



Photos from the recent military and the media workshop with Fort Leavenworth, 2008 Editors Day panelists and the 2008 Wooldridge Scholars.

In this issue...

- + Students learn about financial basics in unusual J-School course
- + J-School and Fort Leavenworth bridge the gap at workshop for journalists
- + Mary Wallace retires after 31 years
- + Corrie's Corner: Your gift matters
- + Annual Kansas Editors Day features national panel of political insiders
- + J-School news briefs
- + Alumni News & Notes
 - Sharon Woodson-Bryant: Media Manager, First 5 LA
 - Barbara Spurlock Moffet: Communications Director, National Geographic Society
 - Molly McNearney: Head Writer, "Jimmy Kimmel Live"

Associated Press leader to receive 2009 William Allen White Foundation national citation

Tom Curley, president and chief executive officer of The Associated Press, will receive the William Allen White Foundation's national citation during a public ceremony at 1:30 p.m., Friday, Feb. 6, 2009, in Woodruff Auditorium of the Kansas Union.

Curley is the 12th person to head The Associated Press since its founding in 1846. Many of the AP bureau chiefs, reporters and photographers he leads are J-School alumni, including Tom Slaughter, Paul Stevens, Sally Streff Buzbee, Traci Carl, Bill Foreman, Julie Jacobson, Hal Ritter, Deb Riechmann, John Hanna and John Milburn.

"The School of Journalism and the Associated Press have a long and impressive history," Journalism Dean Ann Brill said. "Our alumni have served as reporters, bureau chiefs and executives within this global media organization. We are honored to have Tom Curley join the ranks of those honored with this national citation."

As part of Curley's strategy for the digital age, he has charted an international plan to drive content and new business. A first milestone was the creation of a multimedia database that allows all AP content to be searched by AP journalists and customers. AP has added content for finance, online video and entertainment audiences. He also has established programs to encourage and celebrate exceptional journalism. The AP was the first western news agency to open a bureau in Pyongyang, North Korea, and it has added staff in Latin America, Asia and the Mideast, including Iraq, where AP has more than a hundred journalists. Among recognition during his tenure are the 2005 Pulitzer Prize for Breaking News Photography, awarded to AP for its work in Iraq, and the 2007 Pulitzer Prize for Breaking News Photography, awarded to AP for a West Bank photo.

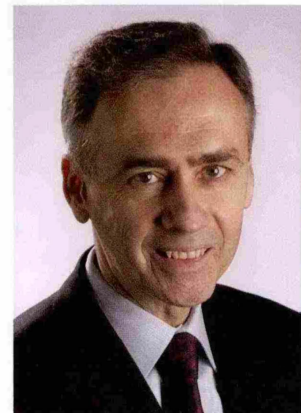
(William Allen White Day – continued on page 2)

Letter from the Dean

As we turn the calendar pages to 2009, it's only natural to engage in reflection and anticipation. Few would argue there's ever been a year quite like 2008. From the global stage to KU classrooms, it's been a year of remarkable achievements and challenges.

The year saw the culmination of the longest, most expensive, and quite possibly the most exciting presidential campaign in U.S. history. Regardless of your political preferences, one could only marvel at a campaign that defied the conventional wisdom of the so-called pundits and resulted in the election of an African-American to the presidency. Even more exciting was the high level of engagement our students had in the political process. We sent students to the conventions, talked about the campaigns in our classes and used the events for reporting and editing exercises. Associate Dean David Guth's class on the election was planned long before we knew how fascinating the election would be, but our timing was perfect! His students heard from professional journalists, media critics, politicians and each other as they examined the elections from all angles.

(Dean's letter – continued on page 2)



(AP Photo)





Photos of Inna Sosnova, president of the Interjournalist Center, Ltd., in St. Petersburg, Russia, with Dean Ann Brill; Jack Nixon, grad and play-by-play voice for New Mexico State University; Joel Zeff, graduate and motivational speaker, author and humorist; and Kim Byrnes, graduate and reporter/anchor at WDAF-TV in Kansas City.

(Dean's letter – continued from page 1)

And, along the way, they really enjoyed the class!

The School also grabbed a little bit of national attention. For a second year, we claimed first place in the Hearst Intercollegiate Writing Competition, often called the "The Pulitzers of College Journalism." The College Business and Advertising Managers also named *The University Daily Kansan* advertising staff best in the nation for a second straight year. KU journalism students continue to do well in every competition they enter.

KU proclaimed 2008 the year of champions. In addition to the awards the J-School brought home, they covered a few other championships—the Orange Bowl championship in January and the men's national basketball championship in April. Our students took advantage of the opportunity to demonstrate their competitive media skills. All reports show how well they did against the national coverage. If you have not seen the special reports, I urge you to go the School's Web site and check them out. You also can see the outstanding work of the campaigns students this year. This truly was a year in which the school strengthened its reputation for graduating exceptional students who excel in many areas of journalism.

Our faculty continued to distinguish itself within academia and the professions during the past year. Several wrote books. Others were recognized for their service to the school, university, state and profession. All continued to inspire our students to develop the skills, integrity and passion required of 21st century journalists and strategic communicators. This year also saw the retirements of two people who made incalculable contributions to the J-School, Professor Rick Musser and Assistant to the Dean Mary Wallace. Sadly, the year also brought the passing of a loved and respected colleague, Christy Bradford.

As we look ahead to 2009, it's easy to see that exciting and challenging times lie ahead. There will be new leadership in Washington. The economy will continue to dominate the news. Journalism, itself, will continue to undergo its historic—and sometimes painful—transformation. And our school will continue to do what it does best, educate the next generation of Jayhawk Journalists to write, and edit, the first drafts of history.

Ann M. Brill

(William Allen White Day – continued from page 1)

In October 2007, the Reporters Committee for Freedom of the Press presented Curley with a First Amendment Award. RCFP said he was selected because of his work encouraging media organizations to fight for the public's right to know what's going on in government. In March 2008, he received the Radio and Television News Directors Foundation's First Amendment Leadership Award for his role in pushing for more openness in government and for emphasizing reporting on First Amendment issues.

"Tom Curley represents big and appropriate repositioning at the Associated Press, which, like all of journalism, must redefine itself in this time of change," Tom Eblen, chairman of the William Allen White Foundation, said.

Before joining the Associated Press, Curley was president and publisher of *USA Today*. From 1998 he was also senior vice president of the newspaper's owner, Gannett Co., Inc., publisher of 100 daily newspapers in the United States. Under Curley's leadership, *USA Today* circulation grew to more than 2.3 million copies a day.

Curley was the original news staffer on the project that led to the creation of *USA Today*. He was assigned in 1979 by then-Gannett Chairman Al Neuharth to study the feasibility of a national newspaper. He later worked in every department of the newspaper. In 1986, he became the newspaper's sixth president and in 1991, added the title of publisher.

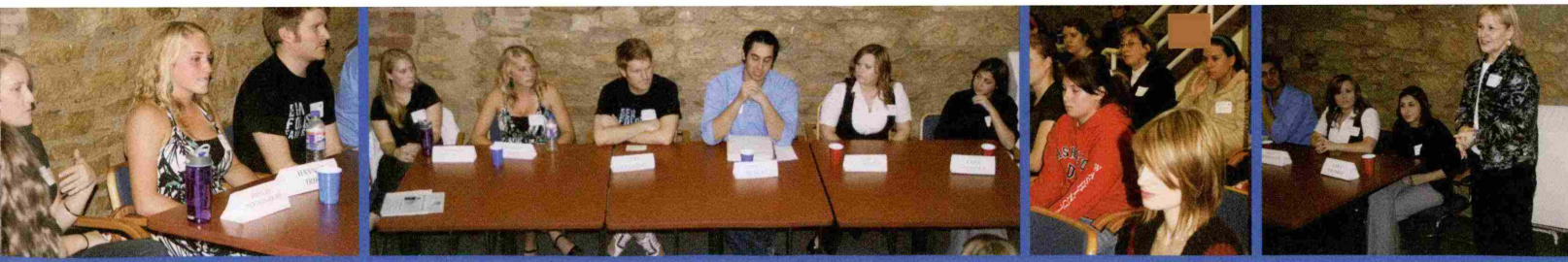
Curley began his journalism career at the age of 15, covering high school basketball for his hometown *Easton* (Pa.) *Express*. He continued working for newspapers during college, and joined Gannett's *Rochester* (N.Y.) *Times-Union* in 1972 as night city/suburban editor. He became director of information for Gannett in 1976 and began coordinating Gannett's newspaper research projects, which produced more than 50,000 interviews on media use. He became editor of Gannett's *Norwich* (Conn.) *Bulletin* in 1982 and publisher of *The Courier-News* at Bridgewater, N.J., in 1983 before returning to *USA Today* in 1985.

Curley holds a political science degree from Philadelphia's La Salle University and a master's degree in business administration from Rochester Institute of Technology.

