



## News coverage from the eye of the storm

Along with the rest of the world, we at the School of Journalism closely followed news coverage of the destruction caused by the recent hurricanes. There are few times when journalists are more appreciated than during an emergency or a disaster when information dissemination can mean the difference between life and death. We salute the dedicated journalists who continued to cover the storms even as their own homes were submerged by hurricane waters and in many cases, destroyed.

Several J-School graduates were affected by the storms. Following is just one story of a recent alumna's quest to get out the news in the midst of a catastrophe.

Meagan Kelleher, May 2005, was among the people who kept KPLC-TV in Lake Charles, La., on-air and online throughout Hurricane Rita. Kelleher, Internet director for the station, was among the personnel providing blogs with maps and charts throughout the storm.

"We had three back-up plans to continue providing news coverage, all based on how powerful the storm got," Kelleher said. "Our station's building is located directly underneath two tall towers and we didn't think it would be safe enough to stay directly beneath them with 100 mph winds. We evacuated to Christus St. Patrick Hospital because we determined it would be the safest place for us in case we were flooded out."

*(Eye of the storm – continued on page 2)*



Meagan Kelleher



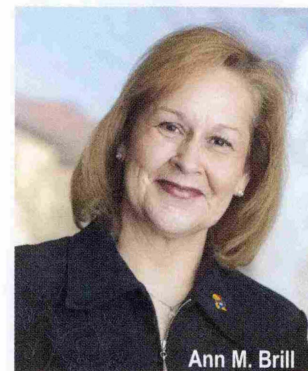
The KPLC-TV news team huddles around a makeshift anchor desk at the Christus St. Patrick Hospital in Lake Charles.

## Letter from the Dean

Happy New Year from all of us at the J-School! As we look back at 2005, we are proud of the accomplishments of our students, faculty and staff. As you read this issue of J-Links, you'll learn about some of those successes.

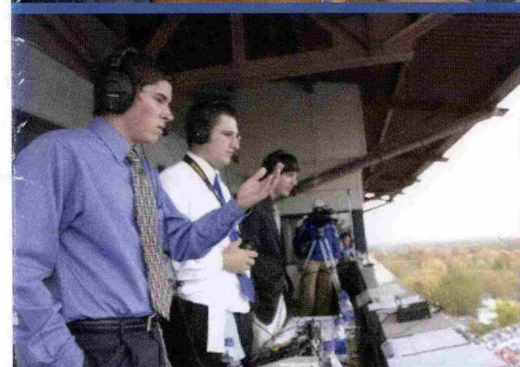
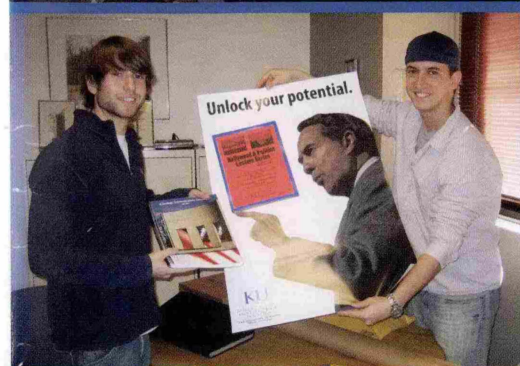
It's been an eventful year for journalism. As we watched reports about the hurricanes, our hearts went out to all those affected. We were proud of the work journalists did in such terrible conditions. Many of those journalists were our alumni, like Meagan Kelleher, who covered the storms from Lake Charles, La. We also brought to campus Kathleen Carroll from the AP to talk about how her staff reported on the storms. I agree with her comments that, "Most days I'm very proud of this profession. During this last stretch, I've been prouder than ever."

*(Dean's Letter – continued on page 2)*



Ann M. Brill

Earl Richardson



Journalism students at work.

## What's Inside...

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Banner photos from Editors Day 2005.

(Dean's Letter – continued from page 1)

We have many reasons to be proud at the J-School. Prof. Chuck Marsh recently received two major KU teaching awards – the Kemper Award for Excellence in Teaching and the H.O.P.E. Award (Honor for an Outstanding Progressive Educator). Chuck is a talented and dedicated teacher. He also would be eager to say that he feels fortunate to be here at the J-School, where we value excellence in teaching — and that's reflected in all our classrooms.

We also value innovation and you'll read in this issue about changes in classroom technology. While the basic skills of journalism – excellence in research and writing – will not change, the tools we use continue to change. It's our responsibility to ensure that we teach our students ALL the skills they need to succeed, including how to adapt in a rapidly evolving media environment.

With the New Year comes more challenges and opportunities for achievement for the J-School. As you read this, we are on semester break and busy refurbishing some classrooms and offices. We also are in the midst of faculty searches that we hope to conclude by spring. Stay tuned for more information on our hires in future J-Links.

We also are in the midst of preparations for William Allen White Day. This year, the citation goes to Gordon Parks, an extraordinary individual from Fort Scott, Kan. I had the honor of presenting the medal to Mr. Parks, who at the age of 93 limits his travel. Our alumni and friends at CBS News in New York arranged an interview with Mr. Parks that we will show at KU in lieu of the presentation. Listening to Mr. Parks talk about his life with CBS correspondent Byron Pitts was another one of those moments when I was proud of this profession. I hope you will join us Feb. 10 as we honor Gordon Parks as "An American Journalist Who Exemplifies William Allen White Ideals In Service To His Profession And His Community."

As we think about the year ahead, it's good to recall William Allen White's view of the future: "I am not afraid of tomorrow, for I have seen yesterday and I love today!"

Best wishes,

*Ann M. Brill*

(Eye of the storm – continued from page 1)

The team stayed in St. Patrick Hospital Sept. 23-25. Hurricane Rita hit in the early morning hours of the 24th. Kelleher and other station members lived in the hospital during the storm and later camped out at KPLC for several days because of the danger.

Kelleher and her team members improvised to keep KPLC on-air and online. At the hospital they had limited equipment, including a camera and tripod, a switcher, a laptop video editor and a TV with bunny ears and foil. They pointed a microwave link out the windows toward the station's tower to keep the signal up. The anchors clustered around a table reading e-mails on-air and passing a single microphone among them. They used cellphones to communicate and they showed updates of Rita's coordinates by holding a white board and having a camera zoom in on it.

*"It was the most challenging, scary, depressing and rewarding experience I have ever had."*

*– Meagan Kelleher*

"One of the coolest things we did during the storm was broadcast live on our Web site," Kelleher said. "We started wall-to-wall coverage live on-air and online on the 23rd. Since there was a mandatory evacuation, this allowed residents from the area to keep in touch with what was happening in their hometowns. This allowed people from around the country and the world to see firsthand what was happening with Rita. Except for a few blips, we were streaming continuously throughout the storm."

Kelleher continually updated the Web page and responded to e-mail from a special account that received more than 1,000 messages. She also anchored and, along with two meteorologists, was among the first to videotape South Lake Charles shortly after Rita hit. The area was badly damaged.

"I am so incredibly proud of everything that KPLC has done for the people of southwest Louisiana. I am glad I got to be a part of it. It was the most challenging, scary, depressing and rewarding experience I have ever had," Kelleher said.

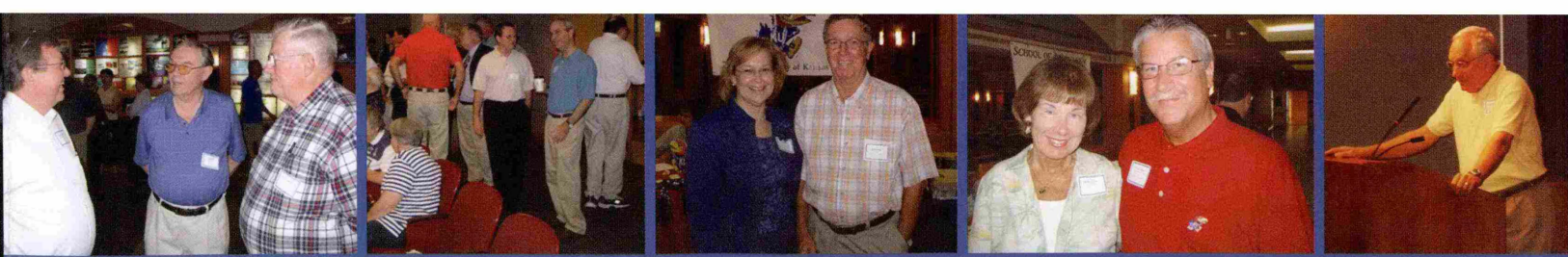
KPLC-TV's on-air and online coverage provided factual information, real-time reports from residents in their homes, boats and businesses, official weather reports and live interviews with emergency officials. Station weather professionals updated residents on what was happening and what to expect next.

Hurricane Katrina, which hit the Gulf Coast a few weeks before Hurricane Rita struck, helped prepared Kelleher. "I knew exactly what worked and didn't work for other Web sites. Other people are starting to see the importance of an updated Web site as a source for information in addition to television, not just as an afterthought," Kelleher said.

Tim Bush, a KU atmospheric science graduate who was a KUJH-TV weathercaster last year, also works for KPLC and covered the storm.

On behalf of the School of Journalism, we applaud Meagan and all of the other brave professional and citizen journalists who worked tirelessly to get out the news, even in the eye of the storm. If you have a story to tell about your experiences, please e-mail us at [jschool@ku.edu](mailto:jschool@ku.edu). We will publish your stories on our Web site at [www.journalism.ku.edu](http://www.journalism.ku.edu). □





Banner photos from Editors Day 2005.

## Associated Press leader shares Katrina lessons at Editors Day

By Jennifer Byrd, graduate student

After a week full of news, journalists, editors, students and faculty were treated to a speech by one of the most powerful people in the business on Sept. 10.

