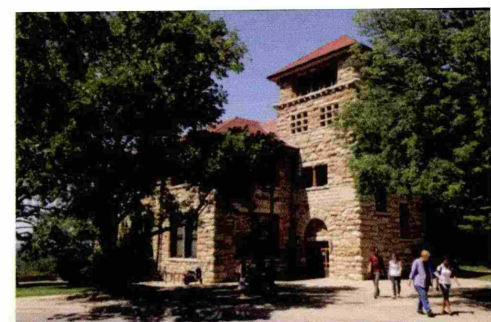




J-Links

Spring 2011



The William Allen White School of Journalism and Mass Communications



J-School Generations: Connect. Unite. Create.

The School of Journalism's inaugural "J-School Generations" networking and reunion event March 31 and April 1 brought more than 80 alumni back to the KU campus for a series of interactive activities.

"We couldn't be more pleased with the success of our first J-School Generations event," Journalism Dean Ann Brill said. "I was so impressed with the excitement and enthusiasm that our amazing alumni, students and faculty brought to the event that we plan to make this an annual activity at the J-School."

The event kicked off Thursday, March 31, with 11 distinguished alumni teaching School of Journalism classes. Each year the School plans to invite different alumni to share their experiences with students by teaching J-School classes.

Alumni in the classroom this year included: Mike Goff, vice president, corporate marketing, Sprint Nextel; Joel Zeff, president, Joel Zeff Creative, Dallas; Mike Swenson, executive vice president, Barkley, Kansas City; Eric Morgenstern, president, Morningstar Communications, Overland Park; John Montgomery, editor and publisher, *Hutchinson News*; Cindy Maude, president/CEO, Callahan Creek, Lawrence; Tom Hansen, president/CEO, Heelys, Dallas; Brian Bracco, vice president, Hearst TV, Kansas City; Honorable Carol Beier, Justice, Kansas Supreme Court, Topeka; Traci Moore Clay, principal, TMG, St. Louis; and Patti Regan, president/CEO, The Regan Group. (Continued on page 3)

At top, Eric Morgenstern, president of Morningstar Communications and 1978 graduate, is photographed with Dean Ann Brill and student Abby Leeper at J-School Generations. At left are scenes from the two-day event at KU.



www.journalism.ku.edu

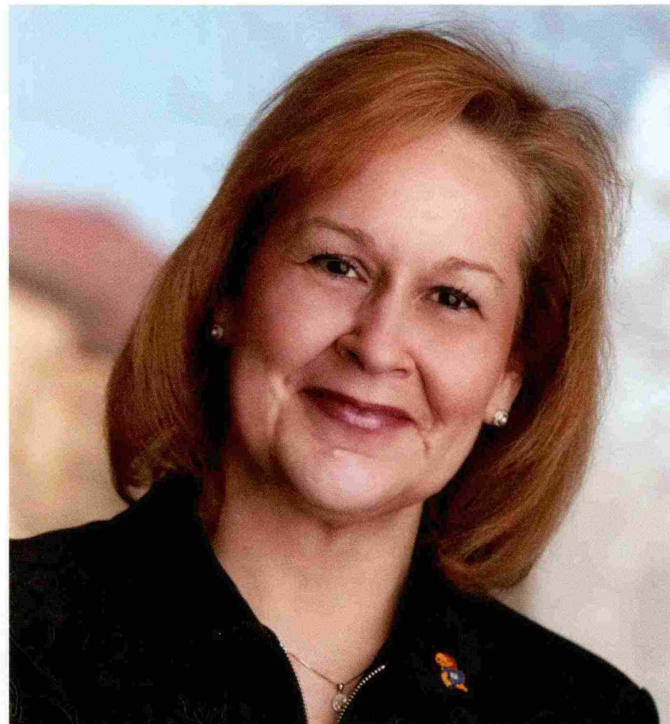
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>> Letter from the Dean

Coming to work this morning, I saw workers planting flowers at the Chi Omega Fountain. Both the flowers and the Fountain are landmarks at KU. When summer flowers show up, it's time to turn on the water and the Fountain springs to life. It's a wonderful tradition and provides a visible transition to the annual changes here on the hill. It's also a favorite place to take photos on campus.

The School of Journalism has its own traditions and transitions at this time of year. We honor students and donors through the awarding of scholarships and other recognitions. We give the Katich Award to an innovative professor. This year, Tien-Tsung Lee is the recipient. We're looking over freshmen admissions and planning classes for fall while saying bon voyage to this year's senior class. We're getting ready for new faculty members and wishing Ted Frederickson and John Hudnall all the best in their retirements. We already said our farewells to Lynne Tidwell and have hired Pamela Scott as director of our student services. *The Kansan*, KUJH and campaigns students are preparing their final presentations while interviewing for jobs and internships.

In the midst of all this change, it's wonderful to also see that the tie to KU remains forever. In April, we hosted the first J-School Generations event, a gathering of alumni, faculty, students and staff. It was the brainchild of alumni who wanted to plan an event that connected them back to



the School. Alumni taught classes, met with faculty and students, enjoyed a reception and selected issues to creatively address for the School. We plan to make this an annual event and hope more of you can join us next year. Watch the website for more information on that.

A few more impressive accomplishments this spring semester included Chuck Marsh's promotion to full professor and Scott Reinardy's promotion to associate professor with tenure. Students took home the award of Best College Advertising Staff in the Nation at the College Newspaper Business and Advertising Manager's (CNBAM) Convention and we also placed second in the national Hearst Intercollegiate Writing competition. J-School enrollment was up 4 percent this spring. We've seen the return of many recruiters and I'm hearing more of the seniors talk about the jobs they have waiting for them. Those are good signs that the economy and the industries we serve are strengthening. And, when we stopped to review our success in getting grants, we learned that we have increased by 1,000 percent the money coming in via research dollars! That's providing seed money for even more opportunities for faculty and students.

As graduates cross the stage in May, each will receive this copy of *J-Links*, a keepsake paperweight, and, of course, handshakes from the dean and other School administrators. It's a tradition that we hope begins the first of many contacts that our seniors/new graduates will have with the School. I often tell prospective students that the best measure of any school is the success of its alumni. And by that measure, we are very successful indeed!

Stay in touch and when you're in town, let's meet by the Fountain!

Rock Chalk, Jayhawk!

Ann M. Bill

J-Links

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

Editor: Jennifer Kinnard, Communications Coordinator

Student Communications Assistants: Will Becker, senior, Prairie Village, Kan., and Sarah Norden, senior, Lenexa, Kan.

Printed by: Allen Press Inc., Lawrence, Kansas

Financial support provided by: The Ward Family Foundation Fund in Journalism. The School acknowledges, with gratitude, the generous support provided by the Ward family.

For more information: 200 Stauffer-Flint, 1435 Jayhawk Blvd., Lawrence, KS 66045-7575 • jschool@ku.edu • 785-864-4755
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EDITOR'S NOTE: This will be my last issue of *J-Links*. After eight wonderful years at the J-School, I am moving on to a new opportunity. Thank you to all of our amazing alumni for your inspiring stories and successes! As a proud graduate of the J-School (1997), I'll always cherish my years at KU as a student and staff member. Rock Chalk, Jayhawk!

-Jennifer Kinnard, Communications Coordinator

>> J-School Generations

(Continued from page 1)

The J-School hosted a faculty luncheon for the visiting alumni, followed by a special career advice roundtable session for more than 30 J-School students in the afternoon. Thursday activities ended with an alumni reunion reception at the Adams Alumni Center, which drew more than 80 alumni back to the KU campus.

The event continued on Friday, April 1, with an interactive alumni, student and faculty challenge. Six teams were posed with different industry questions and challenged with developing an innovative solution. The teams presented ideas to an audience of nearly 60 alumni, faculty and students in Alderson Auditorium of the Kansas Union.

"I had a great time at Generations," J-School student Henry Birt said. "What a great opportunity to mingle with some successful J-Schoolers. My favorite part was the first half of Friday. Everyone was respectful of each other and I think we came up with some pretty cool ideas. More than just intellectually stimulating, it was just plain fun sitting around and brainstorming with the alumni."

The winning idea for "inKUbator" was announced at the end of the presentations. The idea, which the J-School may implement in the future, began with a simple question, "how would you advise a friend who wanted to start a media company?"

Groups were presented with challenges including creating the ideal journalism curriculum for the next 100 years, finding an engaging way to teach journalism to middle school students and developing a diverse satellite journalism program that would allow for the exchange of students, faculty and ideas.

Sponsorship for J-School Generations was provided by generous contributions from the School of Journalism, the Macdonald Visiting Professionals Fund, Morningstar Communications, Joel Zeff Creative, the KU Alumni Association, *the Kansas City Star*, the Kansas Athletics Department, the KU Bookstore, the Kansas Union and other donations made by anonymous donors.

Special thanks goes to the alumni, faculty, staff and student planning committee: Cindy Belot, Brian Bracco, Jennifer Kinnard, Abby Leeper, Corrie Moore, Eric Morgenstern, Patty Noland, Alex Tilson, Mike Williams and Joel Zeff.

Judges for the alumni, faculty and student challenge were Dean Ann Brill, graduate Mary Ann Powell and Nick Gerik, editor of *the Kansan*.

Please stay tuned for an announcement of next year's event date. The School also plans to expand the invitation list from alumni living just in the Lawrence/Kansas City areas, to all J-School graduates. We hope to see you next year! □



Alumni who taught classes March 31 gather for "office hours" with students. Clockwise from left: Mike Swenson, executive vice president, Barkley; Brian Bracco, vice president, Hearst TV; student Sarah Weaver; Traci Moore Clay, principal, TMG; and John Montgomery editor/publisher, *Hutchinson News*.



J-School Assoc. Prof. Carol Holstead and Traci Moore Clay present their group's idea, "Ever Onward," at the April 1 challenge event.



Nearly 60 alumni, students and faculty gathered April 1 to watch groups compete for "most innovative idea."

MORE INFORMATION:

Summaries of the six team presentations, a photo slideshow and videos (coming soon) from J-School Generations are online at: www.journalism.ku.edu/alumni/Generations2011.shtml

J-School finishes second in Hearst journalism writing awards competition

The School of Journalism placed second in this year's annual Intercollegiate Writing Competition of the prestigious William Randolph Hearst Writing Foundation Awards competition.

"The KU School of Journalism continues to foster and support excellence in writing," Journalism Dean Ann Brill said. "In this highly competitive contest, we are honored to have placed so highly. It validates what we are doing here to give students the tools they will need to be successful communicators in a complex media environment."

KU journalism students won first place in the Intercollegiate Writing Competition, and the \$10,000 award that goes with it, in 2007, 2008 and 2009.

Often called "The Pulitzers of College Journalism," the Hearst program holds an annual, year-long competition in writing. The journalism school that accumulates the most points earned by its students in each category of the six writing competitions, titled the Intercollegiate Writing Competition, is designated the winner.

KU journalism students have won a total of \$6,700 in the contests this year, and the School of Journalism received matching funds of \$6,700, in addition to \$5,000 for placing second in the Intercollegiate Writing Competition. KU junior Jayson Jenks, who won first place in the Sports Writing category, will travel to San Francisco in June to compete in the national writing championships.

Indiana University won the Intercollegiate Writing Competition with the highest accumulated student points this year. KU finished ahead of the University of Iowa, Pennsylvania State University, Arizona State University, University of Nebraska-Lincoln, University of Missouri, University of Montana, University of Oregon and Northwestern University, who rounded out the top ten.

The Hearst Awards Program is conducted under the auspices of accredited schools of the Association of Schools of Journalism and Mass Communication, and fully funded and administered by the W.R. Hearst Foundation. It consists of six monthly writing, three photojournalism and four broadcast news competitions and one multimedia competition, with championship finals in all divisions except multimedia. The program awards up to \$500,000 in scholarships and grants annually.

Publisher William Randolph Hearst established the William Randolph Hearst Foundation and The Hearst Foundation, Inc. in the 1940s, before his death in 1951. Since then, the foundations have awarded more than \$500 million in grants and programs.

Following are the KU students who placed in the top ten of the six writing contests. Links to the winning stories at: www.journalism.ku.edu/news/Hearst2011Awards.shtml

Brenna Daldorph, a spring 2010 graduate, won first place in the In-Depth Writing category for her winning article, "Living in Limbo," which was published in April 2010 in *the University Daily Kansan*. Her story covered the plight of undocumented aliens raised in the U.S. by families who brought them north as children to seek good schools and better lives. She received a \$2,600 scholarship for her first-place win. She currently teaches English in La Réunion, a French island located in the Indian Ocean, east of Madagascar.

Jayson Jenks, a junior from Lenexa, Kan., won first place in the Sports Writing category for his article, "The Great Divide," which chronicled the radically different lives of two black KU athletes, Wilt Chamberlain and Leonard Monroe, in the 1950s. Jenks received a \$2,600 scholarship for his first-place win. The story was published in January 2011 in *the Kansan*.

Alyson Van Dyke, a spring 2010 graduate, earned third place in the Feature Writing category for "Unexpectedly Expecting." Published in April 2010 in *the Kansan*, the story shed light on the decisions of four women who experienced unplanned pregnancies. She won a \$1,500 scholarship for her third-place finish. She now reports for *the Kansas City Business Journal*.

Elliot Kort, a spring 2010 graduate, placed ninth in the Personality / Profile Writing category and received a certificate of merit. Published in May 2010 in *the Kansan*, his story, "A matter of interpretation," profiled Kim Bates, a sign language interpreter at the University of Kansas. Kort is currently an aggregation editor at TBD, a website covering news in the Washington, D.C., metro area.

Stephen Montemayor, December 2010 graduate, placed tenth in the Sports Writing category and received a certificate of merit. His winning story, "Between the ears: Colleges tackle concussions in football," appeared in December 2010, in *the Kansan*. He currently is a reporter covering education issues for *the Shawnee (Kan.) Dispatch*.

