordinator.

Eric Sorrentino is a sports copy editor at the *Lawrence Journal-World*. He also maintains the Conference Chatter blog, which follows the Big 12, on www2.kusports.com.

Amanda Kim Stairrett is the military editor for the *Killeen Daily Herald* in Killeen, Texas.

Brian Wacker is an associate attorney with Herzog Crebs, LLP in St. Louis, Mo. He primarily works as a defense attorney in civil litigation, as well as toxic tort litigation, and is licensed in both Missouri and Illinois.

2005

Lindsey Scott works for The Robin Shepherd Group, a Jacksonville/Atlanta advertising agency offering integrated branding, marketing, public relations and interactive services. She handles marketing and advertising for Merial's Heartgard and Frontline product lines.

2004

Ashley Anstaett is communications director in the Kansas Attorney General's Office.

Ryan Greene works as a beat writer and multimedia journalist for the *Las Vegas Sun*, primarily covering UNLV men's basketball and football.

Maggie Koerth-Baker is a freelance writer and editor based in Minneapolis, Minn., including a contributing editor for the blog, BoingBoing.net.

(News & Notes – continued on page 9)



Photos from the March 3, 2010, Journalism Career Fair. The event drew 15 companies and 226 students.

ALUMNI NEWS & NOTES

(News & Notes – continued from page 8)

Ann (Erickson) Mermudez is a public affairs specialist with the U.S. Army Medical Command in San Antonio, Texas.

Sean O’Grady works as promotions director for Clear Channel Radio in Tampa, Fla.

Mike Norris is marketing director and foundation assistant at St. Luke Hospital in Marion, Kan. Previously he served as sports editor of the *Marion County Record*.

2003

Capt. Tamara Gonzales is a public affairs officer for the U.S. Army. She is currently deployed supporting the NATO Training Mission-Afghanistan and the Combined Security Transition Command-Afghanistan. Since graduating from the J-School, she has served as a U.S. Army chemical corps officer and as a human resources officer. While the other jobs were rewarding, she said journalism is definitely her niche. She has served in public affairs at Fort Lewis’ Reserve Officer Training Corps camp, at Fort Bliss, Texas, and now in Afghanistan, where she works with all different branches of the U.S. military, coalition forces and Afghan National Security Forces. She is married, with a son.

Julie Jantzer-Ward earned her master’s in business administration with an entrepreneurial emphasis from the University of Missouri-Kansas City in August 2009.

Jonathan Ng is an attorney in the Energy, Infrastructure and Project Finance practice group at White & Case LLP in New York City.

John Nowak is a photographer with CNN in Atlanta. Previously he freelanced for the *New York Times* and the *Wall Street Journal*.

Danielle (Mufich) Suarez and **Megan (Knop) Allen** are the owners of Bella Bridesmaid Boutique and Soiree Event Designs in Kansas City, Mo. They met at KU and were sorority sisters at Gamma Phi Beta. They started Soiree Event Designs event planning company in 2007, catering mostly to Kansas City area brides for their weddings. Bella Bridesmaid, a franchise, opened recently in Brookside, Mo. (www.soireeeventdesigns.com)

2002

Julie (Carter) Droste is a product manager for Express Scripts.

Russell Peloquin is the International Diagnostics Business Manager for Luminex Molecular Diagnostics, a medical diagnostics company specializing in human genetics, pharmacogenomics and molecular infectious diseases. He is responsible for his company’s business affairs in the U.S., Canada and Latin America.

2001

Jeff Morris, MSJ, is vice president for communications and marketing at Kansas State University.

Katie (Slaughter) Schillare manages event sales for the Cordish Company, Kansas City.

Gina (Leo) Stingley is brand manager for Populous in Kansas City.

2000

Will Baxter is a photojournalist based in Phnom Penh, Cambodia. Previously he was

based in Bangkok, Thailand, from 2003-2010. *Time Magazine’s* 50 Moments of 2009 features one of his Afghanistan photos. *Newsweek*, *Time*, *Stern*, *Der Spiegel*, *Internazionale*, *Bloomberg*, *Parade* and *MSF* are among the many publications that have published his photography. He has covered stories like the civil war in Sri Lanka, the war in Afghanistan, political violence and the cholera epidemic in Zimbabwe, and the cyclone Nargis aftermath in Burma. Previously he was an advertising copywriter at FCB in Chicago from 2000-2003.

1999

Chris Corley is group creative director/copywriter on the regional McDonald’s account at Bernstein-Rein, Kansas City.

Juliann (Crider) Wisbrock is vice president of Competitive Insights in Chicago.

1998

Kelly (Cannon) Boeckman manages products for Sun Microsystems. She lives in Golden, Colo.

Melvin Dunston directs sales for Residence Inn by Marriott in Duluth, Ga.

Jennifer Smith is a radiologic technologist at Newton Medical Center. She lives in Wichita, Kan.

