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Jnews

CoJMC ALUMNI MAGAZINE WINTER 2007-2008

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 BarackObama.com

**BREAKING
NEWS**

RENAUD
WITNESSES BIRTH
OF A KOSOVO NATION

■ Story on page 75



Ward Jacobson

Losing the bridge

I'll never forget the sirens.

My wife and I had just moved into our southeast Minneapolis house the previous Thursday. We were about five minutes into dinner on our back patio — a Wednesday evening where the air was heavy, the sky a threatening mix of grey and brown. It was just after 6 when the sirens started.

No one wants to hear sirens. Thankfully, they usually last only a few seconds, maybe a minute or two. These sirens seemed to cry forever. It was Aug. 1.

As we continued to eat, the sirens grew louder and more persistent. "Must be some wreck on the freeway," we thought. I-94 is the east-west route connecting Minneapolis and St. Paul, and it roars about a mile or so from our house. By 6:30, dinner was over. Plates were cleared. The sirens had finally stopped, and all was forgotten — for a while at least.

Shortly after 7, the phone rang. A friend from Lincoln was calling to see if we were OK. Looking back, I'm amazed she was able to get through. We then did what seems to come naturally in this day and age when situations like this unfold. We turned on CNN.

For the next several minutes we stared silently at coverage of the aftermath of a disaster that seemed to be happening hundreds of miles away — in that other world where horrible things always happen. But this was our own backyard, not even two miles from our house. Minneapolis. The Twin Cities. The place we had called home for one year. It all seemed very surreal.

The Sunday before the bridge collapse, my wife and I had biked from our home to the Guthrie Theatre for a show. We live just a block off the West River Parkway that follows the Mississippi River into downtown Minneapolis — about a 10-minute ride. It was such a great evening, being able to bike to a wonderful new venue, avoiding the hassles of traffic and parking.

As we followed the Parkway bike path home that night, a full moon hung over the Mississippi, lighting the way. It was magical. Three days later, the south end of the I-35W bridge was on top of that bike path, right where we and countless others had been, about a quarter mile south of the Guthrie.

That is the most incredible part of this story. Only 13 lives were lost. The night of the collapse I can remember thinking that number would probably be staggering. It was the evening rush hour, downtown, with a Twins baseball game starting in an hour, less than a mile away. The University of Minnesota campus is right there. It is a busy area. This provides little consolation to the families of those who perished, but given the area and time of day that the collapse occurred, it is remarkable that the death toll was so low.

The rest of August unfolded. For a few days, the Anderson

Coopers of the world had their cameras pointed squarely on the rubble, seeking out the people who were there — emergency personnel, survivors, witnesses. By early the next week, they were all gone.

Once the last body had finally been recovered, the questions started coming. Why did this happen?

Then came the data. Some of the numbers were startling as it was learned just how many bridges in this country were sub-standard. Initially, Minnesotans were reluctant to criticize public officials. In this case however, criticism can't be avoided.

In the past several weeks I have learned that transportation concerns in this state have largely been ignored for years. Surely a tragedy of this magnitude would change all of that, right?

Not necessarily. Severe flooding in southeast Minnesota shortly after the bridge collapse muddied the picture. More emergency funding was needed. A special session of the Minnesota State Legislature rightly focused on how to aid flood victims. Wrongly, the special session ignored transportation safety issues.

Factor in government bureaucracy — namely the Minnesota Department of Transportation, known here as MnDOT. This government body has not exactly been a shining star in the aftermath of the tragedy.

Among numerous shortcomings within the agency, it was learned that the person in charge of responding to emergencies reportedly was on a business trip on the east coast when the bridge collapsed. According to MnDOT, this person did not return to the Twin Cities until 10 days after the disaster. The *Minneapolis Star-Tribune* reported this was one of 17 business trips the official had taken since mid-2006, costing the state at least \$26,400. As one state senator said, "It's almost incomprehensible."

A catastrophe of this nature demands the confidence of the people in their elected officials. That confidence seems to be lacking right now, which is troubling. A Colorado contractor will rebuild the 35W bridge, costing anywhere from \$235-\$260 million. They hope to have the bridge open by the end of 2008. Other bridges need attention too, all over the country. One can only hope the work gets done.

I never thought much about crossing bridges before Aug. 1. I'm guessing most people didn't. Now I do plenty of thinking every time I cross a bridge, usually two or three times a day. I think about a lot of things.

And I can still hear those sirens. ■



WARD JACOBSON

Ward Jacobson is a 1984 graduate of the University of Nebraska College of Journalism. After 21 years at KFOR Radio in Lincoln, he moved to the Twin Cities in July 2006 to join American Public Media's Classical 24 as a national host.

COVER:

Michelle Obama appeared at the Lied Center on Friday, Feb. 8. Obama was in Lincoln to campaign for her husband, Barack Obama, before the Nebraska Democratic Party's caucuses on Feb. 9.

PHOTO BY LOGAN MEIER

AT RIGHT:

Chelsea Clinton spoke at the Nebraska Union on the UNL campus Thursday, Feb. 7, promoting her mother, Hillary Clinton's, candidacy for the Democratic presidential nomination.

PHOTO BY JAMES McCAVE



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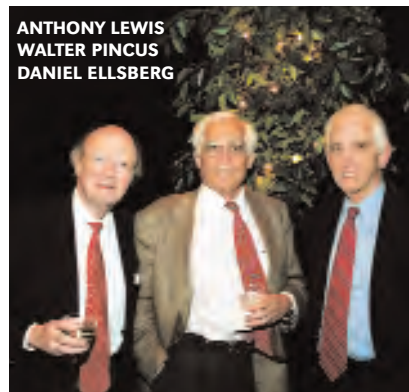
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SARAH SWIFT

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Pomp in unique circumstances

During the complicated history that followed the defeat of the Serbs in 1389, it has often seemed that freedom and prosperity are not possible in the Balkans.

Despite such pessimism, the Kosovo Institute for Journalism and Communication was established in 2005 to offer hope. Its mission was based on a commitment to five freedoms:

- Freedom of speech,
- Freedom of the press,
- Freedom of religion,
- Freedom of assembly, and
- Freedom to petition the government

At the first graduation ceremony last Nov. 26, Dr. Terry Threadgold, provost at Cardiff University, described how she and her colleagues teamed with faculty from Norway's Gimlekollen School of Journalism and Communication at the founding of KIJAC.

While the College of Journalism and Mass Communication at the University of Nebraska–Lincoln is a recent partner in KIJAC, Nebraska has been working with Gimlekollen for nearly a decade.

Our contact person was Oyvind Aadland, the former director of international studies at Gimlekollen. He was a graduate of Wheaton Graduate School when my father was dean of that school. The founder of the Gimlekollen School of Journalism and Communication patterned the Norwegian program on the model Wheaton had developed in journalism and communication.

In 1999, Dr. Aadland visited my father at his home in North Carolina and asked him to suggest a journalism program in the United States with which Gimlekollen could be associated. My father said Nebraska was the only journalism and communication school with which he was acquainted.

Dr. Aadland asked Knut Sigurd, then president of Gimlekollen, to invite my father and me to Kristiansand, Norway, to visit the school. That visit led to Sigurd's and Kaare Melhus's attending a Freedom Forum conference in London in 2000 and renewing contacts with Keith Bowers and John Owen, two distinguished teachers in the Gimlekollen network, which includes schools in London, South Africa, Wales, Oslo, Kristiansand and Lincoln.

Gimlekollen is part of an organization that was formed as a result of the experiences of Hans Nielsen Hauge, a Norwegian farmer who lived during the late 1700s and early 1800s. He was arrested for his religious beliefs, for printing and speaking about those religious beliefs and for meeting to discuss those beliefs.



‘Hans Nielsen Hauge was arrested for his religious beliefs. We looked out over the graduating class and wondered which of them may be the Hans Nielsen Hauge of the Balkans.’

DEAN WILL NORTON JR.

His charisma helped spark the economic rise of the peasant class and the formation of a constitution that resulted in freedom of expression in Norway.

Hauge was a major player in a new day for Norway.

Clearly, none of us knows whether there will be a new day for Kosovo and the Balkans. However, the optimism of our Norwegian friends should be an encouragement.

Their optimism is based on those five individual freedoms.

The future of those freedoms will depend on the knowledge and skills of people like the first graduates of KIJAC.

We congratulated the graduates on this milestone in their lives.

We celebrated their accomplishment with their families.

We reminded them of the hope of commitment to the five freedoms we cherish.

And as we looked out over that graduating class, we wondered which of them may be the Hans Nielsen Hauge of the Balkans.

Journalism in the service of democracy

Symposium considers how J schools can help shape the changing media world

By CHARLYNE BERENS

This is not your father's mass media. ¶ The ways in which people get news and information today are hardly limited to the daily paper on the doorstep and Huntley and Brinkley on the nightly news. And the impact of these changes goes beyond the obvious — Web sites and cell phones — to reach to the very foundation that has made mass media possible. ¶ It is clear that advances in digital technology have changed the ways people consume news content, but those advances are also challenging the basic business model for delivering that content. Those changes and challenges, expressed by Vartan Gregorian, president of the Carnegie Corporation of New York, formed the basis for a two-day January summit titled "Journalism in the Service of Democracy." ¶ The summit included deans, faculty and students — including nine representatives from UNL's J school — from 12 universities that are part of a Carnegie-Knight consortium on journalism education. The participants took a look at the condition of journalism today and how journalism schools should be part of the changing world. ¶ Panelists talked about the role of journalism schools, about how the news environment can be reinvented and reinvigorated and about how the "new" journalism is being put into action in 2008.

RETHINKING AND RECONCEPTUALIZING JOURNALISM EDUCATION IN THE 21ST CENTURY

Gregorian led off the day's first panel, saying the question is not whether prospective journalists should earn journalism degrees but how J schools can be made better and more effective.

Alberto Ibarguen, president and CEO of the Knight Foundation, the co-sponsor of the consortium of journalism schools, said the schools are pulled between the academic demands of a university and the practical needs of newsrooms. Journalism schools, he said, "should be hotbeds of experimentation," developing graduates who understand not only new technology but also new ways of thinking.

Bill Keller, executive editor of *The New York Times*, said aspiring journalists used to be well advised to get a degree in business, political science or history and then learn the craft of journalism on the job, working their way up from small papers to larger ones. But those opportunities are scarce today, he said, as small papers disappear or are absorbed by con-

glomerates. That makes a journalism degree more important, he said.

David Westin, president of ABC News, asked how the academic and practical side should fit together. Ibarguen said J schools must teach both practical skills and ethics, purpose and values.

Keller seconded that notion. Students must learn the intellectual discipline that allows them to suspend their prejudices and actually report against them when necessary.

While some see the new technologies as a threat to journalism, Gregorian said common democratic values and discourse are actually enhanced by technological advances. And journalists are as relevant as ever.

He pointed out that, thanks to the Internet, nearly everyone today has "an entire library at their fingertips." But how do people know what to ask, how to deal with all the information available? J schools must produce journalists with critical minds who can be the arbiters among all the competing pieces of knowledge and information, he said.

Journalism students' education must include interdisciplinary work, panelists said, and J schools must be fully integrated into the greater university.

REINVENTING AND REINVIGORATING THE NEWS ENVIRONMENT

Amanda Bennett said her perspective on news did a 180 degree turn when she went from being an editor at the *Philadelphia Enquirer* to a reader of the paper. "As a reader, I consumed the paper as 'what can I do with this information?' — the utility factor was paramount." Generally, she said, that's a point of view newspapers and other mass media have traditionally rejected.

Bennett is now executive editor/enterprise for *Bloomberg News*. She and the other members of the panel on reinventing the news environment talked about the most profound changes they've seen in the media market and how the media should adapt to those changes.

Jim Kennedy, a vice president at The Associated Press, said there is no going back.

"People are consuming news in different ways," he said. "We need to adapt."

Betsy Morgan, CEO of *The Huffington Post*, said news is no longer a one-way street from the mass media to the readers and viewers. "It's a loop," she said, connecting the media and the community.

That doesn't mean the basic tenets of journalism should be abandoned, though, said John Stark, a vice president at the FOX News Channel. Accuracy is still paramount, he said, but the new technologies mean news can be not only faster but also better and more thorough.

But it's not only delivery that has changed. "The business model of the newspaper has blown up," said Jim Willse, editor of the *Newark (N.J.) Star Ledger*. Concerns today are less about readership than about revenue, he said, adding he was worried about how to preserve journalistic values in ever tightening economic circumstances.

Does the increasing emphasis on participatory media make a difference to what the mass media cover and how they do it?

Morgan said it makes things harder in many ways. For example, she said the *Huffington Post* got 4,000 reader comments following its coverage of the assassination of Pakistan's Benazir Bhutto.

"How do readers deal with that?" she asked, and how does the *Post* help orga

the information for them? She said editors had divided the comments into eight subtopics “with a light hand of editorial behavior” applied to the comments themselves.

Stark said it’s easy for people to misuse their opportunity to comment on news sites. “We need to be a traffic cop and vet the information in some way,” he said.

But Willse said he thought the only way a newspaper or broadcast outlet could develop a participatory relationship with its readers was to “get rid of the priestly function. Open the windows,” he said. “Make it a more two-way equation.”

He said the *Star Ledger* had set up a Web site as a “living op-ed page” that had changed for the better the way the staff thinks about the paper. Now, he said, editors and reporters try to choose front-page content that people are going to talk about, not just what the journalists themselves may think are the biggest, most important stories.

He said newspapers have traditionally tried to be everything to the community while other media were fragmenting. But the Internet “blew away the geographic market,” Willse said. Now the paper’s job is to synthesize and distribute news all over — “including ads, which are also content.”

Kennedy said what matters to news consumers now is “not the container — it’s the content.” He said people must have multiple choices available to get at that content.

Willse said a big debate in newsrooms centers on the difference between information, which is a commodity, and what the journalists themselves create. For instance, he said, the *Star Ledger* has already stopped printing stock listings, which are easily available in multiple places online. He predicted TV listings and sports box scores may be the next to go as papers try to pare their content to that for which people are willing to spend not only money but time.

Asked what skills journalists must have to be able to reach audiences, Kennedy said they must be able to work across platforms and to understand how best to tell each story.

But Bennett said journalists must not fall in love with their new technical capabilities. “It’s not just how to do stuff but what we should be doing.”

Willse encouraged faculty and students to think about how to underwrite great journalism. If the media can’t solve the problem of financial support, he said,



Photo courtesy: Carnegie Corporation

Front row: Eric Newton, vice president for journalism program, Knight Foundation; Metta Cederdahl; Amy Struthers; Nancy Mitchell; Linda Shipley; Charlyne Berens; Pat Mitchell, president and CEO, The Paley Center for Media. **Back row:** Jerry Renaud; Will Norton Jr.; Susan King, vice president external affairs, director, Journalism Initiative, Carnegie Corporation of America; Adrian Whitsett and Dan Sheppard

“journalism will die.” He urged journalists to look for entrepreneurial ways to fund the news.

THE NEW JOURNALIST IN ACTION

What’s the difference between YouTube and Current TV? According to panelists

from each, Current TV is journalism; YouTube is not.

“YouTube is *showing*, not telling,” said Steve Grove, news and politics editor for the site. He said YouTube’s assets are its immediacy and accessibility, the fact that citizens who post to the site can be at a

Participants in the Carnegie-Knight Initiative on the Future of Journalism Education

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Arizona State University
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Columbia University
Harvard University
University of Maryland
University of Missouri
University of Nebraska-Lincoln
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Northwestern University
University of Southern California
Syracuse University
University of Texas at Austin
City University of New York

UNL REPRESENTATIVES

METTA CEDERDAHL
News-editorial student

It was encouraging to realize that no one at the symposium was afraid for the welfare of journalism itself; the faculty and students were instead motivated to change journalism along with the changes in technology. The future of journalism,

as we learned, relies on our willingness to move with technology, even if it means taking two steps forward and one step back as we try to make changes.

NANCY MITCHELL
Graduate program chair

Vartan Gregorian, president of the Carnegie Corporation, said that connectivity doesn’t always result in connection. He also reminded us that Thoreau once said: “We are in great haste to construct a telegraph from Maine to Texas, but Maine and Texas, it may be, have nothing to communicate.”

We can be specialists in technology or a subject area, but communicators shouldn’t lose sight of our need to connect with our audiences. To me, this means in this age of multiplatform media we need to make sure our students have a knowledge base — something to say — and be able to integrate that knowledge into effective and relevant communication with our audiences.

WILL NORTON
Dean

I was fascinated by the first panel in which David Westin, the president of ABC News, and Bill Keller, the executive editor of *The New York Times*, seemed recently to have changed their positions on the usefulness of a journalism education.

news event first and can stay in situations where the mainstream media may be kicked out. But YouTube makes no editorial changes or decisions about the content on its site, he said.

Christof Putzel, a correspondent and producer with Current TV said Current is a bit different. It embraces citizen media, wants to let citizens have their say, but Current also tries hard to verify the accuracy of its postings.

Moderator David Doss, senior executive producer of CNN's "Anderson Cooper 360," led the panel through a primer on the workings of the new media. He asked Grove whether YouTube planned to edit content on its site in the future.

"'Editor' is a dirty word at YouTube," Grove said, where the motto is "user first." YouTube, he said, is simply a platform where people can have their say. If offensive material is posted, other users flag it almost immediately. Then YouTube

employees take a look and may pull something off the site.

At Current, Putzel said, the watchword is "collaborative journalism." While the platform may be new, the standards of balance and accuracy remain, he said.

But, as accessible and immediate as sites like YouTube and Current TV may be, digital media have destroyed the business models of metro newspapers and much of broadcast television, which rested on the media's control of its audience, said Paul Steiger.

Steiger, formerly of *The Wall Street Journal*, is now editor in chief of a fledgling service called ProPublica, which will produce investigative journalism in the public interest. Notably absent from many new media are foreign reporting and any kind of in-depth or investigative reporting, Steiger said. Citizen journalists may fill some of those gaps, but that's not the same kind of news that metro papers and

TV like "60 Minutes" and similar programs have produced: sustained, well-trained digging.

"That's what produces change, and it will diminish with citizen journalism," Steiger predicted. He hopes that ProPublica can provide the kind of journalism that promotes change.

Many online media struggle to find a way to pay the bills. However, Putzel said Current was profitable within a year of its founding — and it even pays contributors. He said Current has found new ways to connect with audiences and said it will continue to be profitable even as it changes its look in coming years.

Steiger said ProPublica hopes to find a way to work with organizations like YouTube and Current to distribute its investigative stories. "We hope to use the best of the old ways — and new ways — to gather information and the best of the new ways to deliver it," he said. ■

Many talented executives have good rhetorical skills, and they do not realize that writing and speaking are virtually not taught on most campuses these days. Of course, the exception is journalism education.

This does not mean that you cannot write or speak well unless you have a journalism degree. However, it does mean that you should be better prepared if you have a journalism degree, and at Nebraska a high percentage of our students double major. So they have content and good writing and speaking skills.

JERRY RENAUD **Broadcasting faculty**

It is always exhilarating to have passionate discussions with other educators and media professionals. Attending the sessions sponsored by the Carnegie and Knight Foundations in New York City reinforced to me the difference that journalists can make in the world and the tremendous responsibility we have as journalism educators to make sure our students are given all the necessary tools and training for this important mission. It's a great honor to be part of this initiative to improve journalism education, and I am excited to see what kinds of things we will be able to accomplish with this opportunity.

DAN SHEPPARD **Advertising student**

It was incredible to see so many influential people in the journalism world in one place. I felt honored to be among them, and it was such a great opportunity to listen and engage in the conversations taking place in and out of the panels. It was inspiring, to say the least.

LINDA SHIPLEY **Associate dean**

I had a discussion with three graduate students from one of the other universities that is part of the consortium. One of them sarcastically asked, "What can students from Nebraska possibly be doing that is so fantastic that you were chosen to be in this group of top journalism programs?"

I proceeded to tell him about the depth reports providing international experiences in Cuba, France, Sri Lanka and Germany as well as the Ethiopia and Kosovo connections. His reaction was one of surprise and newly gained respect for our program.

He started asking questions about the distance education graduate program and what types of students we attract. He was amazed at the types and locations of professionals we have in the program. He then began to ask questions related to his own interests and what our program

might be able to offer him — without the sarcastic tone to his voice.

AMY STRUTHERS **Advertising faculty**

Industry professionals representing some of the largest media organizations in the country emphasized the challenge of creating new business models to support the work of a free press. Key is understanding and targeting an audience who is constantly asking, "What can I do with this information?" Compelling, easily understood stories that generate two-way conversations with the audience can help move media from an old position as a "department store of news" to a new role as community builders, distilling critical ideas from the increasingly complex mass of information in our world.

ADRIAN WHITSETT **Broadcasting student**

The greatest thing about the conference for me was seeing that people really are concerned about the future of journalism. Getting people to talk and think about what things students can do now to better prepare them for their future careers is always a wonderful experience. My hope is that what the foundation is trying to accomplish gets even more exposure and is continued. ■

Being the change she wishes to see

By JENNIFER ANANDANAYAGAM



Someone once said that the most powerful agent of growth and transformation is something much more basic than any technique — it's a change of heart. A heart change can do wonders; it can create deep within a desire to be different, to be a light in the darkness that no doubt overwhelms us sometimes.

Sriyani Tidball, chairperson at Minds FCB, underwent a change of heart 25 years ago when she entered into a relationship with God and since then, she has been carrying the desire to care for the less fortunate and the downtrodden. "I realised that I had to give something to someone else's life except my own," she explained with radiance illuminating her face.

The well-known creative guru Reggie Candappa's daughter, Sriyani has always had the blood of advertising in her. She smilingly admitted though that seeing her father's constant hum with his line of occupation, she had never wanted to enter the field. And so, in an attempt to avoid this hubbub, she retreated into the world of architecture after being educated at Holy Family Convent in her prime years and St. Bridget's Convent fostering her in her later years.

At the University of Colombo, Sriyani studied architecture and went to the United States to complete her final two years in this field. She also has her masters in journalism and advertising, thus living out the truth that what's in the family does pass down.

While studying abroad, Sriyani met her now husband, Tom Tidball, a recognized photographer, and they married. She is happy that her husband too shares her opinion about helping the needy and said, "I have a great husband and a solid family," colouring this out to be one of her backing ingredients. "I have four great kids and I love that part of my life very much. I'm very proud of them," she smiled.

Perceptibly, being the daughter of Reggie Candappa, she was enthused to be

Photo courtesy *The Daily Mirror*

‘God wants me to be
humble in all I do.
I don’t do it for credit
because you really have
nothing to lose and
nothing to gain.’

SRIYANI TIDBALL

creative and was no doubt enthralled by the imaginative side of life. “My dad always challenged himself and I learnt a lot from him. My childhood was quite stimulating and there were always various topics discussed over the dinner table!”


Sriyani is the editor of *Lincoln Today*, an annual guide and lifestyle publication about Lincoln, Neb.

Coming back from the States, Sriyani joined Grants and worked there for about 10 years. “I did a lot of their ‘below the line’ work — publications, newsletters, annual reports and so on,” she trailed. “It was really fun. I liked it.”

After the time abroad, reading her masters, Sriyani returned to her motherland and taught, as a visiting lecturer, at the Katubedda University for a few years.

In 1980, seeds of what would eventually grow into Community Concern Society (CCS) were planted, when Sriyani and her husband began helping two extremely poor families living in the beach slums of Mount Lavinia. Inevitably, their efforts bore fruit and within a few years CCS officially became a non profit, charitable, non governmental, Christian organization.

By 2005, CCS was serving the needs of over 1,400 children and 600 adults every day. The tsunami that hit in 2004 devastated the location of where CCS did most of their work. Sriyani and her husband, with immense support from their children and others, then spent most of the year 2005 restoring tsunami affected



families, helping in refugee camps, regenerating livelihoods, reconstructing homes and providing relief to children and youth so they can have normalcy in their lives.

Today CCS, a child centered NGO that empowers disadvantaged children and adults to improve their lives through education, rehabilitation, vocational development, communication, intervention, mobilization etc., has a full-time staff and part time volunteers who help the poor and hurting. They work in a variety of projects which include the Dehiwela Outreach Centre, Lotus Buds Children’s Home, Power House, Save Lanka Kids, Lak Daruwo Child Sponsorship and Community Development and the Tsunami Project.

“By the end of this year, we would have built 450 houses for the tsunami affected,” said Sriyani touching on the area of her life that followed her heart change. “It has helped that I have done architecture and learnt about designing houses — you’re always using the skills you learn,” she stated.

For Sriyani, working with children has been rewarding, “I love it,” she said. “I have one foot in advertising and the other in social work and I think it’s symbolic of how you need the combination of NGOs and the corporate world to meet the society’s needs,” she smiled. “All of us expect the government to do everything when we ourselves can do a lot. It’s like sending our children to school and expecting them to learn discipline there alone when we can teach them ourselves, at home.”

Sriyani, a driven person who doesn’t give up easily, likes a challenge. “When things get tougher it gets you going,” she feels. “God wants me to be humble in all I do. I don’t do it for credit because you really have nothing to lose and nothing to gain.”

Sriyani and her sister have had a good family life. “My mom is quite amazing. She ran a recruitment company for the family,” she sketched, expressing her gratefulness to her good, protective and ambitious parents. She is immensely more aware of this as there are many families in

our island that are dysfunctional due to poverty. “There are families falling apart because of mothers going abroad for work. I think it’s very sad that because of poverty, mothers leave the country,” she uttered her concern, saying that she herself has witnessed the relating of woeful tales of broken families because of the parents’ neglect.

“Across the country, there’s a problem that some aren’t even aware of,” she explained stirring on another area of deep concern for her — trafficking. “Young children are brought to work as domestics and then there’s child sex tourism, pornography, child soldiers, etc. Unlike in other countries like India where there’s cross border trafficking, here we have in-country trafficking. Many of the children don’t have a safe and good life and thus no childhood.”

Trafficking is a dilemma that is largely being experienced in our country although many are unaware of it. According to a recent UN report, it is estimated that 300,000 to 450,000 people are trafficked within Asia each year, of which more than half take place in South Asia.

Sriyani’s journey to fight this major problem has been challenging and tough but what she’s learnt in her experiences there has been gratifying.

Advertising plays in her life a role that is uniquely connected to her passion.

“The area of advertising I like most is social responsibility advertising,” she disclosed. She feels that this particular medium has a powerful way of sharing information that can change people’s behaviour. “It’s a whole new area of advertising through which you can communicate to masses,” she put out.

Change is not something farfetched and unfeasible — it begins in the hearts of individuals — this would rightly salute the efforts and achievements of Sriyani Tidball. ■

This piece appeared in The Daily Mirror in Colombo, Sri Lanka, in November 2007 in a section of the paper titled “Women at Work.”

BOOTS ON THE GROUND

CNN Worldwide brings viewers firsthand coverage of news

By ANDREW LACY

It would be an understatement to say that Jim Walton stepped into his latest position at an interesting time.

Walton took over as president of CNN Worldwide in January 2003, just two months before the U.S. invasion of Iraq.

possible, and we want to take readers to where news is. We believe it's critical to have boots on the ground."

In the four years since Walton took over, that mission has been tested in unusual ways. Besides the war, major events that have occurred on his watch have also included the tsunami and Hurricane Katrina.



"I had spent most of my career in sports," he told students during his October visit to the College of Journalism and Mass Communications. "All of a sudden, there's a war about to happen, and it's a little different from deciding how many crews to send to the Super Bowl."

At the time, he recalled, the Pentagon was warning that hotels could be bombed and that reporters might be killed.

Walton considered pulling CNN reporters out of Iraq. And then his boss intervened.

"I remember Ted Turner screaming, 'You're going to ruin CNN.' I asked how. He said, 'You can't pull people out. We need them.'"

The military expression is boots-on-the-ground. But it also fits within CNN's — and Walton's — definition of journalism. "It means we want to be accurate and, above everything else, we want to be timely," he said. "We want to be first if

Boots on the ground is a military expression. 'It means we want to be accurate and, above everything else, we want to be timely.'

Walton, 49, was visiting UNL for the homecoming game against Oklahoma State University. Though not a UNL graduate — "I was a student here for a semester in 1978; then I experienced a Nebraska winter and transferred to Maryland." — he is a Husker fan with close ties to the state. His uncle, Don Walton, is a colum-

nist at the *Lincoln Journal Star* and describes the younger Walton as "a good man, a leader, a hard worker, a sports guy who loves to compete and loves to win."

In the "winning" category, this year's visit to the OSU game would be a disappointment for Walton — but the skybox accommodations were more comfortable than when uncle and nephew went to the games together more than 35 years ago.

"My seats at the stadium then were in the top row of the balcony, and we sat up there in cold weather and sleet and snow and north winds and had a great time," Don Walton recalled.

After graduating from the University of Maryland, Jim Walton joined CNN as an entry-level video journalist. That was in 1981, just one year after CNN's inception. He held several positions on the news side before taking over as head of the sports division and then moving into senior management. As president of CNN Worldwide, he has overall responsibility for leading the company's networks and services.

But today's students, he indicated, shouldn't think they can easily replicate that career path. He noted that CNN had barely started when he was hired. "I'd love to be able to say, 'Do these four things and you'll get hired,'" he said.

Instead, he advised students to use anyone they know to help with introductions or references, and he advised everyone to get as much experience as possible through work-study programs or internships. "Good grades are important but not essential," he said, to the apparent relief of some students in the audience. "It's one little thing on your resume. It allows news organizations to call and check. Professors are also helpful in trying to get students placed. Interning gets you real life work experience."

After that, he said, "The single most important thing is to get any job, anywhere. Don't be too choosy. You will learn more in the first year of a job than in your entire school career. To be successful over time is to be curious. It's easy to come in and punch the clock and do your job — but you'll do that forever if you are not continually trying to learn."

Walton also urged students to take classes that will differentiate them from other job candidates. Learn Spanish, he said, and "take business courses. Understand business. Try to get into computer classes; learn html. That's another

Photo by Meghann Schense

thing that can help separate you. The Internet is where growth is.”

The CoJMC students asked how the Internet is changing CNN and how much entertainment or celebrity information is encroaching on the traditional news business.

“It’s a different world than 10 or 20 years ago,” Walton said. “Many of us get news when we want. It used to be the (CBS) Evening News with Walter Cronkite, then the local news and that’s it. Now there are so many different opportunities for people to go and be entertained.”

No longer, he said, can news chiefs deliver only what they think is important.

“The audience answers by ratings. It’s critical for CNN to not lose its position as the most trusted, but we have to acknowledge the celebrity stuff.”

At CNN, one of the ways Walton tries to meet the expectations of various audiences is by differentiating the primary function of each of its channels. In an interview last year with *USA Today*, Walton talked about the differences between CNN and CNN Headline News.

“Headline News’ strategy in prime time will be defined as (address) smart, engaging, intelligent, opinionated people — and give them a platform to engage with their audiences,” he said. “CNN will stick with a more traditional format of doing news and information.”

With the audience itself playing a new role, Walton said the mainstream media need to embrace the fact that the viewer’s point of view matters.

“If 9/11 happened today,” Walton said, “tens of thousands of videos would be posted on YouTube, and people might be spending as many hours watching YouTube as the traditional news outlets. It has the potential to affect our business if we don’t understand that the game has changed.” But the same forces that are challenging mainstream news organizations are providing more opportunities for journalists.

“We read and listen to doom and gloom about news,” he said, with countless stories about layoffs in broadcast and print outlets. While such events point to a tough marketplace, Walton said the opportunities for journalists are greater than ever before because “there are so many people publishing news” outside the traditional venues. ■

College publications earn awards

J Alumni News, the journalism college’s alumni magazine, and *Courage in Education*, a special publication produced by students to commemorate the 20th anniversary of the Christa McAuliffe Courage in Education Awards, received MarCom Awards for 2007.

J Alumni News earned a platinum award in the magazine/educational institution category. *Courage in Education* earned a platinum award in the magazine/educational institution category; a gold in the magazine/design category; and an honorable mention for the marketing campaign, which included a direct mail piece, a Web site and the magazine.

Students produce the majority of stories for *J News*, and Marilyn Hahn, the college’s communication specialist, designs the twice-a-year magazine.

Courage in Education was commissioned by Gregg Wright, initiator of the Christa McAuliffe prize. The project was directed by advertising student Courtney Rodgers. Student contributors included Caitlyn Bals, Metta Cedercahl, Tiffany Lee and Mark Mahoney. The magazine was designed by advertising major Heather Cannon with photographs by news major Nick Berry and was supervised by faculty members Amy Struthers and Charlyne Berens and CoJMC communications specialist Marilyn Hahn.

MarCom Awards is an international competition for marketing and communication professionals involved in the concept, writing and design of marketing and communication programs and print, visual and audio materials, according to its Web site. Entries come from corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies and freelancers.

More than 5,000 entries were judged in 2007. About 18 percent received platinum awards. Another 18 percent earned gold awards. ■



Winners include individual communicators, media conglomerates and top 50 Fortune 500 companies. Entries come from national public relations organizations, local ad clubs and local business communicator chapters.

MarCom Awards is administered and judged by the Association of Marketing and Communication Professionals. The international organization consists of several thousand marketing, communication, advertising, public relations, media production and freelance professionals. The association oversees awards and recognition programs, provides judges and sets standards for excellence. ■

Celebrating 10 years

The American University Central Asia promotes democracy, service, toleration

By ELLEN HURWITZ
President, American University Central Asia

Welcome to our third annual academic convocation, a growing tradition here at AUCA that formally and symbolically recognizes the beginning of the academic year. Convocation is, literally, an assembly, a calling together of a community to recognize something very special. For us today, we recognize our mission and purpose as we begin the 2007-2008 academic year with a passionate commitment to learning.



‘Please bring
your nobility,
your generosity,
your good humor
to the challenges
facing our university
in the world of the
21st century. █

ELLEN HURWITZ

Our university is a special place: at once international, interdisciplinary and interactive. We are located in downtown Bishkek in the center of a region undergoing rapid economic, political and social developments. We are just across the street from the Parliament of a proud nation that is charting its unique path among the democratic nations. Indeed, history is being made right on our doorstep. Our students, faculty, staff, alumni and trustees collectively and collaboratively sustain our commitment to provide the critical thinking skills and general knowledge required by future leaders to support the democratic development of Central Asia.