Adam Samson, a spring 2010 graduate, placed tenth in the Personality / Profile Writing category and received a certificate of merit. Published in April 2010 in *the Kansan*, "Abnormal arms, but ample ability," profiled Andreas Brandenberger, a KU student born with phocomelia, a rare disorder that left him with no thumbs, wrists or forearms, and two partial hands with only two digits on each. Samson is a sports information and media services intern at the National Association of Intercollegiate Athletics. □



“ In this highly competitive contest, we are honored to have placed so highly. ”

-Dean Ann Brill

>> Student News

Students win KAB and SPJ awards

Both undergraduate and graduate KU students won multiple TV and radio awards this year from the Kansas Association of Broadcasters. The awards included:

- **Lance Barker** placed first for "University Daily Kansan Commercial" in the 60 Second Commercial PSA category
- **Melissa Keith** and **Yingna Li** placed first for "KUJH-TV News Promo" in the Station Promotion Announcement category
- **Luke Brummer, Kacie Brown, Peter Soto, Tess Hedrick, Carnez Williams, Garrett Griffin, Clayton Ashley** and **Cassandra Sokol** placed first for "LGBT&A" in the Documentary category
- **Mark Arehart, Pat Foley** and **Casey Miles** placed second for "PeeWee to Pro: Pressure in Sports" in the Documentary category
- **Alex Gold** and **Darren Dunn** placed second for "Jayhawk Sports Talk" in the Entertainment Program category
- **Matthew Franzblau, Kyle Larson** and **Patrick Strathman** placed first for the "Bob Holtzman Interview" in the Complete Sports Feature category
- **Nick Curry, Mike Anderson** and **Michelle Macbain** placed second for "Kansas In Heat Spring Promo" in the 60 Second Commercial, PSA category
- **KJHK News Staff** placed first for "As Heard From the Hill" in the Public Affairs Program category
- **Caitlin Doornbos** placed first for "Unorthodox Piercings" in the Enterprise News Package category
- **Daren Dunn** placed second for "Unity Dance Crew" in the Enterprise News Package category
- **Alex Tretbar** received an Honorable Mention for "Music Mentors" in the Enterprise News Package category
- **Caitlin Doornbos** placed first for "Mass Street Hot Dog Cart" in the Complete News Feature category
- **Connor Donevan** placed second for "Punch Brothers Interview" in the Complete News Feature category
- **Alex Tretbar** received an Honorable Mention for "KU Quidditch Club" in the Complete News Feature category
- **Daren Dunn, Aaron Berlin** and **Kyle Larson** received an Honorable Mention for "KU vs. CU - Women's Basketball" in the Sports Play-by-Play category
- **Nick Curry** placed first for "KU Concerto Competition" in the Documentary category
- **Sergy Novoseltsev** and **Marc Schroeder** placed second for "KJHK.org" in the Station Website category

Nine KU students also won 2011 Society of Professional Journalists Region 7 Mark of Excellence Awards this year. Winners included:

- **Brenna Hawley**: Placed in In-Depth Reporting category for "A generation ablaze," published in *the Kansan*
- **Caitlin Doornbos**: Placed in Radio Feature category for "Unorthodox Piercings," aired on KJHK

- **Krista Jobst**: Placed in Radio News Reporting category for "The Zombie Walk," aired on KJHK
- **Alex Tretbar**: Placed in Radio News Reporting category for "KU Quidditch Club," aired on KJHK
- **Aly Van Dyke**: Placed in Feature Writing category for "Unexpectedly Expecting," published in *the Kansan*
- **Adam Samson**: Placed in Feature Writing category for "Abnormal arms, but ample ability," published in *the Kansan*
- **Kevin Hardy**: Placed in In-Depth Reporting category for "Sales of the Death Men," published in *the Kansan*
- **Elliot Kort**: Placed in General News Reporting category for "A Matter of Interpretation," published in *the Kansan*
- **Carnez Williams**: Placed in General News Reporting category for "Able Life," published in *the Kansan* □



Kansan ad staff wins best in nation

Kansan ad staff employees, led by sales and marketing adviser Jon Schlitt, took home the award of Best College Advertising Staff in the Nation at the College Newspaper Business and Advertising Manager's (CNBAM) Convention in Nashville this year.

Joe Garvey, digital sales manager at *the Kansan*, also won the Alloy Media+Marketing-sponsored Saturday Morning Sell-Off. There were multiple all-staff awards as well. Best of Category awards were: Best Training Program and Best Sales Increase of a Special Section (Back-To-School edition). First-place awards included: Best Online Newspaper Promotion Ad, Best Newspaper Promotion Ad-Full Color, and Best Group Advertising Promotion. Second-place awards included: Best Online Display Ad (Pachamamas), Best Printed Rate Card/Media Kit, Best Sales Incentive Program, and Best Newspaper Promotion Ad-B&W.

CNBAM is a professional organization for students and advisers working with business and advertising departments in college and university newspapers across the United States. With approximately 125 member schools, they meet each spring to offer training and professional development seminars as well as discuss current issues facing student-run media. □



All hands on deck. The greywater installation team. (Photo by Simran Sethi.)

Taking Action

By Sam Seeger and Luke Brummer

KU Assoc. Prof. Simran Sethi and students in her Green Reporting, Green Building, Green Justice spring class spent spring break in Oakland, Calif., learning about water conservation, environmental justice and communicating complex issues via social networking. The class created a multimedia series for Metropolis magazine exploring the intersection of social media and social justice, using water and design as its primary lenses of inquiry. Following is one of the Metropolis postings, originally published April 19, 2011.

A consensus is emerging that water conservation is about to become one of the preeminent issues facing humanity. A recent survey suggests that 36 states anticipate water shortages as early as 2013. Parts of Africa are already experiencing deadly tribal conflicts over water rights as climate change alters access, and these conflicts are sure to spread and increase in intensity as population demand grows and pollution pressures increase.

As these obstacles play out close to home and across the globe, many in first world countries (Americans being among the worst) blindly waste precious resources. Of the world's total water supply, 2.5 percent is fresh, but less than 1 percent is readily accessible for human consumption. The average American uses nearly 152 gallons of this water per day—60 percent of which is used for outdoor applications. To put this into perspective, this consumption rate is more than double that of the average European (who only uses

66 gallons per day) and more than 30 times higher than the five gallons per day used by the 1.1 billion people who lack sufficient water resources. Upon learning of these alarming statistics, you might ask yourself, what can be done to curb this disparaging trend of excessive water consumption?

As part of an interdisciplinary journalism, architecture and environmental studies course at the University of Kansas, we have been asking ourselves just that question. Throughout the semester, we have delved deeper and deeper into these issues, challenging our perceptions and misconceptions about water conservancy. Starting with techniques like adopting the mantra, "If it's yellow, let it mellow," we began to whittle away at our water usage, but nothing has hit home quite as hard as a trip halfway across the country. Over spring break, with our academic sensibilities in tow, we hit the road for Oakland, Calif., and a residential greywater installation.

Once in Oakland, we set out to install a residential greywater system under the guidance of Greywater Action, a collective of hands-on instructors and builders devoted to educating the public on the virtues of greywater and water conservation. The purpose of a greywater system is to redirect water that would otherwise be wasted as sewage after washing machine, shower or sink use and diverting it for reuse elsewhere. In our case, we were charged with the task of rerouting water from a washing machine to a backyard garden.

>> Social Media & the Environment

As California continues to struggle with water distribution, the need for greywater systems of all shapes and sizes seems particularly apt. What's more, California is one of the few states to allow greywater systems by code.

The antiquated permitting policies of many states have actually made it illegal to construct even the most basic of greywater systems. Some estimates put the number of legally installed greywater systems at less than 2% of the total. Fears of improperly installed systems have kept many jurisdictions from adopting laws that allow the application of greywater, but as states like Arizona and California feel the effects of an impending water crisis, they are leading the way in greywater legislation. Yet, even with the implementation of forward thinking legislation, California code continues to impose excessive limits on greywater systems. Those at Greywater Action view Arizona's permitting process as model policy to expand towards.

It was California's water struggles and its embrace, although limited, of greywater that led our class to Oakland. The install began with an introduction to greywater by Laura Allen, of Greywater Action, highlighting the need for greywater systems. Greywater Action regularly directs similar courses for those interested in greywater installations. Next, we launched into the pipes and fittings required for the install, and came to the realization just how inexpensive—\$100 to \$250—a Do-It-Yourself system can be (especially when compared to the savings in water expenses over the life of the system). After learning the basics, we took our newly found knowhow and set to work on the system just as rain began to fall.

The next portion of the install was a muddy lesson in trench digging. As the rain poured down around us, we persistently dug the shallow trenches and mulch basins required to lay out the network of progressively smaller hoses and outlets that strategically feed the desired plants. While excavation was underway outside, inside a team was assem-



Water justice: J500 class at Breuner Marsh listening to Whitney Dotson discuss public access to the North Richmond shoreline. (Photo by Simran Sethi.)

bling the plumbing components needed to divert the greywater from the washing machine. Another group braved the crawlspace to lay long runs of PVC to the awaiting network of distribution hoses.

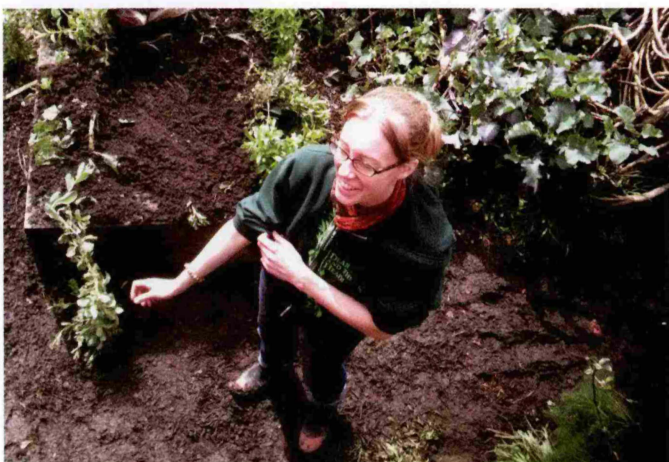
As the clouds cleared, the install neared completion. With team members anxiously monitoring outlets, the system was put to the test. After tensely waiting, excitement erupted around the mulch basins as greywater began to flow. In all, it took roughly 6 hours for a team of ten to integrate a standard washing machine into a greywater system capable of distributing water to several planting beds. With some plumbing supplies and a little effort this system now diverts as much as 50 gallons of water per washing machine load.

It's becoming ever clearer that simple solutions like these are necessary to create a sustainable future for our modern lives. We came to this conclusion prior to our California adventure by merely observing the shocking circumstances surrounding our dwindling water resources, but what wasn't entirely clear when our class set out on this excursion was just how easy and tangible environmental change can be. To our astonishment, we took home a very palpable understanding of how small projects like this are not only achievable for the common person, but also where the real hope for sustainability lies.

We are now all active in ongoing efforts to reduce our consumption by shortening showers, "letting it mellow," and even planning greywater installs of our own. Getting a little dirt under our nails opened our eyes to the sources of waste around us, and equipped us to make the changes we need to manifest. □

*The accompanying multimedia presentation is online at:
www.metropolismag.com/pov/20110419/taking-action*

Follow the series on Twitter at #metropolisH20. Read the full Metropolis series at: journalism.ku.edu/news/Sethi-J500.shtml



Rolling up our sleeves: Architecture graduate student Stephanie Stone assessing access points at the greywater install. (Photo by Simran Sethi.)

Pulitzer Prize-winning editor receives William Allen White citation

By Will Becker, student communications assistant

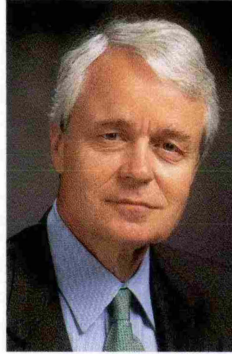
John S. Carroll, Pulitzer Prize-winning editor, received the William Allen White Foundation's 2011 national citation at a public ceremony Feb. 11 in the Kansas Union.

"The School of Journalism is pleased to honor John Carroll," said Dean Ann Brill. "The William Allen White Foundation's national citation is a major honor for which he is most deserving."

The *Los Angeles Times* won 13 Pulitzer Prizes during Carroll's five years there as editor. He also directed coverage that won Pulitzers at the *Philadelphia Inquirer*, *Lexington Herald-Leader* and *Baltimore Sun*. Currently, he is a fellow at the American Academy of Arts and Sciences and is a freelance author writing a book.

Carroll said he felt astonished when he heard news of the selection because he had no idea he was even under consideration. He said past recipients of the award, such as Gene Roberts, Jim Batten of Knight Ridder and Otis Chandler of the *Los Angeles Times*, are among the best people he ever worked for.

During his visit to KU, Carroll stopped by several classes to give J-School students advice and perspective on the field they stand to enter. He also talked with students and faculty in the Stauffer-Flint Resource Center Feb. 11. There, he gave



guidance for those students in attendance.

"You should choose your boss more carefully than your boss chooses you," he said. "I worked for some wonderful people. Had I not had such good people to work for, whatever I have achieved would have been much less."

In his acceptance speech, titled "Ideology in a Hurricane," Carroll addressed the needs of journalism as it stands today. He urged the audience to define a clear journalistic ideology—one focused on serving the citizen. The text of the speech is online at: www.journalism.ku.edu/news/carrollspeech.shtml

"We need to find a way to set real journalism apart from trash journalism, and also, while we're at it, apart from propaganda, and from marketing," Carroll said. "We need to be clear, first with ourselves, and then with the public, about what we stand for—and what we stand against. I believe that the University of Kansas can help in this cause."

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

Panel of experts discuss media coverage amidst Cairo crisis

By Sarah Norden, student communications assistant

Four panelists gathered at the J-School Feb. 10 for a discussion on "Middle East Coverage: Substantive, Stereotypical or Sanitized?" At the time, Egypt was at the peak of its youth revolution. Moderated by *Kansan* faculty advisor Malcolm Gibson, the panelists included Sally Buzbee, John Cary, John Montgomery and Will Stebbins.

