

Photos from the top: at the William Randolph Hearst Writing Foundation Awards dinner after the J-School placed first in the Hearst National Writing Competition for the third consecutive year; the second class of journalists who participated in the "Bridging the Gap: A Military Experience for Journalists" workshop gather in front of the iconic Fort Leavenworth lamp; and the 2009 Wooldridge Scholars at an annual recognition dinner.

## In this issue...

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## Photojournalism at the J-School

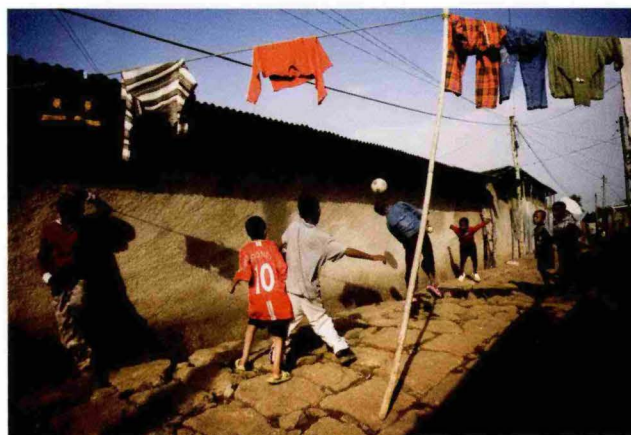
By Associate Professor Mike Williams, News and Information Track Chair

With the media profession continuing its upheaval, the J-School is deep in the process of revising its curriculum to meet the needs of current and future students. A significant change is the addition of a visual communication course requirement for all J-School undergraduates.

This requirement may take the form of a single overview course that exposes students to the full range of visual forms and uses. But for some students, it also could mean immersion into a more specialized area of journalism that has been a part of the curriculum for at least 50 years.

Photojournalism, as a separate journalism major, has been a significant contributor to the School's reputation of excellence, with photo graduates winning recognition from Pulitzer Prizes to World Press Association awards, and rising to some of the most prominent positions in the profession. KU photo alumni have held or currently hold editorships and photographer positions at top newspapers, magazines, wire services and corporations in the U.S. and abroad.

(Photojournalism – continued on page 2)



Tomas Hailemariam jumps for a header while playing soccer in his neighborhood streets in Addis Ababa, Ethiopia. Hailemariam's tuition-free NGO school, Fregenet, is in danger of closing because of a lack of funds. Photo by J-School senior Jon Goering.

## Letter from the Dean

They say a picture is worth a thousand words. And, if that is true, then this issue of *J-Links* contains many, many thousands of words! Like wonderfully written prose, photojournalism tells a story.

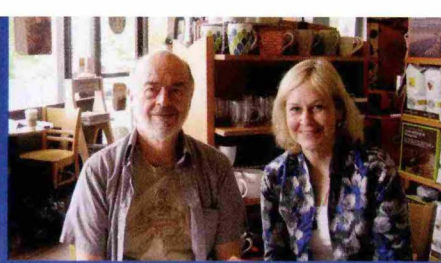
On the wall in my office is one of the most famous photos of all time — Marines raising the flag on Iwo Jima. This iconic photo by Joe Rosenthal was a gift from Rich Clarkson, another iconic photojournalist and KU J-School alumnus. When I look at that photo, I see men who are celebrating a triumph over some of the worst situations this nation has ever faced. I also think of my mother, who was a Marine, and my father, who was badly hurt in World War II but came home to raise his family despite the horrors he had seen. Amazing times, amazing people, amazing stories.

Photos like this continue to inspire us. Earlier this month, I came back from a meeting about budget cuts and about the time I was thinking that we are facing some tough times, the Iwo Jima photo caught my eye. The triumph of human will over adversity is a message for all times. We can take lessons from the past in how we face today's challenges.

(Dean's letter – continued on page 2)







Dean Ann Brill visits with alumni and friends of the J-School: with Barbara Kinney of the Bill and Melinda Gates Foundation; with Corrie Moore and graduate Corkey Trewin of the Seattle Seahawks; with graduate Dr. Bob Musburger, retired; and with the late Mark Pittman, 1981 graduate and reporter for Bloomberg News.

(Dean's letter – continued from page 1)

The hardships and difficulties those Marines overcame to raise that flag inspire us to maintain our ingenuity and integrity in tough times.

And, we are facing tough times in the School of Journalism. We are seeing dramatic changes in the media landscape compounded by the economic downturn that continues to alter our financial plans. I am happy to report that we still have recruiters on campus and students are finding jobs upon graduation – but they are, in many cases, different companies and different jobs than in the past. Today's employers are looking for eager, dedicated, entrepreneurial workers who understand the need to have solid journalism skills as well as technical and critical thinking abilities. Those employers are finding that journalism students at KU meet those requirements.

Part of understanding our changing landscape is educating our students about the importance of visual communication. That is one of the competencies we require of all our students. The enduring value of photographs, like the one taken at Iwo Jima, is a testament to the power of visuals to communicate. Every day, that photo gives me inspiration, courage and memories of a time where others fought the good fight.

During this season of giving, people are asking what they can do for others that is meaningful and lasting. Might I suggest giving an inspiring photo? Trust me, it will create a lasting impression.

Happy Holidays from all of us here at the J-School!

*Ann M. Brill*

(Photojournalism – continued from page 1)

With the curriculum revision of nearly 10 years ago, and changes in faculty assignments over the years, photography became less emphasized in the J-School's plan. Taught by several excellent adjuncts, students still had the opportunity to learn the skills. But the lack of involvement provided by full-time faculty led to a decline in student interest and success.



Beggars' hands poke through a fence in search of handouts during the St. Gabriel Ethiopian Orthodox celebration in eastern Ethiopia. Photo by Jon Goering.

As the Internet expanded, so did the number of presentation opportunities available to journalists. A renewed recognition of the importance of photography and its utility in the media mix caused the J-School to search for faculty to reinvigorate its photo program.

Over the past three semesters, the J-School has moved aggressively to revive photojournalism by hiring two professors with significant visual communication interest and experience. Associate Professor Mike Williams returned to KU in Fall 2008 to assume the position of News and Information track chair and to teach interactive media. He earned his bachelor's degree in photojournalism from the J-School in 1979.

Following a professional career as photographer and editor at several newspapers, he began his teaching career — teaching photojournalism — at the J-School in 1988. In the past decade he also has taught photography and multimedia journalism at several other major universities.

Dr. Jerry Crawford joined the faculty as a visiting professor in 2008 and was hired as an assistant professor last spring. Crawford's experience in broadcast journalism, particularly videography, will further the integration of still and moving imagery in the curriculum.

The J-School also contracted with Bill Frakes, 1979 graduate, to teach the advanced photojournalism course this semester. Frakes, a staff photographer for *Sports Illustrated* and *Time, Inc.*, has received some of the most prestigious recognition in the profession. He won the Newspaper Photographer of the Year, was a member of the *Miami Herald* staff that won a Pulitzer Prize for its coverage of Hurricane Andrew, was honored by the Robert F. Kennedy Journalism Awards for his reporting on the disadvantaged and by the Overseas Press Club for distinguished foreign reporting. He also received a Gold Medal award in the World Press Photo competition.

Zoe Smith, professor emerita of photojournalism at the Missouri School of Journalism, was a visiting professor at the KU J-School this fall. She spoke to classes on the history of photography, ethics of visual communication and the impact of photography on society. She also worked with faculty and students on research projects involving the history and qualitative analysis of visual communication. In addition, she worked closely with Tom Volek, associate dean for graduate studies, on the development of a doctoral program at the J-School.