1997

Jenni Carlson won a Top 10 Award for Column Writing from the Associated Press Sports Editors, the largest sports journalism organization in the country.

Amy Grill released a film she both directed and produced, “Speaking In Code” (www.speakingincode.com), a documentary about electronic

music. **David Day**, 1997, co-produced and is featured in the film, which was a selection at the Independent Film Festival in Boston and the San Francisco Documentary Film Festival. Grill also is a producer-in-residence at Emerson College, and Day is a musician and music and art editor for *Dig*, a Boston alternative weekly.

1995

Traci Carl received a writing award from the Inter American Press Association last week. Carl, former Associated Press bureau chief in Mexico City, now is in charge of the Phoenix bureau.

Angela Kokoruda manages accounts for Thomson Reuters in Overland Park, Kan.

1994

Jennifer (Thole) Berquist is associate director of the Williams Educational Fund, Kansas Athletics, Inc. in Lawrence.

1993

Mark Rowlands lives in Kansas City, where he is deputy director of the Community Improvement District.

Amy (Lucas) Whitaker is an artist in Tulsa, Okla.

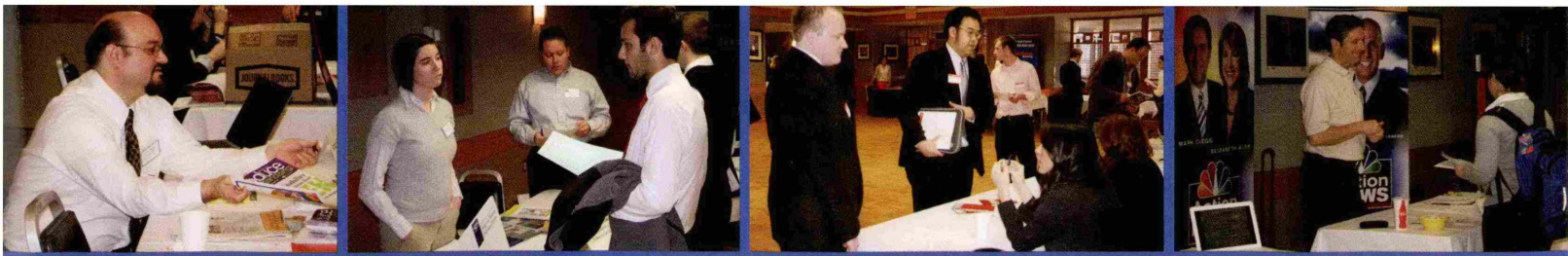
1992

Laura Russell is a programmer at KU’s Biodiversity Institute.

1991

Kevin Baughman directs information service for the alcohol, drug and related treatment services group, Valley Hope Association in Norton, Kan.

(News & Notes – continued on page 11)



Photos from the 2010 Journalism Career Fair.

ALUMNI NEWS & NOTES

Hollywood Hawks: Jayhawks make their mark on the entertainment industry

By Kayla Regan, Wichita, Kan., May 2010 graduate

While some former Jayhawks choose to nest in Kansas, others decide to spread their wings and fly away. Now living in Los Angeles, Calif., J-School alumnae Caitlin Tew and Elise Stawarz are among the more than 150 Hollywood Hawks who definitely aren't in Kansas anymore.

Hollywood Hawks, a networking group for KU alumni working in the Los Angeles entertainment industry, officially kicked off last November and already has more than 150 members. Tew, who studied Strategic Communication in the J-School, moved to Los Angeles just days after her spring 2009 graduation for an internship with the Jonas Group, a prominent music management company. She said she had no idea the Jayhawks had such a strong presence in the big city.

"It wasn't until I started going to watch parties where there were so many different generations of Jayhawks intermingling," Tew, originally from Allen, Texas, said. "It's like you're back in Lawrence, but in Hollywood."

One of the main purposes of Hollywood Hawks is to help fellow Jayhawks learn about job openings, networking events, and other career opportunities. In January 2009, Stawarz, who studied News and Information in the J-School and who always wanted to work in the entertainment industry, moved to Los Angeles to work as an intern for Warner Brothers while she finished her degree. Stawarz said it was definitely a big transition for her to go from a small Midwest college town to the second largest city in the country, but Hollywood Hawks helped her acclimate to California life and work.



Elise Stawarz, at right, is pictured with her Disney Consumer Products team on the runway from their *Wizards of Waverly Place/JONAS Back to School Fashion Show 2009*. The event ran on Disney Channel and YouTube. From left to right are Laura Reid, Magda Loczi, Jennifer Kobashi, Eva Steortz, Henry Ong and Elise Stawarz.



Famed Hollywood sign. (Photo courtesy of Wikipedia)

"The nicest thing about Hollywood Hawks is that it makes the city seem smaller," Stawarz, an Omaha, Neb., native and August 2009 graduate said. "You notice that there are people working in every industry in all of these different companies and it's nice to know someone who can help you in a door."