Buzbee is Washington Bureau Chief for the Associated Press. Previously she was the deputy managing editor for the AP News Center, and the AP's Middle East editor, based in Cairo. Cary is a retired military officer and Middle East specialist on the faculty at the U.S. Army Command and General Staff College at Ft. Leavenworth, Kan. Montgomery is publisher and editor of the *Hutchinson* (Kan.) *News*. Stebbins is former Chief of Bureau for the Americas for Al Jazeera English. He was hired from the AP at the inception of Al Jazeera English.

One important topic discussed during the panel was the quality of U.S. media coverage in the Middle East and surrounding areas. The panelists agreed that there is quality media coverage out there, but it is the job of the consumer to

search for this accurate coverage using news and non-traditional media outlets. They also discussed how to actually get Americans interested in international news.

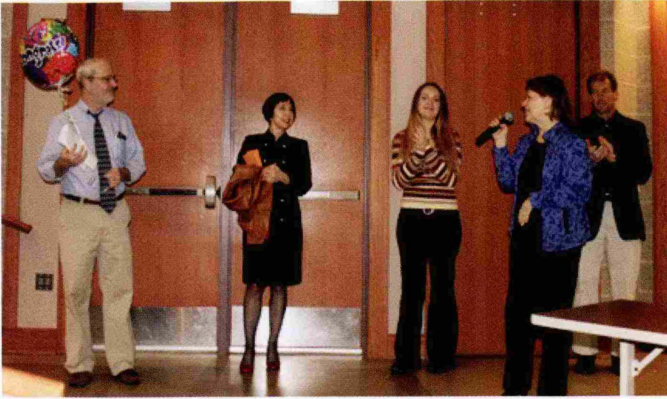
"I think the real challenge has always been to make people understand why they should care about things overseas," Buzbee said. "The reason is because this affects your life. It affects everything from the price of your gasoline, to your stability going forward, to what the world looks like, and the U.S. is not the center of the world anymore."

Panelists also discussed the necessary role of local newspapers and media outlets in providing international news coverage for their readers and viewers.

Approximately 50 students, staff and faculty attended. The panel discussion is online: <http://vimeo.com/20028265> □



>> Faculty & Staff News



Dean Ann Brill surprises Chuck Marsh with news of his promotion to full professor during his Journalism 101 class.

Faculty updates

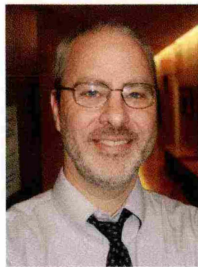
This year has been one of many changes for faculty members at the J-School. The School is pleased to announce the promotion of Chuck Marsh from associate professor to full professor, and the promotion of Scott Reinardy from assistant professor to associate professor, with tenure.

Marsh has been with the J-School for 32 years. He has received numerous accolades for his teaching and research, including KU's Kemper Award for outstanding teaching. He and Assoc. Prof. David Guth recently released the fifth edition of their textbook, "Public Relations: A Values Driven Approach."

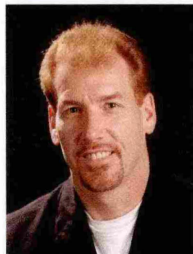
Reinardy has been at the J-School since 2008. He spent his professional journalism career in the newspaper industry as a sportswriter and news editor. He uses his experience in sportswriting to research the effects of the job on sportswriters. He recently wrote a book, "The Essentials of Sports Reporting and Writing."

We also said goodbye to two longtime, beloved faculty members. Professor Ted Frederickson and Lecturer John Hudnall announced their retirements from the School of Journalism this semester. Frederickson had been with the School for 31 years. Hudnall, longtime director of the Kansas Scholastic Press Association, was with the School for 21 years.

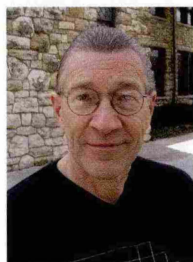
Please check the next issue of *J-Links* for complete profile stories on Frederickson and Hudnall. □



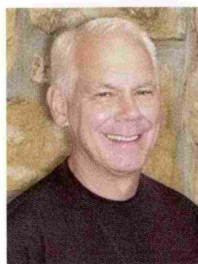
Chuck Marsh



Scott Reinardy



Ted Frederickson



John Hudnall

Journalism student advisor retires after 30 years

By Sabrina Ahmed

Anyone who came into contact with Lynne Tidwell knows she has been a huge asset to the University of Kansas.

Tidwell, undergraduate advising coordinator in the School of Journalism, retired in March after 30 years of service to the University.

Tidwell said that her favorite part of the job was the students and that she would miss them the most. After retiring, she said that she wants to continue helping people.

Ann Brill, dean of journalism, said she would miss Tidwell's dedication and care for students.

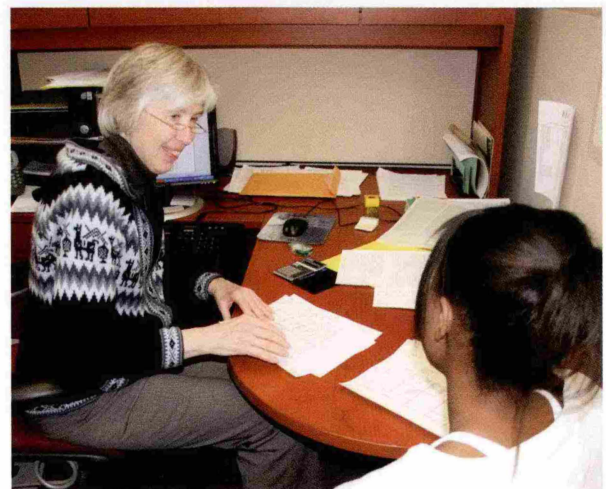
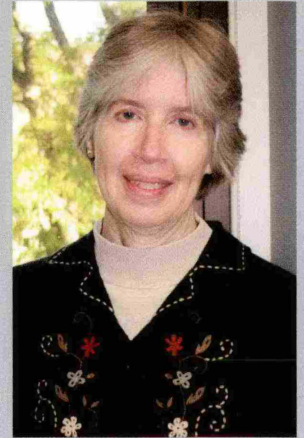
"Lynne deserves to retire and spend time doing things she loves to do," Brill said.

Cindy Nesvarba, graduate records coordinator for the School, worked with Tidwell for 27 years. She said she would miss her vast knowledge of the J-School.

"She always had the answer," Nesvarba said. "And she was always willing to drop everything and help. She wanted to see students succeed."

Although the School of Journalism will go on without Tidwell, faculty, staff and students will miss her greatly.

"She is priceless," Brill said. □



A familiar sight: Tidwell advising a J-School student.

>> Student Photo Exhibit



J-School student explores life of young Somali Bantu refugee in new exhibit

Ben Pirotte is this semester's featured student photojournalist. An exhibit of his work will be on display on the south wall of the first floor of Stauffer-Flint Hall through the summer.

Pirotte is a junior, double majoring in Journalism: News and Information and Environmental Studies, with a minor in Art History. He is the current design editor and a staff photographer for *the University Daily Kansan*. Pirotte has traveled extensively, and has studied abroad in Italy and France. He is interested in travel photography, street photography, and hopes to one day have a career in international visual media.

His Stauffer-Flint photo exhibit was inspired by a friend and colleague working on a master's thesis with a group of Somali Bantu refugees that live in Kansas City, Kan. Pirotte wanted to visually share the story of the lives of these refugees.

This exhibit highlights the story of one girl, Hawa Abdi, who is the child of two refugee parents. At just 7 years old, Hawa has become her family's lifeline. As the only member of the family who can speak both English and the native tongue Maay-Maay fluently, she has many responsibilities not usually given to a girl of her age.

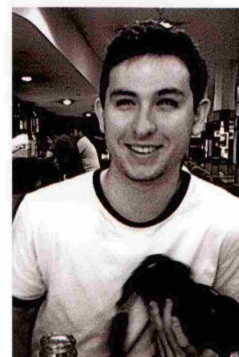
In a world where Muslim prejudice and increasing secularization permeate American society, with parents whose culture is different from the one that surrounds her, Hawa continues to learn her place in society. □



Hawa Abdi, the oldest daughter of Somali Bantu refugee parents in Kansas City, Kan., is only 7 years old, but with parents that speak limited English, she has many adult responsibilities.

At top, Abdi's notebook from her Islamic studies. Above, Abdi attends public school at Grant Elementary.

At right is photographer Ben Pirotte.



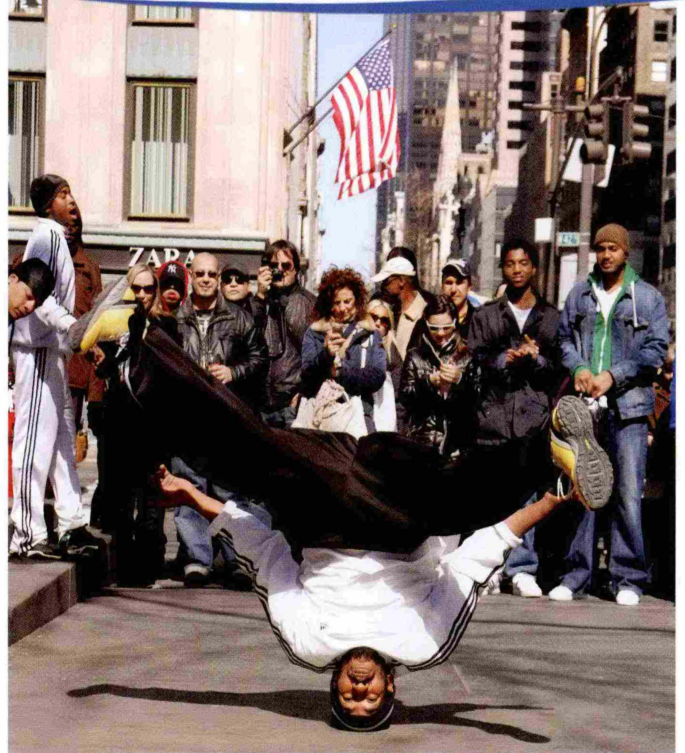
>> Student Photo Exhibit

New photo exhibit in Stauffer-Flint Hall features student work

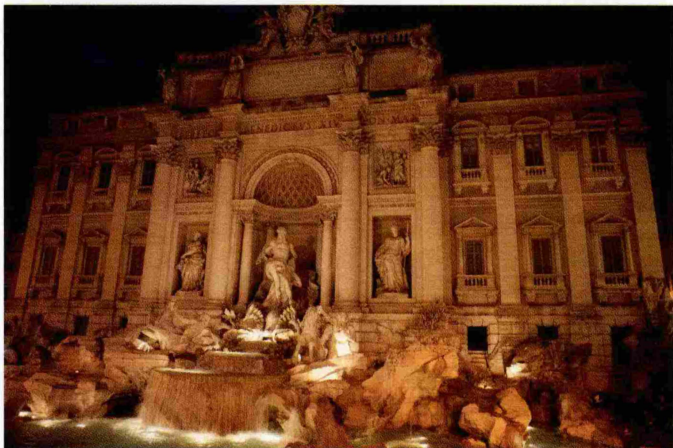
New this semester is a journalism student photography exhibit on the north wall on the first floor of Stauffer-Flint. The fifteen selected photos will be on display through August. The featured students, who were in Julie Denesha's spring advanced photojournalism class, are: Artem Bagiev, Aaron Harris and Megan Singer. On this page are five selected photos from the exhibit. □



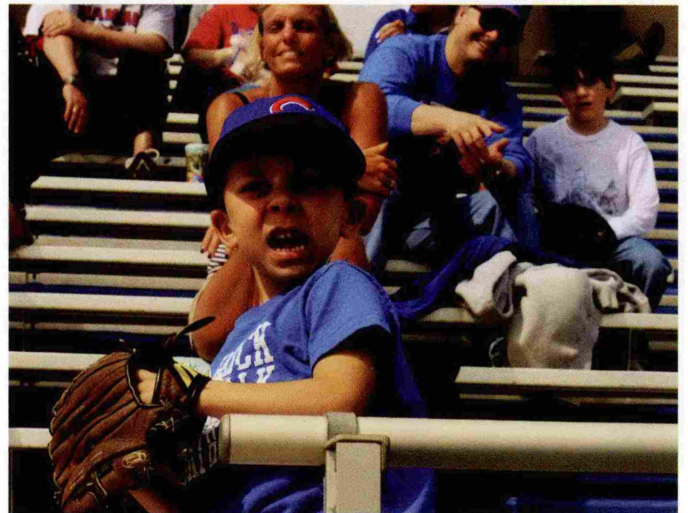
The photographers: Artem Bagiev, Aaron Harris and Megan Singer.