(Photojournalism – continued on page 3)





Photos of J-School students at work on class projects.

(Photojournalism – continued from page 2)



Daniel Gebray swings outside of the Makele Boarding School for the Blind in northern Ethiopia. Proposed government policy change in Ethiopia may send blind students home five years earlier. Photo by Jon Goering.

As discussion of the general curriculum revision proceeds, the photo curriculum has already taken steps to move deeper into the realm of convergence. Students now produce final still photo projects as multimedia presentations with audio and prepared for Web delivery. This semester, the basic photo course will include instruction in video as well as still photography using the latest DSLR equipment capable of doing both formats in the same camera.

The renewed emphasis on visual storytelling has resulted in excellent efforts by current photojournalism students. Last year, Jon Goering, senior, was the first KU student in several years to be honored in the Hearst Foundation Photojournalism competition for his work with subjects in Ethiopia.



Senior forward Jamie Boyd jumps in celebration behind junior guard Katie Smith and Marija Zinic, junior forward after sophomore guard Danielle McCray draws a foul on a drive to the basket with 1.4 seconds remaining in the game. McCray stepped to the line and broke the 61-61 tie by hitting her first free throw. Kansas defeated Nebraska 62-61 and improved to 15-9 overall and 4-7 in the Big 12. Photo by Jon Goering.



Sierha Berry turns to watch as Ryann Kamal races uphill to fly his kite while Kelly Kluthe finishes assembling her own. Berry, Kamal and Kluthe were joined by a friend, Jon Lane, and spent Labor Day 2009 in the park. The four friends had all just started their second years as KU students. Photo by J-School student Kelsey Hooker.

Advanced videography students also expanded the scope of their work, producing a documentary about the Kansas Bureau of Investigation during its 70th anniversary year. It can be viewed online at: <http://www.journalism.ku.edu/videos/kbi70th>

And with the assistance of 1955 graduate Rich Clarkson, KU photo students have, for the past several years, been invited to work with top professional photojournalists at the Summit Series of Photography Workshops held at Jackson Hole, Wyo.

Visual communication remains a critical element in the media mix. The J-School considers photojournalism to be an element of communication all students should be familiar with, and intends to again make it possible for students to develop visual communication as their professional specialization if they choose. □





Photos of Joel Zeff, 1990 graduate and national speaker, humorist and author, giving an interactive class presentation at the J-School.

## Students benefit from international study abroad photojournalism experiences



A resident of Armagh, Northern Ireland, passes a wall with fresh graffiti demanding freedom for all Irish POWs. Partisan tensions have continued to be evident across Northern Ireland in the decade since the signing of the Belfast accord, which was to bring peace to the country. Photograph by Susan Melgren, J'09.

To provide additional opportunities for journalism students to explore multimedia storytelling, Prof. Mike Williams directed a J-School sponsored study abroad program in Armagh, Northern Ireland, last summer.

The Armagh program was a four-week course during which students from universities across the U.S. learned digital storytelling using text, photography, video and Web design techniques.

Using off-the-shelf cameras, computers and software, the students produced a series of on-line documentaries about the local community. The Web site is at <http://inarmagh.net>. Studies in Irish culture and history complemented the journalism education.

Williams also served as photojournalism and Web instructor in a similar program sponsored by Marquette University in Cagli, Italy, in the summer of 2009, as well as last June. □



Political graffiti continues to be frequently updated throughout Northern Ireland despite more than a decade since the Belfast peace accord. Photo by Susan Melgren, J'09.

## Seasoned journalists optimistic for profession's future

By Kayla Regan, Wichita, Kan., senior

Each semester, the J-School brings in professionals-in-residence. Staying in touch with the professional world helps the J-School better prepare students for life after graduation. And John and Barbara Cochran, two of this semester's professionals, said the J-School is doing a good job.

"It seems like people here really get it," Barbara Cochran, president emeritus of the Radio-Television News Directors, said. "That will stand the graduates really well when they're out looking for jobs."

The husband and wife team recently spoke to students about issues facing journalism today. When John, senior Washington correspondent for ABC, began writing for television and radio news, he said his responsibilities were to write for those media alone. Now, with the increasing importance of multimedia journalism, he says he also writes for the Web site, which requires a different style of writing.

"I'm an old dog who had to learn some new tricks," John said. "People are going to have to be able to write for the ear as well as the eye."

Journalism also was going through a similar revolution when Barbara entered the profession, she said. Women and minorities were entering the field in record numbers and Watergate created a style of journalism that questioned authority. The difference between the revolution she took part in and the current revolution, she said, was today's focus on telling a story in a variety of ways in a variety of platforms.

"This generation is going to get to invent the journalism of the future, whatever that is," Barbara said. "They'll get to participate in that revolution, they'll get to define what journalism and communications will be like in the future."

They both recognize the current economy and changing newspaper industry may make it difficult for journalists to find their dream jobs right away, but the Cochrans remain optimistic.

"I still feel it's a great field to go into for people who want to do something exciting, want to feel like they're contributing and want to have a lot of fun while being paid for it," John said. □







Retired J-School professor Sam Adams (left photo, in center) visits the School. J-School graduates Mal Applegate, John Suhler and Ellyn Angelotti visit the School.

## KU J-School professor receives Budig Teaching Professorship of Writing

Carol Holstead, associate professor at the J-School, is the recipient of the 2009-10 Budig Teaching Professorship of Writing, established by former KU Chancellor Gene Budig.

As part of her award, Holstead will present a public address on the importance of teaching writing this spring.

"Excellence in writing is critical to good journalism," Ann Brill, dean of the School of Journalism, said. "Professor Holstead is very deserving of this honor, and we are looking forward to her lecture in the spring on the importance of good writing."

Holstead has taught at the J-School since 1990. She has led classes on reporting and editing, visual communication and ethics, along with various courses in magazine and publication writing, editing, design and production. She teaches the advanced media course for students who write for *Jayplay*, the *University Daily Kansan's* weekly lifestyle magazine insert.

"I am really honored to win this, but I'm just one in a long line of capable people who teach our students how to write," Holstead said. "William Zinsser says he's not sure writing can be taught, but he believes it can be learned, and I agree with that. People learn to write by doing and by thinking about what they've done and rewriting. Teachers can lead students to the trail head, but they can't take the path for them."

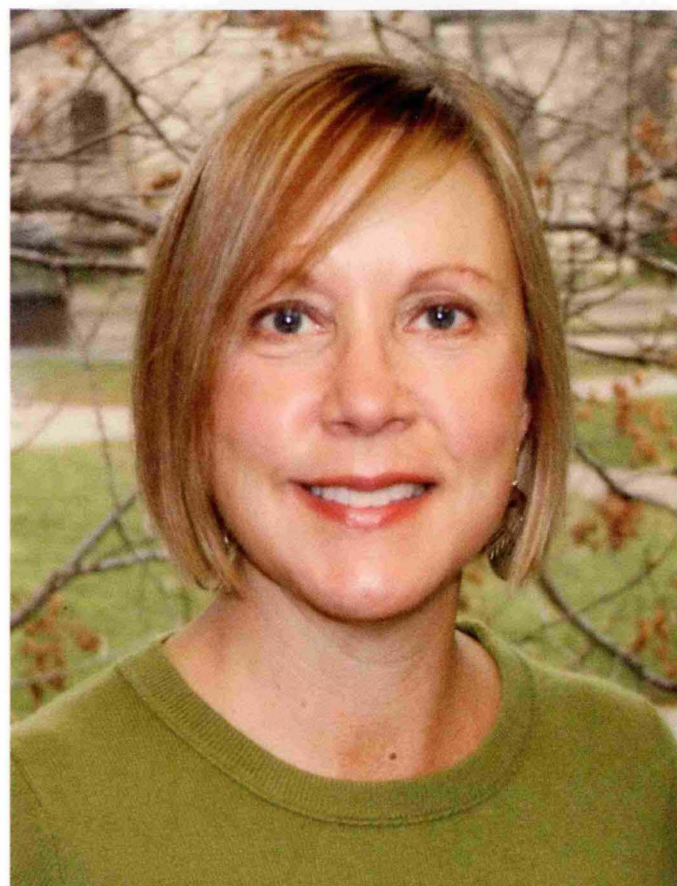
In addition to teaching and conducting research, for many years Holstead has run the Association for Education in Journalism and Mass Communication Student Magazine Contest, which helps aspiring journalists become better writers and designers. She also operates a magazine internship placement program for KU journalism students and is the professional consultant to *KU Giving*, the university's fundraising magazine.

