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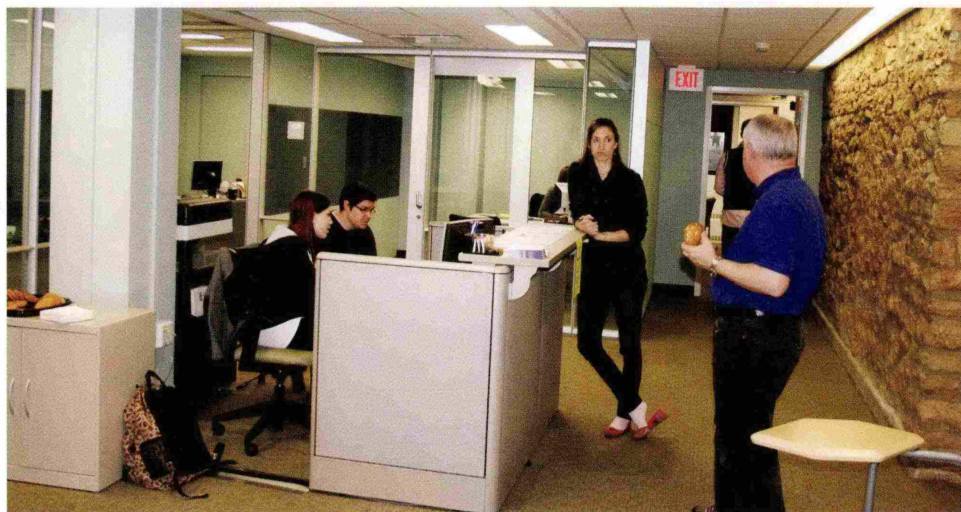
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## The J-School celebrates the grand opening of the new Student Services Center

by Will Becker, student communications assistant



Tom Volek, Cara Farnell and Kevin Lee talk during the grand opening of the new Student Services Center on the first floor of Stauffer-Flint Hall.

This semester both current and prospective students of the School of Journalism were able to make use of some recent renovations. The new Student Services Center, which opened Feb. 3, now centralizes several resources for students. The space brings together recruitment, advising, and career services, with the goal of enhancing students' experiences with these services.

The recently opened center provides an updated space to the halls of Stauffer-Flint. Each member of the student services team plays a unique role in the academic career of undergraduates in the School of Journalism. By having all of this student support near one another, faculty and staff members can work in concert with one another to offer more cohesive student aid.

"When a prospective family is in here, they can see that this is a team that is together," Recruitment and Retention Coordinator Wayne Larson said. "These are all the resources that are going to be available to me, and that is only a benefit. It is not something you see everywhere else, and that is a big credit to Dean Brill and Penny Hodge, who worked so hard to bring us all together."

For Larson, having a more professional and intimate space means he can do his job more effectively. Choosing a college, Larson said, is one of the biggest decisions of one's life. So, a crucial aspect of that decision-making process is a space where close and detailed conversations can take

## >> Letter from Dean Brill

It's been another amazing year at the University of Kansas. Yes, there was the hoopla over KU hoops, but here in the J-School, we produced our own champions.

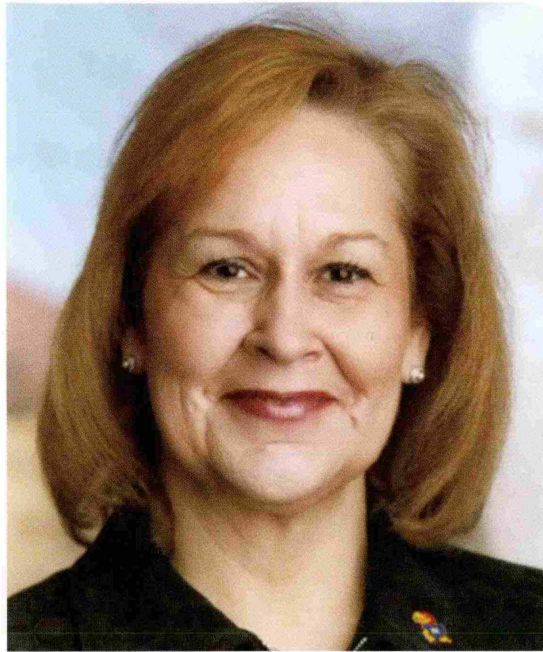
The *University Daily Kansan* staff was again named Ad Staff of the Year by the college media advisors' association. Prof. Doug Ward earned kudos as the Scripps Howard Foundation Journalism Teacher of the Year. And, we made significant changes in both the undergraduate and graduate curriculum. We also earned approval from the Board of Regents for the first doctoral degree in journalism in Kansas.

I was thinking about those and other accomplishments as I watched former Dean Del Brinkman's induction into the Kansas Press Association's Hall of Fame last month. True champions understand that they stand on the shoulders of giants – those who came before and paved the way for success. Dean Brinkman remains a giant, and his legacy to this school still paves the way for us. Perhaps the greatest compliment a leader can get is from those who worked for him, who refer to him as a servant leader, and talk about how he was unselfish for others.

Del's legacy and that of former and present faculty and staff is at the heart of what makes us champions today. When Collegemag.com listed us as one of the top 10 schools of journalism in the country, I knew it was not just today's success that created that recognition, but the generations of students who are living their professional and personal lives with skills, passion, and integrity.

As I talk with alumni, they remind me of their days on Mount Oread. It's the professors, staff, and student media experiences that meant so much to them. I hope we're creating the same wonderful memories for students who spend sleepless nights working on campaigns presentations, *UDK* ads, *KUJH-TV* broadcasts, or just working on class assignments to develop the abilities that will carry them through decades of professional work. When I talked with a group of seniors last month, they reminded me that this is THEIR school. They take pride in what they've done here and will carry the moniker of "Jayhawk Journalist" with them. They also demanded accountability for their tuition dollars – and they should!

As a member again this year of the University's tuition advisory committee, I can tell you how the cost of education is shifting from the state to students. As I've told many of you, thinking of strategies to help students, with finances and with getting internships and jobs, often keeps me awake at night. I did buy a lottery ticket last month, but would have



been better off giving an extra \$10 to the scholarship fund!

Corrie Moore, our development officer, and I will be spending a lot of time during the next few years finding ways to help this School build on its legacy. Scholarships, program funds, and professorships for our best faculty members top our agenda. We cannot do this without your help.

I know, with your help, we will continue to create champions.

Rock Chalk!

*"We have to do the best we can. This is our sacred human responsibility." -- Albert Einstein*

## 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.**

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## >> Student Services Center

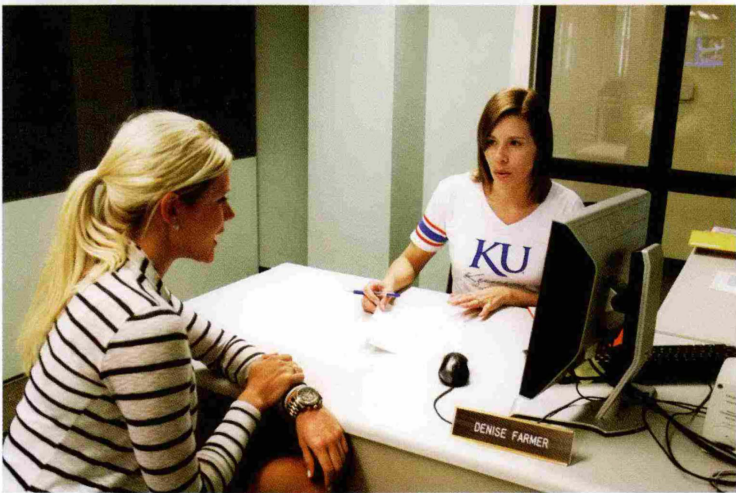
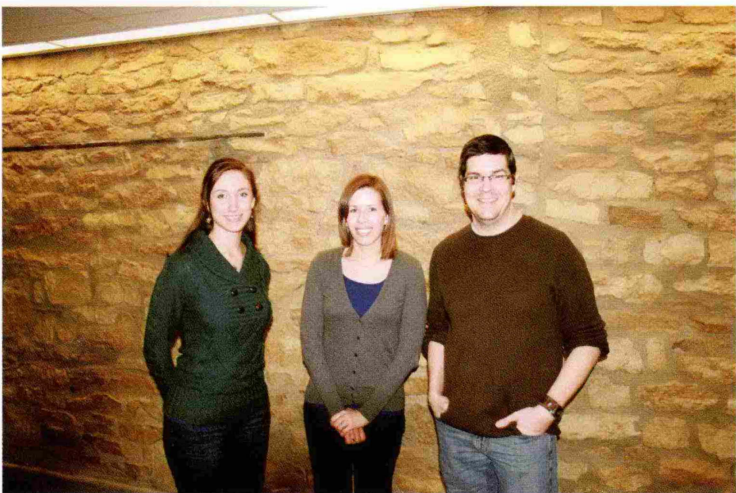
place comfortably. This new space provides just that.