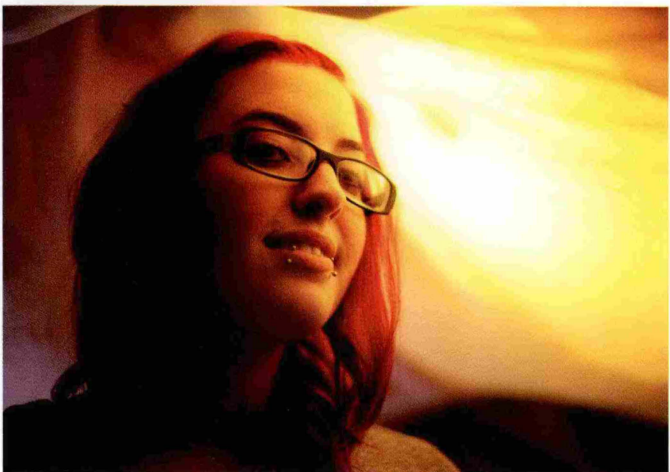
A member of the "2 Steps Away" dance crew in New York City. (Megan Singer)



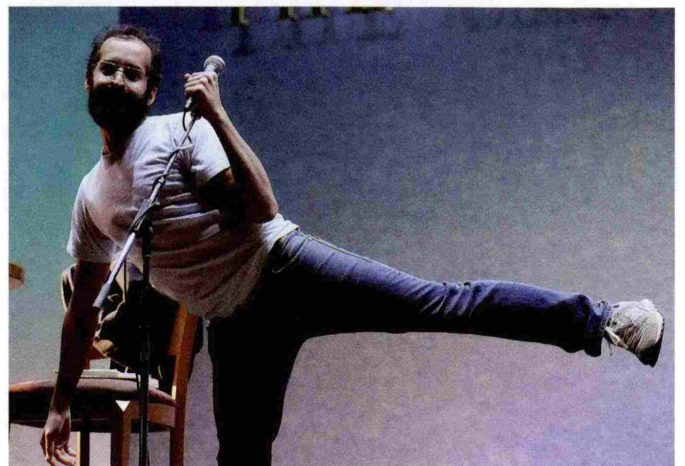
Trevi Fountain is lit up against the night sky in Rome, Italy. (Aaron Harris)



Five-year-old Kyle Graves from Lawrence fine-tunes his pitch while watching KU win against Oklahoma State University. (Artem Bagiev)

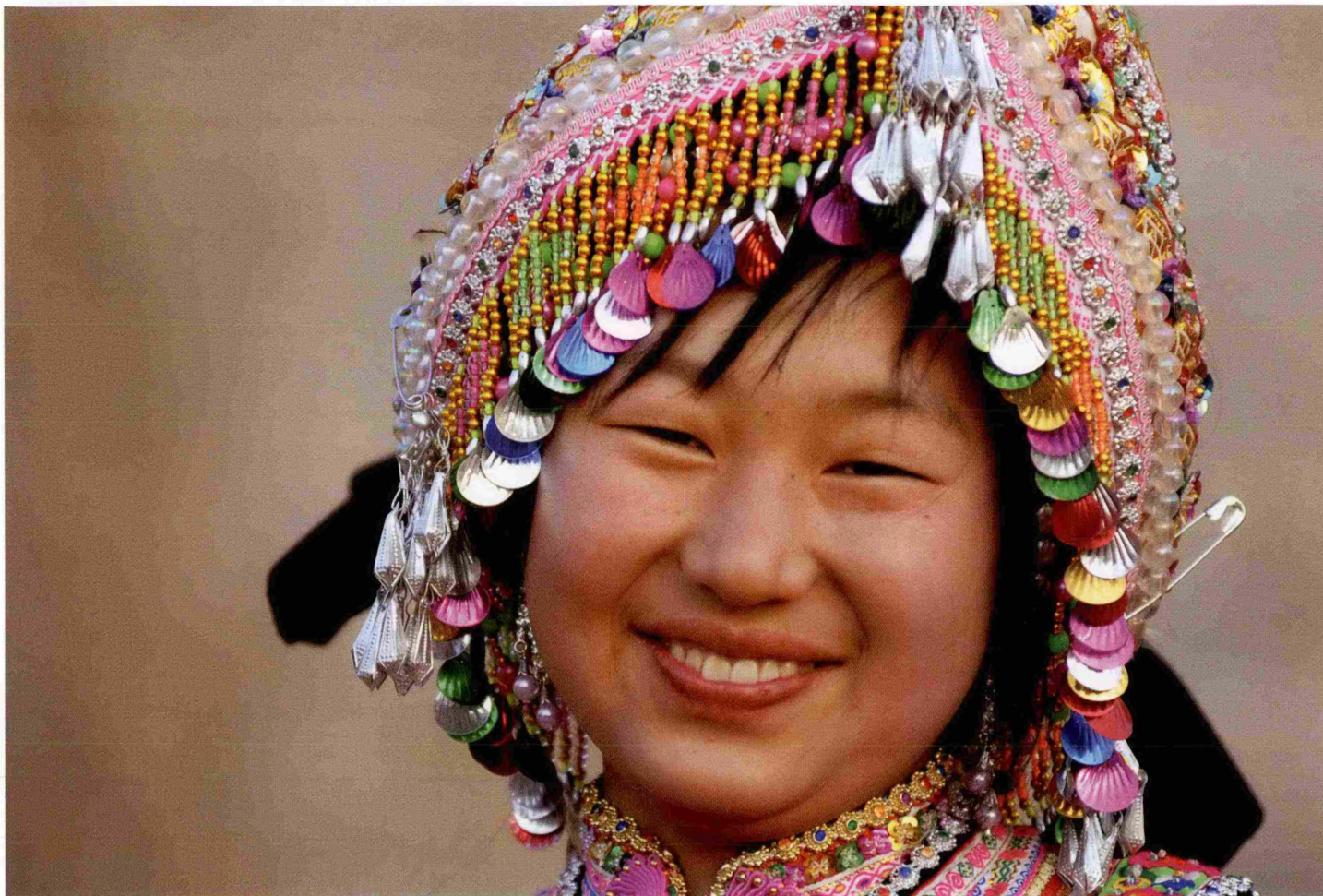


Alexis Brock in her room at Sunflower House in Lawrence. (Aaron Harris)



Famed poet Anis Mojgani performing at the Kansas Union. (Artem Bagiev)

>> Featured Jayhawk Photojournalist



A Yi minority girl shows off her hand-beaded headpiece, as a bridesmaid at her friend's wedding in Yunnan, China. Yunnan is located in the southwest of China.

Photojournalist explores rural life in China in new Stauffer-Flint exhibit

By Sarah Norden, student communications assistant

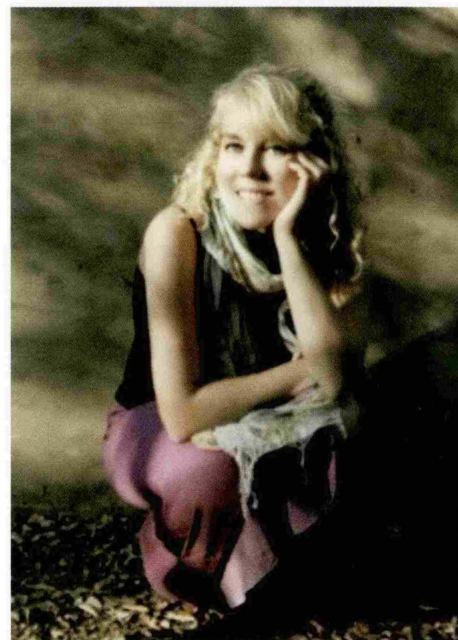
A unique story detailing the lives of China's minorities and rural areas is exposed on the second-floor walls of Stauffer-Flint. Photographs by this semester's featured Jayhawk Photojournalist, Megan True, tell the story.

True graduated from the University of Kansas in 2007 with degrees in Journalism and East Asian Studies, with an emphasis in Chinese Language and Literature. When she was young, True became intrigued by children who spoke Chinese at a Chinese restaurant her family used to visit often. She had the opportunity to travel to China as part of a Chinese culture class in high school, where she fell in love with the Chinese people and culture.

When True started working as a photojournalist at *the University Daily Kansan*, she became passionate about creating photographs. She loved documenting student life and KU sports, and attributes part of her success to one J-School professor in particular, Tim Janicke.

"Trips to *the Kansas City Star*, internships, meeting professional photographers and seeing their work really inspired me to become a better photographer," True said.

After graduation, True packed her bags and moved straight to China where she lived until 2010. While in China, she taught English and took photographs for non-profit organizations and travel magazines. True's work highlights rural life and minority people in Yunnan Province, which is in southwest China.



Megan True

>> Featured Jayhawk Photojournalist

Her photos give viewers a distinctive glimpse of China—from village weddings to farmers harvesting crops, to beautiful landscapes. It is a chance to see a different side of China.

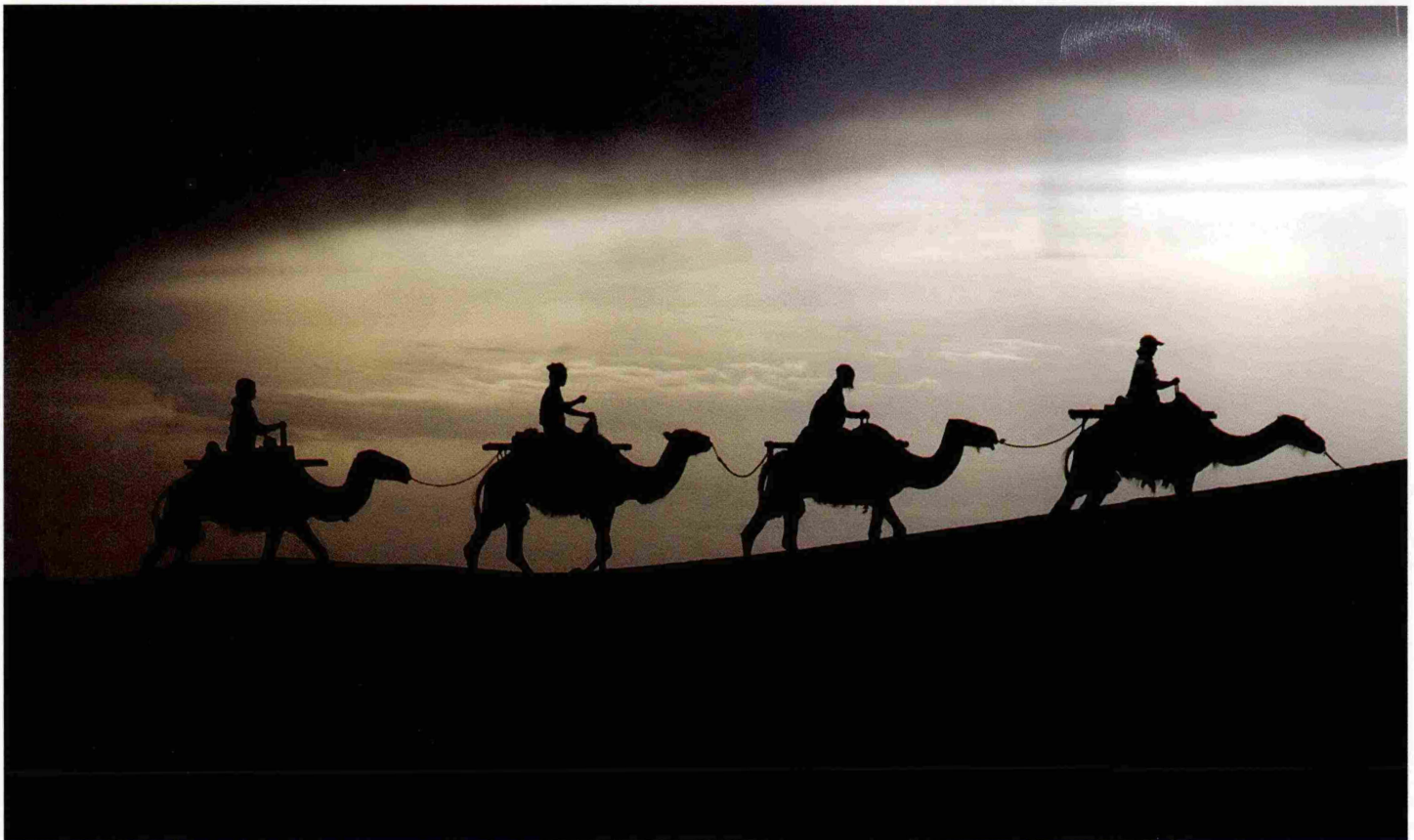
True's favorite work in China was with non-profit organizations. She had the opportunity to photograph an orphanage and a leprosy community and they used her work for educational and promotional materials.

"It was awesome to see my work being used for a good cause and making an impact," True said.

True's work has been published in newspapers and magazines in both the United States and China, such as *the Houston Chronicle*, *Lawrence Journal-World*, *Bless China International* and *Map Magazine*. She also had the opportunity to present her work to students, staff and faculty on Tuesday, March 29, in Stauffer-Flint Hall. Her photographs will be on display through August.

Based in Kansas, True is now studying graphic design at Johnson County Community College and remains a freelance photographer. She specializes in people, travel and editorial photography and hopes to do more work for non-profit organizations in the future. □

From top: A Bai minority woman heads out to work the fields in Dali, China. The yellow flowers will be made into Canola oil; A Dai minority woman fixes her peacock outfit as she waits for the Water Splashing Parade to start in Jing Hong, China. The Festival is the Dai minority group's New Year and is a three-day holiday that includes parades, dancing and singing competitions and a day of water splashing; Tourists are silhouetted against the morning light in the Mingsha shan desert, part of the Gobi desert, in Gansu, China.



>> Alumni Profile: Walt Riker



Riker is pictured in Moscow where he took *the Wall Street Journal* to do an exclusive story on McDonald's Russia. He would eventually go back in 2010 to celebrate the 20th anniversary of McDonald's Russia.

Former McDonald's global media relations executive is lovin' it

by Will Becker, student communications assistant

Walt Riker calculates. He contemplates. And then speaks with the poise of someone who understands the power of words. Then again he should, because Riker has been disseminating world-class strategic communications for 34 years.

Hailing from the Bronx, Riker possessed a unique connection to KU. His father was both mentor and loyal friend to former University Chancellor Clark Wescoe. So, from a young age Riker felt the pull of the crimson and blue. Upon visiting the KU campus, Riker promptly felt at home and decided to join the millions of others who used KU as a springboard of opportunity.

Riker first became involved with political media relations shortly after graduating from KU in 1978 with a degree in journalism. He started work at WIBW Topeka channel 13 and eventually became statehouse correspondent.

When the next opportunity arose in 1981, Riker found himself on a much bigger stage, with much higher stakes, working as press secretary for United States Senator Bob Dole.

"I thought, whoa, I am now the spokesman for one of the most influential political leaders on the face of the earth," Riker said.

Though certainly faced with a potentially overwhelming set of responsibilities, he said he took the view that by working his hardest to produce the best work he could, he would succeed, or at least go down swinging. The hard work paid off and Riker ended up working for Sen. Dole for 13 years on Capital Hill and on the presidential campaign trail.

