

UNIVERSITY OF NEBRASKA-LINCOLN

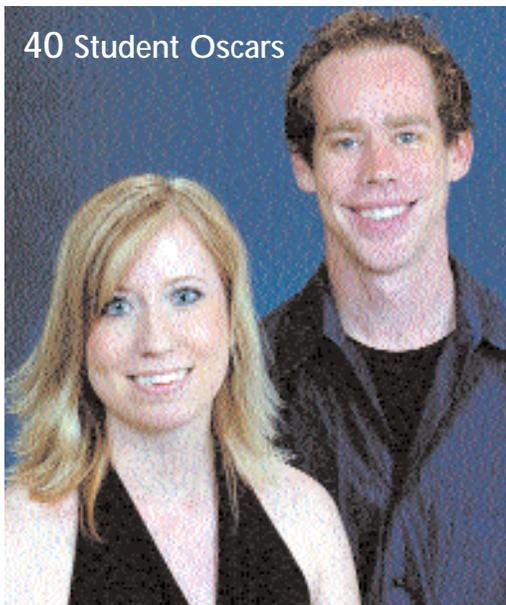
Jnews

COLLEGE OF JOURNALISM & MASS COMMUNICATIONS

ALUMNI MAGAZINE SUMMER 2004



40 Student Oscars



Cover

The Cuba documentary, "Cuba: Illogical Temple," produced by broadcasting students Lindsey Kealy and David Pittock, was the first entry from the University of Nebraska to be selected as a finalist in the Student Academy Awards competition. **40 Documentary places third in the national competition**
Cover photo courtesy AMPAS: Academy governor and Academy Award nominee Arthur Dong (left) presented the bronze medal in the documentary category to Lindsey Kealy and David Pittock of the University of Nebraska-Lincoln for their film "Cuba: Illogical Temple." Kealy and Pittock received the \$2,000 third-place award June 13 in Los Angeles.

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ALUMNI MAGAZINE SUMMER2004

Jnews

J Alumni News is a biannual publication of the College of Journalism and Mass Communications at NU, in cooperation with the College of Journalism Alumni Association.

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Students, faculty are media professionals

By WILL NORTON JR.

A visit to Andersen Hall today is not likely to be that much different from a visit to the J school when it was in Avery, Nebraska, Burnett or University hall.

Visitors to our college when school is in session always comment on the interaction between students and faculty. They are surprised by the open doors of faculty offices and the faculty who are working one-on-one with students in classroom, labs and faculty offices.

Full-time faculty teach the vast majority of our classes, and all our labs are taught by people who have had or currently are in solid media careers.

We tell visitors that preparing quality graduates for media professions is our primary goal. Instruction in writing, editing and graphics/visuals is our emphasis.

We are a meat-and-potatoes college. Our focus is on the basics. Each professional course has a four- or five-hour lab and involves an incredible amount of one-on-one instruction by top professionals.

For decades this college has had intense instruction in grammar, spelling and AP Style. Now we are imposing a college-wide test on grammar that is a prerequisite to any course above the 100-level. We call it

the "Grammar Slammer."

The faculty members in this college believe that the mark of an educated person is the ability to write well and to speak well.

Instruction in writing was a part of the area that the ancient Greeks called rhetoric. Along with grammar and logic,

it was part of the trivium, in the original liberal arts curriculum.

In this college, integration of teaching, service and scholarship are vital. Because our focus is on preparing students for media professions, the majority of our scholarly activities are profession oriented. Teaching and service are defined by our scholarship.

Thus, while our students are preparing for media work, they also are becoming educated persons, accomplished in writing, editing and visuals and prepared to assume roles as productive citizens in our society.

The view of this faculty, this college and the university administration is that scholarship is too narrowly defined if it is considered to be only empirical research for juried journals.

We follow the Carnegie Foundation's broadly defined view of scholarship. Our promotion and tenure document reflects this perspective, and our faculty have responded to it.

Faculty members wrote at least



nine books during the six years between accreditation visits. One faculty person consistently does law journal articles, and other faculty regularly present convention papers. Four faculty are completing manuscripts for book publishers, and two others are dealing with publishers about book manuscripts.

As one of our faculty commented recently, "This college has never been so actively involved in scholarship as it is now."

Our scholarship is improving each year. We are celebrating scholarship because we believe the classroom is not a vibrant and effective environment if faculty are not a part of the big conversation in the areas in which they teach.

We believe that scholarship cannot be disengaged from professional issues if a program is preparing students for work in the media. Indeed, those schools whose focus is not on preparing graduates for careers might as well be in the social sciences or humanities.

The School of Journalism at the University of Nebraska changed directors in 1956 when the incumbent tried to make the school primarily a theoretical and traditional mass communications research program. He had forgotten that, in addition to being a member of the American Association of Universities, this is a land grant institution.

Members of professional organizations in Nebraska wanted a program that would produce the best media professionals. Thus, William Hall was hired from Texas Christian University. He immediately hired a young city editor from the *Lincoln Journal* named R. Neale Copple. Hall and Copple recruited top media professionals, and they set the tone for the current faculty.

We believe in professional education, and our faculty are effectively producing graduates of whom the taxpayers of Nebraska can be proud.

Furthermore, members of professional associations throughout the nation know from which schools good, young professionals graduate.

And they know one of those schools is Nebraska. □

Lincoln native brings news experience to classroom

By ADRIAN SANCHEZ
J Alumni News staff

Mary Kay Quinlan's journalism career took her from Lincoln to Washington, D.C. But success did not go to her head, and the Lincoln native returned.

Quinlan taught beginning and advanced reporting as an adjunct professor at the College of Journalism and Mass Communications for five years before being hired as a permanent part-time lecturer in fall 2003.

Quinlan's journalism career began as managing editor of the Lincoln Southeast high school newspaper, *The Clarion*.

Don Ferguson, the principal of Geduldig and Ferguson Inc., a New York-based public relations firm, and Quinlan's high school journalism teacher, quickly recognized Quinlan's writing talent.

"She was a superb writer and really understood the use of the English language," Ferguson said. Ferguson said he expected Quinlan to continue to be successful in everything she did.

Quinlan helped put together information for one of the first editions of the high school journalism textbook, *Journalism Today!* But that would not be the last textbook she would help produce.

After high school, Quinlan knew exactly where she wanted to go and what she wanted to do.

She knew the University of Nebraska was one of the best journalism schools in the country, she said.

Quinlan received her bachelor's degree from UNL in 1972 and was encouraged by her adviser to go straight to graduate school. With this advice Quinlan spent the following year earning a master's degree in journalism at the University of Maryland.

From Maryland, Quinlan was hired to cover a suburban school district for the *Rochester Democrat and Chronicle*.

A year later, at the age of 24, Quinlan received the opportunity of a lifetime.

Quinlan said when *The Omaha World-Herald* offered her a position as a Washington correspondent, "I all but threw down the phone and said, 'I'll be there tomorrow!'"

"There were, and are, many people who spend 20 years working themselves into a Washington bureau position," she said, "I knew I was lucky."

During the early and mid-1970s, women reporters were few and far between, Quinlan said.

"A lot of times I'd be the only woman in a room. Not just the only woman reporter but the only woman period," she said.

"What struck me as much as the fact that I was the only woman was really the fact that I was also the youngest person in the room."

Quinlan said members of Congress were more skeptical of her age than her gender. But her bureau chief, Darwin "Ole" Olofson, helped Quinlan establish credibility. He treated her as a professional and expected other people to treat her the same way, she said.

“[‘Ole’] was committed to my being successful,” Quinlan said.

Some reporters may consider a position in Washington the pinnacle of their career. But Quinlan continued to pursue new opportunities.

After a decade of working for *The Omaha World-Herald*, Quinlan became a regional reporter for several small Gannett papers throughout the Midwest, including Nebraska, as part of the Gannett News Service Washington Bureau.

In 1986, she became the first woman president of the National Press Club.

In the early 1980s, Quinlan returned to the University of Maryland to earn her doctorate in American studies.

In the process, Quinlan took an oral history class, which introduced her to what became an ongoing interest.

Quinlan’s instructor, Martha Ross, who was also president of the Oral History Association, required Quinlan and the rest of her students to join OHA, an organization for people interested in gathering and preserving historical information about events and ways of life through spoken words.

Quinlan said she was intrigued by the differences and similarities of methods used by oral historians and reporters.

In 1994, after she and her family had moved back to Lincoln, Quinlan became editor of the OHA newsletter and later conducted oral history workshops with Barbara Sommer.

Quinlan met Sommer, an adjunct professor at the UNL history department, through mutual friends, and they developed a relationship based on their shared interest in oral history.

Quinlan said she and Sommer wrote *The Oral History Manual*, which has been adopted as a textbook for oral history classes around the country.

Sommer said working with Quinlan was a pleasant experience.

“She’s highly professional, highly



Photo by Luis Peon-Casanova

MARY KAY QUINLAN

Quinlan has “been able to tie all of that experience together and bring it into the classroom.”

— Deanna Sands
Omaha World-Herald managing editor

ethical” and is a gifted teacher, Sommer said.

During the spring semester, Quinlan team-taught an oral history class at UNL with Sommer. It was the first time an oral history class had been offered at any level in the state, Quinlan said.

Quinlan also works as a part-time lecturer at the journalism college. She is an instructor for a beginning news writing class and team

teaches the advanced reporting class.

“She has a clear idea of what good journalism is. She’s been able to communicate that particularly to young journalists,” said Deanna Sands, *Omaha World-Herald* managing editor, former college classmate and long-time friend.

“She’s been able to tie all of that experience together and bring it into the classroom,” Sands said.



Sass finds journalism nourishes the soul

By JESSICA STUTZMAN
J Alumni News staff

“The white rabbit put on his spectacles. ‘Where should I begin, please, your majesty?’ he asked.

“‘Begin at the beginning,’ the king said, very gravely, ‘and go on till you come to the end; then stop.’”

The quote from “Alice Through the Looking Glass” hangs in Jerry Sass’s office amid finger paintings and family pictures.

“I like the simplicity of telling a story that way,” Sass explained. “You have to have your heroes.”

Jerry Sass is one of the new faces in the journalism college. Since January, he has been teaching editing, coming to UNL from *The Oregonian* where he worked for the previous nine years as the copy desk chief.

Sass began his undergraduate studies at the University of Rochester, double-majoring in theater and English.

“I liked to write and read, and that was the only major I could think to pursue,” said Sass.

It was through his father that Sass began an unpaid internship at the *Idaho Statesman* after having weathered just one journalism class. One week and one story later, the paper decided to pay Sass and publish his article on the front page.

“It was a dull holiday weekend,” Sass recalled, laughing.

After that, Sass spent the summer reporting and loved it. He transferred to the University of Oregon as a senior and graduated with a degree in English. He then attended the University of Kansas and earned a master’s degree in journalism.

Sass returned to the *Idaho Statesman* as a reporter. He says it wasn’t until four or five years later

that he thought about editing as a possibility for himself.

“I thought, ‘The editors who work here are not too bright, and I could not possibly be any worse,’” said Sass.

Shortly thereafter, Sass was the acting sports editor on the paper. It was then that he began to fully appreciate the quality and value of his education.

“I found that I was really good at making decisions about things I thought I knew very little about. It was all because of my education,” he said.

That was when Jerry Sass realized that he wanted to teach someday. Turns out, someday arrived some 10 years earlier than Sass planned.

Almost a year ago, Sass was working as the copy desk chief for *The Oregonian*. As chief he was in charge of 53 editors in multiple sections of *The Oregonian*. He was also responsible for recruiting and training and for all editing standards.

When editing teacher Daryl Frazell was about to retire from UNL, Dean Will Norton e-mailed Sass, asking him to apply for the position. Norton kept after him until Sass agreed to consider the position.

“I had never seen Sass until he walked into our building for his interview,” Norton said. “While interviewing him we began to realize what great insight he has. He speaks almost philosophically.”

Sass didn’t just jump at the chance to teach, though.

“Right up until I said yes to the job, I was in the mindset that it wouldn’t do any harm to look at it and that I could walk away at any-time without feeling badly,” Sass said. “But everything just kept turning up right.”

Sass and his wife, Susan Gage, who also joined the UNL faculty as a



Photo by Josh Fiedler

Jerry Sass, Susan Gage and their son, Sam, enjoy life at the park.

lecturer in the news-editorial department, moved from Oregon to Lincoln in December with their 3-year-old son.

“It was kind of crazy to leave (Oregon), but so far, so good,” said Sass.

So far, he said he is adjusting to the new environment fairly well and is enjoying his new position.

“The thing I thought would be the best, is,” he said, “and that is the students. The students are just amazing.”

“We’ll get sidetracked in class talking about issues here and in the world. It’s so important to do that. Otherwise we would just be graduating automatons.”

“You need to have context to enrich your life. This career (journalism) is one in which you can do that. You can do something that enriches your soul.” □



Second generation journalist goes from newsroom to classroom

By ADRIAN SANCHEZ
J Alumni News staff

As a former city editor of the *Iowa City Press-Citizen* and copy editor at *The Oregonian*, Susan Gage is not accustomed to preparing exams for reporters, but she is getting the hang of it.

Her transition from editor to teacher seemed to be a natural one. Gage, who began as a lecturer at the College of Journalism and Mass Communications in January, previously assisted reporters in developing their skills in the newsroom and is now doing the same in the classroom, although through a different method.

“It’s a different dynamic than sort of the editor-reporter teaching role in a newsroom, where it’s more one-on-one,” Gage said.

In *The Oregonian* newsroom, Gage helped improve the paper’s crime and sports coverage.

During her six years as crime team leader, she helped focus the newspaper’s resources on more in-depth reporting, rather than simply reporting on crimes, allowing readers to understand how crimes affect them, she said.

Later, as deputy sports editor, Gage brought an increased news sensibility to the department, emphasizing enterprise and investigative stories, she said.

Everything Gage touched turned out better, said Peter Bhatia, executive editor of *The Oregonian*.

“She is an excellent teacher who made the people who worked for her better reporters,” he said.

As a second generation journalist, Gage’s “touch” may result from being raised in a newspaper family.

Her father, Ralph Gage, the current chief operating officer of the *Lawrence Journal-World*, worked in newsrooms all her life, she said.

Susanne Shaw, a journalism professor and adviser at the University of Kansas, where Gage earned her bachelor’s degree, also assisted Gage in pursuing her goals. “Being around her piqued my interest in the field,” Gage said.

Shaw said Gage was committed to journalism. “She had a passion for news,” Shaw said.

Bhatia was also very influential in her career, Gage said, “by making sure that I had challenges in front of me at all times.”

By shifting from newsroom one-on-one discussions with experienced reporters to teaching beginning reporters in classrooms, Gage can affect larger numbers of reporters earlier in their careers, said her husband, Jerry Sass, an associate professor at the College of Journalism and Mass Communications.

As she assists with NewsNet-Nebraska, the college’s online publication, and teaches a basic reporting and news writing class, Gage challenges her students.

She sets the same standard for her student reporters as she did for professional reporters, with the understanding that they haven’t had a lot of writing experience, Sass said.

Along with helping students, Gage saw teaching as an opportunity to take a step back from the newsroom setting and figure out what she wanted to do next, she said.

“I might fall in love with teaching and decide that is what I really want to do,” Gage said.

She still has things to accomplish and may get drawn back to the newsroom, she said.

But for the time being, “I like the flexibility of an academic schedule because I get to spend more time with my son (Sam) and my husband.”

Shaw said Nebraska is fortunate to have Gage working with young people. “She can be a very positive role model,” Shaw said. □

J schools must emphasize, teach fairness, credibility, public trust

Jerry Ceppos chief news executive of Knight Ridder, retired in April as head of the Accrediting Council on Education in Journalism and Mass Communications, a position he had filled for six years. He delivered these parting remarks to the council members at their meeting on the Harvard University campus April 30.



Eleven: *The Tiger*, at Clemson University.

Twelve: *The Cavalier Daily*, at the University of Virginia.

Thirteen: *The Oklahoma Daily*, at the University of Oklahoma.

Why is this list any less shameful than that other list with which you're familiar: Tyco, Worldcom, Enron,

Arthur Andersen, Computer Associates?

If any outsider poked his or her head in this room, the first question obviously would be, "What are you doing about this epidemic of ethical problems in journalism?"

In fact, I'll bet that our list will be twice as long a year from now. My gut tells me that every newsroom employs plagiarists, or at least staff members who don't understand what plagiarism is. Incidentally, an Ohio State professor who wrote a piece for the *Columbus Dispatch* said that he hadn't actually plagiarized because you can copy up to 150 words without penalty. My guess is that our newsrooms, and probably this council, are full of people with varying interpretations of what plagiarism is. Shouldn't we at least engage the discussion in every school of journalism?

I'm also certain that our newsrooms are full of people who don't begin to understand readers' expectations on fairness and accuracy, which are at least as important to the ethical conversation as plagiarism. More on those subjects in a minute.

In a way, the public already is poking its head in but hasn't realized that ours is one of the groups that should be interrogated. In the *Washington Post*, Howard Kurtz quoted a report released in March by the Project for Excellence in Journalism.