Before coming to KU, she was an editor at Vance Publishing Corp., in Overland Park, where she worked for magazines including *Supermarket Floral*, *Produce and Floral Retailing*, *Fresh Produce* and *the Packer*. She received a bachelor's degree in journalism and a master's degree in theater, both from Kansas State University.

Holstead's former students, many who have gone on to become successful journalists and editors of national publications, may have said it best in their numerous letters of support submitted for her nomination for the award.

"In New York City, I'll often run into fellow Jayhawk journalists," Marissa Stephenson, a 2005 KU graduate and editor at *Shape* magazine, said. "I think this is in large part due to Carol's work placing students in NYC internships that led to crucial contacts and full-time positions."

John Rockhold, 2000 graduate and managing editor of *Mother Earth News*, said, "Carol has had a profound influence on my development as a writer and editor. Under her instruction, I grew from an ambitious but clueless student to a sharp, confident and capable job candidate. These days, I look first to Carol's



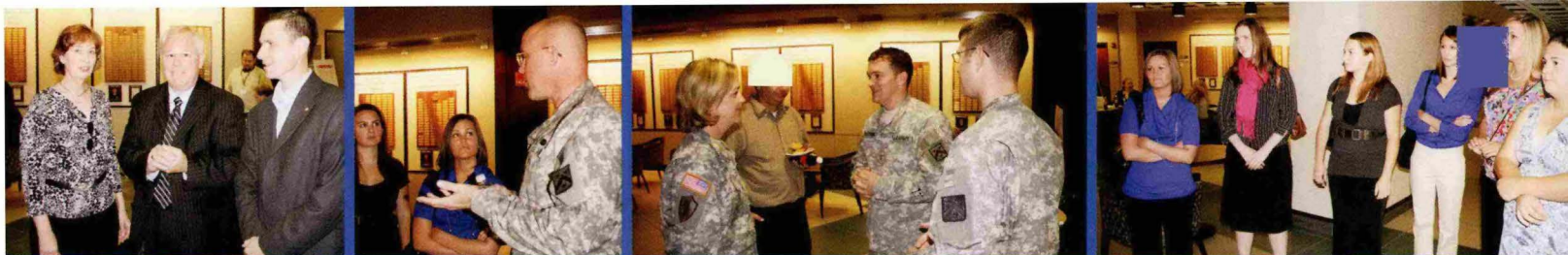
students for candidates for internships and full-time jobs."

In nominating Holstead for this award, journalism professor and 2007-08 Budig Teaching Professor of Writing recipient Ted Frederickson wrote, "I am thrilled to get Carol's students in my classes because they always arrive with the unique skills that make magazine journalism so effective and interesting — stories alive with descriptive detail, written with an empathetic voice, based on serious fact-gathering and edited to hook readers and keep them reading to the end."

Budig was named KU's 14th chancellor in 1981. During his 13-year tenure, more than 180 faculty positions were established. He was an active fundraiser during Campaign Kansas, the 1987-92 campaign that raised \$265 million from private donors. Budig Hall is named in his honor. He left the University to become president of baseball's American League and now is senior adviser to Major League Baseball. He also is the senior presidential adviser for the College Board and recently authored a book on the nine most interesting public people with whom he has worked. He and his wife, Gretchen, live in Isle of Palms, S.C.

"We are very grateful to Dr. Budig for his generous support of the School of Journalism," Brill said. "Throughout his distinguished career, Dr. Budig has been dedicated to excellence in education. We are very appreciative." □





Photos from the "Bridging the Gap: A Military Experience for Journalists" workshop, hosted by the J-School and Fort Leavenworth, with a grant from the McCormick Foundation.

## Pulitzer Prize winner Leonard Pitts, Jr. to receive 2010 William Allen White national citation



**L**eonard Pitts, Jr., the nationally syndicated, Pulitzer Prize winning columnist for the *Miami Herald*, was selected to receive the 2010 William Allen White Foundation's national citation. He will accept the citation and give a public address on William Al-

len White Day, at 1:30 p.m., on Friday, Feb. 5, in Woodruff Auditorium of the Kansas Union. The event is free and open to the public.

Pitts joined the *Miami Herald* in 1991 as its pop music critic. Since 1994, he has penned a syndicated column of commentary on pop culture, social issues and family life. He has written professionally since 1976 when, as an 18-year-old college student, he began doing freelance reviews and profiles for *SOUL*, a national black entertainment tabloid. He was its editor two years later.

Pitts' work has appeared in such publications as *Musician*, *Spin*, *TV Guide*, *Reader's Digest* and *Parenting*. In addition, he wrote, produced and syndicated "Who We Are," an award-winning 1988 radio documentary on the history of Black America.

Pitts was awarded the 2004 Pulitzer Prize for commentary and was a finalist in 1992. In 1997, he took first place for commentary in the American Association of Sunday and Feature Editors' Ninth Annual Writing Awards competition. He has been honored by the Society of Professional Journalists, the National Association of Black Journalists and the Simon Wiesenthal Center, and is a five-time recipient of the National Headliners Award.

In 2001, he received the ASNE Award For Commentary Writing and was named Feature of the Year Columnist by *Editor and Publisher* magazine. In 2002, the National Society of Newspaper Columnists awarded Pitts its inaugural Columnist of the Year award and GLAAD Media awarded Pitts the Outstanding Newspaper Columnist award. □

## Barnett tackles new role as associate dean

By Kayla Regan, Wichita, Kan., senior

**W**hether they had her as a teacher in J101 or they listened to her give a guest lecture in one of their classes, most J-School students probably know who Prof. Barbara Barnett is. Now, as the J-School's associate dean for undergraduate studies, she is working to make a positive impact on journalism students both outside and inside the classroom. She schedules classes, helps J-School Dean Ann Brill launch special programs, looks at admissions and does her own research, on top of it all. Here, Barnett answers questions about what this position means for her.



**Why did you want to be associate dean?** "It was something I wanted to do in my career — to learn some new job skills. I enjoy teaching and doing research, so this was an opportunity to have a positive impact on the Journalism School in an administrative role, as well as in the classroom."

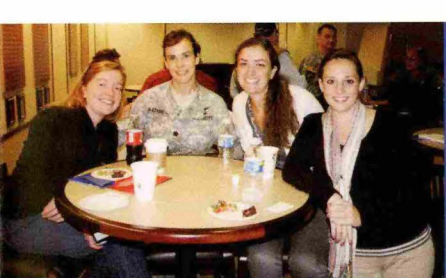
**Can you describe the different roles you play now with your new position?** "In my new job as associate dean, one of my roles is to plan our class schedules, so I'm trying to think about where classes will be, when they'll be held, who will teach them and how many students will be enrolled. I'm also trying to think about details, such as whether we need to add a class because so many students are interested in the topic or cancel a class because we didn't have enough student interest this semester. I also work with our admissions committee to help select students who are entering the J-School. I work with the dean on any special projects she might have — for instance, writing grants for special programs we might launch. Also, I teach one class, and I work on my own research projects. My areas of research interests are media, gender and violence. I still do a lot of work with Fort Leavenworth for our media and the military class and journalist workshop."