Larson isn't the only one who feels enthusiastic about the more intimate setting. Academic advisors Cara Farnell, Denise Farmer and Kevin Lee used to share one office. Now, in the new Student Services Center they have space to devote more personal attention to students during advising appointments.

"If a student comes in with a concern or wants to talk privately about academic struggles," Farnell said, "this gives more of the feeling of, ok, we're really concentrating on you and not the other people in the room."

In addition to a more one-on-one experience, students can more easily be directed to the person who may best serve their needs. There is now a more defined path for students to follow from the time they are first considering a degree in journalism, to the point at which they begin considering career options.

"It is the best to be able to help students in a quick way," Career Development Coordinator Patty Noland said. "Sometimes students are meeting with Wayne and they have a question about what strategic communication means. I can then talk to them about what you can do with a degree in journalism, with either a strategic communication or a news and information emphasis." □



(Left) Cara Farnell, Denise Farmer and Kevin Lee stand in the new Student Services Center; Denise meets with a student (Right: top to bottom) Wayne Larson (recruitment and retention coordinator), Kevin and Cara meet with students in the new center.

*Our renovations aren't done yet! Future renovations will include the Clarkson Gallery and the Center for Excellence in Health Communication to Underserved Populations. Look for more on these additions in the next edition of J-Links!*

## >> Faculty, Staff and Student Showcase

**D**oug Ward received the Budig Teaching Professorship of Writing

**Chuck Marsh** has been appointed to the University's General Education Transition Committee. The committee is charged with preparing a new, streamlined core curriculum for all University undergraduates, drawing upon the recently completed work of subcommittees.

**Hyunjin Seo** is co-principal investigator on a grant from the Kauffman Foundation in the amount of \$150,000. The project is aimed at examining the "flash mob" phenomenon and social media use by teenagers. Seo also received a grant from the KU New Faculty General Research Fund.

**Tien-Tsung Lee** has written a study examining the psychographic differences between people who self-identify as liberal or conservative, in terms of how trusting they are of others, how cynical, social, orderly or strict they are, along with a number of other traits.

**Simran Sethi** has been selected to be a peer reviewer for the *Environment, Development and Sustainability*, a multidisciplinary journal covering all aspects of the environmental impacts of socio-economic development. Sethi also serves as a peer reviewer for the *Journal of Sustainability Education*.

**Peter Bobkowski** has been awarded the Columbia Scholastic Press Association's Gold Key for 2012.

**Mugur Geana and Barbara Barnett's** research paper "Double Jeopardy: Latino Women Face Increased Health Disparities Compared to Latino Men, and May Drive the Observed Disparities for this Minority" was published in the proceedings of the 2012 Hawaii University International Conference on Arts and Humanities.

**Mugur Geana** has been promoted to associate professor with tenure. Geana is the co-principal investigator on a study jointly funded by the University of Kansas and the University of Costa Rica. The research project, "Capacity building for Community Based Participatory Research Driving Public Health Campaigns to Address the Dengue Epidemic in the Province of Limon, Costa Rica," will bring together researchers from KU's School of Journalism and Mass Communications, and the Department of Family Medicine, with researchers from the School of Mass Communications and the School of Public Health from the University of Costa Rica.

**Crystal Lumpkins** is a contributing author to the book "A Waiting Room of One's own." The book is based upon an art exhibition, The Waiting Room Project, that is a national collaboration inviting discourse among all whose bodies have intersected the social, cultural or political paradigms of health.

*The Kansan* won the trophy for best ad staff in the nation for the 2nd year in a row.

*The full list of awards include:*

Ad Manager of the Year – Joe Garvey  
Ad Designer of the Year – Graham Greene  
Best of Category – Best Rate Card  
1st place – Best Promo ad – Full Color  
1st place – Best Training Program  
1st place – Best Sales Increase of a Special Section  
2nd place – Best ROP Group Promo  
2nd place – Best Sales Incentive

**Lorin Jetter** won the "Saturday Morning Sell-Off", beating students from Brigham Young, Cal Poly, Cal State Fullerton and Michigan State.

**Sarah Stern** was named one of *Glamour* magazine's Top 10 College Women 2012.

<http://www.glamour.com/inspired/2012/04/top-10-college-women-2012-sarah-stern>

**Christy Khamphilay** was named one of five finalists for the KU Student Employee of the Year Award.

**Lisa Anderson's** story about the Kansas caucuses was featured on PBS.org, as well as on the KU homepage as part of KU's social media feed. Lisa did the story as part of her J488 requirement.

<http://www.pbs.org/weta/washingtonweek/content/voice-voters-kansas-youth>

**Maggie Young**, who started the ED2010 KU Chapter (a group for aspiring magazine editors), recently launched her own web magazine, *Get Fit Get Life*. She interned at *Parents Magazine* in New York this semester. To read Young's magazine, visit her site: (<http://getfitgetlife.org/>).

**Jason Bennett** and **Sarah McCabe** have received editing internships through the Dow Jones News Fund. Bennett will intern for the *Kansas City Star* and McCabe for the *St. Paul Pioneer Press*. Last year, 86 students were chosen nationwide from among 600 candidates for the 10-week interships.

**Kameron Mack** won the Big XII Conference on Black Student Government "Most Outstanding Senior of the Year" Award. The award is given to a Big XII senior excelling in academics, leadership and community involvement. Mack also secured an internship with the International Radio and Television Society this summer in NYC. The IRTS Summer Fellowship Program provides college juniors, seniors, and graduate students full-time, "real world" experience working at New York-based media corporations.

## >> J-School Approved to Begin Doctoral Program

### First mass communications doctoral program in Kansas will start this fall

The School of Journalism made history this spring, winning approval to begin a doctoral program in the fall. The School will have the first mass communications doctoral program in Kansas.

Dean Ann Brill and Associate Dean Tom Volek headed up the development of the Ph.D. program. The School of Journalism was the only major unit without a doctoral program at the University of Kansas.

"The doctoral program presents us with amazing opportunities for research and teaching," Brill said. "We are pleased that the University and Board of Regents support this initiative."

The program will focus on media and society, and will have strong theory and methodology components. Volek says the program was designed to be interdisciplinary, requiring students to incorporate 12 of their 56 hours of studies in other units at KU.

Associate Professor Mugur Geana made a presentation to the Board of Regents on behalf of the J-School. He says the school's program will encourage a focus on theoretical and applied research necessary for successful students.

"The KU School of Journalism and Mass Communications has made significant progress towards establishing itself as an important player in both theoretical and applied research, as well as becoming an essential partner in collaborative multidisciplinary research projects," Geana said. "The doctoral program will both benefit and contribute to these developments, with our Ph.D. students being part of an innovative, performance-driven and entrepreneurial-oriented learning environment."

In September 2011, an external panel reviewed the School's plans for the Ph.D. program and offered a strong recommendation. Volek says other units within the University have enthusiastically voiced their support for the School's proposal, including the School of Education, the Department of Family Medicine at the KU Medical Center, the Department of Communications Studies, the Department of Political Science and the School of Public Affairs and Administration.

