

JLINKS

SPRING 2013



CELEBRATING 100 YEARS
of The University Daily Kansan

FRANK DEFORD

The first sportswriter to receive the William Allen White National Citation.

GENERATIONS MENTORSHIP PROGRAM

The plan to help students and alums work together.

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Spring 2013

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Marilyn McBride, fall 1939
Daily Kansan Editor.
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Frank Deford, 2013 William Allen White National Citation recipient, talks with student journalist Alex Gold.

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KU
THE UNIVERSITY OF
KANSAS

William Allen White
School of Journalism
& Mass Communications

It's amazing to think we are celebrating an entire century of The University Daily Kansan.

From its humble beginnings to its home in the Stauffer Multimedia Lab, the UDK has kept up with the myriad changes in the newspaper industry. Today, it continues to be an award-winning publication - and more. With its website, app, and social media presence, the UDK reaches today's students and KU staff, as well as alumni around the world.

At the J-School, we also are responsive to our various audiences, their interests, and locations. Let me share a few examples.

Our new curriculum started in Fall 2012. New courses look at how gathering information is changing, how specialty areas such as business, science, sports and politics are being covered, and how public relations and advertising agencies are becoming more integrated. And we didn't just change course content. We're moving classes online, "flipping" some classes with lectures online and "hands-on" experience in class, and reaching out across campus with offerings that will meet the requirements on the new KU core curriculum. That curriculum begins in Fall 2013, and the J-School is one of the leaders at KU in getting courses approved and making sure students know what to expect.

I also am proud to report that our graduates are getting jobs! We participated in a national survey of journalism employment conducted at the University of Georgia. Their data show that 81 percent of our May 2011 graduates got jobs within six months of graduation. The national average is about 75 percent. We were curious about what those graduates are

doing, so we followed up with our own survey. We heard from recent graduates at MTV, Seattle Times, the KC Star, Barkley, Morningstar Communications, and many others with great jobs all over the country. Two alumni currently have books on bestseller lists. Gillian Flynn's "Gone Girl" has been there for 43 weeks and was recently joined by Bob Dotson's "American Story: A Lifetime Search for Ordinary People doing Extraordinary Things."

And, in April the UDK ad staff brought home their third consecutive College Newspaper of the Year/Best Ad Staff in the Nation award! Among the many kudos were awards for the best training program and individual awards to Lorin Jetter as the Sales Rep of the Year and Tim Shedor as Designer of the Year. Ross Newton won the on-site morning sell off, again the third straight year the UDK has earned that honor. Jon Schlitt, the UDK Sales and Marketing Adviser is also a J-School alumnus.

As this academic year draws to a close, it's good to celebrate all these successes. Despite the challenges of tough economic times, your J-School is doing what it does best - preparing students for prosperous and productive lives.

Here's to another century of thriving in the ever-changing media environment!

Ann M. Brill



MAKING NEWS Media Crossroads update

Media Crossroads continues to provide opportunities for members of the community to tell their stories. Journalism students are able to take advantage of both the space and the location to conduct interviews in a convenient and controllable environment.

Seniors Alex Gold and Claire McNerny each found themselves sitting across from well-known journalists this semester. As part of the William Allen White Day festivities, National Citation winner Frank Deford shared his thoughts with Alex Gold in front of the big green screen. The two talked sports for more than 30 minutes in what could very easily have been typical sports bar banter rather than the virtual football stadium background that had been added in.

“Having the opportunity to interview Frank Deford in that setting

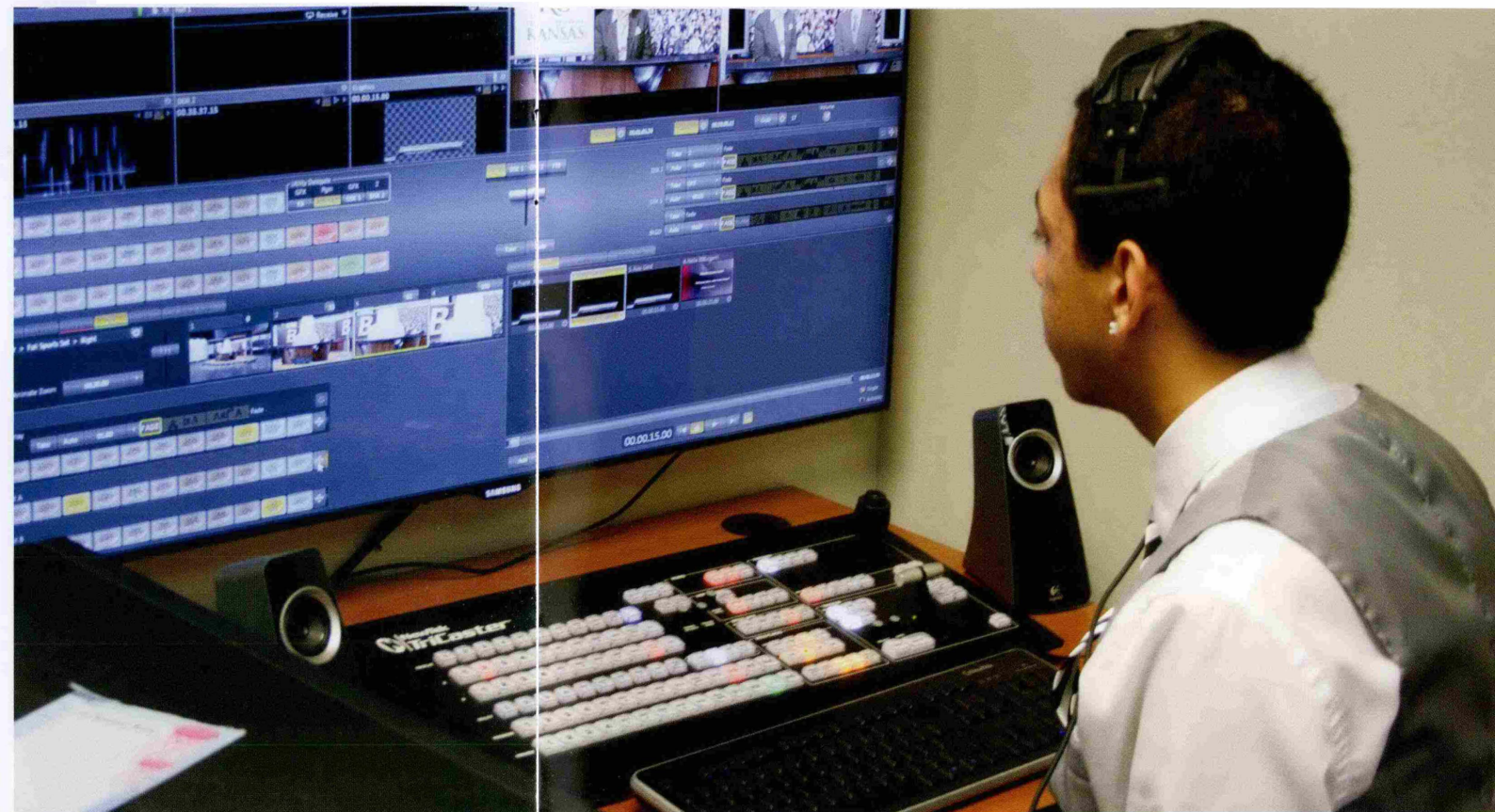
allowed for a laid-back atmosphere,” Gold said. “If the interview was on a television set, I don’t think it would have been as conversational.”

Distinguished alumnus and respected photographer Richard Clarkson then joined Deford for an informal Q & A with a group of student journalists, including Joey Anguiano, a Topeka High School senior who was visiting campus during William Allen White Day. He will attend KU in the fall.

“I felt totally at comfort there in the inviting atmosphere,” Anguiano said. “They thought I was just another student, even though I am still only in high school.”

The following week NPR’s Peter Sagal took time between his sound check and his lecture in the Kansas Union to visit with McNerny.

“He’s the most famous person I’ve ever interviewed,” McNerny said.



“And I think he was impressed with the Media Crossroads from the time he walked in.”

Sagal poked fun of the virtual set while quizzing Claire and the camera crew on the historical aspects of the Kansas/Missouri border war, the similarities between Skeet Ulrich and Johnny Depp, and Lawrence’s popular claim to James B. Naismith. His humor even went as far as dropping his water bottle on the virtual desk he saw on the monitor in front of him.

One of the biggest advantages of Media Crossroads is the space it provides.

“It provides the opportunity to have an audience during the interviews, which makes the community feel involved,” Gold said.

McNerny, who also was part of KJHK’s live election coverage held in the Crossroads in November, added that it allowed them to incorporate more video into their streamed coverage.

“If we had broadcast from the KJHK studio, I don’t know that we would have added all the extra video and panel discussions,” McNerny said.

The physical space of the Crossroads is enhanced by the ability to invite people into an event. There are two monitors in the lobby of the Union that can show not only what is occurring on camera, but also the interface of the switcher itself, which provides a unique view

of how a director makes it all happen. The entire west wall also features windows that allow anyone to watch production.

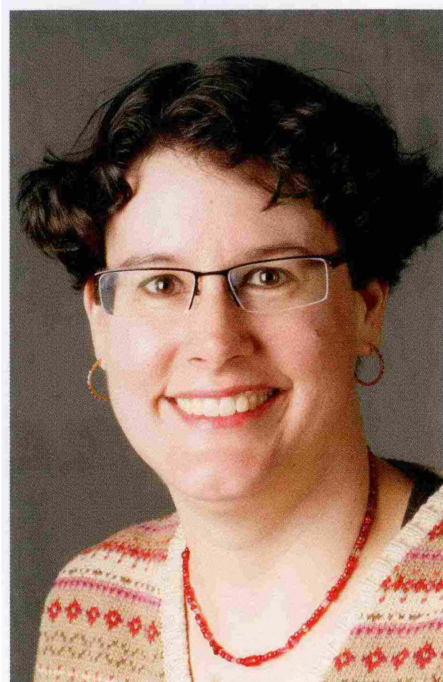
In addition to the interviews being held in Media Crossroads, various professors have taken advantage of the space by holding classes there, as well as videotaping lectures and instructional videos. A group of film studies students took over one Friday afternoon and transformed it into a movie set, and the Lawrence Journal-World’s Matt Erickson has also been holding office hours in the Crossroads on a bi-weekly basis.



LEARN MORE

- Media Crossroads is located on the fourth floor of the Kansas Memorial Union (next to Alderson Auditorium).
- For more information on Crossroads, visit www.journalism.ku.edu
- To contact Cal Butcher, email him at: calbutch@ku.edu

THE BREMNER CENTER A new coordinator joins the center



Lisa McLendon

The Bremner Center, where journalism students can get help with editing, practice particular areas of writing and find reference materials, welcomed a new coordinator in August.

Lisa McLendon moved to KU from the Wichita Eagle, where she spent seven years as the deputy news desk chief. Her job included copy editing, website and social media management, and editing and writing for the Books page. Before that, she spent several years on the copy desk at the Denton Record-Chronicle in Texas after earning her doctorate in Slavic Languages at the University of Texas. She has been involved with the American Copy Editors Society for more than a decade and is currently the group's conference vice president.

The Bremner Center's main mission is to work with students; it had more

than 100 student visits in fall 2012, from beginning J-school students to master's degree students, and was on a path to far surpass that number in spring 2013. In the spring, the center added an assistant, graduate student Raelean Finch, to increase the time the center was open to help students. At the Center, students can get help editing their class assignments, résumés, cover letters, and other written work.

Additionally, the Bremner Center has a broader goal of raising awareness of what editors do, advocating for editing, being a resource for writers and editors beyond KU, and providing editing training. To that end, the Center's website (<http://www.journalism.ku.edu/>

bremner_center) has been expanded to include interactive quizzes and frequently asked questions about grammar, punctuation and usage. Training programs from the high school to the professional level are in development and should roll out over the next few months. McLendon also presents sessions on editing at regional and national conferences, including the Kansas Scholastic Press Association and the American Copy Editors Society.

And the Center now has a presence on social media: you can follow @KUBremner on Twitter, "like" the Bremner Center page on Facebook, and check in to the Bremner Center on Foursquare.



McLendon works with Racheal Kimeu in the Bremner Center.

FRESH PERSPECTIVE UCR professor brings new ideas

Getting to see his first snow was just one thing University of Costa Rica Professor Harold Hutt Herrera wanted to check off his "to-do" list while visiting Kansas. Barely a month into his time at KU, mission accomplished. Seeing that first snow was just one thing Hutt wanted to accomplish during his time at KU.

Hutt is part of a partnership between the Universidad de Costa Rica and the University of Kansas, helping the two institutions in their quest to serve as an internationalization process for students and professors. This would mean students and teachers from KU and UCR would be involved in videoconferencing, teleconferencing, collaborative project development, collaborative research, teaching, social and student affairs, and the use of technological tools and methodologies. These will contribute to the training scheme, an innovative and dynamic global perspective.

"Most will end up working for international organizations, and our ideas are to keep students up with technologies," Hutt said.

Journalism Associate Dean Barbara Barnett and associate professor Mugur Geana have also played a key part in developing the partnership between KU and UCR.

"One of the things I always think a lot about is: Students are entering a global marketplace. Here's how journalism and communications works in another culture," Barnett said.