Graduating from KU was certainly an advantage for Tew, who was actually hired by Stawarz to take over her former position working on Disney's Consumer Products for Tween franchises last November.

"Networking is so big. I can't emphasize how important it is," Tew said. "It's the people you know who will get you in or get your foot in the door, but then you have to prove yourself with what you know."

Tew said her J-School experience was the single largest factor in her Los Angeles success. It also made Stawarz comfortable with hiring her. Both Tew and Stawarz recognized the pivotal role their J-School education played in getting to where they are now, and with the help of Hollywood Hawks, they're definitely excited to pay it forward.



Caitlin Tew

"It's a program for all of us to connect, network and help all of you out in Lawrence," Tew said. "It's also to help get acclimated because leaving KU is kind of scary."

Hollywood Hawks plans to serve as a link between the entertainment industry and current KU students. They hope to help students interested in the "biz" secure internships, hold workshops on topics such as how to handle yourself on a movie set or with celebrities, and also provide other Hollywood-centric educational opportunities.

"It's surprising because it's so far away you wouldn't think there would be a lot of people," Stawarz said. "But, on the other hand KU graduates tend to do such cool and interesting things."

Are you a KU graduate working in the Los Angeles entertainment industry? Search "Hollywood Hawks" on Facebook for more information. To join Hollywood Hawks, please contact Maria Skeels at losangelesjayhawks@yahoo.com. □



Photos from the 2010 Journalism Career Fair.

ALUMNI NEWS & NOTES

(News & Notes – continued from page 9)

Curtis Estes is a certified financial planner for Northwestern Mutual Financial Network in Los Angeles, Calif.

Trisa (Dyer) Leibig teaches English for the Collinsville Independent School District in Texas. She lives in Pottsboro.

1990

Laura Graham is general counsel for the Kansas Bureau of Investigation in Topeka.

Mark McCormick is executive director of the Kansas African American Museum in Wichita. Formerly he was a reporter and columnist for *the Wichita Eagle* for 14 years. Before joining *the Eagle* he was a reporter at *the Louisville, Ky., Courier-Journal*.

Cynthia Leitich Smith wrote a book, "Eternal." It debuted at number five on the New York Times Bestseller List (children's paperbacks) on March 14. The novel is a young adult Gothic fantasy, published by Candlewick Press and is told in alternating points of view by a vampire princess and the guardian angel who failed to save her life. The cast of "Eternal" will cross over with the cast of Smith's "Tantalize" (Candlewick, 2007, 2008), and in "Blessed," set for release Feb. 2011. For more information, see: www.cynthialeitichsmith.com

Robert Winterer works for Edward Jones in St. Louis, Mo.

1989

Charles Rotblut, CFA, is vice president at the American Association of the Individual Investors in Chicago, Ill. His duties include serving as editor of the *AAIL Journal*.

Alison Young has joined *USA Today* as its health reporter. She previously wrote a weekly watchdog column called "Spotlight" for the Sunday *Atlanta Journal-Constitution*. Prior to the column's debut in October 2008, she covered the Centers for Disease Control and Prevention for *the Atlanta Journal-Constitution*. She is currently the president of the board of directors of Investigative Reporters and Editors.

1988

Sally Buzbee, who as Middle East editor for The Associated Press has supervised Iraq war coverage and numerous other key events, has been promoted to deputy managing editor for the new AP News Center, a new global headquarters operation in New York. It works closely with AP's regional and department leaders to deliver the most comprehensive, competitive coverage in all formats of the day's top stories. As Middle East editor based in Cairo, she was in charge of content, staff, budgets and complex logistics in 16 countries stretching from Libya to Iran and south to Sudan. Under her leadership, the AP opened a news bureau in Saudi Arabia, one of the first Western agencies to do so, and expanded coverage of Iran. She led coverage of the 2006 Hezbollah-Israel war, the Darfur crisis and the growing activities of terrorist cells in countries such as Saudi Arabia and Yemen. Before moving to Egypt in 2004, she covered education, politics and economics in AP's Washington, D.C., bureau and later was named assistant chief of bureau supervising foreign affairs coverage. She joined the AP in Topeka, Kan., in 1988 and was a correspondent in San Diego before moving to Washington

in 1995. She holds an MBA from Georgetown University.

Darren Richards is vice president at Tucker/Hall, a public relations and public affairs agency, in Tampa, Fla.

1987

Grant Shaffer is a real estate agent with Century 21 Scott Myers Real Estate in San Antonio, Texas.

Barbara Shear is director of the U.S. Media Practice for Burson-Marsteller, a leading global public relations and communications consultancy. She is a former senior vice president at MS&L. She has spent nearly 20 years in public relations, both in-house and on the agency side, representing a diverse portfolio of companies, including technology, consumer electronics, professional services, utilities and smart grid, publishing, and advertising and marketing. At MS&L, she managed the corporate business for Philips Electronics, executive recruiter Heidrick & Struggles, the media relations for Northeast Utilities, IAC Advertising Solutions and smart grid company BPL Global, among others. She has worked with many high-profile brands, including Canon, IBM, International Paper, AOL Moviefone, Huawei, Simon & Schuster and Okidata.