Kathleen Carroll, executive editor and senior vice president of *The Associated Press*, was the keynote speaker this year for Editors Day, an annual event, sponsored by the School of Journalism.

During the previous week Hurricane Katrina hit the Gulf Coast and Chief Justice William Rehnquist died.

Dolph Simons Jr., chairman of the World Company, invited Carroll to speak at the event, but said he would have understood if she needed to "take a rain check given all that was happening in the world."

Fortunately, Carroll still made the trip to Lawrence and shared her thoughts on the Hurricane coverage and the future of journalism.

"Most days I'm very proud of this profession," Carroll said. "During this last stretch, I've been prouder than ever."

Carroll, who started as a reporter at *The Dallas Morning News* and joined the AP in 1978, said the last 10 days had renewed her faith in the profession.

Carroll told the crowd about an AP sportswriter, Mary Foster, who reported from the Superdome about the tragedy. Since she knew the stadium well, she could get around easily.

"She had to sleep in her truck, it smelled so bad," Carroll said.

The AP journalists in New Orleans were not parachuting in to cover a random story, Carroll said. Instead, they were covering a place they knew and loved.



"Most days I'm very proud of this profession. During this last stretch, I've been prouder than ever," Carroll told the audience at Editors Day.

One journalist told Carroll that New Orleans was the city where she wanted to die.

"Well, the city died before her," Carroll said.

Carroll said that citizen journalism played an important role in Katrina coverage, but professional journalists would always be needed.

Carroll said journalists should listen to bloggers who have something to say, but be careful of "bloggers who have only opinions and no facts."

In the question-and-answer session, Carroll said she thought the New Orleans story would remain at the top of the budget for quite a while.

She ended by telling students that journalism is "the most exciting profession you could have."

Before Carroll's speech, KU Chancellor Robert Hemenway fielded questions from the crowd and Lew Ferguson, a former AP writer who covered the Kansas Statehouse, was honored. Ferguson recently stepped down from the Kansas Board of Regents.

Paul Stevens, AP regional vice president and J-School alumnus, gave Prof. Susanne Shaw a baseball bat signed by all the members of the dean search committee and thanked her for all her work.

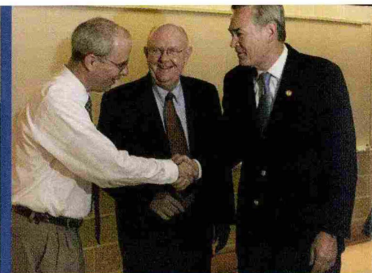
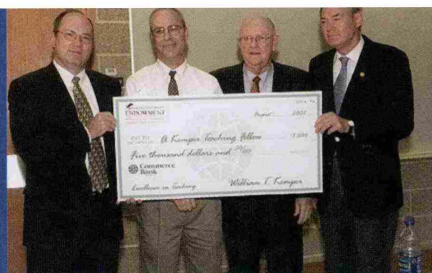
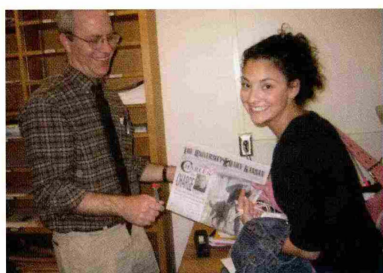
Shaw, program director for Editors Day, said 94 journalists and faculty members signed up to attend the event. Participants also attended a buffet at the chancellor's house and went to the KU-Appalachian State football game.

Editors Day traditionally rotated each year between KU and Kansas State. KU has been host to the event the past two years, with AP political writer Walter Mears the keynote speaker last fall. □



Professor Rick Musser talks with Caroline Trowbridge, editor and publisher of the *Tonganoxie Mirror*, and Kathleen Carroll after the Editors Day program.





Banner photos of Marsh receiving the Kemper Award. At left, student Staci Diamond asks for an "autograph."

## Career Center offers new service for finding your next job

**T**he School of Journalism's Career Center has started a new service for alumni. In addition to offering an online database of jobs and internships for current students, we now provide information about journalism jobs that require at least two years of experience.

We will post the jobs to the School of Journalism's Web site, available at [www.journalism.ku.edu](http://www.journalism.ku.edu), and send them to subscribers through a biweekly e-mail message. This is a service we believe will help both alumni and employers.

This new service will be for jobs that require 2-4, 3-5, 5-7 and 10 or more years of experience. The School and faculty members hear about such positions on a regular basis. We will let employers know we now have a way to reach out to those who are more experienced journalists.

If you are interested in finding out about these jobs and want to be added to our e-mail listserv, please send an e-mail message to [journalismjobs@ku.edu](mailto:journalismjobs@ku.edu).

If you registered with the Journalism Career Center as a student, no additional fee is required. New registration costs \$40.

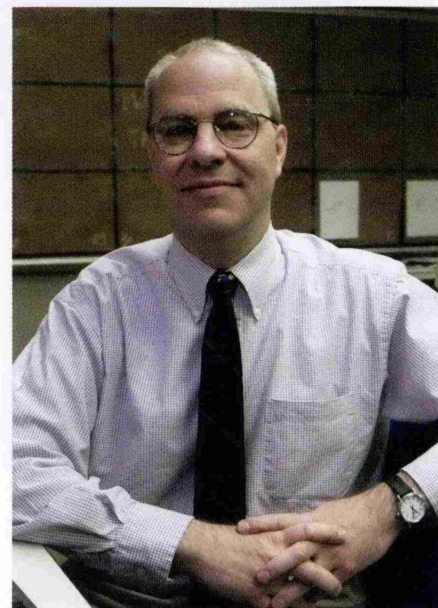
The job listings are currently posted on the J-School's Web site at [www.journalism.ku.edu](http://www.journalism.ku.edu), under "Alumni & Friends." □

## Marsh wins top teaching award. And then does it again.

**T**his year has been an especially rewarding one for Charles "Chuck" Marsh, associate professor of journalism. On Aug. 18, the KU "Surprise Patrol" presented Marsh the prestigious Kemper Award for Excellence in Teaching. He was honored again during the Nov. 5 KU vs. Nebraska football game with the 2005 H.O.P.E. Award — Honor for an Outstanding Progressive Educator.

Marsh is known as the type of professor who teaches his students more than what is in the books. He prepares them for what they will face in the real world and has been doing so for 17 years at KU. Marsh does whatever he can to help his students succeed — from working with students outside the classroom to helping numerous graduating students get their feet in the door at their first post-college jobs.

Marsh teaches classes in message development, public relations, media and society and media ethics. He joined the J-School in 1989. His doctoral, master's and bachelor's degrees are from KU.



### H.O.P.E. AWARD

Established by the Class of 1959, the H.O.P.E. Award recognizes outstanding teaching and concern for students. It is the only honor for teaching excellence given exclusively by seniors on the Lawrence campus through a ballot-and-interview process.

Marsh was among eight finalists nominated and selected by KU seniors by e-mail ballot. A committee of the senior class officers and representatives of the Board of Class Officers selected the winner on the basis of interviews with the finalists. This was the second consecutive year that students had selected Marsh as a finalist.

H.O.P.E. Award winners receive a monetary award and recognition on a permanent plaque displayed in the Kansas Union. Kerry Benson, journalism lecturer, was a finalist for the award; and Carol Holstead, associate professor in journalism, was a semi-finalist.

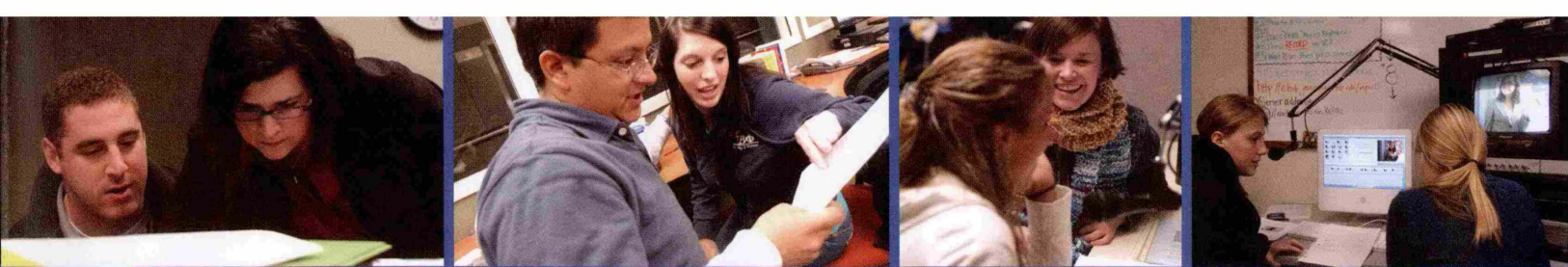
### KEMPER AWARD

The W.T. Kemper Fellowships for Teaching Excellence recognize outstanding teachers and advisers at KU as determined by a seven-member selection committee. Now in the 10th year, the awards are financed by a \$500,000 fund from the William T. Kemper Foundation-Commerce Bank, Trustee, and \$500,000 in matching funds from the KU Endowment Association. The William T. Kemper Foundation was established in 1989 after Kemper's death. It supports Midwest communities and concentrates on initiatives in education, health and human services, civic improvements and the arts.

The KU "Surprise Patrol" was led by KU Chancellor Robert E. Hemenway, Congressman Dennis Moore and Mark Heider, Commerce Bank president for Lawrence, and representatives of the KU Endowment Association.