The project has extended into research opportunities as well.

"[Plans are to] grow this initial partnership and pilot study

into an agenda for research addressing health disparities in Latin America," Geana said. Geana is a principal investigator in the partnership. "There are multiple components of the relationship. This is our new component."

The partnership has five steps:

1. Videoconferences
2. Collaborative projects
3. Dual courses
4. Specific courses to attend KU requests
5. Global awareness program

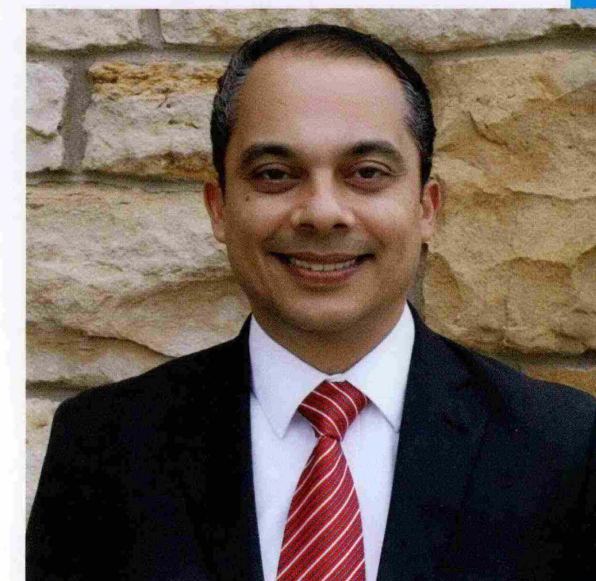
"Benefits are for students and professors to improve on second languages, promote a worldwide perspective about journalism professions, allow for growth and the ability to have a multicultural experience," Hutt said.

The partnership between KU and UCR is in the second step. The next goal is to involve students in this mobilization process that would call for students to travel to both KU and UCR to further the internationalization process.

"The idea is that they could come and make an effort to transmit info and receive info. Students could work together and share perspectives," Hutt said.

While the internationalization process is making progress, the relationship still has plenty more it hopes to achieve.

"The long-term goal is that everything is permanent," Hutt said. We want to continue this process



Harold Hutt Herrera

and involve more professors."

During his time at KU, Hutt, whose expertise has been utilized in Costa Rica through four years of working with the government and nine years of teaching at UCR, audited Message Development and Crisis Management at KU. He also served as a guest lecturer in courses within the J-School to share his experience.

But it wasn't all work and no fun for Hutt. While in the U.S., he also planned to cross some other "firsts" off of his list by visiting Las Vegas and the Grand Canyon during spring break.

"They make a trip in a hot air balloon that could be an interesting experience," Hutt said.

Hutt returned to Costa Rica May 10 but says he expects to come to KU as often as possible to work with students and continue to grow the bond between UCR and KU.

J-School Student Awards

Kansas Press Association Awards

Ian Cummings and Chris Hong won first place for best news story in the Over 15,000 circulation category of the KPA awards for their story, "Money, murder and prison: The rise and fall of a drug boss," featured in 913, a publication distributed by The Kansas City Star. The story began as an independent student project directed by journalism associate professor Scott Reinardy's class in fall 2011, and was published in June 2012.

Cummings, who now works for the Lawrence Journal-World, has turned the story into his thesis project and is compiling an e-book. Hong accepted a job with the Wilkes-Barre Citizen's Voice shortly after completing an internship at the Atlanta Journal-Constitution over the summer.

The story by Ian Cummings and Chris Hong can be viewed at: <http://joco913.com/news/money-murder-and-prison-the-rise-and-fall-of-a-drug-boss/>.

Society of Professional Journalists: Mark of Excellence Award Finalists

Christopher Hong & Ian Cummings
Hannah Wise
Rachel Salyer
Isaac Gwin
Jayson Jenks
Mike Vernon
Claire McInerny
Mollie Pointer

Kansas Association of Broadcasters Awards

Bren Stewart, Matt Gasper, Julianna Tidwell, Laura Sather
Station website, 1st place
Michael Engelken, Marc Schroeder, Claire McInerny
Station website, 2nd place

Pete Knutson
Sports play-by-play, 1st place
Charlene Chen
Graduate TV, hard news, 1st place
Charlene Chen
Graduate TV, Enterprise news, 1st place
Charlene Chen
Graduate TV, Complete news feature, 1st place
Kaitlin Brennan, Claire McInerny, Sara Sneath, The KJHK News Staff
Public affairs program, live election coverage, Honorable mention
Kaitlin Brennan
Hard news, 1st place
Scott Ross
Enterprise news, 1st place
Sara Sneath
Enterprise news, 2nd place
Claire McInerny
Enterprise news, 3rd place
Scott Ross
Complete news coverage, 1st place
Justin Wilson
Complete news coverage, 2nd place
Molly Pointer
Complete news coverage, Honorable mention
Pat Strathman
Complete sports feature, 1st place
Jonas Nordman, Pat Strathman, Pete Knutson, Molly Ryan
Complete sports feature, 2nd place
Alex Gold, Eric Davis, Farzin Vousoughian
Complete sports feature, Honorable mention
Aaron Berlin
Sports play-by-play, 1st place
Michael Engelken, Kaitlin Brennan
Entertainment program, 1st place
Aaron Berlin
Entertainment program, Honorable mention

Marc Schroeder, Claire McInerny, Lindsay Schell
Station website, 1st place
Marc Schroeder
Station website, Honorable mention
Isaac Gwin
Commercial, PSA, 60 seconds, 1st place
Julianna Tidwell, Mallory Kaufman, Sabrina Ahmed, Matt Gasper
Undergraduate TV, Complete live newscast, 1st place
Brittany Clampitt, Julianna Tidwell, Bren Stewart
Undergraduate TV, Complete live newscast, 2nd place
Isaac Gwin
Undergraduate TV, Hard news, 1st place
Jonathan Cooper
Undergraduate TV, Enterprise news, 1st place
Matt Gasper
Undergraduate TV, Complete sports feature, Honorable Mention
Daren Dunn
Undergraduate TV, Sportscast, Honorable Mention
Isaac Gwin
Documentary, 1st place

Hearst Personality Profile Top 20

5. Jayson Jenks

J-School Awards

Sharon Bass Award- Laken Rapier
Christina Merrill Bradford Award - Taylor Lewis
John Bremner Award - Brian Sisk
Brill-Schmitz Award - Hannah Sitz
Walter Ewert - Nikki Wentling
Dean's Award - Sarah Stern (Stern carried the banner at graduation)
John Katich Award - Pat Strathman
Linda Lee Award - Sarah Stern

Diane Lazzarino Award - Colin Hays
Rick Musser Multimedia Award - Luke Ranker
Calder Pickett Award - Matt Johnson & Tim Luisi
Don Pierce Award - Blake Schuster
Mark Pittman Award - Rachel Salyer
Angelo Scott Award - Allison Kohn
Sullivan, Higdon & Sink Award - Ursula Rothrock
StratComm Faculty Award- Samuel Kovzan

College Newspaper Business & Advertising Managers, Inc.

Best Advertising Staff in the Nation - University Daily Kansan
Best College Newspaper - University Daily Kansan
Also:
First Place - Best Training Program, Best Classified Page, Best Digital Rate Card, Best Sales Promo Materials
Second Place - Best Multi-Media Ad Campaign, Best Sales Increase of a Special Section, Best Sales Pitch, Best Social Media/

App Strategy
Third Place - Best Promo Print Campaign

Personnel Awards:
First Place - Lorin Jetter; Sales Rep of the Year
First Place - Tim Shedor; Designer of the Year
Third Place - Ross Newton; Manager of the Year

Ross Newton won the Saturday Morning Sell-Off (our third straight year winning) besting other sales reps from Brigham Young, Cal Poly San Luis Obispo, Central Michigan and South Carolina.

Kansan Collegiate Media Awards

Clay Cosby
1st place Column Writing
Rachel Salyer
2nd place Feature Writing
Hannah Wise
1st place Feature Writing
Sarah Jacobs
3rd place Front Page Design
Ryan McCarthy
3rd place Sports News Writing

Rachel Salyer
Honorable Mention News Writing
Brian Sisk
1st place Headline Writing
Katie Kutsko
1st place Infographic
Lauren Bowles
Two Honorable Mentions for Single Ad Design
Patrick Strathman
2nd place Sports Column Writing
Mike Vernon
1st place Sports Column Writing
Geoffrey Calvert
2nd place Sports Feature Writing
Ethan Padway
1st place Sports Feature Writing
Hannah Wise
1st place Special Section
The University Daily Kansan, Kansan.com
1st place Online
The University Daily Kansan
Gold medal and All-Kansas Newspaper

University of Kansas - Truman Scholar

Hannah Sitz



From left to right: Jacob Snider, Ellen Reinecke, Ross Newton, Jordan Jurczak and Elise Farrington hold up the trophy for the Best Advertising Staff in the nation. This is the third year that the University Daily Kansan has been named best in the nation at CNBAM, or College Newspaper Business and Advertising Managers, in San Diego, Calif.



Hannah Sitz - KU Marketing Communications

GET CONNECTED Building the alumni-student network



Justin Christian

Justin Christian, a junior at the School of Journalism, is busy. Somewhere between double-majoring in Journalism, with an emphasis in strategic communication, and Communications, with a leadership studies minor, being on the finance committee for Student Senate, participating in the Entrepreneurship Club, Ad Club, interning at Platform Advertising in Kansas City, and running his own business, Christian has found yet another project to keep himself entertained.

Each year the J-School hosts J-School Generations, an event to bring together students, faculty and alumni. It was at this event in the fall that Christian participated in the Generations alumni-student "Challenge Project," and came up with his ideas about what the future of the J-School should look like - from how to grow the student, faculty and alumni relationship base to the curriculum.

"The family network grows," Christian said. "It's experience-based and student-guided. So seniors and juniors are the leaders for these teams and they are the ones who will pass on their knowledge that they've learned throughout the years at the J-School to the sophomores and freshmen."

The program, which Christian suggests being linked back to its J-School Generations roots by calling it the Generations Mentorship Program, is being created to fit into J-School requirements and provide students with real-world experiences while building their networks.

"During [Generations] we were assigned to groups with three students, two alumni and a faculty advisor. Each group was assigned a challenge. Our challenge was to design a journalism curriculum for the 21st century with no limits on funding. So we spent

nearly four hours brainstorming different classes that students need before they graduate," Christian said. "Connecting students and alumni was really how this program came to fruition. It was a student, alumni and faculty collaborative initiative. As part of the last day, the students in that group had to give a presentation over their challenge and how they would accomplish solving it. That was in front of alumni, faculty, and students who participated in that day."

Collaborating on the concept for this program is a faculty and student panel that includes Dean Ann Brill and Patty Noland, who runs the J-School Career Development Center, and members of the advising team.

"J-School Generations brings alumni, students, faculty and staff together. The Friday "Challenge" project is a bonding experience for all



Alumni and students work together on the "Challenge Project" during J-School Generations 2012.



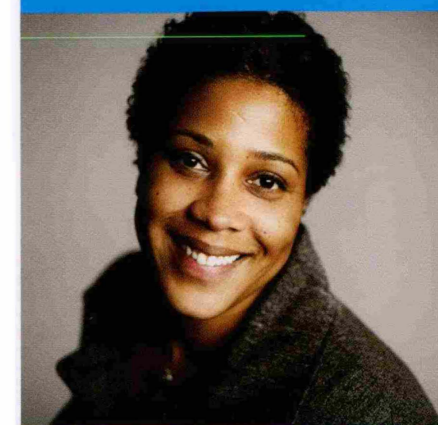
Alumni meet with students during J-School Generations 2012.

who participate. It is neat to see the great ideas that each group presents," said Patty Noland, who is also chair of the J-School Generations planning committee. "We hope the J-School Generations Mentorship program will boost this energy, creativity and enthusiasm created during the J-School Generations weekend, and spread it throughout the year."

"My vision is to see it as one of the most prestigious programs at a journalism school," Christian said. "And that's because we involve alumni and faculty. It's so inclusive that students basically have control. I want to see it as a program that will allow students to stand out and really build an alumni network that is quantitative and of quality."



Justin Christian is leading an effort to improve the opportunities for students to network with alumni.



GIVING THE J-SCHOOL "MOORE"

Traci Moore loves her Jayhawks, and she loves her J-School. Moore's time, talent and work can be seen throughout events and projects at the J-School. She created our J-School Generations logo and participated in the three-day event last fall. Moore frequently visits campus and most recently was asked to serve as art director for J-Links, as we look to grow and improve one of the avenues we use to help connect us to our alumni.

We are pleased to highlight Traci Moore in this issue of J-Links. Moore, a 1993 J-School graduate, has owned her own business, Traci Moore Graphics (TMG) in St. Louis, Mo., for 16 years. Her career has taken her to the United Way, where she was a designer, to serving as a lecturer at the Sam Fox School of Design & Visual Arts at Washington University, to producing the signage for the NCAA Men's Final Four tournament.

We thank Moore for her time and work, and hope you enjoy this latest issue of J-Links.