1986

Kristy (Lantz) Astry works as senior technical writer at McKesson Provider Technologies in Westminster, Colo.

Ashley Benjamin is a psychiatrist in Ventura County, Calif. He co-authored a book, "The Student-Athlete's College Recruitment Guide," which was published in June 2009. It focuses on how high school athletes and

families can find ethical and compatible college athletic programs. He also coaches elite athletes, and one of his runners, Mark Thompson, broke the four-minute barrier for the mile in Europe this summer. His 3:59.23 time ranked him 26th in the country for the mile. After graduating from the J-School Benjamin went to graduate school in exercise physiology at Ohio State and then to KU medical school. He was a graduate assistant track/cross country coach at KU and Ohio State.

1985

David Danner works for Keystone Freight Corp. in Greensboro, N.C.

Michael A. Halleran has written a new book, "The Better Angels of Our Nature; Freemasonry in the American Civil War." He is a freelance writer, lecturer at Emporia State University and a practicing attorney in the Flint Hills of East-Central Kansas. (<http://michaellalleran.com>)

1984

Charlotte (Burriss) Cool works for McCormick Co., Kansas City.

1983

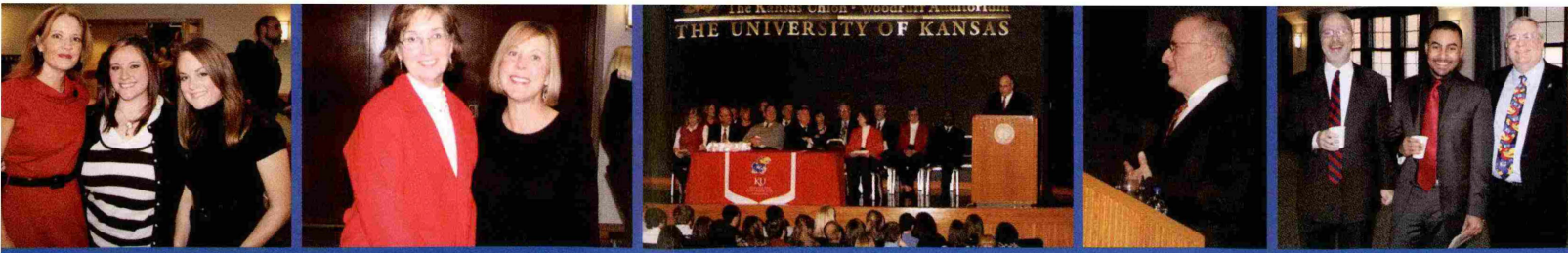
Martha Jenkins was appointed acting general counsel for the District of Columbia Alcohol Beverage Control Board.

1982

Jacquie Hill is a public relations specialist for Assurant Employee Benefits in Kansas City.

George Pollock is a copy editor for *the Newport News Daily Press* in Newport News, Va.

(News & Notes – continued on page 13)

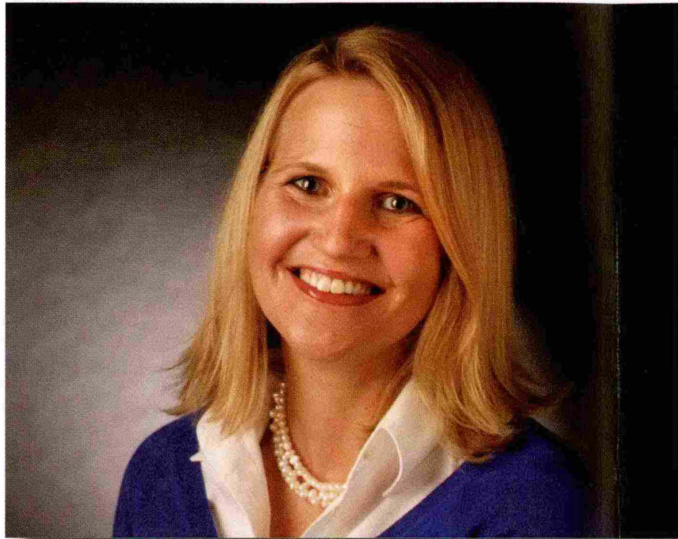


Photos from the fall journalism graduate recognition ceremony Dec. 13, 2009, at the Kansas Union.

ALUMNI NEWS & NOTES

Former University Daily Kansan editor wins Pulitzer Prize for Editorial Writing

By Kayla Regan, Wichita, Kan., May 2010 graduate



Colleen McCain Nelson (Photo courtesy of the Dallas Morning News)

Earlier this April, 1996 J-School graduate Colleen McCain Nelson told her husband it was “Pulitzer day” on her way to work for *the Dallas Morning News*. While in Journalism School, Pulitzer Prize winners were people she read about and winning one was something she’d never dared hope for.