**What are the greatest rewards and challenges of your work in the School?** "The most fun part of my job always is working with students. The greatest challenge is trying to find time to do all the things I have to do in a day."

**What do you hope to accomplish as the J-School's associate dean?** "One of the best things about working in a university is that you learn all the time. I learn something new every day from the students. I learn from preparing to teach and from the research I do. This new job is a chance to learn, too. I want to help make the Journalism School a great place for the students who come here and the faculty and staff who work here. Before I was a professor, I worked as a journalist and in public relations. I want to help students see that these can be fascinating jobs, that they can practice them with integrity, and that the work they do can make a real difference in people's lives. Those are my main goals in this new job."

**Are there any nice perks that came with your new position, like a better parking spot or nicer office?** "Parking — nothing changed there. I did get a larger office, so that is good for meetings with faculty, students or other guests." □





Photos from the "Bridging the Gap: A Military Experience for Journalists" workshop.

## ALUMNI NEWS & NOTES

### Where are they now?



## 2009

**Cori Ast** is the communications and event coordinator for the Robert J. Dole Institute of Politics at KU.

**Hali Baker** is a management trainee for Uhlig Advanced Publishing Systems in Overland Park, Kan.

**Toni Bergquist** is an interactive media consultant for the *Wichita Eagle* in Wichita, Kan.

**Rachel Burchfield** is pursuing her master's degree in higher education administration at The University of Mississippi. She also is a part-time graduate assistant for Ole Miss Greek Life.

**Kyle Carter** is a product support specialist for Garmin International in Olathe, Kan.

**Abby Cunningham** is a marketing assistant for the Newcomer Funeral Group in Topeka, Kan.

**Morgan Dreyer** is an executive administrative assistant for Kim Schmidt/Schmidt Design Group in Lawrence, Kan.

**Victoria Endersbe** is an employment marketing coordinator at Ameriprise Financial Inc. in Minneapolis, Minn.

**Krista Fisher** is a marketing specialist for KC SmartPort, Inc., in Kansas City, Mo.

**Andy Greenhaw** works as a marketing coordinator/Web designer for Triad Media, Inc. in Parkville, Mo., which helps clients build, maintain and promote e-commerce Web sites.

**Kendra Hall** is a media relations coordinator for Adventist Healthcare in Rockville, Md. She works to enhance video and social media capabilities for the company by shooting and editing video, managing and expanding social media sites, writing blogs and monthly newsletters.

**Christine Hartigan** is a marketing coordinator for the KU Edwards Campus in Overland Park, Kan.

**Emily Hendricks** is an intern at MS&L Worldwide in New York City.

**Rachel (Schulteis) Hodgson** is the development and marketing coordinator for the Catholic Charities of Northeast Kansas.

**Steven Karlin** teaches English in Nantes, France, for the French Embassy.

**Jackie Kostek** teaches preschool for Teach for America in Washington, D.C.

**Kendall Matous** works in advertising sales for Inspired Concepts in Wichita, Kan.

**Wendy McCart** is an assignment editor at KAKE-TV in Wichita, Kan.

**Batya Meyer** is account director and vice president of media for MCC Communication in Dallas, Texas.

**Courtney Montle** is a producer for KMBC-TV in Kansas City, Mo.

**Luke Morris** is a copy editor for *The News & Advance* in Lynchburg, Va.

**Andrew Newbauer** is a security forces officer for the United States Air Force.

**Megan O'Malley** is pursuing a graduate degree at Northwestern University in integrated marketing communications.

**Yelena Pavlik** is a producer/reporter for KSNT-TV in Topeka, Kan.

**Lauren Ponchur** is an account executive for Village Voice Media in Kansas City, Mo.

**Joseph Preiner** is an overnight producer/Web producer for the *Lawrence Journal-World* in Lawrence, Kan.

**Matthew Roberson** is an account executive for Command Transportation in Overland Park, Kan.

**Kelly Rockey** is an admissions assistant at Belmont University in Nashville, Tenn.

**Brian Schmid** is a marketing coordinator for Eiko Ltd., a lighting manufacturer in Shawnee, Kan.

**Jessica Shannon** is a first-year KU Law student this semester.

**Cory Sims** is an operations specialist at Cerner Corporation in Kansas City, Mo.

**Jesse Temple** is a sports reporter for the *Muncie Star Press*. Temple worked for *MLB.com* this summer covering the Chicago White Sox.

**Lauren Tevis** is a student at Washburn Law School in Topeka, Kan.

**Leah Thrasher** is a marketing consultant for Sales Focus, Inc. in Overland Park, Kan.

**Sarah Waldschmidt** is the emerging media coordinator for InTouch Solutions, a digital marketing company in Overland Park, Kan.

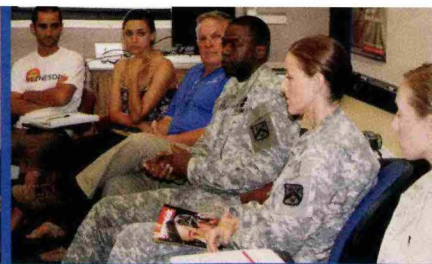
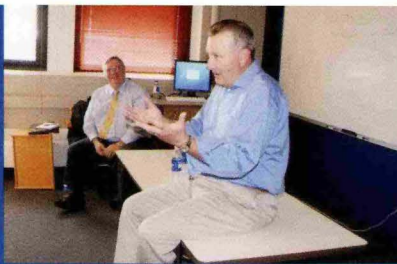
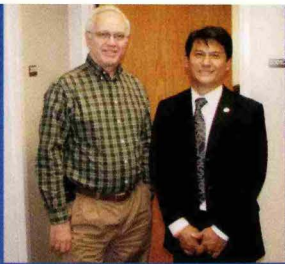
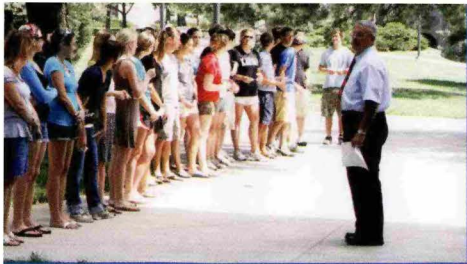
**Kristen Watkins** works for Teach for America as a high school social studies teacher.

**Colin Weber** is a technical writer for Herzog Communications in St. Joseph, Mo.

**Kimberly Westphall** is a junior art director for Rapp, in Irving, Texas.

(News & Notes – continued on page 9)





Bob Basow meets with his class outside during summer classes; Dick Nelson and Sompoch Toruksa, deputy chief news editor for TV Ch. 7 in Bangkok, Thailand; Mike Swenson, executive vice president of Barkley, visits David Guth's class; and officers from Fort Leavenworth talk to Basow's students.

## CORRIE'S CORNER: News from Corrie Moore, KU Endowment Association Journalism Development Director

### Thanks to our Deans Club members

As the holiday season is upon us, I can't think of a better time to thank those donors who give back to the School of Journalism. I would like to take this opportunity to recognize a special group of contributors, our FY 2009 Deans Club (July 1, 2008 — June 30, 2009).

Deans Club donors are those alumni and friends who contribute \$1,000 or more annually to the J-School. State support for the University is a little more than 20 percent, so these gifts are crucial to our success and help us go above and beyond in the classroom. Deans Club contributions assist with scholarships, technology, travel for students and faculty, alumni events and so much more.