"This program fully integrates the School of Journalism into the intellectual community of KU," Volek said. "We are very pleased to work with our colleagues across the disciplines."

That interdisciplinary approach will help students, alumni and organizations understand changes in media.

"It will increase the profile of the school within the Universi-

ty, the state, the U.S.," said Assistant Professor Peter Bobkowski. "We hope to draw qualified students from across the country to study mass communication here at Kansas."

The School of Journalism will admit four to six students for Fall 2012 and plans to admit three to four more students each year. □



External reviewers met with J-School faculty this past fall to discuss the Ph.D. program (center and lower right).



MORE INFORMATION ON THE  
DOCTORAL PROGRAM:  
Visit : [www.journalism.ku.edu](http://www.journalism.ku.edu)

## >> Faculty Spotlight: Doug Ward

### Associate Professor Doug Ward is honored with the Budig Teaching Professorship of Writing

by Christy Khamphilay, student communications assistant

Writing and thinking are inseparable. That's the philosophy Associate Professor Doug Ward follows as he helps students improve the foundation skills they need to succeed as journalists.

"I've found throughout my life that if you can write and express yourself in a clear way, people notice," Ward said. "It helps you rise above the crowd."

Ward's belief in the importance of writing and editing helped him earn the 2011-2012 Budig Teaching Professorship of Writing.

The professorship, established by former Chancellor Gene Budig and other donors in 2007, recognizes faculty members who show commitment and excellence in teaching the importance of writing. The award alternates between the Schools of Journalism and Education. Previous winners from the School include former Professor Ted Frederickson and Associate Professor Carol Holstead.

Fellow journalism Professor Susanne Shaw nominated Ward for this year's award. Shaw heard about Ward's teaching from the many students she advises.

As part of the professorship, Ward presented a lecture about writing on Monday, April 16, in Alderson Auditorium of the Kansas Union. He plans to focus on the importance of writing in a multimedia world, using music, video and pictures as he shows how words help tie them all together.

"No matter what type of journalism you're involved in, you have to write well," Ward said. "If you're doing a television story, you have to be able to write and be able to think it through. If you're doing a print story, a web story, a radio story, they all involve writing. It's crucial that anyone who goes into journalism today has those foundation skills."

Writing in a multimedia world also correlates to how Ward teaches his classes.

"We are inundated with information today, and journalists have to be able to cut through the fog," Ward said. "If you as a journalist want to rise above that tide of information and to reach your audience, you have to be able to write and think clearly. That's the core of everything we do."

Ward sees the Budig award as an acknowledgement of the School's



Associate Professor Doug Ward

values, and he says he's proud to be part of that.

"I think it's a chance for the school to stand out among other academic units and to say we really believe in the importance of writing and of helping others learn the importance of writing," he said.

Ward says he is proud of the honor, but also humbled.

"I love teaching and I love being able to help students become better writers and become better people," Ward said. "That's my reward every day: seeing students grow and seeing them mature and seeing them succeed."

□



Associate Professor Doug Ward works with his students.

## >> William Allen White Day 2012

### CNN's Candy Crowley honored

by Christy Khamphilay, student communications assistant

The interview nearly brought Candy Crowley to tears.

Just before Crowley came to Lawrence in February to receive the 2012 William Allen White Foundation National Citation, an interviewer asked her about the award.

It was then that Crowley, CNN's chief political correspondent, realized her name now belongs on the same list as Walter Cronkite and Bernard Shaw, a journalist and former CNN anchor whom Crowley called her "personal hero."

"You know, maybe I did a good job," Crowley said. "It's just a great feeling when someone thinks that."

After graduating from Randolph-Macon Woman's College, Crowley began her broadcast journalism career as a newsroom assistant for the Metromedia radio station WASH in Washington, D.C. She later anchored for Mutual Broadcasting, worked as a general assignment reporter and White House correspondent



Dean Ann Brill and CNN's Candy Crowley, who received the 2012 William Allen White Foundation National Citation, visit during the annual William Allen White Day festivities.

for The Associated Press and then joined NBC News. Crowley became a congressional correspondent for CNN in 1987, and now serves as the anchor of CNN's "State of the Union With Candy Crowley."

During her career, Crowley has covered political figures such as Secretary of State Hillary Clinton, President George W. Bush and President Barack Obama. Since Jimmy Carter's nomination for president in 1976, she has covered all but one

national political convention. She reported on the aftermath of Hurricane Katrina in the Gulf Coast, the 1983 terrorist bombing of the U.S. Marine barracks in Beirut and the U.S. bombing of Libya in 1986.

Crowley has won many awards for her work, including The Associated Press Broadcasters' Award for spot news reporting and for in-depth reporting for her coverage of the 1980 presidential campaign of Ronald Reagan; the 1998 and 2003 Dirksen Award for distinguished reporting on Congress from the National Press Foundation; and the Edward R. Murrow Award and Joan Shorenstein Barone Award for her coverage of the 2004 presidential election.

Crowley accepted the William Allen White Citation at the School of Journalism's William Allen White Day on Friday, Feb. 10. The citation is presented annually to journalists who demonstrate the ideals of William Allen White and display excellence in journalism.

The Burton W. Marvin Kansas News Enterprise Award was also presented on William Allen White Day. It went to *The Hutchinson News* and *The Arkansas City Traveler*. The award acknowledges superior reporting by newspapers in Kansas.

On the morning of the award, Crowley met with students and faculty at an informal breakfast gathering, answering questions about her experiences as a journalist. At the afternoon award ceremony, she spoke about covering past political campaigns and about the events leading to the current presidential election.

As the journalism profession changes, Crowley says, she advises being ready to communicate in any traditional, online or social media forms and preparing for constant deadlines.

"It's a good thing this is a multitasking generation because journalists today, they don't come out thinking, 'I want to be-



Students and KU staff listen to Candy Crowley during an informal breakfast gathering.

## >> William Allen White Day 2012



Representatives from *The Hutchinson News* and *The Arkansas City Traveler* accept the Burton W. Marvin Kansas News Enterprise Awards.

come a print reporter, a TV reporter," Crowley said. "They just come out thinking, 'I want to be a reporter.'"

With the changes to the profession, Crowley says, journalism schools are adapting well ahead of newsrooms.

"Even the way you gather information now is totally different," Crowley said. "So, I think schools are already well on top of this and probably past where the industry even sees it at this point."

Many people receive their news first from social media, but that doesn't diminish the need for high-quality reporting, Crowley says.

"I hope it hasn't changed the substance of what is reported," she said. "Some people get their news off Twitter. That's amazing because it's the quickest thing to do. Suddenly, it's available around the world if it's a good tweet. The hazard of



Candy Crowley visits with faculty, staff and William Allen White Board of Trustees members during a special luncheon.

that, of course, is the normal checks and balances are not there. It's not just that you have to be careful of what you say; you have to be careful of what you repeat."

However, the power of the Internet and social media cannot keep a population silent anymore, even in countries such as Syria that place severe restrictions on reporting. Crowley quoted Mark Twain: "There are only two forces that can carry light to all corners of the globe – only two – the sun in the heavens and The Associated Press down here."

"There are fewer and fewer dark places on the Earth that there is no light being shown," Crowley said. "They are still there, but the Internet makes it so there won't be any more. We'll know what is going on and be in a place to fix it, and that's the big challenge. You can't ignore it anymore." □



More than 200 people turned out to hear Candy Crowley speak after she received her William Allen White National Citation.



J-School staff members Bryan Wilcox and Wayne Larson enjoy the William Allen White dinner, honoring Candy Crowley, with family and friends.



## >> Happenings On Mt. Oread

### Corrie's Corner

#### *Far Above: The Campaign for Kansas*

On April 28, KU Endowment hosted the public kickoff for its next comprehensive fundraising campaign, appropriately titled *Far Above: The Campaign for Kansas*. As echoed in our alma mater, the goal of the campaign is to help our university soar 'far above' its current standing and reach new heights. The J-School, like all units on campus, will play an important part in helping the University raise a minimum of \$1 billion for this campaign.