When his time with Sen. Dole came to an end, he went to work for the McDonald's Corporation. He spent 17 years at McDonald's, and recently retired as vice president of global media relations.

This was yet another humbling opportunity for Riker, who said he considers the brand to be one of the most sophisticated and best managed companies in the entire world.

But even with all of McDonald's success, the company has had its share of challenges. According to Riker, from 2000 to 2003 McDonald's was losing its customers and lacked a globally unified message for consumers. McDonald's took its "eyes off the fries," and paid dearly for it.

But in 2003, everything changed. With a combination of hard work by new senior management and the creation of the now iconic "i'm lovin' it" international branding campaign, McDonald's achieved one of "the greatest corporate turnarounds in history," Riker said.

>> Alumni Profile: Walt Riker

Still in use, the “i’m lovin’ it” slogan remains one of the longest-running corporate branding themes.

Riker said it was this branding campaign and the company’s intensified focus on customers and new menu items that revived McDonald’s.

More recently, Riker served on the KU Alumni Association Board of Directors. After that, he was selected as a fellow at the Dole Institute of Politics, a place he fondly calls “the Allen Fieldhouse of political studies in America.”

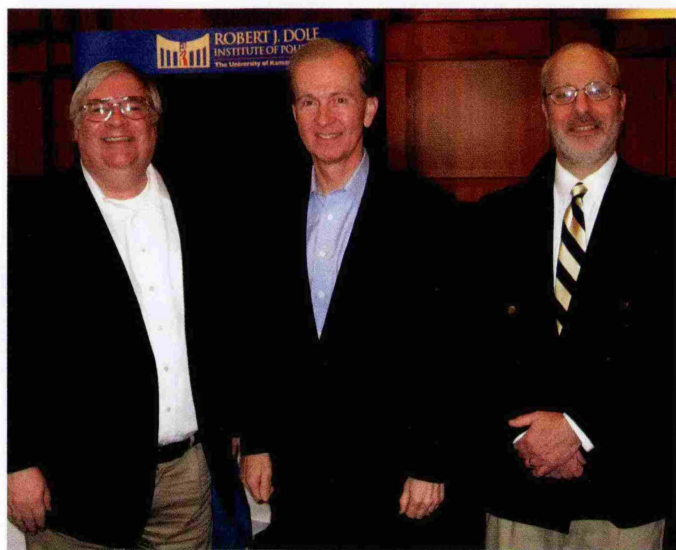
As a fellow he worked to bring in guests such as Coca-Cola, Sprint, Conservation International and several others to address the study topic of corporate responsibility.

Throughout his career a few things became clear to Riker. For one, he thrived on pressure. In both his work with Sen. Dole and the McDonald’s Corporation, he was on call 24 hours a day. Riker found he could effectively handle pressure and enjoyed the commitment both positions required.

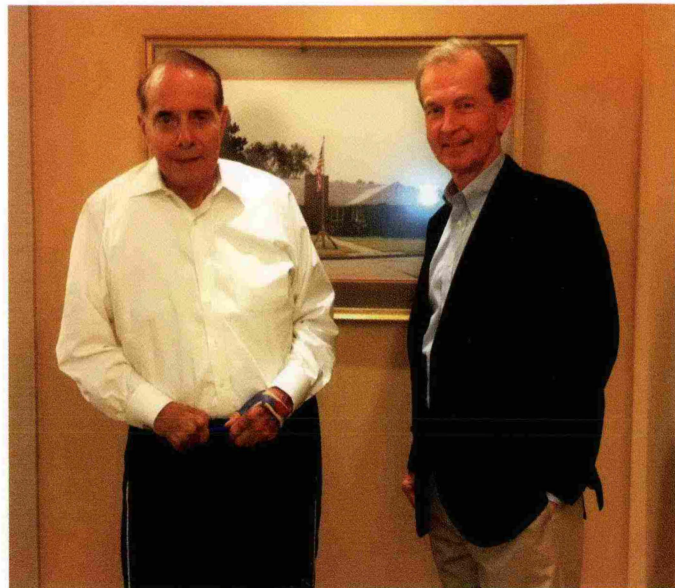
Riker handled innumerable media queries as a spokesman for Sen. Dole while he was senate majority leader, chairman of the senate finance committee, a national political figure and senior senator from Kansas. And later, when two of McDonald’s CEOs died within a year, he handled that too.

Riker has had a very successful career, which he attributes to hard work and preparation. His story was made possible by seizing opportunities and committing himself fully to the task at hand. Undoubtedly the fundamentals he learned at the J-School provided him with a solid foundation for success.

“Good things can happen. Good things will happen,” Riker said. “You have got to be ready to jump and when you jump in 100%, with everything KU has given you, you’re going to make it. You never know what little opportunities will open big doors for you.” □



Riker is photographed with Assoc. Prof. David Guth and Prof. Chuck Marsh during his time as a fellow at the Dole Institute of Politics.



Riker is pictured with retired Senator Bob Dole.

Bridging the Gap: Media and the Military Workshop for Journalists

September 25 - 30, 2011

The J-School is now accepting applications for the fourth annual intensive week-long workshop at KU and Ft. Leavenworth, Kan., which is designed to help reporters, editors, producers and bloggers learn more about covering the military.



The program pays for journalists’ lodging, meals and airfare. Journalists who attend the workshop should be early to mid-career reporters or editors working near military bases, beat reporters covering the military, or journalists who have an interest in covering military issues. It is designed for journalists who have little or no background covering the military and for journalists with no active-duty military experience.

To apply, please contact Dr. Barbara Barnett at barnettb@ku.edu by July 1.

The workshop is coordinated by the KU School of Journalism and the U.S. Army Combined Arms Center at Fort Leavenworth, Kan. It is funded by a grant from the McCormick Foundation.

>> Alumni News & Notes

2010

Amruta Bhadkamkar

is a junior copywriter at Quadrant Communication Pvt. Ltd. Previously she was a junior copywriter at IBD-A Percept Hakuholdo Company.

Emily Boeckman is a video production technician for Blue Valley Tele-Communications in Home, Kan.

Kenzie Cordt is a merchandise analyst at the Payless ShoeSource Corporate Headquarters in Topeka, Kan.

Ramsey Cox is a reporter at *The Hill*, a political newspaper in Washington, D.C.

Brenna Daldorh is teaching English in Réunion, a French island located in the Indian Ocean, east of Madagascar.

Hannah DeClerk won a first-place feature-writing award from the Texas Associated Press Managing Editors for her writing for *the Marshall* (Texas) *News Messenger*. Her story, "Caught in a Catch-22," illustrated the human cost of a public policy through the story of one young man's efforts to realize his dreams.

Alex Dufek is a communications assistant for the Dairy Farmers of America in Kansas City, Mo.

Alison Edwards is an outreach coordinator at Heartland Medical Clinic in Lawrence, Kan.

Jon Goering won a gold award in the Sports Feature category of the 2010 College Photographer of the Year awards. This year there were 14,140 still images and 230 multimedia projects entered by 670 student photographers from 150 colleges and universities in 12 different countries.

Elizabeth Heffinger is an account executive for Command Transportation in Chicago.

Adriane Jewett, MSJ, is an adjunct professor at Abilene Christian University in Abilene, Texas.

Lydia Krug is an account executive at *Blue Sky Green Earth Magazine*.

Kate Larrabee is a production assistant at Comcast Entertainment Group in Los Angeles, Calif.

Rachel Nelson attends KU Law School.

Casey Norburg is an associate at ISNetwork in Dallas, Texas.

Elizabeth Ralls is an assistant account executive at Patrick Henry Creative Promotions, a full-service marketing agency in Houston, Texas.

Alexander Reinhard is an assistant manager for Genesco Sports Enterprises.

Ciara Roberts is a marketing coordinator for Rainbow Communications in Hiawatha, Kan.

Rachel Ryan is the administrative assistant

for investor and client relations for Tortois Capital Advisors in Kansas City. She helps plan and execute the company's annual stockholder meetings, handles all internal reports and helps senior staff prepare presentations.

Alyssa Steffen is a marketing coordinator at Burns and McDonnell.

Daniel L. Szlauderbach works for KPMG at its New York City headquarters. He is a proposal writer in the marketing department.

Grant Treaster works for Teach for America as an elementary school teacher in the Charlotte Mecklenburg School District.

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

2009

Tim Burgess produces the sports radio show "Rock Chalk Sports Talk" on 1320 KLWN in Lawrence.

Abby Cunningham was promoted to external marketing coordinator for Newcomer Funeral Service Group, which is based in Topeka, Kan., and manages 40 locations across the country.

Curry Curtis is the products coordinator for Fred Pryor Seminars. She manages print products, including workbooks that go to Fred Pryor seminars all over the U.S. and Canada. She also

helps research new third-party products, as well as helps develop and refine her company's products. She also works with the marketing department to create advertising and social media strategies for the company.

Christopher Horn is a communication associate at Casey Trees, a Washington, D.C.-based nonprofit that is working to restore, enhance and protect the tree canopy of the Nation's Capital. He implements the media and community outreach strategy, focusing on media relations and monitoring, newsletter development, graphic design and print production, event coordination and other forms of communication.

Jackie Kostek has been teaching Head Start in Washington, D.C., as a Teach for America corps member for the past two years, and next year, will be attending Columbia Graduate School of Journalism with a broadcast specialization.

2008

Emily Franzenburg is the marketing/membership specialist for the American Association of School Personnel Administrators in Overland Park, Kan. Previously she held a one-year internship in Dallas as a communications assistant for the Big 12 Conference, and has spent the last six months working part-time for the Golf Course Superintendents Association of America in Lawrence.

>> Alumni Profile: Traci Moore Clay

Best Foot Forward

by Will Becker, student communications assistant

Traci Moore Clay, a 1993 J-School graduate, possesses a certain ethos—a way of doing and seeing that is apparent in many facets of her life. The daughter of an entrepreneur and school teacher, Clay knew she always wanted to be an artist, and she always tried to put her best foot forward.

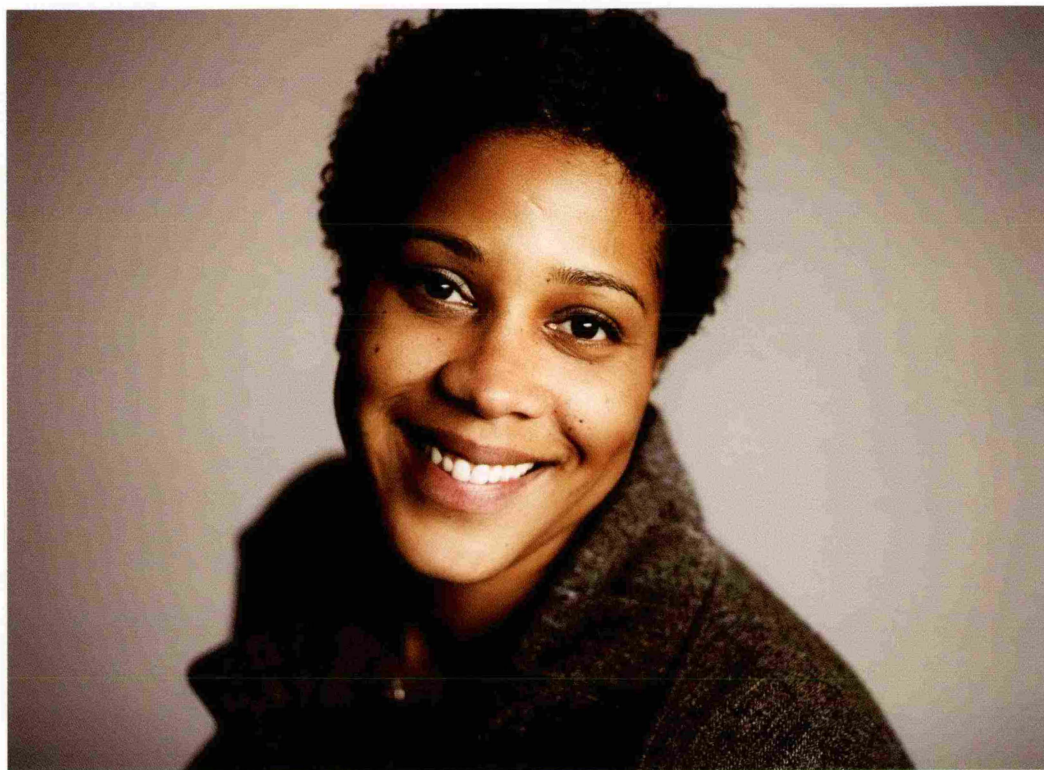
The alluring interplay of type and image that Clay saw in magazines and posters provided fuel for her future pursuits. When a friend told her the graphic design program at KU was worth a look, she did just that. Clay found an instantaneous feeling of warmth and understanding at KU, which drew her in and set her university career in motion.

Despite her rewarding experience at KU, Clay encountered a setback just before graduation. She failed the review process of her graphic design curriculum. Making the most of a challenging situation, she decided she would move back home and finish her higher education elsewhere.

But fortunately for Clay, she met Sharon Bass, journalism professor emerita, who guided her into a degree in magazine journalism. Clay said the move focused her on journalism, but still let her be the artist she had craved for so long. With the direction of Bass and Associate Professor Carol Holstead, she pressed on successfully, best foot forward.

"Traci Moore Clay was a great student and an even better human being," Bass said. "In the J-School, all of us have had the privilege of teaching many bright students who are also wonderful people. I don't think many students understand that when they are engaged in learning and when they continue, over their careers, to help other students and give back to the program, how absolutely satisfying that is to us who teach. Also, I don't think that students understand how much they teach us. For this, I thank you, Traci, and thank you to all of our current and former students."

Clay's professional career has been filled with successes. For the last 14 years she has owned and operated her own business, Traci Moore Graphics (TMG) in St. Louis, Mo. Before creating TMG, she was a designer for the United Way. This experience, along with her life-long dedication to volunteer work, allowed her firm to work with several non-



(Photo by Jay Fram)

profit organizations.