TARA BRYANT Capturing the moment



Kansas coach Bonnie Henrickson consoles junior forward Carolyn Davis after she injured her knee in the Feb. 12 game against Kansas State at Bramlage Coliseum, where Kansas lost 43-47.

It was only minutes into the game when Coach Bonnie Henrickson rushed over to her star forward, Carolyn Davis, who was rolling on the court in pain.

The scene came on Feb. 12, 2012, in Manhattan, Kan. For Davis, Henrickson and the Jayhawk women's basketball team, it was full of suffering, shock and sadness – all captured by Tara Bryant. Bryant, then a freshman photographer for the University Daily Kansan, was photographing her first women's basketball game.

"It was a really intense moment that happened probably 20 feet away from me," Bryant said. "I captured a heartbreaking moment of Coach

Bonnie Henrickson consoling Davis as she lay on the floor with tears rolling down her cheeks and onto the court."

Bryant, now a sophomore, is an associate photo editor and a copy editor at The Kansan. She was first introduced to photography through classes in middle school and high school in Lawrence.

"When I joined the newspaper staff my sophomore year of high school, I intended to be a writer, but the staff needed more photographers, and I've been a photographer ever since," she said.

Bryant has taken photos of many women's basketball games since then. She likes shooting not only the

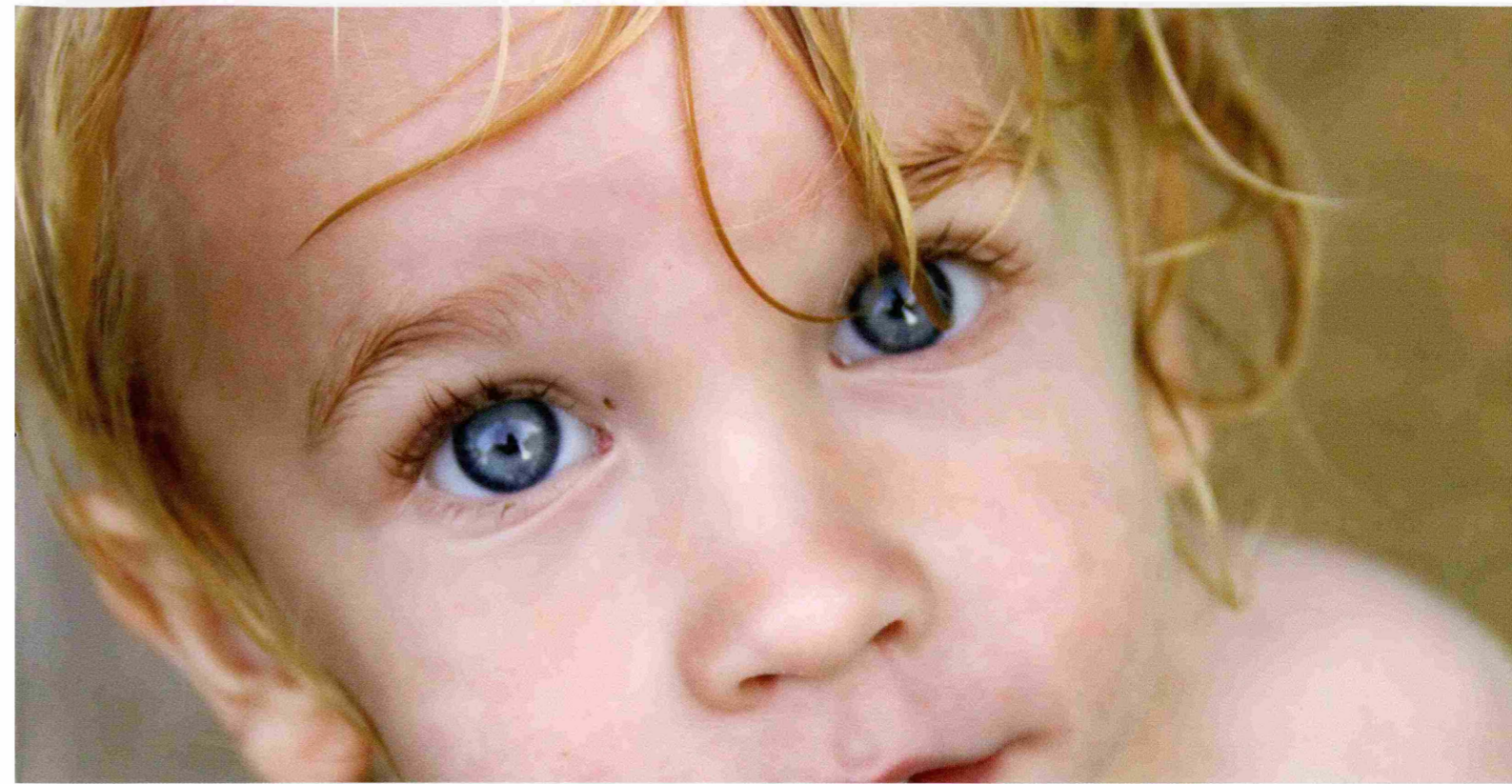
action that happens on the court, but what happens off it as well. She says some of her favorite photos are the teammates on the bench cheering over a cool dunk or a beautiful shot.

"That's a moment you don't see on TV," Bryant said. "I try to document the game as you wouldn't have seen it on TV."

She photographs images other than basketball games as well.

"I love capturing moments that would normally go unnoticed," she said.

Documentary-style photography is a form of photography that she says she really enjoys. A year ago the J-School displayed alumnus Barbara Kinney's photographs of Hillary



A candid portrait of a child after swimming.



Members of the University Dance Company perform "Fragments Unfolding" on April 20 at the Lied Center for the University Dance Company's Spring 2012 concert.

Clinton along the campaign trail in 2008. Bryant said she enjoyed the photos that showed what was going on behind the scenes.

Bryant's involvement at KU isn't just about photography. She is a journalism student ambassador,

and she judges entries for the Kansas Scholastic Press Association's photo contest.

As an ambassador, she conducts tours of the J-School for prospective students and their families. Through KSPA, she judges the photo contests every month and provides feedback and critiques of each photo, in addition to helping choose the winner.

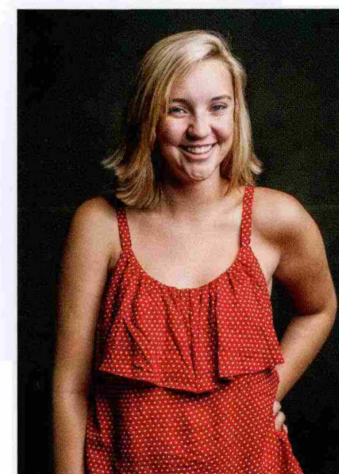
"I participated in KSPA workshops and contests when I was in high school," Bryant

said. "When I got to college, it just seemed like a fun way to stay in touch with the high school journalism community."

Bryant said she also wants to affect the community outside of the

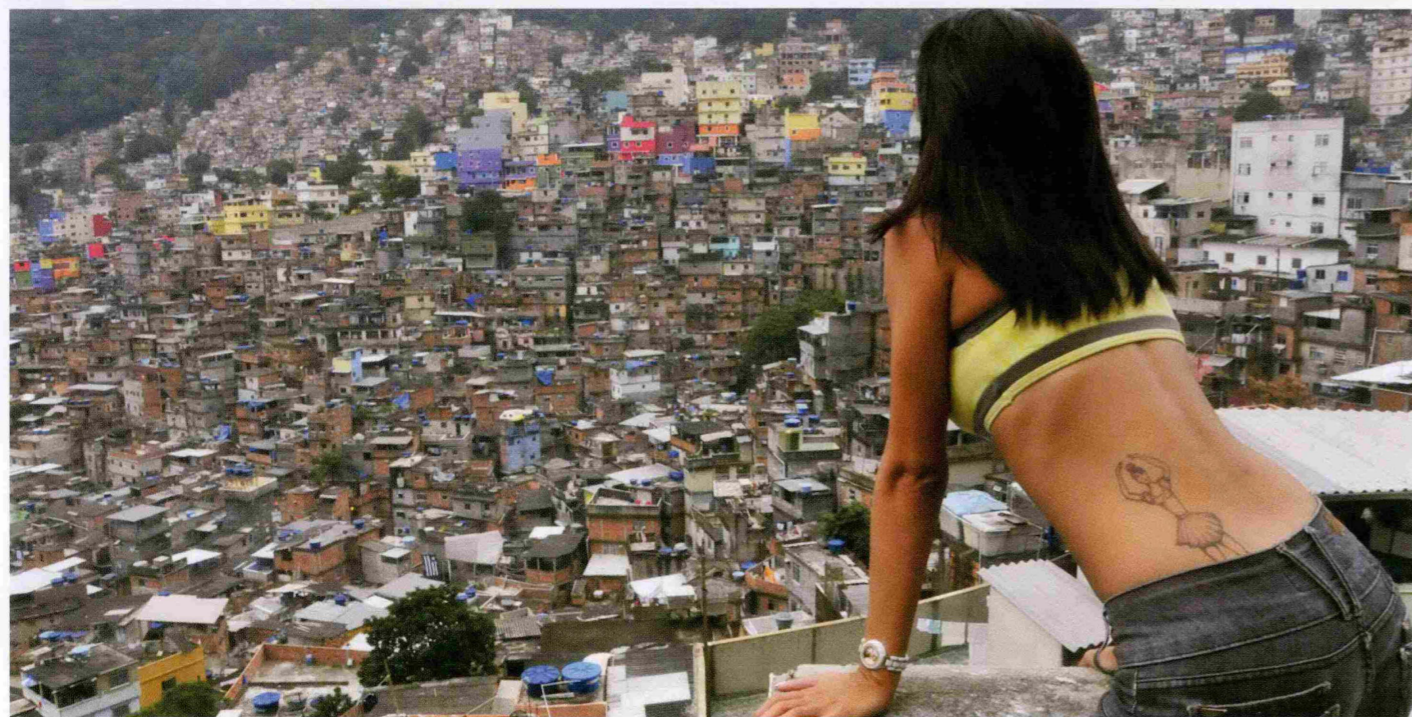
J-School. She says photographer Sean Sheridan, another alumnus whose photos were on display during the 2012-2013 school year, serves as an inspiration for her own work. She said his photos are good examples of showing the "behind-the-scenes" events, as well as showing how photography and journalism can give a voice to those who wouldn't otherwise have one.

"As a journalist," Bryant said, "I want to tell stories to inform the public and to hopefully bring change for the greater good of all people."



Tara Bryant

EVERYDAY LIFE The view from Sarah Stern's lens



SARAH STERN

Sarah Stern is a senior at the William Allen White School of Journalism and Mass Communications with a focus in strategic communication and a double major in Latin American Studies. When she isn't at school, she's out traveling the world. Last year, she was named one of Glamour magazine's Top 10 College Women and published her first photography book documenting everyday life in Rio's largest favela, Rocinha, Brazil. To the left are some photos she took during her time in Brazil.

CAMPAIGNS A method to the madness



Assistant Professor Hyunjin Seo's class visiting with its client (above, below right). Students hold a focus group with Lawrence residents via Google+Hangout (top, right).

When strategic communication students enter their senior year in the J-School, their energy tends to go toward one class in particular: Strategic Campaigns.

Campaigns is the capstone course for the strategic communications students. In it, students develop campaigns for real-world clients, using theoretical concepts and hands-on skills acquired in their classes.

The course is a process that requires research, analysis, planning, execution and evaluation.

"Everything is anchored in research," Associate Professor Tim Bengtson said.

The research step is composed of primary and secondary research with one-on-one meetings with the client

and focus groups.

Students study the strengths and weaknesses of the brand, and identify threats and the opposition for the analysis step. After the research and analysis, they formulate a strategic plan to identify changes that need to be made to the brand, and create an overarching statement.

Next, students determine the objectives of their campaign and develop a media plan. They decide what they want their campaign to accomplish, in terms of sales, repeat purchase rates, and product trial rates, Bengtson said. Students learn that quantitative goals are critical to creating a successful plan. The media plan requires a specific budget for each advertising medium and market,

as well as acknowledgement of the effects of social media.

The final part of the course is the execution. Students pitch their campaign to the client in 20 minutes and have a Q&A session after. Clients will often decide to use parts of the students' ideas for their brand.

Campaigns require hard work and dedication from the students.

"It was an extremely time-consuming class, and not only was it consuming, it was more work than I have ever done for another class," said Nicole Leighty, a senior from Andover.

To make the course more realistic to real-world experiences, Bengtson chooses a winner for his class each semester.