So imagine her surprise when she found out she and her colleagues won the 2010 Pulitzer Prize for Editorial Writing.

“I’m still shocked—and absolutely thrilled,” she said. “Even now, two weeks later, I wake up wondering: Did that really happen? Did we really win the Pulitzer?”

Her former reporting professor Ted Frederickson said he wasn’t surprised at all, remembering her as “obviously the most talented student in the class.”

“She was also driven and willing to work long hours, often staying up far too late to work on stories,” Frederickson said. “When I told her that, she insisted she could get by just fine on four hours of sleep.”

From the moment she arrived on campus, McCain Nelson said she wanted to learn everything she could about newspapers. Evidently, those late nights and hard work paid off.

“I loved the adrenaline rush of producing a daily newspaper,” she said of her work on *the University Daily Kansan*, which she joined her freshman year and became editor of in fall of 1995. “In the Journalism School I had stellar professors who really prepared me to succeed in journalism. They challenged me, and they were tough on me. But they also inspired me.”

McCain Nelson, along with colleagues Todd Robberson and William McKenzie, won the Pulitzer Prize for a series of

editorials exploring the social and economic disparities between the northern and southern sides of Dallas. Frederickson said McCain Nelson always had a good eye for leads. He remembered one in particular from her profile story of Dennis Dailey, a KU faculty member who taught a popular course in human sexuality.

“As I recall, that story went on to win a Hearst Award for profile writing,” he said.

After graduating from KU, McCain Nelson worked for the *Wichita Eagle* and the *Fort Worth Star-Telegram* until joining the *Dallas Morning News* as an education reporter in 2000. Since then, McCain Nelson has traveled the country while covering the 2004 presidential campaign, written about state campaigns in 2002 and spent three years covering Dallas City Hall and two mayoral elections.

McCain Nelson, originally from Salina, Kan., is married to former Jayhawk and *Kansan* editor Eric Nelson (they didn’t meet until later in life, she told *the Kansan*). She told *the Kansan* that with her recent award, she’s more motivated than ever to stay in Dallas and keep writing about neighborhoods in need.

“Professionally, it’s such great validation that what you do matters and that what you do makes a little bit of a difference,” she said. “It motivates you to do more and to do better.” □

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Journalism Job Listing Service

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



Photos from the fall journalism graduate recognition ceremony.

ALUMNI NEWS & NOTES

(News & Notes—continued from page 11)

Janis (Biehler) Milham is vice president of Courtyard by Marriott Global Brand Management. In this role, she is the brand leader for Courtyard and a key member of the Select Service and Extended Stay Brand leadership team. She started with Marriott in 1988. Previously she worked for franchise partner RHW as an opening director of sales and later director of sales and marketing for the RHW Management Company. She held positions with Residence Inn including regional director of sales and marketing, director of field sales, general manager and regional manager. She transitioned to the Courtyard brand in 1992 and held the position of regional manager in the Pacific Northwest.

Janet Murguía is president and chief executive officer of La Raza, a Latino civil rights and advocacy organization. Previously she served as KU's executive vice chancellor for university relations. She also earned a law degree in 1985 and bachelor's degrees in journalism and Spanish in 1982 from KU. Mary Muguía (next entry) is her twin sister.

Mary H. Murguía has been nominated by Pres. Barack Obama to fill a vacancy on the U.S. Court of Appeals for the Ninth Circuit. She is currently serving as an Arizona district judge, and became the first Latina to serve on the federal bench for the District of Arizona when Pres. Bill Clinton appointed her to that position in 2000. She also graduated from the KU Law School in 1985, and in addition to her J-School degree, earned a bachelor's degree in Spanish from KU in 1982. She is a former state and federal prosecutor.

1981

Mark Johnson manages regional sales for Kansas Bankers Surety. He lives in Littleton, Colo.

Mark Pittman, who died Nov. 25, 2009, is among the winners of the prestigious 2009 George Polk Award for National Reporting. He collaborated with his Bloomberg News colleagues Bob Ivry, Alison Fitzgerald and Craig Torres to help make transparent the transaction of trillions of dollars toward bank bailouts. Their stories were invoked by legislators on Capitol Hill and were cited on international radio and television. When the Bloomberg staffers' Freedom of Information Act requests were denied, their employer filed a lawsuit against the Fed. The media outlet won the case, requiring the central bank to make available to the public more detailed information about its loans. The decision has been appealed in court. The George Polk Awards are conferred annually to honor special achievement in journalism. They were established by Long Island University in 1949 to honor Polk, a CBS correspondent.

1979

Ronald Altman works as a strategic account lead for AT&T in Kansas City.

Bruce Benedict is a photojournalist (www.brucebenedictphoto.com). He has extensive experience in the film industry where he has worked as a camera operator and director of photography on feature films and commercials. He also has worked as a ski instructor in Colorado, as the marketing photographer for the Vail ski area, and as principal photographer for *SKI Magazine*.