"I've always felt compassion for people and organizations that do good work," Clay said. "They should have good design too."

In addition to her role with TMG, Clay has served as lecturer at the Sam Fox School of Design & Visual Arts at Washington University in St. Louis since 2003. Her experiences since leaving KU are undoubtedly influenced by her time in the halls of Stauffer-Flint.

"I hope that as I continue to do design it will just get better and better and that people will really be more empowered," Clay said. "But beyond my design work I feel great when I empower or have an impact on students."

In 2005 Clay met another challenge, one she gladly embraced. Winning the bid to produce all signage for the NCAA Men's Final Four, she moved headlong into 18 months of meetings and information gathering. Busily working from her laptop, Clay produced what would eventually total \$500,000 in signage—all while teaching and running her business.

Clay's work and life ethos is probably not too far off from that of the celebrated William Allen White.

"Put your best foot forward and then your next step will be easier and the next step even easier," Clay said. "You need to find what you love and learn how to do it for a living." □

>> Alumni News & Notes

Mallory Goldstein is an account manager, consulting voluntary benefits, for Lockton Companies.

Kelly Heavey is marketing and outreach associate for the City of Lincoln, Neb., Mayor's Office. She coordinates communication efforts for the mayor's stimulus-funded sustainability initiative and shares the initiative's progress with the community, such as the funding of shared bike lanes and energy-efficient lighting in public buildings. She also promotes "green" living with multi-media strategies through web, print, radio and television campaigns. She serves as a marketing chair for Lincoln Earth Day events.

Steven Levy was promoted to account executive on the McDonald's account at Bernstein-Rein Advertising in Kansas City, Mo.

Lara Wilinsky was nominated for a Webby People's Choice Award for "Weekly Dose," a show she created, produced and edited for NYC Media, where she is an associate producer. NYC Media, part of the Mayor's Office of Media and Entertainment, is the official TV, radio and online network of New York City, informing, educating and entertaining New Yorkers about the City's diverse people and neighborhoods, government, services and activities.

2007

Zac Beasley will start at the KU Law School this fall. Previously he worked for

Timber 5 Forests in Deva, Romania.

Matt Benge is a benefits producer at Power Group in Overland Park, Kan. Previously he was a consultant at Standard Insurance Company in Overland Park, Kan.

Megan (Heffley) Spreer is a content manager for Adcuda in Kansas City, Mo.

Elaine Steinfeld was recently promoted to assistant account executive from account coordinator at Moroch PR in Dallas, Texas.

Trent Turner is a communications designer with ImageNow, Perceptive Software in Shawnee, Kan.

2006

Katie (Moyer) Coffman is an editor for web and social media at KU Endowment. She also earned her MBA from KU in 2010.

Nate Karlin is the marketing and public relations coordinator at Williamson Medical Center in Franklin, Tenn., a community located 20 miles south of Nashville. Previously he worked as county government reporter and copy editor at *the Leaf-Chronicle* in Clarksville, Tenn., and as a page designer with Gannett's Community Production Operations Center (CPOC).

Ali (Bannwarth) Zayas earned her law degree from KU Law in 2009, and then earned an LL.M. in Communications Law from the Catholic University of America, Columbus School

of Law, in May 2010. This past September, she began work as an attorney advisor for the Department of Labor, Office of Administrative Law Judges, in Washington, D.C.

2005

Amanda O'Toole Mason is a proposal writer at the Oklahoma State University Foundation. She provides written support for the \$1 billion Branding Success Campaign. She previously was a beat writer for *the Wichita Eagle* and *the Arkansas Democrat-Gazette* where she covered local government, environmental issues and the Crystal Bridges Museum of American Art in northwest Arkansas.

Paige Worthy is a full-time freelancer. Her projects include marketing, outreach and events for the American Nursery & Landscape Association. More at: <http://paigeworthy.com>

2003

Robert Flynn founded The Flynn Law Firm, P.A., in February 2010, providing legal services in the areas of business litigation, family law, real estate and criminal defense in the courts of Kansas and Missouri.

2002

Brian North was recently promoted to senior account executive with Young Broadcasting and lives in San Francisco. He builds integrated advertising campaigns for a wide-

variety of small- to mid-level business ad buyers. He has received his company's award for outstanding business development in 2008, 2009 and 2010.

Michelle (Li) Sherwood earned a Mid-America Emmy for her report on synthetic marijuana. She recently accepted a main anchor position at WECT and WSFX in North Carolina. Formerly she worked for KSPR in Springfield, Mo.

Michael Sudhalter is the sports editor of four weekly newspapers in northwest Houston. He worked at *the Record* in Stockton, Calif., from 2005-08, where he was high school sports coordinator before being promoted to cover the Class-A affiliate of the Oakland Athletics and an Arena Football team. He was sports editor of *the Moscow-Pullman Daily News* in Moscow, Idaho, from 200-05. He was the sports editor at *the Press* in Carthage, Mo., from 2003-04.

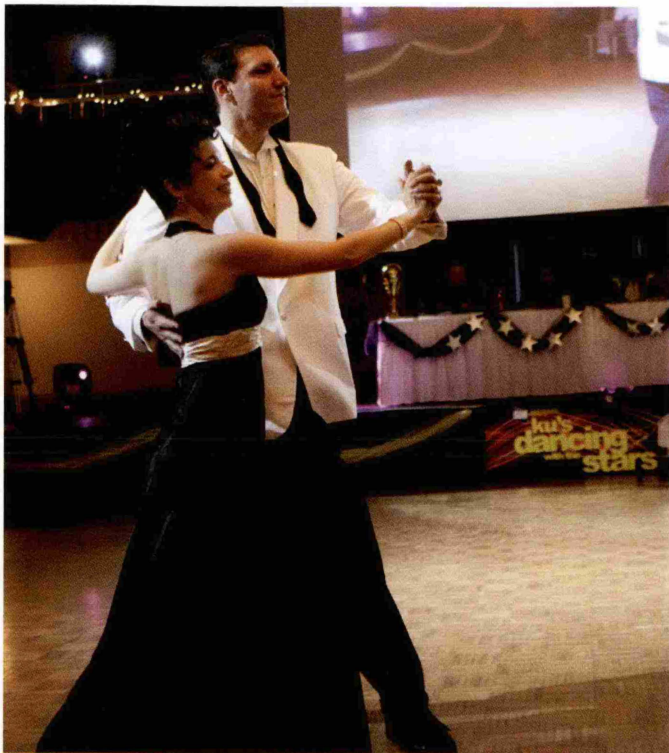
2001

Jill (Wilder) Emig is channel manager for Assurant in Kansas City, Mo. She earned a master's degree in Journalism from KU's Edwards Campus this December.

2000

Seth Jones was named editor-in-chief of *Golfdom* magazine following a 12-year run at *Golf Course Management* magazine, where he was the senior associate editor. (Continued on page 20)

>> Alumni Profile: Curtis Marsh



Curtis Marsh dances with Jessica MacAuley, a professional dancer from Paramount Ballroom Co., in KU's first Dancing With the Stars competition in the Kansas Union Ballroom on February 24, 2011.

KU evangelist

by Sarah Norden, student communications assistant

If you're keeping up with KU's recent events, you might recognize Curtis Marsh from this year's first Dancing with the Stars at KU, or as the recipient of the C.L.A.S.S. Award in 2010. You may even have heard that he is your younger sibling or cousin's Intro to Leadership teacher, or that they always see him walking across campus talking with students. What Marsh hopes the University of Kansas community—from students, staff and faculty to families in Lawrence and Jayhawk fans across the country—recognize him for is his love for the KU community and his efforts to help those in the community have a great KU experience.

"I get totally jazzed up when I can help someone build their love for KU," Marsh said. "There is no reason why everyone in the country shouldn't love this university! You can call me a KU evangelist. It's a cool school in a cool town."

Marsh will celebrate his 15th year working at KU. He has been program director for KU Info for five years and is in his first year as program director for the Learning Studio. KU Info is an on-campus resource created to help the KU community with any questions they may have about KU life and beyond. These questions range anywhere from how to navigate the bus routes to how much it would cost to fill an Olympic-sized pool with Jell-O.

The Learning Studio is a recent project created to bring student services together in Anschutz Library to more conveniently serve undergraduate students. Some services

that have been added to the library include the Writing Center, legal services, tutoring services, recreation services and KU Info. As program director, it has been Marsh's job to bring all of these aspects of KU together.

"One of the reasons I love my job so much is that I am constantly building collaborations," Marsh said. "KU Info has its foot in so many canoes that I get to work with tons of different places on campus. We are always trying to make these connections so everyone can have a more successful experience while they're here."

Marsh graduated from the School of Journalism in 1992 with an emphasis in Business Communications. Originally an engineering major, Marsh switched to Journalism after learning about the option from the Entrepreneur Club at KU. Marsh claims his friends would say he really majored in Entrepreneur Club or camping for basketball games. He particularly loved his editing class with Prof. Chuck Marsh, who he still jokes with about being his older brother.

Marsh snagged his very first job at KU working in communications for the bioscience department. After five years, he left KU to work for the Kauffman Foundation and to go back to school. When Marsh received his M.B.A. from UMKC in 1999, he came back to KU as the associate director for marketing at Continuing Education. He worked for KU Continuing Education until 2005, when he moved to KU Info.

"I've kept in touch with J-School instructors as mentors and hopefully I might get the chance to teach there in some capacity," Marsh said.

But Marsh does get to interact with students now, not only in his daily routine, but in the classroom. He teaches a communications class called Introduction to Leadership. Marsh loves the fact that it adds a research component to his job, being able to connect with students in a variety of majors.

Maybe it is because he is such a great teacher or because he genuinely does a great job helping students answer their questions via KU Info, but whatever the reason, the students awarded Marsh the C.L.A.S.S. Award in 2010 during halftime at a home basketball game.

"I don't know what specifically led me to be a candidate," Marsh said. "It totally humbled me by actually being the recipient. Because it's given out by students, I kind of feel like it's the non-faculty employee of the year award."

One of the biggest challenges Marsh faced in college and throughout his career is balancing work and fun. KU basketball, KU's Dancing with the Stars, singing a capella, playing Taps on a bugle, and spending time with his wife and two sons are only some of the ways Marsh likes to have fun.

"There were so many crazy, fun things to do that it was an obstacle to take advantage of what everything KU had to offer back then," Marsh said. "You just have to balance the daily grind with having fun. Get out of your comfort zone—it keeps you young!" □

>> Alumni News & Notes

(Continued from page 18)
Jones started working for Golf Course Management as a student. *Golfdom* is a monthly magazine covering the golf course industry since 1927. It is based in Cleveland, but he telecommutes from Eudora, Kan.

1999

Anthony Migliazzo is the director for AOL Content Solutions in New York City.

Brett Schoenfeld is an account manager for Medtronic, Kansas City, Mo.

1998

Jennifer (Yeoman) Conklin oversees Media General's Metro Consolidated Editing Center in Tampa, Fla. The CEC designs and copyedits for *the Tampa Tribune*, *Richmond Times-Dispatch* and *Winston-Salem Journal*.

James Johnson supervises management for Nicholson Kovac in Kansas City.

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

Jeff McCarragher is director of broadcasting and the radio voice for the College of Charleston Cougar Radio Network. McCarragher, a sports broadcasting veteran with more than 13 years in radio and television, has an extensive play-by-play resume including Southern Conference experience. His stops include multi-year stints as the voice of UNC-

Greensboro basketball, the lead announcer for the Norfolk Tides (AAA – NY Mets) and the Greensboro Bats, as well as television broadcasts for KU's women's basketball team. Most recently he spent two years as the pregame show host for the Kansas City Royals and co-host of the morning talk show on 610 Sports. He also was a sports anchor for KTKA-TV in Topeka, where he was honored by the Kansas Association of Broadcasters with the 2006 Sportscast of the Year, medium market television.

Emily (Vrabac) Mulligan, MSJ, is a freelance writer and marketing consultant in Lawrence, Kan.

Josh Newville is senior counsel in the Division of Enforcement of the U.S. Securities and Exchange Commission in New York City. In this role he is responsible for investigating potential violations of the federal securities laws and prosecuting civil cases brought by the Commission.

1997

Justin Angeles is a graphic illustrator for *Duty First Magazine* at Fort Riley, Kan.

1996

Thomas Erickson is an online content specialist for Texas Health Resources in Arlington, Texas.

Chad Stafford is president of Occidental Management, Inc., a Wichita

based commercial real estate development and management company.

1995

Brian James is the creative services marketing manager at First Data Corporation in Denver, Colo.

1994

Stefani Hamman is a senior regional sales director for Ameriprise Financial Services, Inc. within the Advisor Business Development Group. She lives in Nashville, Tenn.

Troy Tarwater is an executive vice president, worldwide director of GE business for BBDO in New York City. He oversees GE's corporate brand efforts for Ecomagination, Healthymagination and all other GE divisions across the globe.

Sara Bennett Wealer has written her debut novel for young adults, "Rival," which was released in February by HarperTeen, an imprint of HarperCollins. Billed as "Glee goes to the opera," "Rival" follows two high school seniors—once friends, now enemies—as they prepare to face each other in a prestigious singing competition. More information can be found at www.sarabennettwealer.com.

1991

Donna Head founded and is executive director of Fair Media Images, a non-profit

media advocacy organization in St. Louis, Mo.

Chris (Reinolds) Kozelle is now director of news and editorial services for Berry College. She has a journalism background of more than 20 years in newspapers and wire service and has most recently written for a variety of nonprofit organizations, Fortune 500 companies and online publications. During her career, Kozelle worked for *the Atlanta Journal-Constitution* from 1998 to 2009. She also worked at newspapers in Oklahoma, Kansas and Arkansas and as a news editor at CNN Wire and The Associated Press.