The White Foundation trustees chose Curley to receive the citation, presented annually since 1950. KU's William Allen White School of Journalism and Mass Communications is named in White's honor. White (1868-1944) was a nationally influential Kansas editor and publisher. He won the Pulitzer Prize in 1923 and posthumously in 1947.

Other notable recipients of the William Allen White Citation have included James Reston, 1950; Walter Cronkite, 1969; Arthur O. Sulzberger, 1974; James J. Kilpatrick, 1979; Helen Thomas, 1986; Charles Kuralt, 1989; Bernard Shaw, 1994; Bob Woodward, 2000; Molly Ivins, 2001; Cokie Roberts, 2002; Gerald F. Seib, 2005; and Gordon Parks, 2006.

A full list of past recipients is online at www.journalism.ku.edu. □



Photos from a welcome reception and student panel for directly-admitted journalism students.

Students learn about financial basics in unusual J-School course

By Sonya English, junior, Overland Park, Kan.

While financial markets swirled with historic uncertainty in October and November, two unusual J-School classes became particularly relevant.

Students in Professor Jimmy Gentry's Financial Basics for Communicators course watched in real time as the House of Representatives rejected the bailout proposal via streaming CNBC coverage and the 778-point stock market dip that followed. Later, they wrote an analysis of the financial crisis.

"I always use a lot of current examples, but this semester seems to be particularly rich," Gentry said.

His graduate-level class at KU's Overland Park campus, Financial Fundamentals for Communicators, followed the turmoil as well. But that was just one in a wide range of financially-related concepts that Gentry covered. In both courses, students discussed stock and credit markets, and learned how to analyze a company's financial statements.

"We talk not only about the numbers, but we also talk a lot about companies and strategies," Gentry said. "How they target audiences and make money and how they spend it."

He wants every student to leave the class with the vocabulary to participate in financial discussions. He said studies showed that company CEOs wanted their communicators to be more involved in corporate decision-making, but were concerned they didn't understand enough about business and financial statements. Gentry shared the concern.

"Most students coming out of journalism schools don't have a clue," Gentry said.

Sarah Hemme, Perry senior in journalism, said she certainly didn't.

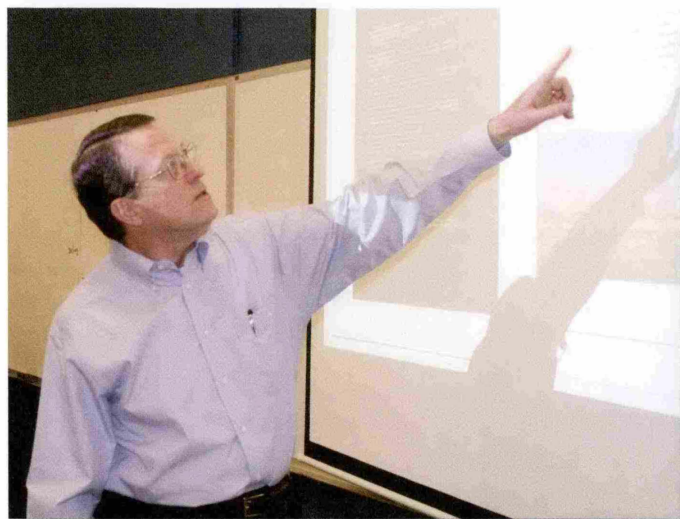
"I didn't understand what all of that data meant and I didn't understand how it could be applied," Hemme said.

The course connected Hemme to economic news that she might have otherwise felt detached from. Even without the volatile markets of this past semester, she saw value in the class for any journalism student.

She had already known where to find a company's financial statements, but this course taught her how to use them to learn about a company and for credibility as a communicator. As a Strategic Communication major, Hemme valued the ability to analyze the statements and translate important information for different publics.

"For a journalist, you want to turn that into everyday language that the average person would understand," Hemme said. "I think if you haven't had a course like this or been exposed to analyzing this sort of information, it would be extremely difficult."

The courses, which serve both Strategic Communication and News and Information students, are offered each fall. Gentry created the graduate course five years ago and added the



undergraduate course three years ago.

"It's fun to see the students, most of whom at the beginning are like deer in headlights. It's a total fear of business and numbers," Gentry said. "By the end they're pretty conversant."

Gentry sees the classes giving students a competitive edge in a changing and highly competitive job market. As the world of reporting becomes more general, financial knowledge can become an important distinction. In public relations and advertising, a student who can go online, look at a company's annual report or 10-K and then talk about its strategy in an interview will stand out.

Hillary Frost graduated last year with a journalism degree in Strategic Communication and is now assistant manager of the Sonic Drive-In account at Barkley in Kansas City. She listed the coursework on her resume.

"This is a class that is not offered at most journalism schools so it really does make you more marketable as a journalist," Frost said.

Gentry, who has been at KU since 1997 and was dean of the J-School from 1997-2004, is nationally known for his ability to turn complicated financial and accounting information into understandable language for corporate communicators and journalists. Over the past 25 years, he has taught thousands of communicators and journalists how to understand the language of business.

Gentry received the Sherman Award for Excellence in Teaching from the Media Management and Economics Division of the Association for Education in Journalism and Mass Communication in 2008.

Before joining KU, Gentry was dean at the University of Nevada-Reno for five years and a member of the faculty at the Missouri School of Journalism for almost 15 years. □



Photos from the "Bridging the Gap: A Military Experience for Journalists" intensive week-long workshop, held Sept. 14-18, at Fort Leavenworth and Fort Riley.

J-School and Fort Leavenworth bridge the gap at intensive workshop for journalists

Journalists from around the country recently came to Kansas to participate in an intensive week-long military education workshop. "Bridging the Gap: A Military Experience for Journalists" was held Sept. 14-18, at Fort Leavenworth and Fort Riley.

The J-School and the U.S. Army Combined Arms Center at Fort Leavenworth, Kan., hosted the event. It was sponsored by a grant from the McCormick Foundation.

J-School professors Tom Volek and Barbara Barnett organized the workshop. Volek accompanied the 12 participating journalists, who were from media outlets around the country.

"It was an amazing experience," Volek said. "The journalists and the officers got to know, understand and respect each other. They'd sit in a 'battlefield,' eat MREs and talk about their families. Every one of the journalists thanked me personally for being included in the workshop. I am really proud of the Journalism School, the people at the Combined Arms Center and the McCormick Foundation for having the vision to put this workshop together. It truly 'bridged the gap.'"

Some of the military education activities the journalists participated in included:

- Overview of the Combined Arms Center (CAC) and Command and General Staff College (CGSC) at Fort Leavenworth
- Military 101 training
- Military Transition Teams meetings
- Observation of military training, including a paintball exercise
- Meeting with Joint Advanced Warfighting Studies officers
- Attendance at a Battlefield Wellness Seminar
- An "embed" with Regional Strategic Studies students
- A Garrison overview and panel discussion on "home-front" issues (medical care, post traumatic stress disorder, etc.)
- A discussion with Lt. Gen. William Caldwell IV, Commanding General of the Combined Arms Center

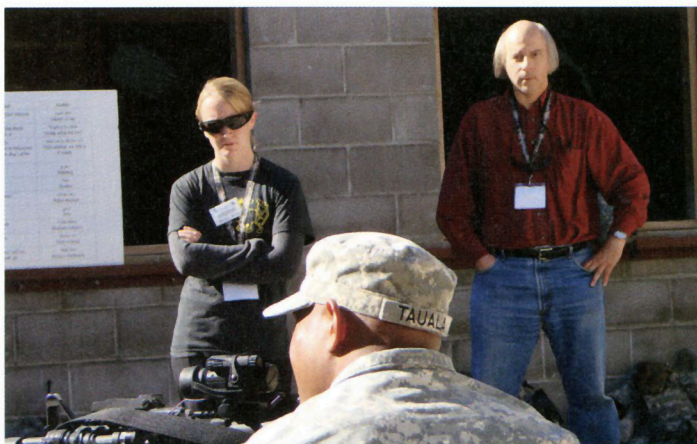


Lt. Gen. William Caldwell IV participates in a presentation on the final day of the workshop. Journalism Dean Ann Brill and Adrian Lewis, director of the KU-Fort Leavenworth program, are pictured in the background.

"We sat in the mess hall at Camp Funston the first night we were there," Volek said. "All around us were soldiers and officers in battle dress with their rifles on the floor, eating their dinners. SFC Ken McCooley was our escort. The journalists began just talking with him over dinner, and McCooley explained—as only a sergeant first-class can—how he and everyone else in the mess hall were just regular guys and gals who were doing their jobs. I remember looking at the faces of the journalists. They were clearly full of a new-found respect, perhaps even a little awe-struck. I later told Steve Kerrick, a retired lieutenant colonel from Fort Leavenworth who helped put the program together, that that was the moment the whole program came together for me. That moment was the reason we asked McCormick to fund the program."