Kemper Award winners received \$5,000 each. Twenty professors are honored each year. (Information courtesy of the University of Kansas Office of University Relations.) □

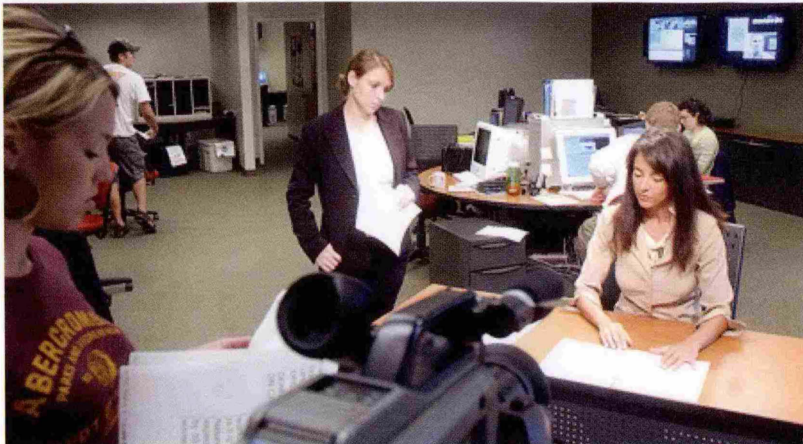




Banner photos from the Stan and Madeline Stauffer Multimedia Newsroom.

## eHub Blog

The Stauffer Multimedia Newsroom



DEC. 19, 2005

### Blog is a four-letter word

It's amazing the kind of reaction you can get from journalism professors with the mere mention of the word "blog." It sends shivers down their spines; you can just tell. But what is it about blogs and blogging that makes journalism professors recoil? Is it the free-wheeling whimsical style? The use of slang and informal writing?

Here at the KU School of Journalism in the Stan and Madeline Stauffer Multimedia Newsroom, we've been using blogs to manage multimedia reporting projects since fall 2004. Blogs are fairly harmless when you call them – and use them as – content management systems. However, Multimedia Newsroom Director Rick Musser and I also felt that giving online producers the opportunity to blog – for real and in all its opinionated glory – would give them valuable experience in writing and communicating online.

The online producers are required to blog after every news shift. Their posts provide us with valuable insight into the day-to-day triumphs and tribulations in the multimedia newsroom. Blogging also gives students a chance to celebrate and vent. But there is also a more serious side to class blogging. Each week, the online producers must write essays to post on the class blog (<http://ehub.journalism.ku.edu>) as well as their own personal blogs. These blog postings explore some of the current trends in the media and, in particular, online journalism.

Through these assignments, online producers learn what makes a good blog entry: a strong point of view, timeliness, humor, still images, video and links. Lots and lots of links. This semester, the class spent time discussing how it could bring more eyeballs to its blogs. Next semester, we are considering requiring the online producers to not only read other blogs but actually subscribe to their feeds and post comments. One of the most important lessons these students can learn from blogging is how to drive traffic and build an audience. They may not be considered A-List bloggers yet, but these budding journalists are learning what it takes to get noticed online.

author: Staci Wolfe | time: 8:15 am | comments (0)

## About

The Stan and Madeline Stauffer Multimedia Newsroom is a state-of-the-art facility where journalism students, faculty and staff share information and ideas about broadcast, print and online media. The newsroom is part of the William Allen White School of Journalism and Mass Communications at KU.

Students explore trends in online journalism on this weblog as part of the Online Writing, Editing and Production class.

Newsroom Webcam:

<http://ehub.journalism.ku.edu/webcam.mov>

## The J-School Blogroll

A blogroll is a list of links to other weblogs. The best of the online producer essays, as well as commentary on life in the newsroom, are posted on eHub. Individual online producer blogs can be found linked from the main eHub page. At any one time, the J-School has more than 70 students blogging. Many of these blogs are linked directly from the eHub main page.

**eHub:** <http://ehub.journalism.ku.edu>  
*The Multimedia Newsroom blog.*

**Multimedia Reporting:** <http://reporting.journalism.ku.edu/fall05/musser415> Rick Musser's and Eric Adler's fall 2005 multimedia reporting class blog.

**Multimedia Reporting:** <http://reporting.journalism.ku.edu/fall05/utsler415> Max Utsler's and Christy Bradford's fall 2005 multimedia reporting class blog.

**Multimedia Reporting:** <http://reporting.journalism.ku.edu/fall05/utsler445> Max Utsler's fall 2005 graduate multimedia reporting class blog.

**Credible Press:** [www.crediblepress.org](http://www.crediblepress.org)  
Peggy Kuhr's graduate seminar class blog about community, journalism and credibility.

**Intern Blog:** <http://ehub.journalism.ku.edu/interns> A glimpse of what the internship experience is like through the eyes of KU students.

**Input/Output:** <http://ehub.journalism.ku.edu/input> A technical blog for all things HTML, as well as some step-by-step directions for Final Cut and Photoshop.





Banner photos of J-School students at work.

## J-Links Asks: What is the future of journalism in a tech-savvy environment?

By Dan Billingsley, Lawrence, Kan., senior

**F**orty years ago, the clicking and ticking of typewriters filled nearly every newsroom in the country. Cameras actually had film. Smoke permeated the air. Reporters on deadline fought with ribbons, paper and correction tape – not to mention their editors. It was the quintessential newsroom in cinematic proportions – loud, busy and chaotic.

These days, newsrooms are still loud, busy and chaotic, but the ticking and clicking of typewriters have been replaced by the soft taps of computer keyboards. Cameras are digital, and memory cards have replaced film. Layouts and mock-ups come from computer programs.

And now, the delivery of news, advertisements, press releases, photographs and even the daily crossword puzzles don't even require paper. With all of the advances, what is the future of journalism in a tech-savvy environment?

Advancing technology has revolutionized and energized journalism and mass communications. In the past five years alone, the Internet has given news companies and independent journalists an almost limitless outlet to publish and disseminate information to the public – instantaneously.

Ann Brill, dean of the School of Journalism, recalled the old newsroom with a bit of fondness.

"Our old technology was huge, with some hardware being proprietary," Brill said. "Today, with miniaturization and portability, newsgathering is more accessible. Now, even a six-year-old can 'publish' news."

Without the need for FCC licenses and expensive equipment, almost anyone can publish. A computer, a digital camera, a camcorder and a broadband connection – now potentially wireless – are the accessible and portable essentials of independent news gathering and even advertising.

### INTEGRATION AND CONVERGENCE



Staci Wolfe

Staci Wolfe, multimedia coordinator for the School of Journalism, believes media integration and convergence offer journalists a new, different way of thinking. Resources are plentiful and the medium no longer limits or dictates the story.

"It's no longer a question of should we converge... it's how we converge? The technology has pushed us to think about all media for every story."

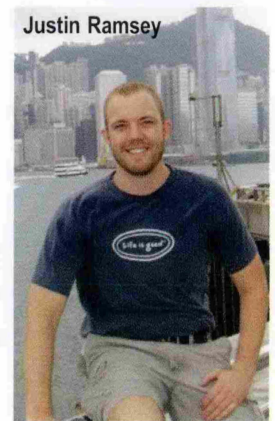
Integration of content with

advertising, however, raises other issues for Wolfe, who said that new media had created new problems because of the convergence.

"We have to stop and ask ourselves how far is too far to go. Blending advertising with news content can potentially be problematic. Traditionally, the media have always been very careful about differentiating between ads and news, but technology has provided new ways to target customers and integrate advertising messages. It raises a lot of ethical issues."

News and marketing companies have realized the potential in new, integrated media, but experts say technological advances in that integration will further drive competition in the growing markets.

KU Business School graduate Justin Ramsey is a manager with the global consulting company Capgemini and specializes in global communications positioning. He thinks continued convergence and integration of technologies, coupled with an embrace and use of new and emerging technologies, will be important factors in future media success.



Justin Ramsey

"Today's competitive communications landscape requires companies to depend on highly structured information management systems to navigate complexities in delivering top-tier products through a host of delivery channels," Ramsey said. "In today's lean and competitive markets, a company's technology must adopt a lean, highly integrated technology system to provide real-time data, news, advertising and other communications to its audiences."

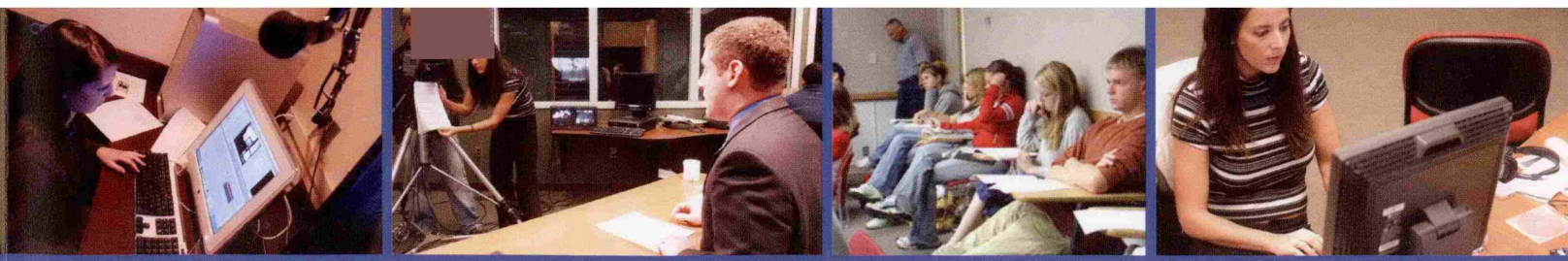
Ramsey also said continued convergence in news sources in print, broadcast, online and broadband wireless delivery would affect marketing strategy.

"New media will drive market strategy and message in the future, forcing companies to more highly target audiences with almost customized advertising," Ramsey said. "Without integration in technology for these marketing and news communications, dissemination would be expensive and nearly impossible."

### BROADBAND, WIRELESS AND ONLINE

Corante.com, a blog media company, reported that blogger Bob Cauthorn, an online technology guru, sees the future of media coming from broadband wireless connections. Cauthorn





Banner photos of J-School students at work.