David Kyncl has a new book, "Listening Inside Out: Conversations with Twentysomethings About Faith, Culture and the Church." It is a discussion of a survey of what the book calls "twentysomethings," who were at the Church of the Nazarene International M7 Conference in Kansas City in Feb. 2007. Kyncl worked in journalism for years, beginning when he filled in to do some custodial work at the *Fort Morgan Times* when he was in junior high school.

Holli (Schweiker) Pearson started a publishing company, Prairie Prayers Ministries, in 2009 (www.prairieprayers.com). The company has one product out so far with more to come from multiple authors. The first product is "Straight from the Heart, Prayers for Everyday Living," by Pearson.

Lionel Tipton is an associate professor of journalism and mass communication at Dodge City (Kansas) Community College.

1978

Bolivar Marquez manages Marquez Worldwide Advertising in Panama.

Rob Rains was named sports editors and baseball writer for the *St. Louis Globe-Democrat*, an online-only newspaper. He is the author of several books, including his most recent books, "James Naismith: The Man Who Invented Basketball" and "Tony La Russa: Man on a Mission."

1977

Carol Hudler was named president/publisher of Gannett's *the Tennessean*, in Nashville. She had been the president and publisher of the *News-Press* in Fort Myers, Fla., since 2000. She will remain group president of

U.S. Community Publishing's South Newspaper Group, which comprises 16 Gannett-owned media operations in five states. Formerly located in Fort Myers, the South Newspaper Group headquarters is now located in Nashville with Hudler. In her career, she has worked in many advertising, marketing and general management positions, including at the *Kansas City Star*, the *Orange County, Calif., Register*, the *Long Beach, Calif., Press-Telegram*, the *Rochester, N.Y., Democrat and Chronicle*, the *St. Paul, Minn., Pioneer Press* and the *Macon, Ga., Telegraph*. She is a board member of the Newspaper Association of America and chairs its Audit Bureau of Circulations liaison committee.

1976

Douglas Campbell is president and CEO of Syneca Research Group in Washington, D.C.

Morrie Goodman was appointed NASA's assistant administrator for public affairs. In this role, he directs internal and external communications for NASA and serves as a senior advisor to the agency's leadership. Before joining NASA, he was a nationally recognized, award-winning crisis communications and emergency information professional at his company, Goodman Communications. He also worked in the aerospace industry as vice president of communications for Boeing's Air Traffic Management Division. He was director of strategic communications and emergency information at the Federal Emergency Management Agency from 1993 to 1998. At FEMA, he managed crisis communications for some of the nation's worst disasters. (Continued on page 15)

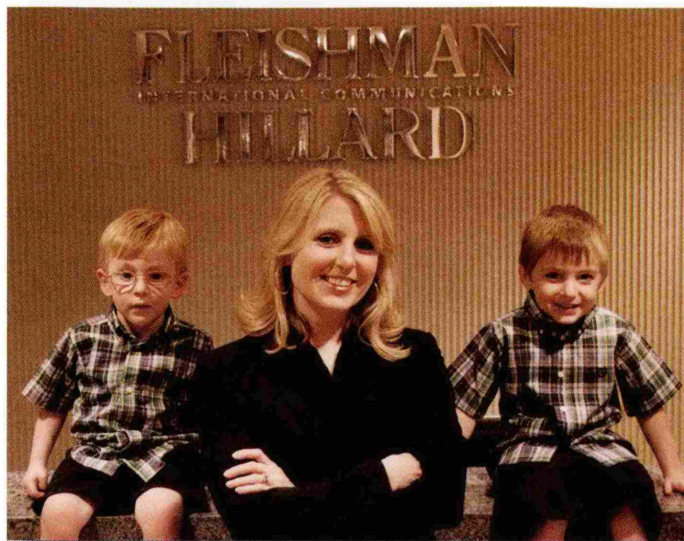
(News & Notes—continued on page 15)



ALUMNI NEWS & NOTES

Class visitors from left: Chinese journalists; Gwen Griffin of Griffin Communications Group; David Peacock, 1989 grad and president of Anheuser-Busch Companies, Inc.; and Anne Barnard, *The New York Times*.

Marketing Communications master's degree helps working mom find leadership niche



Liz Hawks with her two sons, Reid and Graham.

Liz Hawks is senior vice president & global co-chair for FH Moms Practice Group, Fleishman-Hillard, Inc., and a May 2010 graduate of the Marketing Communications master's degree program at the KU Edwards Campus in Overland Park, Kan. She recently sat down with Kelly Crane, Marketing Communications program coordinator, to talk about her career and how her KU J-School education helped her.