The report said: "Americans think

journalists are sloppier, less professional, less caring, more biased, less honest about their mistakes and generally more harmful to democracy than they did in the 1980s."

Kurtz then noted that 67 percent of those asked believe news organizations try to cover up their mistakes. The number was 13 percent in the '80s.

Is there any question that the Accrediting Council should own a piece of this huge issue?

We did strengthen our language slightly when we rewrote the standards, and I fully agreed to the language we adopted. But neither before nor after the rewrite have I heard the council discuss ethics and fairness instruction for more than a moment, if that. I now realize that the change wasn't significant enough.

No, I don't want to be prescriptive. But our failings in ethics and fairness are as serious as our earlier failings on diversity, and we found a way to begin to address that problem. That solution wasn't perfect, but our profession is in a much stronger situation than if we had ignored diversity because of a fear of being prescriptive, because we couldn't get our arms around the issue.

Another obstacle is that ethical and moral demands and histories are perhaps slightly different for journalism, advertising and public relations, all of which this council covers. But my guess is that ethical *worries* are great for all three groups. We can overcome this obstacle, too.

Kim Walsh-Childers of the University of Florida began to put her finger on the problem when she shared this candid thought with Kelly McBride of the Poynter Institute:

"One thing I've been wondering, not surprisingly, is how journalism educators are contributing to this problem and, more to the point, what if anything we can do to help. I haven't spent much time in my ethics classes talking about plagiarizing and fabrica-

Almost a year ago to the day, I told the council, meeting in San Jose, that I was troubled by the ethics cases that kept coming up. In fact, I said, only that week there was a rumor of something happening at *The New York Times*. A day later, *The Times* ran the famous four pages of reporting that sprang from its investigation of Jayson Blair.

Since then, one year ago, the following newspapers have been tainted by plagiarism. Before I read their names — and several college papers are among them — remember that this list undoubtedly is incomplete because it came from a quick Internet search and because these are only the cases where editors told readers about plagiarism and because these are all plagiarism cases, not other ethical violations. With those warnings, here's the list — since Jayson Blair:

One: *USA Today*, obviously.

Two: *The Milwaukee Journal-Sentinel*.

Three: *The Hartford Courant*.

Four: *The Bozeman Chronicle*.

Five: *The Boulder Daily Camera*.

Six: *The New York Times*, where a reporter lifted one paragraph.

Seven: *The Chicago Tribune*.

Eight: *The Sedalia Democrat* in Missouri.

Nine: *The Macon Telegraph*.

Ten: *The Daily Kansan*, at the University of Kansas.

tion because those issues just seemed like no-brainers. We try to talk about how to make decisions about when controversial techniques such as deception or using confidential sources might be acceptable; given that plagiarizing and fabrication are *never* acceptable, there didn't seem to be much to discuss on those issues. But maybe those are just the symptoms and there's an underlying disease that does need to be discussed: That's what I'm inclined to think, although I can't put my finger on what I think the disease is called."

In my book, the disease is called confusion about what's ethical, lack of knowledge of the consequences of unethical behavior, misunderstanding of journalism's constitutional role and a different definition of fairness from that of the public.

I'm not trying to put all the burden on our schools. Clearly our professions haven't done a good job of reinforcing whatever ethics instruction takes place before graduation.

But school is the place to begin. As Pam Luecke, a member of the Accrediting Committee and a professor at Washington and Lee University wrote on the Poynter site: "College students are at a highly impressionable age and their professors are, occasionally, among those who can make an impression. While students might arrive on campus with wildly different views of the world and morality, each still has the capacity to learn and to grow. We've all seen it happen; for many of us, that's why we teach."

Pam went on to suggest helping students "grapple with increasingly murky concepts such as authorship, sourcing and intellectual property."

I'd go further, or maybe I'd go a few steps back, before dealing with those sophisticated concepts. I'd include in ethics instruction what I call real-time ethics, or the study of fairness and accuracy.

Why not ask students to analyze the corrections published in the student newspaper or the local newspaper so they can understand how mistakes happen?

Why not drum into students that we should publish more corrections, not fewer?

Why not ask students to debate whether it's appropriate to read a complex story to sources before publication?

Why not ask students to study when to name suspects, victims, juveniles—even when to publish unsubstantiated accusations in civil lawsuits?

Why not ask students to listen to a panel of newsmakers talking about what it's like to, as the saying goes, have journalism done to you?

Why not ask student reporters and editors to 'fess up to their most embarrassing errors — and what they learned from them?

Why not ask students to write a deep story on a campus issue, then invite the sources in to say whether the story is framed correctly, whether all sides are represented, whether names and dates are correct, whether the complexities are appropriately gray or too distinctly black and white?

Why not ask students to critique the student newspaper or the local newspaper for fairness?

Why not ask students to develop unorthodox ways in which newspapers can explain themselves to readers?

And why not ballyhoo on journalism-school home pages and course catalogues the importance of, and our pride in, ethics instruction? That could be one way of raising the profile of a subject that sometimes seems to take a

back seat to convergence and newsletter publishing.

Yes, I know that there is lots of fine ethics instruction in schools of journalism and mass communications. But to the member of the public who poked his head in here, that's a little like Major League Baseball saying that rules are in place preventing the use of steroids.

No, I don't have a solution, and I'm delighted that it's no longer my job to grapple with one. But I do believe that we could develop a set of outcomes that we hope for from ethics and fairness instruction, a procedure that wouldn't be prescriptive. Perhaps we even should publish a guide to meeting new standards on ethics education, as we did on diversity last year; it was full of ideas, not requirements.

Six years ago, as he was leaving the council presidency, Bob Giles said that the public wants "to know if students are learning about fairness, about credibility, about trust as fundamental values in journalism."

Also six years ago, *The American Editor*, the publication of the American Society of Newspaper Editors, ran a stark black cover with the word "Mortification" in big red letters, about the scandals of 1998.

We have it within our power to make sure that we're not debating this same subject six years from now. □

ABOUT JERRY CEPPOS

Career: chief news executive of Knight Ridder, which publishes 31 daily newspapers, including the *San Jose Mercury News*, *Philadelphia Inquirer*, *Detroit Free Press* and *Miami Herald*. He spent 27 years at the *Mercury News* and the *Herald* and was executive editor of the *Mercury*

News for four years before taking his current job.

Service: past president of the Associated Press Managing Editors; served two terms as president of the California Society of Newspaper Editors; immediate past president, Accrediting Council on Education in Journalism and Mass Communications

Awards: Gerald M. Sass Award for Distinguished Service to Journalism and Mass Communications, 2002; Ethics in Journalism Award, presented by Society of Professional Journalists, 1997; Torch of Liberty Award, presented by the Anti-Defamation League, 1997

Education: 1969 graduate, University of Maryland

Building blocks of good citizenship

American teen survey reports newspaper readership is a promising start

By NICHOLAS LEMANN
Dean, Columbia University
Graduate School of Journalism

Originally published in USA WEEKEND Magazine, this report is reprinted with permission.

News flash: America's teens read newspapers!

Our exclusive USA WEEKEND survey of 65,000 students delivers some good news on newspapers: Not only do kids read them, but they find them relevant and reliable. Now, if they'd just turn off the TV ...

A world where the average high school student eagerly devoured the daily newspaper would be a better world than the one we inhabit now.

One of the many revelations that come with being a parent of teenagers is that it's possible for a person to be really smart and perceptive without knowing, say, who holds the office of Secretary of State.

Now, a USA WEEKEND survey of more than 65,000 American teenagers delivers some interesting news: Newspapers have established a substantial beachhead in today's teen culture.

According to the magazine's large, if unscientific, survey, a majority of teenagers have a newspaper delivered to their homes and at least see it. The best way to characterize their attitude — and this is exactly the result one would obtain from an unscientific survey of my own home — is that they believe in newspapers in theory and expect really to read them one day, but in practice they dip in and out of the more accessible sections. That's promising.

Newspapers belong to a large category in teenagers' lives, which might also include true love, voluntary par-

ticipation in organized religion, consumption of most forms of non-popular culture, enthusiastic travel to destinations other than theme parks, civic activity and careful life planning: things to be resisted in the short run but not so much as to take them out of range for the long run.

On some unadmitted level, teenagers like it when their parents arrange matters so that such items are in their line of sight — because then they can resist. Teenagers have a subliminal understanding that these building blocks of adulthood and good citizenship will benefit them later, and that allows them to make a healthy show of ignoring them now.

Still, newspapers do manage to engage teenagers, the survey results show. Journalists like to speak of newspapers in a soaring rhetoric of public service. When we do that, we're not being insincere — journalism is a profession mainly populated by people who entered it for idealistic reasons. But the truth is that newspapers are more complicated institutions than we sometimes like to let on.

One of a newspaper's functions is to entertain, and the USA WEEKEND survey indicates — and I can confirm from personal experience — that teens' most-read part of the newspaper is the comics. Newspapers also report extensively on entertainment, including movies and sports, and those are both high on the list of teenagers' favorite parts of the newspaper. At the other end of the spectrum, portions of newspapers are devoted to pure, unmediated facts, like the stock tables.

Newspapers are community bulletin boards, advertising vehicles, social crusaders, fortunetellers, political actors and pillars of their communities, among other things.

Newspapers physically embody these complexities. They are big and bulky, and the ink comes off on your fingers. Visually they are an unlikely mix of columns of type, dramatic pictures of the great events of the world, swirling weather maps, puzzles, luscious photographs of models (usually, but not always, in the advertisements), charts, cartoons and tables of numbers.

The Internet, as a medium, is infinitely capacious, but it presents you with one fairly specific screenful at a time. Television permits you to switch around endlessly, but at every viewing moment you're stuck in the position of a passive recipient of a presentation.

Newspapers express the variety of the communities they serve: They have neighborhoods, and many varied points of access, and a reader has total control over the interaction, including the ability to skip, skim, select, read backward, tear out and reuse.

That wondrous variety in readers' interactions with the newspaper gives rise to qualified optimism about the relationship between newspapers and America's teens. For most people, the doorway into newspapers is not the editorial page or the long, ambitious investigative series — the parts journalists are proudest of. It's the glance at the front page, the classified ad for a used car or the contest. As long as there is a relationship, that's a promising start. To get into the habit of checking the headlines and the weather forecast and the movie listings is to start a lifelong relationship that deepens as it progresses.

Teenagers, to judge by the survey, are not entirely different from adults in their approach to newspapers. They read instrumentally, looking for material that is personally useful to

media spotlight

them: sections explicitly about teenagers or high schools, movie listings, fashion stories, horoscopes.

As they get older, their attention might shift to the help-wanted ads and the community news. But one can spend a lifetime interacting pretty happily with newspapers without ever regarding them as a source of much more than what is personally relevant.

Many people read newspapers that way for as long as they read newspapers. And many people read newspapers just to see the captivating drama of life unfold. Well-known figures win and lose sporting events. Ordinary people have extraordinary things happen to them: adventures, misfortunes and triumphs. Teenagers, of course, have their own dramas to follow, involving young celebrities or athletes, and newspapers provide it: Entertainment (for girls) and sports news (for boys) are high on the list of what they read in the paper. And when something truly epochal happens, a Sept. 11 or a war in Iraq, they often will fill in the news flash from television by reading the more complete account in the newspaper.

It is a social miracle that out of newspapers' often messy and unlovely process of engaging with the public

comes the nobility of a free society. It is a similar social miracle that out of the rough clay of teenage culture comes — well, it's too much to claim nobility for adult culture, but it is at least stable and generally aimed at the higher good. In journalism, newspapers look the most like a free society, because they can do more things at once than other forms. The varied and detailed mass produces something great.

In that way, the paper is a fair miniature version of society entering the homes of most American teenagers every day. The way in which the newspaper gradually draws them in over the years resembles the way the life of the nation does, too. □

Last fall, more than 65,000 students in grades 6-12 took USA WEEKEND's 17th annual teen survey in the magazine, at our Web site or through our survey partner Youth-NOISE.com. Highlights from the unscientific survey are reported here. For complete results, go to usaweekend.com.

Do you think newspapers will become obsolete because of other media (e.g., TV, Internet)?

Yes	24%
No	50%
Don't know	26%

How often do you read your local newspaper online?

Daily	7%
A few times a week	20%
Once a week	20%
Never	53%

Do you think you'll read the newspaper when you are an adult?

Yes	79%
No	4%
Don't know	17%

Is a newspaper delivered to your home?

Yes	70%
No	30%

How many days a week do you read the newspaper?

Never	15%
A few days (1 to 3 days)	47%
Most days (4 to 6 days)	22%
Every day	16%

What part of the newspaper do you usually read first? (top 3)

Front page	36%
Comics	19%
Sports	15%

Teens & Newspapers survey results

This year, more than 65,000 teenagers took our survey on Teens & Newspapers, in the magazine or at usaweekend.com. Here's what they told us:

Where do you get most of your news?

TV	48%
Newspaper	18%
Word of mouth	14%
Online	9%
Radio	7%
Magazines	4%

How relevant is the newspaper to your life?

Very relevant	18%
Somewhat relevant	53%
Not very relevant	23%
Not relevant at all	6%

How important do you think newspapers are for an informed citizenry and democracy?

Very important	57%
Somewhat important	38%
Not very important	4%
Not important at all	1%

SURVEY | go to page 12

media spotlight

SURVEY | from page 11

Percentage of teens who read the following parts of a newspaper:

Comics	69%
Front page	67%
Movie reviews/listings	61%
Sports	51%
Entertainment/Style	50%
Local/state news	46%
Teen section	43%
Games and puzzles	43%
Horoscope	38%
TV reviews/listings	34%
National news	33%
International news	33%
Advertising	28%
Automotive/cars	26%
Classified advertising	23%
Computers/technology	19%
Business/stocks	10%

Asked of those who read a newspaper at least once a week: When you read the newspaper, how many minutes a day, on average, do you spend reading it?

Less than 10 minutes	13%
10 to 19 minutes	37%
20 to 29 minutes	18%
A half-hour to an hour	30%
More than an hour	2%

Percentage of teens who would like to see more of the following in their local paper:

News by and for teens	52%
Entertainment/celebrities	30%
Weekend activities	29%
Fashion	28%
Editorials/opinion	27%
Volunteer activities	26%
Sports	24%
Local news	21%
Career	17%
International news	16%
Environmental news	14%
National news	13%
Travel	12%
Advertising	6%
I like it the way it is	12%

For each of the following descriptions, which medium do you think it applies to most?

Most accurate:

Newspapers	52%
Magazines	4%
Radio	4%
Internet	10%
TV	30%

Most fair:

Newspapers	44%
Magazines	9%
Radio	14%
Internet	11%
TV	22%

Most entertaining:

Newspapers	4%
Magazines	22%
Radio	11%
Internet	10%
TV	53%

Easiest to use:

Newspapers	14%
Magazines	5%
Radio	11%
Internet	24%
TV	46%

Most informative:

Newspapers	50%
Magazines	5%
Radio	4%
Internet	8%
TV	23%

The finale of your favorite TV show:

Newspaper	13%
TV	72%
Internet	11%
Radio	1%
None	3%

An issue affecting your school:

Newspaper	55%
TV	8%
Internet	13%
Radio	3%
None	21%

The presidential campaign:

Newspaper	31%
TV	49%
Internet	8%
Radio	3%
None	9%

About the students who took the survey

Sex

Male	39%
Female	61%

Race

White	75%
Black	9%
Hispanic	6%
Multiracial	4%
Asian	3%
Other	3%

Where are you most likely to turn for more information in each of the following situations?

A concert you want to attend:

Newspaper	22%
TV	6%
Internet	52%
Radio	20%
None	0%

Liberalization policies not extended to press

By BRIAN G. CARLSON

Brian Carlson graduated from the J school in 2000. He was a government reporter at the Lincoln Journal Star and then spent the 2003-04 academic year studying in Russia on a Rotary scholarship.

For a textbook example of how democracy doesn't work without an aggressive, independent media, spend some time in Vladimir Putin's Russia.

I just returned from one year in Moscow, where I was a Rotary Foundation Ambassadorial Scholar. I studied at the Moscow State Institute for International Relations, the premier training institution for Russia's diplomats.

It was a perfect time to be in Russia. I worked as an election observer for the country's parliamentary elections in December and the presidential election in March. Putin's allies won an overwhelming majority in the parliament, and Putin was re-elected with more than 70 percent of the vote.

The other observers and I heard tales of vote manipulation and heavy-handed tactics by the Kremlin to ensure favorable results. We saw several violations of election law that lent credence to those allegations.

But the results were probably more or less accurate, and Russia's transition to democracy faces obstacles that arise well before voters go to the polls. One of the main problems is bias and lack of independence in the media.

For most of my stay in Russia, I lived with a host family: an 83-year-old woman, Zoya, and her son and daughter-in-law. Like many Russians, Zoya watches hours of television each night, and I often joined her.

We regularly watched the 9 o'clock news program "Vremya," (Time) on the Channel 1 network. The show lasted half an hour, and the hero was Vladimir Putin.