Linda Meierhoffer, MSJ, is a freelance magazine writer. She has been a contributing writer for *Palm Springs Life* for several years. (www.lindameierhoffer.com)

1990

Chad Krause was appointed Wasco County Treasurer in Oregon. His role is to keep track of all incoming property taxes and other revenue tied to the \$35.2 million annual budget and to handle disbursements to special taxing districts. He maintains the county's investments, as well as the buy money used in undercover operations by the Mid-Columbia Interagency Narcotics Task Force. In the 1980s, he worked for the Kansas Secretary of State as a uniform commercial code agent. His primary duty was to handle accounts receivable for agency's collateral lien searches.

>> Alumni Profile: Tom Hansen

Rolling Along with New Opportunities

by Christy Khamphilay

After working more than 30 years in advertising, 1978 J-School graduate Tom Hansen made an unexpected career change. In 2009, he accepted a position as the chief executive officer and president of Heelys Inc.

In 2000, Heelys released its own brand of roller shoes, shoes with a wheel in the sole, which immediately became wildly popular. Yet, in recent years, the company struggled to maintain its market share. Hansen was brought on board to turn Heelys around financially.

"The board of directors felt the reason that [Heelys] collapsed was poor marketing and product development," Hansen said. "And those were two of the things that I really did well. So I made the leap from running an ad agency to running a publicly-traded sporting goods company."

He began his advertising career in Kansas City as a copywriter, later moving on to agencies including Tracey Locke, Leo Burnett and Young & Rubicam. He worked on accounts including Doritos, Hallmark and Miller Brewing. Most recently, he ran TM Advertising, which created the award-winning campaigns "Life Comes at You Fast" for Nationwide Insurance, and "We Know Why You Fly" for American Airlines.

After working his way up in advertising, Hansen decided he needed a new career challenge and the iconic product that Heelys created appealed to him.

"It was something I'd never done before and it just struck me as a huge learning opportunity," Hansen said. "Heelys had been successful so quickly, and fallen so quickly. It was such a phenomenon, such a rare case. The huge swings in the business and the different things that happened struck me and I wouldn't get the chance like that again in a long time."

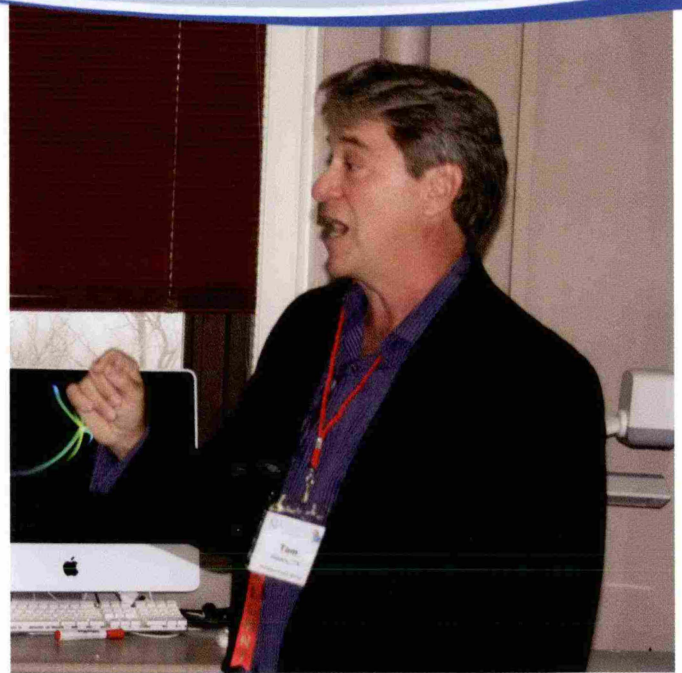
Presently, Hansen focuses on how he can make Heelys successful and profitable. In the past two years, he expanded international distribution and introduced new products. He enjoyed returning to his roots, designing a new marketing campaign with commercials, marketing materials and ads.

"I think we're building the foundation for long-term success. It was such a young, meteoric company that the infrastructure wasn't built to sustain that business," Hansen said.

Keeping in mind his younger-demographic market target, Hansen often holds brainstorming sessions with his team, leading to new product ideas like the new HX2 model, which offers two wheels in one shoe so that younger kids using Heelys will have an easier time learning to use them.

"Our brainstorming sessions always involve a tremendous amount of simulative materials up front. We might begin with a field trip to a kid's store, theme park, shopping mall and entertainment complex like Chucky Cheese," he said. "We would paper the room with pictures, articles, and add toys, shoes and games. We might concentrate on a specific retail channel, new product category or trend to drive the session. Whatever we pick, it's always fun and productive."

His background in advertising prepared him to manage



Tom Hansen participated in the March 31-April 1 J-School Generations alumni reunion event at KU. His team won the challenge portion of the event.

Heelys because he already knew what retailers wanted on the market.

"It's helped me recognize very quickly what the marketing and merchandising challenges are, as well as the need for new product development and sort of what I think was the unclear brand structure originally," he said. "To clarify that brand and introduce new products is what retailers want."

Even though running a sporting-goods company requires adaptation, Hansen said that dealing with prospective clients remains the same.

"You realize that no matter who you're talking to, it's the same as if you're making a presentation or having a conversation with a client because in a way all these people are your clients," Hansen said. "So you learn to do it one way, and they're just coming at you at a different angle."

He credits his extensive experience in advertising with making him aware of the new career opportunities available.

"You know, I've done advertising, political campaigns and a feature film. Now I run a company that makes products for kids. So I've gotten a lot of diverse experience," Hansen said. "The interesting thing about it was that my background kept me open to possibilities. I think that the best thing I got out of this was a lot of things presented themselves and I was aware of the chance to take the opportunity."

His advice to students that aspire to have a career in advertising is that skill sets and life experiences are keys to success and must be used advantageously.

"Be proud of, and emphasize your life experience; advertising is really simply about telling the client or product story in a way that people can see it fitting naturally into their lives and lifestyles," he said. "You've seen and lived a lot of the hottest new products, you're right in the middle of an incredibly desirable demographic. So take what you know, what you've done and what you've lived and harness that story to sell yourself to those who want to sell products to you." □

>> Alumni News & Notes

Brig. Gen. Gary Patton, MSJ, has been promoted to a two-star general. He also has been promoted from deputy commander, Army, Combined Security Transition Command-Afghanistan, to director, Force Development, Office of the Deputy Chief of Staff, G-8, United States Army, Washington, D.C.

1989

Cory Powell is managing editor for new products and innovation at *the* (Minneapolis) *Star Tribune*. He recently announced a completely redesigned website: www.startribune.com

Mark Siebert, MSJ, is in his second year as chairman of the communication department at Grand View University, a small liberal arts school in Des Moines. He became an assistant professor in 2004 after leaving his job as general assignment reporter at *the Des Moines Register*. In addition to teaching, he advises the student newspaper and magazine. The Iowa College Media Association named the newspaper, *the Grand Views*, Iowa College Newspaper of the Year two years in a row. The Associated College Press named *ALT magazine* a national Pacemaker Award winner in 2009.

1988

Lt. Col. Janet Holliday is now garrison commander for the U.S. Army's Carlisle Barracks in Carlisle, Pa.

Ross Kelson launched a new webstore at *GadgetsGo.com*, selling clever, useful, fun and unique gadgets, including a selection of gadgets particularly useful for journalists, advertisers, photographers and other media professionals. The gadgets sold by *GadgetsGo.com* are made both by unknown inventors and familiar brands.

1987

Carolyn Galvin is the new associate vice president, executive search, for B. E. Smith, a full-service leadership solutions firm for healthcare providers. Previously she spent eight years as a vice president at a healthcare executive search firm in Kansas City, Mo. She also was a senior consultant with KPMG Peat Marwick, LLP, and a market research analyst with Saint Luke's Health System. She holds a master of business administration degree from the University of Missouri-Kansas City.

Brett Murphy is now the digital product designer for CL, Inc. in Chicago, Ill., with properties including *the Chicago Reader*, *Washington City Paper* and *Creative Loafing* in Atlanta/Tampa and Charlotte. He contributes to all phases of new digital product initiatives for the company including research, strategic development strategies, marketing, sales and project management. Previously he was advertising director for *the Chicago Reader*.

1986

Kristy (Lantz) Astry has worked for 25 years as a magazine production manager, marketing writer, and, for most of the last 20 years, as a published freelance writer, editor and technical writer. Since June 2010, she has served as president of her local Society for Technical Communication chapter, the Rocky Mountain Chapter.

Gina Kellogg opened a boutique communications company, Hott Cornflakes Communications in Overland Park, Kan., in 2010. She is owner and CEO. She helps clients in a wide variety of industries, from drug-testing firms, chiropractors and veterinarians to insurance firms and waterparks, to create marketing and communications projects that build on their success. She also is consulting editor for Networx Communications/The Robstan Group in Kansas City, Mo., an association-management firm that publishes four magazines. She is a regular contributing writer and editor for *Enhance Magazine*, a health-focused publication in Kansas City.

Greg Larson works at Emporia State University as the assistant director of the Memorial Union and athletic ticketing manager.

Gwendolynne Tompkins Larson is now assistant director of marketing and media relations for Emporia State University. For 17 years before that, she worked at *the Emporia*

Gazette in different reporting and editing positions, including executive editor.

1985

Rob Merritt has opened Merritt Wines, a wine distributorship in Chicago. Previously he spent 25 years in public relations management with firms such as Merritt Public Relations in Wichita, Barkley in Kansas City and Cramer-Krasselt in Chicago. Merritt Wines is focused on providing retailers, restaurants, wine bars and caterers with artisan wines produced in small and mid-sized vineyards around the world. Merritt Wines operates from Downers Grove, a western suburb in Chicago and serves the western Chicago area as well as downtown Chicago.

Jean (Fulghum) Peat is director of communications for the KU Cancer Center. She recently obtained Accreditation in Public Relations (APR) from the Public Relations Society of America and is one of just 46 professionals in the Kansas City area currently accredited. In addition, she has received the Emerald Award in Writing from the Kansas Association of Health Care Communicators. The Emerald Awards are given annually to health care communicators across the state who excel in internal and external communications. Peat also is a second degree black belt in Taekwondo and teaches at K-Force Taekwondo Academy in Shawnee, Kan.

>> Alumni Profile: Nicole Vap

J-School grad wants to know

by Will Becker, student communications assistant

Amid mounting home foreclosures, Nicole Vap, executive producer of 9NEWS, Denver's investigative unit, received a tip. It's what Vap did with this tip that made a difference.

Vap, a 1991 J-School graduate, and her "9Wants to Know" team moved on the story of a man accused of defrauding vulnerable people feeling the brunt of the economic downturn.

"You know any time there is a trend like that, someone is going to try to take advantage of it," Vap said. "So we went for a bigger story there because we knew we could find one."

"9Wants to Know" found that a man calling himself Greg Castle was conning people into giving up their homes prior to foreclosure. Not only did Castle fraudulently claim these homes, but Vap and her team also discovered he was turning around and illegally renting the same homes to still more unsuspecting people.

The series of reports earned Vap the prestigious Alfred I. duPont – Columbia Journalism Silver Baton award. The citation for broadcast excellence was the first for the 9NEWS Denver NBC affiliate.

Vap said it was thrilling to be recognized for a story that did so much good.

However, Vap does not take sole credit for the success of the Greg Castle series and other "9Wants to Know" reports.



Nicole Vap is pictured at right at the Alfred I. duPont – Columbia Journalism Silver Baton awards ceremony with Anna Hewson, producer/photographer, and Jace Larson, investigative reporter.

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

Journalism Job Listing Service

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

"Our best asset and biggest secret is that we do all the work together," she said. "We want to present the story in a way that people can better understand, and really feel."

During her time at KU, Vap served as student station manager for KJHK radio station. The experience, she said, gave her real-life management skills she could not have gotten outside of a live broadcast setting.

Vap's hard work did not go unnoticed and for that her success is something associate professor Max Utsler saw coming.

"She showed the commitment to be a true news person," Utsler said. "Clearly I don't think anybody was going to be able to outwork her."

As her career moved beyond the crimson and the blue, Vap shifted from producing live newscasts to investigative features. She has had the opportunity to work in four news markets across the U.S. In addition to her most recent honor, Vap has received six regional Emmy's and a 2009 Regional Murrow Award for investigative reporting.

Although broadcast was always a calling for the McCook, Neb., native, she ended up on the other side of the camera than her parents may have predicted.

"When I was three, in our family hardware store, I would set up the plungers and they would be my audience," Vap said. "And I would talk into a screwdriver." □

>> Alumni News & Notes

1984

Jill (Mitchell) Langan is a senior partner at Mediacom Advertising in Chicago, Ill.

Randy Sands has been named executive vice president for business development for Weber Shandwick in Minneapolis. He has been with the agency for 12 years and was previously executive vice president in the financial services practice. In his new role, Sands works closely with each practice area to further build relationships and implement new strategies for approaching new business. He is the chair of the board of directors of the Bloomington Chamber of Commerce. He is a member of Minnesota PRSA and in 2006, completed the Public Relations Leadership Forum, sponsored by the Arthur W. Page Society and the Council of Public Relations Firms. Under his leadership, his account teams and clients have won industry recognition with SABRE awards, PRWeek awards and PRSA Bronze Anvil awards.

1983

Steve Flood is director of dealer development at Hyundai Motor America. He lives in Orange County, Calif., with his wife **Sharon (Bodin) Flood**, (KU undergrad in journalism in 1985, economics in 1987 and MBA finance in 1987) and their three children.

Mark Yearick is a partner at Y Marketing & ITO

Design in Somerville, N.J. The advertising and design company celebrated its 20th anniversary in 2010. Its services include website design and development, e-mail and Internet marketing, printed advertisements, brochures and direct mail and custom exhibit booths. More at: www.ito-y.com/index.html

1982

Susan (Sellers) Buttram is a consulting nutritionist with Midwest Feedlot Nutrition in Hutchinson, Kan.