"I try to parallel the real world,"

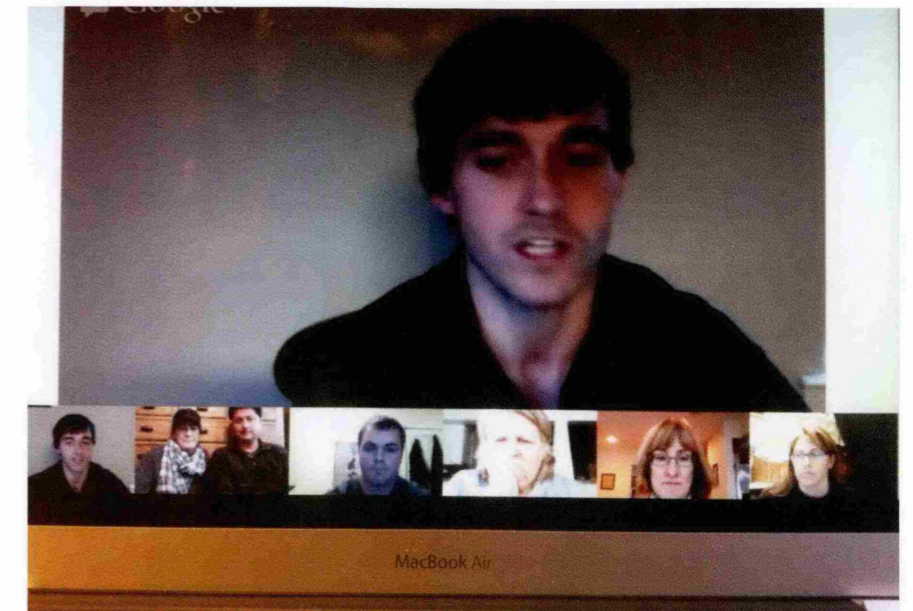
Bengtson said. "You don't win every time you pitch. Better to learn that now before you get into the business."

There is a method to the difficulty of the course, Bengtson notes. It builds résumé credibility and provides experience that can help students in their job search.

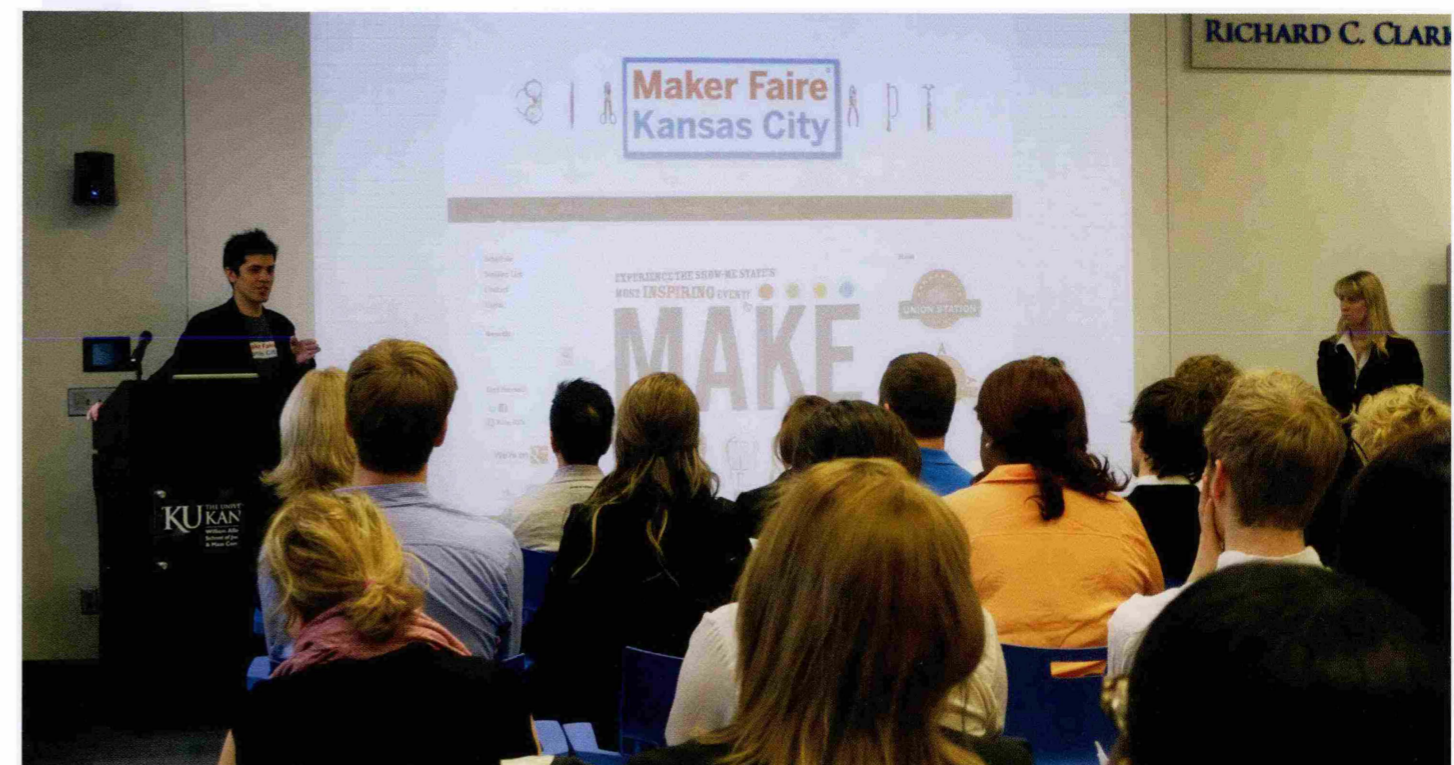
"It gave me real-world experience that I could have only received through an internship," Leighty said. "It was by far my favorite class I have ever taken at KU!"

This semester's campaigns classes/clients included:

- Tim Bengtson - Mark Mears/Mimi's Café
- Tien Lee - Just Food (local food bank)
- Hyunjin Seo - Union Station Kansas City and Ewing Marion Kauffman Foundation to develop



communication strategies aimed at raising awareness of and increasing attendance at Maker Faire: Kansas City.



FRANK DEFORD

2013 William Allen White
National Citation recipient

by Nick Renard

Frank Deford, eminent sports journalist and author, received the 2013 William Allen White Foundation's National Citation Feb. 8, becoming the first sportswriter to receive the award.

"Deford has been, over these years, a premier persona of excellence in American sports writing," said Rich Clarkson, distinguished photographer and William Allen White Foundation Trustee member, during Deford's introduction.

During the citation presentation, Deford talked about the days before he launched his legendary career.

"Good heavens, I set headline type by hand on my college newspaper. My first real job in the business was as a copy boy at the Baltimore Evening Sun, Mencken's newspaper itself, and much of my spare time, when not answering

to cries of either "copy down" or "copy over," was putting together little copy booklets, alternating pages of carbon paper," Deford said. "God in heavens, who even remembers carbon paper?"

It would not take long for his career to truly begin. Deford soon landed at Sports Illustrated, where he proved his versatility, dabbling in both print and broadcast for more than 50 years. In addition to 18 published books, he has commentated for CNN and is a weekly guest correspondent on NPR's Morning Edition.

He also served as editor-in-chief of the first daily U.S. sports newspaper, The National, which closed after 18 months.

The numerous awards and accolades peppering Deford's career include both a Peabody and a Christopher. He was awarded the

National Magazine Award in 1999 and voted Magazine Writer of the Year twice by the Washington Journalism Review.

He has also received an Emmy for work during the Seoul Olympics and numerous other recognitions for journalistic excellence.

"Only love and war and fairy tales make for better stories, I suppose, and there is in sports an embrace of all those, as well. There is love in sports, and war in sports, and fairy tales in sports."

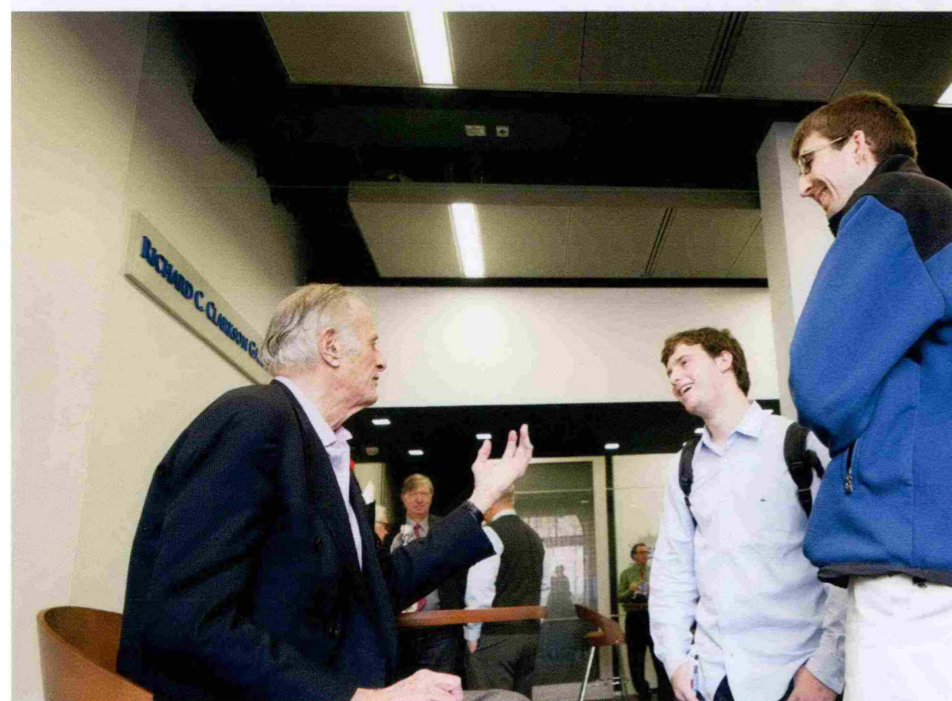
During his trip to Lawrence, Deford mingled with KU students and staff during the day, meeting for hot dogs in the J-School's Clarkson Gallery and discussing celebrity journalism with one class.

During his acceptance speech, Deford often cited his excitement in





Previous page and above: Frank Deford addresses the audience during his National Citation acceptance speech. - KU Marketing Communications



Deford speaks with students during a lunch session. - KU Marketing Communications

adding that excessive use of numbers in a story becomes overwhelming.

Deford also described the Internet's influence on journalism, and said it's harder now to educate ourselves even with so much information readily available.

"Ironically, the broadband has made us narrower, the web has made us more direct," he said.

"American journalist who exemplifies William Allen White ideals in service to his profession and his community."

- William Allen White National Citation medallion inscription

being the first sportswriter to receive the citation, a branch of journalism he said is viewed differently than others, and perhaps not given the respect it deserves.

"I am so gratified to have received this extraordinary distinction," Deford

said. "I'm sincere in saying I feel that this honor for me does recognize, if obliquely, sports journalism, which I believe sometimes is too often overlooked."

He went on to discuss contemporary sports writing's heavy use of statistics,

"Only love and war and fairy tales make for better stories, I suppose, and there is in sports an embrace of all those, as well. There is love in sports, and war in sports, and fairy tales in sports." – Frank Deford



FINDING THE HUMAN ELEMENT

Conversations about visual storytelling
with Jim Richardson

by Hailey Lapin

Throughout my career in the Journalism School, I've always been told to find the "human element" of every story—to seek out what is the depth of human awareness to keep coverage fresh.

I had never seen the "human element" so well personified before meeting visiting professor Jim Richardson. As a contributing photographer for National Geographic Magazine and contributing editor of Traveler magazine, Richardson took a break from traveling the world to teach J500: Tools of Photo Communications at KU. Outside of his many photographic talents, he's sponsored by Apple, dabbles in tuba and owns the Small World Art Gallery in Lindsborg, Kan. His work is featured in Life magazine, and his photos received Pulitzer nominations. Even though his professional credits speak for themselves, talk to the guy for five minutes and his raw excitement for photography overflows. He's energetic, he's intelligent and he's humble. I chatted with Richardson about his love for visual storytelling, what makes Kansas so great,

and everything in between.

Q: You've traveled all over the world snapping pictures for National Geographic, but how did your career begin? How did you get into photography?

JR: Well, my amateur career started when I was a boy on the farm as a hobby. My professional photography started while working for student publications at Kansas State University. I moved to Topeka and interned for the Topeka Capital-Journal under Rich Clarkson and stayed there for 11 years. Topeka was absolutely the best place to be a young photographer in the 70s. At the Capital-Journal we were all talented, ambitious and out to conquer the world. Rich was widely connected, and it was just a dream come true because we did picture stories all the time, day in and day out. Kansas was my subject area. When I started to get the hankering to do pictures that had a more lasting value than the daily news assignments, then I had not only the subject matter at hand but also the venue.

Q: Yeah, Kansas has some pretty

beautiful landscapes. Right?

JR: Absolutely. Not just landscapes, but I've loved the work I've done in small towns like Cuba, Kansas. It laid the foundation for my photographic style and interests that I've carried with me through all these subsequent years working for National Geographic. By the time I started freelancing, I had already done a number of books and well known documentary projects. I had done the book "High School USA," and the pictures were featured in Life.

After Topeka, I did some work for National Geographic while working on the Denver Post. When I told Tom Kennedy, the director of photography at National Geographic that I was starting as a freelancer, he immediately had a story in mind that he hoped I could do. My foundation then was an emphasis on storytelling, a long background in the craft and mechanics of shooting pictures for stories, and putting them together to tell a story was something I worked on in Topeka for 11 years. I got into all kinds of stories about the environment and water issues and cultures, history, archaeology



Mary Krasny at her kitchen window, Cuba, Kan. (previous page) Lightning bugs at the Tallgrass Prairie Preserve north of Cottonwood Falls, Kan. (above) Mrs. A.O. Shintaffer on her front porch with her great granddaughter, Sabetha, Kan. (right)

and all of the things I love to dabble in. All of the sudden I would make that dabbling valuable (laughs).