Putin was invariably portrayed as a wise, courageous ruler shrewdly advancing Russia's interests on the world stage. He usually appeared in three or four segments, lasting up to five minutes each. Instead of short sound bites, the former KGB agent spoke for several minutes at a time, uninterrupted, with hardly any rebuttal from opponents. Many observers say Russian TV

news has come to resemble old Soviet news programs.

The problem is that all of Russia's major news networks are owned by the state. NTV used to be an independent station, but its ownership and best journalists have been pushed out.

Newspapers are generally better but are sometimes beholden to their owners' political views. Print journalists daring to cross powerful businessmen or government officials have been beaten or killed. Some journalists have taken bribes in return for favorable coverage (or no coverage) of certain people or companies.

The recent headlines have been full of setbacks for the media in Russia:

—Leonid Parfyonov was fired as host of NTV's popular program "Namedni." He had criticized the network's refusal to air an interview with a Chechen woman whose husband had been killed by Russian agents.

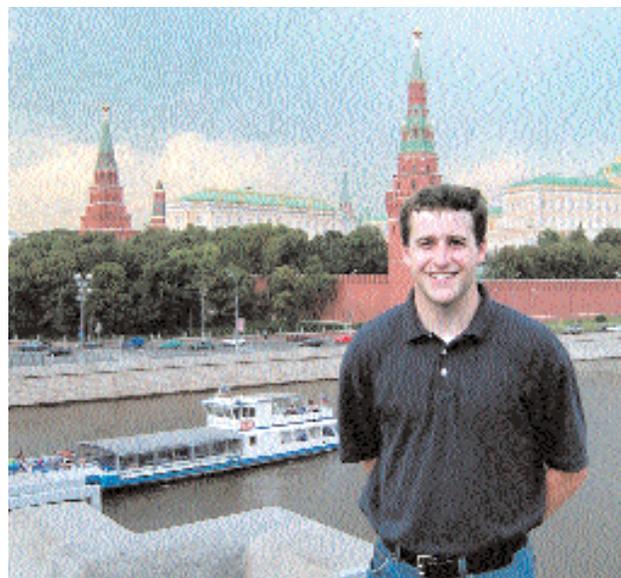
—The same network fired Savik Shuster, host of the "Svoboda Slova" (Freedom of Speech) program, for airing a critical look at recent Duma legislation.

—Paul Klebnikov, editor of the Russian edition of *Forbes*, was shot and killed while leaving work. His magazine had recently published a list of Russia's 100 richest men, angering many of those named who had tried to keep their ill-gotten wealth secret.

It is probably not surprising that Russia's transition to democracy and free-market capitalism has been bumpy. The country has endured centuries of authoritarian rule and has no democratic traditions upon which to draw.

Yet there is reason to worry if the considerable progress Russia has made since the collapse of communism has hit a wall — or if the country has perhaps begun to regress.

The Kremlin has launched a legal assault on Yukos, the country's second-largest oil company, and its former chairman, Mikhail Khodorkovsky. Many observers see the prosecution as politically motivated, perhaps in response to Khodorkovsky's political ambitions or his desire to sell Yukos to a Western oil compa-



Brian Carlson poses for a picture along the Moscow River.

ny.

Such measures are popular with the Russian public, especially the many people who suffered during the 1990s while a small group of "oligarchs" like Khodorkovsky became fabulously rich using less than ethical means. Under Putin, the country has achieved greater stability and economic growth.

Putin appears willing to support continued economic liberalization, but he is not as supportive of political freedoms such as freedom of the press and freedom of speech. Concentrations of executive power are always dangerous. State-owned TV has no doubt helped Putin consolidate that power.

I observed the presidential election in Kaliningrad, a Russian enclave on the Baltic Sea. Afterwards, I was interviewed by state radio.

The reporter asked for my general impressions of the election and Russian democracy. Citing a recent critical column in the Russian press by Colin Powell, I mentioned media bias, the lack of effective checks on executive power and the lack of genuine political competition. I said that just because Russia has elections, that does not mean the country has become a liberal democracy.

The reporter just laughed, as if to say, "I don't think that will go on the air."

No one can predict how long it will take for Russia to establish a more open, democratic society. But to this American observer, it is clear that building free, independent media is a necessary step to getting there. □

A time to weep

Ted Sorensen, Lincoln native and retired public servant, delivered this address at the New School University commencement in New York City in May. Sorensen was the 2003 J Days speaker and recipient of the Journalism Alumni Association's award for outstanding service to the profession. The speech is reprinted by permission.

This is not a speech. Two weeks ago I set aside the speech I prepared. This is a cry from the heart, a lamentation for the loss of this country's goodness and therefore its greatness.

Future historians studying the decline and fall of America will mark this as the time the tide began to turn — toward a mean-spirited mediocrity in place of a noble beacon.

For me the final blow was American guards laughing over the naked, helpless bodies of abused prisoners in Iraq. "There is a time to laugh," the Bible tells us, "and a time to weep." Today I weep for the country I love, the country I proudly served, the country to which my four grandparents sailed over a century ago with hopes for a new land of peace and freedom. I cannot remain silent when that country is in the deepest trouble of my lifetime.

I am not talking only about the prison abuse scandal — that stench will someday subside. Nor am I referring only to the Iraq war — that, too, will pass — nor to any one political leader or party. This is no time for politics as usual, in which no one responsible admits responsibility, no one genuinely apologizes, no one resigns and everyone else is blamed.

The damage done to this country by its own misconduct in the last few months and years, to its very heart and soul, is far greater and longer

lasting than any damage that any terrorist could possibly inflict upon us.

The stain on our credibility, our reputation for decency and integrity, will not quickly wash away.

Last week, a family friend of an accused American guard in Iraq recited the atrocities inflicted by our enemies on Americans, and asked: "Must we be held to a different standard?" My answer is yes. Not only because others expect it. We must hold ourselves to a different standard. Not only because God demands it, but because it serves our security.

Our greatest strength has long been not merely our military might but our moral authority. Our surest protection against assault from abroad has been not all our guards, gates and guns or even our two oceans but our essential goodness as a people. Our richest asset has been not our material wealth but our values.

We were world leaders once, helping found the United Nations, the Marshall Plan, NATO, and programs like Food for Peace, international human rights and international environmental standards. The world admired not only the bravery of our Marine Corps but also the idealism of our Peace Corps.

Our word was as good as our gold. At the start of the Cuban Missile Crisis, former Secretary of State Dean Acheson, President Kennedy's special envoy to brief French President de Gaulle, offered to document our case by having the actual pictures of Soviet nuclear missiles Cuba brought in. "No," shrugged the usually difficult de Gaulle: "The word of the President of the United States is good enough for me."

Eight months later, President Kennedy could say at American

University: "The world knows that America will never start a war. This generation of Americans has had enough of war and hate ... we want to build a world

of peace where the weak are secure and the strong are just."

Our founding fathers believed this country could be a beacon of light to the world, a model of democratic and humanitarian progress. We were. We prevailed in the Cold War because we inspired millions struggling for freedom in far corners of the Soviet empire. I have been in countries where children and avenues were named for Lincoln, Jefferson, Franklin Roosevelt and John F. Kennedy. We were respected, not reviled, because we respected man's aspirations for peace and justice. This was the country to which foreign leaders sent not only their goods to be sold but their sons and daughters to be educated. In the 1930s, when Jewish and other scholars were driven out of Europe, their preferred destination — even for those on the far left — was not the Communist citadel in Moscow but the New School here in New York.

What has happened to our country? We have been in wars before, without resorting to sexual humiliation as torture, without blocking the Red Cross, without insulting and deceiving our allies and the U.N., without betraying our traditional values, without imitating our adversaries, without blackening our name around the world.

Last year when asked on short notice to speak to a European audience, and inquiring what topic I should address, the chairman said: "Tell us about the good America, the America when Kennedy was in the White House."

"It is still a good America," I replied. "The American people still believe in peace, human rights and justice; they are still a generous, fair-minded, open-minded people.

Today some political figures



CoJMC archive photo by Adam Trout

TED SORENSEN

argue that merely to report, much less to protest, the crimes against humanity committed by a few of our own inadequately trained forces in the fog of war, is to aid the enemy or excuse its atrocities. But Americans know that such self-censorship does not enhance our security. Attempts to justify or defend our illegal acts as nothing more than pranks or no worse than the crimes of our enemies only further muddies our moral image. Thirty years ago, America's

war in Vietnam became a hopeless military quagmire; today our war in Iraq has become a senseless moral swamp.

No military victory can endure unless the victor occupies the high moral ground. Surely America, the land of the free, could not lose the high moral ground invading Iraq, a country ruled by terror, torture and tyranny — but we did.

Instead of isolating Saddam Hussein — politically, economically,

diplomatically, much as we succeeded in isolating Khadafy, Marcos, Mobutu and a host of other dictators over the years — we have isolated ourselves. We are increasingly alone in a dangerous world in which millions who once respected us now hate us.

Not only Muslims. Every international survey shows our global standing at an all-time low. Even our transatlantic alliance has not yet recovered from its worst crisis in history. Our friends in Western Europe were willing to accept Uncle Sam as class president but not as class bully once he forgot JFK's advice that "civility is not a sign of weakness."

All this is rationalized as part of the war on terror. But abusing prisoners in Iraq, denying detainees their legal rights in Guantanamo — even American citizens — misleading the world at large about Saddam's ready stockpiles of mass destruction and involvement with al Qaeda at 9-11 did not advance by one millimeter our efforts to end the threat of another terrorist attack upon us. On the contrary, our conduct invites and incites new attacks and new recruits to attack us.

The decline in our reputation adds to the decline in our security. We keep losing old friends and making new enemies — not a formula for success. We have not yet rounded up Osama bin Laden or most of the al Qaeda and Taliban leaders or the anthrax mailer.

"The world is large," wrote John Boyle O'Reilly, in one of President Kennedy's favorite poems, "when its weary leagues two loving hearts divide, but the world is small when your enemy is loose on the other side." Today our enemies are still loose on the other side of the world, and we are still vulnerable to attack.

True, we have not lost either war we chose or lost too much of our wealth. But we have lost something worse — our good name for truth and justice. To paraphrase Shakespeare: "He who steals our

nation's purse, steals trash. 'Twas ours, 'tis his, and has been slave to thousands. But he that filches our good name ... makes us poor indeed."

No American wants us to lose a war. Among our enemies are those who, if they could, would fundamentally change our way of life, restricting our freedom of religion by exalting one faith over others, ignoring international law and the opinions of mankind and trampling on the rights of those who are different, deprived or disliked. To the extent that our nation voluntarily treads those same paths in the name of security, the terrorists win and we are the losers.

We are no longer the world's leaders on matters of international law and peace. After we stopped listening to others, they stopped listening to us. A nation without credibility and moral authority cannot lead, because no one will follow.

Paradoxically, the charges against us in the court of world opinion are contradictory. We are deemed by many to be dangerously aggressive, a threat to world peace. You may regard that as ridiculously unwarranted, no matter how often international surveys show that attitude to be spreading. But remember the old axiom: "No matter how good you feel, if four friends tell you you're drunk, you better lie down."

Yet we are also charged not so much with intervention as indifference — indifference toward the suffering of millions of our fellow inhabitants of this planet who do not enjoy the freedom, the opportunity, the health and wealth and security that we enjoy; indifference to the countless deaths of children and other civilians in unnecessary wars, countless because we usually do not bother to count them; indifference to the centuries of humiliation endured previously in silence by the Arab and Islamic worlds.

The good news, to relieve all this gloom, is that a democracy is

inherently self-correcting. Here, the people are sovereign. Inept political leaders can be replaced. Foolish policies can be changed. Disastrous mistakes can be reversed.

When, in 1941, the Japanese Air Force was able to inflict widespread death and destruction on our naval and air forces in Hawaii because they were not on alert, those military officials most responsible for ignoring advance intelligence were summarily dismissed.

When, in the late 1940s, we faced a global Cold War against another system of ideological fanatics certain that their authoritarian values would eventually rule the world, we prevailed in time. We prevailed because we exercised patience as well as vigilance, self-restraint as well as self-defense, and reached out to moderates and modernists, to democrats and dissidents, within that closed system. We can do that again. We can reach out to moderates and modernists in Islam, proud of its long traditions of dialogue, learning, charity and peace.

Some among us scoff that the war on Jihadist terror is a war between civilization and chaos. But they forget that there were Islamic universities and observatories long before we had railroads.

So do not despair. In this country, the people are sovereign. If we can but tear the blindfold of self-deception from our eyes and loosen the gag of self-denial from our voices, we can restore our country to greatness. In particular, you — the Class of 2004 — have the wisdom and energy to do it. Start soon.

In the words of the ancient Hebrews: "The day is short, and the work is great, and the laborers are sluggish, but the reward is much, and the Master is urgent."



Advertising is a Farrar family affair

By HILARY KINDSCHUH
J Alumni News staff

When Abbie Farrar decided she wanted to study advertising at the University of Nebraska-Lincoln, she did not have to look far for inspiration.

After all, her father, Doug, a UNL graduate, was in the business.

Her two older sisters, Katie and Amy, also studied advertising at UNL.

"They all have totally different perspectives on things," said Abbie Farrar, a sophomore advertising major who is interested in the graphic design aspect of the trade. "Basically, all of us wanted different aspects of the job.

"We used to joke when we were younger about how we would all have an advertising firm and that each one of us would be able to do a different part of it."

Doug Farrar remembers the joke as well.

"We've always said we'll have the Farrar, Farrar, Farrar and Farrar (firm)," he said. "It would be interesting to see how that dynamic would work together, how that sisterly love would work."

Although he graduated with a teaching degree, Doug Farrar became involved with advertising and marketing when he took a job at Lincoln's Post and Nickel in 1970.

Farrar learned something about advertising by dealing with the national brands sold at the men's and women's clothing store.

"It wasn't like it was cold turkey," he said.

In 1997, he joined Bailey Lauerman, a strategic communications firm in Lincoln.

alumni spotlight

Advertising is interesting, Doug Farrar said, because it's everywhere. Whenever his daughters saw ads on TV while they were growing up, their father would ask them questions about it, such as who made the ad and who was the target of the ad.

"I think for 20 years the girls had been bombarded by advertising," he said.

Katie Farrar, a 2001 UNL graduate, said she remembered people from Bailey Lauerman coming to critique campaigns for some of her advertising classes.

Katie, who currently works at a restaurant in Boston, said she enjoys pinpointing a target market. She also likes the fast-paced feel of advertising.

"It seems like it's always changing," she said. "There's always something new to learn."

She said it is interesting to talk with her younger sisters about their advertising classes and professors.

Amy Farrar, a senior advertising major, said that while she was still in high school she became interested in advertising by looking at Katie's work. She remembers her older sister talking about a campaigns class at one point.

"That sounded interesting to me because I wanted to write, and I thought that copywriting would be fun," she said.

Also, she said, her father influenced her decision because "he liked what he did."

Doug Farrar is still doing advertising and strategic communications, working for the National Arbor Day Foundation. As director of Arbor Day Farm, he is in charge of marketing and advertising for the various

businesses at the Nebraska City farm.

Advertising is a people-oriented field, Amy said, and that aspect influenced all three sisters in choosing the major.

"You're working with different groups of people all the time," she said. "You're not going to be sitting at a desk, crunching numbers."

Amy enjoys talking shop with her dad and sisters, she said.

"We all just learn from each other," she said.

Abbie Farrar said her favorite part of her family's involvement with advertising was that her sisters and dad were good sounding boards on whom she could test ideas, "to see what they've done, and then think about what I can do.

"And then when they tell me they like something that I've done, I know, with the work that they've done, that I really, really enjoy ...

"I think I might be up to that caliber again."

"I think for 20 years the girls had been bombarded by advertising."

— Doug Farrar



Photo courtesy Foundation for Lincoln Public Schools

Oscar Robertson (third from right) and leaders of Lincoln's black community attend the premier of "Something To Cheer About" at The Ross Theater in Lincoln on Feb. 29. Robertson was in Lincoln to help Albert Maxey raise funds for the JoAnn Maxey Memorial Scholarship. Albert Maxey, JoAnn's husband, and Robertson were teammates on the Crispus Attucks high school championship basketball team in Indiana. A reception following the film was held at the Van Brunt Visitors Center. The CoJMC assisted in coordinating the benefit.

A voice that knows its power, values

Frank Partsch, retired editorial page editor of The Omaha World-Herald, presented an editorial writing award named for him during the Nebraska Press Association's convention in Lincoln last April. Kent Warneke, editor of the Norfolk Daily News and a 1982 UNL journalism alumnus, received the award.

Warneke said later that the award was especially meaningful to him because he had worked with Partsch early in his career and appreciated the high standards Partsch set.

Partsch's remarks are reprinted here.



KENT WARNEKE

In the opinion-writing business we sometimes define an item by describing what it is not. Let me try this method in talking about the award we are presenting tonight.

It is not an annual award. It is not a writing award. Nor is it a prized for being a grand old editorial writer who managed to stay in the business for a good long time and win many friends.