Mark Hamrick has been elected president of the National Press Club in Washington, D.C., for 2011. More information at www.press.org. Hamrick is an Associated Press broadcast journalist. He previously served as vice president of the 3,400-member group. For nearly 25 years he has worked for The Associated Press. He is a national business reporter whose work encompasses video, radio and text. Previously, he worked at radio stations in Buffalo, N.Y., and Kansas. The theme for his inaugural celebration Jan. 29 will be "We're Not in Kansas Anymore" and will feature food from his home state.

Lori (Clintsman) Joseph recently joined the National Association of Intercollegiate Athletics (NAIA) in Kansas City as vice president for marketing and communications where she is responsible for leading branding, marketing and communications activities for the association.

1981

Kelly (Lyne) Irvin is the public relations manager for the San Antonio Parks and Recreation Department. She also is an author and her second romantic suspense novel, "No Child of Mine," will be released in September 2011. She recently signed a contract with Harvest House Publishing for two more books.

1980

Kathleen Conkey has written a new book, "Counseling Content Providers in the Digital Age." She owns a law firm, The Law Offices of Kathleen Conkey, focusing on media and entertainment law and intellectual property. Formerly she worked for MTV Networks.

Grant Overstake is the director of communications at the United States Sports Academy, located on the Gulf Coast in Daphne, Ala. The Academy is an independent, non-profit, accredited, special mission sports university created to serve the nation and the world with programs in instruction, research and service and to prepare men and women for careers in the profession of sports. Formerly he was a director of communications at Tabor College.

Holly Cadden (Jenks) Soptick is a tele-recruiter for The Mid-America Chapter of the Leukemia and Lymphoma Society. Her son, Jayson Jenks, is a junior attending the KU J-School.

Patty (McCarthy) Yeardi manages accounts for Pat Riha Productions in Kansas City, Mo.

1979

Lynn Bretz, MSJ, was inducted into the KU Women's Hall of Fame. She was one of six women, distinguished in their fields and connected to KU, who were inducted April 5. She is director of University Communications at KU. Before joining the staff at KU, Bretz worked for Commodity News Services, a division of Knight Ridder, in Kansas City, and for *the Lawrence Journal-World*. She began at KU as a writer/editor for University Relations, where she progressed to become director in 2002, having served as interim director for three years. She was appointed to her current position in July 2006.

Steven South works as chief operating officer for the Bott Radio Network. He lives in Lenexa, Kan.

1978

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

>> Alumni Profile: Gordon Docking

Journey from journalism to healthcare

by Sarah Norden, student communications assistant

Gordon Docking returns home at the end of the day to a big hug from his son, Blake, who has Down syndrome. It's the highlight of his day.

A typical day for Docking, CEO of HMC/CAH in Kansas City, Mo., is full of meetings with colleagues and hospital leaders and long drives visiting company facilities all over the country. Upon arriving home, Blake's hug reminds Docking of what really matters in life—family.

HMC/CAH is a national system of rural hospitals. Docking finds rural healthcare challenging, but rewarding. Rural hospitals remain vital to the communities they serve, he said, providing jobs and healthcare to people who would otherwise have to drive for hours to get it.

"We own 12 hospitals and want to grow to 40. I am looking forward to being on the front end of an entrepreneurial opportunity like this," Docking said. "A challenge like this is exciting and hard, but I really enjoy what I'm doing."

But Docking didn't get to where he is today easily. It took a hard work ethic and strong communication skills, both of which he attributes to his background in journalism. Docking graduated from the KU School of Journalism in 1977 with an emphasis in radio and television.

Immediately upon completing school, Docking went to work full-time in radio in Kansas City, Mo. After a few years, he transitioned to television in Missouri, and then returned to Kansas City to work for Channel 4 News.

As the professional world transitions to digital, Docking remembers Calder Pickett, his former journalism professor who had a profound influence on him during his time at KU. Docking notes that Pickett taught the History of Journalism class in a fascinating way, bringing history alive through multimedia elements, such as music, slides with photos, videos and audio recordings.

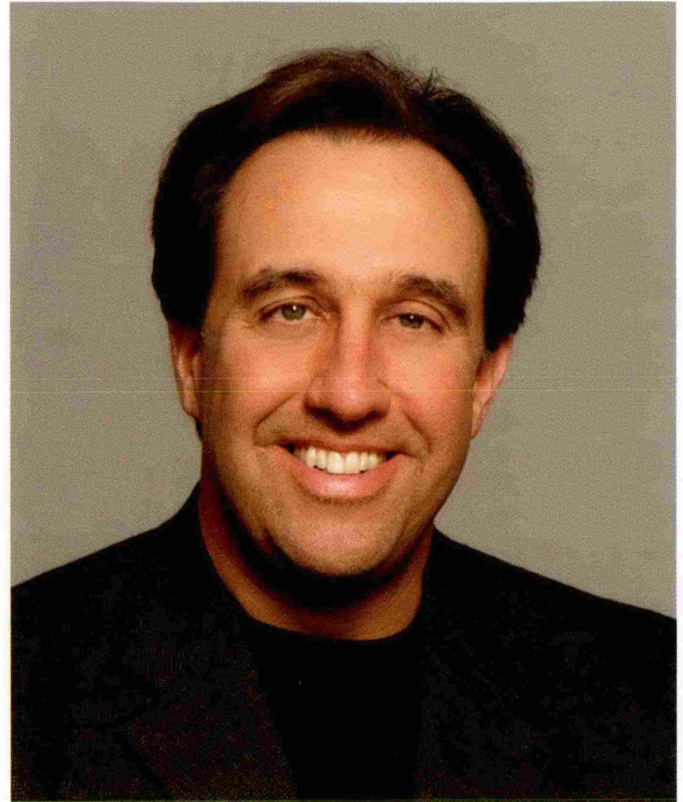
"He was multimedia before multimedia was cool," Docking said.

In 1992, Docking left television to work in healthcare. He said healthcare found him, in the form of the marketing and public relations director position at St. Joseph Medical Center in Kansas City, Mo.

During his time at St. Joseph Medical Center, he earned master's degrees in health administration and business administration by attending class at night. Shortly after, he became the CEO of St. Mary's Hospital in Blue Springs, Mo.

However, gaining acceptance as a leader of a hospital wasn't easy. Many thought, "How can a sportscaster run a hospital?" Docking overcame this perception by showing that, with time and effort, any challenge is surmountable. Again, it was the work ethic and good communications skills he learned at the J-School enabled him to excel in the healthcare business.

After about two and a half years at St. Joseph Medical Center, Docking decided to join HMC/CAH as CEO, overseeing expansion from three to twelve hospitals.



Work aside, Docking and his wife became involved with other families with Down syndrome children and created a fundraiser for the Down Syndrome Guild, which subsequently raised millions of dollars. They also created a Down syndrome clinic at Children's Mercy Hospital that provides programs and sessions for parents of all ages with Down syndrome children.

"As I look back on it, I think that is part of my son's legacy in Kansas City," Docking said. "Because of his presence, some of these things exist that may not have otherwise existed."

Docking also became involved with Special Olympics by coaching a swim team. During his time at KU, he was on the swim team and had an athletic scholarship. Docking's passion for swimming fuels his excitement for teaching new athletes how to swim. He has been teaching the swim team in Olathe, Kan., for 20 years.

"I get to work with Special Olympians who will run through a wall or through fire if I asked them too," Docking said. "They just want to have fun however they can."

Docking feels a real sense of accomplishment when he assists with a project and it succeeds. He also values time spent with his close friends and family.

"When I'm away from work, I feel good when KU wins a football game, when KU wins a basketball game, when KU wins the National Championship, when KU wins the Orange Bowl," Docking said. "Mostly because those are events where family and friends get together. It's better when KU wins, but just having my family and friends there makes it fun, even if we lose." □

1975

David Schemm is a recovery officer for Mazuma Credit Union, Kansas City, Mo.

Lyn (Wallin) Ziegenbein is executive director of the Peter Kiewit Foundation in Omaha, Neb. She oversees a \$350 million fund that has distributed \$536 million to worthy causes. Formed in 1980, the Peter Kiewit Foundation has supported culture, youth, community development and other efforts. Ziegenbein also is a Creighton University School of Law graduate, and attended the University of London. She practiced law with the Watts Law Office in Omaha and was an assistant U.S. attorney for Nebraska from 1978 to 1982. She joined the Peter Kiewit Foundation, which is part-owner of *the World-Herald*, as assistant director in 1983 and became executive director in 1987. In 1988 she was named a “woman of distinction” by the YWCA, which noted her work in supporting education and human services. Last year, Ziegenbein was chairman of the Omaha branch of the Federal Reserve Bank of Kansas City, Mo. She serves on the boards of Assurity Life Insurance Co. of Lincoln, Film Streams of Omaha, Greater Omaha Chamber of Commerce, Greater Omaha Convention and Visitors Bureau and the NU Medical Center’s Eppley Cancer Center. She also has served on the Nebraska Rhodes Scholarships selection committee, Council on Foundations and other

local, state and national organizations.

1972

Tom Slaughter was named Inland Press Association’s new executive director. He is the former vice president of U.S. Newspaper Markets for The Associated Press, and created AP Digital before heading the company’s new media business unit. During his tenure at AP, he helped AP complete transformation of its fee structure and product offerings targeted at its member newspapers in response to the severe declines in the newspaper industry. He also served as AP’s director of strategic planning for seven years. He began his journalism career as a reporter in Topeka, Kan., while completing graduate studies, covering a session of the Kansas Legislature. He later became a full-time reporter in Sioux Falls, S.D., and was later transferred to Denver continuing to cover state-wide legislative and political news. Earlier positions also include serving as AP bureau chief in Newark, N.J., and Seattle. Slaughter also holds an M.B.A. in finance from City University in Bellevue, Wash. More on Inland: InlandPress.org

David Wysong was recently named Johnson Countian of the Year. He lives in Mission Hills, Kan., where he is a retired state senator.

1971

Terry Underwood is president of Diversified

Consultants, Inc. (DCI), a company she founded in 1982. Diversified Consultants, located in Shawnee Mission, Kan., is an Association Management/Meeting Planning firm, with clients in the franchise, medical and accounting industries. She lives in Mission Hills, Kan.

1970

James Czupor is co-founder of the InterPro Group in Denver, Colo.

1969

James Faulkner is Middle Tennessee executive director for AseraCare Hospice.

1964

Gary Bender has announced his retirement from broadcasting, effective at the end of the NBA season. He has been the “Voice of the Phoenix Suns,” for the past 18 seasons. Bender called NFL games for CBS from 1975 to 1986. He also was the network’s NBA Finals voice in 1981 and called the Final Four, the first three televised by CBS, from 1982 to 1984. He worked college football and Major League Baseball for ABC in the late 1980s and called Sunday night NFL games for TNT from 1992 to 1994. Bender plans to return to KU to serve as a consultant for the Alumni Association.

1955

Rich Clarkson was recently profiled in a multimedia

story, “Life behind the lens: Rich Clarkson,” about his professional work and career in Final Four sports photography. The two-page spread in *the Denver Post* is online at: www.denverpost.com/sports/ci_17760784

1963

Sue Suhler received a second-place award in KU International Programs’ 2010 Picture the World photo contest. She is a technical editor and proposal writer in Lawrence.

1947

Alamada (Bollier) Barrett was the subject of a Dec. 2, 2010, article in *the Los Angeles Daily News*. She was an editor of *the University Daily Kansan* in 1947. She was a medical editor at UCLA for many years. **Sharon Woodson Bryant**, 1969 and MSJ 1975 graduate, also is mentioned in the article. The article tells the story of Barrett’s remarkable life. Barrett is currently “writing her memoirs with pen and ink, remembering the great dust storm in Horace, Kan., and the human storm of protest against allowing blacks to register at the University of Mississippi in the 1960s.” The article is online at: www.dailynews.com/columnists/ci_16761233 □

>> Faces & Places



Bob Basow's Strategic Campaigns students visit their class client, the Kansas Parks and Recreation Association



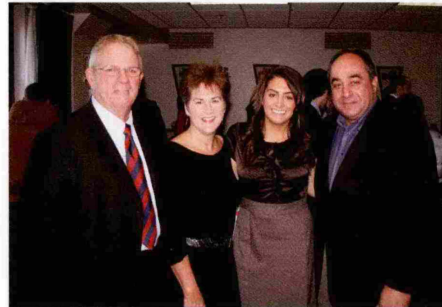
1970 graduate Luis Santos poses with his brother, Juan Santos, president of Colombia



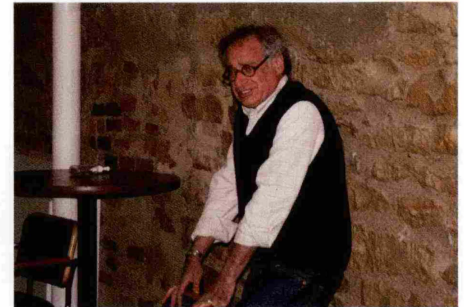
The 2011 Journalism Career Fair hosted 29 recruiters from 18 companies; 216 students attended



December 2010 J-School graduation



Dean Ann Brill and speaker Mark Ziemann at graduation



Foreign correspondent Mort Rosenblum visits KU



Megan True discusses her photo exhibit in Stauffer-Flint



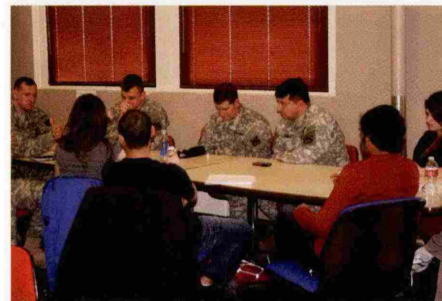
2011 William Allen White Day, honoring John Carroll



2011 William Allen White Day luncheon



Media and the Military students visit KCMO-TV



Officers visit KU for the Media and the Military program



Journalism Learning Community for new students



Mugur Geana presents to the Kansas Board of Regents



Simran Sethi visits with students in Shanghai, China



KU Ad Club students participate in an "agency crawl"



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School of Journalism and Mass Communications
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