In addition to the workshop, a new Media and the Military class was created and taught for the first time at the J-School in spring 2008. Barbara Barnett taught the course. It will be offered again in spring 2009. It featured interaction between journalism students and mid-grade field officers attending CGSC, one of CAC's 17 subordinate organizations. Another initiative of the partnership with Fort Leavenworth is a new Web-based electronic journal, called "Military-Media Issues." CGSC faculty and students will publish their ideas on military-media relations on the electronic journal.

The \$50,000 McCormick Foundation grant made these initiatives possible. The McCormick Foundation recently announced it would renew the grant with the J-School for another year. A second military and the media workshop is planned for next fall. □



Mike Belt, Lawrence Journal-World, and Andrea Sutherland, grad student from the University of Colorado J-School, watch a military training session at Ft. Riley, Kan.



Photos from the "Bridging the Gap: A Military Experience for Journalists" intensive week-long workshop, held Sept. 14-18, at Fort Leavenworth and Fort Riley.

Mary Wallace retires after 31 years of service to the School of Journalism

Nearly every office has a "go to" person—the person you can always count on, the person who consistently goes above and beyond the call of duty and the person who seems to have an answer for every possible question. For 31 years, that person at the School of Journalism was Mary Wallace.

Wallace retired this summer. During her time at the School she had served, most recently, as assistant to the dean, and in her earlier years, as a reporting teacher and assistant dean.

"Mary wore many hats," Journalism Dean Ann Brill said. "She always took on every challenge presented to her with enthusiasm and great attention to detail. Her dedication to students and to the tradition of excellence in the School was admirable. We will miss her."

One of Wallace's many duties was serving as the School's coordinator of scholarships and awards for more than 25 years. She read and re-read student applications every year, carefully matching student needs with available scholarships.

"One of the most rewarding aspects of my job was pairing students in need with scholarship funds," Wallace said. "I enjoyed reading the applications and my contacts with our generous donors and the KU Endowment Association. Working with the Roger Wooldridge Scholars was a particular highlight for me. Norris and Helena Wooldridge made young people the focus of their charity. Since they had lost their own son, a journalism student, at a young age, they considered the Wooldridge Scholars an extension of their own family."

Wallace also was known as the official historical records keeper of the School. She took extensive notes of faculty and committee meetings and maintained historical archives, and she documented all important faculty and student news and achievements in the weekly Monday Memo, a J-School faculty and staff newsletter. In addition, she was closely involved with faculty and staff searches and wrote countless reports, lists and letters for the School. Wallace also gathered much of the information for accrediting self studies that the School must submit every seven years.

"The J-School was one of Mary's children," Tim Bengtson, journalism professor and Strategic Communication track chair, said. "She did all she could to help it succeed, including working most weekends and taking (and maintaining) meticulous notes for years of every meeting she attended. She also had great common sense. I always enjoyed seeking her counsel on a wide range of topics. Her priority was to serve the J-School, especially its students, and to do what was right, even if an action might not be popular at the moment. Always working behind the scenes, Mary helped the J-School become what it is today. Thanks for everything, Mary."

Wallace earned her bachelor's degree in government from the College of William and Mary, Williamsburg, Va., in 1959 and her master's in journalism from the University of Michigan

in 1962. She was a county government and court reporter for *The Ann Arbor News* for seven years. She also was a reporter and the bureau chief in Orange County, N.C., for *The Durham Morning Herald and Sun*, reporting news of Chapel Hill, Carrboro and Hillsborough, for five years, and taught reporting at the University of North Carolina School of Journalism for a year.

She and her husband Vic moved from Chapel Hill to Lawrence in 1976 when he was appointed full professor and chair of the computer science department at KU. She joined the KU School of Journalism in 1977.

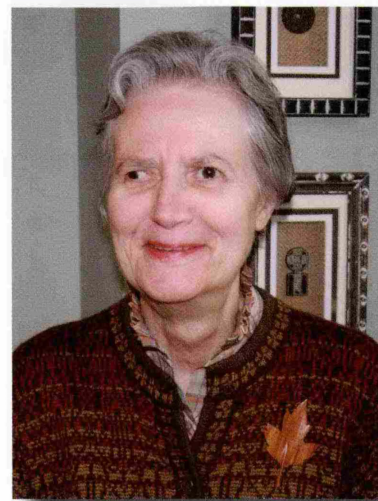
Among Wallace's honors and recognitions, she was selected as a semi-finalist for the KU H.O.P.E. Award, which recognizes excellence in teaching, in both 1986 and 1987. She was named an outstanding faculty adviser to Women in Communications, Inc. at its national convention in 1979. She also was elected to the Kansas Scholastic Press Association Hall of Fame in 1997.

"I can't imagine KSPA without Mary's involvement," John Hudnall, director of KSPA, said. "She was among the greatest supporters of both KSPA and the School of Journalism."

Along with her work at KU, Wallace has been involved in community service. Since retiring she has devoted herself to volunteer activities in Lawrence. She served as a Court Appointed Special Advocate (CASA) for a child in need of care from 1993-2001, and rejoined the group this year. She also volunteers as an archival assistant at the Watkins Community Museum of History and works on Lawrence Public Library book sales. She was a Kids Voting poll worker for the November 2008 election and is a member of the Endicott Society, KU's retiree organization.

Though happy to be pursuing volunteer activities on a full-time basis now, Wallace said she always would cherish the opportunities she had to "work with the wonderful donors, students, faculty and staff at the School and across campus."

"As a teacher, adviser and counselor, I tried to challenge each student to learn what he or she does best and enjoys most," Wallace said. "I hoped that each would understand the importance of an informed public and that journalists work for the public, that each would be curious and probing, never stop learning, and care about all people." □





Photos from the 2008 Editors Day event.

Corrie's Corner:

News from Corrie Moore
KU Endowment Association
Journalism Development Director

Your gift matters

In response to the first "Corrie's Corner" in the Summer 2008 edition of J-Links, I received a touching e-mail from an alumnus who reminded me why every gift to the School of Journalism—whatever the amount—means so much.



My first article discussed the student awards that are given each year in honor of retired faculty. This former Wooldridge Scholar was kind enough to share some wonderful memories of these professors and the time he spent with them at the J-School.

In my travels from one coast to the other, I'm fortunate enough to hear these stories time and again.

The alumnus went on to say, "My desire to write you was simply to forward a word of support for KU. I am glad to hear some of my old 'J-School Legends' are being honored... My personal health has slipped some in recent years so employment and money have been slim pickings for me in my life... I hope some of the big name journalism graduates do donate the money to make my old friends like Leibengood and Young an endowment at KU. Please accept my letter and the upcoming check as tokens of my appreciation for being a KU alum. The cash is small... but the gift of writing is sweet."

As a graduate of the Journalism School myself, I know from personal experience how much this school and its faculty impact our lives. It's what makes the J-School so special and why I love coming to work every day. I am so proud of the support that pours in from our alumni each year. I believe most of us have taken something from our time at KU, so I offer a special thanks to those who give back in whatever way they can.

Thank you!

Annual Kansas Editors Day features national panel of political insiders



From left, Bill Lacy, Raymond D. Strother and Walter Shapiro.

This year the School of Journalism partnered with the Robert J. Dole Institute of Politics to host its annual Editors Day program on September 6. The politically-themed panel discussion was titled "Post Conventions: What's Next in Election 2008?"

Panelists included: Bill Lacy, director of the Dole Institute of Politics and former campaign manager for Fred Thompson's presidential campaign; Walter Shapiro, Washington bureau chief for Salon.com; and Raymond D. Strother, author, political consultant and television political commentator. J-School Associate Dean David Guth moderated the panel.

"This was a very exciting year for politics," Journalism Dean Ann Brill said. "It was the perfect opportunity for us to bring together a panel of national experts to discuss the state of politics and to analyze the media's approach to covering these important issues. The panel discussion helped us to better understand some of the undercurrents of the political campaigns this year."

The KU School of Journalism sponsors Kansas Editors Day each fall. Editors and publishers from across Kansas attend the program, along with a reception at the KU Chancellor's home and a KU football game.

"Editors Day is one of many outstanding programs run by the William Allen White School of Journalism," Bill Lacy, director of the Robert J. Dole Institute of Politics, said. "We were happy to be a co-sponsor in this crucial election year."

See www.journalism.ku.edu/news/EditorsDay08.shtml for more on the panelists and event. □



Photos from the 2008 Editors Day event.

J-SCHOOL NEWS BRIEFS:

J-School redesigns Web site

This fall the J-School redesigned its Web site, updating the content, navigation and look.

We added a "Consider the J-School" section for prospective students and a "What others are saying about us" page, featuring video testimonials from successful graduates of the J-School. Stay tuned as we add more multimedia elements and the latest school news to our site.

Check out the new site design at www.journalism.ku.edu. If you have questions or suggestions, contact Jennifer Kinnard, communications coordinator for the J-School.