(J-Links Asks— continued from page 6)

believes broadband wireless's "astonishing" new technologies, beamed straight to cellphones, BlackBerries and computers, will change the way people get information. He also warns that traditional media will suffer once companies like Google develop and distribute the technology.

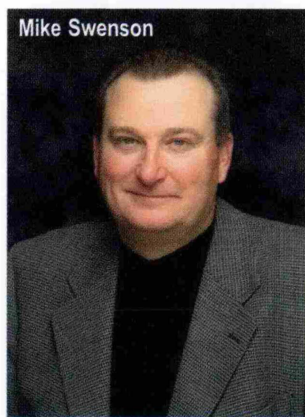
"Affordable broadband wireless is coming – bank on it," he said. "Magazines, radio, television and newspapers will see an exodus of advertisers in this direction once it is widely deployed. Almost anyone can play and prosper here if they are smart."

Vin Crosbie, another prominent technology and media blogger, also warned that a myth of online and print user equivalency determining viewership for advertising dollars was a common theme with some news organizations. He cautioned that online users should be approached with care because "an eyeball doesn't always equal an eyeball."

"The myth states that each online user is of equal value to a user of print or broadcast," Crosbie said. "Isn't a user a user, no matter whether he uses print, online or over-the-air? Only if you flunked junior high school math ..."

Crosbie also warned that online journalism professionals should be careful not to bring old, problematic constructs into the new medium, or else it will be doomed to repeat the failures of the old journalism packaging.

## TECHNOLOGY AT ONE PUBLIC RELATIONS AGENCY



Mike Swenson

Mike Swenson, president of Barkley Evergreen and Partners Public Relations in Kansas City, Mo., said technology had completely changed the way his firm worked. Research, communications, data collection and information distribution have all prospered from technological advances. He said today's research was more streamlined because of the Internet.

"Obviously, doing research is so easy with the Web,"

Swenson said. "There are so many sources. It's very helpful. It makes everything faster and more current."

Swenson also said communication strategies had improved thanks to technology. Barkley Evergreen ably tracks third-party communication with media and clients with database management so that conversations are always available and current. In addition, technological advances have helped employees communicate more effectively.

"We give all our employees BlackBerries," he said. "They travel a lot and we'd like them to have access to e-mail and voice communications at all times. It helps them work smarter."

Swenson said Barkley Evergreen will continue to innovate in the coming years to be on the cutting edge of technology.

"The sky is the limit compared to 20 years ago," Swenson said. "We've gone 180 degrees at least three or four times over. As new things come along, we're going to try them. We want to be an innovative company."

## HOW THE J-SCHOOL PREPARES STUDENTS

The School of Journalism integrates technology training into its curriculum, with students working on projects in design, video editing, online content development and research training.

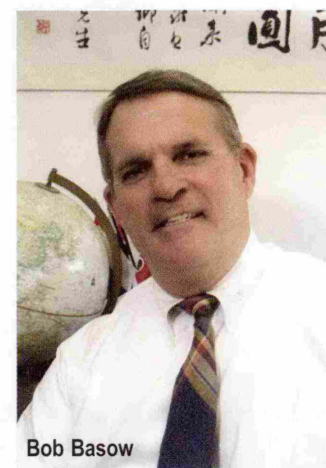
Bob Basow, associate professor in strategic communications, chairs the J-School's technology committee. As a professional marketer and professor for the last 40 years, Basow has seen fundamental changes in technology, especially in the areas of research, data collection and use. He said that students in the strategic communications track graduating from KU need essential basic understanding of technology, but that those students should further their technology understanding independently.

"Journalists are generalists," Basow said. "They develop skills in gathering, organizing and communicating information that apply to all areas. Being able to use technological tools from software to computers, cameras and other high-tech equipment empowers students to apply their skills in innovative ways."

"Students in the program who embrace newer technologies have an understanding that journalism professionals in any field can utilize. Through their resourcefulness, students can deliver news and information more rapidly and accurately to people who can benefit from it by making good decisions," Basow said.

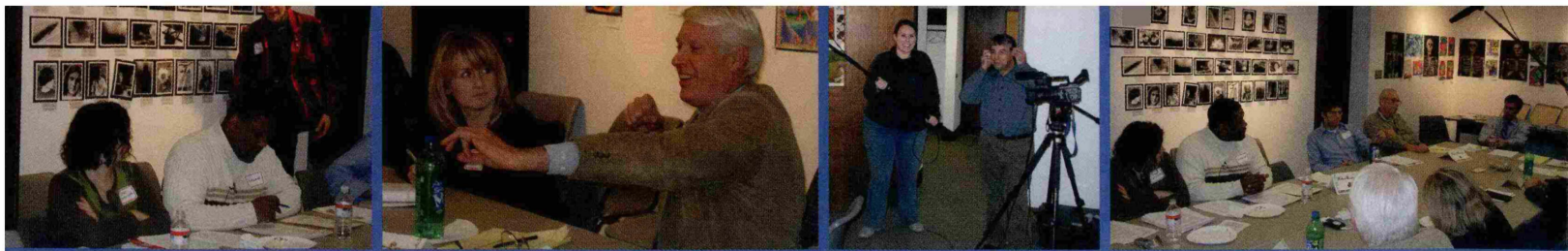
Wolfe agrees that these skills are necessary for the success of all students graduating from the J-School, especially those in the news and information track.

"There has been a cry to return to the basics of journalism – good reporting and good writing," Wolfe said. "However, we have to include the technological aspects in students' training. Students also must take responsibility to learn new technologies while here. In the future, technology will change and our graduates must be flexible." □



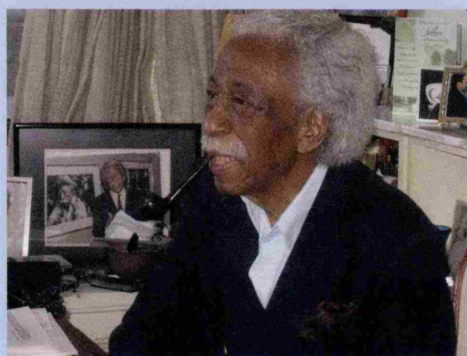
Bob Basow





Banner photos from Prof. Kuhr's student-run credibility roundtable on story comments at [www.ljworld.com](http://www.ljworld.com).

## Gordon Parks selected as 2006 William Allen White national citation winner



**W**illiam Allen White Day is scheduled for Feb. 10, 2006. Gordon Parks, noted photo-journalist, author and filmmaker, will be honored as the recipient of the William Allen White Award.

Parks, a Fort Scott native who is now 93, will be unable to attend the ceremony. However, earlier this month, John Frazee, senior vice president of CBS News, an alumnus and trustee of the White Foundation, arranged for Byron Pitts, an award-winning correspondent, to interview Mr. Parks. CBS will prepare a video including the interview and footage from "Sunday Morning" shows about Mr. Parks.

In addition to the video, the William Allen White Day program will include a panel of speakers and displays of Mr. Parks' work in KU's Spencer Museum of Art and in Stauffer-Flint Hall.

The public is invited to attend the William Allen White Day ceremony at 1:30 p.m. in Woodruff Auditorium at the Kansas Union.

A panel of William Allen White Foundation trustees selects the citation recipients. It has been presented annually since 1950 to journalists who exemplify the ideals of William Allen White (1868-1944), a nationally influential Kansas editor, publisher and namesake of the J-School. Jerry Seib and Marlin Fitzwater are the most recent award recipients.

Check out the next spring J-Links for coverage of William Allen White Day. □

## Students conduct credibility roundtable

by Heidi Fedak, edited by Lisa Coble-Krings, both graduate students

**A** group of *Lawrence Journal-World* Web site readers tucked away its keyboards and traded sentiments face-to-face Dec. 1 during a student-sponsored roundtable at the Lawrence Public Library.

The roundtable examined posting of reader comments on *The Lawrence Journal-World's* Web site, [www.ljworld.com](http://www.ljworld.com), and whether those comments affect the credibility of stories, the site and the organization as a whole.

Ten readers participated in the two-hour event, a capstone exercise for students taking Professor Peggy Kuhr's seminar, "Journalism, Community and Credibility."

The students learned that the comments are an important resource for readers, who see them as supplemental to the story.

"They can illuminate parts of the story, but you're there to read the story," said Tom King, who regularly comments on [www.ljworld.com](http://www.ljworld.com).

Almost all of the participants said they read the story comments for entertainment, and to see what people thought about an issue.

"These comments are all a bunch of mini-editorials," said Marion Lynn, who comments frequently and was a roundtable participant. "The population now has a format in which they can freely express themselves."

Participants said that the fact the *Journal-World* carried story comments gave the news organization more credibility, even if some of the comments themselves were not credible.

Roundtable participants recognized that people could add new, factual information to a story, or give it some context. The credibility of those comments depends on who posted them and whether the person posting had direct experience with the issue.

Most story comments are meaningful, participants said, but a few are obscene, disparaging or inappropriate. The forum is mostly self-moderated, though sometimes [www.ljworld.com](http://www.ljworld.com) staff members will delete a post. The potential benefits of the comments outweigh any concerns of harm.

"It's a good gauge for an editor to see what the public is thinking and what the public will or won't tolerate," King said.

Robert Rodriguez, another roundtable participant, agreed.

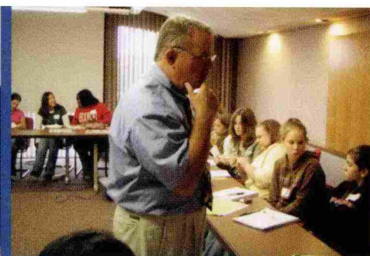
"It's an unlimited space," he said. "It allows more people ... to express their thoughts on a particular issue."