Thank you, Deans Club, for your investment in higher education and outstanding loyalty to KU and the School of Journalism!

We'd be honored to have your support at the Deans Club level for FY 2010! If you'd like to join, please complete and mail us the enclosed gift card. You also can contribute online at [www.kuendowment.org/donate](http://www.kuendowment.org/donate), or contact me at [cmoore@kuendowment.org](mailto:cmoore@kuendowment.org) or 785-832-7352. All the best for a happy and healthy holiday season!



### ..... FY 2009 Deans Club (July 1, 2008 – June 30, 2009) .....

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John S. Suhler & Charlotte Thompson Suhler  
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Marilyn Zook Petterson & Michael T. Petterson  
John E. Picchietti  
Sally L. Reece  
Penny L. Reiss  
Kathleen A. Saunders & Ronald K. Saunders  
Judith M. Seiler  
Susanne M. Shaw  
Calvert W. Simmons  
Dolph C. Simons, Jr. & Pamela C. Simons  
Frank Slover  
H.F. Cotton Smith & Sonya S. Smith  
Heather M. Smith  
Michael G. Snider  
Terri Hill Snyder & Steven A. Snyder  
Susan R. Stark  
Linda Sullivan & Dr. Jerry Leonard Sullivan  
Keith Swinehart Sr.  
W. Keith Swinehart II  
Kalpana Trivadi  
Saroj Trivadi  
Lisa Smith Vogl & Eric G. Vogl  
Lee F. Young

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McCormick Foundation

\*Indicates the donor is deceased.





Photos from a reception for the J-School's direct admit students.

## ALUMNI NEWS & NOTES

(News & Notes – continued from page 7)

**Brea Ziegler** works in marketing and strategic communications for Marche Design, a product development company in Lawrence, Kan.

### 2008

**Karen Blakeman** is an editor for the U.S. Department of the Army at Fort Leavenworth, Kan.

**Brian Brewer** is a financial advisor/portfolio analyst for the Prosperity Advisory Group in Overland Park, Kan.

**Sean Craven** is a broker associate for RED Brokerage, LLC in Kansas City, Mo.

**Mallory Gaunce** is an account coordinator for MMG Worldwide. She started working at the Kansas City advertising agency in January.

**Amanda Hallier** is the public relations manager for Spofford, a children's non-profit organization in Kansas City, Mo.

**Megan Hirt** is an assistant editor at *Mother Earth News* magazine, an Ogden Publication, in Topeka, Kan.

**Brittany Jeter** is a territory sales associate for Specialty Medical Services in Kansas City, Mo.

**Etienne Laubignat** works in sales for Shaw Industries, Inc., a Berkshire Hathaway

company in Dalton, Ga.

**Sarah Neff** is a technical writer for Keys for Networking in Topeka, Kan.

**Sarah Nelson** is an account coordinator for Two West, Inc., in Kansas City, Mo.

**Scott Oswalt** is a graphic designer at *the Hutchinson News* in Hutchinson, Kan.

**Katherine Pitt** works for Northwestern University handling communications and outreach for the Argonne-Northwestern Solar Energy Research Center. The center is one of 22 energy frontier research centers funded by the U.S. Department of Energy dedicated to advancing solar energy fuel opportunities. Previously she was the metro account executive for *the Arizona Republic*.

**Chris Raine** is a copy editor at Energy Intelligence Group, a publisher of energy industry newsletters, in New York City.

**Daniel Reyes** is an admissions representative at Garden City Community College in Garden City, Kan.

**Matthew Roberson** is an account executive for Command Transportation in Overland Park, Kan.

**Mary Schuring** works in communications and public affairs for TD Ameritrade in Omaha, Neb. She has worked there since January.

**Thomas Seymour** is an executive team leader of logistics for the Target in Edwardsville, Ind.

**Hanna Soltys** is a marketing associate for Joel Warady Group in Evanston, Ill. Previously she was a copywriter in Phoenix, Ariz.

**Jessica Stelzer** is a program assistant in the learning and organization development division of human resources at Northwestern University in Evanston, Ill.

**Meghan Sullivan** is an interactive project coordinator at MMG Worldwide in Kansas City, Mo.

**Lauren Tevis** was accepted into the Washburn School of Law in Topeka, Kan.

**Amanda Wright** is an associate at ISNetwork, a petrochemical/manufacturing/biopharma and health and safety company in Dallas, Texas.

### 2007

**Andie Belfry** was promoted to senior account executive at Padilla Speer Beardsley, a national marketing and public relations agency in Minneapolis, Minn.

**Karen Bentley** is a research analyst for the Polling Co. in Washington, D.C.

**Alissa Christensen** is an account executive at Kforce in Dallas, Texas. She specializes in finance and

accounting staffing and recruiting.

**Courtney Hagen** is in graduate school at the University of Edinburgh in Scotland learning Arabic and researching new media in the Arab world. She spent last summer working for the press desk of the Edinburgh International Film Festival as an editorial assistant for the University of Edinburgh's College of Humanities and Social Sciences, and writing about Arab portrayals in American cinema. She will live in the Middle East next summer as a component of the research program.

**Kyle Hoedl** is the digital insights planner/social media analyst for VML in Kansas City, Mo.

**Mark Vierthaler** is the managing editor of *the Dodge City Daily Globe* in Dodge City, Kan.

### 2006

**Daniel Berk** is a sports editor for *the Arizona Daily Sun* in Flagstaff, Ariz. His previous position at *the Sun* was sports reporter, which he had held since October 2007.

**Sarah Connelly** works in real estate advertising for *the Virginian-Pilot* in Norfolk, Va. She was just admitted to the Mason School of Business at The College of William and Mary where she will pursue an MBA.

(News & Notes – continued on page 11)





## ALUMNI NEWS & NOTES

*Photos from J-School curriculum revision discussions, including a session with Brian Bracco, senior vice president for news for Hearst-Argyle Television, and a faculty workshop featuring a panel of professionals.*

### Eric Morgenstern: an ever-rising star in the public relations world

By Sonya English, Overland Park, Kan., senior

Thirty years ago, an undergraduate Eric Morgenstern read a note scribbled in his portfolio that advised: "Eric, please go into PR. You can't write a straight news story to save your life. Every story has a positive slant to it."

Though that fact remains, a few things were different then: A portfolio was called a string book and convergence was a new idea that Morgenstern was working out in his mind.

"I knew in high school that I wanted to work in the space where all of these disciplines (news, public relations, advertising) come together," Morgenstern said. "Everything was kind of in different buckets...and I knew that that made no sense; that the audiences look at an organization from an integrated standpoint."

His professor, Rick Musser, who retired in 2008, had him pegged. He now runs a successful business helping companies tell their stories. He started Morningstar Communications, based in Overland Park, Kan., in 1997. He refers to himself and his colleagues as "strategic integrated counselors" because, he said, they are more like a consulting firm than a PR firm.

"We are experts at helping a company figure out how to tell their story in a compelling, concise and audience-focused manner," he said.

He is, in other words, doing exactly what he thought he'd do. "I'm an anomaly in the sense that I went to KU to do what I'm doing," he said. "I put the four-year plan in place and I did it and graduated."

Morgenstern's inclination to make plans in the long-term (he met his wife when he was 15) has been useful in an industry where people more often think in 20-minute increments.

"I think we should all go through life with what I refer to as bifocal vision," he said. "Keep our eye on the horizon and watch each next step."

That's what people close to Morgenstern call an "Ericism." They're brief life philosophies that he recites often. Some are his own and others are pieces of wisdom he's borrowed from the likes of Mark Twain and Plato. He said he has dozens on reserve.