KU has positioned itself as an outstanding Research 1 institution, but we must continually raise the bar and strive to achieve even greater success. The strategic directions of the campaign will aim to:

#### *Drive discovery and innovation in Kansas*

- Prepare students for the workforce needs of Kansas
- Be the first choice for patients seeking disease prevention, diagnosis, treatment and survivorship
- Improve the success rate of recruiting and graduating students
- Enhance its profile as a top-tier international research university and academic medical center

Like all units on campus, the J-School has developed its campaign goals based on our needs and the strategic directions mentioned above. Dean Ann Brill will steer the school's fundraising efforts in three main directions:

- 1) Scholarship support – both undergraduate and graduate support
- 2) Program support – for projects outside the classroom that enhance education and allow students to gain real-world experience
- 3) Professorships – to recruit and retain the very best academic leaders

The J-School will work to raise \$15 million in private support, focusing on the three aforementioned areas. We need your help to accomplish our goal, and Dean Brill and I look forward to working with many of you. We hope you'll join us in helping to

empower the future by investing in our students and our school. □

*If you want to learn more about how you can make a difference and contribute to the campaign, please contact Corrie at 785-832-7352 or [cmoore@kuendowment.org](mailto:cmoore@kuendowment.org).*



### Jayhawk Generations Returns for Homecoming 2012!

The School of Journalism is proud to announce its next J-School Generations event! Generations will take place during Homecoming week this year, Oct. 25 through Oct. 27.

Generations will connect faculty, students and alumni during several events and activities. Students will hear from and interact with alumni who can prepare our young Jayhawk Journalists for their exciting careers. We will invite several alumni back to hold networking and learning sessions with students throughout the week. The event will include a reception for all alumni, students, faculty and staff. J-School Generations will finish with a gathering before the Homecoming game on Saturday, Oct. 27.

"Our first J-School Generations event in 2011 provided an excellent way for alumni, faculty and students to interact. This year, we will build upon last year's event to make 2012 even better," said Patty Noland, career development coordinator, who is on the planning committee.

We look forward to welcoming all of our Jayhawk Journalists back to J-School Generations: Connect. Unite. Create. Rock Chalk!



**MORE INFORMATION ON  
JOURNALISM GENERATIONS:**  
Visit : [www.journalism.ku.edu](http://www.journalism.ku.edu)

## >> Keeping Up with Our Alumni

### Clark Massad keeps his Jayhawk roots while enjoying a world of opportunity, half a world away

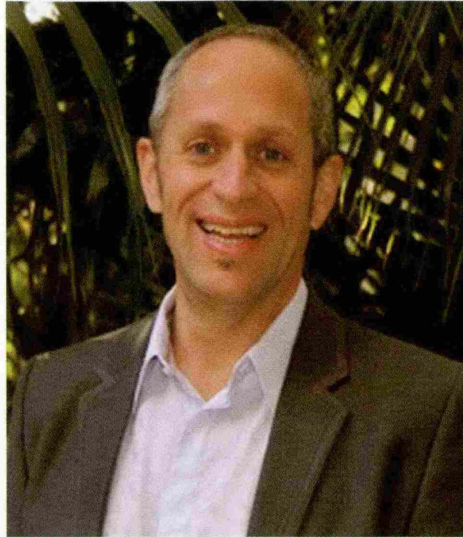
It took just a few moments on campus for Clark Massad to realize the University of Kansas was the perfect place for him.

"I basically got to campus, took one look and said, 'I don't need to go anywhere else. This is where I want to go to school,'" Massad said.

Massad, a 1988 graduate of the School of Journalism, initially planned to go into broadcasting, but his focus soon changed, thanks to his first journalism course, Introduction to Communications, taught by Mal Adams.

"He drew four symbols up on the chalkboard and asked students to pick their shape," Massad said. "I fell into the circle, that included advertising."

Massad soon got involved in campus media, looking to build a foundation for his newfound passion. During his time at



Clark Massad

Travel Association.

"Everything I've been exposed to up to this point has prepared me for this job," Massad said.

Massad's career now requires a combination of public relations, on-camera interviews with media outlets, production of newsletters and a tremendous amount of face-to-face contact with other travel professionals in Europe and around the world. His job is the epitome of communication, he says, and requires a constant willingness to learn, even though he's long been out of school.

"The industry has changed a lot in a very short amount of time," Massad said. "As a professional, I am constantly having to educate myself and keep up with what's going on."

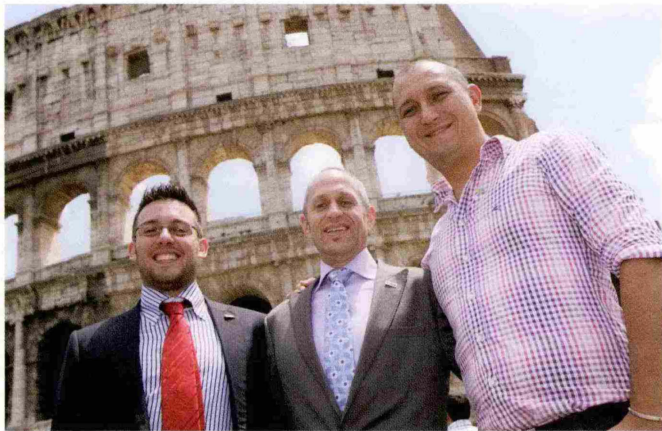
He says he hopes students understand the importance of taking the initiative with their education and their careers.

"It's about putting the network into play, following up on all the contacts you've made up to this point," Massad said.

Massad says he hopes students appreciate the increased exposure and opportunities available to them through the J-School, its curriculum and student clubs. He urges them to be proactive and to make sure they get the most out of their education and their careers.

"We're fortunate to have a J-School like the William Allen White School of Journalism," Massad said. "It is a wonderful institution with absolutely wonderful professors, providing wonderful opportunities for students.

Take advantage of that, sink your teeth in as much as you can, enjoy it, and have fun." □



Massad with IGLTA Italian Ambassadors Alessio Virgili and Alessio de Giorgi in Rome.

KU, he served as the editor of the Jayhawker yearbook and as the advertising manager of *The University Daily Kansan*. During the summers, he worked for *The Daily Oklahoman*.

After graduation, Massad quickly landed a job at Vance Publishing as an account executive. He later moved to BBDO Chicago as an account executive and then to BBDO Los Angeles as an account supervisor.

"I find myself today with a very well-rounded background that allows me to integrate everything I've done and learned at both KU and in my professional life afterward," Massad said.

In 2000, Massad took a job in Paris as an account supervisor for Lowe Lintas Partners. He didn't intend to stay in France, but 12 years later, he finds himself firmly planted in the City of Light as the European ambassador for the International Gay & Lesbian



Massad, European Ambassador, IGLTA with John Tanzella, FITUR Tourism Salon in Madrid.

## >> Keeping Up with Our Alumni

### Bill Farmer proves a 'Goofy' career choice can lead to extraordinary success

by Christy Khamphilay, student communications assistant

The Walt Disney Co. wanted a new voice for an iconic character, and Bill Farmer was happy to oblige.

It was 1987, and the Disney audition was Farmer's first in Hollywood. To prepare, he listened to a cassette tape of old Disney cartoons and recorded the dialogue needed for the audition. Farmer said he never expected to be chosen from among the thousands of applicants.

He was, though, and he was soon the voice for Goofy, his favorite Disney character.

"They picked the best one they liked and luckily that was me," said Farmer, a 1975 J-School graduate.