The roundtable was part of a national effort to promote communication between the public and the press. The Dec. 1 session was one of nearly 200 Associated Press Managing Editors National Credibility Roundtables conducted around the country since the initiative began in 2001. □



Prof. Peggy Kuhr's students run the Dec. 1 credibility roundtable for the World Online operation.





## ALUMNI NEWS & NOTES

*Where are they now?*

J-School faculty at work: Peggy Kuhr, Bob Basow, Sharon Bass, Kristie Swain and Chuck Marsh.

### 2005

**Shaunte Abernathy** is a campaign associate for the United Way in Kansas City.

**Stacey Archambault** is a production assistant at ESPN in Bristol, Conn. She works on a new show, "Quite Frankly," with Stephen A. Smith.

**Ellyn Angelotti** is the online sports editor for *The Naples Daily News* in Naples, Fla. She was previously with *The Lawrence Journal-World*.

**Quinn Bogdan** is attending the Miami Ad School in Minneapolis, Minn.

**Laura Clark** is an assistant media buyer with Bernstein-Rein. She received the agency's internship/scholarship the past two years.

**Lauren Cooke** is an account manager with MAI-Global Competitive Intelligence in Chicago.

**Amy Cox** is the communications director for the Overland Park (Kan.) Chamber of Commerce.

**Leah Cummings** is a graduate student in the political management program at George Washington University. She also holds a direct mail position at the university.

**Erin M. Droste** works as a freelance photojournalist. She lives in Paola, Kan.

**Rupal Gor** is the promotions manager at Clear Channel Entertainment in Aurora, Ill., a Chicago suburb.

**Courtney Grams** has joined the College of Liberal Arts and Sciences staff as an administrative assistant.

**Anne Grantski** is a junior art director at Nicholson Kovac, the Kansas City advertising agency where she interned in summer.

**Courtney Grimwood** is the membership coordinator for the Robstan Group, an association management company. She lives in Kansas City, Mo.

**Lynn Hamilton** is editorial assistant with *Family Practice Management* magazine, published by the American Academy of Family Physicians in Leawood. She copy edits the monthly magazine, compiles the letters department and forwards manuscripts to panels of doctors for review.

**Amanda "Mandy" Hendrix** is a new beauty assistant at *Ladies' Home Journal* in New York.

**Meagan Kelleher** is Web editor for KPLC-TV, Lake Charles, La.

**Elizabeth "Beth" Kimberly** works in San Jose, Calif., as an AmeriCorps member. She helps high school students with homework and leads them in service projects and workshops. She does administrative work at the San Jose Conservation Corps Academy, a charter school for adults who are now completing high school diplomas.

**Kevin MacDonald** is a reporter at WIBW-TV.

**Zachary Mendenhall** is an assistant account executive at Bernstein-Rein Advertising in Kansas City, Mo.

**Katherine "Kate" Hosack Sandquist** is assistant to the director of Aid to Women in Cedar Rapids, Iowa. She designs brochures, arranges fair displays, writes news releases and helps develop some of the non-profit center's programs.

**Jay Senter**, MSJ, has been hired by Common Sense Media in San Francisco, an organization that runs a Web site with family-friendly reviews of media content, advocates laws to improve the media environment for children and is planning a conference examining how children use and react to the news media.

**Erin Shipps** is an editorial assistant for farm publications at Ogden Publications in Topeka, Kan.

**Amy Sullivan** is an events coordinator for the Chicago Historical Society.

**Andrew Vaupel** works for Makovsky and Company in New York as marketing coordinator. He assists the vice president for branding and visual communications by soliciting business, building and maintaining client relationships, and helping to oversee projects. The company is an independent global public relations and investor relations consultancy. Vaupel, who also earned a degree in business, plans to do freelance writing as well.

**Kathleen "Kathy" Vitale** is a producer at KLTU, Tyler, Texas.

**Erica Wells** is a public relations specialist at Cerner Corp. in Kansas City.

**Shannon Williams** is an assistant media buyer with Zenith Media in Chicago.

**Paige Worthy** is a copy editor and page designer with *The Dispatch Tribune* newspaper group in Gladstone, Mo.

**Laci Wright** is an associate producer at KMBC-TV.

### 2004

**Ashley Arnold** is an assistant account manager on the Blue

Bunny account at Barkley Evergreen and Partners. She had been with Weyforth-Haas.

**Nicole Chaikin** works for Allen Press, Inc., in Lawrence, as a marketing manager. She develops marketing plans for scientific journals in order to increase subscriptions.

**Kimberly Elsham** works in press relations for the French Technology Press Office in Chicago, the North American office for Paris-based UBIFRANCE.

**Barbara Kullbom** moved to the Omaha office of Bailey Lauer as account coordinator. She supports traffic and project management needs, writes stories for Union Pacific's Inside Track and ITV, and provides support for public relations clients. She was with the National Arbor Day Foundation previously. She also was president of the KU Public Relations Student Society.

**Andy Marso** is a sports reporter and columnist for *The Basehor Sentinel* weekly newspaper in Basehor, Kan. To read Marso's column in the last J-Links, visit [www.journalism.ku.edu](http://www.journalism.ku.edu).

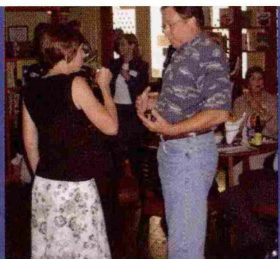
**Mary Ann Porch** has joined Burson-Marsteller in New York City as client executive on the Hewlett-Packard account.

**Tovah Simon** has opened a Los Angeles production company, Creativision LA Inc. to produce movie, television, video and event planning projects.

**Danielle (Hillix) Stange** is a manager analyst at DeMarche Associates in Overland Park, Kan. In May she married Evan Stange, a 2005 graduate.

(News & Notes – continued on page 10)





## ALUMNI NEWS & NOTES

Banner photos from the San Antonio alumni reunion event on Aug. 10.

(News & Notes – continued from page 9)

**Taylor Thode** is an account manager for an independently owned advertising agency in Chicago, Goble & Associates. Recently she worked as a media associate at Starcom, Chicago.

**Meghan Zorn** is a leasing manager for Macerich Corp. in Santa Monica, Calif.

### 2003

**Lauren Beatty** is the new copy/calendar editor of *The Oread*, KU's employee publication. Previously she was a copy editor/page designer for the Decatur, Ill., *Herald & Review*. She was a Dow Jones Newspaper Fund Editing intern at the Lexington, Ky., *Herald Leader*.

**Shannon Clayton** does promotional marketing for WTBS in Atlanta. She was in the first group of Multicultural Journalism Scholars.

**Sarah Coleman** is an account specialist at Associated in Wichita, Kan. Associated is a marketing, public relations and advertising company.

**Nathan Dayani** is a policy and research analyst for Earth, Energy and Environment, a company in Shawnee.

**Amanda Denning** is a public relations specialist with the American Academy of Family Physicians in Leawood. She works with national media, with lobbyists and legislators in Washington, and represents the organization at national meetings. She had been a senior public relations specialist with the University of Missouri-Kansas City and accompanied a UMKC medical researcher to Cameroon last year.

**Joshua Dysart** is a communications manager with VML in Kansas City, Mo. He was previously with GlynnDevins.

**Melissa Lindsley**, is marketing coordinator for the American Galvanizers Association in Centennial, Colo.

**Wilson Miner** received the grand prize of the 2005 Batten Awards for Innovations in Journalism for the Web site *chicagocrime.org*, an innovative overlay of the city's reported crimes with Google's online mapping technology. The Batten Awards are administered by J-Lab: the Institute for Interactive Journalism at the University of Maryland, and are funded by the John S. and James L. Knight Foundation. They honor journalists who involve the public in innovative ways. The prize carries an award of \$10,000, which he shared with Adrian Holovaty.

**John Nowak**, photographer for *The Ottawa Herald*, received the Editor & Publisher Photo of the Year award for newspapers with circulation under 25,000. The winning photo was of Victor Ojeleye, an Ottawa High School soccer player and junior from Nigeria, practicing at sunset.

**Dorit Scherman** is an account exec./sales rep. for *PRWeek* magazine, a Haymarket Media business publication in New York. She began with a non-profit off-Broadway theater, Primary Stages, as a marketing assistant, then moved to Lifestyle Media Inc. as a junior regional sales manager.

**Leah Shaffer** is a reporter with *The Eden Prairie News*, in Eden Prairie, Minn., a suburb of Minneapolis. She covers the school and police beats.

**Melissa Shapiro** is the marketing projects coordinator

for the Nebraska Furniture Mart in Omaha, Neb.

**Corey Smith** is an Internet account executive for PlatForm Advertising in Olathe, Kan.

**Jessica Tims** has been promoted to managing editor of *The Pittsburg Morning Sun* in Pittsburg, Kan.

**Kelley Weiss** has joined the staff of *The Wednesday*, a publication of the Dispatch Tribune Newspapers in Kansas City, North. Previously she was producer of the Walt Bodine Show on KCUR-FM, public radio in Kansas City.

**Melissa Williams** is a marketing specialist with Merrill Lynch Capital in Chicago.

### 2002

**John A. Beck** has a graphic design firm in Chicago, [www.johnabeck.com](http://www.johnabeck.com).

**Ashley Boyden** is media relations coordinator for Colorado Ski Country USA in Denver.

**Emily (Thach) Galbreath** started a new position at the KU Endowment Association as assistant director, Annual Giving, Mail Campaigns in June. She lives in Lawrence.

**Janice Keller** is assistant director of Alumni Services for Pennington & Company in Lawrence.

**Michelle Sherwood** is a reporter and weekend morning anchor for KYTV, Springfield, Mo. Before that she was a reporter at WWAY-TV in Wilmington, N.C. In 2004 she won a Missouri Broadcasters Award for her coverage of a fatal plane crash.