"I will use these kinds of philosophies as a way to make a point, as a guiding principle and as a teaching tool," he said. "Those 'isms' are rampant in our world here."

A former coworker, Bob Featherston, said in a video tribute to Morgenstern that Ericisms still "ring in his head from time to time." Now an entrepreneur himself, Featherston said he often hears himself give Morgenstern's advice to his own employees.



The Kansas City chapter of the International Association of Business Communicators made the video this year when Morgenstern won its highest honor, which recognizes excellence, achievement and civic involvement.

The successes that Morgenstern and his company have enjoyed lead many to ask him whether he wished he'd have started it sooner. During the 20-year interim after school and before Morningstar, he worked for several companies and in different communications positions, starting at an architecture firm creating business materials and including a five-year tenure at Hallmark Cards. It was during that time that Morgenstern acquired the business philosophies behind Morningstar.

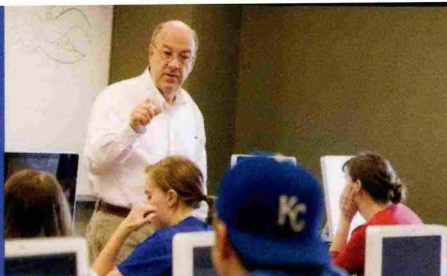
"I waited until I felt like I had received a 'doctorate' degree in how to run an agency before founding Morningstar Communications," he said. "I ran a big agency for a long time and got to learn from a lot of mistakes before founding our firm."

It was in the J-School that he developed an appreciation of each and every word. He credits the editing class he took from John Bremner, former professor and namesake of the J-School's Bremner Editing Center.

"The discipline of precise word choice has stuck with me forever," Morgenstern said.

*(Morgenstern – continued on page 11)*





## ALUMNI NEWS & NOTES

(Morgenstern – continued from page 10)

"He'd be the first to say don't use a quarter word if a nickel word will work," Morgenstern said.

For the 31 years since he took classes in the J-School, he has remained connected to it. It's not just through the Jayhawk paraphernalia that fills his basement, or his son Jarrod, who recently attended the J-School.

Morgenstern was the featured speaker at the J-School's fall graduate recognition event on Dec. 13. He also visits often as a guest lecturer and Morningstar materials are used as examples throughout the textbook "Public Relations: A Values-Driven Approach," co-authored by J-School professors Chuck Marsh and David Guth.

Guth first met Morgenstern about 15 years ago when he invited him to speak to his class. He said Morgenstern helps students understand PR — that it's more than glad-handling and press releases.

"Most students instinctively know what reporting is and what advertising is, but they...have only a nebulous idea of what PR is," Guth said. "He is good at breathing that life into PR. He has a great enthusiasm for what he does and he likes to share that enthusiasm and passion with students."

In 1997, he also helped create the J-School's master's program in integrated marketing communications at the KU Edwards campus.

And the J-School comes to him as well. Many of Morningstar's interns are J-School students who often become employees.

"The people that I get from KU are outstanding," Morgenstern said. "Thirty years later, the School is still turning out people that meet our standards of excellence."

And to those graduated from the J-School he offers the same advice he'd give to anyone, in any discipline.

"I think it's important that people recognize what they're great at and what they love to do," he said. "If you can combine what you're great at and what you love to do you'll be successful in any endeavor." □

J-School professors in action: Simran Sethi, Crystal Lumpkins, Mike Williams and Chuck Marsh.

(News & Notes – continued from page 9)

**Lisa (Tevis) Fulbright** was promoted to business development manager within the marketing department of Capitol Federal Savings Bank in Topeka, Kan.

**Colleen Grosch** manages member engagement for the National Society of Collegiate Scholars in Washington, D.C.

**Haley Harrison** is a 6 and 11 p.m. anchor for WHSV-TV in Harrisonburg, Va.

**Lara Kindle** is a marketing coordinator for Management Dynamics, Inc. in Rockville, Md.

**Derek Klaus** manages communications for the Kansas City Convention and Visitors Association.

**Malinda (Osborne) Larkin** is a news reporter for the American Veterinary Medical Association.

**Hailey Metzger** is the marketing coordinator at Team Housing Solutions in New Braunfels, Texas.

**Adam Sechrist** moved from KAKE-TV in Wichita, Kan., to KDVR-TV in Denver, Colo., where he will produce the 9 p.m. newscast.

## 2005

**Sandra Barry** is a midday news producer at KVUE-TV in Austin, Texas.

**Peter Granitz** is reporting on Congress for NPR member stations with Public Radio International and Capitol News Connection. He also writes freelance pieces on poverty and local Washington, D.C., issues.

**Beth Martino** is the communications director and press secretary for Kansas Governor Mark Parkinson.

**Kellis Robinett** has joined the *Wichita Eagle* in Wichita, Kan., on the sports staff and serves as the Kansas State beat writer for both the *Eagle* and the *Kansas City Star*. Previously Robinett worked for the *Omaha World-Herald* and the *Idaho State Journal*.

**Jessica Solander** is a regulatory specialist for Embarq Logistics.

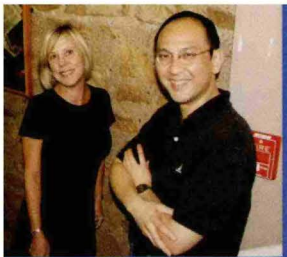
**Amy Sullivan** is an event coordinator for Paula LeDuc Fine Catering ([www.paulaleduc.com](http://www.paulaleduc.com)) in San Francisco, Calif. She represents venues in wine country and the San Francisco Ferry Building.

**Anja Winikka** is the editor of *TheKnot.com* and *The Knot Weddings Magazine* in New York. She is heavily involved in public relations, frequently making local and national TV appearances on behalf of The Knot. This summer she hosted a Webisode series, "Married on MySpace" ([www.myspace.com/marriedonmyspace](http://www.myspace.com/marriedonmyspace)). She has been editor at The Knot for a year, working there since graduation, making her way up from the copy edit desk.

**Paige Worthy** is managing editor of three horticultural trade publications in Chicago, Ill.: *Lawn & Garden Retailer*, *Greenhouse Product News* and its supplement, *Big Grower*. She writes, edits, assigns, provides design ideas and travels as the face of the company ([www.lgrmag.com](http://www.lgrmag.com)).

(News & Notes – continued on page 12)





Photos from a new student orientation for J-School graduate students.

## ALUMNI NEWS & NOTES

(News & Notes – continued from page 11)

### 2004

**Carlos Centeno** is a program officer for the United Nations World Food Program in Guatemala, and is a Mickey Leland International Hunger Fellow (2009-2011) for the Congressional Hunger Center.

**Kristin Glover** is a freelance producer for KABC-TV in Los Angeles, Calif.

**Meghan Snyder-Gordon** is the assignment editor at KWCH-TV in Wichita, Kan.

**Emily Melnyk** is a marketing coordinator at the law firm Polsinelli Shughart PC in Kansas City.

**Amanda Wolfe** is the managing editor at Advanstar Veterinary Healthcare Communications.

**Joel Worthington** is a senior analyst with Sg2, a healthcare intelligence company in Skokie, Ill.

**Jessica (Chapman) Zemler** was promoted to editor of E-Media at Advanstar Communications in Lenexa, Kan. She was recently awarded the 2009 Young Leaders Scholarship from the American Society of Business Publication Editors.

### 2003

**Laine Baker** is an anchor/reporter for KNWA-TV in Fayetteville, Ark.

**Brooke Hesler** and her husband **Kyle Ramsey** (2002 J-School graduate) have both been admitted to the Kansas bar. They graduated from Washburn Law School after working in journalism for a few years.