Q: I love that “making dabbling valuable.” Do you have an influential photographer that you looked up to for inspiration? Who is the photojournalist’s journalistic muse, if I may?

JR: Oh, a number, probably. It would be W. Eugene Smith, who did these hyper-intense black-and-white images. For subject matter and the deal of life, Henri Cartier-Bresson found in everyday life the subject matter for photographs that were like pages from a novel. I found inspiration from the whole tradition of National Geographic photographers. What was really inspiring about them was their ability to take a rather dense and abstract concept and make stirring images. Perhaps William Albert Allard would be one of those people, but also James Stanfield. Stanfield was the

guy who would do these incredible complicated stories in many countries that he pulled together in finding a striking visual narrative between all these desperate palaces and historical venues. He’s an amazing talent and a hard, hard working guy.

Q: How do you come up with the ideas of your stories besides a ridiculous amount of research?

JR: It comes from grazing lightly, by casting a wide net and having very broad interests. The best stories always come connecting of the various strains of knowledge. Not just following the news but following all the developments of our history as it happens, while finding fresh connections between them. In some ways we’re retelling the old stories. In other ways they are new because all the elements haven’t come together in quite the same way.

Q: So that’s your job to piece them together?

JR: (Laughs) Well, I’ll tell you what. Successful journalists make it their job. I mean, you can be a journalist and wait for someone else to make the connections and tell you to go do it, or you can be the journalist who figures those things out by themselves. Increasingly you want to be the latter.

Q: What are your camera bag essentials? What do you usually bring on the shoot?

JR: My camera kit varies a lot depending on the story or the shoot. It could be as simple as just one (camera) bag and a couple of lenses and one body if I have to travel light, especially when doing street photography or when logistics are so convoluted that you can’t manage the equipment. It goes up to the full lighting kits and the big bazooka lenses if that’s necessary.

Q: Do you have a favorite camera you always come back to?

JR: I’m using Nikons right now.

“It’s relatively easy to transfer the skills. It’s tougher to transfer the curiosity.” – Jim Richardson

Photographers have to be viscerally comfortable with the cameras they use, and Nikons have been at the forefront of the revolution of low-lighting photography. The ability to shoot in near darkness has been an extraordinary change.

Q: What has been one of your favorite experiences or stories working for National Geographic?

JR: I’ve been all over the world and I loved my time in Scotland, but I love going back to Cuba, Kansas, over and over again. Of all the places I’ve been in the world, that place is most like my photographic home. I hope it’s the legacy I’ll be remembered by.

Q: Anyone who looks at your photos knows your obvious mastery at

photography, but what has been one of the most challenging parts of teaching your craft?

JR: It’s relatively easy to transfer the skills. It’s tougher to transfer the curiosity.

Q: Have you seen that curiosity in your KU students?

JR: Oh yes, in abundance. My J500 class only had a short time together, but I’m pleasantly surprised that everyone had something they were after in their academic career. If people have direction, then they can find a course. If they have no direction then no compass is of use to them (laughs).

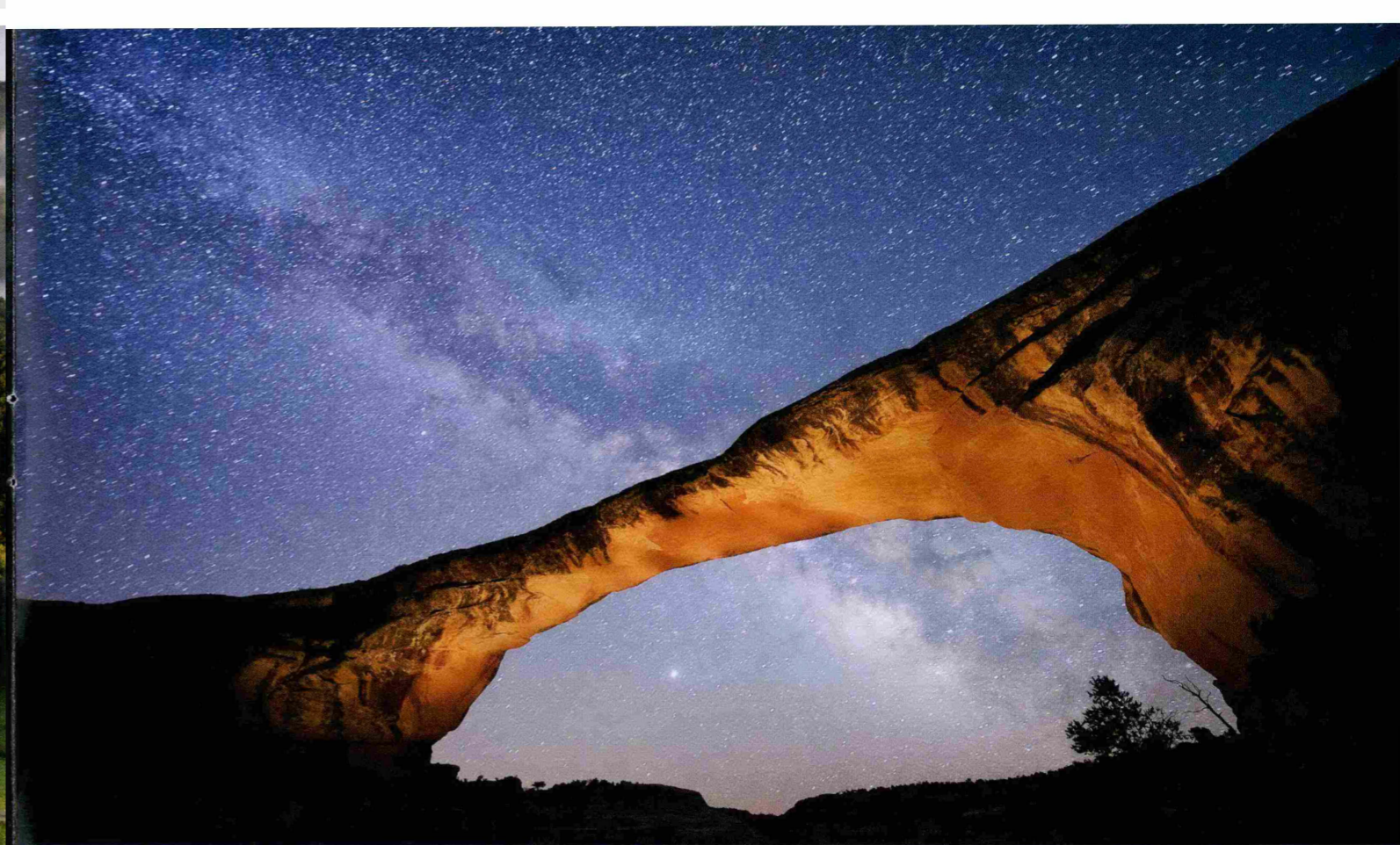
Q: You teach photography workshops all over the world. What makes KU special?

JR: Well, it’s in my backyard and Rich Clarkson has such a long history here. Lawrence isn’t so bad either (laughs). In all of the teaching I do, I run into different profiles of students. Often when on locations (for photo workshops), very often we teach people who are in the stage of life where they can indulge their own interests and hobbies. KU is different because I’m working with people who are at the beginnings of their working careers who can take their talents and make a difference, and that’s exciting. They [have the] greatest potential to do something, and that’s why I’m excited to be here.

Q: You talked about this briefly, but do you think that journalism, and especially photography, is changing in



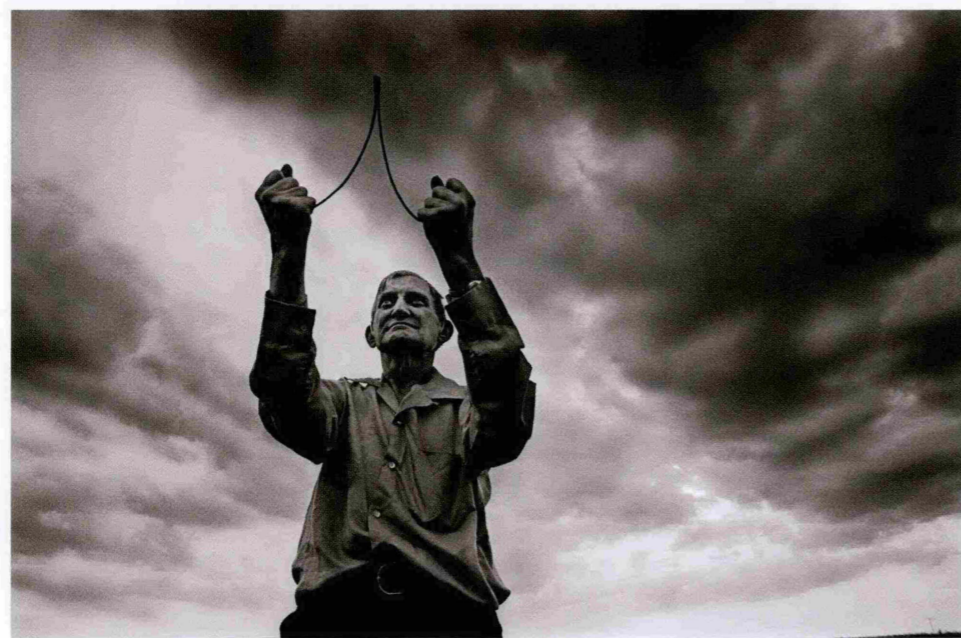
Aerial of farmland in southwest Wisconsin near the Mississippi River, south of La Crosse. Farms surrounded by clouds along the ridges of the rich Loess bluffs along the Mississippi River (above). Ralph Fraser, Water Witcher, Belleville, Kan. (below)



Natural Bridges National Monument in southeast Utah is the first International Dark Sky Preserve. Skies here are exceptionally dark and the Milky Way stands out as broad avenue in the sky (above). Jim Richardson works with his J500 students (Courtesy, Hailey Lapin - Bottom, left). Flint Hills Fire (below, right).

a digital age?

JR: Enormously. Not just in its nature, but in its scope. Specially that the nature of journalistic storytelling itself is changing. Suddenly you have people telling stories and sharing pictures who have no connection to the journalistic world. Suddenly everyone's a photographer with apps like Instagram. Now practically anyone can speak photography in the way we can speak English or Spanish or any other native language. That's a wonderful thing and a great step forward in how our work evolves.



Q: What next for you?

JR: National Geographic is working on a collection of stories on "Feeding the 9 Billion," over how we in the next decades will feed the growing population of earth.

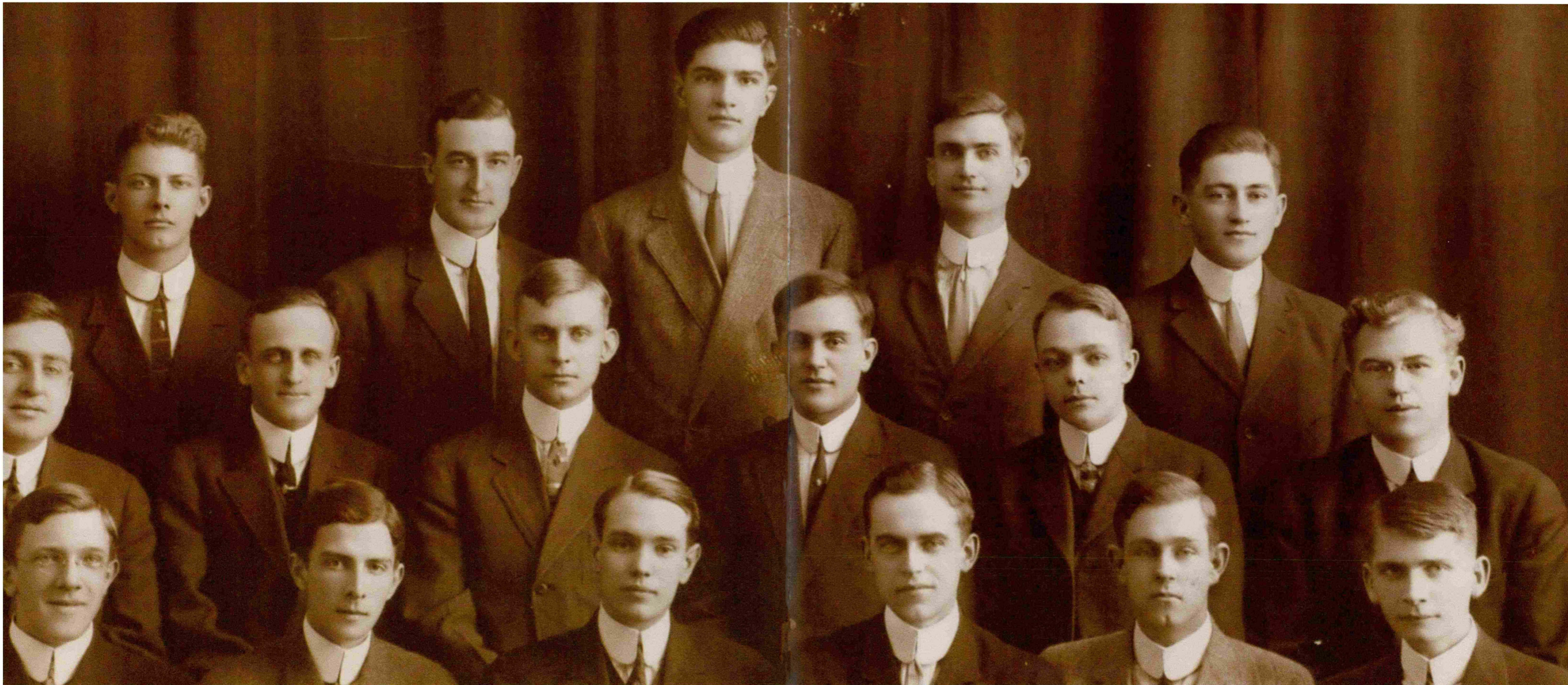
Q: I bet when going all over the world you bring home some pretty crazy souvenirs. What have been some

of your favorites?