### 2001

Two photos by **Thad Allender** appeared in a recent issue of *National Geographic Traveler*

magazine that featured Lawrence as one of four "dynamic" river cities. Now freelancing in New York, Thad was a photographer for *The Lawrence Journal World*.

**Aundria (Kersten) Ashkar** is a senior national account manager for Super Floral Retailing Magazine in Topeka, Kan.

**Erinn Barcomb** is pagination editor for *The Ottawa Herald*.

**Jennifer Curry** works for H.W. Wilson in New York. She recently edited "Women's Rights," H.W. Wilson's new volume in its popular Reference Shelf book series.

**Mindie Paget**, MSJ, arts editor of *The Lawrence Journal-World*, won the sweepstakes award in the National Federation of Press Women's 2005 communications contest. She won four first-place awards for special series writing, page design and editing of sections and pages; and two second places in design and headline writing.

**Andrea Wohlers** is assistant manager of sales and marketing services for Absolut Vodka, an award-winning company known for its ads. Previously she worked in Paris for a year. She lives in New York.

### 2000

**Sarah K. Starr** works for BearingPoint Inc. in Alexandria, Va., as a consultant for BearingPoint's Intelligence sector. Her client is the Defense Intelligence Agency.

### 1999

**Danny Boresow** is an account executive for 98.1 KUDL/99.7 KY, two Entercom radio stations in Kansas City.

(News & Notes – continued on page 11)





## ALUMNI NEWS & NOTES

Banner photos from the San Antonio alumni reunion event on Aug. 10.

(News & Notes – continued from page 10)

**Julie Crider** is senior account manager for Competitive Insights strategic media analysis in Chicago.

**Alex Runner**, now senior writer for Northwestern University, has an article on Poynter Online describing his job search and his three years with *Sanitary Maintenance* magazine. He writes and edits editorial copy and features for print and Web-based publications, via the Northwestern Office of Alumni Relations & Development.

### 1998

**Becky S. Bohannon** is associate media director with Starcom Worldwide in Chicago.

**Jaime Mann** is an account executive at *The Chicago Tribune*.

**Kate Blatherwick Pickert**, MSJ, produces the 5 p.m. newscast at KMBC-TV, Kansas City.

### 1997

**Tiffany Alaniz**, anchor for the 5, 6 and 10 p.m. news at KSN in Joplin, Mo., reported on the Hurricane Katrina devastation for KTAL in Shreveport.

**Nicholas C. Charalambous**, MSJ, was recently promoted to assistant city editor at *The Anderson Independent-Mail*, S.C.

**Correy Honza** is the director of Internet marketing at Quiznos in Denver.

**Daniel Kopec** was recently promoted to media director at Starcom Worldwide in Chicago. Dan has worked at Starcom since graduation, after spending a semester there as an intern. He often travels to KU

(News & Notes – continued on page 13)

## CBS newsman remembers KU and J-School fondly

By Dan Billingsley, Lawrence, Kan., senior

**J**ohn Frazee, J-School alumnus and CBS Senior Vice President of News Services, says his calling to journalism was a natural fit. Years of debate, theater and working for the local radio station in his hometown of Coffeyville, Kan., molded him into what he called a “decent writer” and eventually took him to the University of Kansas School of Journalism.

“KU was a long time ago,” Frazee said. “It was the best school that I was personally aware of. I had an uncle who went to KU, so it seemed a natural for me.”

Frazee was a working student, sometimes commuting to Kansas City to work for WDAF television. However, it was his first news experiences at KU that he remembers fondly.

“I never worked for *The Kansan*,” he said. “I worked instead for the radio station KANU. It was typical radio reporting and announcing folded into the newscast. The station had just gone through a major upgrading at the time and it was a beautiful facility with great people around. I got to work for Dick Wright, who was general manager of the station.”

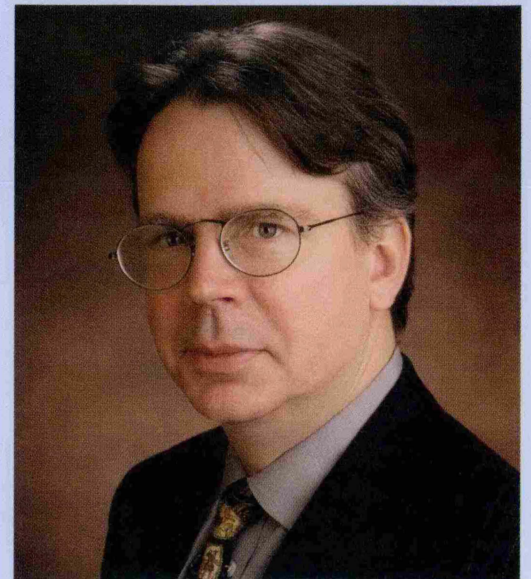
Though Frazee looks back to his radio work with a bit of reverence, he said his first reporting assignments were anything but boring.

“My first story was to cover a speech by Secretary of the Interior Rogers C.B. Morton,” he said. “It was on a reservation near St. Marys. I remember it as being fairly hostile. There was a lot of dissatisfaction with the Bureau of Indian Affairs.”

It was a speech by W. Clarke Wescoe that cemented Frazee’s respect for KU.

“I believe it was a dedication of the School of Pharmacy,” Frazee recalled. “I will never forget what Dr. Wescoe said: ‘The greatest invention of the mind of man is the idea of a university, and the greatest invention of the people of Kansas is the University of Kansas.’”

Other aspects of his work at KU have had lasting effects on his career and personal life, including a love of jazz music.



“KANU was my first real exposure to serious jazz music,” he said. “Because of that exposure, as I’ve grown older, my music tastes have broadened. I spent an enormous amount of time in New Orleans, and I had a house there until a year ago.”

Today, Frazee oversees a team of correspondents for CBS News. He was architect of CBS Newspath, the world’s largest satellite news service. He also was instrumental in the CBS conversion to digital technology.

“I run the part of CBS News that sells news coverage around the world,” Frazee said. “This is a very successful business. I have had 30 years of opportunities at CBS, and I’m very happy. I love journalism. I believe in journalism.”

That belief in and love of journalism translated into his interest in giving back to his alma mater. Professor Susanne Shaw said Frazee helped tremendously with preparations for the December event in New York City where writer Gordon Parks was honored with the prestigious William Allen White Award. Shaw said his assistance with the event and his support of the school had been invaluable.

“John Frazee has been very helpful to the school,” Shaw said. “He is interested in giving back to the university and to education. It’s great when a professional maintains links with colleges and universities. He is among our most distinguished alumni.” □





## ALUMNI NEWS & NOTES

Banner photos from the Chicago alumni reunion event on Nov. 16.

### J-School alumni reconnect at reunion events

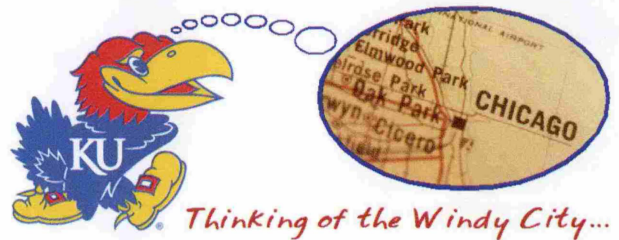
**T**he J-School has a long history of sponsoring alumni reunion events across the country. This year we injected new life into the tradition with more events than ever. It is important to us to keep in contact with our alumni. That professional connection is crucial to the J-School's continued excellence.

This spring we will host an event in Kansas City, and in the coming year we hope to visit New York and Washington, D.C., among other cities. If you have suggestions for event locations, please send a note to [jschool@ku.edu](mailto:jschool@ku.edu).

Alumni events are coordinated jointly by the School of Journalism and the KU Alumni Association (KUAA). Following is a recap of recent events.

#### CHICAGO

Nearly 70 J-School alumni from the Chicago area gathered at Kincade's Bar and Grill on Nov. 16 for a Jayhawk Journalist reunion. Thirteen representatives from the J-School and the KUAA were present. Many attendees were recent graduates. Just a few of the alumni who attended were John A. Beck, 2002, who has a graphic design firm; Becky S. Bohannon, 1998,



associate media director, Starcom Worldwide; Ed Cohen, 1995, whose firm is Interactive Endeavors; Julie Crider, 1999, senior account manager, Competitive Insights strategic media analysis; Jaime Mann, 1998, account executive, *The Chicago Tribune*; Amy Sullivan, 2005, events coordinator, Chicago Historical Society; Taylor Thode, 2004, account manager, Goble & Associates health-care communication; and Jaimee (Reggio) Lumm, 1998, account supervisor, Chandler Group integrated marketing.

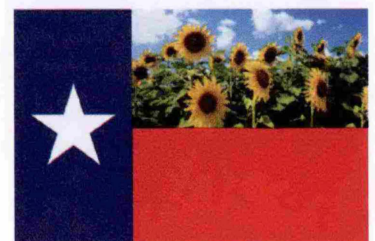
#### DENVER

"Where the Sunflower meets the Buffalo," the theme of the Oct. 21 reunion event in Denver, was inspired by the new Kansas quarter. Nearly 30 alumni gathered at Brauns Bar & Grill to network with one another and visit with Dean Ann Brill, and Professors David Guth, Susanne Shaw and Rick Musser. Among the graduates who attended the event were Ashley Boyden, 2002, media relations coordinator, Colorado Ski Country USA in Denver; Christine Keehn, 1991, senior account manager, Hat Trick Creative marketing communications in Littleton, Colo.; and Rieley Scott, 1997, product manager, domestic money transfer, Western Union in Englewood, Colo. While in Denver, Dean Brill and faculty also met with Dorothy Hall, an alumna, and her husband John, who run the registered national historic site Everhardt/Herzman Ranch.