The core values of this great university are evident in everything that we do: in the way that our students pursue their studies, in the way that our faculty inspires students to learn and in the way that our staff supports the university’s commitment to learning. We champion the way students study and learn as much as, or even more than, what they learn. We honor critical inquiry and the thoughtful framing of issues; we value civil and respectful criticism, which is the foundation for the development of elegant thinking, and superb oral and written communication; and we foster the habits of learning that enable successful careers and deeply satisfying lives.

Our core values are reflected in the visionary ideas of Karl Popper, the 20th century social and political philosopher.

In his essay “On Freedom,” Popper wrote: “A rationalist is simply someone for whom it is more important to learn than to be proved right; someone who is willing to learn from others — not by simply taking over another’s opinions, but by gladly allowing others to criticize his ideas and by gladly criticizing the ideas of others. The emphasis here is on the idea of criticism or, to be more precise, critical discussion.”

Popper aptly describes the kind of person this approach to truth-seeking creates: one who never takes his own knowledge or the knowledge of others at face value but offers it up to examination and criticism. This principle, along with the principle of refraining from personal attacks, creates a fertile learning environment that Popper says “leads us to a self-critical attitude and to toleration,” an environment we constantly endeavor to provide every day. These are the essential aspects of an independent and responsible liberal arts university, and that is exactly what we are.

This is a very special year in the history of our university. It is our 10th anniversary, literally this November, as an independent institution of higher learning. AUCA has become an excellent university in a very short time. We treasure





Photos courtesy AUCA

our unique mission in the region as a free-standing liberal arts university. This independence, this freedom, is at once a privilege and a great responsibility. At AUCA we cherish the exploration of ideas and the design of solutions to complex problems. We enjoy the freedom to develop these ideas and designs. With this awesome freedom, however, come serious responsibilities, including the commitment to be intellectually honest, to identify clearly the sources of our ideas and to accept fair criticism. No cheating, no special favors, fairness, honesty, integrity and international standards of excellence and behavior are what we are all about.

There is an additional responsibility that we solemnly bear, and that is the responsibility to each other and to the community in which we are based. We strive to foster and strengthen an open society, a just society, based on the rule of law that respects and protects the rights of all. In addition, our students, faculty and staff have valiantly upheld a university tradition of serving our community

through national election monitoring, awareness campaigns for improving the social conditions for the physically challenged, fundraising and clothing drives for orphaned children and the elderly. It is my hope that with your compassion, creativity and perseverance, we will uphold and expand our proud tradition of service to our community and that you, our students, will make community service a part of your life long after your days at AUCA.

We welcome our new freshman class of some 350 students along with 15 new faculty and staff members representing more than 20 countries. We welcome back all who have been with us, some for 13 years, even before we became an independent institution.

Please bring your nobility, your generosity and your good humor from your diverse experiences, philosophies and academic disciplines to the challenges facing our university in the world of the 21st century.

In the words of my esteemed col-

From left, Kaare Melhus, Gimlekollen School of Journalism and Communication, and Dean Will Norton Jr., CoJMC, attended graduation ceremonies June 9, 2007, in Bishkek, Kyrgystan

league Diana Chapman Walsh, former president of one of the finest colleges in the world, Wellesley College, "The world is a scary place, and our individual efforts seem so inadequate in the face of problems of such magnitude. But the more we can come together and pool what we know, the more we will come to see the ways in which doing our small part fits into a larger whole, and the more we will be able to be hopeful and effective."

Let us all come together and help each other and our university make a difference in our community and fulfill its role as a leading, internationally recognized and respected center of learning in the heart of Central Asia. ■

Dr. Hurwitz delivered this message in June 2007 to students, faculty, staff, alumni and guests of the university in Bishkek, Kyrgystan.

By LYNN SAFRANEK

Sarah Swift came to the J school last fall with firsthand experience in freedom of the press. And that experience earned her a statewide award. ¶ The news-ed freshman was editor of the Benson High School newspaper in Omaha when the paper published a four-page section in April 2007 that examined students' use of the word "nigger." The stories presented the viewpoints of both black and white students and staff. ¶ But some students and members of the community were offended, and the Omaha Public Schools removed the paper from the school's Web site. ¶ In a note that ran on the newspaper's front page, Swift had explained that, while the language used within might make people uncomfortable, "our mission is to inform our readers of issues important to them." ¶ Last fall, Swift and the *Benson Gazette* adviser, Jerred Zegelis, were recognized by AFCON, the Academic Freedom Coalition of Nebraska. AFCON presented the Academic Freedom Award, made in honor of "Nebraskans who have shown outstanding acts of support for intellectual freedom," according to the organization's Web site.

Students' frankness sets off OPS uproar



A discussion of students' use of racial remarks needs to occur, an Omaha school official said Friday, but a high school newspaper may not be the proper forum.

The Omaha Public Schools on Friday condemned a four-page section in the *Benson Gazette*, distributed Tuesday, that tackled students' use of the word "nigger." The section presented the viewpoints of black and white students and staff, including the school's dean of students and athletic director.

The school's principal, Lisa Dale, was put on administrative leave Friday. OPS officials declined to say why.

Calls came into OPS offices this week expressing concerns about the content of the section, said Luanne Nelson, an OPS spokeswoman. Some staff members from throughout the district, plus some Benson community members and students, were offended, she said.

On Friday, the newspaper was removed from Benson High's Web site as OPS announced an investigation into the matter. The district will take "appropriate action" when the investigation is completed, according to a statement.

"The Omaha Public Schools has never condoned and cannot support the actions which recently resulted in the inappropriate articles published in the *Benson High Gazette*," the statement read. "Unacceptable decision-making by staff has violated the standards set forth by the Omaha Public Schools to appropriately guide and educate our students."

Nelson said Dale's status is pending the results of an investigation by OPS's human resources department. Dale could not be reached for comment.

Benson students and parents reacted with shock and disappointment to the news that Dale had been placed on leave and that OPS disapproved of the articles.

"Is that not what she's here for — to show the students freedom of speech?" said Laura Argo, a white parent of a Benson sophomore.

Ciara Lee, a 15-year-old sophomore, said the *Gazette's* articles helped students debate the issue.

"(The section) brought out the thoughts about it that people have anyway," said Ciara, who is black.

John Bender, an associate professor at the University of Nebraska–Lincoln and executive director of the Nebraska High School Press Association, said he didn't see anything in the *Gazette's* coverage that crossed the line. He said, however, that some of the editorial comments came close.

"I really think they should be commended for taking on a serious topic," he said. "It's a part of their culture, and I think they need to talk about it in order to understand it."

Jerred Zegelis, Benson's journalism adviser, said at midafternoon Friday that he was unaware that OPS administrators were unhappy with the section. He had not been contacted for an investigation.

"Nothing so far," he said. "I'm sure something will happen."

Zegelis said he consulted with Dale before the newspaper was printed. OPS policy requires principals to sign off on newspaper content that may be questionable.



The *Benson Gazette* was removed from Omaha Benson's Web site as a result of controversy caused by articles examining students' use of the word "nigger" in April 2007

"We discussed how important (the topic) was," Zegelis said.

The four-page section included news stories and a transcript of a round-table classroom discussion. An editorial and two editorial cartoons produced by the newspaper staff poked fun at the dual meanings of the word and criticized the ability of one race, but not others, to use the word without repercussion.

Nelson, the OPS spokeswoman, said, "There is no question that the students had a valid, spirited discussion regarding this topic." She said, however, that a high school newspaper may not be an appropriate forum, "because, as a printed piece, it can be misinterpreted."

Benson senior Sarah Swift, the paper's editor in chief, disagreed.

"I think a newspaper is the perfect forum," said Swift, who is white. "Why would we have newspapers at all? It may make people uncomfortable, but you can't talk about things that people are always OK with. We can't just ignore the bad things and hope they go away."

The newspaper hit the school in the middle of the controversy surrounding radio talk show host Don Imus, who was fired from CBS Radio on Thursday for referring to members of the Rutgers University women's basketball team as "nappy-headed hos."

Zegelis said earlier Friday that the issue wasn't too serious for high school students because the word is around them every day in the school's hallways.

"It was a challenging issue because they wanted to make sure they were careful about it," he said.

The newspaper staff began the project in January under Swift's leadership.

Swift said the topic was inspired by a Martin Luther King Jr. Day address by the Rev. Darryl Eure of Freestone Baptist Church in Omaha.

"He made a call to action," she said. "He said 'We can't use this word.'"

Students listening to Eure stood and clapped, showing they agreed with him, Swift said. Seeing that, the *Gazette* staff decided to give a voice to what students cared about, she said.

On the paper's front page, a letter to readers from Swift warned that the paper's contents might be difficult for some

readers.

"We use language that may make people uncomfortable, but we feel that the use of language is justified in our mission to inform our readers of issues important to them," she wrote.

The *Gazette's* reporting found that many students find it acceptable for a black student to use the N-word but feel it's never OK for a white student to say it. One white Benson student reported getting jumped for doing so.

The students also explored how one syllable makes a difference: using the word ending with "er" makes it offensive, but ending with an "a" strikes a friendlier tone, they said.

Throughout the process, Zegelis said, the students wanted to make sure they weren't raising controversy for the sake of raising controversy. They checked out books from the W. Dale Clark Library and consulted Web sites to research the history of the word.

"Along the way, I trusted them fully," Zegelis said.

Swift researched First Amendment issues before newspaper staffers even started work on the project to make sure they could even print the word, she said.

Zegelis said the reaction he had heard about the section had been "almost all positive."

One of Swift's friends told her that she read the student newspaper cover to cover — something the friend had never done before. Swift said she also heard from teachers who said the section sparked intellectual and thoughtful discussions in their classes.

Benson's racial makeup for the 2006-07 school year is about 46 percent black, about 41 percent white, about 10 percent Latino and less than 2 percent each Asian-American and American Indian.

Zegelis said some people thought the newspaper staff's intent could be misconstrued. But most students, he said, "think it's cool" that the paper covered a controversial issue. ■

World-Herald staff writers Tom Shaw and Bob Glissmann contributed to this report. This story about the Benson High controversy appeared in the April 14, 2007, Omaha World-Herald and is reprinted by permission.

Joe W. Seacrest's legacy lives on

J school benefits from his contributions to newspaper, community and university



Art courtesy Jon Humiston/UComm

The Lied Center for Performing Arts, the College of Journalism and Mass Communications and the College of Law sponsored a weeklong series of lectures and public events to discuss the effect the Pentagon Papers has had on American journalism. "Echoes of Project X: The Pentagon Papers Symposium" hosted Anthony Lewis, a former *New York Times* columnist; Walter Pincus, a Pulitzer Prize winner and national security reporter for *The Washington Post*; Daniel Ellsberg, a former Defense Department official who gave the documents to the press; and Robert O'Neil, a First Amendment scholar and director of the Thomas Jefferson Center for the Protection of Free Expression.

Echoes of Project X

When a prominent downtown retailer once threatened to pull advertising from the *Lincoln Journal* in response to the placement of a story, Joe W. Seacrest, the paper's longtime publisher, gave the advertiser a lesson in journalistic ethics.

"The *Journal* is edited on P Street, not on O Street," Seacrest told the businessman, drawing a distinction that spoke to more than mere geography between the location of his newspaper and O Street, where most of Lincoln's major businesses were then located.

As he recalled this story, longtime Lincoln newsman

Gil Savery noted appreciatively that Seacrest believed in "letting the boys in the newsroom handle" editorial decisions, unimpeded by interference from the business side of the paper.

Despite that strong sense of preserving the "wall" between the journalistic side and the business side of the paper, Joe W. Seacrest was deeply involved in and committed to his community. His

son, James C. Seacrest, said his father's philosophy was "what is good for me is what is good for the community."

That legacy of commitment to journalism and its role in the community lives on in the Joe W. Seacrest Lectures at the UNL J school, the first of which were held this year.

The lectures are funded by a Lincoln Community Foundation account established by Seacrest in 1977,

shortly before his death. Proceeds from the account, along with money contributed by James C. and Rhonda Seacrest, Joe W.'s son and daughter-in-law, are earmarked for the University of Nebraska.

John Seigenthaler Sr., founding editorial director of *USA Today*, presented the first Joe W. Seacrest Lecture on April 19, 2007. Seigenthaler focused on the importance of maintaining First Amendment freedoms.

The second lecture in the series was hosted by the Lied Center for Performing Arts in conjunction with the College of Law and the J school on Oct. 30, 2007. Robert O'Neil, director of the Thomas Jefferson Center for the Protection of Free Expression

'Seacrest believed in "letting the boys in the newsroom handle" editorial decisions, unimpeded by the business side of the paper.'

at the University of Virginia, joined two-time Pulitzer Prize winner and former *New York Times* columnist Anthony Lewis to discuss the effect the Pentagon Papers case has had on American journalism.

With his dedication to a free press, it's likely Joe W. Seacrest would have enjoyed both lectures.

Gil Savery remembers his old boss as someone who "wanted a newsroom that was aggressive in covering government, attentive to economic news and family-oriented," said Savery, who worked at the paper for 44 years and retired as managing editor in 1985. "The publishers set the tone of the newspaper, but they did not interfere or dictate how the newsroom mission was to be carried out."

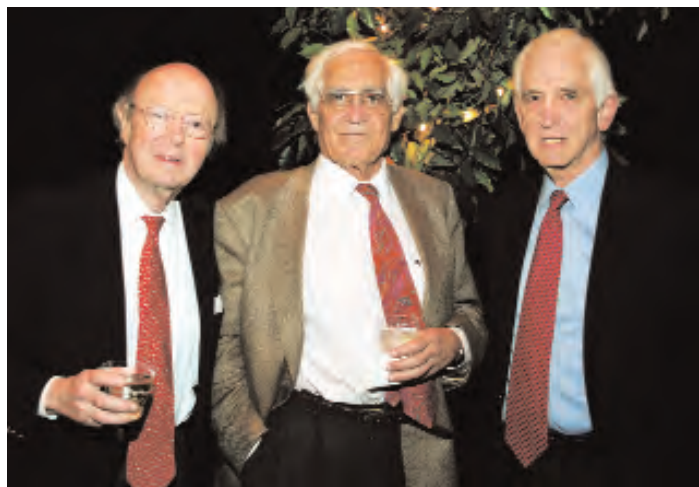
Joe W. Seacrest and his brother, Fred, took over publication of the paper in 1942, following the death of their father, J.C. Seacrest. At the time, Joe W. was 47 years old, and his family had been in the newspaper business since 1897, the year his father bought the *Lincoln Evening News*.

Born in 1895, Joe W. Seacrest spent much of his youth working for the paper.

After attending Dartmouth College, he returned to Nebraska and married Alice Rushton in 1917. They had one son, Joseph R. Seacrest, but Alice died in 1920, leaving Joe W. a widower.

He met his second wife, Ruth Kadel, while both were attending the University of Nebraska. Following their marriage, the couple and Joe W.'s young son moved to Denver, where they purchased and operated a creamery.

In 1927, the couple returned to Lincoln and his family's newspaper enterprise, and Ruth gave birth to Joe W.'s second son, James C. Seacrest.



From left, Anthony Lewis, Walter Pincus and Daniel Ellsberg

During his early days at the newspaper, Joe W. worked as a reporter and photographer, as well as selling advertising.

Ultimately, he "focused heavily on the advertising department and was attentive to all phases of publishing," Savery said.

Joe W. saw the newspaper as a force to improve the Lincoln community, Savery said. "Joe W. was a strong believer in ... the power of the newspaper to aid good things in the city, state and nation."

In 1949, during Joe W.'s tenure, the Seacrests' newspaper was awarded the Pulitzer Prize for Public Service for "the campaign establishing the

'Nebraska All-Star Primary' presidential preference primary, which, through a bipartisan committee, spotlighted issues early in the presidential campaign," Savery said.

Seacrest's work and influence outside the paper also had long-term effects on Lincoln.

His son, James C. Seacrest, recalled that his father was a member of the O Street Gang, an informal group of business leaders who met for coffee and to discuss business ventures that might benefit the community.

"These were men of substantial means in the community who knew where the finances were that might make

opportunities come about. Everyone around that table understood whatever good came from this, they would all benefit," James C. Seacrest said.

But Joe W.'s philanthropy was not limited to the local community. Savery recalled an occasion when Joe W. learned that a Red Cross fund drive was lagging. Savery watched as the publisher raised a substantial sum of money for the cause simply by making several phone calls.

Although neither Joe W. nor his wife, Ruth, graduated from UNL, they remained deeply committed to the university until their deaths in 1978.

Joe W. was involved in a variety of leadership roles as well as fundraising activities. Most notable was his work for the University Foundation, raising funds for the W.K. Kellogg Center — now named Hardin Hall — on UNL's East Campus. Joe W. found financing to match the original donation from the Kellogg family so the construction could move forward.

He was recognized for his work with an honorary doctorate of humane letters from the University of Nebraska in 1974.

—JOSH LIONBERGER

Ellsberg (below) first came forward as a whistleblower in 1969



Photo by Luis Peon-Casanova

WHISTLEBLOWER

Activist is reflective

Noted Vietnam-era whistleblower Daniel Ellsberg said today's political climate eerily mirrors the conditions in the Johnson administration that fostered the Vietnam War in 1964.

Ellsberg said he perceived the Bush administration's evidence for war with Iraq, >>

and potentially an attack on Iran, as based on false information that many government insiders know about.

“The evidence for this war (with Iraq) is laughably inadequate,” said Ellsberg, 76, while in Lincoln during the last week of October for the Pentagon Papers Symposium. “It’s inadequate to be the basis for action when hundreds of subordinate level officials knew it was false from the beginning.”

The College of Journalism and Mass Communications along with the Lied Center for Performing Arts and the Nebraska College of Law sponsored Ellsberg’s visit to campus as part of a weeklong series of events examining the release of the Pentagon Papers more than 30 years ago.

Ellsberg worked on a top-secret study of U.S. decision-making in Vietnam led by Robert McNamara, secretary of defense under President Johnson. These documents, which came to be known as the Pentagon Papers, included some 7,000 pages that he photocopied and sent to *The New York Times*, *The Washington Post* and 17 other newspapers in 1971.

In Ellsberg’s estimation then, as now, evidence used to garner public support for the wars in Vietnam and Iraq was based on information promulgated by government insiders and known to be false. Ellsberg reflected on his actions during Vietnam and asked audiences to consider what he should have done at the time and how the Bush administration should act today.

Ellsberg came forward in 1969 as a whistleblower, first to Congress, then in 1971 to the press, though he’d known of some of the faulty information since his first day on the job in 1964 as an assistant secretary in the Defense



Photo by Teresa Prince

Ellsberg (left) and Campus Voices host Rick Alloway discuss national foreign policy in a public affairs program aired by the CoJMC

Ellsberg’s actions became the fodder for *New York Times v. United States*, the case that reached the Supreme Court in 1971 after the government attempted to stop the publication of excerpts from the Pentagon Papers

Department.

McNamara made the case for war in Vietnam, saying there was unequivocal proof of an unprovoked attack in the Tonkin Gulf against American forces at sea. Soon, information revealed initial reports from the gulf had been inaccurate — there was no attack as originally reported.

“Everything my bosses said was false,” Ellsberg said of the propaganda put out by President Johnson, McNamara and others in support of going to war.

“I knew they were lies at the time, and I knew it would be disastrous,” he said. “What should I have done?”

Ellsberg was prosecuted on 12 felony counts and faced 115 years in prison for revealing what the government said was classified information. He said he fully expected to spend the remainder of his life in prison. But in 1973, all charges against him were dismissed on

grounds of governmental misconduct, leading to the convictions of several White House staffers.

Ellsberg said he revealed the documents after concluding he no longer wanted to work for any president ever again. He said he knew his actions would cost him his job, his security clearance and perhaps even his freedom. That is why he said he believes individuals in the Bush administration refuse to come forward: People are unwilling face the risks involved.

Ellsberg’s actions eventually became the fodder for *New York Times v. United States*, the case that reached the Supreme Court in 1971 after the government attempted to stop the publication of excerpts of the Pentagon Papers in *The Times* and *The Post*. The court sided with the newspapers in one of the most notable cases in history in establishing press freedom.

Robert O’Neil, director of the Thomas Jefferson Center for the Protection of Free Expression in Charlottesville, Va., and a First Amendment scholar, was also on hand for the symposium. He said the Pentagon Papers case broadly addressed the extent to which courts can intervene, if ever, to stop the presses.

“It was an extraordinarily important decision, even though the circumstances that led to it are unlikely to occur again,” O’Neil said.

Controversial as Ellsberg’s actions were, he realized his ultimate goal in helping to precipitate the ending of the Vietnam War.

Ellsberg said he doesn’t have much faith in the media, then or now, to expose hidden truths when whistleblowers fail to come forward.

“Reporters are capable of being very ignorant of what’s going on outside their own newsrooms,” he said. Because of the danger reporters face in Iraq, he said he fears less information is forthcoming now than in the Vietnam era.

The atrocities of Abu Ghraib and Haditha, highlighting inhumane military behavior in Iraq are not aberrations, he said. “Iraq is a war of atrocity, primarily, not exceptionally. I used to think melees were aberrations. I no longer think so.”

Ellsberg said he believes the Bush administration may be fixated on the notion of bombing Iran, regardless of whether an adequate rationale arises.

“If the president has it his way, he is determined to attack Iran before he leaves office,” he said. “This administration is not pursuing nonmilitary ways of keeping Iran non-nuclear.”

Emily Ingram, a junior news-editorial and advertising major who met with Ellsberg for a student luncheon said,

“In today’s political climate, national security has become the trump card. Ellsberg is frank about what he believes needs to be done and the consequences.”

Astrid Munn, a junior news-editorial major also at the luncheon, said she didn’t find Ellsberg’s message disheartening. Instead, she agreed with his contention that the press and the public were overly complacent and needed to work harder to uncover government untruths.

Ellsberg said he hopes government insiders who know the government is lying about the war in Iraq, and potentially Iran, come forward. He said there should be broad public debate about the severe consequences of a war with Iran.

“American troops go into war to be David, and they come out and realize they are Goliath,” Ellsberg said.

—LISA MUNGER



THE PRESS

Free speech is at risk

Author and former *New York Times* columnist Anthony Lewis gave his first lecture at UNL in a packed courtroom, a fitting place for someone who won a Pulitzer Prize for his reporting on the Supreme Court.

The audience of about 80 people in the Sherman Welpton Courtroom at UNL’s College of Law filled the general seating area and, eventually, the jury box, too. The two-time Pulitzer Prize winner drew about 75 people to the Lied Center for Performing Arts for another lecture; he also spoke to a journalism freshman honors seminar.

Lewis came to campus as part of Echoes of Project X: The Pentagon Papers Symposium, a weeklong series of discussions about the history behind the top-secret report, the implications it holds in today’s political atmosphere and the ongoing tug-of-war between the public’s right to know and concerns about national security.

Lewis elaborated on his perspective — both as a former reporter covering the Supreme Court and as a former *New York Times* employee — on the Pentagon Papers case as well as what he sees as a slow erosion of checks and balances at the federal level, the government’s stance on torture and threats to the First Amendment.

“The Pentagon Papers” is the common name for the 47-volume top-secret government report that detailed the U.S. government’s deceptive planning behind the Vietnam War. The papers came to light when Daniel Ellsberg, a former Defense Department consultant, released some of the findings he and others had made during a study of the U.S. decision-making in Vietnam.

The New York Times, which received a copy of the report, began to sift through the documents in secret, an endeavor dubbed “Project X.” The *Times* published the findings, putting itself in the middle of a struggle to define and defend First Amendment

rights.

Lewis said *The Times* took a significant risk when it decided, after much deliberation, to publish the leaked information. The *Times*’ legal counsel discouraged the paper from taking any action on the report.

“Not only did they say ‘Don’t publish it because it could be a crime,’ but ‘We won’t even look at what you have because then we’d be committing a crime,’” Lewis said.

The *Times* listened but didn’t follow the lawyers’ advice. The government, indeed, sought an injunction to get the paper to stop publishing the report. The *Times* appealed, and the case reached the U.S. Supreme Court in June 1971, just months after *The Times* first received the papers.

In a 6-3 decision, the justices ruled the government’s injunction was an unconstitutional prior restraint — an order to prevent publication.

Lewis said he agreed with Justice Hugo Black’s opinion on the case: “Only a free and unrestrained press can effectively expose deception in government. And paramount among the responsibilities of a free press is the duty to prevent any part of the government from deceiving the people and sending them off to distant lands to die of foreign fevers and foreign shot and shell. ...

“In revealing the workings of government that led to the Vietnam war, the newspapers nobly did precisely that which the Founders hoped and trusted they would do,” Black wrote.

Speaking at the Law College to students and faculty members, as well as members of the public, the 80-year-old Lewis stressed the importance of judges in defining what First Amendment rights

include.

“The whole history of what judges have done in interpreting the First Amendment shows that only bold judicial decisions could have given us the freedoms we enjoy,” Lewis said.

Though the courts consistently have upheld the freedom of the press since the Pentagon Papers case, Lewis said that since Sept. 12, 2001, the day after the attacks on the World Trade Center and the Pentagon, another American ideal has slowly eroded: the balance of power among the three branches of government.

“Since the terrorist attacks of September 2001, the executive branch has used the resulting fear to abuse its authority on a grand scale,” Lewis said.

The Bush administration’s warrantless wiretapping of Americans should be of particular concern, Lewis said.

“The reason for this deliberate lawlessness is that the president — and the ideological cohort behind him — want to exalt the power of the president, claiming the right to do anything the executive wants on its own if it asserts a national security necessity,” Lewis said.

Another action the government has taken because of national security concerns worried Lewis even more, he said.

Though White House spokeswoman Dana Perino recently said, “The bottom line is that we do not use torture,” Lewis begs to differ.

A document from the Justice Department’s Office of Legal Counsel advised the president that torture is “only something that inflicted pain of a severity equivalent to the failure of a bodily organ or near death,” Lewis said.

However, Lewis maintains that torture — as he defines it — has become not “an >>

occasional, individual act of barbarity but ... official policy."

"I have believed all my life in the essential goodness of America. I clung to that belief despite Vietnam and other misadventures. I never thought, never imagined that our country would torture prisoners," Lewis said. "That is what we have done. Torture."

The document further worried Lewis because "it went on to say that the president had unilateral power to order the use of torture, ignoring criminal statute and a treaty that prohibits torture. And Congress, this legal opinion added, could not stop him."

Lewis cautioned law students — who down the road could become judges — against bowing to whatever the executive branch says.

"Most judges say, 'What do I know about national security?'"

This opens the door for the president to chip away at the system of checks and balances that, Lewis said, are fundamental to the U.S. government's success.

Another cornerstone of the U.S. government that Lewis stressed was the First Amendment.

Lewis said radical language — the kind that can make a person's blood boil — often can put the right to free speech in jeopardy.

Protesting at military funerals has become a hotly debated issue across the country. Lewis' fourth book, "Freedom for the Thought We Hate," due out in January, deals with this topic.

Members of the Westboro Baptist Church, a Topeka, Kan.-based group, often picket at military funerals, saying that soldiers' deaths are God's way of punishing America for tolerating homosexuality.

Lewis said he found it

appalling that the church's members would disrupt funerals for men and women who died for their country. "But is it something that can be stopped?"

Legally, Lewis said, no. Censoring any type of speech, even the kind that he wholeheartedly disagrees with, chips away at First Amendment rights.

The Pentagon Papers Symposium, sponsored by the College of Journalism and Mass Communications, the College of Law and the Lied Center for Performing Arts, also featured Ellsberg, who gave the papers to the newspapers; Robert O'Neil, director of the Virginia-based Thomas Jefferson Center for the Protection of Free Expression;

and Walter Pincus, a Pulitzer Prize-winning reporter for *The Washington Post*.

Will Norton, dean of the journalism college, said Lewis was brought in as the second speaker in the Joe W. Seacrest Lectureship series. John Seigenthaler Sr., longtime editor of the *Nashville Tennessean* and founding editorial director at *USA Today*, was the first speaker in the series in April 2007.

Susan Poser, an associate professor in the law college who also serves as chief of staff and associate to the chancellor, was the link that helped bring Lewis to UNL. Poser's father had been Lewis' classmate at Harvard University.

Poser said students could learn a great deal from Lewis'

background in journalism and law. "He is not in the slightest bit a novice when it comes to constitutional law. He's absolutely an expert on the First Amendment."

Law students specifically, Poser said, could gain a great deal of insight from Lewis' unusual mix of knowledge of journalism and the court system.

"He's not a lawyer, but I think informed people can teach lawyers a lot about the law."

From the students Poser talked to, she said, "I heard nothing but praise for the lecture."

—EMILY INGRAM

'(Lewis) is not a lawyer, but I think informed people can teach lawyers a lot about the law.'

ASSOCIATE TO THE UNL CHANCELLOR AND LAW PROFESSOR SUSAN POSER



ROBERT O'NEIL

THE COURT

A free press will prevail

Thirty-one years ago the U.S. Supreme Court voted against prior restraint on the media in *Nebraska Press Association v. Stuart*.

Robert O'Neil, a professor of constitutional law and an authority on the First Amendment, said he thinks the outcome of the case would be the same today, even though the political climate has changed.

"(The decision) wouldn't be unanimous, and the court wouldn't say as nice of things, but I have no doubt that the free press would still prevail," he said.

O'Neil, director of the Thomas Jefferson Center for the Protection of Free Expression at the University of Virginia, was in Lincoln as part of the Echoes of Project X: Pentagon Papers Symposium during the last week in November. He was the Joe W. Seacrest Lecturer, participated in a panel discussion

and spoke with students from the College of Journalism and Mass Communications and the College of Law.

On Oct. 30 in a mass media and society class of about 100 journalism students, O'Neil discussed a U.S. Supreme Court case brought by the Nebraska Press Association against Lincoln County (Neb.) Judge Hugh Stuart.

The case started in the small, rural community of Sutherland and involved a brutal multiple murder, arrest and confession.

Stuart imposed media restrictions to limit pre-trial publicity that had caused legal problems in previous cases. The Nebraska Press Association protested the judge's restrictions. Ultimately, the U.S. Supreme Court said Stuart's order was prior restraint, an effort to prevent news from being published.

O'Neil said the Supreme Court justices were unanimous in their decision against Stuart.

"Judges were trying to outdo each other on saying nice things about the press," O'Neil said.

Even though the justices voted against prior restraint in 1976, it is still an issue today.

"I'm worried about readers, listeners, people who need the information," O'Neil said of prior restraint.

Prior restraint abuse dates back to pre-colonial British history and American troop ships. During his public lectures, O'Neil said prior restraint was acceptable only if a military troop ship was setting sail for war when publishing would compromise national security. O'Neil also said prior restraint often was and will be used by government officials to protect themselves.

"The primary concern is

those who ought to be receiving the information," he said.

During a panel discussion at the Lied Center for Performing Arts on Oct. 30, O'Neil discussed the First Amendment and prior restraint in regard to the Pentagon Papers.

The panel, which included Anthony Lewis, a columnist for *The New York Times*, John Bender, a member of the J school faculty, and O'Neil spoke to roughly 150 people.

The Pentagon Papers were a 7,000-page top-secret U.S. government report on the history of the government's internal planning and policy-making process concerning the Vietnam War. The documents were leaked to *The New York Times* and *The Washington Post* by former Defense Department official Daniel Ellsberg. The government sued to stop the publication, and the case rapidly made its way to the U.S. Supreme Court.

Despite the decision in favor of the press, "the case wasn't the Supreme Court's finest moment," O'Neil said. "They made a rash decision."

The case went through the court system in less than a month. And when it came time to write the opinion of the Supreme Court, no justice wanted to own up to it. So the opinion was written "per curiam," a decision attributed to the court as a whole, allowing individual judges to remain anonymous.

Only three justices dissented because they felt the court had been rushed, O'Neil said.

O'Neil predicted the next three to five years would see another test of the First Amendment.

"I hope we'll have another equally heartening case," he said.

—JORDAN DEMMEL



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Photo illustration by Bill Sitzmann/Omaha Publications

2003 grad makes sports reporting his business

By TOMMY DAHLK

Sean Callahan was a broadcasting major, not a business major at the University of Nebraska–Lincoln. ¶ But Callahan’s marketing and entrepreneurial talents allow the 27 year old to flourish as a sports reporter. ¶ Callahan, who covers the Nebraska Cornhuskers and football recruiting for numerous companies in different media, said he has capitalized on Nebraska’s football-crazy market. ¶ “My bosses (at Rivals.com) always said there is a niche within this Nebraska market for someone to do what I’m doing,” Callahan said. “For whatever reason, no one had ever taken advantage of that.” ¶ Since graduating from UNL in 2003, Callahan has carved right into this niche. ¶ His main job is running HuskersIllustrated.com, and he writes practice

reports and recruiting stories for the Web site. Through HuskersIllustrated.com, Callahan also covers Nebraska recruiting for Rivals.com, a national football recruiting coverage Web site.

Those are just Callahan’s print tasks. In radio, Callahan serves as the sideline reporter during Husker football games for the Husker Sports Network. He also records 60-second practice reports for radio and sells them to numerous stations.

For television, Callahan provides Husker beat reporting for WOWT in Omaha on Wednesday, Saturday and Sunday nights and also reports for KOLN/KGIN in Lincoln on Friday nights.

Six days a week, Callahan does some sort of radio job; he works for television five times a week during football season.

Callahan doesn’t have too much down time, but he’s had a hectic schedule

his whole life.

"I'm used to it," Callahan said. "Doing 25 things at once is how I've lived my life all of my life. I'm always a schedule-oriented person. I can operate that way. I know a lot of people can't."

Callahan had a lot on his plate as he grew up in South Omaha and was always involved in numerous activities. At Omaha Gross Catholic High School, Callahan competed in football, basketball and track. And he still found time to play the violin, compete in tae kwon do and write for the high school newspaper.

After graduating from Gross, Callahan came to UNL to study broadcast journalism.

Once again, he got involved in as many things as possible. Before even stepping foot on campus, Callahan sent letters to Rick Alloway, a broadcasting faculty member at UNL and the general manager of the campus radio station, KRNU. Enclosed in these letters asking for work at KRNU were recommendations from teachers, and Alloway soon hired Callahan to be one of the station's sports directors.

Callahan also got involved with the *Daily Nebraskan* during his freshman year and was assigned a beat that would end up changing the young journalist's life.

"I got assigned to be the paper's football recruiting beat writer," Callahan said.

Broadcasting faculty member Rick Alloway attributed Callahan's success to his business savvy and the way he started marketing his daily practice reports to other stations all around the country

"Really, it ended up changing my life and really led to everything I do today."