Now certainly we admire good writing. And we admire a lifetime of dedication to newspapering. But the people who developed this award wanted the honor to be specific and targeted — in a word: leadership. Their hope was that, every so often, a piece of work — whether it be one editorial or a lifetime's output — would stand out as clearly delivering “clear thinking and skillful, persuasive and constructive writing that impacts the community” — in other words, an exercise of editorial leadership.

How long is “every so often?”

Well, last year, in the first year of the award, we were very pleased when the work of Gene Morris came to our attention. There was no doubt in our minds, or among the outside consultants who had a hand in the selection. Gene's work had a direct and positive impact on the McCook

community in a variety of ways.

This year, we are again blessed. This is year number two, and we already have winner number two. He is an editor in a community plunged into crisis: an explosion of violence followed by a long, tense period in which the moral fiber of the community was put to the test. In both instances, our 2004 winner provided the leadership that his community sorely needed.

Well, I can't be mysterious any longer and still do the story justice. A tragedy such as the one that struck the U.S. Bank in Norfolk on Sept. 26, 2002, would have taxed the abilities of any editor. Five people died in a burst of gunfire during a botched bank robbery. Then came an additional tragedy: the suicide of a law enforcement officer, stricken with guilt because he thought the crime was preventable. These events set the stage for a potentially incendiary clash of cultures; the accused killers were members of a minority group in a traditionally white Nebraska com-

munity.

Those of us who have written editorials in a crisis know the pressures. Some people are angry because the editorial writer doesn't immediately call for frontier justice. Others become victims' advocates. They demand exasperated tributes to the innocent dead. In recent years, we have seen a 9-11 syndrome in which the force of political correctness sidestep all other considerations and accuse society of harboring prejudiced thoughts against the perpetrators. And still others believe that it reflects badly on a community to write about such things at all.

Fortunately for the people of Norfolk, they had the *Norfolk Daily News* to deal with such issues.

From its first of many editorials, the *Daily News* spoke with the calm voice of reason. It never ranted for revenge. Nor did it sheepishly engage in the kinds of ethnic self-doubt that we saw so often in the national press after 9-11. The *Daily News* gave no quarter to the perpetrators of the crime. But it elevated to a high priority the need to keep open the channels of communication between ethnic groups.

In its first editorial comment after the killings, the *Daily News* called on its readers to comfort the survivors, support law enforcement officers and work to support the death penalty. It also called for prayers for racial understanding.

“There is work to be done,” the editorial said. “We owe that much to those who died.”

The editor of the *Daily News*, in looking back at those tense early days, recently wrote: “I made the decision that we would address but not dwell on the ethnic backgrounds of the suspects. This was a crime of violence, but there were no indications race or ethnicity was a motivating factor. Our editorials included statements that were obvious but

needed to be said nonetheless, urging against stereotyping a racial or ethnic minority group because of actions of a few.”

Among the other things, he said, “I sought out and published letters from representatives of the Hispanic community that acknowledged the sorrow and shock being felt by all Norfolks, not just ... Caucasians.”

The *Daily News* didn’t stop with that. When the opportunity arose, the newspaper applied and was accepted as a host of an Associated Press Managing Editors credibility roundtable. This led to a session with Hispanic readers who provided many constructive suggestions about how the newspaper could serve their community. The newspaper kept all readers informed of those steps via with the editorial page.

Other editorials explained the prolonged process by which the suspects were tried and convicted. This put the newspaper in the difficult position, wrote the editor later, of “having to explain why these expenses and delays are allowable while also sharing the sentiments felt by many readers.” Throughout this period, the tone was calm, measured and informative while never yielding the sense of outrage that characterizes a good editorial. And, yes, the newspaper’s goal has been realized. Racial understanding in Norfolk, Nebraska, has not been one of the casualties of the Sept. 26 crimes

This obviously is an editorial voice that knows its power, knows its community and has a clear sense of its newspaper’s tradition and values. We will be going to Norfolk in a few days to make a formal presentation of this award, and a \$10,000 prize, during a gathering of our honoree’s friends and community leaders. But tonight, we’d like to have him stand and accept the applause of his newspaper peers.

Ladies and gentleman, I give you Kent Warneke of the *Norfolk Daily News*.



Meier rockets to Houston

By LAURA SCHREIER
J Alumni News staff

The fact that Brandon Meier has a prominent job in Houston, the third largest media market in the United States, is impressive.

That he started out in North Platte’s KNOP-TV, one of the smallest news affiliates in the nation, makes it even more so.

That he is 26 years old perhaps caps it all off.

But in this case, youth doesn’t equal inexperience.

“People have been kind of stuck on my age here. I tell people, ‘The day I turned 16 I went to work in the North Platte news affiliate, and the day I quit there I went to work for HuskerVision,’” Meier said.

Meier, who graduated from UNL with a bachelor’s degree in broadcasting and a master’s in marketing in 2002, worked extensively for HuskerVision, the video production arm of the university’s athletic department.

About six months after graduation, Meier was offered a position as production manager for the Houston Rockets’ Toyota Center.

He manages editing and production of video used at Houston Rockets basketball games, large concerts in the center or even smaller programs like motivational seminars. Much of what he does is reminiscent of his old job at HuskerVision.

“I learned a lot of the editing side and some of the managerial side (from HuskerVision),” Meier said. “That kind of got me ready for this position.”

Meier said he worked at the HuskerVision sports production station for a little more than seven years, usually for 50 or 60 hours a week. But now, instead of being a student or paid intern, Meier is in charge of \$2 million worth of video equipment and \$7 million in screens.

And more than the scale is different, Meier said.

At HuskerVision, the workers were primarily students who learned a little of everything concerning equipment and production. In his new job, he said, producers tended to be more specialized.

“At Nebraska, you learn about everything. I knew about every piece of equipment,” he said. In Houston, he said he was trying to instill that method of learning broadly rather than filling niche positions. Many employees were set in their ways, he said, which was making it a tough thing to do.

Meier said his experience at HuskerVision, including working with other students and professional engineers, was what helped him command some respect among employees, despite his age.

“Right away, they saw my credentials were good and that I’d got the job for a reason,” he said.

Shot Kleen, director of operations for HuskerVision, said Meier had stood out as a hard worker who was eager to learn.

“Brandon was one of those guys who was always looking for things to do,” Kleen said.

It was unusual that anyone as young as Meier would start out at such a high position, he said, but Meier’s personality and education made him a good fit for his current job.

“He’s a unique person in that he’s got a lot of drive, a lot of ambition,” Kleen said. “Even as a younger kid — you wouldn’t expect a younger person to do that kind of work.”

Meier said the move from Nebraska and HuskerVision to Houston and the Toyota Center was difficult at first. Adjusting to a living in a larger city and dealing with the different scale of the job wasn’t easy, but he is getting the hang of it.

“I’m definitely still new, but getting into that comfort zone.” □

Journalism grad's gift benefits J school

FBI veteran says NU education was behind his success

By MELISSA LEE
J Alumni News staff

The college sweethearts hadn't been married even one year when the call came that day in 1941.

It was the FBI, looking for a Mr. Keith Carter.

"We need someone with journalism skills," they told him. "Can you verify the information on your application?"

Yes, Carter replied. Yes, he was a 1938 University of Nebraska journalism graduate. Yes, he'd spent his high school years freelancing for the *Palisade Press*, his hometown newspaper. Yes, he had the experience.

Sure, he'd pack up, head to Chicago and join the FBI.

"Well, gosh, I didn't know what to think," Carter remembers now from his Omaha home. "War clouds were gathering at the time ... I filled out (my application) not ever thinking I would actually be called."

But he was in his 20s. He was game for anything.

And that was how, in 1941, the young Carter became a special agent for the U.S. government's top investigative agency.

He spent six years with the FBI, floating between Washington, D.C., and Chicago on various assignments. He uncovered robbery cases, extortion and workplace crimes — whatever he was told. He carried a gun. He felt important.

But Carter, now 90, says he couldn't have done it without the skills NU's journalism professors had armed him with.

"That training prepared me for anything," he says, slowly and quietly. "My work in the FBI required great consciousness of everything, meticulous reporting, careful writing, careful preparation of everything.

"That's what I learned at Nebraska."

Can he remember any specific cases? Any details?

Carter politely declines. He won't disclose to anyone — not even his wife, Mildred, to whom he's been married for 64 years — the exact nature of his work with the FBI.

Sometimes, those questions still nag Mildred Carter.

"I had no idea what to expect," the retired teacher says. "We'd just been married, and then this ... I just knew it was going to be different.

"But, sure, I wondered from time to time what he was doing and where exactly he really was."

What Keith Carter will disclose is that from the moment he finished his FBI duties, he couldn't shake the feeling that he owed NU a debt.

That's why Carter has designated a major gift from his estate to benefit the J school.

"I don't know a lick about journalism," Mildred Carter says.

"What I do know is how much the school meant to him. He wanted to honor that in some way."

Keith Carter says he owes any successes he's had to his NU education.

Indeed, it's been a life full of successes.

After earning his degree, Carter left behind his part-time job in Palisade for the *Nebraska Farmer*, a farming and education magazine. He was a statewide reporter and assistant editor there for three years before leaving for the FBI.

And after the FBI, Carter worked at Ak-Sar-Ben for eight years, then moved on to the Greater Omaha Chamber of Commerce, where, as manager, he supervised a staff of 50 for nearly 20 years.

While all that was happening, the couple raised two children, a

Donors make the difference

By TORU FUJIOKA
J Alumni News staff

Studying hard may be the key to getting through college, but paying tuition is another necessity. As tuition has risen, the support from donors is making a difference in journalism students' lives.

"The scholarships can't cover all tuition, but it does help students," said Will Norton, dean of the College of Journalism and Mass Communications at the University of Nebraska-Lincoln. "We appreciate donors" and the difference they

make in students' lives, the dean said. Students should be grateful for the help the donors provide, he added.

The dean said the donations help improve the school because the more support it can offer to students, the better students it will attract.

The college gives each scholarship recipient the name and address of the donor who made his or her scholarship possible. Students write the donors to thank them for their gift and to tell the donor how the scholarship will help them get through school and into the profession. That lets donors realize they are part of the student's life, Norton said.

Kent Warneke, editor and vice president of the *Norfolk Daily News*, gives to the Lee Warneke

alumni spotlight

daughter who works as a registered nurse in Omaha and a son who's an electrician in Salt Lake City, Utah.

Carter retired in 1979, and the couple decided to make their permanent roots in Omaha. Both are glad they've ended up back in Nebraska.

"We like the people," Keith Carter says. "We like the climate. It's comfortable living here."

Retirement has been a surprising change of pace for Carter. Now, he spends his days golfing or doing watercolors.

"I love to play golf. I do that three or four days a week," he says. "And I'm a Sunday painter. Other than that ... well, I guess that's about it."

He laughs when asked whether he has any words of wisdom for today's journalism students.

"No, no, no, I don't have any special advice," he says. "All I can say is it's always been a challenge. I've enjoyed every minute of it."

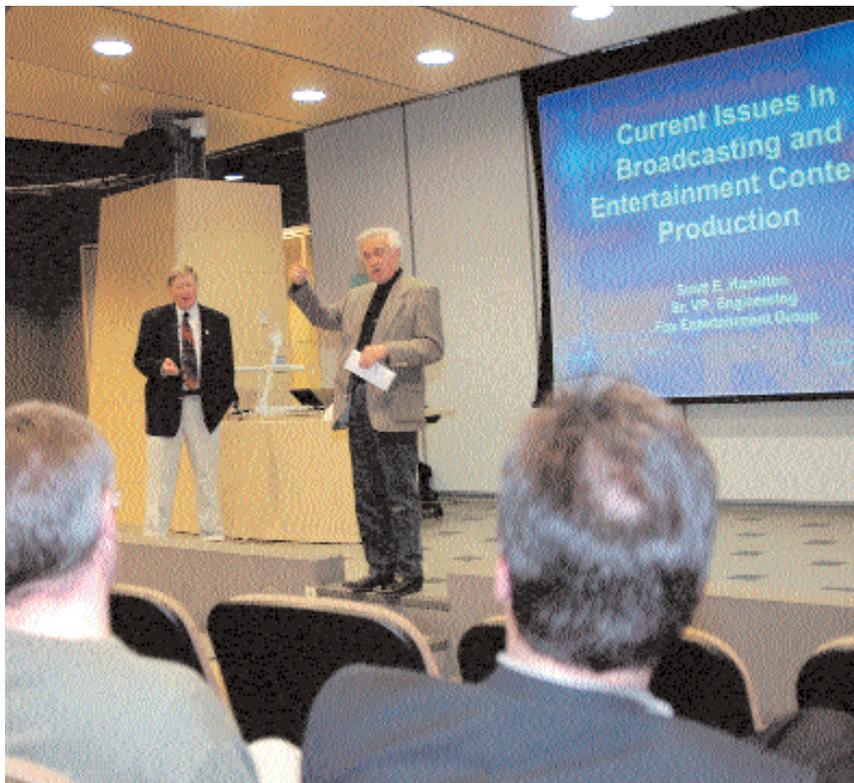


Photo by Luis Peon-Casanova

Ron Hull (right), special adviser to Nebraska Educational Telecommunications, and Fox vice president of entertainment Scott Hamilton meet with broadcast journalism students in April. The college regularly sponsors speakers, panel discussions and conferences on timely topics at Andersen Hall.

Scholarship. As a graduate of UNL's J school, he understands how helpful a scholarship is, he said. Having been a recipient himself, Warneke said he feels that supporting students is not only a pleasure but also an obligation.

"Yes, it makes a big difference in my school life," said Amber Brozek, a junior news editorial major from Lincoln, about her *Lincoln Journal Star* scholarship. She said it's difficult for her parents to put her through school because she also has an older brother and sister and three younger sisters.

She said all her tuition is paid by grants and loans. "I could not have been able to afford my tuition without scholarships."

Brozek said, "It made me cry" when she learned she had received a scholarship. "I felt like I achieved

something big," she said.

Dakarai Aarons, a junior news-editorial major from Springdale, Md., said his scholarships, including Jerry and Karla Huse News-Editorial Student Support, also made a big difference in his ability to get through school, especially as the costs of school have risen.

As an out-of-state student, he has to cover more tuition than local students. "My scholarships have allowed me to be free for a broader college experience than I would if I had to work to pay my tuition," Aarons said.

An example, he said, was an opportunity to be a part of the depth reporting class that traveled to Cuba. Although he had to take fewer courses than usual in order to devote time to the project, he did not have to worry about the higher

expenses of taking a bunch of classes at once the next semester to catch up.

The scholarships made it possible for Aarons to expand his experience outside of classes as well. He said, "I have taken on leadership positions in a number of campus organizations in the last three years that have allowed me to make a lasting impact on this campus."

Donations for scholarships have increased drastically in the last 10 years. In 2003, the total endowed amount was \$119,905, 10 times more than it was in 1990. The scholarships were distributed to 108 students in the 2003 academic year. The college office expects even more students will receive scholarships in 2004-2005 with increases in the number of donations and scholarships. □

Militant print journalist embraces television

Shelley Smith's career path runs from the *Daily Nebraskan* to ESPN

By VINCE KUPPIG
J Alumni News staff

Michael Jordan. Magic Johnson. Kobe Bryant. Keyshawn Johnson. Rasheed Wallace, Shaquille O'Neal.

And the list of high profile athletes Shelley Smith has interviewed goes on and on.

Smith, who attended the School of Journalism at UNL from 1976 to 1981, is a sports reporter for ESPN.

She has covered just about everything for ESPN, including the Olympics and the O.J. Simpson trial.

That variety is what keeps Smith going.

"You name it, I've probably covered it," says Smith, 45. "That's what's so great about the job. You never get bored. You never get beaten down by one sport."

In the fall, Smith is a regular on ESPN's College GameDay, covering college football.

"(GameDay) is really, really fun," she says. "I love college football."

Smith jokes that the one prerequisite for her daughter, who's starting college in the fall, was that she go to a school with a football team — "otherwise it's not a real school." Smith's daughter will be playing soccer for the University of Oregon.

Smith also covers the NBA playoffs for ESPN. She spent much of this spring going back and forth from the Kobe Bryant trial to Los Angeles Lakers games.

"I think I'm the only one covering the Lakers in the playoffs and the trial," says Smith, who lives in Los Angeles. "I see (Bryant) on both courts."

Among Smith's favorites to interview are retired basketball star Magic Johnson, Dallas Cowboys wide receiver Keyshawn Johnson and NBA Commissioner David Stern.

*"We were print (majors),
and we were militant.*

*We thought we were
the only real journalists."*

— Shelley Smith
ESPN sports reporter

And then there are the special one-time interviews like those with fired football coaches Rick Neuheisel and Mike Price.

"I love the big get," she says. "I love the interviews that everybody else is trying to get that we land, which is the best feeling in the world."

Smith didn't grow up wanting to be a reporter. Until she took her first news writing class, Smith says, she didn't have much of an interest in being a reporter.

Smith also worked at the *Daily Nebraskan* while she was in school, combining her newfound love for reporting and writing with her lifetime passion for sports. Records indicate Smith was the first woman sports editor at the *DN*.