JR: I try not to bring back that many. After a few decades you clutter up the house that way (laughs). My shelves load up with the books I use in research. After my long assignments in Scotland, I really

got into being a single-malt whiskey snob. I'd always try to find some odd whiskey from some odd distillery out in the middle of nowhere that I could be sure no one from here would have.





CELEBRATING 100 YEARS

of *The University Daily Kansan*

by Hannah Wise

The linotype machines hummed along as type writers clicked and clacked in a cigarette-smoke-filled newsroom. Reporters busied themselves making phone calls while editors marked up pages of copy with fat editing pencils before stories would be sent down to the composing room. So it was 100 years ago in the early days of *The Kansan*.

Much has changed since the student voice's beginnings in 1904. As current editor-in-chief of *The University Daily Kansan*, I look back fondly on the more

romantic times of the typewriter and the printing press, but at the same time I am looking forward to the opportunities new technology brings to *The Kansan* and the young journalists who give it life.

When I was considering attending KU, it was *The University Daily Kansan* and the opportunities that come with a byline in the paper that ultimately sold me on attending Kansas, rather than an out-of-state school. It was something about the sense of camaraderie in the newsroom and how involved the paper

is in University traditions that made the biggest impressions on me. Seriously, nothing beats knowing that your student newspaper is a key part of home basketball games.

This semester as *Kansan* editor has been an experience, that's for sure. Speaking with former editors for this story has been incredibly reassuring. To hear that Student Senate was just as much of an issue in the 1970s as it was for me today was probably the best thing someone could have told me this spring.



1912 Kansan board (previous page). 1937 students reading the University Daily Kansan (above). - KU Kenneth Spencer Research Libraries April 27, 1970 University Daily Kansan (below, left). April 12, 1966 University Daily Kansan (below, right).

At the same time, I cannot imagine anything else that I would want to spend my time doing.

At the same time, I must give you - my alumni readers - full disclosure: this article has been one of the most difficult things for me to write because I have been petrified for weeks at the thought of encapsulating 100 years of students' work. As a 21-year-old I struggle to think I have enough perspective to fully put into words what the Kansan means to so many people, so here it goes.

The Kansan was by no means always so reliably daily. The current UDK flag refers to the paper as the "student voice since 1904," an accurate statement, but also a somewhat misleading one. For once and for all, I'm going to clear this up now, so freshmen, open your ears. The Semi-Weekly Kansan was first published in 1904, officially beginning the written record of the student voice.

On Dec. 5, 1911, the Kansan editors wrote, with gumption, the following:

"The University Kansan should be a daily. At present it compares favorably only with other Kansas college papers, and is not in a class with student dailies of other universities. There is not a university in the country of the rank

of Kansas that has not a student daily. Our neighbors on every side boast daily papers. There is Nebraska, Illinois, Iowa, Minnesota, Michigan, Wisconsin, Chicago [and] Missouri."

Any Jayhawk worth his weight in chalk rock knows that if Missouri has a daily paper, then the free state of Kansas had better have one too.

And so The University Daily Kansan was born into the basement of the Medical Hall, aka "the Shack." Kansan staffers cultivated a love affair with journalism in "the Shack" until 1952,

when production was forced to move to Stauffer-Flint hall so that the Medical Hall could be razed and replaced with the Watson Library extension—explaining why I could no longer find the Medical Building on a map despite much searching.

So enters Kansas basketball into the Kansan's narrative.

I see the 1950s in sports as being fairly similar to the current decade in Kansas' athletic endeavors. Former Kansan sports editor Malcolm Applegate clued me in on the sports scene,

"Obviously Kansas basketball was good back then too," Applegate said. I would agree, considering that in 1952 the Jayhawks under the leadership of coach Dick Harp defeated St. John's to win the national championship.

"If it hadn't been for the fact that I thought I wanted to go into sports journalism, I probably wouldn't have gone into journalism at all," Applegate said. "In many respects, my experience on the Kansan broadened my horizons and let me see that there was more than sports in the world."

This semester I have felt the battle between the Jayhawk audience's desire for every infinitesimally small amount of basketball news, and what my news editor would call "the real news" from her section. I also so see young writers like Applegate come into the Kansan hell-bent on covering Kansas basketball, but then through the magic and unpredictable nature of the newsroom, they find themselves in an entirely different realm of journalism.

Trevor Graff is a junior from Scott City, Kan., and the current associate sports editor at the Kansan. He's got some Mal in him for sure. Graff is making the jump from the intense sports writer who can tell you all of the stats and details from his radio play-by-play to the tenacious political reporter chasing down a senator in the statehouse for a comment.

Applegate said proudly that he was never paid for writing a line of sports copy after he graduated. Not a bad deal for a man who went on to become

president and general manager of two Indianapolis newspapers as well as the assistant dean of the William Allen White School of Journalism and Mass Communication from 1965 to 1969.

Something tells me Trevor Graff is going to be all right following Applegate's footsteps.

Oh, politics. One of the two reasons I firmly believe that journalists will always be able to find a job. Covering politics takes work and understanding the relationship between student government and student media, I will argue, takes more work.

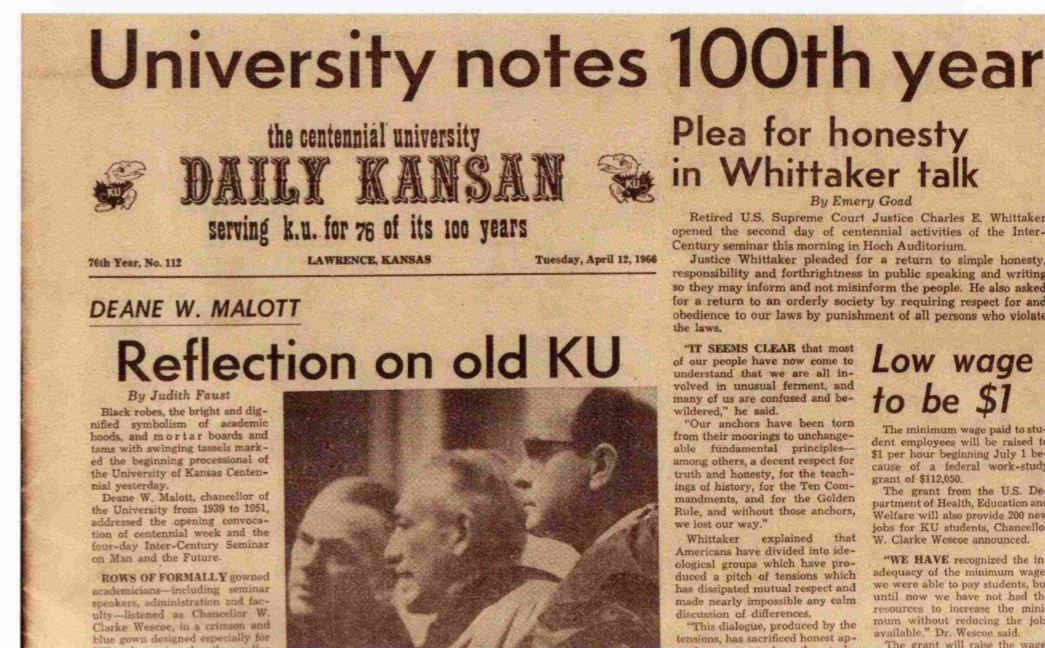
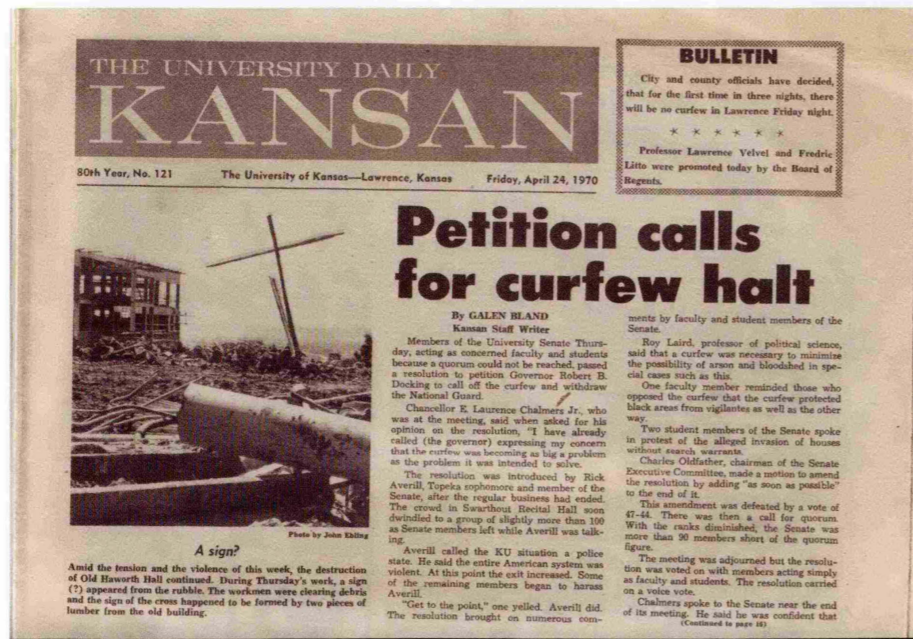
This year, like many years before, I packed up my disheveled reporters notebooks and thoughts about why the Kansan is valuable to campus and headed to the Student Senate chambers (now located on the 4th floor of the Kansas Union). I was there to get 20 cents back for the publication, the fellow

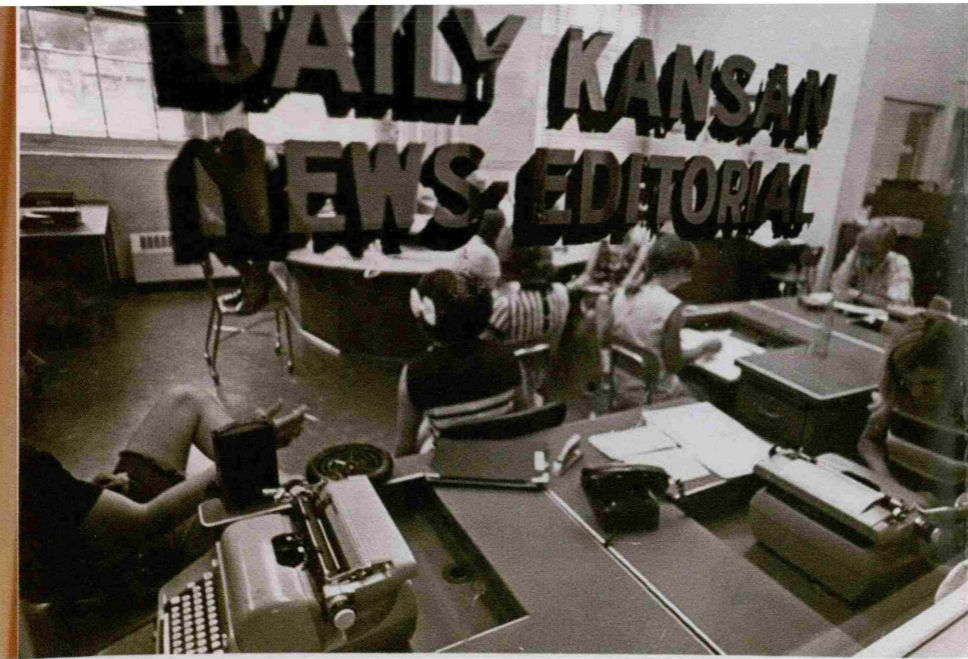
students and the craft that I love.

I will say that in the multi-hour meeting in which I sat agonizing about what I would say to convince these other 18-22 year olds that my cause was something they should support made me feel truly different than my peers. I did not know who would ever be able to relate to me in that moment of asking for tens of thousands of dollars in student fees.

Then, I found those people—other former Kansan editors. When I spoke with former Kansan editor, and now Amazon China vice president, Steve Frazier, I mentioned Senate and he was able to relate so quickly. That was an incredible moment, for me at least.

Frazier's stories about experiences in the late 1970s on the Kansan were relatable. He explained that he thought he'd been working hard in his life before joining staff, but he described the Kansan





University Daily Kansan newsroom in Stauffer-Flint Hall from early 2000's (above, left). 1969, looking into the University Daily Kansan newsroom (above, right). April 8, 2008 University Daily Kansan cover (below, left). 1994: A student works on the a section of the University Daily Kansan (below, right). Next page: 1943-44 students editing together (below, left). 1983 University Daily Kansan spring news staff (below, right). - KU Kenneth Spencer Research Libraries

work as being on a whole new level. "It was an awful lot of hours in the

newsroom," Frazier said. "I had worked for the paper for three semesters, but the

semester that I was editor was really the only semester that I felt my classroom work suffer."