At this time, football recruiting was still a relatively young subject that was starting to pick up lots of steam on the Internet. Callahan took this beat assignment to a new level and gave the paper more in-depth coverage than ever as he started to report on signings and even compete with Rivals.com.

Through his work, Callahan crossed paths with Rivals.com writer Jeremy Crabtree. Impressed with Callahan's interest and work ethic, Crabtree hooked Callahan up with a job at Rivals in 2000, and the J school grad has helped evaluate prospects and cover Nebraska recruiting ever since.

Callahan also interned at ESPN in Bristol, Conn., during college and said his

willingness to take any job, rather than talent alone, helped him rise through the journalistic ranks.

"I really don't even consider myself a good writer," Callahan said. "I'm not going to even try to pretend and say I'm this great, world-class writer. But I have passion, and I put the work in. I think that's what helps me. I have good people skills and can deal with people. That's what's helped me a lot, and the willingness to never say no to an opportunity."

Alloway said Callahan always showed great passion and work ethic but attributed Callahan's success to his business savvy and the way he started marketing his daily practice reports to other stations all around the country. "That was good business moxie," Alloway said, "and frankly, that is something that journalism students don't have knowledge or interest of. But Sean was really an entrepreneur from the start and marketed what he does and made money off of it."

At the age of 27, Callahan already has established himself as a fixture in his dream market and said he couldn't be happier with his life.

"I love what I do every day," Callahan said. "I tell people that it never feels like I have a job when I wake up in the morning. That's a feeling that I know is hard to find."

■

Pender native leaves big city lights for *Big Red Report*

Shane Gilster, grew up on a farm southwest of Pender, Neb., graduated from Pender High School in 1992, graduated from the University of Nebraska-Lincoln in 1998 with a bachelor's degree in journalism and minors in history, Spanish and anthropology ... then headed west to Denver, Colo.

Like many young Nebraskans ... for that matter, many young college-age adults nationwide ... Gilster was anxious to explore big city life.

"When you are just out of college and single, you want to move out of state to a bigger city that provides more opportunity to live and grow," Gilster said. "Denver provided that for me."

He got a job with First Down Publications in Boulder, Colo., as an advertising/marketing director for the company's Colorado and Colorado State publications. Life was good. He was in a profession he loved marketing university sports teams. He

was making friends and met his future wife, Lissette, a Coloradan, in Denver.

Then, as it so often does, life happened. His company merged with Scout.com Media, an integrated sports publishing company that delivers integrated Internet and print products. Management took a look at Gilster's Nebraska roots and educational experience and decided he was a perfect match for the position of advertising/marketing director of *Big Red Report* magazine and Web site, which covers Nebraska athletics.

"Being a UNL graduate and from Nebraska, I agreed," Gilster said. "My wife was hesitant at first since she was from Denver and had a stable job there. But she [agreed and] recently found a good job in Lincoln and enjoys the quality of living here."

Since moving back to Lincoln, Gilster has run into other friends who moved away

but returned to their Nebraska roots. While it has been tough getting used to fewer shopping venues, less variety of stores, a slower pace of life and more humid, cold weather, the move has been an overall positive one for the Gilsters.

"[We're] closer to family and college friends, Nebraska football, [located in a] growing city, [and] bought our first house and car," said Gilster.

"The quality and cost of living here is so much better than Denver," Gilster said. "Since I am now married and will be starting a family in the near future, it seemed logical to move back to Nebraska. Lincoln is a good-sized city and Omaha is only 40-45 minutes away!"

To talk more with Shane Gilster about his *Big Red* experience, contact him at 402-742-0125, or e-mail: ShaneG@Scout.com. ■

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By ERIC FOSTER

Roger Boye named to the Medill Hall of Achievement

When the dean of Northwestern University's Medill School of Journalism meets with incoming freshman classes and introduces the faculty members, a great cheer erupts when he gets to Roger Boye.

Many of the students will have been here a year or two before when they were part of the "cherub program," a summer program designed for high school students who are considering a college journalism major.

Roger Boye, a 1970 graduate of the University of Nebraska–Lincoln journalism school, started working with the Cherub program at Medill the year after he graduated. He has served as its director for 23 years in addition to his regular teaching duties.

"It's often the first time high school students have been away from home for such an extended period," said Loren Ghiglione, a Richard Schwarzlose Professor of Media Ethics at Medill, who was dean from 2001 to 2006. "It requires a little bit of parental-like supervision. Roger not only builds their skills but helps them grow up."

To recognize Boye's teaching career at the school, including his summers spent with the cherubs, Medill inducted him into its Hall of Achievement on April 30, 2007.

"It was a distinguished honor," Boye said, "because it (the Hall of Achievement) is like a who's who in journal-

ism. To think that I'm remotely part of that group is a humbling experience."

Boye, whose current title is associate professor emeritus in service, said his interest in journalism was first piqued in a very ordinary way: working for the student newspaper at Lincoln High School.

Once at UNL, he became the editor of the *Daily Nebraskan* and president of the student chapter of Sigma Delta Chi, now known as the Society of Professional Journalists.

Gilbert Savery, retired managing editor of the former *Lincoln Journal*, was a member of the professional chapter of the society and came into regular contact with Boye at its meetings.

"I have very good recollections of his great skills as an educator," said Savery, who recently turned 90. "He's one of the most modest and self-effacing individuals I've ever known."

As a way of honoring Savery, Boye was instrumental in setting up a scholarship in his name: the Gilbert M. Savery-Sigma Delta Chi Scholarship Fund, which continues to be presented to journalism students at UNL.

Wilma Crumley, the retired associate dean of the

journalism school and head of the graduate program, remembers Boye as a highly gifted student when he was an undergraduate in her classes.

"Roger was an exceptional student and a hard worker," she said. "He was more than just a student in the classroom. He was active in almost everything that had to do with journalism."

After earning the master's degree from Northwestern in 1971, Boye began working at

Institute.

The National High School Institute is a summer program intended to give high school juniors an overview of the field of journalism. The training lasts five weeks and, according to Ghiglione, Boye's careful stewardship of the program prompts many of the students to return to Medill for college.

"The students who participate in the program love him so much, the majority of them



Roger Boye, third from left, is pictured with students outside of Fisk Hall on the campus of Northwestern University

Quill magazine and using his summers to teach, enabling him to have one foot in the practical journalism world and the other in the academic world.

But Boye is best known at Medill for being the driving force behind the Cherub program, officially known as National High School

apply to become undergraduates here," he said.

Bret Begun, national affairs editor of *Newsweek*, recalls his experience in 1993 as a cherub under Boye's tutelage. "It was a tremendous amount of fun, while at the same time being educational," he said. "What Roger does very effectively is instill in the kids a sense of personal responsibility."

Often returning to Medill as an instructor and guest lecturer in the program, Begun

Focus on the positive

Dean of Tennessee communications college continues to look for challenges

By MEGAN SVOBODA

Growing up, Mike Wirth loved the Davy Crockett television series and would sing the show's theme song at the drop of a hat. "When he moved to Tennessee, we (the family) gave him a Davy hat to remind him of that," said Janet Poley, his oldest sister and a broadcasting graduate from the University of Nebraska-Lincoln.

Wirth, also a J school broadcasting graduate, accepted a position as professor and dean of the College of Communications and Information at the University of Tennessee Knoxville in 2006.

According to its Web site, the college has about 50 tenured or tenured-track faculty members and more than 1,800 students in four schools: advertising and public relations; communication studies; information sciences; and journalism and electronic media.

He may be in charge of a good-sized college, but being dean hasn't changed who he is.

"He has incredible integrity, and he doesn't play games," said his older sister Eileen Wirth, chair of the journalism department at Creighton University. "He is very straightforward, and you know where you stand with him at all times."

Others see similar positive qualities in Wirth on a professional and a personal level.

"He knows what he wants

to accomplish," said Barbara Moore, a professor in the college of communications and information at UTK, said. "He sets goals, and he works steadily toward them."

Moore said Wirth is a highly respected leader in communication education and that it's been an honor to work with him.

"He's conscientious and hard-working, but has a sense of humor," she said.

Eileen Wirth also graduated from UNL with a bachelor's degree in journalism. She said everyone in the family was driven to achieve.

"There was no one single star; we were part of a herd that tried to do well."

Mike Wirth, 56, said during high school and college, he was involved in academics and extracurricular activities, but he got more serious about school as he got older.

"I came from a family focused on education and hard work," he said. "I had great role models with my three older sisters."

The Wirth family lived on a farm five miles outside of Nebraska City. >>

credits a lot of the success he's had in the field of journalism to the lessons he learned from Boye.

"I am where I am in large part due to my experience in the Cherub program with Roger at the helm," he said.

In 1987, Boye became the coordinator for Medill's participation in the Hearst Journalism Awards Program. Once again, Boye's leadership was crucial in making Medill a solid winner. Northwestern

doing things to make his bosses look good."

However, there is more to Boye's journalism career than what he has accomplished at Medill. In Lincoln as a boy, he became interested in coin collecting, a hobby that soon grew into a lifelong passion for numismatics, the study and collection of items related to money.

When he heard the *Chicago Tribune* was looking for a coin columnist, he applied for the job and got it. From 1974 to 1993 he wrote a weekly column for the paper.

He also wrote the annual entries on numismatics for the *Encyclopaedia Britannica Book of the Year* for many years.

In spite of Boye's dedication to the journalism program at Medill, it's no secret to people there that he remains a Nebraskan at heart.

"He's very loyal to Nebraska," said Ghiglione. "If you go into his office, it's kind of a shrine to Nebraska and the university."

At Northwestern, Boye said, "We do have a few graduates of Nebraska high schools as undergraduates, so I often become their academic adviser and make it feel like a small Nebraska. We stick together."

Torn as Boye may be between institutions, though, it's clear his first loyalty is to the students who will be going out into the world to practice journalism.

"It's nice to be a very small cog in funneling talented, motivated, interested youngsters into the profession," he said. ■

Other Nebraska graduates in the Medill School of Journalism Hall of Achievement:

- R. Neale Copple —
University of
Nebraska-Lincoln
(1947)
- Albert "Mort" Crim —
University of
Nebraska-Omaha
(1961)
- Cheryl A. Tritt —
University of
Nebraska-Lincoln
(1969)

students won first or second place overall for 16 consecutive years in the writing portion of the competition during the time Boye directed its involvement.

Boye also served as assistant dean and director of undergraduate studies at Medill for nearly 18 years.

"He's been the reason Northwestern has done so well in so many areas," said Will Norton, dean of UNL's journalism school. "He works really hard behind the scenes

continued from p. 25 / Mike Wirth

Wirth played basketball and performed in musicals at Lourdes Central High School in Nebraska City.

"I had a good singing voice because my father had a great singing voice," Wirth said. "I was in all of the musicals in high school."

Not only that, "but he was always into theatrics and stories, which is part of what drew him into broadcasting," Poley said.

He stayed busy while completing his undergraduate degree in ag journalism and broadcasting.

Wirth was president of Kosmet Klub, a group that produced musicals and plays, worked at the Department of Agriculture Communications at UNL and was a member of Farmhouse Fraternity and the Innocents Society.

"The agriculture part was because I grew up on a farm. I enjoyed it and knew a lot about it (farming)," Wirth said.

Many of Wirth's professors and family members saw positive attributes in Wirth.

"He was hard-working, enthusiastic and intelligent," Professor Larry Walklin said. "Mike is an intellectual and a doer."

Eileen Wirth said her brother is very driven and tends to find information on everything.

"One summer, Mike got interested in baseball, and he could've told you the batting average of every player in the major leagues," Eileen said. "You can still see that today in his academic work; he does everything with 200 percent."

After graduating from UNL, Wirth extended his education at Michigan State to get a master's degree and Ph.D. in broadcasting and mass media.

"Michigan State is one of the top schools, so I wanted to put a major focus on broadcasting," Wirth said. "I went

and had a very good experience, and I found out I enjoyed doing the research side."

Wirth said what he likes about doing research is being able to ask a question and develop an approach to gather data.

"I've done a lot of research in quantitative and

"your focus is more on developing critical thinking skills, and you're learning how to do basic scholarly research," Wirth said. "You're expected to deliver more, and at the Ph.D. level, it goes up another notch."

After graduating from Michigan, Wirth worked the next 29 years at the University

my arm, and it was a great opportunity to do something different," Wirth said. "It made me grow. ... It's (Tennessee) challenging, and it has its moments, but it's been a great change for me."

As dean, Wirth said he has lots of meetings, and it can be a challenge to stay focused when there are an unending number of things to accomplish.

"I try to stay on the half-glass full side and keep one foot in front of the other," Wirth said.

Wirth said he has liked most everything he's done.

"There are rough spots with any job," Wirth said. "There are good and bad in everything you do, and I've never been one to focus on the negative side."

Eileen Wirth said her brother is one of those people who wants people to get along.

"There's not a mean bone in his body. He's always there for you," she said.

Looking back on his life so far, Wirth said he is most proud of his marriage to Alice and raising two daughters.

"I've got a great wife who is a dedicated teacher and person," Wirth said. "I have two great daughters who graduated from communications at Denver."

Wirth said other highlights in his life were his six visits to China where he was the first guest professor from the U.S. at the School of Journalism at Renmin University in Beijing.

"I've made a career out of doing things I enjoy," he said.

No matter what, Wirth will always remember his roots.

"He really treasures his UNL background, and I think in many respects a part of his heart, without question, is still here in Nebraska," Janet Poley said. ■



'I came from a family focused on education and hard work. I had great role models with my three older sisters.'

MIKE WIRTH

qualitative work, so it's exciting when you find your theory is confirmed or when it's not confirmed," he said. "It's always exciting to think about the arguments."

Eileen Wirth said her brother has always been interested in data, numbers and statistics. At the graduate level,

of Denver. He was director of the School of Communications and professor and chair of the Department of Mass Communications and Journalism Studies when he left for the Tennessee in 2006.

"I really enjoyed my time there, but Tennessee twisted



From sidelines to starting lines

Cullinan returns to his first love: sports

By SPENCER SCHUBERT

Bob Cullinan's first experience with sports journalism came on the sidelines at Memorial Stadium when he was a gofer for ABC during the telecast of the Nebraska-Missouri game in 1976. ¶ Today, after a 30-year career, first in local television news and then in media relations, he's come nearly full circle. Cullinan now makes his living on the sidelines of bicycle races, covering the events for an Internet site devoted to cycling. ¶ "I have found a way to go to the big cycling events around the world," said Cullinan who lives in San Rafael, Calif., about 15 miles outside San Francisco. "I write stories and take pictures, and (employers) pay me to do that. It's kind of a hobby that pays for itself." ¶ His first journalism experience, though, was as a volunteer — and he had to be nearly dragged to it by now retired broadcasting professor Peter Mayeux.

Mayeux told Cullinan ABC Sports was coming to Lincoln to cover the Nebraska football game against Missouri and wanted some student help. Cullinan wasn't very interested, but Mayeux insisted, and Cullinan gave in. He was a sideline runner for the network that day, getting coffee for the regular employees and helping people in production control figure out where to buy new parts if they needed them.

He didn't get paid, but it turned out not to matter.

"I just loved it. It was a blast," Cullinan said. "I met Keith Jackson (former ABC play-by-play announcer). I got along really well with him, and the unit manager asked me to do the Oklahoma game. Then he asked me to do some bowl games. It was just a blast."

Cullinan helped out with the Nebraska-Oklahoma game in November 1976, then went to the Liberty Bowl in December and the Sugar Bowl on New Year's Day in 1977, working 18-hour days for a week at both places — for "some minor stipend," he recalls. >>

continued from p. 27 / Bob Cullinan

He worked with ABC for several more events that winter, but in February 1977 he started working full-time as a sportscaster at KETV in Omaha — while he finished his last semester at UNL. After graduation, he stayed on at KETV until 1979.

He took his sportscasting skills to KMGH, the CBS affiliate in Denver, for several years, then returned to KETV in 1982 as sports director. Two years later, he went into a video production partnership that lasted two years, then moved to Monterey, Calif., to work for the CBS affiliate there.

After 12 years in television news and sports, Cullinan moved to media relations in 1989, working for an agency in Mill Valley, Calif. He started his own media relations consulting firm in 1994, working primarily with high tech companies from all over the U.S. to position them in national and international media.

He had found a niche. “It was a real thin slice of public relations,” he said.

Cullinan would go into a company and ask questions as if he were a reporter, figure out what was interesting in the company and find ways to make that appealing to the media. “Then I’d pitch the story and do everything but write it for CNN or *The New York Times*, *The Wall Street Journal*, *Forbes*, *Fortune* and places like that,” he said.

Throughout his career, Cullinan had kept in shape by running, and he loved it. Then, five years ago, “I blew out my right knee.” He refused to have knee replacement surgery, but his days as a runner were over. Instead, he started riding a bike, “much to my doctor’s chagrin,” he said.

At first, he hated it. “I was a runner, not a cycle geek in a little spandex outfit.” After six months, though, he “sort of liked it. In a year, I was totally addicted. I love the sport. I like being outside. I like the color, the pageantry and the personalities.”

He started attending some of cycling’s big events. In 2005, he began submitting freelance photos and stories about the events to Internet site *Pez Cycling News*. Eventually, the company started paying him to go to races in Italy, France and elsewhere.

“I thought, ‘This is unbelievable,’” Cullinan said. “I’m a kid from Lincoln. Suddenly, I’m at the

starting line of the Tour de France — and nobody’s telling me to leave. It was great.”

In mid-February, Cullinan planned to launch his own Web site called CycleTo, but he’ll be doing the same kind of work he’s been doing: “Basically, it’s Internet Journalism 101,” he said.

Ironically, Cullinan wasn’t all that interested in journalism when he started at UNL. He had planned to run his father’s industrial machinery business in Lincoln after graduating, but those plans changed when his father died in October 1976 while Cullinan was still in school.

“It pretty much knocked me on my ass,” Cullinan said. “I took a week off from classes when he died. When I got back, I thought of my options, and I had been to the J school but never had any aspirations of making a career out of it.”

Once Mayeux pushed him onto the stadium sidelines, though, Cullinan found he loved the career the J school was preparing him for. And he’s enjoyed the opportunities to see new places and meet new challenges.

But Cullinan admits the pace and the travel meant trade-offs. He didn’t exactly settle down to a family and community.

Rick Alloway, a broadcasting faculty member and Cullinan’s friend since grade school, said, “He’s somebody who’s been very driven professionally to do a lot of great things. He’s had a great, fulfilling life, but the choices that any of us make eliminate other choices we could make. We all have 24 hours in any given day.”

Cullinan said if he could relive any of his college experiences, it would have nothing to do with classes or even his part-time work for ABC.

“I met the love of my life in the J school,” Cullinan said. “She was a blond-haired and blue-eyed Nebraska cheerleader from Ogallala. She befriended me my senior year, and one of the great ironies was she was dating one of my friends, and I stole her away from him.”

Cullinan said they dated for two years before she went on to finish her schooling in Indiana. Soon thereafter, the relationship was over, and Cullinan was on the road to a career in journalism. Alloway said an experience like that is a perfect example of the consequences of one’s career choices.

“The itinerant lifestyle causes people to be alone a lot,” Alloway said. “He’s the globe-trotter, and I’m the sit-at-home guy.”

Alloway and Cullinan still stay in close touch, e-mailing several times a week. They reminisce about the times they used to have when they attended UNL in the late 1970s and how much they learned when they were in the situation students are in today.

Cullinan said he wouldn’t be where he is now without the education he got at UNL. He said he cherished the hands-on activity the school provided and said he hopes students today get to experience that and much more.

“Students need to be a sponge and soak up as much as they can,” Cullinan said. “If they don’t want to be there, then get out. They have to be an active participant. I hope students enjoy it because it should be a blast, and if they do it the right way, it will be.”

It certainly has worked out that way for him.

“I started out covering sports because I liked going to sporting events, and now I’m doing it again because I like covering sporting events.”

Today, the job may take him to Paris or Milan instead of Memorial Stadium, “but it’s still basically the same thing,” Cullinan said. He has closed the circle. ■

From left, college classmates Rick Alloway and Bob Cullinan did the play-by-play for local high school basketball games aired on Cablevision, now Time Warner Cable, circa 1976





'Insider'

Wild bike ride is key to Manzi's success in video editing world

By CHELSEY MANHART

When a massive power outage shut down transportation across New York City during the Northeast Blackout of 2003, Mike Manzi got a chance to do a freelance job for "Inside Edition."

If he wanted the gig, he had to find a way to get from his house in Queens to the "Inside Edition" studio in Manhattan. In an hour. On his bike.

"I jumped in the shower, changed my clothes, grabbed my bike and ran to the nearest gas station because, of course, the tires were flat," the 1994 J school graduate said. "I pumped air in the tires and pedaled as fast as I could across town."

Manzi made it, and "Inside Edition" was impressed with his ambition. Over the next two years, the UNL broadcasting grad continued to freelance for the show while also working full-time for CNN.

In 2005, when "Inside Edition," a syndicated news show, was looking for a new video editor, executives remembered

Manzi's editing talent — and his long bike ride — and hired him.

"If they hadn't known me as the crazy guy who rode his bike all the way into the city, I probably wouldn't have the job right now," he said.

Manzi is now the video editor for the promotions department at the nationally syndicated television news magazine. Every day he has just three hours to create a promo to draw viewers to the next day's show. After combining the most exciting footage available with the announcer's track and sound effects, he sends it out to television stations across the country.

"He works under extreme deadlines all day long," said Betsy Siciliano, his boss and vice president of creative services for the CBS television distribution group. "The bulk of the work that he edits on a daily basis is pretty incredible, and the quality of the work he turns out is great."

Manzi said his experiences with KRNU and other classes at the J school prepared him for the intense deadlines of his job.

"Getting it done is 90 percent of the job anywhere," Manzi said. "Working for KRNU showed me that with the news, you either get it done or it doesn't get on the air."

Broadcasting professor Jerry Renaud said even Manzi's UNL classmates recognized his ability to get the job done quickly and accurately.

"Mike was the best person with a camera in the class," Renaud said.

"Everyone wanted him to be their videographer because he had this knack for visualizing things and then going back and putting everything together so easily."

Manzi's first real-world broadcasting job was at KOLN-KGIN in Lincoln where he worked as a master control operator while attending college.

After graduation, he moved to New York City, staying with his grandparents on Long Island while he hunted for a job and a place to live.

Manzi discovered that, much like finding an apartment in Manhattan, finding a great job takes time and work. His first New York City job was at a dub house, where he said he endured inconvenient hours and monotonous tasks, making hundreds of copies of video every day.

"It was like a video sweatshop," he said. "It was just horrible, but you have to start somewhere."

Soon Manzi was working his way up in the industry. At NY1, a 24-hour cable news station for New York City, he was able to diversify his skills, switching from a master control operator to a video editor.

The varied experience he gained in his three years at NY1 earned Manzi a job with CNN in 1996, where he edited video for the "CNN Financial News."

While Manzi's career consisted primarily of video editing, a surprise opportunity at CNNfn — CNN's financial network — gave him a chance to use the interviewing skills he had learned years earlier in his journalism classes at UNL.

Sent to the American Stock Exchange as a field producer one day, Manzi spotted George Pataki, the governor of New York, among the crowd. Manzi recognized the opportunity, and although he had no job experience interviewing, he pulled the governor aside to ask him a few financial questions.

Within seconds, their little interview caught the attention of the rest of the media, and Manzi's spur-of-the-moment CNN reporting debut was under the spotlight of about 15 other news crews.

"All of a sudden every other news outlet in the city swarmed. They all had microphones in [Gov. Pataki's] face, and they were all waiting for me to ask him the first question," Manzi said. "That was my big news media moment."

Manzi said the J school prepared him for just those types of situations. >>

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“UNL gave me a pretty good idea of how the whole industry worked,” he said. “I got hands-on learning experience in all aspects of the news.”

That preparation paid off. When CNNfn was shut down in 2005, many of his coworkers were laid off, but Manzi got to stick around, and his willingness to go above and beyond expectations brought him to his current position at “Inside Edition.”

“Doing promos is fun because you get to take some of these over-the-top stories and make them a little bit more over-the-top,” he said.

Manzi, who went straight from CNN — “the most trusted name in news” — to “Inside Edition,” said he isn’t worried about the stigma of the tabloid TV show.

“Anna Nicole Smith is Anna Nicole Smith whether it’s on ‘Inside Edition’ or CNN,” he said. “All of our stories are on the other major news outlets, but I think we can have a little more fun with them.”

Manzi’s boss at “Inside Edition” appreciates him, too.

“Since Mike Manzi joined the ‘Inside Edition’ creative services team, he has helped to raise the bar on the overall look of ‘Inside Edition’s’ promos,” Siciliano said. “He’s just terrific.”

Another plus for Manzi is the hours at “Inside Edition,” which give him a little more time at home with his 2- and 4-year-old boys, Max and Michael — something he and his wife both appreciate.

“CNN is really exciting, but it also means less weekends and evenings to spend with us,” Cindy Manzi said. “‘Inside Edition’ is better from a family perspective.”

Manzi said he’s happy with where his career has taken him so far: to an exciting and challenging job in the news and entertainment business that still leaves him time to spend with his family.

Quite a nice outcome from a four-mile, spur-of-the-moment bike ride. ■

When Kristine Johnson came to the University of Nebraska-Lincoln, she wasn’t sure what she wanted to do with her life. But then she fell in love with journalism. “I entered as an undeclared major, and I kind of fell into broadcasting,” Johnson said. “During my freshman year, Desert Storm was taking place. I remember watching the news in my dorm in Abel; I was transfixed.” Johnson, a ’94 graduate, is now a weeknight co-anchor at WCBS-TV in New York City. At the age of 35, her passion for journalism has never faded. “For me, meeting people



Photo courtesy WCBS-TV

Brittany Jones-Cooper (left), who had a summer internship with Katie Couric, and J school alum Kristine Johnson pose for a picture on the WCBS-TV news set

For the love of the story

’94 UNL grad thrives in one of biggest local news markets

and covering stories — reporting is what gives me a thrill,” Johnson said. “It’s why I show up for work every day.”

Johnson said she decided to attend UNL because it was comfortable. Growing up in a military family, Johnson moved around a lot. Her family lived in Nebraska twice during her childhood.

“Nebraska was the closest place to home that I had,” Johnson said. “Both of my

older brothers went to UNL, so Nebraska was a familiar place to me.”

In retrospect, she said her education at the College of Journalism and Mass Communications was invaluable.

“They showed me the basics and helped me build a foundation of knowledge,” Johnson said. “I applied that to the newsroom. Nothing can prepare you for the real world, but education gives you a better understanding of what you’re getting into.”

Hubert Brown, who taught broadcasting at UNL and is now an assistant professor in broadcast journalism at Syracuse University, remembered Johnson as a hard worker.

“She came ready to learn and be challenged every day,” Brown said. “She had that potential to be great. Over the years, I’ve had a lot of students, but she makes the short list of best students I’ve ever had.”

Brown wasn’t the only person to notice Johnson’s potential. Jerry Renaud, a broadcasting professor at UNL’s College of

Journalism and Mass Communications, remembered Johnson's poise.

"She had raw talent," Renaud said. "She looked great on TV, and she liked being in front of the camera. She could make easy conversation with the other anchors."

After graduation, Johnson became a part-time assistant editor at Rhode Island's WPRI/WNAC-TV station in Providence. For the next 10 years, she worked her way up from producer to field reporter and then news anchor.

"I always had a goal in mind — I wanted to report," Johnson said. "Looking back, I realize that doing all the background work made me even stronger as a reporter. I was able to learn from others' mistakes."

Johnson's hard work at WPRI didn't go unnoticed. She was nominated for two Emmys for her part in producing the series "Brendan's Story" and "Newsmakers." The first series focused on child abuse and eventually led to changes in Rhode Island state laws. The second series allowed journalists to talk about political issues once a week. For Johnson, the nominations were simply icing on the cake.

"Awards are fine, but for me, the awards are just little bows on the package," Johnson said.

In 2004, Johnson left WPRI/WNAC to work at NBC News, where she served as anchor for "Early Today," alternating anchor for "Weekend Today" and daytime anchor for MSNBC.

"I left Rhode Island because I wanted to keep pushing myself," Johnson said. "I didn't want to ask myself 'what if' five years down the road if I didn't take the MSNBC job. It was a great experience and really forced me to stretch my wings."

At NBC, Johnson covered the London terror bombings in July 2005 and the 2006 killing of Abu Musab al-Zarqawi, an al-Qaida insurgent leader in Iraq. But Johnson says her best experience came when she covered the death of John F. Kennedy Jr. for WPRI in Providence. Kennedy died in a plane crash in July 1999, and it was while she was working on that story that Johnson realized her heart was still in local news coverage.

Later in 2006, Johnson returned to local news when she joined WCBS.

"On the national level, I didn't have much of a connection with the viewers," Johnson said. "I went back to local news because I wanted that sense of belonging, of community with my viewers."

But her time at MSNBC taught her one important lesson.

"Don't let anyone tell you it's impossible; it's possible," Johnson said. "You just have to work your tail off to get there." ■

Thacker recognized by *Ad Age*

By KATE MACARTHUR
Advertising Age

Deep in the throes of a post-merger turnaround, office-supply marketer OfficeMax easily could have drawn comparisons to TV's fictional paper-supply company Dunder-Mifflin of "The Office" fame. Luckily, OfficeMax had Bob Thacker.

Since joining the No. 3 office supplier in 2005, the senior VP for marketing and advertising has crafted a sense of fun around the brand with a media philosophy he used previously to portray Target's cheap-chic.

What resulted was a series of campaigns that got people not only talking but also shopping at OfficeMax. For its crucial back-to-school season, Mr. Thacker's team created a "Punk'd"-style prank show called "Schooled." Aided by parents, teachers and teen pop star Jesse McCartney, OfficeMax fooled a class of eighth-graders into believing they had to pass difficult oral and written exams to proceed to high school. The entire process, including the big reveal and a concert by Mr. McCartney, was turned into an OfficeMax-produced TV special that aired on ABC Family.

With a PR budget of a "few hundred thousand dollars," Mr. Thacker's team spawned the chain's biggest back-to-school season.

Other inspired programs included a holiday interactive campaign called "Elf Yourself," which drew 4 million hours worth of customer visits to elf-yourself.com in five weeks. OfficeMax also sponsored an effort to create the world's largest rubber-band ball as part of the unveiling of a new store format.

"Everything we do has to have a news element to it or we don't think we're getting our money's worth," Mr. Thacker says. "We're continually using new media, but it has to have talk value and public-relations elements. It's about generating buzz."



‘Everything we do has to have a news element to it or we don’t think we’re getting our money’s worth.’

BOB THACKER

The marketing strategy has helped the company's turnaround with low-single-digit sales and margin gains quarter by quarter.

"Bob is like a lightning rod in many ways," says Ryan Vero, exec VP-chief merchandising officer for the marketer. "He energizes people to do great things that they maybe didn't think they could do." ■

Bob Thacker, senior vice president of marketing and advertising for national retailer OfficeMax, is a 1970 graduate of the J school. The article appeared in the Sept. 14, 2007, issue of Ad Age and is reprinted by permission.

By CASSIE FLEMING

Jane Olson thought she was one of the lucky few. She earned a bachelor's degree in journalism and history at Nebraska and then was offered a job at a newspaper. So, in the fall of 1964, Olson and her husband settled into a new home in Ann Arbor, Mich., where she began working at the *Ypsilanti Press* in neighboring Ypsilanti, Mich. But soon she did not believe herself to be so lucky. Olson had been assigned to edit the *Ypsilanti Press*' women's pages.

One Woman's Work

Jane Olson is dedicated to bringing justice to the world's victims

"I was so mad, so insulted. That was not what I had been trained to do," Olson said of her education in investigative journalism, reporting and photography at the J school.

And she was not going to let this education go to waste. Olson turned the once make-up-and fashion-filled women's pages into a feature section on interesting and hardworking women in the community.

From this experience, she said she learned a lesson she has taken with her throughout the rest of her career: "It is what you do with what you've got."



'My passion for the international world grew during the cold war.'

JANE OLSON

Dedicating her life to social activism and working entirely as a volunteer, she has done exactly that: extraordinary work with what she is given. While raising three children and now making time for eight grandsons, she has become a well-known and fierce leader in international justice and humanitarianism.

Traveling the world on investigative trips and missions to conflict-ridden countries such as the former USSR, Yugoslavia, Caucasus, Cuba, Vietnam, Cambodia and the Middle East, she has worked to witness and document critical problems and human rights abuses for international peace, refugee and human rights groups.

For the first time since graduating in the spring of 1964, Olson returned to UNL in September to speak with students about her career — but, even more, to speak with students about how being a Midwesterner, a woman and mother and being trained at the J school have led to her success.

With her husband, Ronald, she lives in Pasadena, Calif., and chairs the board of trustees of Human Rights Watch, the largest U.S.-based nongovernmental organization protecting human rights around the world. She also chairs the board of directors for the Landmine Survivors Network, which aids individuals, families and communities affected by landmines.

Growing up in Denison, Iowa, she became interested in international issues by going to the movies.

"I always went to the double-feature matinees on Saturday, where they showed black-and-white newsreels in between the movies," Olson said. "It had a profound effect on me. I fell in love with war correspondence."

She said she became interested in human rights during the '70s.

"My passion for the international world really grew then," Olson said. "The cold war and the threat of nuclear proliferation was the center issue of the time, the most cutting-edge issue."

In 1979, while raising her children and doing volunteer work for schools and the family's Episcopal church in Pasadena, she co-founded with her church the Interfaith Center to Reverse the Arms Race, which focused its efforts on building American-Soviet relations.

"It is important to put a face on the enemy," Olson said.

She chaired the group for eight years, traveling to Russia and bringing Soviets to visit the United States.

"They had never been outside of the Soviet Union, outside of the Iron Curtain, so we took them to schools, to the grocery store," she said. "They thought the supermarket was just a showcase and asked where the real one was. They had been told so many lies and so much propaganda

about the U.S.”

She also worked to promote the Nuclear Freeze Campaign, which eventually passed a proposition in California that called for an end to the nuclear arms race.

Through working on the Nuclear Freeze Campaign, Olson developed extensive political training and became known for caring about issues. Human Rights Watch, which was founded in New York and not well-known in other parts of the country, asked her to start a support group based in California.

“Everyone comes to California to raise money — and this was the largest U.S.-based nongovernmental human rights organization with a budget less than \$50,000,” Olson said.