What do you do in your job every day? One thing I love about my job is that this question is hard to answer. Working in an agency gives me the ability to work on something new all the time, so each day is different. I am the founding chair of our firm's marketing-to-moms practice group, FH Moms, so the work I do involves counseling colleagues and clients to develop more strategic communications programs that will resonate with the lucrative mom consumer market. I research consumer insights that help me determine the right marketing mix to achieve a client's objectives. Tactically, this mix may include traditional media relations, social media, advocacy programs, developing spokespeople, initiating a cause marketing program, mobile marketing, experiential marketing, contests or promotions – you name it. I get to research moms' evolving consumer influences and purchasing behaviors and speak about trends at national conferences. And I work with the smartest people in the business and the most fun clients!

What's the most rewarding aspect of your career? I have been able to be an entrepreneur inside the world's largest public

relations agency. In my role as chair of FH Moms, I manage a consultancy within the firm of communications professionals in many of our 80 offices who work with clients interested in mom consumers. In developing this role I have carved out a way to turn my personal passion into tangible business, while meeting an unmet need for our firm and clients.

How did your master's education benefit you in your job?

In the client service business, it is critical that you can think like your clients, speak their language and consider the whole integrated marketing picture when putting together plans. If you are siloed to a particular discipline or specific tactical function within your organization, how can you really provide the best counsel? You have to understand the bigger picture. For me, part of understanding the bigger picture was looking at consumers' behaviors first, using that insight to identify where we have gaps and strategizing around how we can bridge the gaps to affect some kind of behavior. The program certainly helped get me to this point.

Why did you choose the Marketing Communications master's degree program? I chose to pursue this degree at KU after considering both this program and an MBA program, but decided that because my career centers on marketing communications, so should my graduate degree. Learning more about HR, accounting and economics wouldn't directly impact my career path in the same way as focusing exclusively on integrated marketing communications so it just made sense.

What was your career field prior to entering the program? I entered the program while here at Fleishman-Hillard, but prior to that was on the not-for-profit side, managing the volunteer program and marketing for Habitat ReStore, an arm of Habitat

for Humanity, and was a member of AmeriCorps, the national domestic service organization. In my field, a graduate degree is not required, but I think the person who pursues the degree that is not required is more ambitious, more competitive, more integrated and more likely to bring a different perspective to the table.

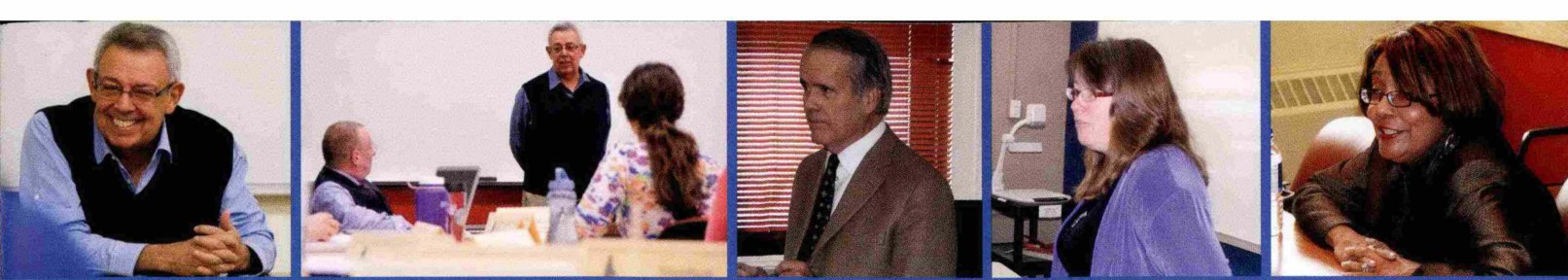
It accelerates the career growth an ambitious person craves.

What were some of the biggest challenges you faced while in graduate school? I started my master's program with no children and I am graduating as the mother of two. Having both of my babies while working full-time and getting a master's degree was no small feat. I am proof that this kind of accomplishment is possible. I can't wait for the day that I can explain to my sons how they inspired me to achieve success.

How old were you when you went back? Old enough to know what I didn't know; young enough to be guided by blind ambition! *For more on the Marketing Communications graduate program, contact Kelly Crane at 913.897.8416 or kcrane@ku.edu.* □

“It is critical that you can think like your clients, speak their language and consider the whole integrated marketing picture.”

— Liz Hawks



ALUMNI NEWS & NOTES

Class visitors from left: Luis Santos, 1970 graduate and CEO of Casa Editorial El Tiempo in Colombia; Gary Bender, voice of the Phoenix Suns; Amy Gahrn, media consultant and info-provocateur; and Sharon Woodson-Bryant, 1969 and 1975 MSJ graduate and First 5 LA media manager.