"College is a great training ground for what I do now," Smith says. "We covered everything. We had a lot of fun, but we treated everything seriously. We covered the athletic department seriously."

"I really got all my good experience from journalism school and mainly from working for the *Daily Nebraskan*."

Nebraska Athletic Director Steve Pederson first met Smith about 25

years ago when he was an intern in the NU sports information department and Smith was at the student newspaper. She left quite an impression on the future athletic director.

"There are junctures in your life where you meet people and you just know that they're going to do something special," Pederson says. "You just knew she was going to do great. She just stood out."

"She's had an incredible career."

Don Bryant also remembers Smith. The former Husker sports information director, now athletic director-emeritus, remembers a prominent story Smith wrote about how NU's new press box didn't have a women's restroom.

Smith calls that her most famous story at the *DN*.

Says Bryant: "She was right. So we added one."

Like Pederson, Bryant knew Smith was going somewhere.

"She had talent," Bryant remembers. "She was a good writer and had investigative reporting skills. She had a future."

Having to deal with things like missing bathrooms wasn't unusual for Smith. When she was at the *DN*, women weren't allowed into men's

locker rooms to conduct interviews after football games. Instead, Smith got one-on-one interviews with the athletes.

"It was different, but I enjoyed the exclusivity I got," she says. "It wasn't right; it wasn't fair; it wasn't equal. But I got great treatment."

Since then, Smith says she's seen both advantages and disadvantages to being a woman in a profession traditionally dominated by men.

"A lot of athletes talk differently to you because you are female — sometimes it's better, sometimes it's worse," Smith says. "But now nobody even thinks twice about seeing a female in the locker room."

Smith went to work for the Associated Press right out of college. She moved on to the *Stars and Stripes* in Tokyo before returning to the states for a job with the *San Francisco Examiner*. From 1989 to 1997, Smith worked for *Sports Illustrated*, her last job in print journalism.

Even though Smith no longer works for a print publication, she's still writing. She writes her own scripts and occasionally writes for *ESPN The Magazine* and on the Internet.

Smith also has written three books, most recently *You Play to Win the Game*, a motivational book she co-wrote with New York Jets Coach Herman Edwards.

Now more than two decades out of college, Smith said she enjoys being on the big screen more than writing stories — something she never could have imagined when majoring in print journalism.

"We were print (majors), and we were militant. We thought we were the only real journalists," Smith recalls. "We used to say the broadcast majors belong in the drama department and advertising should be in the business school."

But now she's a convert to broadcast journalism.

"I like the immediacy of television," she said. "I like that we reach 10 million people. When you do something really special, there are a lot of people whose lives you touch." □

Richardson has been working on the railroad

By SARA GIBONEY
J Alumni News staff

Hmmm ... let's see. A degree in journalism. A career in public transportation. No obvious connection there.

But Barbara Richardson, vice president of marketing and sales for Amtrak, the nation's passenger rail service, is one of many journalism grads who have parlayed their journalism skills into successful careers in what look like unrelated fields.

"The good thing about a degree in journalism is that you can take it with you to any kind of career," Richardson said.

Richardson said marketing is similar to work in journalism because it is important in both fields to know who the target audience is and to know how to communicate effectively.

"My education in Lincoln was important because it did help prepare me for a job in business," Richardson said.

At Amtrak, Richardson has helped set ticket revenue records and ridership records. Despite a downturn in travel in 2003, Amtrak served 24 million passengers.

Richardson graduated from NU in 1982 with degrees in journalism and political science.

"Getting my degree in journalism provided me with a solid, well-rounded education," Richardson said. "It helped me to learn how to write and communicate effectively." □

After graduation, Richardson moved to New York City and worked as director of public information for the Triborough Bridge and Tunnel Authority.

"I really enjoyed the fact that I was doing something that people rely on every day," Richardson said. "There is an excitement around providing a service that people depend on."

Richardson later worked as director of communications for the New Jersey Department of Transportation and director of the Office of Public Affairs for the Federal Railroad Administration before joining Amtrak in 1994 as director of communications for the Northeast Corridor Business Unit.

Richardson said she's been at her current position for five years and works on passenger ticket revenue, pricing, capacity management and corporate and customer relations.

While she was at the university, Richardson was a member of the Innocents Society, worked at the *Daily Nebraskan*, worked as a legislative assistant at the capitol and had a summer internship at *The Omaha World-Herald*.

Richardson said she takes pride in her job because transportation plays such an important role in the American economy.

□

‘Make room for improvement and growth with every story’

By AMBER BROZEK
J Alumni News staff

C Cheryl Butler says things at the J school today are quite different from her journalism college days.

Butler, a University of Nebraska alumna, reflected on “the good old days” and how journalism has changed over the years at the College of Journalism and Mass Communications’ annual J Days Honors Convocation.

The *Washington Post* staffer was honored for her service to journalism by being selected as the Seline Memorial Lecturer at the April 15 event. She was also named journalist of the year by the UNL chapter of Kappa Tau Alpha, the journalism honorary society.

“I’m from the ‘old school,’ but you don’t need me to tell you that,” Butler said as she started her speech to the audience of alumni, faculty and students. “You can look at me and tell that I’m of ‘a certain age.’”

Butler said she was talking about an era when her classes, taught by professors who are now only seen on the college’s Wall of Honor, were devoted to hand-setting metal type for headlines, using Speed Graphic cameras, typing stories on sheets of newsprint and editing stories by literally cutting chunks of copy and pasting them into position.

“One thing was certain — we learned to appreciate firsthand the difficulties early journalists had to endure.

“Don’t mention spelling errors. A name misspelled was an automatic ‘F,’” Butler said. “And if I remember right, you had to write an obituary for every mistake to make up those ‘F’s.’”

Now, she said, journalism students write and edit stories on com-

puters, use special computer programs for fast designs and graphics and shoot photos on digital cameras. “And everything is so much cleaner!” Butler said.

Butler has been in journalism for more than 40 years. She graduated from what was then the “school of journalism” in 1967 with a bachelor’s degree in news-editorial journalism. After college, she worked on the copy desk for what was the *Lincoln Evening Journal* until April 1972. She moved to the copy desk of the *St. Paul Dispatch*, where she worked until 1980.

The following year, Butler took a job with the *Washington Post* as an assistant news editor. Later, she was promoted to deputy news editor, a position she held until June 2002 when she became a recruiter for the *Post*.

As a recruiter, Butler helped hire both full-time professionals and

interns. She also worked with high school students in the District of Columbia area, helping them find colleges and internships.

“What I enjoyed most was seeing their careers grow,” Butler said. “And I was always shy when I worked on copy desk. The position really helped me open up.

“It brought out qualities I didn’t know I had,” she said. “I’ve grown a lot. Anytime I faced a new task, I did the best I could.

“I wanted to stretch my wings. I wanted to use those good tools to ease the way for new students coming into the newsroom.”

Butler eased graduation jitters for students by offering some tips on qualities employers are looking for in journalism students. Her list included: a strong foundation in the fundamentals, talent, enthusiasm and a desire to keep learning.

“There’s absolutely no way that you can know everything now. There’s room for improvement and growth every day, with every story you write or edit,” Butler said.



Butler said employers are looking for a “strong foundation in the fundamentals, talent, enthusiasm and students with a desire to keep learning.”



Photo courtesy *The Washington Post*

- Cheryl Butler was given the Will Owen Jones Kappa Tau Alpha chapter award before the honors convocation on April 15.
- Opposite page: Junior news-ed student Dakarai Aarons, at the J Days honor convocation, is an intern at *The Washington Post*.

Dakarai Aarons, a junior news-editorial student, first met Butler in 2000 through the *Post's* Young Journalists Development Project, which helps minority students in newspaper journalism.

Since their first meeting, Butler has become a mentor to him, Aarons said.

"She helped me decide on visiting Nebraska to attend school here," he said. "She has always been helpful with career advice.

"When I write stories, I can always send them to her, and she tells me how to make things better and what I need to work on."

Aarons said Butler is "always a good source of advice for any student."

"She has an energy and passion for journalism," he said. "I don't think she'll be able to sit at home for long.

"As long as she is alive, she will be making some impact in the world of journalism."

Butler retired from her *Post* recruiting position at the end of April. She said she planned on doing some traveling before settling down and working on some home improvement projects.

Aarons said Butler was a good example of what journalism students can achieve after graduating from Nebraska.

"It's showing people that it is possible to rise to the top after graduation," he said. "It's not just the slogan the college tries to promote. She's proof."

Butler left the audience with some last advice: "Pay attention to details."

"If you don't pay attention to details you're going to make mistakes as well. And whatever you do, don't make the same mistake twice.

"You want to keep growing."



Advertising is Reeder's passion

By JENNIFER ROTH
J Alumni News staff

When Robert Reeder was growing up, his impression of an advertising person was Darrin Stephens on the television show "Bewitched." Darrin was a talented advertising executive, and Reeder remembers being interested in having the same career.

Reeder, a Lincoln native, is now the manager of advertising at Hallmark Cards Inc. in Kansas City. He manages the national brand advertising for the greetings and gifts business units as well as national advertising for the Hallmark Gold Crown Stores, a network of 4,200 independent retailers.

tising was multi-dimensional and switched to the journalism college at UNL by the end of his freshman year. He earned his degree in 1986.

His first job after graduation was in the communications department at the university's Alumni Association.

Andrea Cranford, director of communications for the alumni association, said Reeder was her intern while he was in school. Once he graduated, she hired him as her assistant director. "He was all around creative and showed a lot of initiative," Cranford said. As an advertising person, he has "first rate qualities," she said.

Reeder spent one year at the alumni association.

"I was still in the college mode and wasn't exactly sure what I want-

ple in the advertising business. He then moved back to the Midwest to Kansas City. It was while working at *The Register*, a magazine for the American Simmental Association, that he made a final decision to work with account services.

"I decided I needed a master's degree to position myself where I wanted to be," Reeder said.

It was a "pretty intense" year for Reeder, but he earned a master of science in advertising from the Medill School of Journalism at Northwestern University in Evanston, Ill., in 1991.

His first job at an advertising agency was with Valentine-Radford Advertising in Kansas City. Hallmark, later to become his employer, was one of his accounts.

He also worked for Applebee's Neighborhood Grill and Bar for five years. At Applebee's, Reeder consulted on the company's media planning and worked on the creative development for advertising campaigns.

Reeder began his career at Hallmark by working with a promotion group that was launching Hallmark's "Fresh Ink" cards, targeted towards women age 18 to 34.

His boss now is the man to whom Reeder first sent a letter and resume back in 1986 after college graduation.

Outside of advertising, Reeder stays busy with volunteer work and his hobbies. He has volunteered on fund-raising projects for the Good Samaritan Project in Kansas City and the Kansas City Free Health Clinic. For the past 13 years, he has taught aerobics at a fitness club. It started as a way to make extra money, but now he does it for enjoyment and fun.

Reeder also participates annually in summer productions at Shawnee Mission Community Theatre in the Park. While at UNL, he was a Scarlet and Cream singer, and theater has always been an interest for him.

"If you have a passion, you need to feed it," Reeder said. □



Photo by Susan Ranta

Robert Reeder (right) receives the Journalism Alumni Association's outstanding advertising alumnus award from Brian Noonan, journalism alumni board president.

The Journalism Alumni Association honored Reeder as the 2004 outstanding advertising alumnus at this year's J Days ceremonies.

Reeder has had some adventures since his days watching "Bewitched."

When he started college, he thought he might major in pre-law, but after some "soul searching, I looked at what was interesting." He decided he liked the idea that adver-

ed to do," Reeder said.

The next four years he called "the dark years." He said it was "pretty hard to break into an ad agency." Initially, he thought he wanted to be on the creative side of the advertising business, but eventually he decided to pursue account management.

Reeder spent one year in Los Angeles doing research and interviews and creating contacts with peo-

Local cable TV executive witness to technological transformation

By JENNIFER ROTH
J Alumni News staff

Being part of the telecommunications industry has made time fly for Dick Bates.

"I've seen more changes in the last five years than I had in the last 20 years," said Bates, the operations manager for Time Warner Cable.

Bates has been working with the cable industry since 1968 and was recognized by the journalism college's alumni association as this year's distinguished broadcasting alumnus.

Bates came to the University of Nebraska in 1965. While he was in school, he began working for the Lincoln Telephone and Telegraph Company. As the company introduced cable television, one of Bates' jobs was to run black and white cartoons and movies on the local origination channel. It wasn't exactly stimulating work.

"You can only see 'Felix the Cat' and 'Speed Racer' so many times," Bates said.

After graduating with a degree in broadcast journalism and English in 1971, he planned to teach but found he was more interested in the opportunities available in the cable TV industry.

The local cable company, Cablevision, hired him to run its production unit and later made him program director. In 1981, he was promoted to be manager of outlying systems, responsible for 13 cable systems in southeast Nebraska. In 1987 he was promoted to Lincoln manager.



Photo by Susan Ranta

Richard Bates (right) poses with assistant professor Rick Alloway at the alumni award of excellence lunch April 16. Bates was recognized as this year's outstanding broadcasting alumnus by the journalism college's alumni association.

While he was running the local production unit in the 1970s, Bates hired Rick Alloway, now an assistant professor in broadcasting at UNL. Alloway said Bates gave people a chance; he hired a lot of people who didn't really have much background in the field.

"He was a very fair boss. He got on you if you made a mistake, but he was quick to compliment you as well," Alloway said.

When Time Warner purchased Lincoln's cable system in 1995, the company kept Bates as the operations manager. He continues to do that job and also manages systems in Fremont, Columbus, David City, Seward and Crete for Time Warner, the second largest cable provider in the United States.

The cable industry is a "really exciting industry with a lot of opportunities," Bates said.

In 33 years his career has come full circle, Bates said. He started out working for a telephone company, and now Time Warner, the cable company, will start offering digital telephone service through its cable system this summer.

Bates has seen technology trans-

formed during his career. "Things that used to be unheard of are now second nature," Bates said.

"This is just the tip of the iceberg as to what is coming. It's already out there where you will be able to order a pizza through the cable TV you are watching."

Mary Bates, his wife of 25 years, said business and family come first for her husband. "He is very dedicated," she said.

But just because Bates manages operations for a high-tech company that doesn't mean he's a technical wizard himself. In fact, his wife laughed in agreement when he said if he can't figure out how to run the latest remote control or new computer program, he'll give it to his 14-year-old son, Alan, and he'll figure it out.

"He's been doing that kind of stuff since he was born," Bates says.

The Bates also have an 18-year-old son, Adam, and a 38-year-old daughter, Dee Ann.

Bates said he hopes to be in the cable business for the next 20 years. "It's going to be unbelievable — the type of electronic choices available in the future," Bates said. □

Grad's talents serve him well in Iraq

By MICHAEL BRUNTZ
J Alumni News staff

He knew he would see something.

That was the thought that kept *San Francisco Chronicle* writer and University of Nebraska-Lincoln graduate John Koopman trudging toward Baghdad with the third battalion, fourth Marine regiment during the United States' invasion of Iraq.

Koopman was one of the many journalists who jumped at the chance to be embedded with troops in Iraq. It was the lure of the unknown that made sleeping in the dirt and dodging bullets between deadlines worthwhile.

"We had an opportunity to do something that you knew was going to be historic, and you jump at the chance in spite of the dangers," Koopman said. "I had no idea what would happen. There was a good chance I'd see something."

The 1984 UNL graduate and 2004 news-editorial J-Days honoree recounted his experiences as an embedded reporter while in Lincoln April 15.

Koopman's Marine regiment was one of the groups leading the charge to Baghdad. He said the Marines encountered resistance on their way to the city, especially outside the town of Al Kut. Iraqi forces fortified a palm grove and ambushed Koopman's group and engaged the Americans in a lengthy gun battle.

Koopman was standing beside the driver of his Humvee but backed away to get a better view of the skirmish. When Koopman turned around, the driver had been shot. He died later that day.

The close encounter gave Koopman a new perspective. "It reminded me of the little things in

life," Koopman said.

The straightforward Koopman has always been known for his ability to fit in, said UNL journalism professor Bud Pagel. Koopman arrived on UNL's campus in 1981 after spending nearly four years in the Marines. Despite the fact that he was married, Koopman worked at the *Daily Nebraskan* and quickly established a name for himself with his talent — and his self-deprecating sense of humor.

"This isn't a new experience for him," Pagel said of Koopman's war experiences. "John has always been the type of person who adjusted to a situation well."