Ken Roth, executive director of Human Rights Watch, said Olson has a profound personal commitment to the organization’s mission.

“She has a deep concern for the victims we serve,” Roth said. “And she has great people sense. She knows whom we should trust and who not. That helps build an organization, from hiring the staff to naming the board members to the recruitment of donors.”

In addition to Human Rights Watch, Olson serves on the board of the Pacific Council on International Policy, which voices West Coast perspectives on global issues, and the board of the Nuclear Age Peace Foundation, which works to abolish nuclear weapons.

She is also the vice president of the Women’s Commission for Refugee Women and Children at the International Rescue Committee, which defends the lives and protects the rights of refugee women and children, and is a member of the Council on Foreign Relations, a nonpartisan resource for information and analysis on international issues and policy.

Olson said she has no idea how she went from living in a small Iowa town to where she is now.

“I just always worked hard and stayed true to myself,” she said. “That is the most important part of success: Staying true to your roots.”

She said she had been self-conscious about growing up in an Iowa farm family, but she learned never to apologize for who she is.

Roth said Olson’s background is what makes her unique.

“She is the anti-ego,” Roth said. “There is a selflessness about her that engenders trust and is contagious — a

very important characteristic for an organization that asks people to make sacrifices with their time, money and sometimes safety for a larger cause. You can see her background in her utter lack of pretension, in her warmth and in her sincere concern for people.”

Olson also refuses to let the fact that she is a woman get in the way of her work. Building on the lesson she learned at the *Ypsilanti Press*, she uses being a woman and a mother to her advantage.

“Being a woman and a mother is essential for who she is,” said the Rev. Anne Howard, who began working with Olson in the 1980s on the nuclear arms race issue. “She approaches the world as a mother; it is her guiding principle.”

Today, both Howard and Olson serve on the board of the Beatitude Society, an organization that works to develop and sustain emerging Christian leaders at seminars and divinity schools.

Howard said Olson is successful not because she is driven by ambition but because she is just loving.

“I don’t know another person more grounded by love,” Howard said. “Everything she does comes out of genuine love.”

Olson’s dedication to her work has been recognized throughout the years. She won the inaugural 2005 Eleanor Roosevelt Award from the Feminist Majority, the Silver Achievement Award from the YWCA of Greater Los Angeles, the Community Achievement Award from Public Counsel and the Corita Kent Peace Award from Immaculate Heart College Center.

Olson said she has been able to help people because women have a certain ability to communicate across barriers, cultures and languages.

In 1992, at her 50th birthday party, she was asked to go to Yugoslavia to investigate reports of widespread rape in Bosnia.

Bosnia had declared its independence from Yugoslavia, where bitter ethnic rivals, the Serbs and the Croats, had joined together to fight and divide Bosnia between them. The result was a genocide committed by the Serbs against the Muslims in Bosnia.

“It was in my first experience in Bosnia that I learned what it is to be a woman, a woman with training and a woman with confidence,” Olson said.

Thousands of women and children there were living in barracks: rows and rows of wooden bunk beds in buildings

with concrete floors and no heat or insulation.

“It was October and freezing,” she said. “There were feces all over.”

Olson said her first job was to find out the demographics of the group and how many had been raped and were pregnant. But the women were suffering from post-traumatic stress disorder and would not talk.

So Olson went back to her car to grab a sweater she had been knitting. She sat in the corner of the barracks and knitted.

“More and more women started coming over to see,” she said. “They all knew how to knit but had never seen that pattern before. The translator eventually came over, and we began asking questions.”

She spent three hours knitting on the floor, talking to the abused women. One woman even gave Olson a pair of socks she had knitted from her own sweater.

Olson learned widespread rape had, indeed, taken place. She went back to Bosnia seven more times after that initial visit.

“Women will talk to women,” she said. “Women are the ones who suffer the most, and they are the ones who sustain and rebuild societies. They take care of the elderly and the children. I stay in this job because of women like this.”

Olson said the most important part of her job is to allow the victims’ stories to be told.

“What we need to do is to shed light on some of the worst human rights abuses in the world and bring the abuser to justice,” she said.

In this way, she said, the work she does now is compatible with her background: She does investigative research on government abuses and then gets the findings to the media, presented in a way people will want to read.

“Everyone is hungry for stories — human stories that inform and inspire,” she said.

While Olson has spent so much of her career working in heartbreaking situations with people who have undergone tremendous abuse, she continually remembers the lesson she learned at the *Ypsilanti Press*. She does the best she can with these situations, working to bring justice to the victims through the stories they tell.

“She makes a huge difference on this planet,” Howard said. “Her heart is bigger than anything.” ■

A new line of duties

Former *Omaha World-Herald* managing editor finds retirement is no time to slow down

By SAMANTHA MOSLEY

Whoever said retirement is supposed to be relaxing hasn't met Deanna Sands. ¶ "Retirement is a silly word," said Sands, the former managing editor of *The Omaha World-Herald*. "It just means I don't work at the *World-Herald*. It doesn't mean I don't have enough to do." ¶ Sands, a 1972 graduate of the University of Nebraska–Lincoln's College of Journalism and Mass Communications, retired in January 2006. ¶ But she is still in-

involved in journalism organizations, including the Society of Professional Journalists and the Associated Press Managing Editors association. She said being a member of these organizations is a way for her to continue to support the journalism industry.

Sands was a journalist for 32 years and spent 15 as managing editor at the *World-Herald*. By the time she retired, she said she no longer felt challenged.

"You only have to do a job so many times before you know how to do it," the 55-year-old said. "How many elections do you have to cover in order to know how to cover an election?"

But Sands said volunteering — for both journalism-related groups and other organizations — has presented her with



'I've always felt that journalism is really the best public service you can do. █

DEANNA SANDS

new tests.

Since her retirement, Sands has become more involved in her church, where she participates in two Bible study groups and sings in the choir and was recently named to the parish's church council.

She also serves as the president of the Nebraska affiliate of Susan G. Komen for the Cure, which organizes and sponsors Omaha's annual Race for the Cure to raise money and awareness to fight breast cancer.

"Being a part of an organization (the Komen Foundation) that brought 13,600 people to Omaha (in 2007) and comes off well, that's pretty satisfying," Sands said.

As president of the organization, Sands' duties include being the chairman of the board, recruiting and training board members and volunteers and making sure the money is handled properly.

"As president, in a sense, you are a member of every committee, so you have to pay attention to what's going on in every committee," Sands said.

Sands' achievements in journalism and at *The Omaha World-Herald* and her contributions to the community are why she was chosen by the YWCA of Omaha to receive its Tribute to Women Award in communications in 2007.

Sands and several women in other fields were honored during a luncheon in

June, said Sharon Robino-West, the development and marketing director of the YWCA in Omaha.

Sands said it was an honor to receive the award. But it hardly marked the end of her volunteer work.

Sands is also a member of the Nebraska Alumni Association's Cather Circle, a networking group for women. She serves on Cather Circle's strategic planning committee and on the executive committee, which set goals and oversees the organization.

One of the students she has mentored in Cather Circle is Patti Vannoy, a journalism graduate who is attending UNL's College of Law.

Vannoy said Sands is one of those people she looked up to and got advice from.

Vannoy said Sands is a warm-hearted and giving individual who will give up her time and resources to help.

"She embodies the qualities that I look up to in life and I hope someone will see in me someday," Vannoy said.

Sands is a good role model for the women of Cather Circle, said Shelley Zaborowski, the senior associate executive at the Nebraska Alumni Association.

"She's just a really warm and wonderful person who can give advice about the professional world and how to live a balanced life," Zaborowski said.

Sands estimated that she spends about one week a month working with the groups.

Volunteering is like working at the *Omaha World-Herald* in that everyone is working for a common goal, Sands said, but there are some differences.

"People only have so much time," Sands said. "At work you know they will be there eight or nine hours, but there are periods in volunteering when the person may have an hour here or an hour there."

Sands said it can also be difficult to rally people behind a cause. She said you can't just tell volunteers what to do and expect that it will get done.

"They all have real lives," Sands said. "You have to be diplomatic and goal-oriented, and sometimes you have to be a cheerleader, but when it gets done it's very rewarding."

Being involved in various organizations has presented Sands with the challenge of trying to find her niche, a place where she can make a difference and use her talent for the greater good.

"You try things, and if they don't work

or they're not fulfilling, then you don't do them any more," Sands said. "Be open to potential, possibility, opportunity and be open to new things."

Sands, who manages and lives on her family farm near Nebraska City, said her involvement in various organizations has allowed her to contribute to the community in a personal way.

"This is my chance to be back home, in person, in the community," Sands said.

Vannoy said she has always admired Sands' work in the community, particularly with the Komen Foundation.

"It's important to give back to the community in whatever fashion that means something to you," Vannoy said.

But Sands said journalism is also a way to do that.

"I've always felt that journalism is really the best public service you can do," she said.

Being a part of the newspaper business for nearly 40 years has given Sands the ability to see the changes that newspapers have gone through.

She said today, the newspaper industry is in flux. Sands said the industry is changing on many different levels, and it is trying to meet challenges that include a lack of advertising dollars and loss of readers.

Sands said corporate bosses are telling newspaper managers they must do more with less money.

"It's a very different time in our business, and in the near future I don't see it leveling off," Sands said.

She has also noticed that journalists are not always trying to be appealing to their readers.

"If journalists forget they are serving the readers, then they are not doing their jobs," Sands said. "Until they get that they are serving the community and act like it, they're going to be driving readers away."

But Sands said she believes newspapers will remain a permanent fixture.

"I think newspapers will always have a place because of what they are."

Today, Sands said she's glad to be doing what she's doing.

She said she would like to continue to volunteer and to do some traveling.

Although she has traveled to 25 countries and has seen most of the United States, in the future, she would like to try to take a foreign trip every year, possibly to Europe, China or South America.

"The nice thing is, you don't have to be in a hurry about it," Sands said. ■

By TINA SEEHAFFER

Sometimes it seems a man's work is never done. ¶ That seems to be the credo of Rich Bailey, founder of Bailey Lauerman, a firm with offices in Lincoln and Omaha that specializes in company advertising and promotion, public relations and marketing. ¶ Bailey, who founded the firm with Bart Lewis in 1970, retired from his position as chairman of Bailey Lauerman in March 2007. The company, originally named Bailey Lewis, was re-christened Bailey Lauerman in 1990 as a mark of Jim Lauerman's leadership.

Leading by example

Rich Bailey continues his work after retiring from firm he co-founded

Lauerman has replaced Bailey as current chairman.

"Two years ago, I announced my intentions to retire because I thought it was appropriate to let those taking on more and more responsibilities in the firm learn additional crafts and whatever else they needed to take over their positions," Bailey said. "I knew it was time for those people to assume even stronger leadership roles."

This idea of strong leadership has allowed Bailey Lauerman to become one of the most successful and well-known marketing firms in the Midwest. Bailey was named 2007's Marketer of the Year by the Lincoln chapter of the American Marketing Association. His accomplishments include serving as the president of the Advertising and Marketing International Network, a global network of 65 communication agencies.

Yet, as Bailey tells it, the success didn't come early.

The origins of Bailey Lauerman go back to Bailey's career as a student at UNL.

"I started out in the college of architecture; then like many of my contemporaries of that time, I changed my major at least once," said Bailey, a Lincoln native.

In his stint as an architecture student in the 1960s, he discovered what he enjoyed most about the study was the ele-

ment of graphic design. He took his newfound interest over to the College of Arts and Sciences, which at the time housed UNL's journalism program.

"I decided design was probably a good path to a career in advertising," he said, "but to really produce that correctly,

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RICH BAILEY

Photo courtesy: Lincoln Journal Star

continued. from p. 35 / Rich Bailey

I had to move to Arts and Sciences.”

Bailey eventually graduated in 1967, earning a degree in arts and sciences with an emphasis in advertising.

While he was a student, he worked as a radio announcer, a job he continued after college. That’s when he met Bart Lewis, with whom he would found the Bailey Lewis firm in 1970.

The origins of the firm can be traced back to a Lincoln and Omaha travel magazine Bailey created in the ’60s as a college student and continued after graduation.

“We used that business as a starting point,” Bailey said. “We were doing so many of the ads for the magazine that we thought to expand it to a full-service ad agency.”

“I think any new venture like that takes some time to become successful,” he said of the first few years his firm was in business. “We subsisted for the first few years, but we weren’t what you would call a meteoric success.”

The magazine, *Around Town*, started out as a small-town business and morphed into an advertising firm that today has clients that include the University of Nebraska, PepsiCo, ConAgra Foods, Union Pacific and General Electric.

Lauerman joined the firm in 1973 and rose through the ranks, starting out in account management and sales and moving on to become president of the firm and later chief executive officer. He saw the firm grow from a small five-person operation to an 85-person business with offices in both Lincoln and Omaha.

Both Bailey and Lauerman said the reason for the firm’s success stems directly from its people.

“We’ve been blessed with extraordinary people,” Lauerman said. “They’re talented and creative in a variety of ways. They have a passion for their job.

“It’s just a group of people that love to do their job.”

Bailey said one of the reasons he decided to retire was to help the people of his firm develop their obvious leadership potential even further. These leaders include Carter Weitz, president of creative development; Pam Hunzeker, president of administration; and Ron Plageman, executive vice president and chief financial officer.

“I realized that it’s a fairly youthful industry as a whole, and I don’t think anyone should stay too long at the fair —

that old saying,” said Bailey, who is 63. “It was time to let them take over.”

Bailey’s work is not finished now that he is retired, however. He fills the time much as he did when he was chairman of the firm. He continues to teach an occasional course at UNL’s J school where he has taught multiple semester-long classes over the years and has been a guest lecturer in many other courses. He is back at UNL this spring to teach a course on campaign presentations.

“We have always maintained a close relationship with the college because we find it such a valuable recruiting resource,” he said. “So we have done everything we could to be of assistance to the college, and that means helping out in the teaching area as much as we can. We realize that the high quality of graduates is going to enhance our company.”

Bailey also continues his work serving on various nonprofit boards of directors for area organizations, something that he says is an important priority among all employees of Bailey Lauerman. The boards that he has served on include the Nebraska Chamber of Commerce, the state Alzheimer’s Association and Madonna Rehabilitation Hospital.

Traveling is also high on Bailey’s list of priorities; he said it satisfies his sense of curiosity as an advertiser. Once he travels to a certain city, state or country, that place becomes his favorite to visit, he said.

And although he’s retired, Bailey said he still contributes to the work of Bailey Lauerman, mainly as a consultant and a coach for employees.

Although Bailey is no longer chairman at Bailey Lauerman, his presence is still felt in the example he laid for the rest of the firm to follow, Lauerman said.

“I think from day one, and even after Rich retired, he helped establish a core value — a DNA — of doing effective creative work,” Lauerman said. “And everyone has sort of taken that same value and enhanced it in their own way.”

And after 37 years, Bailey said he has left the firm in good hands.

“I have such a continued faith in the people that are going to lead the place from this point on,” he said. “They are incredibly passionate about their job, and I think that is the main ingredient for success.” ■

From Lincoln to London — and beyond

Advertising grad’s work with a U.K. firm takes her to Qatar

By SARAH DAVIS

Betsy Garbacz Rawson always has been open to new ideas, always wanted to learn as much as she could.

Nancy Mitchell, an advertising professor at the College of Journalism and Mass Communications at UNL, said she remembers the day Garbacz Rawson came into her office.

“She wanted to take everything,” Mitchell said.

Mitchell said Garbacz Rawson’s positive attitude and willingness to try new things made her an ideal student.

“It really sent her off on a spectacular career path,” Mitchell said.

Today, Garbacz Rawson, 25, lives in London, and her work for a strategic communications consultancy sometimes takes her to Qatar, where she works with some of her firm’s clients.

That’s a long way from Lincoln where she was a freshman theater and advertising major at UNL. She said it didn’t take her long to realize she was not ready to make a career out of theater, so she decided to devote her energies to advertising instead.

In the summer of 2001, after her freshman year of college, Garbacz Rawson went to Washington, D.C., for an internship with Nebraska Sen. Ben Nelson. She said the internship opened her eyes to politics, a field she found interesting and wanted to explore. When she returned to UNL for the fall semester, Garbacz Rawson added political science as a second major. Working for the sena-



BETSY GARBACZ RAWSON

tor made the difference.

“It is exciting to find opportunities to be around interesting and inspiring people,” Garbacz Rawson said.

Through the course of her college career, Garbacz Rawson had seven internships. She said her professors from the journalism college encouraged her to explore her options with internships.

“They allowed her to do the internships that have given her the edge in several situations,” said Mary Garbacz. Garbacz Rawson’s mother is the director of Strategic Discussions for Nebraska, a research project at the College of Journalism and Mass Communications. She said determination and a strong work ethic come naturally to her daughter.

Garbacz Rawson interned for Bailey Lauerman, a marketing and communications company in Lincoln. She also did another internship in Washington, D.C., for a nonprofit water resources organization. However, she said one of her most interesting internships was during the fall of 2002 when she studied at the London School of Economics and Political Science. Garbacz Rawson said she learned a lot about another country’s political system and media, which gave her a better appreciation of the international political landscape.

Although Garbacz Rawson’s internships helped her decide what she wanted

to do after college, she said her education at UNL taught her how to do it. In particular, she said, the journalism college gave her a comprehensive view of communicating.

“It combines so many things that you need to know if you’re in the communications field in general,” Garbacz Rawson said.

When she graduated from UNL in 2004 with majors in advertising and political science, Garbacz Rawson took the combination of skills she learned at the journalism college and started to apply them. She worked for a year as a scheduler for Omaha Mayor Mike Fahey. Then, she said, she was ready to explore some of her other interests and further her education.

She applied to only one graduate school — the London School of Economics and Political Science — and was accepted.

On Sept. 3, 2005, she married Jeff Rawson. On Sept. 6, they moved to the United Kingdom where her husband works in London as a software engineer for ACI Worldwide, a transaction software company based in Omaha.

As she studied at the LSE to earn the degree in politics and communications, Garbacz Rawson had the opportunity to meet people from all over the world. In addition, she was able to explore unfamiliar aspects of communications, the media and politics.

Garbacz Rawson’s dissertation was about nation branding, a field of study and practice that concentrates on improving the international community’s perceptions of a nation.

“I had some pretty firm views on what it should be like,” Garbacz Rawson said. “I don’t believe in the type of nation branding a lot of advertising agencies are doing these days.”

Garbacz Rawson said nation branding is not about making a nation into a logo. Instead, she said, it involves creating a strategy for the way a nation will communicate with the world.

“The country is not a commodity, so traditional branding techniques are not appropriate in working with countries on their image,” Garbacz Rawson said. An article based on her dissertation was published in the journal “Place Branding and Public Diplomacy.”

After earning the master’s degree, Garbacz Rawson was ready to go to work.

“I wanted to find a job I absolutely

loved,” Garbacz Rawson said.

She happened upon Haggie Hepburn, a company Garbacz Rawson describes as a small firm that does big things. Haggie Hepburn is a strategic communications consultancy with offices in both London and Doha, Qatar. Doha is the largest city in the peninsula nation of Qatar, which juts into the Persian Gulf.

Garbacz Rawson is an account executive and is currently working with Haggie Hepburn’s Qatari clients.

“They’re truly building the country from the ground up,” Garbacz Rawson said.

Through her work with Qatar Foundation, Qatar Telecommunication and the College of the North Atlantic-Qatar, Garbacz Rawson said she has been able to be involved in the fascinating and exciting development and progression of the country.

“We are able to see it grow through the organizations we’re working with,” she said.

Despite her incredible experiences, Garbacz Rawson said she sometimes misses home.

“I am a Nebraskan through and through,” she said.

Her mother said that, while it is difficult to have her daughter so far away, she knows Betsy is not a stranger to working and traveling internationally. Garbacz Rawson’s father, Stan, is the trade representative for the Nebraska Department of Agriculture. When Betsy was a child, her father often brought international visitors home for dinner.

“For our family, the unusual is usual,” Garbacz said.

In addition, Garbacz Rawson has tried to stay in touch with some of her professors from the journalism college.

“They always have something very wise to pass on about advertising or dealing with clients,” Garbacz Rawson said.

As Garbacz Rawson travels and works, she said she learns something new every day. She adds this knowledge to the education she received at UNL. In addition, Garbacz Rawson said she has been slowly teaching her colleagues about Nebraska.

“Hopefully,” Garbacz Rawson said, “I’ve convinced everyone that Nebraska needs to be their next vacation destination.” ■

Maly finds second career

Lillian Carter Award goes to Peace Corps volunteer



Photo courtesy Shirley Maly

Shirley Maly, a 1954 journalism graduate, received the 2007 Lillian Carter Award presented by the Peace Corps last May at the Carter Center in Atlanta. The award is presented every other year to someone who served in the Peace Corps after the age of 50. She was among 35 nominees for the 2007 award. Following is the nominating letter written by a staff member in the Denver Regional office of Peace Corps.

By JENNIFER MARCINIAK
Retired Peace Corps volunteer,
Romania

Shirley Maly never imagined she'd live outside of her hometown of Lincoln, Neb., let alone the United States. Her five children were grown, and it was time for a change. After working in advertising and public relations for 40 years — including eight years of running and operating her own small business — Shirley decided to apply for Peace Corps.

In 1992, at the age of 60, Shirley Maly closed her public relations consultancy and went to Uruguay as a Peace Corps volunteer. She spent three years as an adviser to small businesses in the Paysandu region of the South American country. She lived about 250 miles from Montevideo, the capital, in a pueblo called La Tentacion, where she served 200 people

and about 60 households.

"I loved being older in South America," said Maly, now 74. "They made me feel like a queen. They are used to being nice to us abuelas, grandmas."

During her Peace Corps service, Maly worked with women's groups to market their sewing skills and quality control, taught English as a second language and worked on a recycling program with another Peace Corps Volunteer. After three years in rural South America, Shirley returned home to her family and friends in Lincoln.

Three years older and a whole world wiser, Maly continued her mission in life: to continue her own "personal growth" and help others achieve their hopes and dreams — and to have fun.

"Basically, we are all alike," she said. "As far as Nebraska, Uruguay was like a visit to 1940s Lincoln."

Former President Jimmy Carter (left), National Peace Corps director Ron Tschetter (center) present award to Shirley Maly in Atlanta, Ga., on May 16, 2007

Maly began telling the stories of her Peace Corps service 12 years ago, accomplishing the Third Goal of Peace Corps, which is "helping promote a better understanding of other peoples on the part of Americans."

Since her completion of service in 1995, Maly has given countless presentations on her Peace Corps service to the Lincoln Literacy, Lincoln Public Libraries, Aging Services' Leadership for the Active Retired, International Tea and Talk, Pioneers Park Nature Center, the United Nations Association, Nebraska Herbal Society of Lincoln and the Retired and Senior Volunteers Program through the Lincoln Area Agency on Aging.

Maly has also been member of Lincolmites Interested in Perpetuating Storytelling, where she would tell stories of her Peace Corps service to members of the community and within the public school system. In addition to public school presentations, she also volunteered as a "storytelling grandma" at her granddaughter's kindergarten class at Campbell Elementary School.

"I told them about Viviana, a kindergarten student in Uruguay," she said. "I turned it into a Little Red Riding Hood type of story, telling them about how Viviana had to copy everything from the blackboard because they had no books. This 15-minute presentation turned into an hour because they had so many questions. After the class, the teacher said that she had never seen them sit and listen so attentively. They had never been so quiet!"

Maly's Peace Corps experience prompted her to continue her international volunteerism. She has since volunteered with Elderhostel in the San Juan Islands and Puerto Rico, Global Volunteers in Costa Rica and Mexico and Friendship Force in Peru and Brazil. These groups allow volunteers to become part of the community by living with and working with the people who live there.

In June 2005, Maly published the picture storybook, *"Love Affair With The Americas,"* which chronicles her experience in the United States and Canada, Central America and South America. She credits her Peace Corps experience in Uruguay as a catalyst for her continuing knowledge of the United States' neighbors to the south.

"This was a 'life-achievement' experi-

ence for me where I gained confidence in myself, and I believe I have had a positive influence on others," she says in the book's prologue. "The friendships, mutual insights and heartwarming experiences were like none others in my life."

The book, a 2.5-year culmination of effort, features sketch and watercolor illustrations by Maly herself, as well as international recipes, folklore of the regions and cultural lessons in the form of prose. In July 1995, the Denver Regional Peace Corps Office and Lee Booksellers co-hosted a book-signing for "Love Affair With The Americas."

Due to the book signing, Maly came to the attention of Meredith McGowan, curator of the Jane Pope Geske Heritage Room of Nebraska Authors at the Bennett Martin Public Library. As a Nebraska-based author, Maly was eligible to become one of the Heritage Room's John H. Ames Reading Series' featured writers. The reading series is in its 21st year this season. In the two decades since its inception, more than 150 writers have shared their books, inspiration and anecdotes with visitors to the reading series.

"Part of the whole message is how much more alike we are than different," Maly said. "We have to think outside of ourselves. I just think there is a wonderful, wonderful world out there. If other cultures had more contact with Americans and Americans had more interaction with other cultures, we can really gain a better understanding and make difference."

Maly also has a message for older Americans who think they are "too old" for the Peace Corps experience.

"If you really want to do it, go for it. What do you have to lose?" she said. "Especially for those who are 'baby boomers.' What better way to learn about the world, and a safe way to do it. Peace Corps makes sure you are alive and well. You are trained, so don't worry about learning the language. I think some people are just plain afraid. People keep crediting me with being courageous, but I don't think it is that at all."

Maly has lived in Nebraska for 70 years. She earned a Bachelor of Arts in Education from the University of Nebraska-Lincoln with an English-journalism major and history minor. She is part of a five-member group that meets weekly to practice Spanish.

Maly plans to continue her love affair with the Americas with a volunteer trip to the Galapagos Islands. ■

A SCIENTIFIC MIND

Reporter relishes an ever-changing beat

By Elena Macdissi

A self-described science geek, Warren Leary said it's a wonder he didn't blow up his family's house in Omaha during one of his childhood lab experiments in the basement.

Once he came to the UNL J school, Leary turned his passion for science into a passion for science writing. And he was not to be stopped.

When he began working for The Associated Press's Boston bureau in 1971, it didn't have a science beat. So Leary began writing science stories in his spare time and created the beat himself.

"No one was doing it, and I wanted to be a science writer," Leary said. "So I wrote my way in there. Eventually, they gave me half my time to write science, and then it became full time." Leary, now a *New York Times* science correspondent based in Washington, D.C., visited the campus during Master's Week on Nov. 7. During his visit, Leary told students why science writing was a great career choice.

"It's a huge field. If you get burned out in one area, you can move on to

something else," Leary said. "I started with health and medicine, moved to engineering and now I'm working on space."

Throughout his career, Leary has covered technology, engineering, aeronautics, space flight and medical science as well as science-related policy issues. During that time, he has seen both science and journalism change.

"Now, with the Internet, there are all these other voices that you're competing with," Leary said. "As a reporter, the difficulty is sorting out what's good and what's bad. It's trying to be a credible voice and separating yourself from the swirl of voices out there."

After 30 years on the beat, Leary continues to learn about new areas in science. In his opinion, it's one of the most rewarding parts of his job.

"What I like about science writing is you learn as you go," Leary said. "In the meantime, you accumulate a huge store of knowledge."

While he was at UNL, Leary spoke to several classes, including Charlyne Berens' Principles of Mass Media. She said the soft-spoken Leary was a hit with the students.

"The students were fascinated by his stories about interesting things he had covered and places he'd been — places like Antarctica where he had a chance to walk inside a glacier and, later, to look an emperor penguin right in the eye," Berens said.

"You can always tell when a speaker has been a hit by how many students want to talk to him after class. In Mr. Leary's case, there was quite a line." ■



"To be a science writer, you need an understanding of the subject, but more importantly, you need passion. If you don't have passion for it, you shouldn't be doing it."

WARREN LEARY

Leary is a science correspondent for The New York Times. The Omaha native is based in Washington, D.C. He is a 1969 UNL journalism graduate.

By JANET RODEKOHR

A good reporter just needs to know how to ask the right questions and put the answers in context for the reader. It doesn't matter if the subject is taxes or Texas. At least that's what I believed until I got into agricultural journalism. ¶ I grew up on a farm outside of Battle Creek, Neb., and discovered the joy of writing as a 4-H reporter. Someone steered me to the advertising sequence at NU's journalism college. They said advertising, combined with an understanding of economics and business, would give me a good foundation. And I loved it. Analyzing a client's needs and intended audience and choosing each word and image to meet a goal made sense to me. It allowed me to tie creativity to a business decision.

Ag journalism

Rodekohr tells the big story

But when I graduated in 1970, most of the ad agencies wanted experienced copywriters, not me. So I started work in the NU College of Agriculture's agricultural communications office. It seemed a natural fit, combining my farm background with journalism. I was the 4-H reporter again. Working under Dan Lutz's guidance, I wrote news and feature stories that ran in newspapers statewide on top-



'So does agricultural journalism have a future? Do you like to eat?'

JANET RODEKOHR

ics from scholarship winners to windmills in farm folklore.

I was hooked.

In 1977, I earned a master's degree in agricultural journalism from the University of Wisconsin. The degree qualified me for a position as a Cooperative Extension news editor at the University of Georgia, where I worked until I retired in 2001 and still work part-time.

My favorite part of the job was spending time with farmers. My farm background helped win their trust. But mostly they just enjoyed talking to somebody who would listen. I couldn't help but listen to the small farmer who built his own golf course. Whenever he wanted another hole, he just cut some more timber. The wood paid the expenses, and the cleared land became the next hole.

Back in the '70s, farming was a lifestyle. One farmer told me he didn't make much money on a certain crop, "but it sure was pretty." They can't make decisions that way anymore.

Families still live on farms, but if they aren't good at big business, they lose the farm. Many rely on county agents to keep them informed about pest problems,

waste management or the latest farm bill. Those agents look to communicators to help deliver information.

Extension communicators help inform farmers about the latest breakthrough or expert advice. At the same time, they help the public understand the value and impact of farming. Agricultural journalists in Cooperative Extension also provide media training and marketing strategies.

In media relations, we translate key issues for reporters whose assignments can range from city hall to the mall. We offer workshops, Web sites and tours for journalists on topics such as food safety, environmental issues or urban agriculture. You know you're needed when a new farm writer, looking over a harvest-ready soybean field, asks, "What's that brown, dead-looking stuff?"

But agricultural journalism is more than bouncing around fields in a pickup while trying to take notes. Agricultural scientists are tackling animal cloning, biotechnology, global warming. But most scientists need translators. Put them in front of an audience and most slip into academic jargon in a heartbeat. It takes ag journalists to bring their work to the people.

Some audiences are specialized. Agribusiness extends into food development and processing, groceries, restaurants, commodity groups, transportation, textiles and community issues. Most of these fields have targeted publications. Urban agriculture has become a giant. Public parks, golf courses, ball fields, businesses and residences all rely on landscapers, nurseries, pest-control experts and other ag college graduates.

These fields are hungry for journalists who can cover their niche. For instance, media credentials before the Master's Golf Tournament at the Augusta National Golf Course usually go only to sports writers. But the UGA plant pathologist, who advises the club on turf management, got me onto the course and set up interviews with key people. I wrote a major cover story for a turf publication whose editors had never gained access to the course.

So does agricultural journalism have a future? Do you like to eat? ■

Janet Rodekohr graduated in 1970 from the advertising sequence.

'This fellow Ben was extra special'

The ranks of the newspaper folks who responded a little more than 57 years ago to Cal Stewart's suggestion that we help young Ben Kuroki get a start in the newspaper business have thinned. We had in common a love and respect for the country weekly, and Ben was to join us.

It was common then — as it is now — for people in this part of the country to rally when tragedy strikes, and news people turned out in such circumstances much as farmers have always done. Helping launch a newcomer was different, though. But this fellow Ben was extra special. He still is.

You have already heard or read much about Ben's unique career. But you may not realize how courageous he and his partner, Shige, were to put his University of Nebraska journalism training to work in York by buying the *Republican*, a struggling weekly with a highly respected editor who was ready to retire. It was an obviously risky venture, given competition from a well-established daily newspaper in York.

My assignment tonight from Cal's devoted son, Scott, is to relate a little about the then-new friends of the Kurokis who, in a three-week span in June of 1950, spent the off-hours from their own papers to travel to York, write stories, take pictures, sell advertising and produce the lead type which would result in the printing of a 40-page special edition that was Ben's inaugural.

From South Sioux City's *Dakota County Star* came publisher Paul Wagner, Bill Lee and Henry Trysla; from the *Oakland Independent* came the Carltons; from the *Stanton Register* came Jim Cornwell. *Ord Quiz* publisher Gene Leggett supplied a number of staff members.

Special printing assistance came from the Edgcombes of the *Signal* in nearby Geneva and from Wayne Thompson of Bruning. Jack and Helen Lough came from Albion. I was there from the *Neligh News* as was an associate, Joe Ryan. And, of course, Cal Stewart's helpers at the *Frontier* newspaper in O'Neill were on the

scene.

In all cases, the publishers who took part brought some of their key employees — all of them volunteers in a great cause and many of them fellow veterans of wartime service.

A key participant, the *Blair Pilot-Tribune's* Reed O'Hanlon Jr., in his



A native of Gothenburg, Kuroki joined the U.S. military after Pearl Harbor and flew 58 missions on bomber crews. He earned a journalism degree from Nebraska in three years, graduating in 1950.

After working on several weekly papers in Nebraska, he and his brother bought the weekly paper in York and got it up and running with the help of newspaper friends from all over Nebraska. He later owned a paper in Michigan and then worked as a reporter, copy editor and news editor at a California paper.

The late Cal Stewart of Lincoln, who had met Kuroki in the service, led the drive to get Kuroki his Distinguished Service Medal in 2005, 50 years after World War II ended.

remarks in that special June 8, 1950, first edition of Ben's, gave thanks to Joe Alden and Bill Dayton of the *York Republican* for, as he wrote, "putting up for three weeks with the zaniest outfit of prima donnas gathered under one roof since the Ziegfeld Show folded."

Reed could exaggerate a little, but you get the idea that there was fun attached to the work.

In an editorial comment anonymously attributed to the staff of "Operation Democracy" and whose authorship is in some doubt, readers would learn that Ben had wanted the effort to be labeled as it was.