Study finds state emergency managers underutilize Web

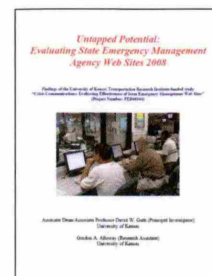
A study conducted by Associate Dean David Guth concludes that despite post-Hurricane Katrina calls for improved communication, state emergency management agencies across the U.S. have been slow to adopt Internet-based resources to reach the public during emergencies.

According to his study, "Untapped Potential: Evaluating State Emergency Management Web Sites 2008," state emergency management agency Web sites appear to place greater emphasis on reaching first responders than they do citizens of their state or the news outlets. The study urges state emergency planners to recognize that Internet and emerging social media are important public outreach tools.

Funded by KU's Transportation Research Institute, the

study analyzed 51 state emergency management agency Web sites (including D.C.) and results of an online survey of state public information officers. The report outlined 13 findings of the research and made six recommendations to the nation's emergency managers.

Download the complete study at: <http://people.ku.edu/~dguth/EMAreport.html>

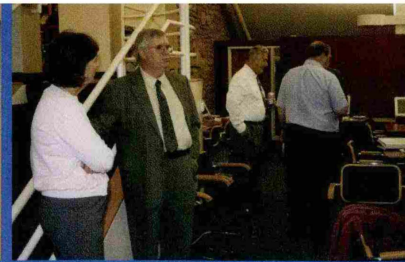
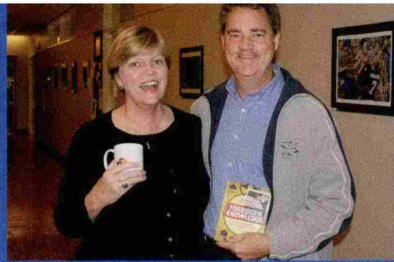
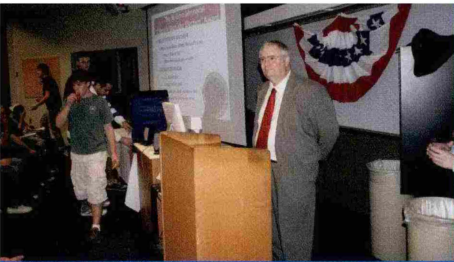


Notable student achievements this semester

Rhonda LeValdo, grad student, was a runner-up in the "YouTube Project: Report," competition for aspiring journalists. Her video, "A Fight for the Land," told the story of efforts to preserve the Haskell Baker Wetlands, an area of historical and cultural significance to Native Americans in Lawrence. The competition was offered in partnership with the Pulitzer Center on Crisis Reporting in Washington, D.C. As a runner-up, she will travel to the Pulitzer Center to be honored. She was chosen as one of 10 semifinalists after the first round of competition for a video about her grandmother. In the second round, the semifinalists prepared a video about a story unfolding in a community that touches on a global theme/issue. She teaches television production at Haskell University and produces "Native Spirit," a weekly radio show on the KKFI 90.1 FM community radio station in Kansas City.

J.J. DeSimone, grad student, was lead author on a paper accepted for presentation at the Central States Communication Association's 2009 annual conference in St. Louis, Mo. The paper, "Can the President Affect the Media Agenda? An Examination of Media Coverage of Iraq, Iran and North Korea Before and After Bush's Axis of Evil Speech," originated in his Fall 2007 J840 seminar in political communication. Co-authors are journalism graduate students **Rhonda LeValdo**, **Rauf Arif**, **Amanda Clemens**, **Josh Patterson**, **Ryan McGeeny** and **Prof. Tien Lee**. The paper will be presented in early April 2009 in the Media Studies interest group in a panel called "And Now the News... Explorations into News Media in Contemporary Culture."

Thor Nystrom, May 2008 graduate, won first place in the feature-writing category of *Rolling Stone* magazine's 33rd annual College Journalism Competition. He won for "To Hell and Back," his harrowing narrative about overcoming mental illness, that was published in the May 5 issue of *The University Daily Kansan*. He collected a \$2,500 cash prize for the first-place award. Nystrom's story beat out more than 150 entries from other students nationwide. To write his story, Nystrom drew upon his memories and diary entries, police and medical records, and conversations with family and friends. He details the events that led up to his ordeal with mental illness, his journey through the mental health system and ultimately, his recovery. □



Faculty at work: David Guth; Patty Noland and Terry Bryant; Barbara Barnett, David Guth, Max Utsler and Tim Bengtson; and Jerry Crawford.

ALUMNI NEWS & NOTES

Where are they now?



2008

Travis Brown is editorial assistant/tasting coordinator for *Cigar Aficionado* in New York City.

Blake Cripps is the sports director for KUTT/KGMT in Fairbury, Neb.

Joseph Erba, MSJ, has obtained a three-month apprenticeship with Trozzolo Communications Group in Kansas City.

Whitney Eriksen is the sales and communications coordinator for the KU Alumni Association in Lawrence. (weriksen@kualumni.org)

Mallory Goldstein is an assistant account executive at Bernstein-Rein in Kansas City.

Rikki Kite, MSJ, was recently promoted from managing editor to associate publisher of *Linux Pro Magazine*, www.linuxpromagazine.com. The company's North American headquarters are in Lawrence.

Steven Levy is an assistant account executive on the McDonald's account for Bernstein-Rein in Kansas City.

Adam MacDonald is the community relations manager at the United Way of Wyandotte County, Kan.

Jarrod Morgenstern works in digital advertising at Manning Selvage & Lee in New York City.

Thor Nystrom placed first in the feature-writing category of *Rolling Stone* magazine's 33rd annual College Journalism Competition. He received a \$2,500 cash prize. His story was featured in the 10/3 issue of *Rolling Stone*. Nystrom won for his harrowing narrative of overcoming mental illness, which appeared in *The University Daily Kansan* while he was a student in the J-School.

Jessica Reber is producer of newscasts and online content for KAKE-TV, Wichita, Kan.

Jenny Ries is the Web and marketing manager for retail clothing chain J. McLaughlin in New York City.

Amelia Roudebush, MSJ, is an account executive for John Nohe & Associates in Overland Park, Kan.

Shawn Shroyer is a sports reporter with *The Midland Reporter-Telegram* in Midland, Texas.

Rachel Smith is the annual fund manager at Baker University in Baldwin, Kan.

Sarah Weston is a sales coordinator at NCC-Chicago, an advertising rep. firm.

2007

Stephanie Bottoms is an assistant account executive for GolinHarris in Chicago. Previously she was with Weber Shandwick.

Sam Carlson is a copy editor with Vance Publishing.

Lauren Fulmer works in Chicago for CBS in the network sales department as a sales planning analyst.

Kyle Hoedl is assistant media manager of the AMC Theatres account for VML in Kansas City, Mo. (kyle.hoedl@gmail.com)

Tovah Mendelsberg works for *Colorado Expression Magazine* in Denver.

Susan O'Neil is an account executive at SHIFT Communications in San Francisco. (susan.cathleen@gmail.com)

Elyse M. Weidner is the assistant editor of *Modern Luxury Media's Houston Magazine*.

2006

Ali Bannwarth is a producer for Kurtis Productions in Chicago.

Terena Santana Silva works for OMD Worldwide, which is part of the Omnicom Group. She was at Starcom for two years. She lives in Chicago.

Meg Swallow is a field sales representative for Pfizer

Pharmaceuticals, promoting Celebrex, Lyrica and Aricept.

Tim Veach is youth hockey coordinator for the Iowa Chops of the American Hockey League.

2005

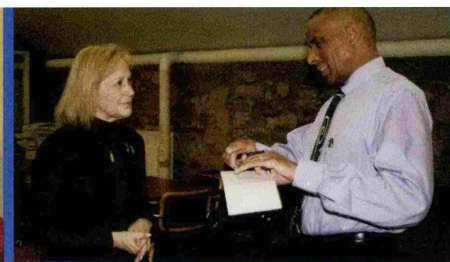
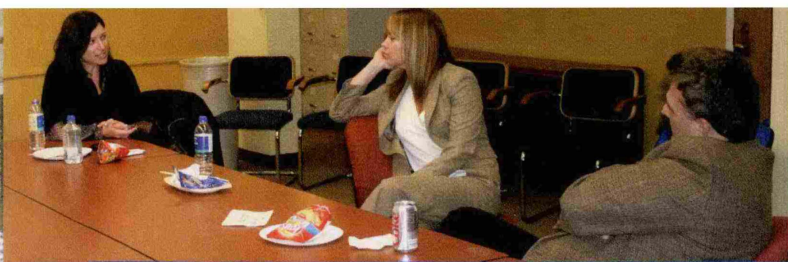
Stacey Archambault is a production assistant at ESPN in Bristol, Conn. She has traveled to both a winter X Games in Aspen and a summer X Games in Los Angeles, and spent last season working on college basketball games. Currently she is working on NASCAR.