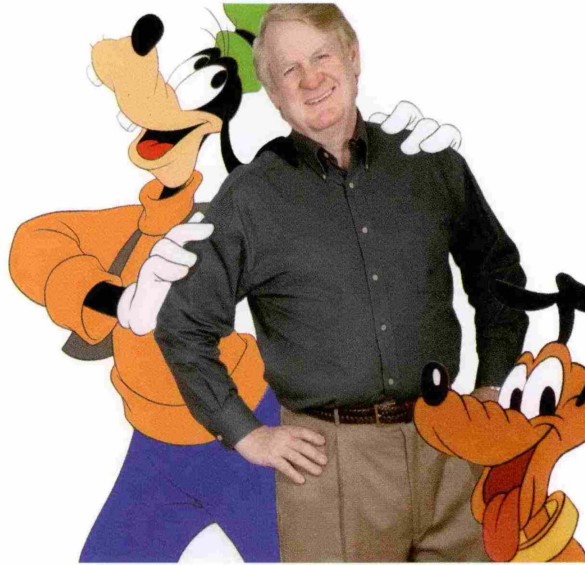
Farmer discovered his talent as a child by impersonating cartoons and famous people. His repertoire included John Wayne, Mr. Haney from "Green Acres" and characters from "Get Smart." However, he never planned on pursuing a career in voice acting until coming to KU, majoring in journalism with an interest in radio.

Farmer joined KU's radio station KUOK as a DJ his junior year. In his classes, he developed his writing and an ability to shoot film. After graduation and a stint as a magician's assistant, Farmer continued in radio. He developed characters on the air and started performing stand-up comedy while living in Dallas. His agent there prompted Farmer to move to Hollywood in 1987.

"I thought Hollywood was a million miles away," Farmer said. "It was out of my league until an agent back in Dallas said you ought to go out to Hollywood and give it a shot. So, I came out here not specifically to be an animation voice actor, but just to do commercials and announcing. The animation happened to me with that first audition for Goofy."

Since starting in the role of Goofy 25 years ago, Farmer has done more than 3,000 jobs for Disney (including voicing Pluto). He has also voiced Bugs Bunny and Foghorn Leghorn. He earned an Emmy Award nomination for "Mickey Mouse Clubhouse" and became a Disney Legend, an honor for those who provide an extraordinary contribution to Disney.

Farmer says voice actors for animated characters rely on scripts and do not lip-synch to the cartoons. For example, Farmer had only a microphone and the script in the studio when



Bill Farmer

recording an episode of "Mickey Mouse Clubhouse."

"I went in, took my script, and about two hours later I had gone through 50 or 60 lines," Farmer said. "We do each one of them five or six times. They pick the best one and they cut the show together from that."

Creating a character's voice takes natural ability and practice, Farmer said.

"What I will do is record a voice I want to do and pick out one or two lines and do those over and learn the inflections until I can copy those," Farmer said. "Then I start on adding on a sentence and before long you get the hang of how the character talks. Now creating a new character can be up to your imagination,

so you can do any kind of voice you think is appropriate for the character."

Interpreting the copy and being true to the character can be a challenge," Farmer said.

"Generally the most challenging part is making the character real so it doesn't sound like it's being read," Farmer said. "You're actually being the character and giving it life."

Along with voice acting, Farmer writes and performs a sketch comedy show with the actor Fred Willard. He credits majoring in journalism with giving him a strong foundation for writing as he established his career.

"Comedy writing is paramount because if you don't have strong material, you don't really succeed as a comic," Farmer said. "The techniques and the talent I acquired at KU for writing still helps me. Comedy writing is definitely an offshoot of my journalism back at KU."

Goofy's 80th anniversary is this year, and Farmer says voicing Goofy is an honor.

"It's a long-lived old character and people still love to hear him. That's kind of rare," Farmer said.

"I'm really honored they've chosen me and I lucked out. I was at the right place at the right time and I had the right training." □

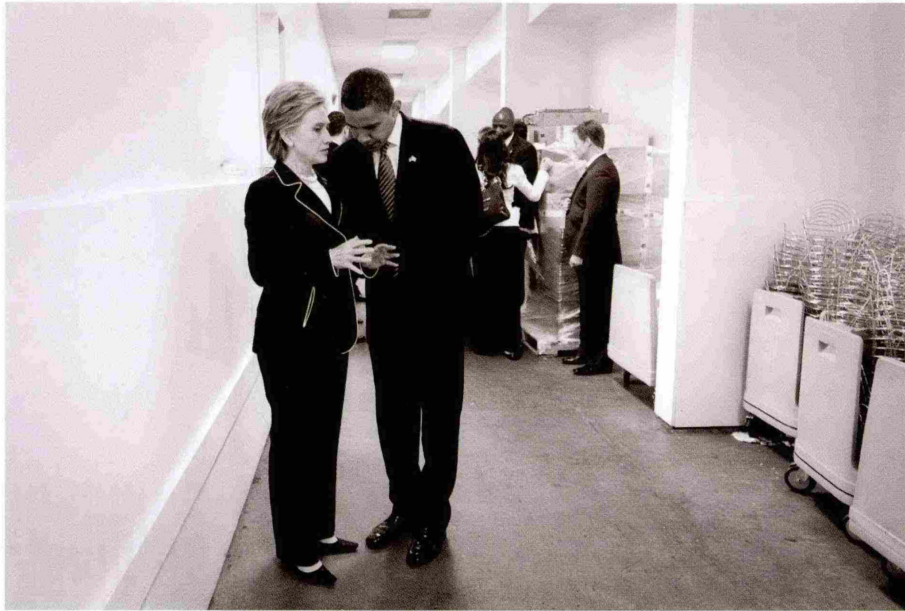
*If you have an interesting alumni story you would like to share, email us at [jschool@ku.edu](mailto:jschool@ku.edu).*



## >> Featured Alumni Photographer

### Barbara Kinney

by Will Becker, student communications assistant



**B**arbara Kinney is an award-winning photojournalist, but you could go to Google to find that out. The interesting part is how Kinney put “award-winning” after her name. She came to the University of Kansas knowing she wanted to be a photographer and in her time at school, learned a great deal from teachers and peers alike.

“After school, I moved out to D.C. with some friends and didn’t have a job and didn’t have a place to live, but we figured it out,” Kinney said. “I had a friend call me to tell me I should apply at this new paper starting. It’s called *USA Today*.”

She applied without much hope of getting an interview, but a month later got a call from the director of photography about a week before the paper was to start publishing. The man on the phone said the photo department needed someone to do a little bit of everything.

Kinney took the job and quickly learned all she could. In what started as a temporary position, she made herself indispensable, and the job evolved into the role of full-time photo editor and photographer for the paper. This was a foot in the door.

Then began her work with Operation Smile. She spent

Sen. Hillary Rodham Clinton and Sen. Barack Obama unexpectedly meet in a back hallway of the Washington, D.C., Convention Center after addressing the American Israel Public Affairs Committee.



Barbara Kinney

her work in the White House, she moved to Seattle where she returned to shooting for foundations and non-profit groups like the Bill & Melinda Gates Foundation, the Mobility Project, Clinton Foundation and Ben Affleck’s Eastern Congo Initiative.

In 2008, it was time once again to jump headlong into politics. With her previous connection to the Clintons, she

a week in Nairobi, Kenya in 1991.

This would be the first of many jobs covering charity and relief efforts for various foundations. Just two years later, she would depart from this arena of photojournalism and enter the political stage at the highest level.

In 1993, Kinney became a staff photographer for the Clinton administration and remained in that role for six and a half years. If *USA Today* was a foot in the door, this was both feet in, firmly planted.

“At that point, I got a cover of *Newsweek* and a cover of *TIME* magazine,” Kinney said. “And then one of my photos won a World Press Award. The photo will be a part of history for a very long time, one of those pictures people remember and that is a really big deal for me as a photographer.”

That job and that photo brought a lot of attention to Kinney and made possible many things to come. After



Sen. Hillary Rodham Clinton sits in a classroom that has been converted to her staff holding area before a campaign rally at a high school in Iowa.