The editorial explained:

"Fifty-eight missions over Europe and Asiatic lands and waters were Ben's way of trying to show others that he was 100 percent American. ... It seemed impossible even to his crew mates that any man could feel so deeply about others that he would go to such lengths to prove it to others."

Today, that is even more difficult to believe but intensely gratifying to know. And also today, we can see young people of vastly diverse backgrounds who seem to be in that rare mold. You can tell them by their uniforms.

The same front page "staff-written" editorial had this comment which bears on important debates of today:

"America has absorbed within its elastic bounds the people of many lands, and it has molded their ideas into a strong structure. Its strength lies in its power to harbor many conflicting things but to assimilate them gradually and by some superior process to make a wonderful whole."

Today, our duty is to keep it that way. The Kuroki family provides a shining example.

Speaking for those newspaper folks who helped out in York long ago, I want Ben and Shige to know they have given us the greatest reward they could possibly bestow: their lasting, firm friendship and that of their families. ■

Emil Reutzels, retired editor of the Norfolk Daily News, spoke to those gathered on Aug. 1, 2007, to honor Ben Kuroki. The occasion of Reutzels' remarks was the premiere of a documentary film about Kuroki's career, "Most Honorable Son."

Expanding horizons

Increasing diversity is a top goal for J school recruiter

By BRANDON JONES

Scott Winter says the J school would like to see some changes to its homogenous population.

Winter has been recruiting for the CoJMC for three years and said his number-one goal is to bring in the best students possible.

"Since I have been working at UNL, the goal is to bring in the best diverse population of students," Winter said. "We believe the more diversity we have here, the better."

One reason UNL is seeking a variety of students is that a diverse college creates more opportunities to understand and satisfy the needs of a diverse community, Winter said.

Winter's way of recruiting is different from most when he goes into high schools. He doesn't sit at a booth like many recruiters; he goes into journalism classes and teaches something the students would like to learn. When he is done teaching, he explains that the professors at UNL are all better than he is and could teach them a lot more.

"It's my covert way to get the students' attention. I'm not a salesman, which is great because this college could sell itself."

Jenna Gibson, a news-editorial freshman, said Winter is the main reason she decided to come to UNL.

"Scott talked to my news class and opened my eyes to UNL," Gibson said. "He made UNL sound really personal and interesting."

Gibson is from Stillwater, Minn., and graduated 40th in a class of 734 students. She

was editor in chief of her high school paper and a recipient of the Al Neuharth Free Spirit Scholarship, which is given to one boy and one girl in every state.

Gibson had no plans to attend UNL until Winter spoke to her class. Over the summer she visited UNL and fell in love with the atmosphere.

"The people here really cared about my academic career," Gibson said. "Other schools I went to, like Northwestern, appeared cold and uninterested in me."

Gibson is a news reporter for the *Daily Nebraskan* and one day plans to be a foreign correspondent in a French speaking country.

Sophomore Courtney Robinson is another example of the type of student Winter is trying to recruit. Robinson, from Lanham, Md., was the president of the mock trial club and a host of other student organizations at her high school, including the Honors Society. Robinson was the only girl on her high school football team, where she played cornerback, and she graduated as valedictorian.

Robinson decided to come to UNL because her high school adviser told her how good the journalism college is. Robinson called Winter, and soon he was in Washington, D.C., taking her family out to lunch and explaining UNL's journalism program.

Robinson is majoring in news-editorial and broadcast journalism as well as women's studies. Her minors are in political science and pre-law.

Robinson's high school in Maryland had very few white students, and now she goes to a school that is a mirror image of that situation. UNL's total minority enrollment is 8 percent.

Robinson said she noticed the racial disparities at UNL but didn't pay much attention to them.

"I grew up having all different races as my friends," Robinson said. "I never held myself back because of race, and I look at people as people."

"It seems like there are more minorities around campus this year than my freshman year," Robinson said. "And I hope it continues. It seems like the school is trying to get more people of color here."

Robinson said she plans to go to law school when she completes her undergraduate degree. She would like to take all that she learns from journalism and become a civil rights

and domestic abuse lawyer.

"Courtney and Jenna are students that we really wanted to come to UNL. I believe they will accomplish great things here and anywhere they might go," Winter said.

He said a college that demonstrates interest in students can attract the best students. "A college where the talents of all students are included, recognized and valued is needed for continuous quality improvement," Winter said.

According to UNL's Office of Institutional Research and Planning, CoJMC has seen a slight increase in its diversity. In spring 2005, 64 minority students were enrolled. By the fall of 2007, that number was 83.

Will Norton Jr., dean of the J school, said, "UNL has been a top journalism school for years, but when I first got here in 1990, 85 percent of the school's population came from within a 100 mile area. I knew we needed to change that."

Norton said CoJMC and UNL admissions have worked together to add quality students from farther away. Norton said the number of students from within a 100-mile area has dropped to about 75 percent this year.

According to Norton, it is important to have as much enrollment diversity as possible. "The rest of the world isn't just white," Norton said.



NET INTERNS

The work of students in the College of Fine and Performing Arts, College of Journalism and Mass Communications and Nebraska Educational Telecommunications internship program was showcased during the Johnny Carson School of Theatre and Film dedication in October. Interns who led the video project are (from left) John Albrecht, Josie Azzam and Trevor Hall. Not pictured is Justin Petersen.

"Students have to know how to work with all types of people from all types of backgrounds.

"Nebraska's out-of-state-tuition is cheaper than many state schools' in-state-tuition; with programs like ours, it is very attractive for students to come here," Norton said.

Winter said UNL recruits heavily in Nebraska, where the university is already well-known. It's harder to get students from out of state.

"People in Nebraska know how good this journalism school is, so I try hard to recruit out of different states," Winter said. "We found Courtney near Washington, D.C.," but the J school's other largest recruiting markets are Minneapolis, Kansas City, Denver and Dallas.

Winter said *The New York Times* takes on five interns each summer, and in 2007 two of those were from UNL. "This is just one example of many that I can tell students who are thinking about coming here," Winter said.

"Our CoJMC does great in national competitions," Winter said. "We have a great internship program, and many of the professors are respected professionals in journalism."

Winter said one statistic he likes to tell students is that graduates who want jobs in their fields of study will get them. "What student wouldn't want to come here?" he said. ■

Rising to the next level

NET internship program gives students hands-on experience in the broadcasting field

By CATHERINE LEHN

One of the best programs Nebraska Educational Telecommunications Television presents can not be found in any television guide. NET Television offers an internship program for students eager to strengthen their classroom experience and further prepare themselves for a career in broadcasting.

The program, which began in the summer of 2006, is a joint effort of University of Nebraska-Lincoln faculty and NET Television staff.

"I wanted to increase the number and kind of faculty teaching our students," said Will Norton, UNL College of Journalism and Mass Communications dean. "I thought staff members at NET Television would add significantly to our faculty. Students would benefit by having access to the wonderful equipment at NET Television."

Norton discussed the idea of an internship program with NET general manager Rodney Bates, which prompted further discussion with Giacomo Oliva, UNL Hixson-Lied Fine and Performing Arts dean, who also was eager to pursue the idea. It became a reality with the help of Michael Farrell, the NET production manager who helped develop the program.

In the summer of 2006, NET hired four interns. In the fall of 2006, four more joined the team.

"We wanted to get our feet wet and see how it would work," Farrell said. "It worked out great, and we thought more departments could benefit from it, so we brought on more."

NET Television now has 11 interns: 10 in television and one in graphics. In previous semesters, one intern worked in interactive media.

Farrell said students gain valuable experience from the internships because they are involved with each stage of the television process including pre-editing, researching, screening interviewees and finding stories.

"We produce hundreds and hundreds of hours of television per year, so there are always projects at various stages of completion," Farrell said. "Interns here gain real-world, practical experience."

Intern Shardea Gallion agreed.

"I get hands-on journalistic experience," said Gallion, a broadcasting major. "I am not doing busy work, running errands or getting people coffee. It's the best job that I've ever had."

Farrell said it was important that students get paid for their work and be treated like real employees. To apply for an internship, students must fill out an application and submit a letter stating why they want the position and what they have to offer.

According to Farrell, the program is primarily for students in the fine and performing arts and the journalism colleges, but he hopes to be able to expand the program to formally include students from other colleges in the future.

Students who apply are selected based on skills, their essays and recommendations from faculty members. Those who make it past that step are brought in for interviews with a committee of three to four people. The committee decides who would be a good match for the internships.

"We need people who have their basic course work completed but also those who realize the value of being on time and where you should be," Farrell said. "We expect professional behavior, and so far we've had great success with students acting professionally and contributing at a high level of skill."

Gallion said she appreciates being given real responsibilities and projects to work on. She began her internship in June 2007 and has worked as both an outreach and a production intern.

In the outreach department, she coordinated more than 20 statewide screening sites for the PBS film "The War." Her responsibilities included searching for potential sites, >>



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making contacts, putting together information packets for the various venues, securing confirmations and attending several movie showings.

As a production intern, Gallion worked on a "Nebraska Connects" special, "Drowning in Noise," which explores the magnitude of noise-induced hearing loss. Gallion assisted with research, script writing, logging tapes and producing segments that were part of the program.

"It's a wonderful feeling to work hard on something and see it broadcast with your name attached," Gallion said. "It feels great to have people behind me who believe in my abilities and are constantly pushing me to the next level."

Farrell said NET has been fortunate, and all the interns have been professional and shown excellent ability. But the interns are not the only ones learning from the experience.

"I have learned a lot from them," he said. "They have a different way of looking at the world. They bring with them fresh ideas and come up with interesting and creative approaches to things."

According to Farrell, one of the distinctions between the interns and others who have been in the business many years is that the younger generation is much more used to the convergence of media forms. Farrell said being multifaceted is key to a successful career in mass media.

"Of course being able to write a story is the most important thing," Farrell said, "but this generation cannot only write a story but also edit, operate a camera and more. Employers want to hire people who are skilled in multiple areas."

Farrell said NET Television has not hired any of its interns for full-time work, but some help out with temporary jobs like producing videos for the Fine and Performing Arts October celebration of its gift from the Johnny Carson estate.

"There have been interns in this program who I would definitely hire if we had a spot for them," Farrell said. "Our hope is that when our more senior staff reaches retirement, we will have qualified people to take their places. The internship is one way to help make sure of that."

Norton had much the same idea.

"I thought NET leadership would benefit by being able to get acquainted with outstanding students who would graduate and consider joining the staff at NET Television," he said. ■

No excuse for sitting home

Student groups offer opportunities for learning, networking and friendships

By HEATHER PRICE

Journalism students at the University of Nebraska–Lincoln learn valuable skills in the classroom, but for many students, the learning doesn't stop there. ¶ Joining clubs and organizations in the journalism college can set students one step ahead. With a variety of clubs to choose from, any student can gain further information, meet professionals and create friendships with their peers.

NEBRASKA PRESS WOMEN

The Nebraska Press Women is one organization that offers students information and support. But don't be fooled — you don't have to be a woman to join. The group's goal is to bring women and men together who all share an enthusiasm about their chosen career, want to learn more about potential careers and can have fun with fellow students in a laid-back setting.

The group had been inactive for a couple of years. "My understanding is once (an active) class graduated, there hadn't been enough underclassmen to keep the group going," said Katelyn Kerkhove, a senior news-editorial and broadcasting major.

But in the spring of 2006, the group was reorganized by Kerkhove and a group of interested women students. Charlyne Berens, UNL news-editorial professor, served as the adviser.

"I thought it was a great group for networking," said Kerkhove, "so we just spread word around in classes and got friends together, and the group has been active since."

Nebraska Press Women has around 50 members on its mailing list, said Whitney Schwenka, current president of Nebraska Press Women and a junior broadcasting major.

They meet once a month to share

stories, listen to other students' experiences and learn what may lie ahead in their academic careers.

"We just want members to gain knowledge and confidence with their academics," Schwenka said. "If you can't share a story with your fellow classmates, then you'll never be able to tell your audience a story through print, broadcasting or advertising."

The group has also collected books for the Lincoln Action Program, has had guest speakers inside and outside the journalism college and sold treats and painted faces at Husker home games.

"We experience a wide variety of entertainment in our meetings, but there's always a learning element involved," Schwenka said.

This year, Nebraska Press Women has an additional adviser, Sarah Gloden, a former journalist who is a member of the faculty at the Nebraska College of Law. She introduced the idea of combining with another organization, the Society of Professional Journalists, to give students more opportunities, such as attending career fairs.

"We hope this change will give our members a chance to gain more benefits ... we can gain access to as members of the Society of Professional Journalists," Gloden said.

Nebraska Press Women is also discussing holding fundraisers in the coming year and doing community projects



such as recycling newspapers, Schwenka said.

NATIONAL BROADCASTING SOCIETY

Students who are interested in electronic media are active in the National Broadcasting Society, which is both a student and professional organization. With 20 active members, NBS goes beyond the classroom to prepare students and entry-level professionals for careers in electronic media.

The society does this by working with students and professionals who give positive feedback and have distinct knowledge of the contemporary broadcasting world, said Adrian Whitsett, president of the UNL chapter and a senior broadcasting major.

“National Broadcasting Society also provides the chance to have stories that were done for classes or résumé tapes critiqued by professionals and also your peers,” Whitsett said.

Members have attended a regional student convention in Des Moines, Iowa, where they took a tour of a top news station in the city, KCCI, a CBS affiliate. Some student members also attended the 2007 national convention in Chicago where they heard speakers like Bob Iger, president and chief executive officer of The Walt Disney Company.

National Broadcasting Society is

planning to implement a mentoring program in which juniors and seniors can help underclassmen use equipment properly and see what it’s like to be on shoots that seniors are in, Whitsett said.

These shoots include upper-level broadcasting classes where students put together news packages and do news spots for radio.

“The freshmen and sophomores can see how interviews are conducted with a camera in front of you rather than just on paper,” Whitsett said. “And then they’ll watch how to edit an entire package.”

National Broadcasting Society also held an internship night Nov. 7 where students who had internships returned to share their experiences and give information on how to apply for future jobs.

PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA

Although the university has no public relations major, the Public Relations Student Society of America, a student-run organization, offers students information about careers in PR.

Phyllis Larsen, adviser for PRSSA and a member of the J school’s advertising faculty, said the student organization has been solid over the years.

“I’m impressed with the time and effort they’ve put in to run it,” Larsen said, “because it’s not directly tied to a

major.”

Public Relations Student Society of America is nationally linked with the Public Relations Society of America and has about 25 UNL students who meet every other week on Tuesday nights. Several of these meetings include guest speakers who talk about current theories, ethics and procedures in public relations.

One such guest speaker, from Methodist Hospital in Omaha, explained the actions the hospital’s public relations staff took when doctors misdiagnosed the heart condition of a 19-year-old man who died without proper treatment.

Another advantage PRSSA provides is its mentoring program, which gives students one-on-one mentoring with professionals in the business, whether through job shadowing or e-mail conversations.

“It’s a way for students to get their foot in the door,” Larsen said.

There are no requirements for being in PRSSA, and members have a variety of majors including marketing, communication studies and agriculture journalism.

“There is a lot of leadership, and it is hands-on experience for the students,” Larsen said.

AMERICAN COPY EDITORS SOCIETY

Another student club at UNL, American Copy Editors Society, attracts students interested in editing. >>

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The national organization was founded in 1997 as a professional journalism organization for, by and about copy editors. The American Copy Editors' aim is to provide solutions to copy desk problems through training, discussion and an awareness of common issues, according to the group's Web site.

UNL started a student chapter of ACES in 2006 with about 15 members and has participated in job shadowing, toured the *Kansas City Star*, held social activities with Nebraska Press Women and sent members to the national convention for the past two years.

"We have a good group of students involved who know they want to copy edit as a career or are considering it," said Kelley Hascall, a member of ACES and a senior news-editorial and English major. "We have a couple of graphic designers, too."

ACES also has social get-togethers and has had semester-long contests to see who could catch the most errors in major newspapers, Hascall said.

The group is also planning to attend the 2008 national convention in Denver on April 10-12.

"You meet a lot of professionals in the business that can possibly lead to an internship or future job," Hascall said.

ADVERTISING CLUB

Advertising Club had one major focus during the first week in November, and that was dodgeball.

UNL Ad Club, a student organization of the American Advertising Federation, which is paired with the Advertising Federation of Lincoln, held its annual dodgeball tournament on Nov. 2 as a chance for staffers from professional advertising agencies to compete with each other and with student teams.

Amy Struthers, Advertising Club adviser, talks about the dodgeball tournament with passion.

It's passion, she said, that drives the student members forward.

"We have an amazing group of officers," Struthers said. "The kids that are super involved aren't necessarily straight-A students, but the ones that are involved and passionate can walk out and get jobs right away."

Ad Club has about 50 members who meet every other Thursday and focus on preparing for three areas in the business: advertising agencies, client relations and working in the media.

"The people around you will be who you work with in the professional world," Struthers said, "so it's important to network with other students."

The club keeps up-to-date with current information that goes beyond the classroom, and their slogan this year is "entertainment with a purpose."

PHOTO CLUB

Photo Club is the newest student group at the J school, having started in spring 2007. The group meets every other week, usually on Fridays, and draws from six to 15 people at a time. Membership is open to a broad range of people — from those with a strong interest in photojournalism to people who have just a general interest in photography.

Bruce Thorson, the group's adviser, said the club has had several outstanding speakers. For instance, *National Geographic* photographer Joel Sartore spoke to the group about the changing landscape of photojournalism and what it may look like in three to five years.

Matt Miller, a photographer with the *Omaha World-Herald*, showed students a selection of photos from stories he's worked on, including images from an ongoing in-depth project about U.S. Highway 20, which spans the northern tier of Nebraska counties from one end of the state to the other.

Shannon Cross is a founding member of the group and its current president. She said she thought the club is a good group for students to join because "it can enhance just about any major." For instance, she is an advertising major who takes her own photos for her projects.

The officers' goal in 2008 is to help people at all levels of photography to improve their skills — and to have fun at the same time, Cross said.

"Photography is a way for me to express myself," she said, "and I love to share it with others as well."



By MADELINE DONOVAN

Investigating Nebraska's water woes

In-depth report focuses on problems with diminishing resources in the state

Coursing through Nebraska like an integral vein supporting the lives of farmers, livestock and hundreds of species of wildlife, the Platte River has long been a critical source of energy, irrigation and drinking water for the state.

But the strain on the river and Nebraska's other primary water resources from use and drought is causing a gradual drain of this precious and limited resource.

Completed in 2006, *Platte River Odyssey* — a depth report put together by a reporting class that included J school students, science majors and *Lincoln Journal Star* reporters and an editing class that designed and produced the magazine — illuminates the escalating predicament surrounding Nebraska's main waterways.

"It's a reflection of a growing concern about water resources worldwide," said Carolyn Johnsen, a member of the news-ed faculty who taught the depth reporting class. "So what's happened in Nebraska — the decline of the aquifer, the decline of the snowmelt from the Rockies that feeds our rivers — reflects what's happening in dozens of places around the world."

Although the J school's depth reports usually generate interest and praise from all corners of the journalism community, the 55-page, full-color magazine also has garnered admirers from a different field. This year the magazine won the Renewable Natural Resource Foundation's Excellence in Journalism award, which was awarded on Nov. 9 in Bethesda, Md.

The foundation recognizes publications containing scientifically based information



News-editorial professor Carolyn Johnsen (left) and Heather Sigle, graphic designer for *Platte River Odyssey*, accept the 2007 Excellence in Journalism award in Bethesda, Md.

that contributes to the advancement of understanding of natural resource issues. Past recipients of the award include *The Minneapolis Star Tribune*, *The Atlanta Journal-Constitution* and the *Seattle Post-Intelligencer*, among others. UNL is the first university to be recognized for the Excellence in Journalism award.

"I think what it shows is just how important water is as a resource," said Rachael Seravalli, a graduate student at the CoJMC who worked on the magazine. "And I think as the crunch gets tighter and tighter, we're going to see more attention to it in the media, and that's a good thing."

Johnsen, who taught the science writing students who contributed to *Platte River Odyssey*, said its being the first college publication to receive this award from the foundation is "a great honor for the college and the students."

"I think what pleases me most about this ... is that the RNRN is made up of scientific organizations," Johnsen said. "Being recognized by scientists for doing a good job of representing the science was really a keen thing."

New to the UNL faculty in 2005 after 10 years as an environmental reporter for NET Radio, Johnsen said she knew the state of the Platte River and Ogallala Aquifer was a topic of growing interest in Nebraska and felt the project could enhance the discussion of water issues.

Johnsen's student reporters traveled to parts of Nebraska devastated by drought and demanding irrigation practices to write

the science-based stories for *Platte River Odyssey*. She said many students became friends of the farmers and other people they talked to, which was something she hadn't anticipated.

Seravalli said it was interesting to learn Nebraska's "water story." She talked with rancher Rex Nielsen and his family about Spear T Ranch, which the family operates in Morrill County, and Pumpkin Creek, the small waterway that, until it dried up, ran through the ranch.

"There's no question that it's thoroughly heartbreaking what they're facing," Seravalli said. "(Nielsen) has been on that property long enough to know Pumpkin (Creek) when it was vital and thriving, and to hear him tell the story about how that changed over this lifetime, it's very moving, and it's very tragic."

The magazine includes stories from what Johnsen said was a "wonderful mix" of not only journalism students but also students with majors in agronomy, natural resources and computer science. She said that no matter where these students end up, in journalism, agriculture or otherwise, they will be well prepared to report.

Tim Anderson, the CoJMC professor who oversaw the editing and designing of *Platte River Odyssey*, also said he saw students with different academic backgrounds benefit from their work on the magazine.

"There are journalism students who learned a lot about science in this class, and there are science students who learned a lot about journalism by taking this class,"

Anderson said.

Anderson worked with a team of two editors and two designers and regularly met with them on Saturdays. When the editing phase began, the stories were already more than a year old, so rechecking and updating names and information was the first step in assembling *Platte River Odyssey*.

Anderson said the designers also ran into minor obstacles while creating the layout and graphics for the magazine. With two designers, 2006 graduates Ben Van Kat and Ananda Walden, Anderson said they had to choose one main designer for consistency.

"Even though we'd agreed on a certain scheme, they weren't close enough," he said.

Deciding on a unified design for *Platte River Odyssey* led to the unique horizontal format of the magazine to better accommodate more of photographer Brian Lehmann's full-page pictures. Using a traditional vertical format "just seemed a tragedy, considering how good (Brian's) photos were," Anderson said.

Among the most noted of Lehmann's photos is a picture of a Nebraska Supreme Court hearing of a water-use case. The picture captures the legal strife many Nebraska farmers have to endure to maintain access to their land and water resources.

"Many of our depth reporting classes have a foreign connection. We go to Cuba, to France, to Germany. These issues we write about are ongoing, but in Nebraska we don't hear much about them," Anderson said. "Hardly a week goes by there's not a story in the Lincoln or Omaha paper (about the Platte River)."

The law and policy stories of *Platte River Odyssey*, written by *Journal Star* reporters who were part of the class, have given the project recognition and value outside of the world of journalism. An environmental law course on UNL's East Campus regularly orders 20 copies of the magazine for its students to study.

Platte River Odyssey's personal connection is demonstrated by the stories of struggling farmers and their families. Their accounts, collected in the magazine, portray the sadness and desperation in watching Nebraska's main water sources slowly dry up.

"I expected that the students and faculty would get great satisfaction in creating something that was useful to Nebraska," Johnsen said, "and now that has panned out." ■

By JAMES McCAIVE

Quilting may seem a quirky topic for a depth report, but the University of Nebraska–Lincoln students and faculty involved in the project can give you at least 3 billion reasons for pursuing it. ¶ To begin with, quilting is a \$3 billion a year industry. ¶ Depth reporting classes are designed to give students an opportunity to improve their skills in gathering and presenting stories through extensive interviewing and research. The depth classes produce

Putting the pieces together

Depth reporting class focuses on the international quilting phenomenon

stories for a magazine as well as broadcast documentaries on their chosen topics.

Evan Bland, a senior news-editorial major who participated in the quilt project, said the experiences of his classmates on previous projects made a depth report seem like an important thing to do.

“I wanted to do a depth report,” he said. “I had seen what people did with the Germany, and prior to that, the Sri Lanka depth reports.”

All 12 students involved in the fall semester depth report on quilting had to demonstrate a time and financial commitment to the project.

The news and broadcast students who were accepted for the project took a one-hour independent study course over the summer to prepare for the fall class. They also paid their own airfare to England to attend an international Festival of Quilts.

Four instructors were assigned to

cover the project for all three majors in the journalism college.

Nancy Anderson and Charlyne Berens supervised the eight students on the print side. Rick Alloway and two students were in charge of the broadcast documentary, and Stacy James is working with two advertising majors to promote the project, which will be completed by the end of the 2008 spring semester.

After dedicating their summers to quilt research, the depth reporting students attended the 2007 Festival of Quilts Aug. 16-19 in Birmingham, England. It is the United Kingdom’s largest annual quilting event.

According to the instructors, the quilts on display were important for the research; however, the people at the festival were the real resource. Berens said it was a deciding factor in taking the trip.

“We needed a way for our students to be able to meet people from around the

world who are involved in quilting, and the festival made that possible,” she said. “Had we not done that, every interview outside our little area would have had to be done by e-mail or phone, and this gave the students the opportunity to get to know people from all over, to see the kind of work that is coming out of different continents and get perspective on how widespread the whole quilting movement is.”

Beyond allowing for in-person contact with sources, the festival provided an enormous number of visual samples. That gave the students a better idea of the significance of quilting on a global scale, Berens said.

“If you go to a quilt exhibit at a museum you are unlikely to see more than 20 to 30 quilts on display,” she said, “and at the festival there were easily more than a hundred. The International Quilt Study Center here is planning on exhibit-





Photo by Kelley Hascall

ing 40 to 60 at a time, and that whole museum is devoted to quilts.”

The quilt center will be the focus of one of the stories in the depth report.

Each print student was required to complete three stories ranging from 2,000-3,000 words each.

Laura Chapman, a senior news-editorial major, liked the challenge of writing longer stories.

“I think anytime you get to work on a big project you become a better journalist,” she said. “I don’t know if it changed the way I report, but it really changed the way I write. Even though these are really big pieces, every word that goes in it is critical because we are covering huge topics.”

The first stories involved the geography of quilting. Five of the students were each assigned a continent to cover at the beginning of the summer. The other two students covered Hawaii and Japan, which

have unique quilting traditions.

The students’ second stories focused on themes in quilting. Some of the topics include museums and academia, the business of quilting and the art quilt movement.

Students were able to freelance with their third — and shorter — articles by choosing a topic related to quilting but not covered in the main stories.

The broadcast documentary describes the function of quilting and its importance to women throughout history. Alloway said quilting is invaluable as a resource for learning how women lived in earlier eras.

“The angle we are taking for the broadcast documentary is that quilting was a form of communication for women over a long period of time where they had no formal means of public communication,” he said. “Their form of expression, which was not always allowed in the pub-

British quilter Joe Budd explains her work at the Festival of Quilts in Birmingham, England, in August 2007. J school depth reporting students attended the festival to interview quilters from all over the world. The IQSC has purchased at least one of Budd’s works for its collection.

lic marketplace, was displayed through their artwork and their quilting.”

The depth reporting class has learned many lessons from its experiences with quilts and the people involved with them.

To begin with, quilts have been a functional part of life. They provided warmth during cold winters and could be made from scraps of cloth.

Secondly, quilting has an established presence in the history of the world. Many quilts can be used to trace genealogies of families. Ties can be made between different cultures by matching the similarities in the styles that were used in making quilts.

Finally, many stereotypes have grown up around quilting. Getting rid of these stereotypes has been of particular interest to students like Bland.

“(Doing the research) broke my stereotype about quilting,” he said. “I think a lot of people like me have this view of little old ladies sitting in their rocking chairs quilting away maybe with George Washington and the American flag just sitting there.”

Bland said his research has made him realize that his stereotype couldn’t have been more wrong. His own research has shown him how global quilting really is and that the United States has just a small part in the entire quilting picture.

Everyone involved in the project now understands undertaking a depth report requires a series of small processes that, when put all together, should turn into a beautiful product — much like quilting itself, Alloway said.

“I think the journey we are taking on this documentary is a little bit like a quilt itself,” he said. “There are lots of individual pieces that together make up the whole experience we are having. Each interview we’ve had, each story we’re working on is like a block in the quilt, and when it is all together, the sum will be so much greater than any of the individual parts.” ■

By ANDY BOYLE

Richard Holman liked flying jets in the U.S. Air Force until someone's foot ended his career in the cockpit. ¶ But the University of Nebraska–Lincoln grad has had a high-flying career anyway, working as a journalist at places like Time Inc. and *The Wall Street Journal* and as a supervisory analyst for investment banks in New York City. ¶ His wife, Margaret Mezoff Holman, also a UNL grad, has done well in fundraising. But both Holmans' roots have always been firmly planted in Nebraska.

Flying high

Nebraska values ground the Holmans' successful careers

Dick enlisted in the Air Force after his 1969 J school graduation so he could stay off the ground in Vietnam. But his flying days ended in a game of soccer against a U.S. Air Force Academy graduate while Dick was stationed at the Craig Air Force Base east of Selma, Ala. One kick to Dick's knee during mandatory physical training took him out of the cockpit and into the newsroom. As a first lieutenant, he was assigned to run the newspaper at Offutt Air Force Base in Omaha.

After he finished his stint in the military, he joined the *Lincoln Star*, where he had interned in college. The *Star* competed for stories with the *Lincoln Journal*, which occupied the space on the other side of a wall that used to divide what is now the *Lincoln Journal Star* newsroom in half.

"The *Journal* was considered a little stronger ... so in a way I was working for the underdog," he said. "We had corresponding beats, and everybody competed really fiercely, so in that respect it was a really lively journalism atmosphere." He covered beats ranging from night police to the Nebraska Legislature and the governor's

office and won the top prize in the Associated Press's statewide newswriting contest.

When Dick was assigned to cover a UNL press conference about astronauts, though, he found more than just a story at the end of the assignment. It was that press conference that led him to the woman who would become his wife.

Margaret Mezoff was working part-time in the UNL public relations department and finishing a degree in broadcasting. Dick was an enterprising education reporter who thought she had great legs. A friend introduced the two, Dick asked her out for the next night and she agreed.

But Dick forgot her name. And she forgot his. So he asked for her name from the friend who introduced them. And she picked up the newspaper the next day and hoped he got a byline for his astronaut story. He did, and six months later they were married — on Nov. 3, 1973, the same year Margaret Holman graduated from UNL. She parlayed her J school broadcasting degree into a position behind the cameras at the Nebraska Educational Television

Network.

Then in 1976, the Holmans decided to leave Nebraska and head to California.

Their reason for leaving was simple: "Something like 33 inches of snow and 30 below zero for 16 days in a row," Dick said.

He found a job at the *Monterey Peninsula Herald* as a reporter, and Margaret got a job in community relations at a local hospital.

That's when her career path took a turn.

"The hospital needed to raise money, and there wasn't anybody else to do that," she said. "And I found myself as the chief fundraiser, so I did that for the rest of the time we were in Monterey."

She learned how to raise money from her father, who was the president of Dana College in Blair, Neb. As a child in Pennsylvania, Margaret often went to events with him in his college administrative posts and schmoozed with alumni. At the hospital in Monterey, she put her informal Nebraska training to good use.

Eventually, Dick Holman became city editor of the Monterey newspaper. At a





Photo by Marilyn Hahn

journalism conference in San Francisco, he heard about a new medium — Teletext — that he thought was fascinating. He saw an ad in *Editor and Publisher* magazine from Time Inc. in New York City, looking for someone to help develop this new medium, which was similar to the Internet on television.

So in 1981, the Holmans packed their bags and traded the West Coast for the East. In New York City, Margaret Holman found fundraising roles at New York University and Barnard College. Dick Holman worked for Time Inc., until the company realized Teletext was a medium with no market demand and slim prospects for profits and shut it down.

He jumped to *The Wall Street Journal* in 1983 as a copy editor. He said his top editors realized he was the “master of condensation and tight writing,” so they asked him to write the “What’s News World-Wide” column on the front page.

That’s where Dick began his second education.

“I tell people I got my MBA at the *WSJ*,” he said.

And that’s where Dick stayed for 14 years. He jumped around a few times — copy editor, reporter, columnist — but then he decided to move to Wall Street itself and he joined Morgan Stanley. Wall Street investment banks are huge publishing houses for their global research. Morgan Stanley needed someone who could write and edit well and ensure that research met regulatory compliance requirements, so Holman got the job and soon became a supervisory analyst.

Meanwhile, Margaret Holman held executive fundraising positions at CARE, the American Academy of Dramatic Arts and the ASPCA. She founded Holman Consulting Inc. in 1991. In addition to serving clients and presenting seminars in the U.S. and Europe, she has published two books on fund-raising, is president of the Planned Giving Group of Greater New York and — full circle — is an adjunct instructor at NYU.

More than two years ago, Dick Holman moved from Morgan Stanley to HSBC Securities (USA) Inc., a unit of London-based HSBC Holdings, which is one of the world’s largest banks measured by assets and market capitalization.

He said he is pleased where his career and his Nebraska education took him and said the new challenges every day at his job keep him on his toes.

“I’ve had a career to kill for,” he said. “I’ve been lucky. I’ve been blessed. I couldn’t ask for more.”

Recently, the Holmans — both members of the University of Nebraska Foundation Board of Trustees — made an investment in their Nebraska roots, donating money to the College of Journalism and Mass Communications at the University of Nebraska–Lincoln to create the Holman Plaza on the west side of Andersen Hall. They also have set up a scholarship for journalism students.

Larry Walklin, a UNL broadcasting professor who taught Margaret Holman, said one of the reasons the Holmans have gained success is that they kept their down-to-earth Nebraska values no matter where they were. On the West Coast, they were still Nebraskans; in New York City, they still are.

Walklin added: “They both may have lived on the coasts, but they have a straight Nebraska style.” ■

SUNSHINE AND SCHOLARSHIPS

The Holmans support the college in varied ways

By STEPHANI RUIZ

No more old, cracked concrete and aging bushes on the west side of Andersen Hall.

Instead, the area along Centennial Mall has been renovated and transformed by shiny new tables and benches and decorative plantings.

The Holman Plaza, funded by a donation from Richard and Margaret Holman, is one of many contributions to the J school from Dick Holman, a 1969 graduate, and Margaret Mezoff Holman, a 1973 graduate, who live in New York.