**Emilee (Hermreck) Katzer** is a senior consultant at Pennington & Co.

**Chris Martin** won an Emmy award for outstanding special effects work on the television series "Heroes." In addition to working on "Heroes," he has worked on several other top TV shows, including "24," "Grey's Anatomy" and "The Office." At KU, he created two informational videos for the KU Libraries, "Library: Revolutions" and "Lord of the Libraries," spoofing "The Matrix" and "Lord of the Rings." He served as an officer in KU Filmworks, the student-run production club sponsored by the Department of Film, and produced a television series on KUJH-TV that screened local films.

**Kristel K. Patton** owns and operates Kristel K. Patton, P.C., a full-service estate planning law firm located in Chandler, Ariz. She is licensed to practice law in Arizona, Arkansas and Missouri.

**Jana (Smoot) White** practices law with Fowler Measle & Bell in Lexington, Ky.

### 2002

**Matthew Bertholf** manages channel marketing for Assurant Employee Benefits.

**Summer (Lewis) Henry** owns Life Simplified, a lifestyle organization business, in Kansas City.

**Michelle Sherwood** is the 10 p.m. anchor at KSPR-TV in Springfield, Mo. Previously she was the weekend anchor.

**Neil Sniffen** teaches journalism and English at Grants Pass High School in Grants Pass, Ore.

### 2001

**Stephen Adams** is president of Adams Land in Tulsa, Okla.

**Helen Lauen** recently joined Risdall Marketing Group in New Brighton, Minn., as the strategic planning director.

### 2000

**Courtney (Kreutzer) Payne** is a medical sales representative for Meda Pharmaceuticals in Dallas, Texas.

**Vanessa Whiteside** is a journalism and English teacher at Circle High School in Towanda, Kan.

### 1998

**Brett Clifton** is the assistant director of advancement and alumni relations for the Department of Aerospace Engineering at the University of Illinois

in Urbana-Champaign, Ill. He does fundraising and alumni relations, including personal visits with alumni throughout the country.

**Jennifer Conklin** is the *Bradenton Herald's* day and presentation editor in Bradenton, Fla. She joined the *Herald* in 2004 after stints at the *Charlotte (N.C.) Observer* and the *(Columbia, S.C.) State*. She is a member of the Asian American Journalists Association and a graduate of both the 2005 Maynard Media Academy at Harvard and the 2003 Executive Leadership Program, the latter two honors in the media world.

**Zachary Morin** is a territory sales manager for SAP America.

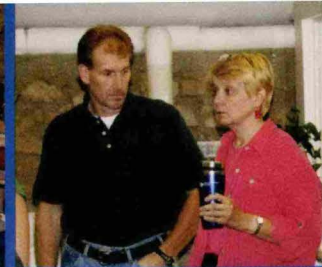
**Matt Tidwell**, APR, has joined Morningstar Communication in Overland Park, Kan., as vice president. He has a wide array of both corporate and agency experience across a variety of industries, including telecommunications, healthcare, energy, manufacturing and sports marketing. He earned a master's degree from Syracuse University and has served on the adjunct faculty at both UMKC's Bloch School of Business and Washburn University.

### 1997

**Peg Coughlin** is the Associated Press regional elections coordinator.

(News & Notes – continued on page 13)





Photos from a new student orientation for J-School graduate students.

## ALUMNI NEWS & NOTES

(News & Notes—continued from page 12)

**David Day** is the executive editor and director of product development with Thinking Bigger Business Media Inc. in Kansas City, Mo.

**Rebecca (Wick) Hengehold** directs communications and group marketing at Marston in Ballwin, Mo.

### 1996

**Bethany Pendleton** is a business development consultant for Thomson Reuters.

**Aaron Sumner** coordinates projects for KU's Center for Research on Learning. He lives in Lawrence, Kan.

### 1994

**Marlene Neill** had a public relations teaching assistantship at the University of Texas this fall. She will be pursuing her doctorate and will continue teaching at Baylor University.

**Elaine (Barkley) Toto** coordinates marketing for Arrow Truck Sales in Kansas City, Mo.

### 1993

**Julie Denesha** is a professional photojournalist. Her latest project "Roma: In the Eyes of a Woman" was on display at the World Bank Office to the European Union Institutions in Brussels, Belgium. She was based in

Prague from 1996 to 2004, where she worked as a documentary photographer. Her work has appeared in *The New York Times*, *The Guardian*, *Time*, *Newsweek*, *The Economist* and *The Christian Science Monitor*. Her project on the Roma has been exhibited around the world. In 2007 she was awarded a Milena Jesenska fellowship, as well as a Fulbright, to continue working on her Roma project in Slovakia. Her work also has received funding from the ArtsKC Fun and the Puffin Foundation. Her work on the Roma people, "Outcasts of Europe," was on exhibit in the J-School's second floor photography gallery in spring 2007. For more, visit [www.juliedenesha.com](http://www.juliedenesha.com).

### 1992

**Shawna Rosen** is a technical writer for Apple Inc. in Cupertino, Calif.

**Sousa Williams** oversees the Web team at KEYE-TV (CBS) in Austin, Texas. She was formerly a TV news producer.

### 1991

**Linda Meierhoffer** is a contributing writer for two Palm Springs, Calif., magazines, *Palm Springs Life* and *the Desert Magazine*. Her work includes features on architecture, lifestyles and healthcare. She is a resident of Leawood, Kan., and Palm Springs.

**Jennifer Remsberg** supervises accounts for Bernstein-Rein in Kansas City, Mo.

**Ann Sommerlath** is the senior vice president of Fleishman-Hillard in New York City.

**William Bryan Swan** works for UniCare Health Plan of Kansas in Topeka, Kan.

### 1990

**Barbara Kollmeyer** is a financial journalist for CBS Marketwatch in Madrid, Spain.

### 1989

**Jenny (Byrd) Skillman** works as managing director of KINETIK in Washington, D.C.

### 1988

**Jerry Karasek** is a surgery administrator at Kansas University Physicians, Inc.

**Darren Richards** is now a vice president of Tucker/Hall, a major public relations firm in Tampa/St. Petersburg, Fla. He left Gannett's WTSP-TV, the CBS affiliate in Tampa/St. Petersburg, after four years as news director there. He spent almost his entire career with Gannett, including a seven-year stint as news director of the company's WFMY-TV station in Greensboro, N.C. He also held news management positions with Gannett stations in Jacksonville,

Denver and Phoenix. He also has worked in Ft. Myers, Fla., and Topeka, Kan.

### 1987

**Jill (Hanslip) Miller** is president of Digital Sinage Group in Poulsbro, Wash.

### 1986

**John Egan** manages accounts for Elizabeth Christian & Associates, a public relations firm in Austin, Texas.

**John Heeney** is principal of Echelon Management in Cincinnati, Ohio.

**Brett McCabe** manages customer service sales for Leer in New Lisbon, Wis.

### 1985

**David Danner** works for Keystone Freight Corp in Greensboro, N.C.

**John Reimringer** has written his first novel, "Vestments," which will be published by Milkweed Editions in Fall 2010. He is a 2009 Loft-McKnight fellow and a college English instructor in Minneapolis, Minn.

### 1984

**Charlotte (Burriss) Cool** works for McCormick Co. in Kansas City, Mo.

**Brian Levinson** is vice president of marketing and public affairs for Nueterra Healthcare in Leawood, Kan.

(News & Notes—continued on page 14)





## ALUMNI NEWS & NOTES

KU hosted 75 high school students from the Reviving Baseball in the Inner City (RBI) program in Kansas City, Mo., for a College Day. Students heard from KU and J-School speakers, as well as professional athletes.