Jennifer Byrd is a reporter for *Pensions & Investments*, a Crain publication in Chicago.

Andrew Ledell is a junior account executive with The Strategy Group, www.thestrategygrouppllc.com, in Wichita, Kan. (aledel311@gmail.com)

Amy Cox O'Hara is marketing and communications specialist for the Arizona State University Lodestar Center for Philanthropy & Nonprofit Innovation. Under her direction, the Lodestar Center received the 2008 PRSA Phoenix Chapter Copper Anvil Award for Government Special Events/Promotions. The entry was for the 15th annual (2007) Nonprofit Conference on Sustainability Strategies, titled "Mission and Messaging: Cutting Through the Noise."

(News & Notes – continued on page 10)



ALUMNI NEWS & NOTES

J-School visitors: Penny Reiss, Showtime executive and alumna; Dr. Adrian Lewis, director of the KU/Fort Leavenworth program; and Joe Gaylord, former executive director of the National Republican Congressional Committee, with Christina Martin, KU grad and former spokesperson for House Speaker Newt Gingrich.

After leaving the bank, her stock is up

By Sonya English, junior, Overland Park, Kan.

What do you do when the bank where you've worked the last decade downsizes and eliminates your position? If you're anything like Sharon Woodson-Bryant, you hurry to the door where opportunity stands knocking.

"It was the universe saying, 'Whoa, time to move on,'" Woodson-Bryant said. "I would not have left if that hadn't happened."

In April 2008, when Woodson-Bryant left her job as vice president and news bureau manager of Union Bank of California, she only indulged her astonishment momentarily. Then she looked to what would come next. Her friend told her about an opening with First 5 LA, a nonprofit created by a California initiative that uses cigarette taxes to fund pre-school programs to advocate early childhood development. In less time than it had taken to pack her things at the bank, she was hired as the media manager at First 5 LA.

"I had an interview on a Thursday evening and they offered me a job Friday afternoon," Woodson-Bryant said. "It was uncanny."

It helped that she came to the interview with a fully-loaded resume, the highlights of her nearly 40-year career in journalism. Newspaper reporter, newspaper publisher, college instructor, advertising and marketing manager, press deputy and columnist are only some of the titles that Woodson-Bryant has assumed since graduating with her bachelor's in journalism from KU in 1969 and her master's in 1975.

Although her experience does not include raising children, she's now writing public relations pieces to educate parents, and learning as she goes. Woodson-Bryant enjoys having full control over her responsibilities instead of working through the layers of approval that are part of a larger institution. She describes most news releases for banks as "just so boring," but at First 5 LA, she feels her writing has more relevance.

"It's an entirely new world; a lot more exciting than banking," Woodson-Bryant said. "Well, I'm sure banking is exciting now, but not the kind of exciting that I like!"

Children are part of a new realm, but advocacy is not. Woodson-Bryant has played an active role in the black community throughout her career, using her public relations skills to promote the causes of several organizations. She was publisher of *The Outlook*, a black weekly newspaper, and a columnist for *The Wave*, a newspaper for black and Hispanic readers. The National Association for the Advancement of Colored People Legal Defense Fund named her Black Woman of Achievement in 1991. Woodson-Bryant doesn't characterize herself as an activist, but considers her outlook a product having parents active in their community.



"It's just in my DNA," she said. "I always have to take action on issues important to me. I enjoy it. It's part of how I see myself fitting into the world."

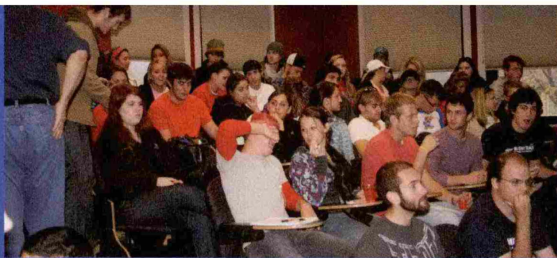
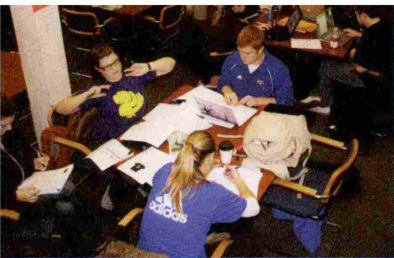
Calder Pickett, her professor of American History who retired in 1988, challenged part of her world-view when he said that maybe blacks didn't have a history. Infuriated, the comment stayed with her until she returned for graduate school. When they reconnected, she confronted him and he explained that he meant there was little written on the history of African-Americans at that time. Working through this exchange brought them closer together and they maintained a friendship long after Woodson-Bryant left KU. He served on her thesis committee along with Sam Adams, who was one of the first black faculty members of the J-School and another lasting influence and friendship for Woodson-Bryant.

In all her jobs, Woodson-Bryant said her ability to write in a news style, make a quick point and research have helped her continuously.

"Going through journalism school and understanding how the public thinks have just been invaluable for me," she said.

She said her new job is an opportunity to stretch, grow and learn. Reflecting on her career, she identified this as a rewarding aspect of public relations.

"Every day was different and I've been doing this a long time," she said. "There are always different people, different situations and always the unexpected." □



Photos of Journalism students in action.

ALUMNI NEWS & NOTES

(News & Notes – continued from page 8)

Laura Snyder is the communications coordinator for Black Hills Corp., a diversified energy company in Golden, Colo. She provides both internal and external communications support for the oldest continuously-operating coal mine in the U.S. and seven power plants in Gillette, Wyo., as well as Enserco, a Golden-based natural gas and oil-marketing subsidiary. Previously, she worked as the communications coordinator for Aquila, Inc., in Kansas City.

Natasha Trelfa is a reporter for KAKE News in Wichita, Kan. Previously she was the morning anchor/reporter for KTKA in Topeka, Kan.

2004

Lauren (Karp) Hodges is a reporter at *The Villager* in The Woodlands, Texas. Previously she was a police reporter in Humble, Texas, and an advertising executive and features reporter at *The Daily Union* in Junction City, Kan. (lmkarp@hotmail.com)

Samia Khan is an associate attorney in the Mass Media group at Wiley Rein LLP in Washington, D.C.

Johanna Maska is deputy director of media logistics for the Presidential Inaugural Committee, Washington, D.C.

Kate Piotrowski is an account supervisor for FabCom

Advertising Agency. She is engaged to **Eric Silvinski**, another J-School graduate, who owns Tropical Sno Hawaiian Shave Ice in Phoenix. (kateglee@yahoo.com)

Marcella Vasconcellos earned her MBA in finance from KU in 2008 and is a financial analyst at Embark Corp. in Overland Park, Kan. Previously, she worked in account management for two years at PlattForm Advertising in Olathe, Kan.

2003

Leslie Gerstenkorn is a paralegal for Thompson Ramsdell and Qualseth, P.A. in Lawrence. (gerstenkornleslie@hotmail.com)

Kristi Henderson is the outreach coordinator for the College of Liberal Arts and Sciences at KU. Previously, she worked as a copy editor for *The Milwaukee Journal Sentinel*.

Missi Schoen is an attorney in Norton, Kan., practicing primarily in family law and criminal law. (mmschoen@ruraltel.net)

Jessica Tims-Seeliger is the editor and publisher of *The Wellington News* in Wellington, Kan. Previously she was with *The Morning Sun* in Pittsburg.

Ryan Wood is a content producer for *Active.com* in San Diego, Calif.

2002

Curtis Green was highlighted in "Creatives Under 30: Screen Magazine's Annual Spotlight On Agency Youth." He started work at Euro RSCG Chicago in 2005 after working at a few smaller agencies in Kansas and Wisconsin. His clients include Barilla and Powershares. Last fall he traveled through Italy to pen what would become a scrapbook print campaign, documenting the essence of Barilla pasta in its home country. This year he went back to Tuscany to film a commercial he co-wrote for the brand's new miniature pasta line, Piccolini.

Kate Williams is a content producer for the clothing chain Urban Outfitters at its New York City headquarters. She manages the blog and editorial content for *urbanoutfitters.com*. Previously she was an editor at *Nylon* magazine.

2001

Thad Allender is the new multimedia producer at *USA Today* in McClean, Va. Previously he was director of photography for *The Lawrence Journal-World*.

Marc Harrell is the general sales manager for Mix 93.3 and Star 102 Radio in Kansas City, Mo.

Rupali Limaye (Slusher) is a program officer at the Johns Hopkins Bloomberg School of Public Health, in the Center for Communication Programs, and also is work-

ing on a Ph.D. there in social and behavioral science. (rjlimaye@gmail.com)

2000

Erik Ashel is a special projects producer at Metro Sports in Kansas City. For the past year he has been working on a documentary entitled "Border War" which details the history of the Kansas-Missouri rivalry. It will be a full feature-length project. See *www.borderwarrivalry.com* for more information.