When approached about creating a scholarship for journalism students, the Holmans wanted to do even more. They credit much of their success to the education they received at UNL, said Steve Hill of the University of Nebraska Foundation.

“They’re very rooted in this state,” Hill said.

The plaza design was inspired by Bryant Park in New York City. Originally an urban, run-down park, it was transformed into a beautiful area for people to gather and drink coffee, read the paper or chat with friends. The Holmans hoped to emulate this park on a smaller scale, said Hill.

The plaza proved to be a big success when the weather was warm last fall. “There are faculty members who go out and sit in the sun and grade papers,” said Dean Will Norton. “I love to see that.”

As for the scholarship, Hill said the logistics are still being ironed out. The first scholarship will be awarded for the fall of 2008.

Norton stressed the significance of a Holman scholarship. “The scholarship makes a student feel like, ‘I’m getting money from this top professional. That means I’m known by this top professional.’ That identification is really important.”

Hill said, “I cannot stress enough that these are people who have just been successful at everything they have done, yet they have remained humble, they remember where they came from and they try to honor that in everything they do. We are just so fortunate that they have that attitude,” Hill said. ■

ADVERTISING

FRAUKE HACHTMANN led a group of journalism and marketing students to Germany during summer pre-session, studying international media in Berlin and Munich. Hachtmann co-authored a scholarly paper with the students for presentation at the European Studies Conference in October.

She presented two peer-reviewed articles at the Association for Education in Journalism and Mass Communication conference in Washington, D.C., including "Assessing student learning outcomes in the advertising campaigns course: What do students learn and how can we measure it?" which she co-authored with **NANCY MITCHELL** and **LINDA SHIPLEY**, and "How Japan's Shinjinrui define their generation: An exploratory collective case study," which she presented in the International Communication Division. Hachtmann continues to serve on the executive committees of the AEJMC Advertising Division and the International Communication Division.

In the fall, she implemented the promotional plan for the Lincoln and Omaha premiere of the college's latest depth report, including the magazine "Renovating the Republic" and the documentary "Breaking Down Barriers." In October, Hachtmann traveled to Germany on a \$3,500 grant she received from the UNL Research Council to study the role of advertising in the post-Cold War German economy.

PHYLLIS LARSEN led a summer study abroad class with seven students to Mexico to explore use of mass media in a developing country. She also presented a paper on "Student-to-Professional Mentoring as a Supplement to Public Relations Education" at the summer Association for Education in Journalism and Mass Communication national conference in Washington, D.C. In the fall semester, Larsen taught the college's first advanced scholars course, an online class for high-ability high school juniors and seniors. Larsen is also serving as a peer reviewer for UNL's PEARL program, an assessment

program used to analyze student learning outcomes. (PEARL is the Program Excellence through Assessment, Research and Learning).

LINDA SHIPLEY attended the mid-winter meeting of AEJMC in St. Louis in November as a member of the Standing Committee on Research. Her responsibilities for the committee include coordinating the 2008 Nafziger-White-Salwen Dissertation Award competition and serving as a judge for the Tankard Book Award. In February, she was a member of the journalism accrediting team that will visit San Jose State.

BROADCASTING

KATHRYN CHRISTIANSEN participated in a panel on the future of news at the International Society for Scientific Study of Subjectivity annual meeting in Bethesda, Md., in October.

BARNEY MCCOY spent the summer helping CoJMC depth report students finish writing and editing "Breaking Down Barriers." The student-produced documentary focused on immigration and education. It premiered on the UNL campus and Omaha's Joslyn Art Museum in September. The documentary won honorable mention in the international Accolade Competition in late October, and NET2, broadcast the documentary five times in December.

He completed the script for the Don Meier/"Mutual of Omaha's Wild Kingdom" documentary. Colleagues Carol Cornsilk and **BRUCE MITCHELL** are also working on the one hour documentary on Nebraska native Don Meier. Meier conceived and was executive producer of "Wild Kingdom," the most popular TV wildlife program in broadcast history.

He is working with WOSU-TV in Columbus, Ohio, on final editing of a documentary he is producing on the 1952-54 Rio Redmen basketball team. The team and star player Bevo Francis broke every major NCAA and NAIA scoring record and saved their tiny Appalachian college from bankruptcy. The hour-long docu-

mentary was tentatively scheduled to air on public television in Ohio in February 2008. Joel Geyer, senior producer from NET, was an adviser on the project. Advertising faculty member Bruce Mitchell was primary videographer, and WOSU's Chris Hedrick is editing the documentary.

He teamed with colleagues **KATHY CHRISTENSEN** and **JERRY RENAUD** to teach convergence and Web writing courses to journalism students at the Kosovo Institute of Journalism and Communications (KIJAC) in Pristina, Kosovo, in September and December, using UNL's distance teaching technology.

JERRY RENAUD and his depth reporting students who produced "In the Wake of Catastrophe" about the aftermath of the Sri Lanka tsunami and Hurricane Katrina, were notified in June that their work finished among the seven best documentaries of the year in the Student Academy Awards competition.

In September 2007, he organized and participated in a three-hour teleconference seminar for first year students at the Kosovo Institute of Journalism and Communication on convergence. In December he helped organize and participated in a week-long seminar on convergence.

He is working with **AMY STRUTHERS**, advertising sequence head, on an informational program on renewable energy. They will produce a documentary, television shows and Web site during the spring 2008 semester.

NEWS-EDITORIAL

TIM ANDERSON earned a master's degree in history at the University of Nebraska in December. His thesis, "The Apprenticeship of a Poet: John G. Neihardt's First Twenty Years," examined the childhood and education of Nebraska's poet laureate and the impact they had on his life as a writer.

Anderson and **JOE STARITA** joined Joseph Marshall III for a panel discussion "On Writing Biography" at the 2007 Nebraska Book Festival in Lincoln in October. As part of the discussion,



Hail to the book!

Book lovers took over Andersen Hall and environs on Saturday, Oct. 27, during the annual Nebraska Book Festival.

The J school's home served as one of several sites for workshops and sessions that included "On Writing Biography," moderated by John Wunder, who holds a joint appointment in history and journalism at UNL. Joe Starita and Tim Anderson were among the panel members for that session.

Other sessions focused on writing poetry, mystery and crime fiction, Nebraska nonfiction and philosophy.

Marshall read from his 2004 Lakota history, *"The Journey of Crazy Horse,"* Starita read from his soon-to-be-published manuscript on Standing Bear, and Anderson read from his master's thesis on John G. Neihardt.

CHARLYNE BERENS, with faculty members **RICK ALLOWAY**, **NANCY ANDERSON**, **STACY JAMES** and **BRUCE THORSON**, took a depth reporting class to England in August to visit with textiles experts in London and to attend the International Festival of Quilts in Birmingham. The class spent the fall semester writing stories and working on a documentary about quilts from an international perspective.

JOHN BENDER received the College Distinguished Teaching Award in spring 2007.

CAROLYN JOHNSEN traveled to Potomac, Md., Nov. 9 to receive the 2007 Excellence in Journalism Award for the depth report, *Platte River Odyssey*. The award from the Renewable Natural Resources Foundation of Bethesda, Md., honors and encourages excellence in print journalism that accurately explains science related to natural resources.

She is editing a book on communicating science to the public, to be published by the University of Nebraska Press. About a dozen scientists, journalists and public information officers have agreed to con-

tribute chapters to the book, which has a target publishing date late in 2008.

BRUCE THORSON became a fellow with the Center for the Great Plains Studies. As the Region 9 associate director, he attended the National Press Photographers Association annual board meeting and multimedia workshop in Portland, Ore., in June. He took second place in sports in the National Press Photographers Association regional photo contest and had photos about the Oak Ballroom published in *Nebraska Life* magazine's November-December issue. He took a group of photojournalism students on an in-depth photo project to the Pine Ridge Indian Reservation in South Dakota in October. He continues to shoot UNL sports photographs for US PRESSWIRE, a sports picture agency, and has been published in *Sports Illustrated*, *USA TODAY*, *ESPN Magazine* and many other editorial publications, including numerous online editorial outlets.

SCOTT WINTER earned an M.A. in creative writing from UNL's English Department in May and was accepted into the department's doctoral program. He had a fellowship with the Vermont Studio Center for the month of May, spoke at four national high school journalism workshops during the summer and was a keynote speaker at two state high school conventions in fall. He taught reporting and design at University of Addis Ababa in December.

JOHN WUNDER, who has a joint appointment with journalism and history, published two books in 2007: *Nebraska Moments* with Susan Wunder and Donald Hickey and *Spain and the Plains: Myths and Realities of Spanish Exploration and Settlement on the Great Plains* with Ralph Vigil and Frances Kaye. He also published an essay, "Native American History, Ethnohistory and Context" in *Ethnohistory* in fall 2007. He served as historical adviser to the DVD "Hard Times Swing" written and produced by Joel Geyer at NET Television and gave the Robert Athearn Lecture at the University of Colorado in November. ■

Reflection and gratitude from a new U.S. citizen

I remember crossing the border between Texas and Mexico in 1982 in a lime green Volkswagen Beetle, chasing the American dream, which at my young age could be synthesized as smoking Marlboro cigarettes, drinking Coca-Cola and watching “Charlie’s Angels” and the Dallas Cowboys on TV. I did not know that one day I would realize the dream, nor did I know that the reality would be much different from what I had envisioned back then.

By LUIS PEON-CASANOVA
Advertising faculty member



Photo by Bruce Thorson

The years that followed my arrival were filled with grand adventures, such as graduating from the University of Texas, and grand experiences, such as landing awesome jobs and finding a great wife in Nebraska, who taught me the value of home and family.

As I grew older and wiser — and it did take me a long time — I came to realize that I have a responsibility to my community and to my fellow Mexican citizens, those who come here with very little or nothing, perhaps like your parents, your grandparents, your great-grandparents or maybe even yourselves.

In light of the recent terrorist attacks on the U.S. and the debate surrounding the value of immigration, I feel a responsibility to communicate my experience and the experiences of those who are struggling to realize their own American dream. That’s why, after all these years, I decided to become a U.S. citizen. To you I promise that I will bear such responsibility and my new citizenship with care and pride.

Today I realize that I haven’t smoked Marlboros since 1989, and I don’t drink pop, either. The original (and still hot) Charlie’s Angels are in their 50s, and the

Dallas Cowboys still capture my imagination on any given Sunday during the fall. Through thick and thin, I have always been a fan.

But I’m a bigger fan of other institutions such as our college. *We the people* make it what it is, and you can’t imagine how much I have enjoyed every minute of the past five years. I have learned so much, and I continue to be challenged to excel every day, just to keep up with you.

As we waited for what seemed like hours last Friday to start the ceremony in the Federal Building, I actually imagined we were all immigrants in a boat arriving at Ellis Island, separated only by time and circumstance. It was a strange but intriguing thought. Most of your families got here before I did, but as I looked at the faces of us, the newcomers, and you, the Americans, I saw a common bond that transcended time and space. I felt a connection, a sense of belonging like I had never felt before. I hope you did, too, for I imagine it’s hard to relate to the actual journey if you are not on it.

After we, the newcomers from Africa, Asia, Europe, North, Central and South America, the Middle East and elsewhere, pledged allegiance to our new country and received our certificates of citizenship from the judge, some of us immediately registered to vote outside of the courtroom.

Bruce Thorson, who documented the event with his camera, asked me, “What were your first American thoughts?”

“Mexican food,” I replied, as we headed out to join friends and family at La Mexicana restaurant. How appropriate.

I just wanted to express a heartfelt thank you to all who came to my naturalization ceremony and to let you know that it meant a lot to me to see so many of your faces there. I also want to thank those who wanted to come but couldn’t. To all of you, I’m humbled and honored by your presence, good intentions and kind words. ■

Professor Peon-Casanova wrote this message to his colleagues at the J school after he took the oath of American citizenship on Dec. 7.

A balance of power

Project will spread information on alternative energy sources

By ANTONA BECKMAN

Renewable energy. The phrase sounds good, but many Nebraskans may not know much about what it means. People may have seen those two wind turbines north of Lincoln, but what do they do, and whom do they serve? And what other alternative energy sources are available? Would it be possible and efficient to use solar power? And what exactly are the benefits of ethanol?

In an effort to inform Nebraskans about such alternative energy options, the College of Journalism and Mass Communications, along with the University of Nebraska Public Policy Center, received a grant of \$12,000 to help Nebraskans learn about and be more familiar with the energy options that exist.

The project, titled Energy and the Future, started in the fall semester of 2007 with researchers from both the journalism college and the policy center. Project plans call for developing a one-hour informational video, a Web site marketing renewable energy and written materials for public distribution.

The \$12,000 grant is funded by the Nebraska Center for Energy Sciences Research, a UNL entity collaborating with the Nebraska Public Power District. The information from the grant will be released to 200 different public entities. In addition, public forums will be held to discuss the information, and the video may be broadcast on NET.

Broadcasting faculty member Jerry Renaud and advertising faculty member Amy Struthers are co-investigators on the project. Both have been leading student involvement, guiding a class of eight students who are extensively researching

alternative energy.

"The goal of this [program] is to give Nebraskans a sense about what their options are when it comes to renewable energy," Struthers said. "We want to get people in Nebraska talking and get them to be active citizens."

With general information as the key message, all parties involved stressed that they will not be choosing sides. The researchers simply want to help



From left, Sarah Jensen, Kurtis Harms and Kristy Bohnet strike a pose outside the U.S. Capitol in Washington, D.C.

Nebraskans explore the options available for renewable energy. According to Struthers, information about many alternatives — bio-fuels, solar energy and wind energy — will be included.

This grant is unusual not only because of the partnership between the University of Nebraska Public Policy Center and the College of Journalism and Mass Communications but also because students are involved.

"This is the first time I know of that we have worked with the journalism college for a student-driven project," said Tarik Abdel-Monem, the policy center's research specialist. "We are very optimistic and enthusiastic."

Students are conducting interviews

with Nebraska's U.S. senators and representatives to get their views about alternative energy. They also have looked into what the general public is doing to utilize other energy sources, such as home solar panels. The project will span two semesters, bringing new students into the mix in January. The current class consists of eight hand-picked journalism students from the broadcasting or advertising sequences.

Because of the grant, students have been able to travel to neighboring states to record progress in alternative energy use. Students also traveled to Washington, D.C., to interview senators and representatives.

Renaud described the video as something that would resemble a documentary but include more than hard statistics. Not only will the video touch on professional and government opinions, but it will feature multiple vignettes highlighting individual people who use alternative energy.

"It will be fun to watch," Renaud said. "We're excited about it. It's the first time advertising and broadcasting students are working together like this."

He explained that the broadcasting students will work alongside advertising students, learning more about marketing the information they will provide. On the other side, advertising students will learn more about what it takes to capture and edit video.

Abdel-Monem and Struthers both expressed their enthusiasm about the final products. They said Nebraskans will become more knowledgeable about their options, and an important issue will receive the attention it deserves. Although the information may not change the behavior of every Nebraskan, it will give people an opportunity to make an informed decision about alternative energy.

According to the policy center, materials are to be finalized and produced in the summer of 2008, before presidential elections in the fall. A key part of this grant is to explore each candidate's views on the issue of alternative energy. Abdel-Monem said the information that surfaces from this project will help the public make an educated vote choice. ■

Testing the waters

J school students dive into the culture, media of Cozumel

By STEPHANI RUIZ

Phyllis Larsen considers Cozumel, Mexico, almost a second home. An avid scuba diver, Larsen, a member of the advertising faculty, and her husband have traveled to Cozumel to dive for more than 25 years. But when she wasn't observing the tropical fish of the Caribbean, Larsen got involved in various community service projects and developed close relationships with local people. ¶ During the three-week summer school pre-

session in May 2007, Larsen was able to share her love for Cozumel with seven students as part of an elective class called "Global Media." The trip had been in the works since Larsen approached Dean Will Norton with the idea the previous winter.

"Our goal was to go to another community and look at how mass media are used in a developing country," Larsen said.

Students began their research in the classroom in Lincoln, gathering information

about Cozumel. Once they arrived in Mexico, the students were able to divide their research so that each person would have his or her own focus area to study in greater detail.

Each day, students set out to gather interviews and conduct research. They visited media sources that are similar to those in the United States, such as radio and television stations. But they also witnessed communication tactics that are no longer used in the United States, such as a truck that drives around town with a loud-speaker announcing coming sales and events.

Some media familiar to U.S. citizens were used in ways that better fit the Cozumel environment. Billboards, for instance, would not last long against the harsh winds of Cozumel. So businesses pay to have their advertisements painted on blank walls of buildings throughout the city.

One of the

greatest cultural obstacles arose in scheduling appointments with professionals in the community, Audrey Pribnow, a senior news-editorial major, said. In Cozumel, punctuality is not very important. It is common to show up late to appointments, open up your business a couple of hours late, or even, at times, not show up at all. Students grew accustomed to waiting at least an hour for each scheduled appointment, which sometimes changed their plans for the rest of the day.

Andrew Abraham, a junior advertising major, focused his research on business-to-business advertising. He found the most effective form of communication in Cozumel to be word-of-mouth.

Abraham interviewed Javier Polanco, a Cozumel resident, who runs a shop where he builds and maintains all the necessary equipment for scuba diving.

"It was interesting that he (Polanco) never did any formal advertising. All of his business came from referrals and friendships," Abraham said.

Pribnow noticed the same thing. "The people (in Cozumel) will sit and talk to you for hours," she said. "But it taught me a good lesson as a

journalist, kind of teaching me the importance of being interested and taking the time to get to know people."

Instead of just focusing on research, Larsen also wanted the students to branch out and become part of the community as she had. She relied on some of her native friends to give students a cultural experience that included salsa lessons and a personal tour around the city.

When asked about the biggest advantage of the trip, Pribnow said it was, without a doubt, the cultural experiences.

"It's a very slow-paced culture compared with our culture here in America and very different from what I'm used to, especially as a student," said Pribnow.

The trip seemed to end too soon for Abraham, who plans to study abroad in the spring of 2008 in Rome, Italy. He said he never would have taken advantage of study abroad opportunities at the university before he made the trip to Cozumel.

"It was more of a culture shock to come back. In just two short weeks, I was able to see my culture through the eyes of another culture and really break some of the personal stereotypes I had," Abraham said.

At the end of the class, students created personal projects, displaying their research and cultural experiences as a compilation of the trip. Trips like this one are vital as part of an education in journalism, said Larsen, who was not paid to take the students to Cozumel because the group did not meet the minimum size for summer school funding.

"The point is that we're committed to giving students these experiences, even if the conditions aren't ideal," Larsen said. ■



'Our goal was to go ... and look at how mass media are used in a developing country.'

PHYLLIS LARSEN

College credit for spending a month in the southern French countryside? ¶ Sounds too good to be true, but that's exactly what Luis Peon-Casanova offered to university students last June. ¶ Eight

By ZACH BUCKLEY

Picture perfect

Photography class gives students a new view of France



Photo by Kate Washington

students from the University of Nebraska–Lincoln accompanied Peon-Casanova to Sainte Cecile, a small farming town located in southern France about 90 minutes north of Marseille. The trip offered students a chance to gain a better understanding of the technical aspects of photography and also to experience life in a different culture.

Peon-Casanova and the students spent a month working out of a house rented by the instructor. Complete with a projector in Peon-Casanova's computer and wireless Internet access, the house served as the

group's classroom, laboratory and place of relaxation. Boasting an outdoor pool, as well as ping-pong and pool tables, the house alone was enough to make the trip enjoyable.

Peon-Casanova gave the students nine lectures during the course, one every other day. The students were then given assignments that revolved around the topic of that day's lecture. Lighting, lines, color, people in emotion and people in movement were some of the topics discussed.

Kate Washington, a senior news-editorial major, said her

favorite assignment was designing an advertisement because it required students to do more than simply find a good picture. They needed to find a picture that fit with the background and product that they were advertising.

Amber Booton, a news-editorial graduate student, said she enjoyed all of the assignments that centered on people.

"It's difficult to catch people candidly when they see you walking up with a camera in your hand," she said. "Whether we were at the market or at their vineyards, it was challenging to catch someone in their daily life."

Peon-Casanova led the group on more than 10 trips through the region. The group traveled to a wildlife reserve, visited a 15th-century castle on a winemaker's estate, went bungee jumping and attended a bullfight.

Peon-Casanova said he hoped the students gained a better understanding of photography as well as French culture. While there were some obvious challenges, most notably the language barrier, he said that the benefits of the trip easily outweighed those challenges.

"Going overseas gives you the opportunity to evaluate the things that you have," he said. "It allows you to expand your knowledge and get a leg up on other kids that haven't been outside the country."

Jake Johnson, a junior advertising major who participated in the class, said it was his first trip overseas.

"From the time we landed, we were always learning about (French) culture," he said. "It gave me a different perspective on how other countries perceive Americans, and how other countries operate."

Booton said the stereotypes that she had heard about the French were far from the truth.

"I tried to keep an open mind," she said. "I heard stereo-

types in the media that the French were rude, that they didn't like Americans. They were actually very kind, very welcoming people."

Washington said that she felt that the photography helped the local people warm up to the students.

"People like having their pictures taken," she said. "People wondered why there were 12 people walking around with cameras in their hands and took an interest in what we were doing."

The trip was open to any student who had an interest in photography and a desire to travel. Peon-Casanova, who had led a class to this location before, noted that the experience always leaves a burning desire to travel more.

"The culture is so different, and most students go over there with little or no knowledge about the countries themselves," he said. "By the time it's over, their perceptions are totally different."

Peon-Casanova is coordinating with a student to produce a video about the group's adventure that he hopes will be completed by the end of the fall semester. He is also producing a magazine that should be published early next year.

All of the students said that they would recommend the experience to any college student who has the means to attend. They said that the trip was well worth the \$4,500 price.

"I feel like any experience you can have in another country is a wonderful opportunity to have in college, because once you're hired it's going to be hard to take a month or a semester off to go travel," Johnson said. "Getting it in college really helps you understand your place in the world and how everything interacts with everyone."

"It's worth every penny," he said. "Or every euro." ■

2007

NICOLE ALBERTSEN is an interactive project coordinator at Swanson Russell Associates in Lincoln. She previously was public relations director at the New Digital Group in Lincoln.

MEREDITH GRUNKE GARDNER is a health and business reporter at *The Grand Island Independent*. She took second place for in-depth writing in the 2007 Nebraska Press Association contest.

MIKE KUHL is a project manager at Bailey Lauerman's Lincoln office.

STEVE HERMANN, who earned the M.A. in August 2007, is director of student publications and an instructor at Nichols State University in Thibodaux, La.

CALI HLAVAC is a marketing and event coordinator for A Sound Impression in Lincoln. She was a member of the Ad Club, National Society of Collegiate Scholars and Husker Choices and was a campus health aide.

JASON HUWE, Kansas City, Kan., is an account coordinator at Barkley in Kansas City, Mo.

MARK KARPF is teaching journalism and social studies classes at South High School in Omaha.

COURTNEY RODGERS has joined Swanson Russell Associates in Lincoln as account coordinator and is responsible for daily oversight of Gateway computers client projects. Before joining SRA, she was an intern at a Lincoln advertising agency.

2006

HALEY ARMSTRONG, Omaha, is heart walk director for the American Heart Association in Omaha.

ANNA BAKER is marketing coordinator at Vic Gutman and Associates in Omaha where she is responsible for developing marketing and public relations campaigns. VGA specializes in planning, marketing, fund-raising and special events. Clients include the Summer Arts Festival in Omaha and the Detroit 300 Festival in Detroit, Mich.

BRANDON BIODROWSKI and Abby Woodring were married April 28 in Blair.

GLORIA BUCCO is an adjunct faculty member at Midland Lutheran College in Fremont. She teaches one section of Mass Communications and Society and works with students to improve their writing in the Journalism Department's quarterly

magazine. She also supervises one student with an independent study in the history of journalism.

JUSTIN ENOS, Fremont, works at KPTM FOX 42/KSVO CW 51 in Omaha.

LAUREN FISCHER, Omaha, is weekend producer for Pappas Telecommunications-KPTM in Omaha.

LAURA LIGGETT joined Swanson Russell Associates, with offices in Lincoln and Omaha, in October as a public relations associate. She facilitates media relations and publicity for various clients. She previously worked in PR at the Omaha Home for Boys and was a reporter for Omaha's KETV Channel 7 news.

KYLE OLIG, Phoenix, is a med pay specialist with Nationwide Insurance in Scottsdale, Ariz.

AMANDA REESON, Omaha, is director of communication and marketing for the American Shorthorn Association.

DAVID STORY earned second place in the Nebraska Press Association's 2007 Better Newspapers contest for a photo page in the *Seward County Independent*. He and Adam Drey produced the photo page together as part of the beat reporting summer class that spent two weeks working for the Seward paper.

ALEXIS ZGUD, Lincoln, is a financial development and communications specialist with the American Red Cross.

2005

ANASTASIA CERVANTES is employed in the public affairs office at Rice University in Houston. She works for multicultural community relations, university relations and government relations. She helps with event and meeting planning, newsletter writing and editing and database upkeep. She is also in charge of purchasing and budgeting.

J.S. ENGBRETSON is director of higher education services at Service Research Corporation of Lincoln. She works with colleges and universities developing market research, prospective and current student surveys, employee surveys, program assessment, campus visit evaluations and alumni research. She has more than 20 years of experience in communication and higher education, most recently as executive director of communication and marketing at Doane College. She holds the master's degree from the J school.

JOSH FIEDLER, South Royalton, Vt., is a communications associate with the Student Conservation Association in Charlestown, N.H. He is a desktop publisher who designs recruitment materials for college students to help them find summer internships in conservation-related fields.

RYAN GAGER and Gina Witt were married July 7 at Faith Lutheran Church in Hastings. He is employed by KEVN TV, Channel 7, in Rapid City, S.D.

SARAH HERMSMEIER, Bellefonte, Pa., is program director in the Center for Student Engagement at Penn State University in State College, Pa. She is responsible for PSU's efforts to involve and engage students and leads the center's community service and service learning initiatives. She earned a master of arts degree in student affairs administration from Michigan State University in May 2007. While at MSU, she served as president of the Student Affairs Graduate Association, was elected to a national leadership position in the American College Personnel Associations and traveled to Ghana, West Africa, with the ACPA Cultural Study Tour.

MICAH INTERMILL, Arlington, Va., is a public policy research analyst for the Assisted Living Federation of America based in Alexandria, Va.

LESLIE JOHNSON, Highlands Ranch, Colo., was married in July to Richard Johnson, also of Highlands Ranch. A native of Holdrege, she is an event consultant at National CineMedia in Centennial, Colo. He is a math teacher and golf coach at Rocky Heights Middle School in Highlands Ranch.

TOBY MANTHEY, who was part of the journalism graduate program from 2003-2005, is a reporter at the *Arkansas Democrat-Gazette* in Little Rock. He was the winner of the September Starr Award for his story about the collapse of Acxiom's proposed sale to private investors, according to a memo from executive editor Griffin Smith. The award, presented to a reporter each month, is named after the paper's late managing editor, John Robert Starr.

MAGGIE PAVELKA will leave in March for Theis, Senegal, on Africa's westernmost tip to work for the Peace Corps with the Senegalese Ministry of Health. She will help develop and implement awareness and prevention programs to help the pop-

ulation face the threat of malaria, tuberculosis and HIV/AIDS. She has been working for the Juvenile Diabetes Research Foundation in Lincoln.

MARCELLO PLIOPLIS is art director at Bailey Lauerman's Lincoln office. He was a publications specialist at the UNL distance education department and is an adjunct professor in the advertising department. He earned the M.A. from the J school.

ELIZABETH POLLES was hired last summer as a copywriter for the American Refugee Committee, an international humanitarian aid organization based in Minneapolis. Since graduation, she has also worked as a reporter for News Link, a Lincoln-based company that produces employee newsletters, primarily for major railroads.

CARA TONINI and Mark Hautzinger were married July 7 in Las Vegas. She works as an e-commerce specialist for Goodwill Industries.

2004

JESSE BOECKERMANN, Bluefield, W.Va., is a producer at WAMN 1050 AM ESPN Radio in Bluefield.

LIBBY GUTHMAN is an account executive for Element 79 in Chicago. She works on the Celebrity Cruises account to help create national TV and print advertising. She has also worked on Pepsi Health and Wellness, Lowes, Finish Line and Children's Memorial Hospital.

SARA MCMILLAN and **NEAL OBERMEYER** (2001), both of Omaha, were married July 7 at St. Francis Xavier Church in St. Joseph, Mo. She is a marketing coordinator with Baird Holm LLP in Omaha. He is a freelance editorial cartoonist.

LINDSAY MINCH and Robert Bankus, both of Dakota Dunes, S.D., were married Aug. 18 at St. Andrew's United Methodist Church in Omaha. Both are pharmaceutical sales representatives with Sanofi-Aventis Pharmaceuticals.

JUANITA PAGE has been working for the Discovery Networks since graduation. She works on the Discovery Channel, Animal Planet, Discovery Health and others. Last fall, she was promoted to marketing and programming network manager for Discovery Health. She produces all the advertising and sales commercials for Health and Fit TV. She also has done some commercial voice-overs and has appeared in a few commercials. She says she contin-

ues to appreciate the education she received at UNL and keeps her Husker ties as a freelance coach for the speech and debate team.

KRISTEN MARIE OLSON married Rusky South in September at Papillion. She is employed at WOWT-6 Omaha as a television producer. Her husband is an account executive at InfoUSA.

VAN JENSEN and his wife, Amy, moved to Atlanta from Little Rock, Ark., in August. He is a writer in the university relations department at the University of Georgia, and she is working for the *Atlanta Journal-Constitution*.

DANA WITHERBY and **GREG LUDVIK** (2003) were married Aug. 18 at the Sunken Gardens in Lincoln. They are both broadcasting grads. She is a public relations specialist with the Child Guidance Center in Lincoln. He is a consumer interviewer with the Gallup Organization in Lincoln.

2003

JILL CONNER, Lakewood, Colo., is implementation manager at DataJoe, LLC, a company that designs and implements software for the business journal industry. She is the mother of a 4-year-old boy.

KRISTIN EWING, Naperville, Ill., is an assistant account executive, public relations, for Rhea and Kaiser in Naperville. She previously worked as community relations manager for Petland of Omaha and was awarded the Quest Award from Petland, Inc., for her community service efforts. Among other programs, she developed "InVEST in K-9s," which worked to purchase bullet- and stab-resistant vests for police dogs in the Omaha area. She worked with the police departments in Bellevue, Papillion and LaVista and with the Douglas County Sheriff's Department's K-9 units.

ANDREA HEISINGER, Omaha, is the investment grade market reporter for *Prospect News*, based in New York.

RACHEL KLEMME LARSON earned a master's degree in educational administration in 2006.

SHANE PEKNY, Omaha, is the Youthbuild Omaha coordinator for Goodwill Industries in Omaha.

CHRISTOPHER REZAC and Kathryn Sup were married Sept. 8 at St. Luke United Methodist Church in Omaha. He is an automotive account executive at the *Omaha World-Herald*.

ETHAN ROWLEY is a marketing asso-

ciate with the University of Nebraska Athletic Program. He began his work there in October.

KEVIN SHEEN and Elonie Lewis were married July 28 in Omaha. He is employed by Nelnet in Lincoln as a communication coordinator.

MARGARET STAMP, Plattsmouth, is executive director for Habitat for Humanity of Sarpy County. She and her husband, Jerod, had a daughter, Joslyn, on Sept. 26.

2002

ADAM CIELOHA of Shawnee, Kan., married Megan Starzec in October at Columbus. He is a senior affiliate manager with Virtumundo, Inc., in Overland Park, Kan. His wife is employed by PRA International in Lenexa, Kan.

JUSTIN KEMERLING is the design lead at Swanson Russell Associates marketing communications firm in Lincoln. He is responsible for keeping up with evolving design trends and managing a budget for the purchase of fonts, publications and other design tools. He joined SRA in 2003 as a graphic designer.

MATTHEW MAST, Colorado Springs, and Julianne Mashke of Chicago were married in September in St. Joseph, Mich. He is a security analyst at Smith Barney in Colorado Springs.

ANDREW NELSON is a staff reporter for the *Omaha World-Herald*, covering public safety. He previously covered the police beat for *The Clarion-Ledger* in Jackson, Miss., and night general assignments for the *Birmingham Post-Herald*.

ERICA RAMAEKERS and Jeffrey Sorensen were married in August in Omaha. They live in Chicago where she is employed by ID Media and he by Antunovich Associates.

SARA READY is a producer with WLOS-TV in Asheville, N.C.

KIM STORK and Jake Wilhelm were married Nov. 17, 2007, in Lincoln. She is employed in marketing and communications with Ameritas Group, and he is operations manager with Bestorq, Inc., both in Lincoln.

2001

TYSON BARR has joined Swanson Russell Associates in Lincoln as an account manager, acting as the primary liaison for Gateway computers clients on a daily >>

basis. He previously worked as key accounts manager for INTRALOT Inc., the online lottery vendor for the Nebraska Lottery.

ABIGAIL BRIGGS DAVIS was awarded a Bronze Quill Award from the International Association of Business Communicators for her work on the "Take Time to Take Care" brochure she developed to introduce a wellness program to Barry-Whelmiller employees. She is a communication specialist for Aon Consulting, a human capital consulting firm, in St. Louis. She specializes in developing and implementing benefit, internal and corporate change communication initiatives.

KATIE JUHL married Will Telligman of Chester, S.C., on Oct. 13 at Capitol Hill Presbyterian in Washington, D.C. They met two years before when Will was an intern on the Hill. Katie works at Agence France-Presse as North American business development manager and also as a piano teacher. Will graduated with a philosophy degree from Winthrop University in May '05 and is a legislative assistant for the International Dairy Foods Association. The newlyweds reside in Washington, D.C., in their home on Capitol Hill and spend much of their free time with their adopted retired racing Greyhounds named Macy and Bart.

JERIMIE LOGAN and Kristie Harmon, both of Englewood Colo., were married Aug. 25 at Lincoln Berean Church. Logan is a unit manager with Travelers Insurance.

JAYSON SCHMOLKE is an account executive at Bozell in Omaha. He provides account support for CoCo Key Water Resort and First National Bank among other accounts. Before joining Bozell, Schmolke was an account associate for Weber Shandwick in Chicago.

JEREMY STANISLAV has joined Swanson Russell Associates in Lincoln in the account services department. He previously was marketing director for Bockmann Inc. of Lincoln and also worked for Pickering Creative Group.