I feel ya, man. The Kansan is addicting. The time spent in the newsroom is infectious. I think no matter what decade you staffed the paper you know what it means to be a senior reporter or an editor and to be showing a younger reporter the ropes of the machine that I will often liken to a train (the "Kansan that could" keeps on going, whether it is on the tracks or not).

"It was always fun to bring new reporters into the newsroom," Frazier said. "By the time you were a wizened old veteran in the newsroom, it was fun to watch every class of new reporters in the newsroom, because you could see them go from writing classroom exercises to going out and doing

interviews." At the same time though, those newsroom veterans are still learning. Kansan editors no matter what era have been overseeing their peers in decisions that impact the Kansan not only as a brand, but as a business and an institution.

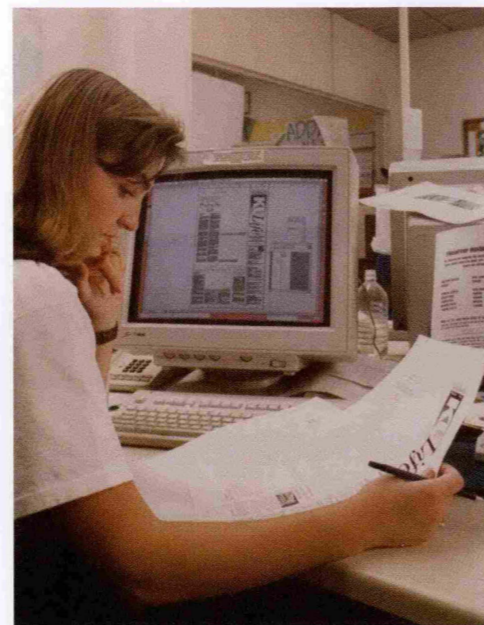
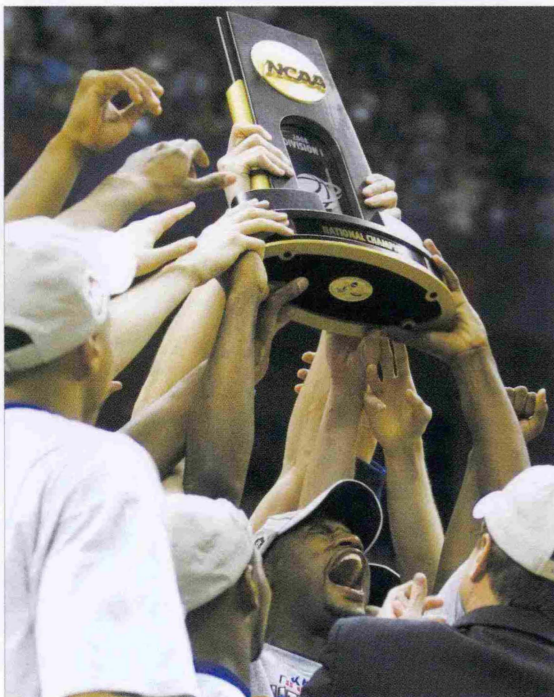
Frazier said his group of editors faced intense criticism from campus groups about coverage—something I am positive that every Kansan staffer before has faced and every staffer after will face. It

(continued on page 34)



ROCK CHALK CHAMPIONS

JAYHAWKS WIN NATIONAL TITLE



KANSAN AD STAFF Best in the Nation...Again!

The University Daily Kansan advertising staff is the Best Advertising Staff in the nation for the third year in a row, according to College Newspaper Business and Advertising Managers, Inc. The staff traveled to San Diego April 3 - 7, 2013, to network with other college advertisers and professionals and to compete in various competitions.

"Winning Best Ad Staff in the Nation this year is a tremendous accomplishment," said Ross Newton, the Kansan's marketing manager. "I am so very lucky I was able to lead such an amazing group of individuals that continually come together to make the 'Famsan.'"

The staff won first place in four categories, second place in four and third in one.

Newton, a senior from Olathe, took first place in the CNBAM Saturday Morning Sell-Off competition. During the sell-off, students participate in a mock sales call in front of a panel of three judges. Each contestant is given one sales scenario and has five to eight minutes to successfully sell to the "client."

This is the Kansan's third consecutive victory in the Saturday Morning Sell-Off. Previous Kansan winners are Lorin Jetter, a 2012 alumna, and Joe Garvey a 2010 alumnus.

CNBAM also awarded Newton

third place in the Manager of the Year category for his experience as Kansan business manager during the 2012 summer and fall semesters.

Tim Shedor, a junior from Overland Park, was awarded first place for Designer of the Year. Shedor worked for the Kansan as a web designer and technical editor. He redesigned Kansan.com and developed a digital rate card that was awarded first place for Best Digital Rate Card.

"It's a great honor," Shedor said about the award. "More people should learn how to code. You learn the most outside the classroom."

Shedor has also worked at the Brockton Creative Group as an interactive developer, the United Nations as a virtual intern, PoliticalFiber.com as the technical editor and as a student web programmer at the University Department of Student Housing.

Lorin Jetter, a 2012 Kansas alumna from Topeka, was awarded first place for Sales Rep of the Year. Jetter worked for the Kansan as a major accounts manager, a zone manager, an account executive and a classified account executive. Jetter lives in Miami and works as a web specialist at Socialated.

Last year, the Kansan brought home trophies for Best Manager in the Nation for Joe Garvey and Best Designer in the Nation for

Graham Greene, a 2012 alumnus.

Kansan business manager Elise Farrington, a senior from Apple Valley, Minn., and Kansan sales manager Jacob Snider, a senior from Mulvane, accepted the following awards on behalf of the staff:

- First place, Best Training Program
- First place, Best Classified Page
- First place, Best Digital Rate Card
- First place, Best Sales Promo Materials
- Second place, Best Multimedia Ad Campaign
- Second place, Best Sales Increase of a Special Section
- Second place, Best Sales Pitch
- Second place, Best Social Media/App Strategy
- Third place, Best Promo Print Campaign

The individual awards combined with the staff awards gave the Kansan enough points to outscore the University of Central Michigan and University of Minnesota for the title of Best Advertising Staff in the nation.

"The talent level that is at this convention is ridiculous," Newton said. "These are the best of the best in the entire nation. What we have accomplished is outstanding. We have started a dynasty and plan to continue it."





Spring 2013 news staff at work (above) - Trevor Graff. 1989 students working on the paper (below). Opposite page: 1941 graduate Jay Simon works on an article for the Kansan (left). 1910 students working on their stories (right). - KU Kenneth Spencer Research Libraries

is part of the business, but in turn it is up to the Kansan to teach young journalists how to handle criticism in a productive way.

"We tried very earnestly to answer the criticism," Frazier said. "It was really hard because you are going to school and trying to do a good job but you're still getting the tar beaten out over you. It was just really draining. It was fun, but, boy, it was a lot of work."

I think that the Kansan's lessons in criticism have become more intense with the advent of the Internet and Twitter especially. Commenters across the board in journalism and on forums are

relentless. I can only imagine what the letters to the editor were like at the Kansan in the 1960s when I think of the comments our reporters and editors see now. But, in that lies the beauty of the Kansan. We are young journalists who

are able to take chances and learn from our mistakes.



"You have a news hold that you may not have immediately when you get out of school," Frazier said.

So, with that I would like to challenge not only the current students but the Kansan alumni to be encouraging and

supportive of this centennial institution. Change is natural. Change is good.

Students today are trying to adjust to a cultural filled with digital natives as consumers. New, bold ideas will not and do not always come from the young fresh out of college journalist.

I am still learning and so are my peers. But, former Kansan staff members, we are looking to you. We care deeply about your experiences and your opinions. Visit us in Dole 2001 (at 1000 Sunnyside Ave., in case you decide to drop by during a Tuesday night pizza club production night).

We may not have the ink, the individual printing press letters or a typewriter in sight, but we have the future in front of us. The Kansan and the journalists who staff it have unending amounts of potential to propel the student voice of the University of Kansas and change the narrative about what it means to be a century-old student media organization.

MALCOLM GIBSON Ready for a new life adventure Chelsea Koehly

Professor Malcolm Gibson had no intention of moving to Kansas. Ever. Yet, in 1996 he was on a plane on his way to interview at the University of Kansas. Now, 17 years later, Gibson is retiring from the J-School.

Gibson came to KU to be the lead editing teacher. He has since taught intro to reporting, reporting, advanced reporting and international journalism.

Gibson proves himself a hard worker, and a man who wears three hats. Gibson is on the faculty and holds two titles at the University Daily Kansan: general manager and news adviser.

"I love teaching. I've never worked for money; I've always done things I've loved doing. If I didn't like it, I found a way to like what I'm doing," Gibson said.

Gibson's professional roles -- editor or news executive for The Miami Herald, The Tampa Tribune, the Associated Press and The New York Times Co. -- provided him the knowledge and experience necessary for his career at KU.

"He has an unflappable belief in the student press," associate professor

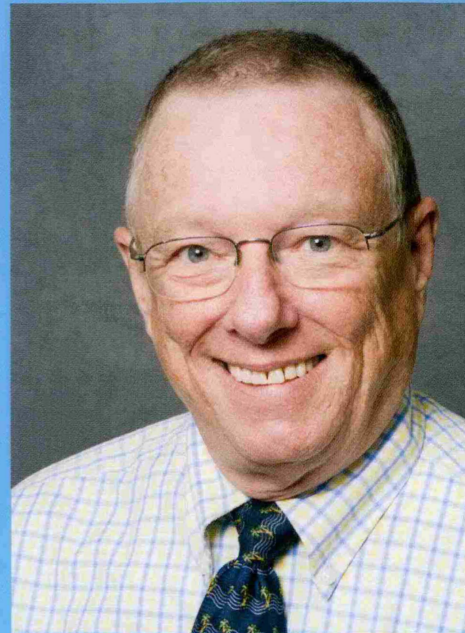
Doug Ward said. "It's really important to him that students have an independent voice in journalism, and he has fought rigorously for students' ability to maintain that. That is so important in today's world, and I'm so appreciative of all he's done in fighting for independent student journalism. He's always looking out for other people. That's just who he is. He's astounding."

Jon Schlitt, Sales and marketing adviser for The Kansan, has worked with Gibson both as a student, and as a colleague. He says Gibson's dedication to students has always been impressive.

"When I was a student in the J-School, I took Malcolm's reporting class, and for the last six years I've worked with him here at The Kansan," Schlitt said. "As both a student and as an adviser, I've seen him go out of his way day in and day out to teach everyone who's either in his class or on The Kansan to be the absolute best they can be at what they do."

Even upon retiring, Gibson still plans to stay involved with the J-School.

"I will stay involved in one way,



Malcolm Gibson

shape or form," Gibson said. "I have some book projects I'm working on and will continue to work on. I'm interested a lot in African-American journalism, the role African-American newspapers played in World War II and the civil rights movement. I'm also interested in Negro League baseball."



J-School Alumni Share Their Updates

2012

William Jayson Jenks lives in Seattle, Wash., and is employed by the Seattle Times as the high school sports editor. His mother, Holly (Cadden) Soptick is a 1980 J-School graduate.

Alex Tretbar works as the staff writer for Bake Magazine (Sosland Publishing) on the Plaza in downtown Kansas City, Mo. He travels all over the country interviewing bakers.

Christopher James "C.J." Matson accepted a copy editor position at the Today's News-Herald in Lake Havasu City, Ariz. in July 2012. He was promoted to the sports editor position in December 2012.

Scott Bergin is a business development representative with the Chicago Tribune Media Group in Chicago.

2011

After graduating, **Laura Vinci** began working and studying for her MBA at Virginia Tech. Last summer, she was promoted from intern to full-time assistant account executive in Charlotte, N.C., at Concentric Marketing. She will receive her MBA in December 2013.

Melissa C. Morris is a social-media specialist at Kansas State University in Manhattan, Kan.

2009

Courtney Montle is the housing communications coordinator for the Fraternity Housing Corporation at Pi Beta Phi Headquarters in St. Louis, Mo.

2008

Scott Oswalt, a strategic communications major, works at Anthem Media (Anthem Publishing)

in Overland Park, Kan. As Anthem's senior graphic designer, he works on KC Magazine, KC Business Magazine and Good Health KC.

Gretchen Wieland has been promoted to senior account executive at Grisko, an integrated communications agency in Chicago

2006

Eric Sorrentino is the social media manager at Grantham University in Kansas City, Mo. He is also the managing editor of the GU blog, <http://blog.grantham.edu>.

2004

Erin (Rodvelt) Aldridge became the development director for the Jayhawk Area Council, Boy Scouts of America. Aldridge is responsible for all fundraising, sponsorships, grant writing, development, marketing and communications.

2003

Michael Bieke recently became the control room video producer for the TD Garden in Boston. In that job, his primary responsibility will be directing the jumbotron show for Boston Bruins home games and creating videos for that show.

2002

Matthew Gehrke is an assistant district attorney for the city and county of Philadelphia.

Cherie Schulman Gifford is a corporate communications associate with Essilor of America in Dallas, Texas.