Koopman wasn't a total stranger to being a journalist during a war. He twice went to Afghanistan for *The Omaha World-Herald* during the Soviet invasion of the mid 1980s to report on a multi-

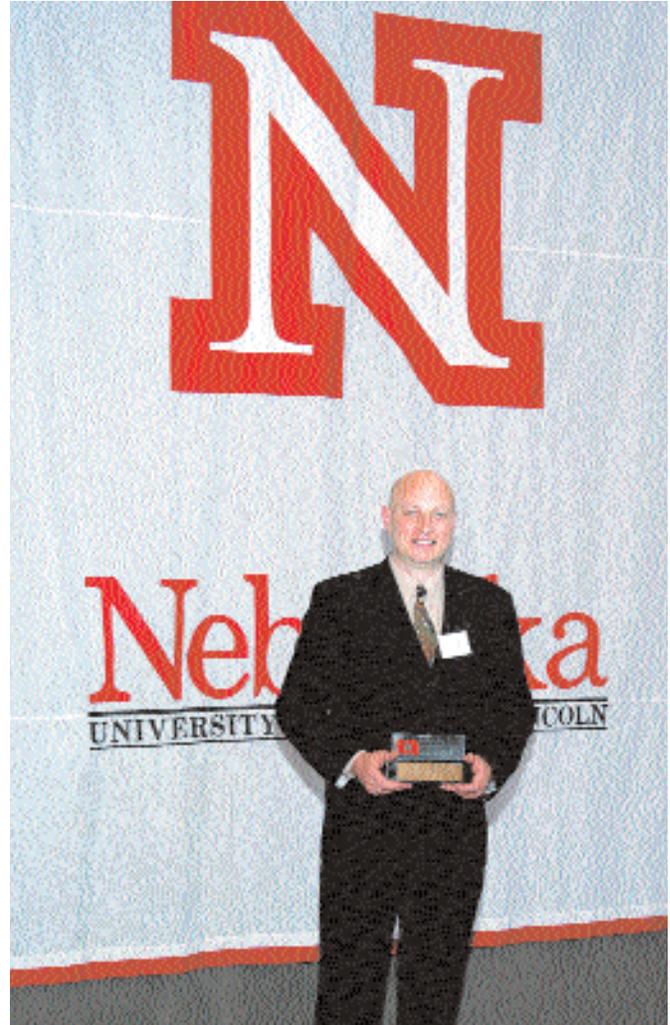


Photo by Susan Ranta

John Koopman received the Journalism Alumni Association's 2004 outstanding news-editorial alumnus award.

*"What you learn to enjoy
about journalism is being
a witness to history."*

— John Koopman
San Francisco Chronicle writer

million dollar grant UNO professor Tom Goutierre won to provide educational opportunities to Afghan refugees in Pakistan. During his second visit to the country, Koopman and his group were crossing the border when they were caught and detained by Pathan tribesmen and jailed for three days. Only a bribe secured their freedom.

"I believe I'm the only *World-Herald* reporter ever to list 'bribes' on an expense account," Koopman said.

That familiarity with the unexpected served Koopman well last year as the Marines got closer to Baghdad.

The Marine regiment was fighting to gain control of a river crossing when Iraqi troops began firing mortar shells at the Americans. A shell hit a vehicle behind Koopman, spraying him with hot engine oil.

He said his respect for the Marines solidified during the second skirmish.

"They had to suck it up and do their jobs," Koopman said. "Their buddies were dead. Guys are wounded and screaming and the colonel is coming around saying they're going back in 15 minutes. I don't know how they did it, but 15 minutes later they're running across the bridge uncovered."

Koopman said the Marines encountered little resistance as they approached the center of Baghdad. Troops came into a traffic circle in the middle of the city where hundreds of citizens gathered with hammers and anything else they could find to topple the statue of Saddam Hussein.

Koopman watched as the jubilant Iraqis beat the statue's massive concrete base with hammers and shoes in a purposeful and symbolic affront to the toppled regime and its former leader.

He said the sense of joy and relief was tangible that day in Baghdad. Iraqis used Koopman's satellite phone to call frazzled relatives in foreign countries, and heavy machinery was called in to finish off the gigantic effigy.

The breadth of historic moments is hard to grasp when they're viewed in person.

When the images decorated the front pages of newspapers around the globe,

Koopman said he finally realized what he'd seen in person.

"That's when I got the sense of this as a historic moment," Koopman said. "I said to myself, 'You just watched history being made.'"

Once the occupation began, Koopman said the situation became static. He left Iraq nearly two weeks after the Marines arrived in Baghdad and began the American occupation.

Despite seeing some of the worst that war had to offer, he said he wasn't changed much by what he saw. He said he learned to compartmentalize the images in a corner of his brain. He said he expected the worst, but luckily the worst never took place.

"I looked at it as this is what I have to do for my job, and thank God it's over," Koopman said.

His experiences turned into a 27,000-word series for the *San Francisco Chronicle*. The series is becoming a book that Koopman is writing about the war.

He said he hopes to write a "part memoir, part historical war description," while mixing in discussions about the embedding process.

Koopman said his four years in the Marines, although he did not serve in combat, helped him do a better job of reporting.

"Having served in the Marines, I was better able to talk to Marines, to live in their environment and to more easily distance myself from them," Koopman said. "Some reporters were too in awe of soldiers and Marines. I had been one and so didn't think they were always such supermen. Not that I didn't respect them. It was more of a healthy, honest respect, though."

He said his experience covering the war reminded him of why he got into journalism.

"What you learn to enjoy about journalism is being a witness to history," Koopman said. "Those are the elements that make the job worthwhile."



Yogi bears gift for J school

By AMBER BROZEK
J Alumni News staff

Dick Chapin compares himself to Yogi Bear when he describes his long, adventurous career in the field of broadcasting.

The 81-year-old has dedicated 51 years to the industry he loves.

This year Chapin gave \$125,000 to the College of Journalism and Mass Communications at the University of Nebraska-Lincoln. He was also honored by the Journalism Alumni Association for outstanding service to the profession.

With \$25,000 of the Chapin gift, the college provided two display cases for broadcast equipment, to be placed in the J.C. Seacrest Lecture Hall. The remainder of the gift will be placed in an endowed fund to provide scholarships for broadcasting students who are interested in the business side of broadcasting.

"I just wanted to give back to the industry that helped me," Chapin said.

Chapin graduated from UNL in 1947 and was appointed secretary of the chamber of commerce in Atlantic, Iowa.

But after several years he returned to Lincoln to serve as convention manger for the

J Days

Lincoln Chamber of Commerce and was later named the assistant general manager of the chamber.

Then in 1953, Chapin took a job with radio station KFOR as an account executive. The next year he became the general manager.

Seventeen years later, in 1970, Chapin became president of Stuart Enterprises, which owned radio stations, outdoor advertising and an insurance company and had several estate holdings.

In 1985, Stuart Enterprises was sold to DKM Broadcasting Corporation of Atlanta, but Chapin remained president, running the 10 Stuart stations.

He left DKM, though, two years later to open a branch office for R.C. Crisler and Co., a Cincinnati media brokerage firm. Later, he established himself in the brokerage business, in which he is still involved.

Now semi-retired, Chapin operates Chapin Enterprises, a Lincoln-based media brokerage firm, and owns five radio stations.

Chapin said two high points of his career stand out in his memory.

He was the first person to chair both the National Association of Broadcasters, a job he held twice, and the Radio Advertising Bureau.

And in 1974, the National Association of Broadcasters gave Chapin the Distinguished Service Award, the nation's highest broadcasting award.

Roger Dodson, senior vice president for training for the Radio Advertising Bureau, started working for Chapin at Stuart Enterprises when he was a sophomore college student at UNL.

"He has written the framework for many people in the business," Dodson said. "In his case, he is an icon for the broadcasting field in the entire United States."

Chapin set the standard of excellence and is an advocate for the business side of broadcasting, he said.

"When you talk of opportunities, it does not matter who you are, but what you are," Dodson said. And Chapin, he said, helps students succeed "in the greatest industry for freedom of expression."

"He provides a vehicle for students who want to get into the industry," Dodson said.

Rick Alloway, a UNL broadcasting professor, said Chapin was a long-time supporter of broadcasting education. His donation to the college and the student scholarship is just another indication of how much Chapin "believes in education."

Alloway also worked for Chapin at Stuart Enterprises. He said Chapin was a tough, demanding boss, who set high standards for employees.

"But for a young person, like I was then, it's the right kind of influence," he said. "(Chapin) only accepted the best, but he was always fair.

"Lincoln is fortunate to have his ability and we are pleased to gain through his experience, and his gift to the college."

Larry Walklin, broadcasting professor, said Chapin deserves recognition because of his service to the university and the broadcasting business field.

"He is a broadcasting pioneer." □

J Days photo album

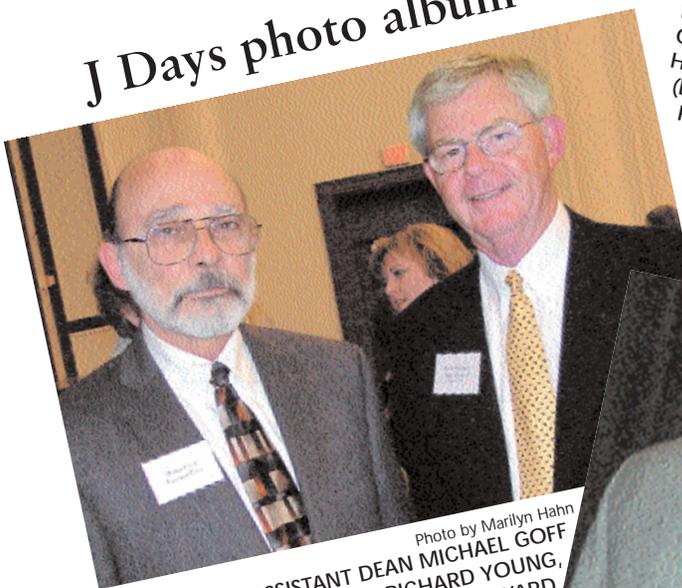


Photo by Marilyn Hahn
INTERIM ASSISTANT DEAN MICHAEL GOFF
IS PICTURED WITH RICHARD YOUNG,
RECIPIENT OF 2004 DEAN'S AWARD

HENRY CORDES,
OMAHA WORLD
HERALD REPORTER
(BELOW LEFT)
RECEIVES THOMAS
C. SORESEN
AWARD FOR
DISTINGUISHED
NEBRASKA
JOURNALISM.



Photo by Josh Fiedler
A NETWORKING LUNCH AT
THE NEBRASKA UNION WAS
WELL-ATTENDED ON
APRIL 14.



Photo by Josh Fiedler

'Communication is key'



Photo by Susan Ranta

Dick Chapin (right) talked about the importance of communication when he accepted his award for Service to the Profession. He is pictured with Brian Noonan, journalism alumni board president.

This is a great honor for a business administration grad with no journalism background.

I've spent 50 years in the broadcast business and have

had a fairly good career. Now I have a chance to look back and see how much more I could have done if I had taken more classes that are

currently offered in the journalism school.

Life is a long, difficult and expensive journey. Getting a good education is a half-fare coupon.

I tell every young person I come in contact with to take all the speech, writing and English classes he or she can because I sincerely believe one of our biggest problems on any level in business and government today is our inability to communicate.

Besides owning several radio stations, I broker stations, and as a radio broker, I'm always negotiating between the buyer and the seller. Quite often, they have become almost hostile in their conversations with me as the negotiator. These are the times I wish I had better communication skills.

Communication comes into play every day in the contract negotiations between parties: in your

trying to hire someone you really want, in selling you product so your client really wants it.

That is why I greatly admire the University of Nebraska journalism college and the job it is doing. I've gotten to know Dean Will Norton quite well in the last couple of years. He is energetic, personable and is the reason the college is doing so well. I'm glad he did not dump us for those Kansas Jayhawks.

I could ramble on about freedom of the press and how I think many radio owners have abused their responsibilities, but for now, I want every person to have the freedom to speak as he or she sees fit. But I am also a member of society. I understand that what we say and how we say it must be tempered by where and when we say it.

This award means a great deal to me. Please accept my heartfelt thanks.



DEAN NORTON (LEFT) AND CRAIG ECKERT, CHAIRMAN OF THE NEBRASKA BROADCASTERS ASSOCIATION, PRESENT THE BROADCASTING PIONEER AWARD TO MAX BROWN, RETIRED GENERAL MANAGER OF KRVN LEXINGTON. ERIC BROWN (RIGHT) ACCEPTED THE AWARD ON HIS FATHER'S BEHALF.



SARAH WOOTTON AND SARAH HERMSMEIER POSE FOR A PICTURE AFTER THE HONORS CONVOCATION. HERMSMEIER WAS SELECTED FOR THE OUTSTANDING STUDENT SERVICE AWARD. WOOTTON IS A STUDENT ADVISORY BOARD MEMBER. BOTH ARE ADVERTISING MAJORS.



Photo by Susan Ranta

Photo by Susan Ranta
MICHAEL GOFF AND BUD PAGEL POSE FOR A PHOTO WITH OLIVE COPPLE, WIDOW OF FORMER DEAN NEALE COPPLE. GOFF AND PAGEL ARE ON THE J SCHOOL FACULTY.



Photo by Marilyn Hahn

ADVERTISING

Frauke Hachtmann and Govinda Tidball, a graduate student, wrote a paper that was accepted for presentation at the Toronto convention of the Association for Education in Journalism and Mass Communication. The title is "Racial Representation and Role Depiction in Magazine Advertisements: A Content Analysis."

Sloane Signal and Hachtmann proposed and organized a panel for the AEJMC convention. Titled "Communicating with Multicultural and Global Audiences without Creating Stereotypes," the panel will feature a discussion of the current state of multiculturalism and globalization in advertising and civic journalism. They will showcase different domestic and global ad campaigns (including student work), pointing out blunt stereotypes as well as messages that were well communicated. Finally, they will examine ways to avoid stereotypes in future campaigns and how to become more sensitive, while communicating effectively and efficiently.

Phyllis Larsen wrote a chapter for the third edition of the book, *Learning To Teach*, that was published in October 2003. She also had two articles accepted for the coming *Encyclopedia of Public Relations* from Sage Publications. Larsen continues to serve as the faculty adviser to UNL's Public Relations Student Society of America and coordinates their student/professional mentoring program. She also serves as the volunteer PR director for Lincoln/Lancaster County Habitat for Humanity and worked with Prof. Thomas Spann and his students to create a promotional video for the organization.

Associate Dean Linda Shipley has moved from the undergraduate to the graduate program. As chair of the Graduate Committee for the college, she will coordinate the campus and distance education graduate pro-

grams. Shipley continues to serve on the advisory boards for *Journalism and Mass Communications Quarterly* and *Newspaper Research Journal*. She is the representative of the American Academy of Advertising on the Accrediting Council for Education in Journalism and Mass Communications. She was a member of the accrediting site visit team at West Virginia University in October and attended the accrediting council meeting in Boston in May.

BROADCASTING

Rick Alloway was the moderator for a panel discussion on the Civil Rights Act of 1964 as part of Martin Luther King week activities in January. He received the UNL Parents Association Award for service to students for the 12th year and was nominated for the university's outstanding adviser of the year award. He appears regularly as media consultant on Kent Pavelka's morning radio show on KKAR, Omaha. He was a guest speaker on media at the Hugh O'Brien Youth Leadership State Conference on the UNL campus June 11 and produced public service radio spots for the American Red Cross following tornado that destroyed the town of Hallam and neighboring areas in May.

Laurie Thomas Lee spoke on a panel at the Broadcast Education Association annual convention in Las Vegas in April. Her presentation was on "The Patriot Act and Privacy." She also served as moderator for a panel session on "Cable Telecommunications Industry Research" at the National Cable Telecommunications Academic Seminar in Chicago.

Jerry Renaud attended the Broadcast Educators Association convention and the National Association of Broadcasters convention, both in Las Vegas in April. Along with news-editorial student Dakarai Aarons, he gave a presentation at the national NAFSA conven-

tion in Baltimore in May concerning the Cuba project. He continued work on a documentary looking at six years in the life of buffalo ranchers and what the future holds for raising buffalo.

The Cuba documentary, for which Renaud and Joe Starita were co-executive producers, was shown on 98 public television stations on May 2. It received national student documentary of the year honors at the Broadcast Educators Association convention in April and placed third in the documentary category of the Student Academy Awards. (See story on page 40.)

Larry Walklin wrote a successful proposal for funds to provide additional information about the graduate program. His spring semester class was part of the video for a story about university costs that aired on the Peter Jennings ABC TV

Media literacy starts early

The students were a little younger, but the principles were the same when broadcasting professor Tom Spann worked with fifth graders from Elliott Elementary School last winter.

Elliott has used a three-year Arts in Education grant to help its students become media literate. This year's program focused on developing large projects for the Celebrate Lincoln Festival on April 30 and May 1.

The children created their own CD, beginning by writing poetry and turning the poetry into music lyrics, then used a computer program to create the music.

Then Spann got involved, helping the students create the videos and record their voices. The process took place in Andersen Hall in March. □

faculty notes

News program. Walklin produced an instructional video presentation for the Internet by Professor Katherine Walter, chair of preservation and special collections at the University Library, on the Nebraska Newspaper Project. He also wrote two articles for the Nebraska Broadcasters Association publication, *MODULATOR*.