ANGIE BEELAERT VOLLMERS, Gastonia, N.C., is an account executive with Busch Media Group in Charlotte, N.C.

2000

DUSTIN BLACK, St. Paul, Minn., is the co-author, with Dan Armstrong, of *The Book*

of *Spam*, which was available in summer 2007. He worked at BBDO Minneapolis where he was art director on the SPAM account for five years. He said he accumulated "a bunch of unused jokes that were too good to let go." The book is published by Atria, a division of Simon and Schuster. Black described it as "a 208-page, full-color hardcover journey through the SPAM universe." Learn more at www.thebookof-spam.com.

CHARLES BLIESE, Kansas City, Mo., is an automotive account executive for *The Kansas City Star*.

NIKKI FOX, Harrisonburg, Va., is deputy director of photography at the *Daily News-Record* in Harrisonburg. She had previously been staff photographer for the paper for two years.

EMILY GETZSCHMAN, Fort Worth, Texas, is director of communications and government relations for the American Red Cross in Fort Worth. She earned the M.A. from the J school in 2004.

JOSEPH KOPP and Meagan Fischer were married Sept. 22 in Greensboro, N.C. Kopp is creative services director for Dick Broadcasting Co. in Greensboro. His wife is a marketing specialist with Goodwill Industries Central N.C. in Greensboro.

BRIAN POPE, Omaha, is a graphic artist for Gallup in Omaha.

DARREN AND CASSIE ROSE IVY (2002), publishers of the *Clay County News* in Sutton, received an award for Outstanding Service to Agriculture at the 2007 Nebraska Press Association convention. The award was made by the *Omaha World-Herald*. The paper also received 12 awards in the annual NPA Better Newspapers contest and placed second overall in its class for the sweepstakes award. The *Doniphan Herald*, which the Ivys also publish, received eight awards in its class.

JAY SAUNDERS, Milwaukee, is the 10 p.m. news producer for WTMJ-TV in Milwaukee.

1999

JODI KENNEDY has been promoted to senior account executive with Connect IT in Omaha. She joined the company in September 2005 after working for Cox Media for five years as producer, production coordinator and account executive.

KOLLEEN QUINN and Nick Benjamin of Centennial, Colo., were married in an outdoor ceremony near Estes Park, Colo.,

in September 2006. She is regional senior marketing manager of a Colorado-based homebuilder, Richmond American Homes. Her husband is a bid sponsor for Kiewit Construction Company's building group in Englewood, Colo.

KEVIN REINER and Kimberly Bousquet were married Sept. 22 in Omaha. He is head video editor at Clark Creative Group in Omaha.

LISA SCHULTE and Jason Maxson were married Oct. 26 in Omaha. She is an associate editor at *Catholic Voice* newspaper.

1998

TRICIA AKERLUND, Norfolk, is marketing coordinator at Wayne State College. She plans, implements and evaluates the strategic marketing communications plan for the college. Prior to joining Wayne State, she was the marketing communications specialist for Creighton University Medical Center in Omaha. She earned the master's degree from the J school in 2005.

SHANE GILSTER is the advertising/marketing director of *Big Red Report*, a magazine and Web site covering NU athletics. He writes, promotes, markets and sells advertising for the publication, which is owned by Scout Publishing and Fox Sports. The magazine Web site is www.BigRedReport.com. After graduation, he worked for First Down Publications in Boulder, Colo., as an advertising/marketing director for the company's Colorado and Colorado State publications before his company merged with Scout Publishing and asked him to move back to Nebraska to take his current position.

CHRISTIAN ZOUCHA, Lincoln, is director of client and public relations for TalentMine, a Lincoln-based pre-hire assessment firm. TalentMine assists employers nationwide with online assessment tools that match candidates to a desired job and culture. Zoucha also works closely with The Marcus Buckingham Company in providing the online survey for Buckingham's best-selling book, *Go Put Your Strengths to Work*. He formerly managed public relations for Lydian Trust Co., in Palm Beach, Fla. For four years after graduation, he was a news producer, reporter and anchor for both KOLN/KGIN and KLKN-TV in Lincoln.

1997

JOANNE FOX earned a third place award from the Suburban Newspaper of America in best feature series for her “back to school” series. She is a reporter at the *Sioux City Journal* in Sioux City, Iowa. Suburban Newspaper of America recognizes outstanding work in suburban and community newspapers.

JESSICA KENNEDY was named one of Lincoln’s “40 Under 40” by the *Lincoln Business Journal* in June. The marketing manager for the *Lincoln Journal Star*, she was part of the team that launched Lincoln’s Young Professionals Group and is president of the Lincoln Community Playhouse board of directors. She has also taught classes at the J school and at Southeast Community College.

CAMERON WESSEL SATTERFIELD, St. Louis, Mo., is a public information officer for the St. Charles County government in St. Charles, Mo.

JENNIFER WINDRUM was promoted in October to public relations manager at Swanson Russell Associates. In addition to managing the Omaha office’s public relations staff, she is responsible for developing, planning and executing clients’ public relations programs. She previously worked at an Omaha Ad agency and was press secretary and communications director for former Omaha Mayor Hal Daub. She also worked as a reporter at Omaha’s KMTV Channel 3 news.

1996

DEBORAH MCADAMS is senior telecom editor at Fierce Markets, a business-to-business newsletter and events firm in Washington, D.C. She had previously been managing editor of *TV Technology* magazine.

1995

JEN AUSTIN, Little Elm, Texas, works for Clear Channel’s Mix 102.9 in Dallas. She does programming and is on the air from 7 p.m. to midnight.

JEFF HALLER, Mobile, Ala., had a solo photo exhibit at the Red Cloud Opera House in November and December. Titled “Somewhere in the Middle of America; Life in a Prairie Town,” the exhibition was the culmination of two months of photography he did in Red Cloud, his hometown.

He worked for newspapers in Wyoming, Colorado and Washington and now operates a business, Keyhole Photography, with his wife, Meggan.

NICOLE TEICH is the news director of NEWSRADIO 980 KMBZ in Kansas City.

1994

JON HEIBEL is the marketing team leader of Behlen Building Systems and Inland Buildings, a business unit of Behlen Mfg. Co. with headquarters in Columbus, Neb. He also is facilitator of the corporate marketing board for the worldwide company with manufacturing plants in Nebraska, Tennessee, Oregon and Alabama and a joint venture in Beijing, China. Heibel has been with Behlen since 2004. His duties include developing and executing strategic marketing and promotional strategies, advertising campaigns and promotional materials. He writes and designs all brochures and Web sites for Behlen and Inland, plans and prepares company events, trade shows, strategic planning sessions and district sales manager meetings.

KEVIN HYNES was named 2006 Air National Guard Journalist of the Year. He is a captain in the Air National Guard.

KARA MORRISON is a features reporter and columnist at *The Detroit News* where she’s worked since leaving the *Lincoln Journal Star* in February 2000. She earned a master’s degree in journalism at the University of Missouri-Columbia. Her husband, Ron Hansen, is a criminal justice and legal affairs reporter at *The Detroit News*; he was a finalist for the Pulitzer Prize in Public Service Journalism in 2003.

1993

BARRY KRIHA is a senior account executive and broadcast producer at Ervin & Smith Advertising and Public Relations, Omaha. His primary responsibilities include helping clients with strategic planning, public relations and broadcast productions. Prior to joining Ervin & Smith, Kriha was account executive for KETV and public relations manager for Envoy.

TOM MILLER, St. Louis, is network communications manager for SSM Health Care-St. Louis. After working for the Missouri Department of Transportation for more than 11 years, he joined a firm that has eight hospitals, four physician groups and more than 10,000 employees in the St. Louis metro area. He continues

to work in media and public relations while expanding into the realm of health care marketing. He also does volunteer public relations for Susan G. Komen for the Cure-St. Louis.

RONALD NG is head of creative at BBDO Malaysia.

1992

ROBERT PATTERSON, assistant executive director for Social Settlement, Omaha, was named as one of 2007’s “40 under 40” by the *Midlands Business Journal*. He has helped the organization increase its budget and fund-raising capacity, increased the efficiency of its operations and created and implemented in-house budgeting, accounting and human resource systems. He was a district administrative assistant for the Muscular Dystrophy Association before joining Social Settlement.

1991

JEFF BEALS, vice president of operations at Coldwell Banker Commercial World Group, was named as one of 2007’s “40 under 40” by the *Midlands Business Journal*. Beals also is co-host of the Grow Omaha radio program and has written a book, *Self Marketing Power: Branding Yourself as a Business of One*, published in early 2008. Before joining Coldwell Banker in 2001, he was dean of student affairs at Clarkson College. He is now an adjunct professor at the University of Nebraska at Omaha.

THOM KASTRUP was named director of advertising at *The Omaha World-Herald* in December. He previously was retail advertising manager.

MONTE OLSON was named one of Lincoln’s “40 Under 40” by the *Lincoln Business Journal* in June. He is senior vice president and director of marketing at TierOne Bank in Lincoln. Previously, he was director of marketing for Bank of America and held management positions in four of the world’s top 10 advertising organizations in Chicago, Los Angeles and San Francisco. He is a member of the J school’s alumni advisory board and serves on the boards of the Lincoln Arts Council and the Lincoln Children’s Museum.

MARCI RICENBAW and James Funderburk, both of Riverview, Fla., were married on the beach May 26 in Clearwater Beach, Fla. She works at Barrx Medical as a clinical research >>

assistant. Her husband is a professional consulting geologist.

JEREMY STANISLAV is an associate account manager at Swanson Russell Associates in Lincoln. He works with optics manufacturer Leupold and with outdoor recreation accounts. Prior to joining SRA, he was marketing director for a Lincoln-based remediation company, Bockmann, Inc. He also worked for the Pickering Creative Group, also located in Lincoln, in the marketing services department. Stanislav is a member of the American Marketing Association and Lincoln's Young Professionals Group.

1989

KELLY LYNN ANDERS, Topeka, Kan., is associate dean for student affairs at Washburn University School of Law in Topeka. She has received a "Forty Under 40" award from the *Denver Business Journal* and is a member of the "Leadership Topeka" class of 2006. She serves on the board of directors of the Colorado Lawyers for the Arts.

1988

SCOTT MORTON was named general manager by Lamar Outdoor and oversees all operations in the Lincoln and Grand Island offices. Lamar is one of the largest owners and operators of outdoor advertising structures in the United States.

BRAD STEPHENS is the prime time news anchor for KCTV (TV) Channel 5 in Kansas City.

1984

JIM CLEVELAND, Aurora, Colo., is parks and recreation director for the city of Parker, Colo. His department received the National Gold Medal, the highest honor given by the National Parks and Recreation Association, in 2000 and also has been a finalist for the honor four additional times.

GREGG DAHLHEIM, marketing coordinator at the Nebraska Medical Center, is serving out the remaining term of someone who resigned from the Gretna City Council. Dahlheim served as a reporter for the *Gretna Breeze* and as editor of the *Gretna Guide and News* before joining the Medical Center about 11 years ago. He and his wife, Roxanne, have a 19-year-old son and a 15-year-old daughter.

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1982

JILL NISPEL BOULLION is co-founder with her husband, Patrick, of Boullion Graphics, which was named 2007 Small Business of the Year by the Small Business Development Center at North Harris Montgomery Community College District in Houston, Texas. The firm was a finalist for the award in 2006. The graphic design and marketing firms serves business-to-business clients including marketing directors of large public companies, marketing and sales managers at mid-sized firms, government, non-profit and education entities and owner-operated firms. Boullion Graphics provides logo creation and brand identity programs, brochures, trade show graphics, advertising, direct mail, packaging, catalogs, Web sites and marketing assistance.

LISA LACKOVIC, marketing director for Watkins Concrete Block, Omaha, was named as one of 2007's "40 under 40" by the *Midlands Business Journal*. She is past president of the Nebraska Chapter of the Construction Specifications Institute and the Nebraska Concrete Masonry Association. She is responsible for marketing concrete masonry products and also oversees the firm's advertising and promotions.

1981

JEANNE MOHATT died Sept. 8 at the Utica Community Care Center after a long struggle with multiple sclerosis. After graduation, she moved to Scottsbluff and was a copy editor for the *Scottsbluff Star-Herald* until 1983. She returned to Lincoln to be a copy editor at the *Lincoln Journal* and was named wire editor in 1986. She held that position until taking disability retirement in 1996. She was a member of Nebraskans for Peace, Lincoln, and the Veterans of Foreign Wars Auxiliary, Broken Bow. She was buried at St. Joseph's Cemetery in Broken Bow.

1978

GERY WHALEN has been named director of marketing for HunTel Communications, an Omaha-based subsidiary of HunTel Systems. His duties include brand management, advertising and public relations. Before joining HunTel, he had held executive marketing positions for compa-

nies like MCA, O'Brien and Co. and The Maids International.

1975

MARY GARBACZ has been named to the Nebraska Alumni Association's Cather Circle, a mentoring network for alumnae and women students at UNL. She is employed at the J school as director of a research and outreach project focusing on Nebraska.

1974

ANN PEDERSEN has been named director of public relations for Lovgren Marketing Group, Omaha. She began her career at WOWT, Omaha, as the first female anchor of a regularly scheduled newscast, then worked at WCCO-TV in Minneapolis before returning to Nebraska. She has worked in broadcast news, market research and corporate communications for the past 30 years.

1972

DEANNA SANDS was honored by the YWCA as one of 10 outstanding women in Omaha for their contributions to the community. The retired managing editor of *The Omaha World-Herald*, she was the key editor in two major overhauls of the paper's look and design. She is president of the Susan G. Komen Foundation's Nebraska Affiliate and chairs the strategic planning committee for the NU Alumni Association's Cather Circle.

1971

JIM SHIELDS is director of development at Madonna School in Omaha. He worked in the broadcast industry for 30 years and was sales manager for the Journal Broadcasting Group, for Waitt Broadcasting Group and for KMTV before joining Madonna.

1968

RUTH BROWN, Johnson Lake, received the 2007 Woman of Achievement Award from the Nebraska Press Women during the group's annual fall convention. She is an associate professor of communication at the University of Nebraska at Kearney where she teaches advertising and public

relations. She will be Nebraska's nominee as National Federation of Press Women's Communicator of Achievement. That award will be announced next September.

CYNTHIA HOIG is vice president and director of advertising at the *Midlands Business Journal* and *Lincoln Business Journal*. She began her career in broadcast journalism and now works with the sales staff for the two publications.

1967

PATRICIA PIKE died Aug. 5 in South Beach, Ore. She worked as a journalist and editor for a variety of publications and had published seven books of poetry. She and her late husband, Joseph Pike, lived in Lincoln for many years. After her retirement, she traveled the world and published a children's book. She had moved to Oregon two years ago.

FRANK PARTSCH was named to the Nebraska Newspaper Hall of Fame in ceremonies last October. Partsch was recognized for his editorial leadership at *The Omaha World-Herald*, where he was editorial pages editor from 1982 to 2002. He joined the *World-Herald* in 1976 as the Lincoln Bureau chief. Before that, he was editor of the *Sidney Telegraph*.

1949

STEVEN KELLY died Aug. 1. He studied journalism at Nebraska but left school in 1949 to become assistant publisher of *The Atkinson Graphic*, a paper his father and grandfather had owned and operated since 1914. He served in Japan during the Korean War and was publisher of the paper from the mid-1960s until he retired in 1991.

1948

ISABEL DOZET died July 12 in Portland, Maine. She was employed by newspapers in Broken Bow and Hoquiam, Wash., then was a secretary at the journalism school. She was a second lieutenant in the Women in the Air Force, stationed at Randolph Air Force Base in San Antonio. She earned a master's degree in teaching at the University of New Hampshire and a library science certificate from the University of Rhode Island. ■

Internship in D.C.? 'Priceless'

BY BRIAN BLACKWELL

A friend once told me that living in Washington, D.C., is an experience one never will forget. I never realized the truth to those words until I landed a reporting internship at the *Washington Times'* foreign desk last summer.

From the moment I left Lincoln Municipal Airport on Aug. 3, excitement awaited me. The first few hours of my trip included a string of flight delays and misplaced luggage. Thankfully, I arrived in the D.C. area just in time to visit the attraction I had wanted to attend so badly ever since I

Afghanistan opium production.

Though I had spent five years as a reporter for a weekly newspaper in Louisiana prior to this experience as part of my education for my master's degree, this was the toughest story I'd ever written because of the language used in the report and by the government's officials. When I returned to my office, I stared at the report for an hour, trying to interpret the lingo used. After several cups of soda from the paper's exceptional cafeteria — where I ate nearly every day — and much prayer, I finally was able to write an interesting and printable story.

Another lesson I learned was the importance of being a self-starter. Though Washington is an exciting and bustling city every day, August is a dead month for those covering political issues because Congress is in recess at that time. Since I came to the newspaper then, I was not able to choose from a wide variety of articles that would have been available had I been writing for the newspaper while Congress was in session.

My first hour of each morning consisted of surfing media and foreign policy Web sites for story ideas. While my editor assigned me a handful of articles, the majority of the 15 stories I wrote were the result of hours of Internet research.

By the end of my first day, I was assigned to cover a press conference inside the National Press Club building about Amnesty International's human rights concerns regarding China one year prior to the Summer Olympics. As I made my way into the building, I had to remind myself this was not a dream. For years, I had only heard about the National Press Club. Now, I was experiencing it first hand.

While the National Press Club building was exciting, the most impressive structure I visited while on assignment was the Woodrow Wilson International Center for Scholars. Established in 1968, the nonpartisan institute offers scholars a forum for open dialogue about a broad spectrum of issues and also provides them an avenue for advanced study for extended periods of time. As I walked into the building, I was amazed at the architecture both inside and outside. The room where my assignment — a forum about Mexican human rights — took place was nicer than most boardrooms I've encountered. >>



learned about the internship — a Washington Nationals baseball game. Aside from the countless free museums, the Nationals' games were about the cheapest entertainment one could experience in our nation's capitol.

While sitting in the stands at the less-than-desirable RFK Stadium, I contemplated the month that awaited me. Never did I dream it would be an experience I would never forget and one of the best months of my 29 years on earth.

Each morning I boarded a bus in the Capitol Hill area for my short 10-minute ride to work. One of my favorite memories was seeing the United States Capitol in the distance as I was riding to the *Washington Times* office. I couldn't have asked for a more spectacular commute.

During my month-long stay in D.C. — thanks to UNL alum Viola Drath, who provided the stipend for the internship — I learned a plethora of lessons.

My editor said that when journalists first arrive on the political scene in Washington, they usually have a difficult time grasping the terms used by government officials. This proved to be true when I attended a State Department press briefing regarding a report on the danger of

Perhaps the most memorable story was about an Ethiopian human rights bill that is pending in Congress at the moment. The Ethiopian government was disturbed by legislation that would restrict military assistance and travel to the United States for certain officials in the country unless President Bush certifies that the Addis Ababa administration is acting to address specific human rights concerns. I talked with several Ethiopian officials, along with groups opposed to what the country's government is doing.

After the article was published, I discovered the story appeared on an Ethiopian blog site. By the second day of its publication on the Web site, more than 200 postings appeared by Ethiopians and others who expressed their opinions on the issue. It was at that moment that I realized that journalists truly can make a difference in the world by reporting for those who can't speak and providing an open forum for discussion.

While I spent about seven hours a day in the office, I still was able to enjoy the sites that the Washington metropolitan area offered. In addition to about 10 Nationals games, I soaked in a variety of museums and attractions. Among my favorites were the Holocaust Museum that brought the atrocity to an entirely new level; the changing of the guard in front of the tomb of the unknown soldier at Arlington National Cemetery; riding the amazing Metro, the underground transportation system; attending a Baltimore Orioles baseball game; and eating crab cakes near Baltimore's beautiful but humid Inner Harbor.

My least favorite memories were walking in the wrong part of town by myself one evening after the conclusion of a Nationals game (I chose a different mode of transportation for the remainder of the games I attended.) and sleeping in my month-long home without power one night due to an outage in my neighborhood. That evening the temperature reached over 100 degrees, one of the hottest of the year on record there.

Reminiscing about my experience more than six months later, I will be forever grateful for the lessons I learned both inside and outside of the *Washington Times* office. This truly was a gift from God and I was fortunate to have spent August 2007 soaking in what many people dream about during their lifetime — an experience that is priceless. ■

ADVERTISING CAMPAIGN WINS AWARD

Advertising students were recognized with a special media award in the 8th Annual Homeless Coalition/Lincoln's Continuum of Care Recognition Celebration for the "I just needed a change" panhandling campaign.

In the summer of 2006, Polly McMullen, president of the Downtown Lincoln Association, asked the advertising sequence to assist with the development of a special advertising and public relations campaign that would help educate Lincolniters, including UNL students, about downtown's "panhandlers."

Downtown retailers had been concerned about the growing number of people, many of whom are homeless, looking for handouts of money or food from passersby. The retailers understand the issues of being homeless and poor, yet realized that panhandling has a negative impact on downtown activity and safety as well.

"We wanted to educate people that there are better ways to deal with panhandlers than just giving them money," said Todd Ogden, UNL ad major who spearheaded and managed the campaign details that included window posters and constructing "shadow people."

The advanced communications graphics class, taught by Marcelo Plioplis, developed the campaign theme and graphics. Students intended the campaign to offer citizens an alternative to giving panhandlers money or food. The campaign "suggested we give this money to one of Lincoln's homeless shelters or food kitchens instead," Ogden said.

The campaign was a partnership with some of Lincoln's key social service agencies, the journalism college and UNL Vice Chancellor for Student Affairs Juan Franco's office.

Advertising students have worked with McMullen and the DLA on a variety of integrated marketing communications campaigns in the past, including the "do it downtown" branding campaign and the companion "park it downtown" campaign.

"We have gotten our money's worth and more from the advertising students," McMullen said. "It's like they've become our agency of record."

STEHR WINS HEARST HONOR

MAGGIE STEHR, a news-editorial major who graduated in May 2007, earned first place in the first round of the Hearst writing awards in November. The winning entry was a story on eating disorders called "Being Perfect." The story was based on Stehr's honors thesis, which she completed in April.

MICHAEL PAULSEN, an education major with an emphasis in news-editorial, took third place in the November round of the Hearst photojournalism competition. Entry categories were portrait/personality, feature and "personal vision."

News-editorial major **JOSH SWARTZLANDER** finished in a tie for 12th place in the Hearst editorial writing competition.

TWO NEWS-ED MAJORS WIN NATIONAL AWARDS

TERESA PRINCE, who will graduate in May 2008, and **BRIAN LEHMANN**, who graduated in May 2007, were among the winners in the College Photographer of the Year competition.

Prince took second in sports feature and Lehmann second in the portrait category.

This year's contest included 10,645 still images and 122 multimedia projects entered by 461 student photographers from 88 colleges and universities in 10 different countries.

MAHONEY EARNS HONORS

MARK MAHONEY, a May 2007 graduate, took second place in the Tom Allen Memorial Award competition for student journalists during the Nebraska Press Association convention in Lincoln in April 2007.

● AFL AWARDS SCHOLARSHIPS

Two of the three \$1,000 scholarships awarded by the Advertising Federation of Lincoln went to UNL students during the 2008 Ad Camp on Nov. 14.

Megan Petratis and **Lourdes Almazon**, both senior ad majors, received the scholarships.

Also at the Ad Camp, students were able to have their portfolios reviewed by professionals and attended workshops on topics related to advertising. Nineteen UNL students attended the camp.

UNL STUDENTS DOMINATE INTERNATIONAL NEWS COMPETITION

UNL students swept the 2007 competition sponsored by the International Communication Division of AEJMC, the journalism educators' association.

First place went to **MAGGIE STEHR** for a story titled "Ethnicity and race." She received a \$100 award.

JOEL GEHRINGER and **KATIE BACKMAN** tied for second place; each received a \$75 award. Gehringer's story was about culture in Germany, and Backman's story was about Turkish immigrants in Germany. Both were part of the depth reporting class that traveled to Berlin in January 2007 and produced a magazine about Germany.

Awards were presented at the AEJMC convention in Washington, D.C., in August.

PRITCHARD NAMED TO PBK

Advertising major **ASHLEY JEAN PRITCHARD**, a December 2007 graduate, was elected to Phi Beta Kappa and initiated on Wednesday, Dec. 12.

COJMC STUDENTS TAPPED FOR CATHER CIRCLE

Eleven women journalism students have been selected as members of the Nebraska Alumni Association's Cather Circle, a mentoring network for alumnae and women students.

The students and their hometowns are: **SHANNON CROSS**, Beaver Crossing; **PAIGE FASTENAU**, Bertrand; **KARALYNN BROWN**, Gretna; **BRETT LAHM**, Lexington; **KAYLA MYHRE**, Lincoln; **JACQUELLE LANE**, Ogallala; **SAMANTHA MOSLEY**, Omaha; **KELLEY HASCALL**, Centennial, Colo.; **RIANA PEREZ**, Cheyenne, Wyo.; **BRIDGETTE MULLER**, Windom, Minn.

Cather Circle was formed in 1999 to connect outstanding alumnae and friends with women students who possess exceptional leadership potential. Since its inception, more than 225 alumnae and 400 collegians have participated in Cather Circle.

JOURNALISM STUDENT IS AK-SAR-BEN COUNTESS

ANNE FRANCES AULD, who graduated from the J school in December, was an Ak-Sar-Ben countess at ceremonies Oct. 13 at the Qwest Center in Omaha. A countess is a young woman whose family members have actively contributed to their community in Nebraska (excluding Omaha) or western Iowa. Auld is the daughter of William Auld of Gothenburg and the late Corrine Auld.

RIANA PEREZ IS HOMECOMING QUEEN



Photo courtesy Daily Nebraskan

Senior broadcasting major Riana Perez was named UNL homecoming queen in ceremonies on Oct. 13. ¶ A member of the Innocents Society, she won Aaron Douglas and Kinman Oldfield Foundation scholarships and received the Lenor Fitzsimmons Johnson Award. She has minors in political science and English. ¶ Her campus activities include serving as vice president of standards for Kappa Kappa Gamma sorority, ASUN student government senator for the College of Journalism and Mass Communications and diversity education chair for the University Program Council. ¶ Off-campus, she volunteers with Cerebral Palsy of Colorado and The Gathering Place. ¶ She is the daughter of Mike and Michele Perez of Cheyenne, Wyo. ¶ Joseph Manglitz of Lincoln, a music education major, was named homecoming king.

SCHOLARSHIPS

● COSIDA AWARDS TO JOURNALISM MAJOR

Brandon Gries, a news-ed and broadcasting major and a media relations information student assistant at the Athletics Department, earned two College Sports Information Directors of America awards during the group's national convention in July.

Gries earned two fourth place awards for his work on the 2006-07 University of Nebraska women's swimming and diving media guide and the men's and women's cross country media guide. The department's media relations office led the nation with a total of 18 CoSIDA awards.

Gries's goal is to become a sports information director for men's basketball at a major BCS school.

● NPA SCHOLARSHIPS TO NEWS-ED STUDENTS

Josh Swartzlander and **Alina Selyukh** were awarded scholarships for the 2007-08 school year by the Nebraska Press Association Foundation at the NPA's spring 2007 convention.

Swartzlander, a senior news-editorial major, received a \$2,000 scholarship. He is the son of David Swartzlander of Seward and Mary Kay Roth of Lincoln.

Selyukh, a sophomore news-ed and broadcasting major, received a \$1,000 scholarship. She is from Russia.

A world of opportunities

UNL student from Russia keeps her focus while far from home

By LIZ STINSON

Every so often, on the stretch of P Street that runs from The Mill to the University of Nebraska—Lincoln, you can see her walking.

A confident stride carries Alina Selyukh from the coffee house where she has a special connection and past the buildings that line the downtown street, adequately disguising the fact that the 18-year-old is far from home.

Thousands of miles, 24 hours of travel and an ocean separate the sophomore news-editorial and broadcast major from her home in Samara, Russia.

You'd never know.

Only in rare moments does Selyukh's tongue slip, revealing a slight accent that tells of her native country.

Selyukh was born in Siberia but moved to Samara, the sixth-largest city in Russia, in the southeastern part of European Russia, when she was in third grade. There, her parents enrolled her in Gymnasia "Perspective," a school that concentrates primarily on English. Selyukh's parents thought she should learn the language, believing English could be her key to success.

"I hated English. Honestly, just sitting there and learning words — who does that?" Selyukh said of her first years of learning the language. "But my parents were



'(Alina's) just a little more aware of the world and the importance of it. █

ADVISER AND PROFESSOR JERRY RENAUD

really good about telling and convincing me to persevere through the hard times and that I'd appreciate it later."

Selyukh eventually embraced her natural talent for the language and was soon competing — and placing — in national English-language Olympiads. The competitions gave way to the opportunity Selyukh had been waiting for: her first trip to the United States.

The 14-year-old came to Nebraska through an exchange program between her school and Lincoln High School in October 2003. The program brought Russian students to Lincoln to stay with families for three weeks, and, in turn, Lincoln High students went to Russia for three weeks.

Selyukh remembers being entranced by the openness of Nebraska — something she had never experienced in Russia.

"When I came here to Lincoln for the first time, the most astonishing thing is to be outside and not see a person around or in the street," she said. "You can't find a spot like that in Samara. There's always something going on. I'm sitting on my porch, and there's not a single person around. It's amazing. I needed that refreshment."

Selyukh made a lasting connection with her host family, Dan Sloan, Wanda Freeman and Miranda Freeman-Sloan, with whom she lived, and returned to Lincoln to spend the 2004-2005 school year at Lincoln High. At the same time, Selyukh enrolled in a journalism class at UNL, planting a seed her mind that she might want to return yet again after she graduated from high school in 2006.

After her stay in the U.S., Selyukh was determined to come back to Nebraska for college. But finances and logistics created hurdles that she wasn't sure her family could overcome.

Selyukh made all of the preparations, just in case it would work out. She took the SAT, sent in her application and waited.

Good news came back.

Selyukh received a scholarship from International Affairs that made the cost of coming to UNL much cheaper than if she had stayed in Russia.

So she packed her bags and kissed her family goodbye yet again as she came to Nebraska for a third time — a time that will keep her here for the remainder of her college career.

Living half a world away from her family and friends has had its highs and lows for Selyukh, but despite bouts of homesickness and general difficulties one

finds when living far away from home, she knew this was the chance she was looking for to grow as a person.

"Obviously, it wasn't an easy step for me to leave home and live here. But I did it, and now my opportunities are even wider than if I had stayed at home," she said.

Opportunities seem to follow Selyukh around like a lost puppy, dating back to age 14 when she began honing her journalistic skills in Samara.

But as impressive as the young journalist may seem, she wasn't always sure of what she wanted to do with her life.

Like most seventh- and eighth-grade students, Selyukh's career path was still pretty undefined. But unlike many, Selyukh would discover what direction that path would take, thanks to her mother.

"I was in seventh or eighth grade and she sat me down and asked, 'What do you want to be in the future?' It was the first time I ever had anyone ask me that," she said. "I said I had no clue. So she got me a bunch of tests. I did about five of them. Every single one of them had journalism as the first priority."

Selyukh's introduction to journalism soon followed when she met Yuliya Illarionova, the information services director of a local TV station, for a research project she was working on for school.

Selyukh and the woman connected, and soon 14-year-old Selyukh was job-shadowing reporters at the station. The job shadow turned into an internship, and she began reporting feature stories on her own.

By the time she finished high school, she was freelancing for various newspapers around the city, writing profiles and feature stories as well as continuing to work at the TV station.

Selyukh recalled the journalistic atmosphere in Russia as being less stable and objective than that in the United States, which was a situation she found difficult to work in.

"A lot of stories I've seen written were basically based off of a press release without consideration of two sides the issue might have," she said. "I could never deal with that, so I tried to come up with my own story ideas and try to dig into them."

Selyukh remained at the newspapers, *Strukovsky Sad* and *Volzhsky Comsomolec Today*, until they were shut down for various reasons.

It may seem like a heavy load for an 18-year-old, but Selyukh is that rare breed of person who knows what she wants and

goes after it with a vivacious tenacity until she accomplishes it. That tenacity might explain her dedication to her job as a beat reporter for the *Daily Nebraskan* as well as to various projects at UNL's College of Journalism and Mass Communications.

"If I come off as career-oriented, it's because I am," she said.

Dan Sloan, Selyukh's host father, is a co-owner of The Mill and often gives Alina a morning ride to that spot a few blocks from the campus. He said she is fortunate to have found a goal.

"She's got a luxury of really feeling like she really knows what she wants to do. Some kids are casting around looking for what they want to do, where Alina was very young when she identified what she wanted to do," Sloan said. "Her career path is kind of clear to her, and that has really allowed her to focus very strongly on getting what she needs educationally."

To some, it might seem that Selyukh is a 30 year old in an 18 year old's body. She has a commanding presence and sage knowledge of the world that most people don't find until decades after they reach adulthood.

Sloan remembers that the first time he met her he found it hard to believe she was only 14 years old.

"She has always been one of those kids that surprises you when you first find out how young she really is because she comes off older than she really is," he said.

Her maturity might be explained by her extensive traveling and having lived without the direct guidance of her parents for the past few years.

Jerry Renaud, Selyukh's adviser at the UNL College of Journalism and Mass Communications, said her worldliness is an asset that is useful not only now but also for the future when she's looking to find an international reporting job.

"Most of the students here don't have that international experience and international awareness that she does. She's just a little more aware of the world and the importance of it," he said.

That keen awareness of the world around her has opened doors for Selyukh, who is ready to go wherever her opportunities take her.

"It's really, really fantastic how the world has these boundless opportunities for those who see them and for those who kind of burst their little bubble and go a little out of their way to take advantage of them," she said. ■

From the Soviet Bloc to Lincoln

Hard work and sacrifice open doors for advertising major

By SAM ERB

Marianne "Kika" Cicmanec remembers the blisters on her father's shoulders from carrying her through the forest toward their new life in Germany.

"My parents left everything behind to give us children a better opportunity for the future in Germany," said Cicmanec, a junior advertising major.

When Cicmanec was 2 years old, her family fled former Soviet-controlled communist Czechoslovakia — now Slovakia — and planned to start over in Germany. Using a Yugoslavian vacation as a decoy, they were able to escape the borders of their homeland and meet family in Austria who drove them to Germany's border. They were dropped off and sneaked across through the forest to West Germany where they were picked up by other family.