(Cody) Ryan Riggin has been promoted to vice president of client development at Kowabunga!, a provider of interactive performance-based advertising networks and technology platforms. In his new role as vice president of client development, he will be responsible for managing and expanding the revenue growth of Kowabunga!'s strategic client relationships, providing them with additional technology solutions and managed service options. He has several years of industry experience, serving as director of marketing at ClickSpeed and working in the marketing and business development group at Virtumundo. He also earned his MBA from Baker.

1999

Danny Boresow is an account executive with Entercom Radio (98.1 KUDL and 106.5 The Wolf) in Kansas City. He has been with the company since 2000. (dboresow@entercom.com)

(News & Notes – continued on page 11)



ALUMNI NEWS & NOTES

(News & Notes—continued from page 10)

Michael Martin is a full-time freelance writer. His piece for *The New York* magazine, "Springtime for 'Xanadu,'" was honorably mentioned in the *Idolator's* "The Best Music Writing 2008." The article is available online at: nymag.com/arts/theater/features/32380

Sara Wilhelm, former director of advertising and sales at *The Lawrence Journal-World*, is now vice president for sales and business development at Mediaphormedia, the commercial software division of The World Company. She recently won the Suburban Newspapers of America's Advertising Director of the Year award, which was given as part of the 2008 SNA Advertising and Promotions Contest.

1998

Chris Arreguin opened a small business, Kustum Kribs baby boutique, with his wife Lisa in Park Ridge, Ill., outside of Chicago. See www.kustumkribs.com for more information. (chris@kustumkribs.com)

Ashleigh Roberts Black is associate director of the George Washington University Center for Global Health in the School of Public Health and Health Services in Washington. She worked on *The Kansan* and also majored in Spanish. She went to Costa Rica after graduation and also was in Rome for three years.

Jay Erickson is territory manager for Shaw Industries in Chicago.

Deborah Henry is a paralegal at McAnany, Van Cleave & Phillips, PA, in Roeland Park, Kan.

1997

David Day is arts and entertainment editor for *Weekly Dig*, in Boston.

Jennifer Fortney is president of Cascade Communications in Chicago, which specializes in marketing communications for small businesses.

1996

Jennifer Carter is a regulatory-submissions writer for the non-clinical research department of Wyeth, a global pharmaceutical company. She works in Pearl River, N.Y.

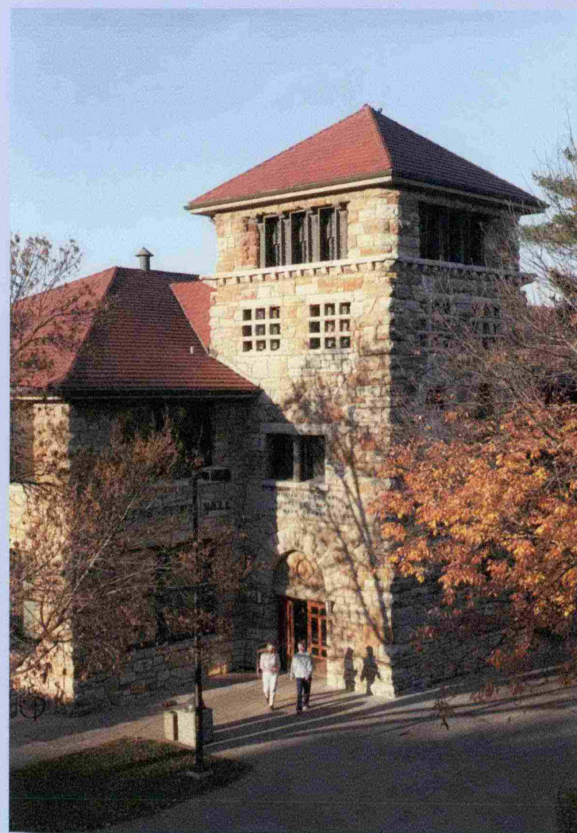
1993

Marlene (Dearing) Neill is community relations specialist for the city of Waco, Texas.

Hale Sheppard is a shareholder in the Atlanta office of Chamberlain, Hrdlicka, White, Williams & Martin, where he represents clients during federal and state tax audits, criminal tax investigations, tax appeals, tax litigation and tax collection procedures. He recently became a member of the Editorial Board of the *Georgia*

(News & Notes—continued on page 13)

Photos of Journalism students in action.



J-School Calendar of Events

Jan. 15: First day of spring classes

Feb. 5 & 6: William Allen White Day, honoring Tom Curley, CEO and president of the Associated Press

Feb. 20: KSPA Regional Competition

April 29: J-School Awards and Scholarships Ceremony, 4–5:30 p.m., Woodruff Auditorium and Big 12 Room

May 2: KSPA State Competition

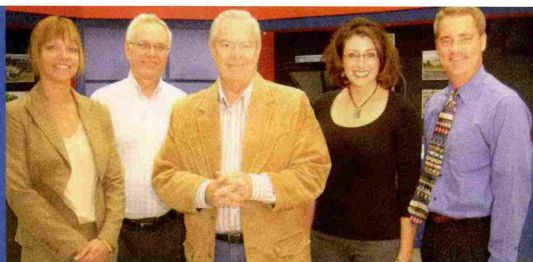
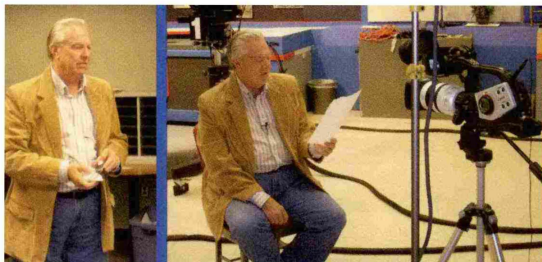
May 6: Kansas City Alumni Reunion Event, details TBD

May 16: Journalism Graduate Recognition Ceremony, Lied Center and Stauffer-Flint lawn

May 17: KU Commencement, Memorial Stadium

June 14–18: Kansas Journalism Institute

For more event details, visit www.journalism.ku.edu.



ALUMNI NEWS & NOTES

Photos of Bill Kurtis, 1962 graduate and acclaimed television documentary host, news anchor, and author. Kurtis was at the J-School shooting a video about his experiences at KU and his career.

J-School grad spreads the news for National Geographic

By Sonya English, junior, Overland Park, Kan.

Even after working more than 30 years for National Geographic, one of the most prestigious organizations in the world, Barbara Spurlock Moffet assesses her life after KU with humility.

Moffet is a director of the National Geographic Society communications office, which she helped create. When she graduated from the J-School in 1973, could she have anticipated the vital role she would play at National Geographic?

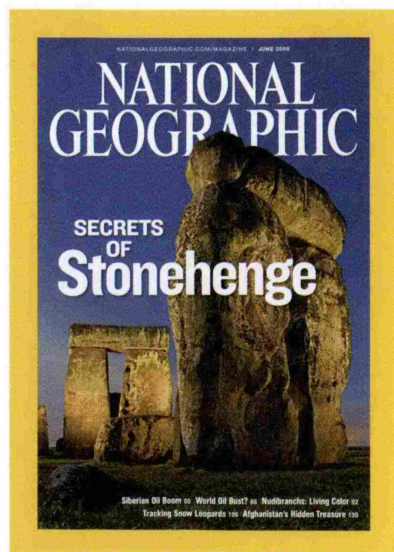
"When I came out of Journalism School, I really wanted to be a reporter," she said.

In her first ten years at National Geographic, though, she did write feature stories for the society's news service. She entered media relations as a necessity in 1987. The following year would mark the magazine's 100-year anniversary and Moffet recognized the potential media interest. She and MJ Jacobsen, a freelance publicist at the time, organized the organization's first media outreach program.

Moffet guessed she would do public relations for a year or so, while she was needed. It's the second condition that never expired. The Centennial proved to be an extremely busy year and the media relations office she created quickly became essential to the National Geographic operation.

Now she may not report the stories, but she works with the press on a daily basis and is responsible for many front-page stories in newspapers around the world.

The office promotes just about everything National Geographic does, which these days—with multiple magazines, a channel in some 150 countries, a Web site, books, traveling exhibits and more—is a lot.



The June 2008 National Geographic cover story reported evidence that Stonehenge was used as a cemetery for more than 500 years, the work of research grantee Mike Parker Pearson. Barbara Moffet publicized the story, which appeared in the magazine, as a documentary on the National Geographic Channel and as a feature in the June/July issue of National Geographic Kids.



But it's not her only fingerprint on the company. The Explorers-in-Residence program was her idea as well. The program funds explorers and scientists that work with National Geographic to tell their stories. The program started with one explorer in 1996. Now there are 13, including Paul Sereno, who has discovered a new species of dinosaur on almost every continent, and Robert Ballard, who found the Titanic.

National Geographic funds field research, exploration and conservation projects through grants. Moffet decides which she thinks would generate media interest, looking for what she calls the "gee whiz factor." She coordinates all the media surrounding the story's release.