(News & Notes—continued from page 13)

### 1983

**Blake Gumprecht** is an associate professor and the chair of geography at the University of New Hampshire, and the author of "The American College Town." His unprecedented research on the topic of college towns was inspired by the time he spent in Lawrence as an undergraduate at KU.

### 1982

**Barbara Bichelmeyer** was named associate vice president for academic planning at Indiana University in Bloomington. In addition to her journalism degree, she holds a bachelor of arts, a master of science in education and a PhD, all from KU.

**Chris Cobler** is the editor of the *Victoria (Texas) Advocate*. He was recently honored by the Texas Daily Newspaper Association with its Editorial Achievement Award, which was created to recognize courage and commitment to the newsroom and leadership in the community, in advocating and pursuing openness and accessibility to government. He also was recently elected to the Freedom of Information Foundation of Texas board of directors.

**Janet Murguía** has joined five other Jayhawks on a list of the 100 most powerful women in Washington, D.C., according to *Washingtonian* magazine. The magazine has compiled an annual list for 27 years to recognize women leaders in Washington from the public, private and nonprofit sectors. Other honorees this year include First Lady Michelle Obama and House Speaker Nancy Pelosi. Murguía is president of the National Council of La Raza, the largest national Hispanic civil rights and advocacy organization in the U.S. She previously worked at the White House from 1994 to 2000 as a top aide to President Clinton. After serving as a deputy campaign manager for the 2000 Gore-Lieberman presidential campaign, she was executive vice chancellor for university relations at KU for four years. She earned a law degree in 1985 and bachelor's degrees in journalism and Spanish in 1982 from KU.

### 1981

**Kelly Irvin** is the public relations manager for the San Antonio Parks and Recreation Department. Her debut romantic suspense novel, "A Deadly Wilderness," will be published in January 2010.

**Jeff Sjerven** is the news editor at the Finance and Commerce Media Group in Minneapolis, Minn.

### 1980

**Samuel Johnson** is president and chief executive officer of DRSTJ3 Consulting Group in Tinton Falls, N.J.

**Paul Witwer** is a certified financial planner for Bell Investment Advisors in Oakland, Calif.

### 1979

**Mark Olson** is chief executive officer of LTO Ventures in Henderson, Nev.

### 1978

**Rob Rains**, former Cardinals beat writer, was named sports editor and baseball writer for the *St. Louis Globe-Democrat*, an online-only newspaper. He is the author of several books, including his most recent books, "James Naismith: The Man Who Invented Basketball" and "Tony La Russa: Man on a Mission."

**Julie Johnson Staples** recently opened J. Johnson Staples & Company in New York City to provide specialized strategic communication services.

### 1977

**Bonita Gooch** owns TCV Publishing Inc., which publishes the *Community Voice*, a tabloid printed twice a month that serves Wichita's African-American audience. She previously worked in public administration in

Texas and Florida before moving back to Wichita, Kan., in 1996.

### 1976

**Michael Aurbach** is a professor of art at Vanderbilt University. A solo exhibit of his sculptures will be on display at the Wichita Art Museum June 13-Oct. 17, 2010.

**David Croake** is editorial director for *Florists' Review Enterprises* in Topeka, Kan.

**Bruce Erickson** is the director of communications at Sam Houston State University. He is a former associate vice president for university communications and marketing at California State University, Fullerton, a former executive director for marketing and communications at Wichita State University, a former director of public relations at California State University, Northridge, and a former director of university relations at The University of Texas-Pan American. He is the recipient of numerous awards from the Council for the Advancement and Support of Education. He was awarded the Public Communicators of Los Angeles' inaugural Most Valuable Professional Award for his work and visibility as California State Northridge's spokesperson following the Northridge earthquake in 1994.

(News & Notes—continued on page 15)





Photos from this summer's Kansas Journalism Institute for high school students.

## ALUMNI NEWS & NOTES

(News & Notes—continued from page 14)

**Louise Henry** is the principal/president of PRISM Advantage, a public relations and innovative strategic marketing agency in Addison, Texas.

### 1974

**Lydia Beebe** received the Distinguished Alumnus Award from the KU School of Law. She lives in San Francisco, Calif., where she works for Chevron. She serves on the KU Law Alumni Board of Governors.

**David Hunke** is the president and publisher of Gannett's *USA Today*. Previously he was CEO of the Detroit Media Partnership and publisher of *The Detroit Free Press*.

**Mike Jerrick** cohosts a daily morning show called "Good Day Philadelphia" on Fox29. He was formerly a cohost of "The Morning Show With Mike and Juliet," which aired on Fox television stations around the country from a New York City base.

**Bob Marcotte** has been the "Just Ask" columnist for *the Democrat and Chronicle* in Rochester, NY, for more than a decade. He went to Rochester in 1976, working first as a beat reporter, editorial writer and layout editor for *the Times-Union*, then as layout editor for *the Democrat and Chronicle*. He is the author of two books, "Where They Fell," which tells the story of Rochester

area soldiers during the Civil War, and "Birds of the Genesee," which looks at the diversity of wild birds in the region.

### 1973

**Kathleen (Swiderski) Saunders** is vice president and general manager of KDFW Fox 4 in Dallas, Texas.

### 1972

**Bion Beebe** owns Precision Tune Auto in Eagan, Minn.

**Rita (Haugh) Oates** is vice president of education for ePals Inc. She lives in Coral Gables, Fla.

### 1970

**Sam Cook** has been covering the outdoors for *the Duluth News Tribune* for nearly 30 years. He has authored six books and won multiple awards for his writing.

**Sandra Smith** owns Smith Communications and is a senior lecturer at the University of Minnesota's Carlson School of Management.

### 1969

**John Krueger** retired in 2006 after working 36 years in education, during which time he taught journalism and English, was an assistant principal and principal in a junior high school and a senior high school principal in both the Shawnee Mission and North Kansas City, Mo., school districts.



## 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](http://www.journalism.ku.edu), under "Alumni & Friends." This service is for jobs that require two-four, three-five, five-seven and 10 or more years of experience. We hear about such positions on a regular basis and immediately post the jobs online. If you know of relevant job openings that should be listed, please e-mail Patty Noland, journalism career development coordinator, at [pnoland@ku.edu](mailto:pnoland@ku.edu).

### 1968

**Bob Dotson** won two Murrow Awards for Best Writing and Best News Series for NBC's "American Story with Bob Dotson." The show has won the Murrow for Best Writing three years in a row, and a total of five times since the award began in 1999. In the past decade, Dotson has won half of all the Murrows handed out for writing. Murrow Award recipients demonstrate the excellence that Edward R. Murrow made a standard for the electronic news profession. NBC News was honored with five 2009 Edward R. Murrow Awards, more than any other television network.

### 1962

**Cotton Smith** published his 15th Western novel, "Death Mask," with Dorchester Publishing. His fifth audiobook, "Return of

the Spirit Rider," has been released by Recorded Books. He lives in Mission Hills, Kan.

### 1949

**Patricia (James) Baker** is currently at work composing hymns, both words and music. Her latest project is a cantata for choral singing entitled, "Glad Tidings of Christmas."

### 1948

**Allan and Marian Cromley** are former *University Daily Kansan* editors and have been married 60 years. Allan writes news and profiles for a community newsletter. Marian is on the advisory committee of the Ethics and Excellence in Journalism Foundation, based in Oklahoma City, Okla. □





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Please mail or e-mail your update to Jennifer Kinnard at [jkinnard@ku.edu](mailto:jkinnard@ku.edu).

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