Cicmanec dreamed of going to school in the United States, but she knew her only way to get here was to earn a scholarship. She went to architecture school in Germany for a little more than a year and played club tennis. After the tennis season, Cicmanec sent tapes to 13 schools in the U.S. Nebraska took the most interest, and in August 2006 she arrived at the University of Nebraska-Lincoln to join the tennis



“(Marianne) could adjust to any environment ... because her glass is always half full. ■

J SCHOOL FRIEND EWELINA SKAZA

team.

The coaching staff drew Cicmanec to UNL.

"The coaches called a lot," Cicmanec said. "They helped me get everything together and seemed to be the most interested in me."

Today, Cicmanec is an anchor of the Husker women's tennis team, said Hayden Perez, assistant women's tennis coach.

"We always look to Kika for her fighting spirit," Perez said.

Cicmanec remained in the No. 5 spot all last season, Perez said. She will bring her fighting spirit along with one year's experience to the coming season, which will make her an even stronger player, Perez said. This fighting spirit comes from a deep pride originating from her family.

Cicmanec said that her family sacrificed everything they had. When they left Czechoslovakia, they left their house, family and lifetime friends. They gave everything up so that she and her brothers could have a better life, she said.

The first two years in Germany, the Cicmanec family had to share a large flat with families from Russia, Slovakia and Poland, she said. Though the situation was far from ideal, it helped her learn a lot about cultures and people, she said. It also was the foundation for her ability to speaking three languages and to understand many more, she said.

Cicmanec said that she didn't realize it at the time but now can look back and see how much her parents gave up to make sure their children had as many opportunities as possible. Her older brother, Josef, and younger brother, Enrico, are two of her best friends. When she is able to go home, she spends her time with them, trying not to waste a single minute, Cicmanec said.

Her close family ties are what will take her back to Germany when she graduates.

Cicmanec is studying advertising and broadcasting, and she already has a concentration in architecture. She loves the thought of being on camera and once thought she would like to take acting classes and try her luck in the world of movies. She has since moved away from this dream but hasn't eliminated it. She said that her goal now is to work for MTV in Berlin.

"She could adjust to any environment she would have found herself in because for her, a glass is always half full," said Ewelina Skaza, a good friend from Poland and a J school grad and fellow tennis player. ■

Food for thought

Campaigns class designs plan to spread the word about healthy eating to adolescents

By TERESA PRINCE

“It all started at the dog park,” Holly Dingman said.

Dingman is the nutrition coordinator for the Nebraska Department of Health and Human Services, which worked with a J school campaigns class in 2006. The advertising students designed a campaign called “Whatcha doin?” to promote nutrition and exercise among high school students.

The collaboration started when Holly Dingman’s husband, Harry, met UNL advertising professor Amy Struthers at the dog park near Holmes Lake in Lincoln. Struthers and Harry Dingman had worked together at the *Daily Nebraskan* years ago when they were undergraduates at UNL. They were catching up when Struthers mentioned her research on wellness messages aimed at adolescents. Dingman told Struthers that his wife did similar research and helped them connect.

Struthers and Holly Dingman shared e-mails about their concerns for childhood obesity. Struthers said research shows that most students enter high school with healthier habits than when they graduate. She said that most messages addressing childhood obesity are directed at young children, not adolescents.

In the fall of 2006, Struthers decided to challenge her campaigns class. Instead of selling a product, the class had to work with the health department to sell a wellness campaign to teenagers.

Hailey Abbott, a senior advertising and international business major, said the project was overwhelming at first. The health department wanted to convince high school students to walk to school instead of driving and to snack on fruits and vegetables instead of chips and sweets.

Abbott and her fellow students researched the problem and reassessed the campaign’s goals. Abbott’s group created the “Whatcha doin?” campaign that tried to teach teenagers to incorporate healthy choices into their lives. The campaign stressed that being healthy can be fun and individual.

After months of work, the class pre-

sented two campaigns to the health department. Dingman, her colleagues and department heads were impressed with the well-researched and creative campaigns.

Dingman said she loved the creativity. “One of the invitations came with a banana. ... It was really cute.”

But in addition to being cute, she added, “the final product was really professional and complete.”

The health department funded the campaign and hired Abbott, a fifth-year senior, to work part-time as the account executive to carry out the campaign. One year later, the campaign is beginning to appear in four pilot Lincoln high schools.

It is a stealth campaign, which means most students will not notice it right away. Instead of lots of posters and video clips, high school students sign up to be buzz agents. They work with the state department to promote the campaign’s ideas to their fellow students. This peer-to-peer marketing strategy will be the campaign’s primary strategy until early March.

A video contest for high school students will conclude the semester-long campaign.

Abbott worked hard in class and during the summer to develop and carry out the “Whatcha doin?” campaign. “It’s been a lot of fun,” she said. “I’ve had a great time working with it and gained professional experience that will help me get a job.” ■

Campaigns



Head over heels

Advertising major investigates career opportunities in the city of her dreams

By JOAN WORTMANN

New York, j’taime. You’re one of a kind, and your diversity is an inspiration. You’re my future.

Last October I packed my suitcase and hopped on a plane to New York City — no doubts, only ambition. I went to take part in the Advertising Women of New York career conference. I also contacted staff members at *Teen Vogue* and *ESSENCE* magazines and was able to set up a couple of informational interviews. Instead of spending my extra day in New York as a tourist, I chose to use part of it as a way to immerse myself in the industry of fashion advertising and journalism.

My first excursion was my informational interview with Fred Jackson, the promotion director for *ESSENCE* magazine. Because it is one of the magazines I read on a monthly basis, visiting *ESSENCE* was a thrilling experience. Fred talked about his work in promotions for *ESSENCE* and answered all my questions about what a day on the job is like and what kinds of events he helps prepare as well as what I as a student should do to work towards my future goals.

The next day I met with Jason Schneider, the advertising director of *Teen Vogue*. I’ve been reading *Teen Vogue* for years and have always dreamed of working there, so walking into the Conde Nast building was an amazing feeling. I was excited as I rode the elevator up to the

Joan Wortmann



10th floor and walked out to see the big glass doors with the bright red "Teen Vogue" lettering behind them.

As Jason described his career, I realized more and more how passionate I am about fashion and advertising and how much I would love to be in his shoes. He gave me a tour of the offices and introduced me to a few people in the public relations department. It was a remarkable experience that I am so thankful for.

At the AWPY career conference's opening event, I was able to meet many ad agents from the area. The following day I attended workshops with many industry professionals on subjects like media sales, fashion marketing, internships and portfolio building. I got the chance to speak with a representative from Conde Nast, E! Entertainment, *Instyle*, Google, and Lacoste and many more. I gained a lot from the conference and left feeling prepared to take another step forward.

During my days in New York, I was exposed to many opportunities provided by the magazines I visited and the workshops I attended. I look forward to in the future: taking part in internships while expanding my knowledge and love for fashion advertising. Whatever challenges I may face along the way, I am convinced I can make it through them.

New York, you hold my hopes and dreams. You provide me with ample opportunities. I am waiting for you. ■

Joan Wortmann, a freshman advertising major, wrote this reflection on her visit to a New York City advertising conference and several publications last fall.

Kelley Hascall



Photography leads Hascall to the chance of a lifetime

By SARA GALLATIN

Internships provide students with once-in-a-lifetime experiences. That time came for Kelley Hascall when she interned for the Nebraska State Patrol and had a chance to fly in a helicopter.

Hascall, a senior news-editorial and English major at UNL, has a fear of flying. But when she received the state patrol internship for photography in the spring of '07, she had the chance to overcome that fear.

The man she worked with most closely at the state patrol was forensic photographer Marshall Wright. A forensic photographer reproduces an accurate account of a crime scene to benefit the court.

While Hascall was there, Wright was given an assignment to photograph the state penitentiary and other government buildings from the sky. Wright said he wanted to give the intern the chance to fly with him.

"Going up in the helicopter was an important moment for me because I don't like to fly, so I was facing my fear," Hascall said. "I said, 'I'm scared, but I'm going to do it anyway.'"

Hascall heard about the internship opportunity through the journalism college e-mail system. She responded to the message, went in for an interview and received the internship.

Throughout her time at the state patrol, she saw many different aspects of law enforcement.

One of her main projects was to begin putting file cabinet after file cabinet of old photos online and archiving them. Hascall said some of the photos dated back as far as the 1930s.

She also had a chance to ride with a trooper in a patrol car.

"We got up to 115 mph," she said. "It was so fun."

While Hascall was in the cruiser, the trooper made a routine traffic stop of a speeding vehicle. She saw the camera in the police car making a

recording of the incident. It was her first experience with the technology.

She also got to see many confiscated weapons, a fingerprinting machine and other high-tech state patrol equipment.

Hascall took pictures of that equipment and of courtrooms, of specific people and of an impounded car whose occupants had been busted for drugs.

Hascall said the three-month internship was unpaid, but she just wanted the experience.

"You get to do all these cool things as an intern, and that's why you do it," Hascall said. "It's not paid, but you get to do really fun stuff."

Hascall did, however, refrain from one activity. She did not get into the bite suit, a padded costume used in K-9 training. A person wearing the bite suit runs until he or she is caught and brought down by the police dog.

Hascall could not force herself to do this. "It just convinces you that you should never, ever run from police dogs because they will always win," she said.

Hascall said she plans to graduate in December 2008 with an emphasis in photojournalism.

"I just started doing photography two years ago," she said. "I'm pretty new to the whole program, but I love it."

Her passion for photography has taken her all over the world. She traveled to England as the student photographer with the depth reporting class to attend an international quilt festival in preparation for producing a magazine about quilts and quilting.

Hascall also completed a depth report at the Pine Ridge Indian Reservation in South Dakota. She focused on taking pictures of the Lakota women who are positive influences in their communities.

In the summer of 2007, she went to Egypt as a part of a program through the University of Arizona. She took an Arabic language class so she could communicate with the people.

She wrote a story and took pictures, which focused on child labor. It was published in the *Daily News Egypt*, affiliated with the *International Herald Tribune*.

Upon graduation, Hascall would like to be a part of Teach for America, which is a program for recent graduates who commit to two years to teach and to effect change in rural and urban public schools. ■

Creativity pays

Junior advertising major is on the road to success

By BRADY JONES

Dan Sheppard said he has moved so many times he doesn't know where he's from. ¶ But as a junior advertising major at the University of Nebraska–Lincoln, he said he thinks he knows where he wants to go. ¶ And all roads point to advertising.

"I'm hoping I'm going down the right path with the choices I'm making because I've really enjoyed (advertising)," said Sheppard, 19. "I think it's something I could see myself doing the rest of my life."

Plenty of signs line Sheppard's road of life, guiding him forward in the ad world and marking where he has been. Amy Struthers, assistant professor in advertising at the journalism college, said Sheppard is pushing himself there.

"Dan knows what his career goals are, and he is looking for every opportunity to advance them," she said. "He's not afraid to do stuff outside of class, and he's not waiting for people to tell him what to do."

Sheppard took his first step outside of the box in the fall semester of 2006 when he entered an ad he wrote, filmed and edited in a contest for Chipotle, a national Mexican restaurant chain. Not only did it place second in the creative section of the competition, it also won the most-viewed award after the ads were posted on YouTube.com, a public video-sharing Web site.



'I think any inspiration for any good commercial starts with research.'

DAN SHEPPARD

Sheppard and the journalism college each received \$10,000 from the contest. The college put its share into a scholarship fund, and Sheppard said he used his to invest in better equipment. But he said more than anything, his success inspired him to enter more contests.

"It made me proud," he said. "It made me feel like I could do good work."

So Sheppard entered a similar contest with SmartPower, a nonprofit clean energy promotion campaign that is pushing for clean, renewable energy to account for 20 percent of the nation's energy supply by 2010, according to the group's Web site.

Sheppard said as a cause-marketing campaign, the SmartPower commercial was a bit different from the product promotion of the Chipotle competition, but the process was the same: Start with research.

"I think any inspiration for any good commercial starts with research," he said. "That's the foundation for the message you're trying to send."

After Sheppard decided to pick a couple of energy facts as the basis for possible ideas, the brainstorming continued.

Sit down.

Take out a pencil and a piece of paper.

Start writing out ideas.

Usually the early ideas are bad, Sheppard said, but this time, he went back and used his first one.

And it was a good thing he did.

The commercial shows people conserving energy by using tin cans connected by string instead of telephones. It was selected as one of 10 finalists from more than 150 submissions produced by contestants ranging from high school stu-

dents to advertising professionals, according to *The Clean Energy Current*, the SmartPower monthly newsletter. Then, on June 18, the group announced Sheppard's commercial as the overall winner at an award ceremony in New York City, landing Sheppard his second \$10,000 prize in less than a year.

"If you have seen this ad, you will know why it won," SmartPower president Brian F. Keane said in a press release. "It uses humor to convey a very serious message to people."

It would be easy for all of the attention and success to go to anyone's head, but Struthers isn't too worried about Sheppard. "I just haven't seen that with Dan," she said.

But these contests aren't the only big steps Sheppard is taking in his early career.

After attending the Advertising Women of New York conference in New York City with Struthers and other UNL advertising students, Sheppard made a contact with Grey Worldwide, a New York advertising agency, that led to an internship with the group last summer. As one of eight creative interns, Sheppard said he was able to work on projects for national companies such as Dairy Queen, Nokia and Captain Morgan.

"It was a lot of fun, but most importantly it was a learning experience," Sheppard said. "I got to learn about what it was like working in an agency rather than just learning about it in school."

Sheppard's successes and experiences are contagious, inspiring other students in the college to go beyond the classroom, Struthers said.

Spencer Lee, a junior broadcasting major and Sheppard's friend, said Sheppard is the reason he is branching off into film.

"I've been a part of a couple of his projects, both in front of the camera and behind the scenes," Lee said. "It's frustrating working with him because he keeps saying, 'Let's do it again. All right, just one more time. I know I've said it about five times now, but just one more time.'"

"But he knows what he wants, and when he finds it, he turns it into something just amazing. I'm jealous of him, but I learn from him, and he's so cool because he wants to help me get better as well. That's why when I make something myself, I want his opinion first." ■

Photo courtesy WCBS-TV



Brittany Jones-Cooper and Katie Couric take time to have fun

By STEPHANI RUIZ

Dreams do come true

Broadcasting student spends the summer interning for Katie Couric

Summer plans changed fast for Brittany Jones-Cooper, a senior broadcasting major at the University of Nebraska–Lincoln. Her two-minute news package on global warming earned her a summer in New York City with Katie Couric, anchor and managing editor of CBS News.

Jones-Cooper sent her work to Springboard, a competition organized to help students earn elite summer internships. She was one of the 10 finalists from whom Couric chose the student she wanted to be her summer intern. Jones-Cooper had two weeks to pack her bags and head to New York City. It was exactly the kind of opportunity she was looking for to break into her chosen field.

“There was never another option,” Jones-Cooper said, of her love for broadcasting. “There was never anything else I could see myself doing.”

Jones-Cooper, a senior broadcasting major from Omaha, has been chosen as the first ever Nike field reporter. ¶ Starting in January, she has been traveling the nation, interviewing sports stars and up-and-comers, checking out new sports products and training techniques. She will post her work — text, photos and video — on [nike-women.com](http://www.nike.com/index.jhtml#!=nikestore,nike-women,reporter&re=US&co=US&la=EN). ¶ The direct link to her page is: <http://www.nike.com/index.jhtml#!=nikestore,nike-women,reporter&re=US&co=US&la=EN>

Jones-Cooper discovered broadcasting her senior year of high school when she traveled to different schools and spoke as a representative of DECA (Distributive Education Clubs of America). She said

she found that journalism was a perfect way to combine the two things she loved most: public speaking and community involvement.

Jones-Cooper said she couldn’t have asked for a better experience in New York where Couric welcomed her with open arms. Jones-Cooper’s responsibilities included putting together briefing books on Iraq and terrorism, answering phone calls and running tapes. She even had an opportunity to work with “48 Hours” for three weeks.

However, it wasn’t always all work and no play. One day, Couric had a free moment and invited Jones-Cooper into her office for a “newspaper party.” They slipped off their shoes, plugged in Couric’s iPod and read newspapers, just for fun. Jones-Cooper got to know Couric on all different levels: as a serious journalist who does live newscasts five nights a week; as a family woman, raising two daughters on her own; and as a friend, who took her out to lunch and spoke about the difficulties of anchoring an evening news show that didn’t have the ratings everyone had hoped for.

“She was very candid, very real,” Jones-Cooper said.

In her free time Jones-Cooper visited museums, shopped and got to know the city. All of the CBS interns lived in apartment-style housing with four rooms in each unit. Jones-Cooper developed close relationships with interns from across the United States but found a special friend in Jessica Mendoza, one of her roommates.

Mendoza said she was impressed with Jones-Cooper’s dedication to broadcast journalism. “I have never met anyone who wanted something more in her life,”

Mendoza said. “She did not go to work every day because it was her duty or because she wanted to prove herself. She went to work every day because she looked forward to it and was excited to learn or witness something new.”

Jones-Cooper said her most embarrassing moment at CBS came when she was given the job of handing Couric copies of her script between each news segment, just in case anything would go wrong with the teleprompter. Typically, interns are not given this job, she said, because it’s stressful and easy to make a mistake. However, since it was her last day, Jones-Cooper was given a chance.

She did a great job and followed directions perfectly but was misdirected by a member of the production crew and almost walked in front of the camera during the middle of a live newscast. Fortunately, a camera operator was able to stop her before she went too far.

Jones-Cooper is planning to graduate in May with a major in broadcasting and minors in political science, history and English. She works a part-time job, serves as president of the National Association of Black Journalists- Nebraska Chapter and is a member of Alpha Chi Omega Sorority. Her past internships include a summer at KETV Channel 7 in Omaha.

Trina Creighton, lecturer at the College of Journalism and Mass Communications, said she saw Jones-Cooper’s passion for broadcasting when Jones-Cooper was a high school student touring UNL.

“She is bright, intelligent, sweet, yet tough enough to be a great journalist,” Creighton said. “She is also a born leader.”

A | C | R | O | S | S | T | H | E

Not all journalism students have internships working with network TV anchors, but dozens of students each year do have internships and part-time jobs that help them practice and polish their skills. Here's a list of (most of) the 2007 interns.

ADVERTISING

CLAIRE ABELBECK, Speedway Motors, Lincoln
LOURDES ALMAZAN, Swanson Russell Associates, Lincoln
HAYLEY ASK, Fanscape, Los Angeles, Calif.
KRISTY BOHNET, University of Nebraska Press; Pickering Creative Group, Lincoln
KAYLIN BRABEC, University of Nebraska—Lincoln athletic department
DANA CLEASBY, *Daily Nebraskan* ad manager
BRANDON CURTIS, University Health Center; Archival, Lincoln
ALEX DAMM, Billabong USA, Irvine, Calif.
JULIE DEAN, Trozzolo Communications Group, Kansas City, Mo.
STEPHANIE DEMERS, Ayres Kahler Brand Navigation, Lincoln
JV DORSEY, Bozell Advertising, Omaha
KRISTIN L. EWING, Rhea & Kaiser, Naperville, Ill.
MATT GARDNER, Blurimag.com, Omaha
NINA GRAZINANO, Lincoln Electric System
AMY GREENWOOD, KHUB/KFMT Radio, Fremont
DEREK HESTER, University Program Council; University Publications Board; Mary Riepma Ross Media Arts Center, UNL
STEPHANIE HOLIDAY, Swanson Russell Associates, Lincoln
KELLY JACOBS, Sheldon Art Museum, Lincoln
JAKE JOHNSON, Apple Inc., Lincoln
MICHELE KAISERMAN, Nebraska Alumni Association
DAN KOHLER, Swanson Russell Associates, Lincoln
KELLY KRAUSE, E! Entertainment, Los Angeles, Calif.
JOHN MCMILLIAN, Suburban Newspapers Inc., Omaha
KALEE OLSON, Dinger Associates, Lincoln
HANNAH PETERSON, University of Nebraska College of Engineering; BigRed Report
STEWART PETERSON, 10/11 KOLN/KGIN, Lincoln
MEGAN PETRATIS, National Research Corporation, Lincoln;
Lincoln Journal Star

MARISSA PIETTE, The Ad Club, Boston
SETH POLLARD, Downtown Lincoln Association; The Minnow PROJECT, Lincoln
JENNA PRESTON, United States Olympic Committee, Denver
ASHLEY PRITCHARD, Museum of Contemporary Art Chicago; Lied Center for Performing Arts, Lincoln
CARISSA ROSE, KFRX Radio Station/Three Eagles Communication, Lincoln
KYLE SEBBINS, West Gate Bank, Lincoln
DAN SHEPPARD, Grey Worldwide, New York City
LINDSEY SMITH, Nebraska Educational Telecommunications
AMBERLY THOMAS, Lincoln Children's Museum; University of Nebraska—Lincoln Student Involvement, Student Organization; University of Nebraska—Lincoln, University Program Council
MACKENZIE VOGT, Swanson Russell Associates, Lincoln
EMILY MAE HUME, Kingery Construction Co., Lincoln
LESLIE WATERMEIER, Write Time Communications, Melville, N.Y.
KATIE WISBON, Footloose and Fancy, Lincoln
JESSI WOLFE, Palm Springs POWER Baseball Club, Palm Springs, Calif.

BROADCASTING

JOSHUA ANSTEY, Channel 21 Sports, Lincoln
MAIKA BAUERLE, KOLN-TV, Lincoln
KATE BIERMAN, KNEN Radio, Norfolk
DANI BLECHA, KLKN Channel 8, Lincoln (part-time)
JOHN BONDEGARD, HuskerVision, Lincoln; Channel 21 Sports, Lincoln
ELIZABETH BRIDGES, KETV, Omaha
KATIE BRUTLA, KMSP, Minneapolis, Minn.
RIELLE CREIGHTON, KLKN Channel 8, Lincoln
JODY FRAZER, HuskerVision, Lincoln; Lincoln Saltdogs Baseball Team

N | A | T | I | O | N

SHARDEA GALLION, NET, Lincoln
BRANDON GRIES, University of Nebraska Media Relations, Lincoln
TREVOR HALL, NET, Lincoln; University of Nebraska College of Fine & Performing Arts, Lincoln
CURTIS HARMS, University of Nebraska Communications & Information Technology
CHRIS HOLZSCHUH, NET Radio, Lincoln
JUSTIN JANICEK, *Dickinson County News*, Spirit Lake, Iowa
BRITTANY JONES-COOPER, CBS News, New York, N.Y.
ANDREW JORGENSON, KOLN-TV, Lincoln
ADAM KEANE, CSTV, New York, N.Y.
NATHAN KELLY, HuskerVision, Lincoln
CASSIE KLEINSMITH, KFOR Radio, Lincoln; KMTV, Omaha
LYNDSAY LEE, Husker Sports Radio Network, Lincoln
SPENCER LEE, KLKN Channel 8, Lincoln
BRITTANY LOVE, HuskerVision, Lincoln; Fox Sports, Los Angeles
MICHAEL MASON D'CROZ, *Lincoln Journal Star* online
SPENCER MILLARD, Fox Sports Net Midwest, Indianapolis, Ind.
ADAM NEILL, ESPN Radio, Lincoln
RIANA PEREZ, KMGH 7News, Denver, Colo.
JENNA PRESTON, U.S. Olympic Committee, Boulder, Colo.
KERRY TER KUILLE, KETV, Omaha; American Idol Productions, Hollywood
DEREK SASMAN, HuskerVision, Lincoln; Dog Pound Productions, Lincoln
WHITNEY SCHWENKA, Pappas Telecasting/NTV/KHGI, Axtell
SPENCER SCHUBERT, NTV, Kearney; ESPN Radio, Lincoln
ERIC SIDERS, Westwood One Radio, Kansas City
TANNER STRUCKMAN, KRNU Radio
LOGAN THOMPSON, KRVN Radio, Lexington
ADAM TROESTER, Fox Television Studios, Los Angeles
DREW WEBER, *Moody County Enterprise*, Flandreau, S.D.
JESSICA WENDT, HuskerVision, Lincoln
JEFF WILKERSON, ESPN Radio, Lincoln; ESPN Radio, Bristol, Conn.

EDEN WILLIAMS, RFD-TV, Elkhorn
ALLISON WILSON-ADAMS, NET, Lincoln
YEW LING WONG, WOWT-TV, Omaha
GARRETT WRIGHT, KMTV, Omaha

NEWS-EDITORIAL

ANDY BOYLE, *Erie Times*, Erie, Pa.
MICHELE BROWN, *Des Moines Register*
METTA CEDERDAHL, Meredith Corporation, Des Moines
ELICIA DOVER, Fox 16 News, Little Rock, Ark.
CASSIE FLEMING, Institute on Political Journalism
JOEL GEHRINGER, *Tucson Daily Star*
KYLE HARPSTER, the *Omaha World-Herald*
KELLY HASCALL, Nebraska Highway Patrol; *Summit Daily News*, Frisco, Colo.
ALEX HAUETER, *Lincoln Journal Star*
BRIAN HERNANDEZ, *Milwaukee Journal Sentinel*; *Cleveland Plain Dealer*
EMILY INGRAM, *Lincoln Journal Star*
ANGEL JENNINGS, *The New York Times*
JENNA JOHNSON, *The Washington Post*
KATELYN KERKHOVE, *Norfolk Daily News*; CampusSports correspondent, the *Omaha World-Herald*
SAMANTHA MOSELY, *Douglas County (Neb.) Post-Gazette*
MOLLY MULLEN, *Vicksburg (Miss.) Post*
ASTRID MUNN, *Lincoln Journal Star*
KATIE NIELAND, *The Grand Island Independent*
ZACH PLUHACEK, *Lincoln Journal Star*
TERESA PRINCE, *Milwaukee Journal Sentinel*
TINA SEEHAFFER, *Dallas Morning News*
LIZ STINSON, *Lincoln Journal Star*
JOSH SWARTZLANDER, *St. Louis Post-Dispatch*
DALTON WALKER, *The New York Times*

Dave Nuckolls

Commercials count

The new Nielsen TV ratings system concentrates on viewers' commercial habits

What television programs do you watch? Why do you watch them? Do you watch the commercials? What commercials are your favorites?

We've all heard of the Nielsen Ratings, though no one ever knows anyone with a "box." Every day the overnight reports come back with statistics gleaned from the viewing habits of only 15,000 families. Recently, Nielsen has decided to up that number.

But there is another big change under way. These boxes are now measuring how many people are watching the commercials — not just the programs.

Other than providing fodder for countdowns and lists on entertainment programs, the real reason for measuring television audiences is to determine how much advertisers should pay for the air time they buy for their commercial spots. We always hear how much a commercial costs for big events (like the Super Bowl), but measurements used for determining air time costs are taken all day, every day.

With the advent of digital video recorders, it has become necessary to add a category called LIVE PLUS THREE. If a Nielsen viewer watches a program in the first three days of recording it, that number counts toward the final rating.

So if it's the commercial viewing that is the real interest, why not measure the viewing patterns of the breaks instead of the programs? That's exactly what has recently begun.

Every broadcast outlet is now intentionally focused on keeping viewers through the breaks. From The Weather Channel to the big three networks, everyone is experimenting to find the perfect hook to keep viewers from changing the channel or getting up to grab a bite to eat during the commercials.

Clearly, one of the best ways to retain viewers is to have really creative content in the commercial breaks. Studies show there are three main types of commercials that keep viewers. The best results come from having humorous content like the PC/Mac commercials, Geico or Holiday Inn.

The second most effective method is commercials that are themed to the program being watched (a motor oil commercial during a NASCAR race — especially if pitched by a race car driver).

The third is product placement. You'll notice more soft drink cans and computers with their logos NOT covered in television shows lately. This method means fewer or shorter breaks are needed because the networks get their advertising dollars from sponsors who pay for that product placement.

Some of the other methods are interesting, and you may start noticing them. For example, during a broadcast of the movie "Jurassic Park III," a cable network shrank the commercial breaks into a window and provided trivia about the movie on the bottom of the screen. A music channel that was airing a live concert kept the concert in the background of a commercial that was made up only of symbols that represented the sponsor. The viewers were able to see the concert stage between songs and knew they were not missing anything.

Such techniques are much tougher for news networks/programs. Product placement, matching content to the commercial and using humor just isn't possible. So what *can* be done?

Keeping the news ticker on the bottom of the screen is one thing being tested. Another is to finish a story after the break — not just teasing the headline of a story but actually breaking that story into two parts. Counting down the commercial time with a clock or a progress bar lets the viewer know how long the break will last.

The format of the break structure is being studied. For example,

news junkies have a pattern of switching to other news channels during commercial breaks. Some networks are intentionally not in break at the same time as other networks in hopes of capturing those wandering viewers.

The length of commercial breaks and how many there are has proven to be an interesting pattern to study. If the first break in a movie comes later, the viewers tend to stay because they are more wrapped into the story. However, if a news show runs a commercial late, the show will more likely lose the viewers since the assumption is that they have gotten most of the news and they want to see what else is on. Conversely, a

break closer to the top of the show works because viewers are more likely to stay around to see more of the news.

These are just a few of the experiments currently being tried. It will be interesting to see what tests will be most successful and to what lengths the networks will go to get you to stay in your seat and not flip to another channel.

Initial reports are just starting to come in. Early results show some success with the experiments in sports and kids programming. The others may have to keep working to find creative solutions.

Keep your eyes open. I'm sure you'll see some different patterns in the way shows and commercials are being programmed. ■



DAVE NUCKOLLS is a 1986 broadcast journalism graduate and senior executive producer at CNN.

Present at the creation

Broadcast professor Jerry Renaud was in Pristina when Kosovo declared its independence on Feb. 17

Jerry Renaud remembers being in Kansas City the night the Royals won the World Series in 1985. People were all over the city's downtown, singing and shouting and celebrating.

But the weekend of Feb. 16 and 17 in Kosovo was "so different," Renaud said. "There was so much passion. People would break into chants, would break into songs. Everybody was hugging, kissing, crying."

It was a new beginning for Kosovo. After a history that had entwined them for centuries with the Serbs and other ethnic groups within the former Yugoslavia, the Kosovars had declared their independence from Serbia. A new nation was born. And Renaud was there to see it.

He arrived in Pristina on Saturday, Feb. 16, prepared to teach classes in convergence and Web journalism for two weeks at the Kosovo Institute of Journalism and Communication. He found that the independence partying had already begun.

"We got three blocks from the hotel and got stuck in traffic," he said. "We almost couldn't move." People were wall to wall, blocking all the streets in the city center, including Mother Teresa Avenue, the address of his hotel.

Once he'd checked in at the hotel, Renaud headed into the streets with Naser Miftari, who heads the print journalism program at KIJAC. They waded through people waving the Kosovo flag, the American Stars and Stripes, the British Union Jack.

"People were standing on tops of cars, screaming, chanting, singing traditional folk songs," Renaud said. "It was pretty crazy."

But it was going to get even more intense.

The celebrating started again Sunday morning about 10 a.m., Renaud said, and kept building. Soon, tens of thousands of people were gathered in the city center,

anticipating an announcement from the "extraordinary session" of the parliament.

After the parliament voted unanimously for independence, the prime minister, Hashim Thaci, read the official declaration. Then he and the new nation's president both spoke to the crowds.

"Everybody went absolutely nuts," Renaud said. Booths and tables along the streets offered free beer, free water and free Coke. An



Jerry Renaud (center) said people had been in the streets all day Sunday, Feb. 17, after Kosovo declared independence from Serbia

enormous cake appeared, and people lined up down the block to get a piece of the new nation's first birthday cake.

All the speeches had been amplified by loud speakers so that people blocks away could hear what was being said, including those at the Grand Hotel where Renaud was staying. But, of course, it was all in Albanian. So Renaud spent the morning watching the proceedings on BBC World, taking advantage of the English translation.

Then he joined the ongoing celebrations in the street. From 8 to 11 p.m. Sunday evening, well-known musicians from Kosovo put on a free show on an outdoor stage. "People knew the songs and were singing along," Renaud said, despite the sub-freezing tempera-

tures.

The show was followed by a fireworks display — "and then everybody went into the bars."

By Monday, things had calmed down a bit, although many businesses and schools were closed, including KIJAC. At that point, Renaud said, he hadn't seen any protests or any violence, although the Kosovars were well aware of Serbia and Russia's opposition to the declaration of independence.

Most of the threats running the other way — from Serbia toward Kosovo — were economic, Renaud said. Kosovo imports many of its goods and services from Serbia, including electrical

Kosovo's autonomy and sent troops to suppress civil disobedience there. But the Kosovars never accepted Serbian rule. By the late 1990s, the Kosovo Liberation Army was waging guerilla warfare against the Serbian forces.

In 1999, NATO attacked Serbia by air. Milosevic retaliated by forcing hundreds of thousands of ethnic Albanians to flee their Kosovo homeland and killing thousands more. Eventually, Milosevic agreed to withdraw from Kosovo, and the United Nations set up an agency to administer the region.

Renaud saw some of those UN troops patrolling the streets of Pristina on Monday after Sunday's huge celebration. "There's lots of security out," he said Monday afternoon, "but it's been a pretty quiet day."

The J school's relationship with KIJAC, which grew out of an initiative by the Norwegian government, took Renaud and other faculty to Kosovo almost a year ago for several weeks of teaching. Barney McCoy was scheduled to go back for the first two weeks in March 2008.

KIJAC's mission is to teach more Western-style journalism, Renaud said. Historically, the state owned the media in Kosovo. Privatization is gradually arriving, but it's difficult in an unstable economy where advertising dollars are hard to come by.

Most journalists have little training, so the UNL faculty are trying to help them upgrade their writing and videography skills as well as instilling ethical standards and helping the school lay out a plan to become less tied to the political system, Renaud said.

Only a few of the KIJAC students are ethnic Serbs, Renaud said. The new nation's president, Fatmir Sejdiu, told the media that an independent Kosovo would be a nation where all citizens of all ethnicities would feel appreciated.

In the meantime, his fellow Kosovars were basking in the glow of their new status as citizens of an independent nation.

And Renaud was in the midst of it, enjoying a front-row seat at history's stage. ■



Photo courtesy UNI Libraries

The University of Nebraska–Lincoln Libraries, the College of Journalism and Mass Communications and the Nebraska State Historical Society are working together on a two-year, \$271,000 “We The People” grant. About 100,000 pages of Nebraska newspapers chronicling historical events and everyday life from 1880 through 1910 will be digitized. Nebraska is one of nine states selected in the early phases of this project.

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