She had no trouble deciding to announce one grantee's recent discoveries about Stonehenge. In January 2007, Mike Parker Pearson announced discovery of the remains of little houses that he supposed belonged to the builders of Stonehenge. A few miles away, he had also found a second Stonehenge, made of wood. In May of this year, he made news again when radiocarbon dating showed teeth and bones he'd found spanned 500 years, supporting his theory that Stonehenge was a cemetery.

Moffet breaks these big stories, developing a strategy to present them and overseeing all the planning behind their release. For this story, that meant helping Parker Pearson prepare a presentation for the teleconference, and coordinating release dates for the magazine story, TV program and news release.

Each story brings new challenges, Moffet said.

"It's hard because science is changing every day," Moffet said. "It's impossible to keep up with all the fields that we're funding so I really have to rely on colleagues at the office and other outside experts."

She uses skills she learned in the J-School in all the releases she writes.

"A lot of what I learned in reporting class about verifying and about being thorough and gathering information really served me well," she said. □



Photos from the 2008 Wooldridge Scholars annual recognition dinner.

ALUMNI NEWS & NOTES

(News & Notes—continued from page 11)

Bar Journal and the Board of Trustees of the Atlanta Tax Forum. He recently published multiple articles in various tax and legal publications and journals.

1987

Bill Ackerly, MSJ, is the strategic communications manager for the Battle Command Knowledge System (BCKS) at Fort Leavenworth, Kan. He conducts strategic communications for BCKS and implements media/marketing strategies to support the integration of knowledge management (KM) across the Army. BCKS serves as the lead agency for providing Army enterprise KM, providing KM training, products and services for the Army, including 90 online professional forums, online knowledge portals and unit KM assessments. He previously served in corporate communications roles in a variety of industries, from financial services and insurance to mass transit and electric utilities. He spent 20 years in the Army, including eight years as a public affairs officer.

1985

Col.(R) James H. Thomas, 1975 BS and 1985 MSJ, is the military leadership program manager for the U.S. Army Command and General Staff College, Fort Leavenworth, Kan. He retired after 30 years of active service in 2005. He was recently selected as an inductee into the Jayhawk

Battalion Alumni Association (JBAA) Wall of Fame. The Wall of Fame is for KU Army ROTC participants who have been successful in their military career and/or civilian occupation. The Jayhawk Battalion Alumni Association was founded four years ago and is open not only to those who received a commission from KU, but to anyone who is willing to support the Army ROTC program.

1984

Sarah Burt is the curator of American Western Art at Joslyn Art Museum in Omaha. She previously spent 12 years working for the Georgia O'Keeffe Foundation. (sburt@joslyn.org)

1983

Bruce Harris was promoted to executive vice president of the Benefits Consulting Group in Dallas. (bruce@bcghr.com)

Glen Huschka is director of communications and marketing for the American Heart Association, in Austin, Texas.

Darrell Preston with Bloomberg Media, has been honored with several prestigious awards for excellence in journalism. His work has been featured in an article about good work in the *Columbia Journalism Review*. He received the top award for best business story written in English from the International Press. He also was featured on a news television program for his work.

Journalism Job Listing Service



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

1981

Dreux DeMack, who took classes in the J-School and graduated with a BGS, works for KUSA-TV in Denver. He is the executive producer of "Colorado and Company," a talk show that debuted in 2004. The program features international celebrities, local community groups and world-class events.

Vickie Walton-James joined National Public Radio in Washington, D.C., this summer as supervising editor for the Midwest and South. Previously she was with the Tribune Company, where she had been senior Washington editor. She had been with the Tribune Company, mostly *The Chicago Tribune*, for nearly 20 years.

1978

Eric Morgenstern, president and CEO of Morningstar Communications, was recently appointed to The Greater Kansas City Cham-

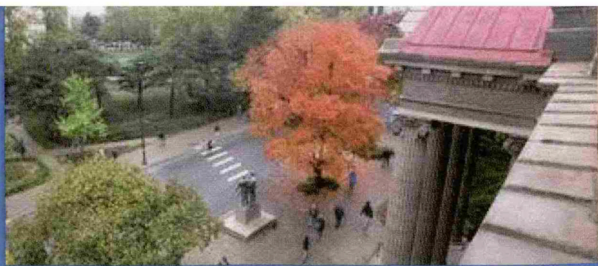
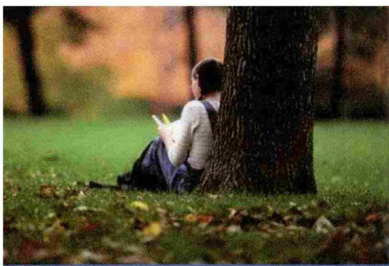
ber of Commerce Board of Directors. He was recently honored by the Counselors Academy section of PRSA as a member of the inaugural class of SAGE (Strategic Advisors for Growth and Excellence) Counselors.

1977

Alison Gwinn is executive editor of *Women's Health* magazine and also is teaching journalism courses at New York University in the fall of 2008 and the spring of 2009. Previously, she was deputy editor of *InStyle* magazine.

Carol O. Hudler is now president of Gannett's south regional group. Gannett recently announced the reorganization of its U.S. Community Publishing division, with five regional groups becoming four. Hudler has been president and publisher of *The News-Press* in Fort My-

(News & Notes—continued on page 15)



ALUMNI NEWS & NOTES

Photos of the fall colors at KU.

There's no business like funny business

By Sonya English, junior, Overland Park, Kan.

It's 8 a.m. Molly McNearney faces a blank computer screen in her Los Angeles home. In the next three hours, she'll fill the screen, spinning the day's news into jokes and bits that she hopes will get laughs from the studio audience and viewers of "Jimmy Kimmel Live." Some days a politician or an heiress make her job easy. Other days, death and war make the laughs harder to find. Either way, at 11 a.m. she'll sit among the other writers to pitch ideas to Kimmel.

Since she became a writer for "Jimmy Kimmel Live," a sarcastic late-night comedy talk show on ABC, this is how J-School grad Molly McNearney starts the work day. She was promoted to head writer in May 2008.

"It's really exciting to see an idea you had at 8 in the morning ready to go on the air at 7 that night," McNearney said.

In 2000, McNearney graduated from the J-School with a degree in advertising. She discovered she loved the process of advertising in Tim Bengtson's ad class. She ended up in sales.

"Sales is a great job, but I wasn't happy," she said.

Her job took her to Los Angeles where she learned of a job as assistant to the executive producer of "Jimmy Kimmel Live." She'd never seen the show, but had performed improvisational and sketch comedy for three years.

Host Jimmy Kimmel remembers McNearney's first week, though she would argue not very clearly.

"When I first met her, I was suspicious of Molly because her fanny pack always seemed to be loaded with office supplies. She left a trail of thumbtacks and Post-Its wherever she went," Kimmel said. "I learned later that it wasn't stealing. Molly has a poor sense of direction. She would use those items to mark a path back to her office. That's just the sort of forward thinking we were looking for."

McNearney denies ever carrying a fanny pack in her five years with the show, but as the only female writer, she's learned to roll with the punches. Or, as sister Kelly McNearney says, channeled her inner frat-guy.

Co-head writer Gary Greenberg said that even in a room full of men, McNearney is right at home.

"She has a great combination of toughness and positive energy that serves her well in dealing with a room full of testosterone-addled comedy writers," Greenberg said.

He said her gender only occasionally comes into play, like when the Sex and the City movie came out.

"Pretty much all the male writers were scratching our heads trying to come up with bits, but Molly seemed to have an endless supply of material," said Greenberg, who now knows he is a "Miranda," thanks to McNearney.

She started as the executive producer's assistant, but quickly moved up the ranks to segment coordinator, then on to writer's assistant and then staff writer in Nov. 2006.

"I had a huge advantage being able to prove myself while working other jobs here," she said. "As a writer's assistant I just watched and learned for a year."

Though star-struck by the Alf puppet her first week, she learned quickly that celebrities are just ordinary people.

"Her life is pretty surreal," her sister Kelly McNearney, a 2003 J-School grad, said. "I can call her in the middle of the day and she can't talk because she's on the set of Grey's Anatomy doing a bit with Michael Phelps or she's in the studio with Josh Groban shooting a Ben Affleck music video."

Celebrity encounters are a favorite topic at family get-togethers.

"I think some people misunderstand her job and think she's going to dinner with Tom and Katie or vacationing with Brad and Angelina," Kelly McNearney said. "She's not friends with these people. She gets paid to make fun of them constantly."

That's the job description and Kimmel said she does it admirably.

"Molly is an extremely talented writer," Kimmel said. "When an assignment is in Molly's hands, it always gets done and done well."

Her day ends after the show, around 8 p.m. The morning will bring a new day, and another screen to fill. Her successes are short-lived, but the flops too are quickly forgotten.