(News & Notes – continued from page 13)

(Morrie Goodman continued from page 13) These disasters included the Northridge earthquake, the Oklahoma City bombing, the Great Midwest floods, Southern California wildfires, hurricanes, and more than 200 other disasters. He worked with the National Transportation Safety Board after the explosion of TWA Flight 800 and managed the board's hearings. He was press secretary at the Dept. of Commerce from 1998 to 2001 under Secretaries William M. Daley and Norman Y. Mineta. Also a veteran journalist, he spent 17 years in television news as a reporter, producer and news director. He was the senior producer for CNN on site at the Kennedy Space Center during the Challenger tragedy. For his work in disaster communications, he has won several awards, including the Federal Technology Leadership Award and top PRSA honors.

Paul Sherbo wrote "Unsinkable Sailors," a book about the sinking of the USS Frank E. Evans.

Ken Stone won the first Adam Jacobs Memorial Award for Excellence in Blogging in June 2009. It is a new award given by TAFWA, the Track and Field Writers of America. His blog on adult age-group track is at www.masterstrack.com. The blog was launched in January 2003 and has more than 3,000 entries and 10,000 comments.

Timothy Watson is president of Virginia Textbook Exchange and Watson Associates in Midlothian, Va.

1975

J. Steven Dick is manager of the Conference Center at Saint Francis Health System in Tulsa,

Okla. He has worked there for 28 years and is responsible for video production, still photography, graphics, computer presentation systems, etc.

1974

Mike Jerrick cohosts a daily morning show called "Good Day Philadelphia" on Fox 29. He was formerly a cohort of "The Morning Show With Mike and Juliet," which aired on Fox stations around the country from a New York City base.

Margie (Cook) Strainer is the school psychologist at Glacier High School and Hedges Elementary School, Kalispell, Mont.

1973

John H. Brazelton retired from the U.S. Air Force at Los Angeles Air Force Base in Oct. 2009 with 31+ years of service. His last position with the Air Force was as acting chief of multimedia services and chief video services. He also worked in video production with the U.S. Army in Texas, Germany and Wisconsin.

1972

J.B. Forbes has been a staff photographer with *the St. Louis Post-Dispatch* since 1975, and was named chief photographer in 2007. He recently covered the Haiti earthquake. He worked in Kansas at *the Parsons Sun* and in Florida at *the Miami News* before joining *the Post-Dispatch*. He has traveled extensively with *the Post-Dispatch* during his career. He has covered war in Central America, earthquakes in Mexico and California, revolution in Haiti, economic issues in South America and hurricanes Katrina and Rita. He has made several trips to the Balkans with the military and a trip to Iraq in 2004. Altogether he has worked

in a total of 26 countries. He and his wife also run a horse boarding operation from their home, boarding horses.

Michael Vrabac is vice president and general manager of two of The E.W. Scripps Company's television stations in the Kansas City market. He heads KSHB, the Scripps-owned NBC affiliate in Kansas City, and KMCI, an independent station in Lawrence. Since 2006, he had led KJRH, the Scripps-owned NBC affiliate in Tulsa, Okla. The job at KSHB marks a return to the station he worked at for eight years until 1979, when he left for his first stint at KJRH. He left in 1994 to serve as sales director of Tulsa's CBS affiliate, where he also had sales responsibility for Tulsa's WB affiliate. He returned to Scripps in 2006 as vice president and general manager of KJRH. In Tulsa, he serves on the Board of the Tulsa Metro Chamber, the Better Business Bureau, the Chairman of the Salvation Army Adult Rehabilitation Center and the Tulsa Executive Association. Through his career he has served on a number of professional boards including the TVB Sales Advisory Board and the NBC Sales Advisory Board.

1970

Luis Santos is the CEO of Casa Editorial El Tiempo (CEET), a leading media company in Colombia, publisher of the national newspaper *El Tiempo* and owner of five other newspapers, five magazines, a local television station, book publishing *Circulo de Lectores* and 18 Web sites. Santos has led the transformation of CEET from a one-newspaper company into a multimedia organization. Santos has been at CEET for 39 years, where he began working after graduating from the J-School.

1968

Charles Alfonso directs sales for LG in Langhorne, Pa.

Bob Dotson is host of NBC's "American Story with Bob Dotson." He was chosen as the Journalist of the Month for December 2009, as voted by high school broadcast reporters. "American Story with Bob Dotson" also won a National Headliner Award for best Feature, Sports or Human Interest story for the NBC News *Today Show* story "Potato Peeler Millionaire."

1964

Ralph Gage Jr. has been elected to the board of directors of The News-Gazette Inc. Gage is director of special projects for The World Company, which owns *the Lawrence Journal-World*, as well as several smaller newspapers in Kansas. He was formerly the company's general manager and chief operating officer. Gage also is corporate secretary for a related enterprise, WorldWest Limited Liability Co., which operates papers in Colorado and Arizona. He joined *the Journal-World* in 1969 and served as reporter, managing editor and assistant to the publisher. Earlier in his career, he was an assistant city editor at *the Metro-East Journal* in East St. Louis, Mo.

1949

Patricia (James) Baker is at work composing hymns, both words and music. Her latest project is a cantata for choral singing entitled, "Glad Tidings of Christmas." □



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