1999

Danny Boresow, who graduated from the J-school with an advertising degree,

worked in radio sales for 10 years with Entercom before becoming a regional sales manager for Waitt Outdoor Billboard Company in November 2010. Waitt is based in Omaha and has an office in Kansas City.

1997

David L. Teska is a captain in the U.S. Coast Guard Reserve. He is an individual mobilization augmentee assigned to the Joint Staff as the Coast Guard liaison on the Logistics Directorate (J4) in the Pentagon. He was promoted to captain in October 2012 and has been in the Coast Guard (active and reserve) since 1990. He lives with his family in Lawrence.

Susanna Loof became the press and public information officer at the International Atomic Energy Agency in Vienna, Austria, in July 2011. In July 2011, she also graduated from the University of Cambridge (UK) with an MPhil in Development Studies.

Ulviye Emirzade is now an executive director at UBS Investment Bank in Zurich, Switzerland. She recently had her second child. Emirzade lives in Switzerland with her husband, 3-year-old daughter, Beliz, and 6-month-old son, Deniz.

1994

Cameron Meier is a film critic for The Orlando Weekly (www.orlandoweekly.com) in Orlando, Fla., and at www.MeierMovies.com. He also serves as vice president of Paul Meier Dialect Services, a company devoted to dialect and accent instruction for actors in film, television and theater, and as senior editor for the International Dialects of English Archive (www.dialectsarchive.com).

1990

Monica Hayde Schreiber is a marketing manager in the Palo Alto, Calif., office of international law firm Skadden, Arps, Slate, Meagher & Flom.

1988

Scott Huffman, based in Lawrence, Kan., spent 13 years with Sanofi Pharmaceuticals (Paris, France). He works as a senior sales professional, selling primarily cardiovascular medicines. After graduating from KU in 1988, he pole-vaulted professionally around the world, competing in the 1996 Atlanta Olympic Games, before retiring from the sport in 1998. Huffman is married with five children, one of whom is a freshman at KU. His favorite professor is Dr. Tim Bengtson.

1982

Mark McClanahan is a managing director in the wealth management firm of Robertson, Grieger and Thoele in Dallas, Texas.

1980

Holly Soptick is employed at PlattForm Advertising in Lenexa, Kan., as a proofreader in the Operations Department. Her son, William Jayson Jenks, is a 2012 J-School graduate.

1979

Leslie (Guild) Kelly was recently named editor of the Central Kitsap Reporter/Bremerton Patriot newspapers and a monthly publication, Veterans Life, owned by Sound Publishing Inc. She is based in Silverdale, Wash.

1969

Donna Woodard Ziegenhorn is a journalist and playwright. Ziegenhorn has been recognized with four awards for her play, "The Hindu and the Cowboy," which is inspired by interviews conducted with individuals

of many cultural and faith traditions. She received the Literary Award from the Crescent Peace Society; the Steve Jeffers Interfaith Leadership Award from the Greater Kansas City Interfaith Council; the Outstanding Public Service Award from the Institute of Interfaith Dialogue; and the Community Ambassador Award for Outstanding Artistic Interpretation of Social Welfare Issues from the Missouri Association for Social Welfare.

1967

J. David Holt moved his home and offices of Holt Marketing Group Inc. to the mountains of Colorado.

1961

After writing 50 original screenplays, **Ralph Gaby Wilson** published his first novel, "Illegal Woman: A Gypsy Love Story." Early reviews were good and the sales were brisk.

In Memoriam

Marian Thomson Scheirman died January 28, 2013, in Edina, Minn., after a brave struggle with a prolonged illness. She was born Marian Joyce Thomson



Marian Thomson Scheirman

on May 31, 1924, in Irving, Marshall County, Kan. She was the eldest child of Reginald G. and Irl Browning Thomson. She graduated from Irving High School. Marian earned her bachelor's degree from the William Allen White School of Journalism at the University of Kansas in 1946. While a student at KU during World War II, she worked at Sunflower Army Ammunition Plant near De Soto, Kan.

Following graduation, Marian worked as assistant editor of The Torch Magazine in Kansas City, Mo. She met her future husband, William Lynn (Bill) Scheirman, in a young adult fellowship group at Central Presbyterian Church in Kansas City, Mo. They married in Irving Presbyterian Church on October 6, 1951, and resided in Oklahoma City, Okla., from the time of their marriage until 1969. They lived in Overland Park, Kan., from 1969 to 1998, when they moved to Fort Collins, Colo.

Marian worked as a freelance writer throughout her adult life. She co-authored two novels under the pen name of Lucinda Day that were published by Bantam Press in several languages. She authored poems for broadcast and print media, as well as numerous magazine and newspaper articles and copyrighted songs. She was particularly proud of her stories for Guideposts, authored in the years after being selected to attend that magazine's 1984 Guideposts Writers' Workshop. She was a member of (and occasional speaker at) numerous writers' groups, including Theta Sigma Phi, later known as Women in Communications.

Having studied piano at KU before becoming a journalism major, Marian was an accomplished pianist who took joy in sharing her music with others.

In Memoriam - Continued

She played extensively in public, including on a radio show in Kansas City during the 1940s, community settings such as preschool and Sunday school, Scout programs, Christian Women's Club in Kansas City and more than 20 retirement communities around the Kansas City metro area, and church settings throughout her life.

One of the adventures of Marian's lifetime was her trip around the world with Bill in 1968, including two months in Borneo and visits to India and Israel. The couple also traveled to Europe, Canada, Mexico and Japan, and extensively around the United States.

Throughout her life, Marian was an active and faith-filled participant in the Presbyterian church, including Irving Presbyterian Church, Irving, Kan.; Central Presbyterian Church, Kansas City, Mo.; First Presbyterian Church, Oklahoma City; Colonial Presbyterian Church, Kansas City, Mo., and First Presbyterian Church, Fort Collins. In each, she took genuine and loving interest in the lives of the friends with whom she was blessed.

She was a frequent attendee of the Irving alumni banquets in Blue Rapids over the years.

Marian was preceded in death by her husband, Bill, and her brother, Dr. David Browning Thomson, Sr., and is survived by children David, Granada Hills, Calif. (wife Susan); John R., Topeka, Kan. (wife Dianne Lawson); Margaret, Richfield, Minn., and Kathleen Dean, Fort Collins, Colo. (husband Alan); grandchildren Max Dean, Daniel Dean, Andrea Dean, Alia Scheirman, John C.Q. Scheirman, and Kaia Scheirman, as well as several step-grandchildren; sisters Shirley Ann Burbank, Ellicott City, Md., and Martha

Nance, Chesterfield, Mo.; and numerous nieces and nephews.

Marian brought grace, warmth and music into the lives of many. She will be missed always and is remembered with much love.

A memorial service was held at First Presbyterian Church in Fort Collins, Colo., on Saturday, March 16th.

Memorials are suggested to the Luciel Cress Nance, M.D. and J.Wilson Nance Family Scholarship fund, University of Kansas Endowment Association.

Several of Marian's family attended KU: her uncle, John Thomson, she and all of her siblings (Marian Thomson Scheirman, Dr. David Browning Thomson, Sr., Shirley Ann Thomson Burbank and Martha Thomson Nance), three of her children: John R. Scheirman (J-School, master's degree), Margaret A. Scheirman (J-School student) and Kathleen Scheirman Dean, and others including cousins, nieces, nephews and numerous in-laws.

-Written by Marian's children, John R. Scheirman, Margaret A. Scheirman and Kathleen Scheirman Dean

Steve Riel died of cancer at the University of Kansas Medical Center in Kansas City, Kan., on Sunday, Jan. 6, 2013. He was 61.

Riel, who was born in Teaneck, N.J., graduated from Shawnee Mission West High School in 1969, where he was involved in the debate team.

Riel went on to attend the University of Kansas, where he held several roles at the Daily Kansan. During his time at KU, he received a National Observer Student Achievement Award.

After graduating in 1973, Riel began

his career at the Kansas City Star as a copy editor. Just two years later, he was promoted to assistant copy chief for the Star. In 1976, Riel served as copy chief of a special desk formed during the Republican National Convention in Kansas City.

In 1977, Riel ventured away from Kansas City, to take a job at the Minneapolis Tribune. During his time at the paper, he served in a number of roles, including, copy and wire editor for both the business and national desks.

Memorial services were held in Overland Park, Kan., and Minneapolis.

To see the Star Tribune's tribute to Riel, visit: <http://www.startribune.com/local/186251832.html>.

Mary Kathryn Kaiser died January 4, 2013, at the age of 84. Kaiser was born on September 1, 1928 in Fairmont, W. Va. Mary was a member of the league of women voters and bridge club. She worked for Bessemer and Lake Erie Railroad Co., as well as the FBI, where she served as Secretary to the President from 1950 to 1954. Kaiser and her husband, John Peter Kaiser, established the John P. Kaiser Journalism Scholarship Fund at KU several years ago. John Kaiser majored in journalism at KU before serving the U.S. Coast Guard from 1951 to 1954. He and Mary wed in 1955.

To see more on Kaiser, visit: <http://legacy.pioneerlocal.com/obituaries/pioneerlocal-barrington/obituary.aspx?pid=162256326#fbLoggedOut>

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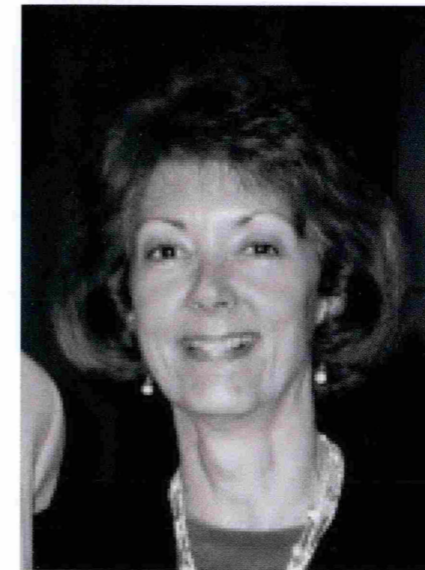
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J-School Alumna Makes Generous Gift to Bremner Center



Mary Ann Powell

When it came time to give back to KU, Mary Ann Powell (J'76) felt she wanted to honor the many faculty who made such an outstanding impact on her journalism education. Upon learning about the Bremner Editing Center, the choice became clear. "While the methods of communication are constantly changing today, the importance of communicating effectively remains critical," Mary Ann said.

In support of Far Above: The Campaign for Kansas, Mary Ann and her husband, Nick, generously made a \$126,549 gift for the John Bremner Editing Center. "I have so many fond memories of Professor Bremner and his comments to our editing classes, and chief among them was, 'Everybody needs an editor.' A center like this can allow everyone who is interested in communicating more effectively

to make the best possible use of the language."

John Bremner left Mary Ann and many others with a deeper appreciation for the English language. His teachings helped launch her career on the copy desk of the Kansas City Times, then the Sunday desk of the Kansas City Star. Powell has continued to use the editing skills taught by Professor Bremner for numerous volunteer organizations in the Kansas City area, including the Junior League of Kansas City, Mo., Children's Mercy Hospital and the American Royal.

The Powells' gift, along with many others, is part of an endowed fund to support the Bremner Center. The fund's current value is \$205,926, which provides approximately \$9,500 in annual support for the Center. This income is crucial in helping the Center's new coordinator, Lisa McLendon, in her outreach and expansion efforts.

"The Bremner Center fills an important gap in students' education," said Dean Ann M. Brill. "John Bremner would not be happy with the lack of grammar education today in so many schools. This Center gives us the opportunity to close that gap and enliven the language used by today's storytellers."

Throughout the life of the Far Above campaign (which ends in 2016), we will continue to raise private support for the Bremner Center in order to improve and strengthen this valuable resource for the J-School and KU. The goal is to reach at least

\$250,000 for the fund.

If you would like to make a contribution to the Bremner Center or another area in the J-School, please feel free to contact Corrie Moore at 785-832-7352 or cmoore@kuendowment.org.



Corrie Moore, Journalism Development Officer

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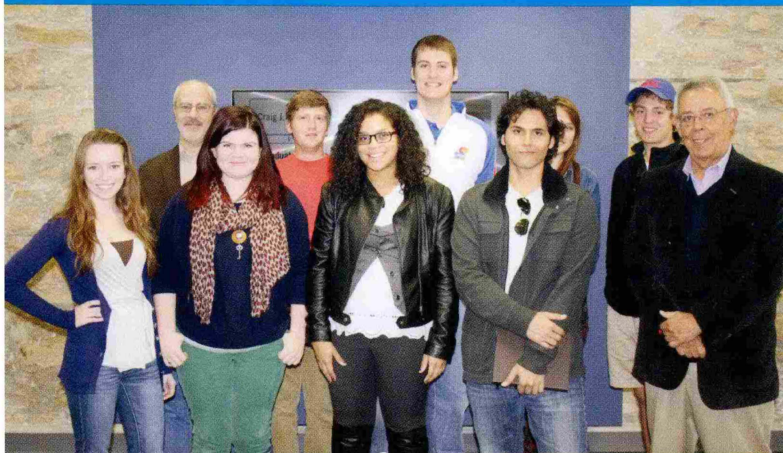
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