"There will be times my mom will call me and ask, 'Did you have a bit on the show?'" and I say 'No,'" McNearney said with a laugh. "But I did. Just nothing she needs to see."

Her improv experience helps her comedy, but she credits the J-School for her business know-how.

"Often creative people are not necessarily managers and managers aren't necessarily on the creative end," she said. "I think the Journalism School helps you hone both those skills."

McNearney lets her creativity spill into journals spread all over her house. They're filled with ideas for books, movies, webisodes and sitcoms that she would love to develop someday.

For now, she's happy where she is. □

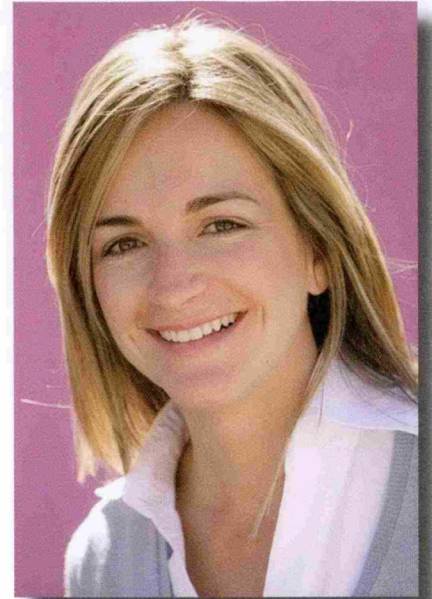


Photo by David Noles.



Photos of the fall colors at KU.

ALUMNI NEWS & NOTES

(News & Notes—continued from page 13)

ers, Fla., since 2000. She also has been group president of the Sun Coast Group since its inception in 2006. She began her journalism career in 1977 as the assistant to the advertising manager of Vance Publications in Kansas City. She held advertising and sales jobs at a number of publications before joining Gannett in 1988 as director of advertising at the Fort Myers newspaper. She also served as director and vice president of advertising at Gannett's Rochester, N.Y., newspaper.

1972

Jack Nixon is the play-by-play voice for New Mexico State University in Las Cruces. He also is the news director for the four radio stations of Radio Las Cruces and writes two columns for *The Las Cruces Bulletin*. Previously he was the play-by-play man for Tulsa University from 1982 to 1983, and also for the Oklahoma Outlaws in 1984. He was the general manager of KWOC AM & FM radio stations in Poplar Bluff, Mo.

Bill Redlin wrapped up a 23-year career in September as host/news anchor of "Morning Edition" at WAMU-FM in Washington, D.C. He is now the host of WAMU's mid-day programming. Previously he worked at Mutual Broadcasting in Washington, at Channel 27 in Topeka, and at KMBZ-KMBR in Kansas City. He also was a part-time newscaster at NPR for 10 years.

1971

Michael K. Yearout launched a new career in professional photography in January 2006. He specializes in real estate and architectural work, in and around Breckenridge, Colo. He recently joined the *Dispatch-Photo.com* group. See www.mkyphotography.com for more information.

1968

Tom Bowser was elected chairman of the Blue Cross and Blue Shield Association for the next two years. Bowser is president and CEO of Blue Cross and Blue Shield of Kansas City. The Blue Cross and Blue Shield Association is the governing body for the 39 Blue Cross and Blue Shield Plans, which cover 102 million members, and has annual revenues of more than \$300 million.

Bob Dotson, of NBC News, has won a record fourth Edward R. Murrow Award for writing on Today's "American Story." The stories that won him this year's award chronicled brothers who found their father's sunken World War II submarine in the Bering Sea when the Navy couldn't and an Idaho doctor who flies to see patients. A third followed young women in Kansas who found a calling performing their play about a Catholic nurse who saved Jewish children during World War II.

In Memory: Barbara Macdonald

A member of the J-School family, Barbara Macdonald, died on March 14. She and her husband, Peter, who died in 2001, were longtime friends of and generous donors to the School of Journalism.

Peter had served the Harris Enterprise Group in several positions, including president of the board from 1966 to 1978, and chairman from 1978 until he retired in 1984.

"The School continues to benefit from the generosity of Peter and Barbara Macdonald," Journalism Dean Ann Brill said. "Barbara told me that they established the Peter M. and Barbara A. Macdonald Visiting Professionals in Journalism fund to make sure that students would have the opportunity to meet and learn from professionals in the media. We continue to honor their wishes by bringing such professionals into the classroom, have them meet with faculty and provide opportunities for students to meet with them informally."

Barbara is survived by two daughters, both KU grads, and three grandchildren. Daughter Heather Smith, a 1968 J-School alumna, said, "giving back to students was an important part of their lives. They wanted to perpetuate the connection between the professional and academic worlds."

The Peter M. and Barbara A. Macdonald Visiting Professionals in Journalism fund is a tremendous gift to the School and one that continues to honor the legacy of the Macdonald family.

"Barbara was a delightful, well-read woman," Brill said. "Whenever I visited her in Hutchinson, we talked about what book she was reading—biographies were her favorites—and she brought me up-to-date about her children and grandchildren. She also was keenly interested in politics and art. We will miss her." □

1967

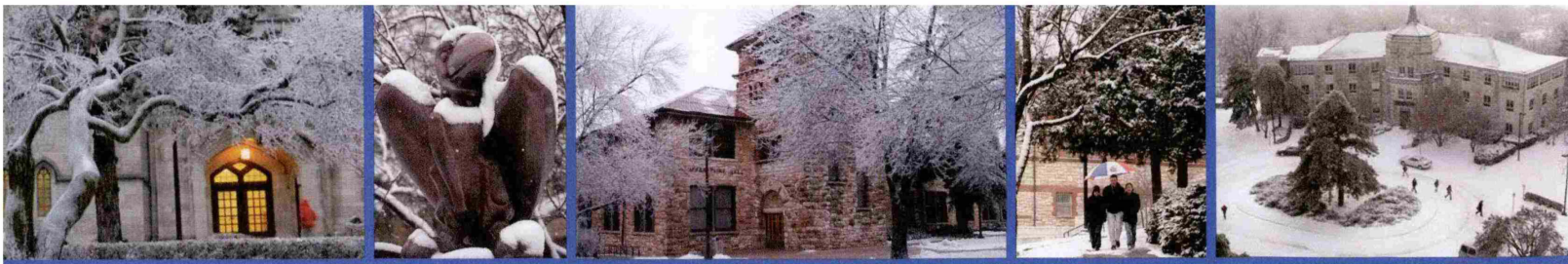
Constance Myers Gaston got her Ph.D. in community/clinical psychology in 2000 from Wichita State. She is the day shift manager for Wichita's Crisis Intervention Services, Comcare Community Mental Health Center.

1963

Doug Farmer retired in 2007 after a 24-year career as a realtor. He also served on the Blue Springs, Mo., Planning and Zoning Commission. (farmer310@comcast.net)

1958

Carol Ann Huston Schneider is retired. After graduating she went to work in New York City for *Reader's Digest* in its advertising department. She did promotional writing and proofreading, and ran the advertising library. Later she moved into advertising research. After eight years she returned to the Midwest and taught English and Yearbook in Belton, Mo., for 14 years. She lives in Holiday Island, Ark. □



Winter wonderland scenes from the beautiful KU campus.

Send us Your News

Please mail us your update or e-mail it to Jennifer Kinnard, *J-Links* editor, at jkinnard@ku.edu.

Winter 2008

NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

CHECK APPROPRIATE BOX: ☐ current address ☐ new address

PHONE: _____

E-MAIL: _____ ☐ okay to print in *J-Links*?

GRADUATION YEAR: _____

PROFESSIONAL UPDATE: _____
(Include name of company and city)

Here's a donation of \$_____ to help fund J-School initiatives.

Even if you are unable to send a donation, we'd like to hear from you.

Please make checks payable to:
KU Endowment
P.O. Box 928
Lawrence, KS 66044-0928

Please write "School of Journalism" in the memo line of your check.

****NEW: Sign up to receive J-Links via e-mail****

To save printing and mailing costs, and to help save a few trees, please let us know if you would prefer to receive your copy of *J-Links* via e-mail, in an Adobe PDF file format. Please check appropriate box:

☐ E-mail only, indicate the e-mail address we should send it to:

☐ I prefer to continue receiving *J-Links* via regular mail.

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

Editor

Jennifer Kinnard, Communications Coordinator
jkinnard@ku.edu, 785-864-7644

Printed by

Allen Press Inc., Lawrence, Kansas

Financial support provided by

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

For more information

200 Stauffer-Flint Hall, 1435 Jayhawk Blvd., Lawrence, KS
66045-7575 • jschool@ku.edu • 785-864-4755

www.journalism.ku.edu



The University of Kansas William Allen White
School of Journalism and Mass Communications
200 Stauffer-Flint Hall, 1435 Jayhawk Blvd.
Lawrence, Kansas 66045

Non-profit
Organization
US Postage Paid
Permit #116
Lawrence, KS