#### SAN ANTONIO

The Sunflower State collided with the Lone Star State on Aug. 10 at Boudro's Zinc Room in San Antonio, near the famous Riverwalk. Several alumni from the San Antonio and Austin, Texas, areas joined faculty and staff from the J-School and KUAA. Among the graduates who attended were Jay Senter, MSJ 2005, Common Sense Media in San Francisco; Ed Lallo, 1973, Ed Lallo Photography; Stephen Hess, 1977, U.S. Postal Service; and Sennett Rockers, 2003, sports reporter, KWED-AM.



### Viva Las Vegas: An update from Miss Kansas Adrienne Rosel

**A**drienne Rosel, May 2005 graduate and Miss Kansas 2005, will compete in the Miss America pageant in Las Vegas this January. The final competition will be broadcast live at 8 p.m., Jan. 21, on the Country Music Channel.

Rosel's platform is financial literacy. Her duties this year have included numerous appearances and a statewide speaking tour, which has reached more than 20,000 students and adults throughout Kansas.

Rosel's presentations focus on attitude and obstacles, as well as how to set and achieve goals. She also talks about the importance of financial literacy, and the freedom connected with managing and understanding finances. Her personal motto, "Prepare for the future, but live for today," ties together all of her presentations. □







Banner photos from the Chicago alumni reunion event on Nov. 16.

## ALUMNI NEWS & NOTES

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for recruiting trips on behalf of Starcom. Dan and Holly Naifeh Kopec (also a KU alumna) have been married for 3.5 years and live in Chicago.

**Gina Thornburg Kutsch** is a communications specialist at Muscatine Power and Water in Muscatine, Iowa. MP&W is the local electric, water, cable and Internet provider.

**Rieley Scott** is a product manager, domestic money transfer, for Western Union, Englewood, Colo.

**Kristin (Zvirgzdins) Wills** is a district sales manager for Odwalla in Sparks, Nev. She covers the Reno, Lake Tahoe and Truckee areas.

### 1996

**Jan-Eric Anderson** has been promoted to vice president-media director at Publicis Groupe's Starcom USA in Chicago, from media director.

**Molly Bukaty** is employee communications manager at Hallmark Cards in Kansas City, Mo. She earned an MBA from KU in 2004.

**Mary Beth Kurzak** is the director of communications & marketing for the International Association of Defense Counsel in Chicago. She has been with the IADC for three years.

**Jennifer (Derryberry) Mann** moved to Minneapolis in Jan. 2005 to work as managing editor at *Experience Life* magazine ([www.lifetimefitness.com/magazine](http://www.lifetimefitness.com/magazine)), which is published by Life Time Fitness in Eden Prairie, Minn. She married Scotty Gilbert Mann on April 2, 2005, in Oklahoma City.

**Stephen Martino** is executive director of the Kansas Racing and Gaming Commission. He was *Kansan* editor for two semesters and graduated from Law School at Washburn University.

### 1995

**Richard S. Backus** is editor-in-chief of Ogden Publications in Topeka, Kan. On Aug. 3, 2005, he officially launched *Motorcycle Classics* magazine. He developed the prototype for *Motorcycle Classics* while studying for his masters degree at KU. He also oversees three other titles.

**Teresa "Traci" Carl**, news editor for the Associated Press in Mexico and Central America, has been promoted to chief of bureau. She is responsible for coverage of Mexico, Guatemala, Belize, El Salvador, Honduras, Nicaragua, Costa Rica and Panama. She joined AP in 1995 in Topeka and was transferred to Kansas City later that year. She was named correspondent for Wichita in 1996 and transferred to the international desk in New York in 1998. She moved to Mexico City in 2000 and became news editor there three years later. She has reported from Cuba, Venezuela and Iraq. She is from Lawrence.

**Ed Cohen** has a firm, Interactive Endeavors, in Chicago.

### 1994

**Melissa Lacey** received a masters in communication from Wichita State University in May 2005. She is a public relations coordinator for Via Christi Wichita Health Network.

**Cameron Meier** is editor of *Sunshine Artist* magazine, the nation's leading publication on art and craft shows. In addition, he is a freelance art, theater and movie critic. In 2003 he

completed seven years with the Walt Disney Company.

**Stephanie (Mayer) O'Farrell** is the sales director for ARAMARK Refreshment Services in Overland Park, Kan.

**Adam Rhoades** was promoted to managing partner for the Northwestern Mutual Financial Network. He has been an agent for the company since he graduated.

**Kristine Strain**, assistant news director at KCNC-TV in Denver, has written an article for station managers in *Communicator* on "Five Ways to Get More Out of a Job Interview." She discusses role playing, determining an applicant's attitude, testing skills, reference checks, and making the most of the interview visit.

### 1993

**Roger O. Burks, Jr.** is managing editor for Mercy Corps, a global humanitarian agency based in Portland. His recent career highlights include rapid response to the Indian Ocean tsunami and a follow-up trip to India.

### 1992

**Shawna Rosen** is a Mac Genius for Apple Computer at its Country Club Plaza store in Kansas City.

### 1991

**Loretta Bass**, associate professor of sociology at the University of Oklahoma, was profiled in a recent issue of *Kansas Alumni* magazine. In 2004, she published "Child Labor in Sub-Saharan Africa," in which she reported that nearly 30 percent of the workforce in that region is children. Most work in agriculture, in craft trades or as market vendors. Her doctoral dissertation research was based on two years in Senegal.

**Christine Keehn** is senior account manager for Hat Trick Creative marketing communications in Littleton, Colo.

### 1990

**Matt Williams** is CEO of Glidepath LLC in Grand Prairie, Texas.

### 1988

**Dan Grainge** is vice president of Fletcher Chicago, Inc., in the sports and entertainment division, Chicago.

**Craig Herrmann** is a police officer with the Shawnee, Kan., police department. He is currently assigned as a school resource officer and D.A.R.E. officer, working with elementary and middle-school children.

### 1987

**Michelle Buckley** is author of a novel, "Bulletproof Soul," about a single young African American woman reporter triumphing over obstacles. Set in Kansas City, it was published by Urban Press. Buckley owns Perfect Pitch Communications, a public relations firm in Kansas City. Formerly she worked in marketing for a national youth organization, and for Hallmark Cards, and wrote freelance articles for *Black Enterprise*. Her book was featured at a July 17 event sponsored by the Kansas City Public Library and the American Jazz Museum at the Gem Theater. It was recommended in a book list by new writers in the *Black Issues Book Review* for July and August.

**Helene Plein** is director of business development for Bucher, Willis & Ratliff, engineers, planners, architects, in Denver.

(News & Notes – continued on page 14)





Banner photos from the Chicago alumni reunion event on Nov. 16.

## ALUMNI NEWS & NOTES

### Ottawa Native Establishes New Journalism Scholarship

By Jen Humphrey, Development Editor  
KU Endowment Association

**A** retired journalist and marketing executive who grew up in Ottawa, Kan., has established a substantial scholarship fund for University of Kansas journalism students.

The executive, John P. Kaiser, a 1951 journalism alumnus who lives in Deerfield, Ill., has created the John P. Kaiser Journalism Scholarship Fund at KU Endowment. The fund will provide renewable financial support for all tuition, fees, books, supplies and university housing for one incoming student. The fund also will support at least three other journalism scholarships annually for a minimum of half of tuition and fees. All recipients will be graduates of Kansas high schools, with a preference for students from Kaiser's hometown of Ottawa, Kan.

"Scholarships are critical in our efforts to attract promising students to the William Allen White School of Journalism and Mass Communications," said Ann Brill, journalism dean. "We will be proud to honor John Kaiser with these scholarships."

After one year at Ottawa University, Kaiser followed in the footsteps of his father and other family members and attended KU. After graduation, he served in the U.S. Coast Guard from 1951 until 1954 as a journalist first class. Kaiser, who married Mary K. Simpson of Fairmont, W.Va., in 1955, later worked as a promotion manager for Capper Publications in Topeka. He moved to Chicago and went on to become vice president for marketing for the magazine division of Dun & Bradstreet. He retired in 1986.

"I've been pretty fortunate and I wanted to give back to KU," Kaiser said. "I think this gift will help the school by giving more Kansas students opportunities in journalism."

KU Endowment is an independent, non-profit organization serving as the official fund-raising and fund-management organization for the University of Kansas. Founded in 1891, KU Endowment is the first foundation of its kind at a U.S. public university and one of the largest. □

(News & Notes – continued from page 13)

### 1986

**Ken Curnes** is director of planning and development for GlynnDevins Advertising and Marketing, Overland Park, Kan.

**Christoph Fuhrmans** joined *The Atlanta Journal-Constitution* as sports design team leader. He moved from *The Detroit Free Press*, where he was lead sports designer for five years. He won a portfolio Award of Excellence for sports page design from the Society of Newspaper Design this year and also was honored for "Euro Thrash," a page chronicling the U.S. Team's disastrous first day of the Ryder Cup at Oakland Hills. His designs "have graced countless sports fronts, posters, collector cards and books" and "he has been at the forefront of every major undertaking in sports including a Stanley Cup, an NBA championship, a WNBA championship, three Final Fours, the Ryder Cup, and Baseball's All-Star Game," according to Sports Editor Gene Myers, a journalism student in the 1980s.

**Jennifer (Gardner) Love** is senior director of marketing integration at Sprint in Overland Park, Kan.

### 1984

**Cary de Wit** is an assistant professor in the Department of Geography at the Univ. of Alaska-Fairbanks. He notes his journalism training was invaluable in his graduate work and continuing research in cultural geography.