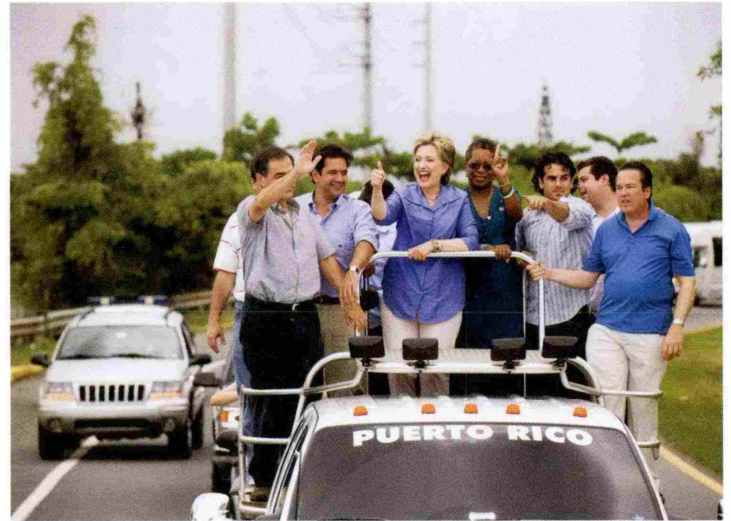
approached Hillary's campaign to photograph her attempt to become our nation's first female president.

"I had to sort of talk them into bringing me on because they weren't thinking about a photographer at the time," Kinney said. "I was like, you know, this is going to be historical, you need this covered, and she knows me, I know her. It should be great, you should let me do it."

This is the kind of lightning fast decision-making required by her craft. Any hesitation and the shot is gone in a split second; but Kinney knows when to snap the shutter with both camera and career.

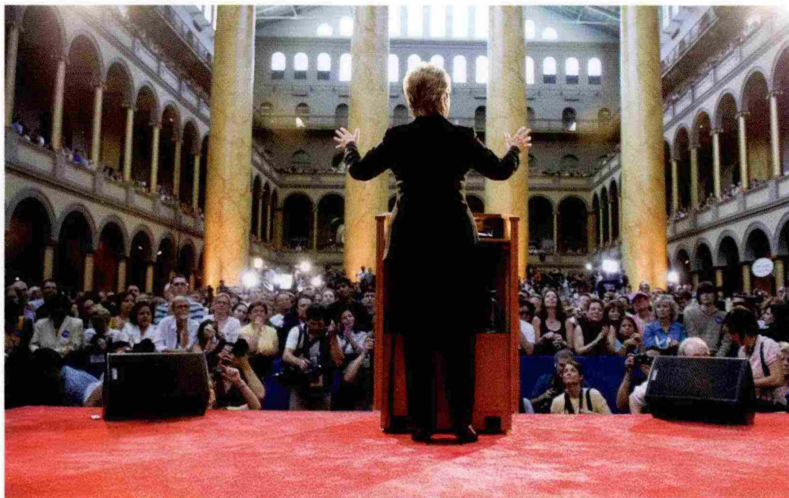
"Everything I have done in my career, to me, has been something I have pursued because it seemed like it would be interesting, an adventure, something that could open my eyes to things that only a job as a photographer allows you to do," Kinney said.

That is how Barbara Kinney put, "award-winning" after her name. Kinney is currently based in Seattle, running her



Clinton waves to supporters from a truck as she drives through the streets near San Juan, Puerto Rico during her campaign.

own freelance business and raising her 7 year-old daughter. She continues to push herself to capture the best possible pictures of all her subjects, even if they aren't as famous as the president of the United States. □



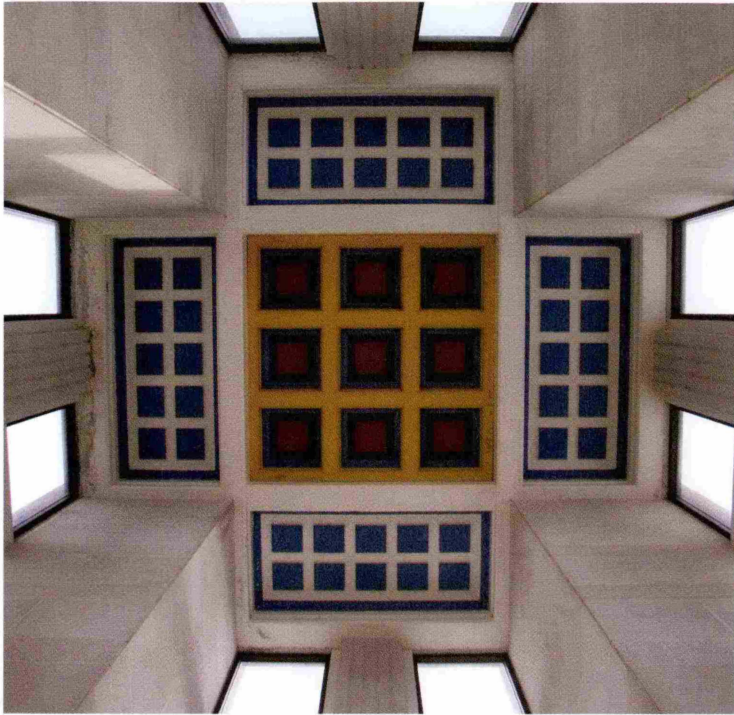
Clinton gives her concession speech to a crowd of supporters at the National Building Museum in Washington, D.C.



Clinton and staff exit the campaign plane during a snowstorm in Lorain, Ohio.

## >> Featured Student Photographer

**Artem Bagiev** by Will Becker, student communications assistant



The ceiling inside the Campanile.

The transitions in life tend to be tremendous opportunities for growth and learning, and for student photographer Artem Bagiev this is no different. Born in the Soviet Union, Bagiev now finds himself in the heart of America, atop the hills of Lawrence, Kan. However, moving halfway across the world is not the only shift Bagiev has experienced during his time here.

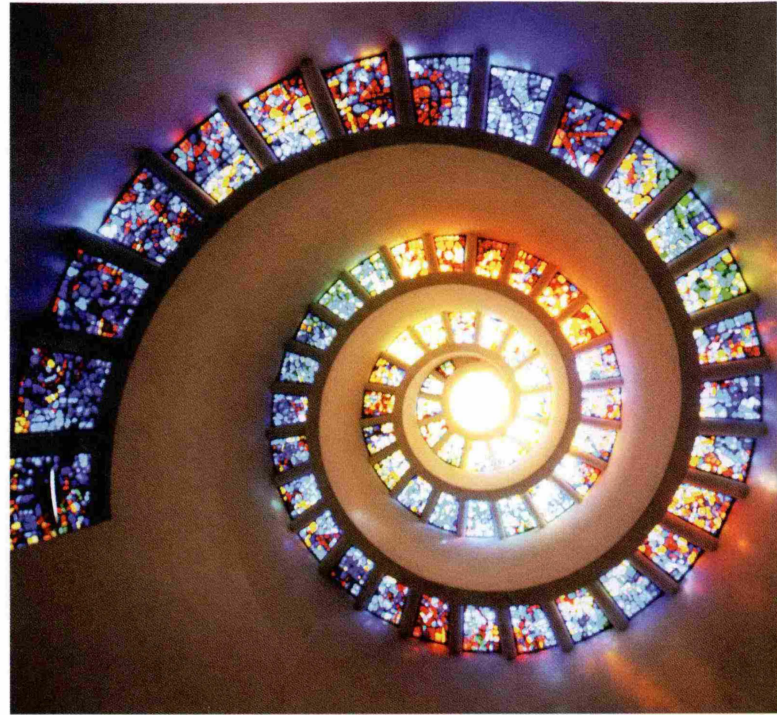
Acquiring his undergraduate degree in journalism in his native Russia, Bagiev first took interest and gained real world experience in video and filmmaking. The move to a new country made producing video much harder for Bagiev.

"When I came here, I didn't really know anyone, didn't have any equipment," Bagiev said. "It is hard to do video when you're alone, so I started taking pictures, thanks to Mike Williams."

The generosity and approachability of faculty members such as Williams, director of special projects and innovation, engendered his progression as a photographer. This open environment, Bagiev said, is hugely important for young photojournalists as they develop their skills, and equipment begins to matter more and more.

In addition to support from his teachers, Bagiev sees his work improve through his own experiences and those of his peers. He is a proactive learner and pushes himself and his photography by simply putting in the effort.

"You have to have a foundation and understand composition," Bagiev said. "But the way to develop that is to just shoot."