NEWS-EDITORIAL

John Bender is the lead author of the eight edition of *Reporting for the Media*, which will be published this summer and will be available for fall courses. The new edition includes contributions from several UNL alumni. Jeff Zeleny and Erin Schulte both contributed stories about their experiences on Sept. 11, 2001. Zeleny covered the attack on the Pentagon for the *Chicago Tribune*, and Schulte

worked at *The Wall Street Journal* online and print editions, covering the attacks. Matthew Hansen of the *Lincoln Journal Star* contributed his profile of Dick Cavett for the chapter on feature writing. Other UNL alums who helped are Melanie Mensch Sidwell, Dane Stickney, Veronica Daehn Stickney and Gwen Tietgen.

Charlyne Berens was on academic leave during spring semester and began research on a book about the political career of Nebraska Sen. Chuck Hagel. She spoke to the Nebraska Press Women at the group's spring meeting in May and was co-director, with Jerry Sass, of the Dow Jones Newspaper Fund internship residency at UNL during the last two weeks of May.

Luis Peon-Casanova hosted the Nebraska News Photographers Association contest in March and the Nebraska High School

Photographers Association workshop in May. He worked with student Jessica Hoffman to get a \$2,000 UCARE scholarship for a project in conjunction with the astronomy department. He completed a 30-minute documentary and four public service announcements for national distribution on literacy for Spanish-speaking people.

Joe Starita is preparing a depth reporting project that will take 11 students to Paris in early September. The hand-picked group of students will examine the current state of Franco-American relations. The project includes print, broadcasting and advertising students who will produce both a full-color magazine and video documentary of the project. He also is researching a book on the life and death of Ponca Chief Standing Bear. □



Photos by Marilyn Hahn

alumni notes

2003

Alexis Fisher, Philadelphia, Pa., is a producer for NBC 10 in Bala Cynwyd, Pa.

Lindsey Gill, Lincoln, is an associate producer at KM3 News in Omaha.

Tyler Grassmeyer, Washington, D.C., is on the Washington staff of Nebraska Sen. Chuck Hagel. Previously, Grassmeyer was special assistant to the director and congressional liaison for the White House Commission on Remembrance.

Andrea Heisinger, Lewiston, Idaho, is a reporter for the *Lewiston Morning Tribune*.

Brooke Johnson produces game highlights for ESPN's "Sportscenter," "Baseball Tonight" and "NBA Fast Break." She started in March as a production assistant at ESPN's home office in Bristol, Conn. She chooses and packages the highlights that run on the ESPN shows.

Allison Marks, Atlanta, Ga., is a sales assistant at Katz Media in Atlanta.

Carrie Myers, Lincoln, is an admissions counselor for UNL.

Jill Zeman, Little Rock, Ark., is a reporter for the *Arkansas Democrat-Gazette*.

2002

Jami Larson, Woodland Hills, Calif., is regional affiliate relations director for Premiere Radio Networks.

April Reins, Mission, Kan., is an account executive with Barkley Evergreen and Partners Public Relations in Kansas City.

2001

Amanda Wilcox Johnson, Highlands Ranch, Colo., is Web editor for The Cable Center, cable television's national programming and research center, in Denver. She will graduate in August from the University of Denver with an M.A. in digital media studies. While attending grad

school she worked full time as manager of communications for The Women's College, a separate college within the DU system for working, adult women earning DU bachelor's degrees by taking weekend classes. She did all of the college's publications and image development and its Web site.

Katie Juhl is production coordinator for ABC NewsOne Washington. She coordinates Washington, D.C., operations, feeds and live shots for ABC News affiliates and clients. Before joining ABC in January, she was a desk assistant at The NewsHour with Jim Lehrer, produced for PBS in Arlington, Va. She worked for KUON-TV, Nebraska's PBS station, for six months after graduating from UNL and then earned the M.A. in broadcast journalism from the S.I. Newhouse School of Public Communications at Syracuse University. She also does freelance broadcast reporting and gives piano lessons.

2000

Erin Dolan, Denver, is a marketing coordinator for Microsoft in Denver.

Joshua Eickmeier works for the New Hampshire Democratic Party as the deputy field director for the first Congressional District. He previously worked on John Kerry's primary campaign in Iowa, New Hampshire and Tennessee.

Matt Miller, a photographer with *The Omaha World-Herald*, earned third place in the Best of Still Photojournalism 2004 competition sponsored by the National Press Photographers Association. Miller won in the domestic news category for a picture of two Omaha high school girls fighting with each other in a city park on April 4, 2003. According to the NPPA Web site, the award in that category is for a photo that is unplanned and immediate, an event where the photographer hasn't the time to plan but reacts on

instinct, adrenaline and news judgment.

Shannon Heffelfinger Sherman joined Bailey Lauerman, Lincoln, in June as public relations project manager. She previously was assistant sports information director at UNL. She will receive the M.A. degree in journalism in August.

Amanda Taylor, Littleton, Colo., is public relations specialist at the Girl Scouts-Mile Hi Council. Previously, she was at the Colorado Center for Nursing Excellence as their communications and outreach coordinator.

1999

Eric Drumheller, Lincoln, is director of community relations for EducationQuest Foundation in Lincoln.

Jennifer McCarthy, Chicago, is an associate producer with Harpo Productions.

Jason Stuehmer, Westborough, Mass., is an applications specialist for Pinnacle Systems in Lowell, Mass.

Heidi White was promoted last year to international editor at the *Arkansas Democrat-Gazette* in Little Rock. She started her job there in November 1999 after a brief stint in Cheyenne, Wyo. She was promoted in November 2001 to assistant international editor and in May 2003 to international editor.

1998

Angela Heywood Bible is spending the summer at the United Nations headquarters in Geneva at the Office of the High Commissioner for Human Rights in the Department of Counter-Terrorism and Democracy. She completed her first year of law school at the University of North Carolina in May. As a requirement for the master's degree in international law, she also will take classes at the University of Geneva Law School — international tax, contracts and environmental law.

alumni notes

1997

Doug Kouma has been promoted to copy chief of Better Homes and Gardens Special Interest Publications. In his new role, he manages copyediting and production for 100+ magazines per year and supervises all staff and freelance copy editors. He was previously a senior copy editor in SIP. After graduation, he worked at *The Des Moines Register* as a news copy editor and 1A and Metro designer. In August 1999, he joined Meredith (in Des Moines) as an associate copy editor in Better Homes and Gardens Special Interest Publications. In 2002, he was named senior copy editor for building and remodeling titles. As copy chief, he now has responsibility for all titles in SIP's Building/Remodeling/Kitchens, Decorating & Design and Garden groups. Together, the three groups produce 100+ magazines per year with a total circulation of more than 40 million.

1996

Paul Erickson, Lincoln, is the instructional technology development manager for UNL.

1994

Leslie Rupiper, Sioux Falls, S.D., is a reporter at KSFY-TV in Sioux Falls.

1993

Emily DeMars Kranz, Fremont, owns the marketing consulting business called The Ad Doctor in Fremont.

1992

Lori Koepke, Lincoln, joined Snitily Carr's media department as a media buyer and planner in March.

Mike Lewis has been in Chicago since late 1999 and has worked as an editor at World Book Encyclopedia since early 2001.

Susan Phalen, Alexandria, Va., is director of the International Press Center for the Office of Strategic Communications. As of April, she was working in Baghdad, Iraq, for the Coalition Provisional Authority, running the International Press Center and working with the international press corps based in Baghdad.

1991

Monte Olson, Lincoln, is director of strategy and brand development at Fusebox in Lincoln. He previously worked in Chicago, Los Angeles and San Francisco, most recently as advertising director for Bank of America in San Francisco.

1990

Jennifer Snyder, Lincoln, is marketing coordinator for UNL's University Health Center. She is working on a master's degree in journalism with an emphasis in advertising. She is a member of the planning committee for the Lincoln Marathon.

1989

Kelly Anders, Sacramento, Calif., is a reference librarian at the McGeorge School of law in Sacramento. She earned her law degree at Pepperdine University in 1996. She received a Forty Under 40 award from the *Denver Business Journal* in 2001.

Mike Reilley, a public relations account executive at Bailey Lauerman marketing communications was promoted in February to be director of the sports marketing and consulting group. Previously, Reilley covered the NFL, major league baseball and college sports as a reporter at the *Los Angeles Times* and *Chicago Tribune*. He also worked as an online editor at America Online and the *Washington Post*. He earned a degree in media management/newspaper administration from Northwestern University in 1995.

1988

Larry Puntaney, Lincoln, joined Snitily Carr as a marketing manager in March. He was a local news anchor for three years and has hosted numerous Husker coaches' television programs.

Joan Rezac von Kampen recently became Midlands team leader on *The Omaha World-Herald* copy desk, where she has worked since 1997. She previously worked for *The Des Moines Register*, the *Scottsbluff Star-Herald* and the *North Platte Telegraph*. She and her husband, Todd von Kampen, live in Omaha and have four children: Jonathan, 13; Joshua, 10; Benjamin, 3; and Annetta, 1.

Cheryl Wemhoff was recognized as the 2004 Ad Pro of the Year at the Nebraska ADDYS in January. She is president of "advertising advice," a firm specializing in consulting local and regional businesses and organizations on their marketing and advertising plans, media buying and copy writing. She has served on the board of directors of the Advertising Federation of Lincoln for seven years and is currently chairman of the board.

1986

Tammy Traudt, La Jolla, Calif., is a manager of events and special projects at the University of California-San Diego.

Todd von Kampen recently was named editorial page coordinator for *The Omaha World-Herald*. He had been a *World-Herald* reporter since 1999. He previously worked for *The Des Moines Register*, the *Scottsbluff Star-Herald* and the *North Platte Telegraph*. He and his wife, Joan Rezac von Kampen, live in Omaha and have four children: Jonathan, 13; Joshua, 10; Benjamin, 3; and Annetta, 1.

1985

Joel Sartore's photos will be on exhibit until June 5, 2005, at the University of Nebraska State Museum at Morrill Hall, 14th and U Streets. The exhibit, titled "Fragile Nature: a Personal View," is made up of more than 50 photographs Sartore has taken during his 15 years of traveling the world as a photographer for *National Geographic* magazine.

1984

Michael "O.J." Nelson, editor at the *Kansas City Star*, received the first-ever Headline Award from Johnson County Community College's journalism and media communications department. The award was in recognition of his contributions to journalism in Johnson County. Nelson has worked 30 years for the *Star*, most of that time as an editor. This year he became assistant managing editor/zoning, overseeing content of Neighborhood News inserts across the area.

Mona Koppelman Smith, Brooklyn, N.Y., is the manager of adult programs for the Brooklyn Museum. Her first book was scheduled to be published in August by Faber & Faber. Titled *Becoming Something: the Story of Canada Lee*, the book is the biography of black actor Canada Lee. A political activist, Lee was under surveillance by the FBI and the House Un-American Activities Committee for a decade. In 1949, he was blacklisted after he was wrongly denounced as a Communist during a sensational espionage trial. He continued to fight for civil rights until he died in 1952. The book is dedicated to Bud Pagel, Koppelman's first J school professor.

1983

Chris Bouma Anderson was inducted in May into the Norris Alumni Hall of Fame. She graduated from Norris High School in 1979 and is in her 11th year as Nebraska's sports information director. For the past six years she has served as assistant ath-

letic director for communication and in May was promoted to associate athletic director. She oversees all athletic department publications and TV productions and assists with radio and television contracts.

1982

Monica Frank Pribil, Lincoln, works for the Tobacco Free Nebraska project sponsored by Nebraska Health and Human Services.

1980

Eric Warp, Sacramento, Calif., is owner of American Warp Drive. This is his fourth year as an independent designer for television and print. Recent projects include the creation of virtual sets for a half-hour video featuring actor Martin Sheen. In February he launched a new boutique production company with three fellow veterans of commercial TV. Their first official project as TVfabfour will be a documentary on AIDS in Romania, shot on location

Volunteer journalism rewarding – and ‘awarding’

It's official: Ruth Lahr, class of 1938, is a distinguished citizen. She received the Holmes Run Acres Civic Association Distinguished Citizen Award in May. Although the group has presented annual awards for special projects or activities for many years, Lahr's is the first "lifelong" recognition, she reports. The award was made for her lifelong commitment to HRA residents, her countless stories in *The Holmes Runner* and her advocacy for the children of the

area. Holmes Run Acres, in Falls Church, Va., is a community of about 350 homes, Lahr writes. The first of the three sections opened in 1951. "I am the last remaining original resident." Lahr lives in a ranch-style home that was built according to the model featured in *House Beautiful* in spring 1951. "Before the development organized into a civic association in 1952, there was a publication, *The Holmes Runner*, for our growing community — so isolated in Fairfax

County's middle region—to keep in touch with each other and with the locality in which we lived." Lahr was an early editor of *The Holmes Runner*, which was mimeographed and distributed monthly in its early days. It is now published twice a month, and Lahr continues to contribute regularly, writing most often about schools or about Fairfax County history. From the beginning, the HRA Civic Association has sponsored events for the community and has

had a special speaker at its annual meeting. This year's speaker told the residents how they could form a historical district, "which would protect the area from invasion by road expansion, as in the proposal to widen the Beltway, which is the western boundary of our community. (I don't mean mere incursion.)," Lahr writes. In a note attached to a photocopy of her distinguished citizen award, Lahr says, "Volunteer journalism can be rewarding." □

alumni notes

in March. He and his wife, Peggy, have a daughter, Zoey, 8.

1977

Bob Cullinan, San Rafael, Calif., is self-employed. After working for more than a dozen years in local TV news and sports — with a handful of network assignments along the way — he began a second career in media relations consulting in 1997. He helps people and companies land coverage in the major local, national and international media like CNN, CNBC, *The New York Times*, *The Wall Street Journal*, *Forbes*, *Business Week*, *Wired*, *News.com* and others. He acts as the conduit between his clients and the media, helping clients identify the stories that can do them the most good and then working with the reporters, editors and producers at targeted media to help them produce coverage of his clients. Over the years he has worked for clients like Microsoft, HP, The Sharper Image and the Kingdom of Tonga.

Rusty Cunningham is publisher of the *La Crosse Tribune* and *Winona Daily News* and president of the River Valley Newspaper Group, which includes the two dailies, plus a twice-weekly and six weeklies in western Wisconsin and shoppers throughout the region. After graduation, he was a cops reporter for about nine months at *The Evening Press* in Binghamton, N.Y. He went to *The Omaha World-Herald* in 1978 as a copy editor and night cops reporter. He worked at the *Quad-City Times* in Davenport, Iowa, (Lee Enterprises) from 1979 through 1992 as a reporter and editor and was editor of *The Ottumwa Courier* from 1992-1997 (a Lee paper at that time). He was editor of the La Crosse paper from 1997 to January 2002, then publisher of the Portage, Wis., division of Capital Newspapers. He

returned to La Crosse and Winona in February.

1976

Gina Hills is managing producer of Seattlepi.com, the *Seattle Post-Intelligencer's* five-year-old Web site. She joined the *Seattle P-I* in late 1987 after nearly a dozen years with UPI in Nebraska, Louisiana and Indiana. Before moving to the online world in 1999, she had many editing positions in the *P-I's* newsroom, including region, education and politics editor. At Seattlepi.com, she has been instrumental in developing the site's news content and 24/7 news strategy.

1975

Michael T. Martinez, Euless, Texas, is senior producer of *Star-Telegram.com* in Fort Worth.

1974

Ann Pedersen Gleeson, Omaha, is director of public relations for infoUSA in Omaha.

1973

Barbara Chaney, San Francisco, is employed by Sedgwick, Detert, Moran and Arnold in San Francisco.

1970

Bob Thacker became external relations director of the Guthrie Theater in Minneapolis July 5. Thacker retired in January from the Minnesota office of the New York-based advertising firm BBDO where he had been president and CEO since 1999. He will lead the Guthrie's development, marketing and communications and will work with the education/community partnerships.

1969

Stuart M. Frohm, Midland, Mich., is wire editor and political writer for the *Midland Daily News*.

1954

Wendell "Del" Harding Jr., Washington, Utah, is a retired NASA public information office chief. During his career, he earned 11 national writing and publication awards, served two terms as vice president of National School Public Relations Association and nine years as an officer of the Colorado Professional chapter of SPJ. Earlier in his career, he was a reporter for the *Fremont Tribune*, the *Lincoln Star* and the *Denver Rocky Mountain News*.

1950

Alan Clem, Vermillion, S.D., has written seven books. Three relate to South Dakota and four to U.S. national government and politics. His most recent book is *Government by the People? South Dakota Politics in the Last Third of the Twentieth Century*. When he was at the university, Clem was president of Sigma Delta Chi and editor of the *Daily Nebraskan*.

❖

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May tornado moves Norris yearbook staff to Andersen Hall

After the May 22 tornado tore through southern Lancaster County, some folks needed help rebuilding. Some needed food and water. Some needed donations of clothing.

Saranne Renaud and her yearbook staff at Norris High School needed a computer lab.

Renaud, in her 13th year as journalism teacher and yearbook adviser at Norris, southeast of Lincoln, usually plans to complete production of the book right after school is out in May. This year she expected the entire staff to be at Norris on May 25 and 26 to finish their spreads.