### 1983

**Amy Hoppenrath** is Vice President/Brand Group Director for Trozzolo Communications Group in Kansas City, Mo.

**Peyton Robinson** (J.D. 1998) is with Ernst & Young, working in

offices on the West Coast in international tax. He was previously with L.L.M. Taxation at Georgetown University.

**Jan Johnson Wisdom** and her husband, Keith Wisdom, welcomed their second child, Nathan Eric, in August 2004.

### 1982

**Kevin Mills** will become CEO of the South Carolina Aquarium on Jan. 9. He has been marketing director of the St. Louis Zoo since 1996, and before that spent 10 years in sales and marketing of cruises for the Cunard Line.

### 1980

**Ken Davis** has been a sports writer for 25 years, the last 20 with *The Hartford Courant*.

### 1979

**Mary A. Mitchell, MSJ**, is a communications consultant, editor and writer, based in Raleigh, N.C.

### 1978

**John Rinkenbaugh** is news director for the World Company-owned KTKA-TV, Topeka. He is leading the station's re-entry into the Topeka news market.

### 1977

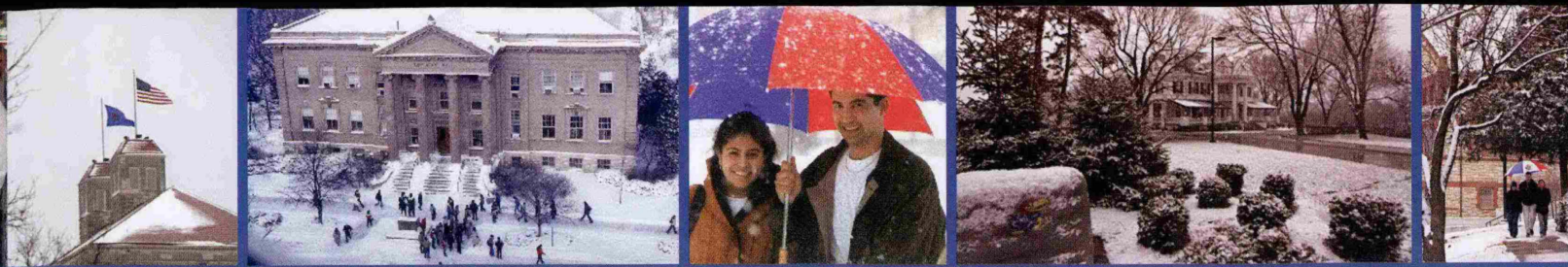
**Larry S. Bonura** is a technical writer at MultiGen-Paradigm Inc. in Plano, Texas.

### 1975

**Ann Gardner**, editorial page editor of *The Journal-World*, was honored at the Seattle conference as recipient of the Kansas Communicator of Achievement award given by Kansas Professional Communicators.

(News & Notes – continued on page 15)





## ALUMNI NEWS & NOTES

Let it snow...banner photos from around the KU campus.

(News & Notes – continued from page 14)

### 1972

**Karen (Klinkenberg)**

**Swearingen** has been the design editor at *USA TODAY* since December 2001. Before that she was the Page One Designer for *The Seattle Times* from 1993-2001.

### 1971

**David R. Broyles** is a retired major in the Air Force Reserve. He currently resides in rural Hawaii.

### 1970

**Robert "Bob" Newton** works for ESPN Regional as producer/engineer of the Jayhawk Radio Network. He is also technical director for the Zimmer Radio Group stations in Lawrence, and assists with technical operations for KU student radio station KJHK. Bob is active with many groups and organizations in the Lawrence community.

### 1969

**Paul "Dino" Dinovitz** will become vice president and western director of the Hearst Foundations on June 27, 2006, succeeding Thomas Eastham. Dinovitz was general manager of KMBC-TV in Kansas City for many years. He moved to California in January 1999 as general manager of KCRA-TV in Sacramento. Most recently he has been president of KRON-TV in San Francisco. The Hearst Foundations are composed of the William Randolph Hearst Foundation and the Hearst Foundation, both independent private philanthropies operating separately from the Hearst Corporation. The Hearst Journalism Awards for college-level journalism students are provided by the W.R. Hearst Foundation.

**Sharon Woodson-Bryant, MSJ** 1975, is vice president and news bureau manager with Union Bank of California. She is also a weekly columnist for the WAVE Newspaper Group and is frequently a contributor to *The L.A. Daily News* opinion page.

### 1968

**Tom Bowser** was elected chairman of the Board of Directors of the Greater Kansas City Chamber of Commerce on Oct. 25. He is president and CEO of Blue Cross and Blue Shield of Kansas City.

**Willard B. Hardesty** was recently elected secretary of the Colorado Municipal Judges Association. This is the beginning of the progression to become president of the CMJA in three years. He serves as a judge in the municipal courts in Broomfield, Thorntown, Wheat Ridge, Lakewood and Golden, all in the Denver area.

### 1965

**Karen J. Layland** is vice president of marketing for the Bible League in Chicago. Last year she took individuals from 12 radio stations to Kenya to see the group's ministry in action.

### 1962

**Cynthia (Lackie) Dennis** is a freelance writer, author, and screen writer. She has been a feature and travel writer/columnist for *The Milwaukee Journal*, has written for radio-TV and magazines, and has taught journalism at the University of Wisconsin-Milwaukee. Her soon-to-be published book, "SEDUCED BY POWER: Losing a Father to Politics," is based on a 1960s Kansas political scandal. It involved an abortion murderess, a parole bribe, a governor,

and other prominent politicians including the author's father. As a result, unique behind-the-scene glimpses of life in a political family, and the impact of scandal on it, are woven through the story.

### 1960

**Donald A. Culp** is a partner at Blackwell Sanders Peper Martin LLP in Kansas City, Mo., a firm of 280 attorneys. He has specialized in franchising and distribution law for the past 26 years. While at KU, he was the assistant sports editor for *The University Daily Kansan* and sports director for KUOK.

**Douglas Yocom** has written "A Matter of Chastity, the High Plains Saga of A Woman's Revenge," the story of a sensational murder trial in Norton County in 1894 that involved his grandmother. The book is available through [Dustycvr@teleport.com](mailto:Dustycvr@teleport.com) or Abebooks. He lives in Portland, Ore., and sells rare books through his company, Dusty Cover Books.

### 1957

**Joan (George) Paine** retired to Sun City, Ariz., with her husband George. She and her husband are former journalism teachers at Caney Valley High School in Caney, Kan.

### 1956

**Jerry W. Knudson's** third book, "Jefferson and the Press," will be published by the University of South Carolina Press in January 2006. Knudson earned an M.A. from Minnesota in 1958 and a Ph.D. from Virginia in 1962 before teaching both journalism and Latin American history mainly at Temple University, where he is now Professor Emeritus. He also was awarded a Freedom Forum cita-

tion by the Gannett Foundation for his long-term coverage of Pinochet's dictatorship in Chile.

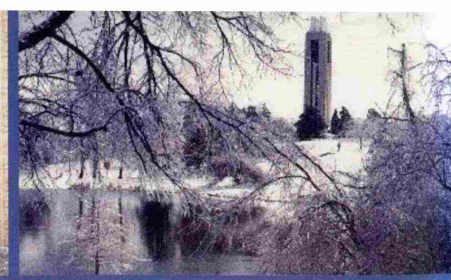
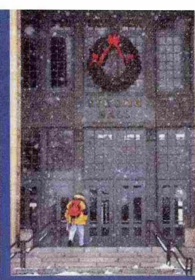
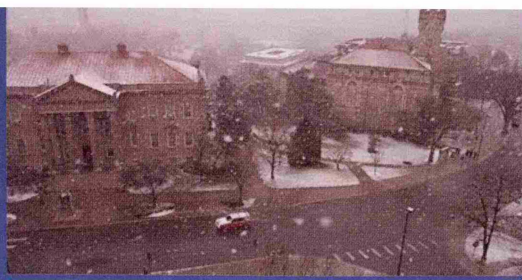
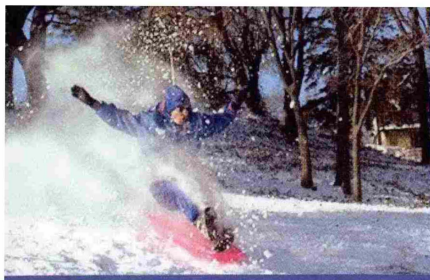
### 1948

**Clarke M. Thomas** is the author of "Front Page Pittsburgh, Two Hundred Years of the Post-Gazette," tracing the newspaper's history from 1786 to 2005. The first newspaper published west of the Allegheny Mountains, it is the last local survivor out of more than 50 competitors. *The Pittsburgh Gazette* supported the adoption of the Constitution of the U.S. in 1787 and published the full text of James Madison's proposed Bill of Rights in 1789. Thomas is retired, but retains the title of senior editor of the newspaper. He spent 43 years as a newspaperman in Kansas, Nebraska, Oklahoma and Pennsylvania.

### 1945

**Dean S. Sims** is founder and chairman of Public Relations International, based in Tulsa, Houston, London and Madrid. While managing his firm, he has published three books including *Hard Rock: Historical Fiction of a Boy Growing Up Amid Tragedy in the World's Largest Lead and Zinc Mining Field*; *All the Public Relations You Need to Know to Run a Company Successfully*; and *Snapshots of Life: 100 Profiles of People I Have Found Interesting in Life*. He has won 72 professional awards since receiving the *Kansan* Citation for Excellence in Reporting in 1943. Along with his many contributions to community and the public relations and journalism professions, he also is a trustee of the William Allen White Foundation. □





A winter wonderland...banner photos from around the KU campus.

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Winter 2005-06

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### **Editor**

Jennifer Kinnard, Communications Coordinator

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