The Glory Window on the ceiling of the Chapel of Thanksgiving in Dallas.

It's like if you want to get better at basketball, just go play."

Working in the photography department of the *University Daily Kansan*, his photography is under the scrutiny of more experienced peers. He said that while he might not always agree with the criticism, the input of others has taught him valuable skills, like shooting tighter photos.

"My philosophy in life is," Bagiev said, "when you meet people, try to really listen to them. You can figure out later whether it was worth it to listen to them or not, but if it costs you nothing, just listen." □



Artem Bagiev

## >> Featured Student Photographer

**Corinne Westeman** by Will Becker, student communications assistant

Stories told take different forms, and as journalists we shape these forms through our own perspective. Corinne Westeman, Wichita senior, focuses her storytelling lens by means of personal experiences garnered from opportunity and education. Westeman, one of the spring 2012 featured student photographers, found her appetite for taking pictures at a young age and continued this pursuit through high school into her time at the University of Kansas.

A summer internship at KAKE-TV in her hometown Wichita, created a big impact on Westeman's approach to photojournalism. There she had the chance to work with Larry Hatteberg, who she said taught her invaluable lessons in the art of capturing a story.

"I learned not only good videography, photography and people skills," Westeman said, "but also I learned to be patient, to give a perspective and really show the audience who these people are. I felt like this just made me want to work on a whole other level."



Phog Allen statue outside Allen Fieldhouse

from all over the country, and together they gained insight into the lives of the service men and women at each post.

Westeman said the photos she took at the workshop gave her a chance to convey emotion and to show the action and reaction of the soldiers during their training. The experience not only presented usable photography skills, but served to spark an interest in sharing similar military stories.

"I have had interest in being a war correspondent, if I ever got the opportunity to embed with a troop and go out and share their experience through the lens," Westeman said. "And this experience was a jumping off point for that." □

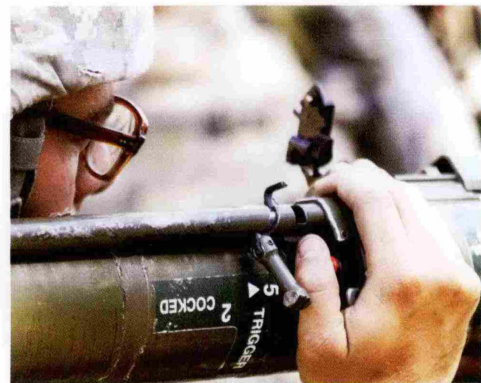


Corinne Westeman

The push to communicate people's stories in the most compelling way possible is a drive also bolstered by her teachers in the School of Journalism. Through her classes, she realized the many different avenues for telling stories and how to execute them effectively.

In September, Westeman was selected to attend the fourth annual Military-Journalism workshop. The event, which took place at Ft. Leavenworth, Kan., and Ft. Leonard Wood, Mo., gave her

a chance to interact with journalists



Soldiers in training

## >> Fun with Alums

### J-School Alum Trumps Competition in Brazilian version of 'The Apprentice'

**T**he Donald didn't grace Jana Correa with the coveted words "You're hired." Instead, it was the Brazilian businessman John Doria Jr. who announced to Correa on Dec. 21 that she was indeed the best of the best.

Correa, who graduated from the J-School in 2007 after studying strategic communication, won the eighth season of "O Aprendiz," the Brazilian version of the "The Apprentice." Along with the top honors, Correa also won \$800,000 on the show.

We caught up with Correa for an inside look at what it was like to compete on "O Aprendiz" and what life has been like since wrapping the show.

**Why did you decide to try out for the show?**

Mostly because of the opportunity. It was a great opportunity to come back to my country (Brazil) and this is a very good show, too. You usually get job offers and get a chance to win a great prize. I thought it was a chance to learn a lot and start a new life.

**What was the most difficult part about participating in and filming the show?**

The tasks you had to do for your clients. You just don't have much time: just three to five days to put together a marketing event. That's something you normally do in two or three months, but you have to do it in a week. We worked under pressure and that is the most difficult part. You're working all day. You don't eat. You just work, work, work because it has to get done. It was really stressful but it was really fun. Now I feel I'm ready to get into the real world. After that, you're not afraid of anything because you worked with so much pressure and you had to do a great job because you had real clients.

**At what point did you know you might be able to win?**  
I think around the semifinals. There were four girls left and we won that task. I thought, "I think if we win this one, I can go to the end." The final competition was in the U.S. (Washington, D.C.), and that was a good thing because I lived in the U.S. for eight years. I knew how the clients there worked. The final task was actually in my favor because it was in the U.S. and that's

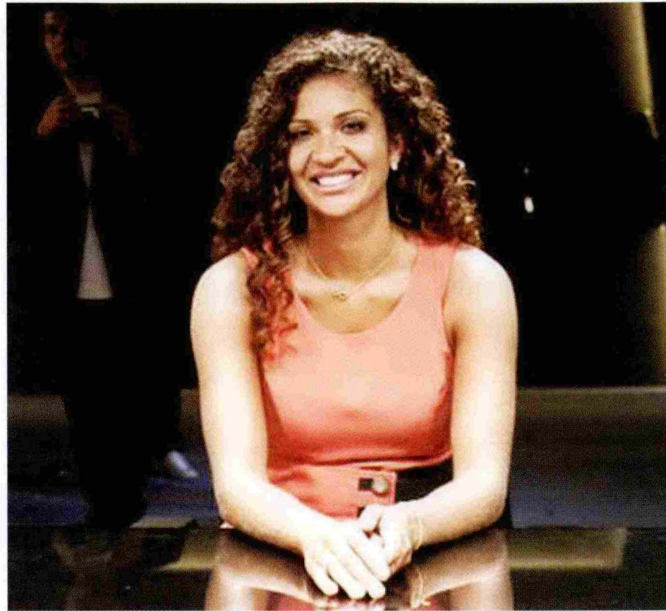
when I was like, "I'm going to win this." We worked for a computer company and had to work on branding, merchandising and advertising.

**How did your background in journalism help you?**

A lot of our tasks involved communications, strategic communication and marketing plans. I think out of our 15 tasks, eight or nine were related to journalism because there was a lot of writing and elaborating on good advertising and marketing plans. Having that background, especially with the marketing plans and the creative areas, really helped out.

**Was there a certain class or professor that you think helped strengthen your background?**

There were several professors I really enjoyed working with, like Tim Bengtson. He always gave me good insight and ideas. I remember him. Also, Tom Volek. I enjoyed working with him. Susanne Shaw was my adviser and really helped me learn a lot, like just how to be a better professional.



Jana Correa as a contestant on "O Aprendiz."

**What have you been up to since wrapping the show?**

I'm working on giving speeches at universities and writing a book about my experience on the show. This show is a little different than the American version because you don't get "hired" after this show. They pay the prize but don't give you a job. I'll be focusing on looking into jobs with international companies where I can work both with Brazil and the U.S. in the marketing and communications fields. I'm concentrating on writing a book, giving speeches in schools, talking about the show, my life and hopefully giving students some advice. I'm just enjoying life right now.



Correa during her time at KU with volleyball teammate Josi Lima.

In addition to the \$800,000 prize (1.5 million Brazilian reals), Correa, who used the name Janaina de Melo on the show, received a new car and a picture by artist Romero Britto. During her time at KU, Correa also earned a master's degree in international studies. She was a standout on the volleyball team, helping lead the Jayhawks to three NCAA Tournament appearances. She is still listed on the top 10 all-time career kills list at KU. She currently lives in Brazil. □

If you have a story you would like us to feature in "Fun with Alums", please email us at: [jschool@ku.edu](mailto:jschool@ku.edu).



## >> Mark your Calendars and Stay Connected!

### 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](http://www.journalism.ku.edu), under "Alumni & Friends." This service is for jobs that require two to four, three to five, five to 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](mailto:pnoland@ku.edu).

### J-School hosts workshop on Post-Traumatic Stress Disorder

When the military goes to war, journalists follow. While the two groups have different roles to play, they do share common ground: both journalists and military personnel can suffer from post-traumatic stress disorder.