But by May 25 and 26, only half of Norris was still standing. The Saturday tornado had destroyed the north and west sides of the complex, which houses grades kindergarten through 12. The storm tore a foot-square hole in the roof of Renaud's classroom, and the downpour that accompanied the tornado soaked the carpet, closet and cupboards.

Most of the completed work on the yearbook was stored on computers, but the building had no electricity to operate even lights. Once the power was back on, the tech staff person at Norris copied all the yearbook materials onto a CD so that the staff could take it elsewhere and finish up.

But where?

It just so happens that Saranne Renaud is married to Jerry Renaud, a member of the UNL broadcasting faculty. Jerry suggested the J school would be able to find a place for the yearbook staff to finish its work.

Luther Hinrichs, journalism's computer guy, set up a lab full of PCs for the Norris refugees and loaded

the software they needed for their project. Then a representative from Wadsworth, the yearbook publishing company, came by and added the necessary enhancement software.

On Wednesday, June 9, all 15 members of the yearbook staff showed up at Andersen Hall to get started. At least a few were at work every day after that through late June. When the proofs came back from the publisher in July, the staff came back to do the index and put the final touches on the book. Renaud hoped to have the whole thing completed by mid July.

Shelly Thompson, spreads editor for the yearbook, said coming to the J school every day has been a lot different from what she expected to be doing in June and July. "We were really close to being done, and this threw a loop into things," she said.

But Renaud said she was happy and relieved to be set up and functioning in Andersen Hall. "I have no idea where I would have looked" if the J school hadn't been willing to help, she said.



Photo by Luis Peon-Casanova

Norris high school students, left, Brittany Kvasnicka and Jessalyn Schrock work at the College of Journalism and Mass Communications to finish their yearbook. Saranne Renaud, yearbook adviser, looks on. Most of Norris High School was destroyed by a tornado May 22.

Mike Goff, interim assistant dean, said the school was delighted to do something to help some of the folks affected by the storm.

The finished product, which will include a special section about the tornado, will probably be available in mid September. Predictions are it will be a fine product.

Despite the storm and the challenges involved in changing venues, "the yearbook will be just as good" as ever, Thompson said.



Business writers find new home

By SARA CONNOLLY
J Alumni News staff

Last January, one week into the new semester, students and teachers in the basic business writing courses at UNL had to up and move across campus — from Nebraska Hall to journalism's Andersen Hall.

The move signified not only a new physical location but also a new curricular location for the business writing courses. The classes, required for all business majors at UNL, had been offered by the College of Education and Human Sciences but are now part of the J School.

The move makes sense, said Michael Goff, interim assistant dean of the journalism college. "Our college is known as the place on campus that focuses on writing and communications," Goff said. "This is a logical place to house the business writing program."

The 500 students who take the classes each semester learn to write memos, resumes, business letters and other documents commonly used in business today.

Dona Vasa, coordinator of business communication, said the new location has changed the course and the way it is taught.

"These classrooms have computers for all the students," Vasa said, as well as projection equipment that allows instructors to use up-to-date tools like PowerPoint.

Goff helped oversee the move. He said the classes keep two computer labs busy all day long, five days a week.

In addition to its facilities and equipment, Vasa said, Andersen Hall's location is good for students because it is closer than Nebraska Hall to the core of the campus and, especially, to the College of Business Administration. Nearly all the stu-

dents who take the course are from CBA.

Still, not quite all the business writing classes have moved to Andersen Hall. Vasa said three of the 25 sections of the class are still taught in Nebraska Hall.

The move from Nebraska Hall to Andersen Hall was done quickly and without much advance notice, Vasa said. Goff also said moving office materials and teaching tools was hurried and confusing, but it all seemed to have worked out.

"It was hectic with the last-minute stuff at semester break," Goff said. "Not all of the rooms were ready. We had to put in a new computer lab."

Even with all of the hassles, Goff said the 11 part-time instructors who teach the business classes have added a new dimension to the faculty at Andersen Hall.

"We're pleased to have the business writing teachers here," he said. "They're a pleasurable group of people."



Writers, editors visit UNL J school students

Three Wheaton College graduates gather for a ceremonial photo at the J school in January.

Dean Will Norton, center, invited Ray Smith, left, and Don Holt to speak to journalism classes and rewarded their efforts with Nebraska sweatshirts.

Smith was an editor, publisher and editorial director with HBJ Publications, Cleveland, a subsidiary of Harcourt Brace Jovanovich Inc. in the 1970s and was named vice president of HBJ Publications in 1978. He founded his own media consulting firm in Wheaton, Ill., in 1995, retiring in 2003.

Holt began his career as a reporter and editor at Chicago-area newspapers, then went to

Newsweek magazine. He was a writer and later an editor at *Fortune* magazine and then editor and senior vice president of the

Journal of Commerce. He was a visiting journalism instructor at Wheaton College from 1999 to 2003. □



J school sends three students to Hearst finals

Three UNL students earned a June trip to San Francisco when they qualified for the 2004 Hearst Journalism Awards Program finals. Broadcasting student Juanita Page and news-ed students Dirk Chatelain and Van Jensen competed in San Francisco in early June.

The J school finished in seventh place overall in the awards program, the first time in recent memory it has finished in the top 10 overall. The college was fourth in print and 17th in broadcast. Last year, UNL finished third in the print competition.

Page was one of five students from across the nation selected in two rounds of competition as a finalist in the television category. To qualify, she had submitted two stories in the first round. One was about water contamination in Grand Island, a story that took her back to the community several times.

"They were passionate about it," she says of the Grand Island residents she covered. Their problem was "bad them but good for me," leading to an award-winning story.

Her second story was about another sad situation: complications from a blizzard. The two put her in fourth place in the quarterfinals. Fellow broadcasting student Brandi Peterson finished first in the quarterfinals.

For the semifinals, Page needed to enter three stories that ran no more than a total of 10 minutes. She used the Grand Island story again and added a story about a mentally handicapped Omaha girl who had been raped. The family gave Page an exclusive interview, and she produced what she called a "very moving story."

For her third story, she wanted something lighter, and she got it — figuratively, at least. Willy Amos, a member of the Husker football team,

is a world jump-rope champion, and Page focused on Amos and his jump-rope.

The package was enough to take her to the finals in San Francisco.

On the print side, Chatelain's first place finish in sports writing guaranteed him a place in the finals. His winning story about the Beatrice Bruins baseball team was published in July 2003 in *The Omaha World-Herald*.

"It was about a collection of personalities and backgrounds bound together by a love of baseball," Chatelain said. "It definitely had a 'Field of Dreams' feel to it."

He said his favorite stories are related to sports but not necessarily about sports. For example, "I would argue that the Beatrice story, though a baseball story, was more about 20-year-old kids, their dreams and what they sacrifice to chase those dreams."

Jensen qualified for the finals by taking fourth place in the profiles category and ninth in the sports category.

Jensen's profile was about Roger Kats, who once announced football games in Jensen's hometown of Lewellen.

"Roger's story is a truly amazing one," Jensen said. Kats was mentally handicapped and battled constant physical health problems, but "it never held him back" and he became a beloved member of the community.

Jensen's sports story was about the bill Nebraska Sen. Ernie Chambers proposed in the Legislature to require UNL to pay its football players.

All three Hearst finalists plan to go into news after they graduate — all in December. Page would like to be a reporter or editor. Chatelain, interning this summer at the *St. Louis Post-Dispatch*, hopes to cover sports for a newspaper in the Midwest. And Jensen, spending the summer at the *Arkansas Democrat-Gazette*, wants to be a reporter and also hopes to write a book or two someday.

The Nebraska cheering section at the San Francisco finals included

broadcasting professor Trina Creighton, news-editorial professor Joe Starita and Dean Will Norton. Creighton and Starita supervised the college's Hearst entries.

Other 2003-04 Hearst winners in the print category were Melissa Lee, second place in profiles, and Erica Rogers, eighth place in editorial writing.

All three finalists were excited about the opportunity to compete at such a high level.

"It is a great honor to be listed among the top collegiate journalists in the country," Jensen said, "and this experience is one I'm sure I will think back on fondly for decades to come."



Students win bronze Oscar

Dave Pittock says actually going to Cuba and learning to know the Cuban people was the best part of the experience that produced the documentary "Cuba: Illogical Temple."

But being a winner in the Student Academy Awards competition has to be a close second.

The documentary, produced by Pittock and Lindsey Kealy, was one of the three top winners in its category in the 31st annual competition, known as the Student Oscars. It is the first time that an entry from the University of Nebraska has been selected as a finalist.

The two students were part of a J school depth reporting project that sent 11 students to Cuba and Florida to report on political and social issues in January 2003. The magazine produced by the news-editorial students was nominated for a

J school students win big in SPJ contest

UNL journalism students brought home a raft of awards from the Society of Professional Journalists Region 7 Mark of Excellence Competition in April.

The winners are as follows:

Lincoln Arneal — sports column writing, 2nd

Dirk Chatelain — sports writing, 1st

Derek Lippincott — sports photography, 1st; feature photography,

3rd; photo illustration, 2nd; general news photography, 3rd

Kris Kolden — feature photography, 1st; feature photography, 2nd; photo illustration, 3rd; general news photography, 2nd

David McGee — spot news photography, 2nd

Krystal Overmyer — general news reporting, 3rd

Erica Rogers — general column writing, 1st

Alyssa Schukar — sports photography, 3rd

Spring 2003 news-editorial depth reporting class (**Dakarai Aarons, Sarah Fox, Melissa Lee, Shane Pekny, Jill Zeman**) — in-depth reporting, 1st, "Cuba: An Elusive Truth"

Daily Nebraskan — best all-around daily student newspaper, 1st



Photo courtesy AMPAS

Lindsey Kealy and David Pittock (front row, far right) at the Student Academy Awards presentation in Hollywood in June.

Pulitzer Prize.

Pittock, a Lincoln Southeast High School graduate, earned his undergrad degree in broadcasting at UNL and is nearly finished with his master's program. Kealy, who is from Sutherland and was married last summer, graduated in May

2003 and works as a news producer at KMTV in Omaha.

Their trip to the June 13 awards ceremony in Hollywood was provided by the Academy of Motion Picture Arts and Sciences.

Pittock said he appreciated the guidance and help he and Kealy

received from Jerry Renaud, broadcasting faculty member, and from Joe Starita, news-ed faculty member, who taught the depth reporting class that focused on Cuba.

The other two documentaries that were finalists in the category were produced by students from the University of California, Berkeley.

Danny Ladely, director of the Mary Riepma Ross Media Arts Center at UNL, said in a press release, "The Student Academy Awards is an exceedingly important competi-

tion for students to win." Some previous winners include Spike Lee, Bob Saget, "South Park" creator Trey Parker and producers who went on to win Oscars for "Toy Story" and "Forest Gump."



Aaron Franco, who graduated in May, received a Silver Addy in the Omaha Federation of Advertising's annual Addy awards competition. He was recognized in the student logo design category for his work on a new logo system for the Nebraska State Historical Society. While in school, he was employed at Information Analytics where he designed ads and informational materials and did direct marketing.

Ashley Frear-Cooper was co-recipient of the 2004 Outstanding Contribution to Women Award, presented by the UNL Chancellor's Commission on the

Status of Women. Frear-Cooper organized the campus Relay for Life the past two years and spearheaded many events for the Women's Center.

Betsy Garbacz, who graduated in May, was featured in a UNL Admissions ad. Garbacz was an advertising and political science double major who had five internships in four years and was president of the student Advertising Club.

Jessica Hoffman and Aaron Eske have been awarded UCARE funding for the coming school year.

Hoffman, a news-ed student, is working with Luis Peon-Casanova, the college's interim photojournalism teacher, and with Dr. Kevin Lee, from the

Astronomy Department. Her project, Phases of the Moon, will be published on the university's astronomy Web page. The project involves shooting the moon daily in an out-of-town location for 30 to 60 days, depending on visibility.

Eske, an advertising major, will be working with advertising faculty member Stacy James.

UCARE grants provide funds for undergraduate students to work with faculty members on joint research projects.

Mary "Maggie" Pavelka, a junior advertising major, was elected to the Association of Students of the University of Nebraska student government in March. □

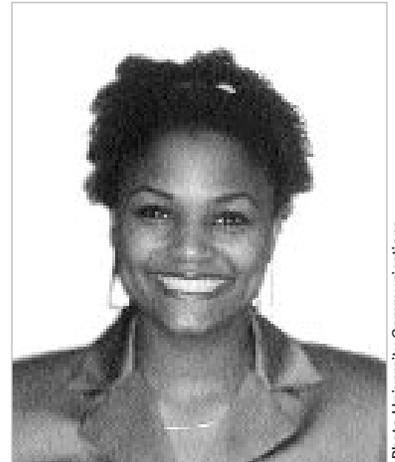


Photo University Communications

JUANITA PAGE

Page wins second national forensics championship

Juanita Page, a broadcasting major, led the Cornhusker Forensics team to a spectacular showing at the 2004 American Forensics Association National Individual Events Tournament at the California State University, Long Beach campus April 3-5.

Page placed first in the nation in informative speaking and was fourth best speaker in the nation in overall sweeps. It was her second consecutive national title.

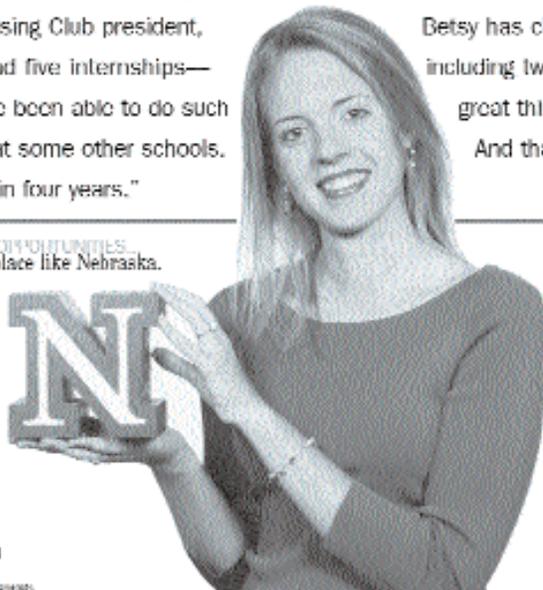
She was also the first person in the history of the American Forensics Association to win both a program of oral interpretation championship and an informative speaking championship.

Page earned fourth place in poetry interpretation and was a semifinalist in duo interpretation and oral interpretation and quarterfinalist in dramatic interpretation. □

This Link alum does more, finishes in four at Nebraska.

BETSY GARBACZ senior advertising and political science double major at the University of Nebraska-Lincoln and Lincoln High alum, is making the most of her college experience. The student Advertising Club president, London and had five internships—four years. "I've been able to do such able to afford at some other schools. I'm graduating in four years."

Betsy has changed majors, studied in including two in Washington, D.C.—in great things I might not have been And thanks to my adviser's help,

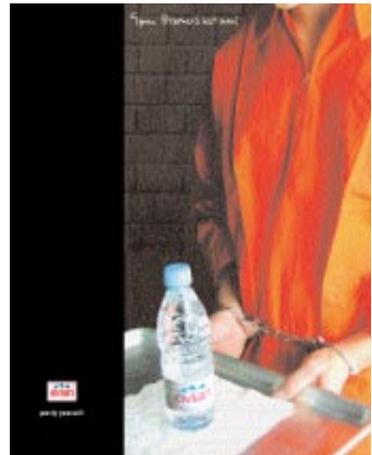
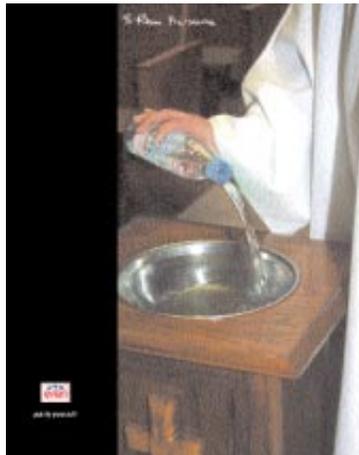
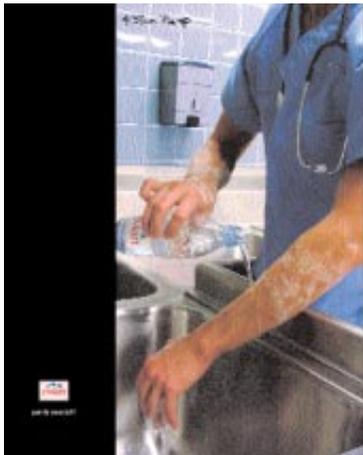


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student notes



News-ed majors Krystal Overmyer and Brett Wertz were the first recipients of the new Katherine (Katie) and E.N. (Jack) Thompson Memorial Scholarship Awards for Journalism Students Studying Abroad. They are pictured with Russell Ganim, chair of Modern Languages and Literatures, left, and Harold E. Spencer, donor and friend of Jack and Katie Thompson. The awards are administered by Modern Languages.



The Evian Bottled Water campaign by advertising major Jim Hoke won three golds at the 2002 Nebraska ADDYs in February. The ADDYs are sponsored by the American Ad Federation to honor excellence in advertising and work to develop a high level of creative standards.



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