To help journalists learn how better to cover PTSD—and how better to cope with their own PTSD—the William Allen White School of Journalism and Mass Communications will host a day long workshop this fall. The workshop, scheduled for Friday, Nov. 16, will be held at the National Press Club in Washington, D.C.

The workshop will include 1) an update from medical experts on what we know about PTSD today; 2) a panel discussion with military officials on their experiences with PTSD and suggestions on how journalists can improve coverage of this issue; and 3) a panel discussion with journalists who will discuss their own PTSD and offer suggestions and resources for journalists coping with PTSD.

This workshop is recommended for working journalists who have covered combat, editors and health-care reporters.

Workshop enrollment is limited to 35.

*For more information, contact Dr. Barbara Barnett at [barnettb@ku.edu](mailto:barnettb@ku.edu).*

## SAVE THE DATES:

### Lawrence, Kansas

**Hawk Week**  
August 13 - 19



**Journalism Generations  
Homecoming Week**  
October 22-27



**Media and the Military:  
Post-Traumatic Stress Disorder  
Workshop**  
November 16



**More details will be  
available online at:**  
[www.journalism.ku.edu](http://www.journalism.ku.edu)

## >> Alumni News & Notes

### 2011

**Katie Priebe** is a Multimedia Journalist at WKOW-TV in Madison, WI.

**Michael Fee** is an Assistant Digital Strategist at OMD in Chicago.

### 2009

**Caitlin Tew** is a Consumer Marketing Coordinator for the Disney Channel in Burbank, CA.

**Kendra Hall** is an Account Executive, Digital Public Affairs, at Edelman in Washington, D.C.

### 2008

**Hillary (Frost) Carter** is an Account Manager at VML in Kansas City, MO, working on Southwest Airlines and the Kansas City Convention & Visitors Association. She was formerly at Barkley in Kansas City, MO, working on Sonic Drive-In, Dawn Foods and Schreiber Foods.

### 2006

**Jennifer Bergman** is the Director of Marketing & Business Development for Klemchuk Kubasta UP in Dallas, TX.

**Kristina Morehouse** is a lecturer in the Communications Arts Department as well as an adjunct professor in the master's program for Communication and Learning at Gonzaga University.

### 2004

**Jessica Scott** recently wrote, directed and produced a documentary short titled "Racing Towards Red Hook," a film chronicling a nighttime bike race in Brooklyn. The film traveled the U.S. and to more than 20 cities internationally as part of the Bicycle Film Festival. It was accepted to **18** J-Links | Spring 2012

several other festivals, including the prestigious DOC NYC Film Festival. Scott is currently a writer/producer for ESPN in New York City.

**Erin (Rodvelt) Aldridge** is the Marketing Manager for the national not-for-profit organization Concerns of Police Survivors (C.O.P.S.). Based in Camdenton, MO, C.O.P.S. was founded in 1984 for the surviving families of law enforcement officers who have died in the line of duty.

### 2002

**Cheri (Schulman) Gifford** is the PR Manager for Firehouse in Dallas, TX.

**Amanda Beglin Sydloski** is an assistant editor at EcoPlan Associates Inc., an environmental consulting firm in Mesa, AZ. She was formerly a copy editor at *The Journal Gazette* in Fort Wayne, IN.

### 2001

**Brian Cooper** works in Business Development for Bloomberg Government in Washington, D.C. Bloomberg Government is an online information source providing proprietary content and data analysis for professionals who interface with multiple levels of government. Cooper is part of a team that launched Bloomberg Government in 2011 and works primarily with the health care sector.

### 2000

**Emilie (Chapin-Patch) Lettieri** is a social worker for Hospice of the Valley in Phoenix. She received a master's in social work from Arizona State University in May 2010.

### 1997

**Nick Charalambous** is employed as a pastor for New Spring Church in Anderson,

S.C., as a video storyteller.

### 1991

**Marijo Tinlin** published her first book, "How to Raise an American Patriot, Making it Okay for Our Kids to Be Proud to Be American," in July 2011 (Morgan James Publishing). She is also the editor of the oldest family-oriented website, Family First ([www.familyfirst.com](http://www.familyfirst.com)).

### 1990

**Monica (Hayde) Schreiber** is a Marketing Specialist for Skadden, Arps, Slate, Meagher & Flom, an international law firm. She is located in the firm's office in Palo Alto, CA. Schreiber graduated from U.C. Berkeley School of Law in 2000.

**Gene King** (BSJ - '90 / MSJ - '01) was recently named Director, National Media Relations at H&R Block in Kansas City, MO. King works with national media outlets such as *USA Today*, *Wall Street Journal*, Fox and CNN and serves as the company spokesperson.

### 1989

**Barbara (Joseph) Warner** received a Ph.D. in public administration from the University of Arkansas in June 2009. She is now an assistant professor in the political science department at Arkansas State University. She received her master's in journalism from KU, a master's in government from Johns Hopkins University and an undergraduate degree in English literature from the University of Hawaii. She spent 10 years in Congress and the Department of Commerce as a press secretary.

### 1986

**John Egan** is the managing editor of the websites owned and operated by Bankrate's

insurance division, won an award in the feature category of the 17th annual Best in Business competition sponsored by the Society of American Business Editors and Writers (SABEW). The award-winning feature, reported and written by freelancer Lisa Shidler and conceived and edited by Egan, took an in-depth look at the medical costs of treating gunshot wounds. The story was published shortly after then-U.S. Rep. Gabrielle Giffords was seriously injured during a January 2011 shooting spree in Arizona; in all, six people were killed and 13 people were wounded. To read the story, "Even with health insurance, medical bills can mount for shooting victims," visit [www.insurancequotes.com/health-insurance-gunshot-giffords](http://www.insurancequotes.com/health-insurance-gunshot-giffords).

### 1983

**Gary Warner** retired in May 2010 after 17 years at John Brown University as a professor of journalism. Warner spent 10 years as a lecturer at the KU School of Journalism. He received his masters' in journalism from KU.

### 1980

**Jonelle Birney Sullivan** is the Senior Vice President and General Manager for Environments Communications in San Francisco.

### 1977

**Deborah Butler** is now a contracts administrator for Mitsubishi Power Systems in Orlando, FL. Butler recently e-published her novel "Joplin Justice" on Amazon for the Kindle and Kindle apps.

# >>The Faces of The J-School



Students in Simran Sethi's J500 Media and Environment class visit Sweetlove Farm.



Mugur Geana, Barbara Barnett and Mike Williams attend William Allen White Day festivities.



Prof. Barbara Barnett's Media and the Military class tours Fort Leavenworth.



Assistant Professor Hyunjin Seo's Social Media in Strategic Communication class met with Nancy Groves of the U.N. as part of ongoing collaboration with the U.N. on social media strategies.



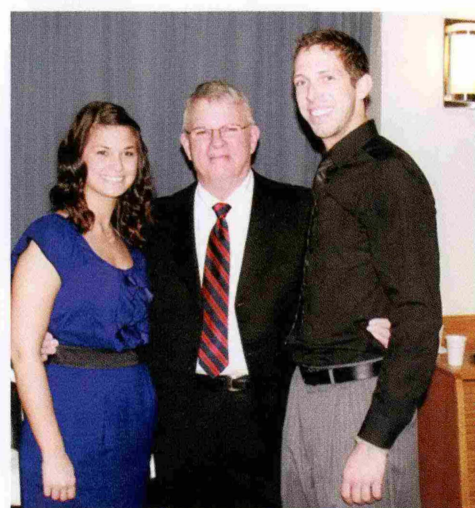
Students visit with KAKE-TV News Director Dave Grant at the Journalism Career Fair.



Maj. Gen. Sean MacFarland speaks to reporters during the annual "Bridging the Gap" workshop.



41 Action News (KC) General Manager and KU alumnus Mike Vrabcac meets with faculty.



Prof. Bob Basow, graduates Beth Silvey and Brian Houchin at the Dec., 2011 graduation ceremony.

# J-LINKS

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