

Jnews

UNIVERSITY OF NEBRASKA-LINCOLN

COLLEGE OF JOURNALISM & MASS COMMUNICATIONS

ALUMNI MAGAZINE SUMMER 2006



College of Journalism
& Mass Communications

RUTH,
JUSTICE
AND THE
AMERICAN
WAY

Pages 4-5



Dean Will Norton

Proud, relieved and surprised

Parents and teachers are grateful that graduation day has come

Tomorrow, our son will graduate from UNL.

These are days of celebration in our family and in your family.

I am assuming that your experiences are similar to the experiences in our family. Nonetheless, I hope that what I say will not offend you if your experiences are not similar.

However, given similarities, I will tell you that most of you have been taken care of by your mother and father — or at least one of them — for most of your lives.

They have watched over your development, doing everything they can to see that you have every opportunity to develop your potential.

You have thrived. You have made friends. You have learned skills, won awards and contributed to your communities.

As a result, these are days of celebration.

For you it may seem like just another day. You have been working very hard, and then all of a sudden you are graduating and looking at what is next.

For your parents it is a big day. They are proud of you. They cannot believe that the tiny baby they brought home from the hospital in 1982 or '83 or '84 has become who you are today.

They worked hard at it, and they know they did a lot of things right so that you would develop into the type of person you are today. But, quite honestly, they are aware that they made a lot of mistakes raising you. They are just grateful that you turned out so well because they still are not sure if they did more harm or good.

So today they are proud and relieved that you are graduating tomorrow, and they are a little surprised.

It seems like ages ago that you were born, but it also seems like it was just yesterday. You have filled up their lives, and now you are graduating, and today they are wondering what life is going to be like for them as you gradually ease out of their lives.



DEAN NORTON ADDRESSED THE J SCHOOL GRADUATES AT A RECEPTION IN THEIR HONOR ON FRIDAY, MAY 5. HERE'S WHAT HE TOLD THEM.

This is a time of transition similar to when you entered college. That was a significant time, but tomorrow's ceremony will represent an even bigger change in your life. It will be a rite of passage, a signal that a life of dependence is now one of virtual independence.

As an administrator of this college I feel the way your parents feel. Although I am not able to tie many of your names with your faces, I know of your accomplishments, and I feel badly that I do not know more of you better and that I am not fully aware of your goals and dreams.

I'm proud and relieved: proud that so many of you have done so well; relieved that you have not been the casualties of bureaucratic screw-ups. At least I hope you have not.

Indeed, like your parents, I know the dean of the college could do a lot of things better and could deal with issues more precisely. I know some of our classes presented frustrations. Not every teacher is at the top of the profession. Not every class works exactly as it should.

So, like your parents, I wonder: What could I have done to help you achieve at an optimum level? I hope you will let me know what you think I should do to help the college get better. I hope you will be detailed in letting me know our strengths and our weaknesses.

And I speak for the faculty and staff when I say each of us hopes we have modeled what it means to be a caring professional because we hope that is what you are becoming.

And so, about tomorrow: Give hugs to your mom and dad, brothers and sisters, relatives and friends. As your professional and personal life continue to gain a trajectory of independence, don't forget those who helped you get where you are. This includes your mom and dad, brothers and sisters and friends and relatives — and we hope that it includes the faculty and staff of this college.

Tomorrow our son will graduate (at least, I hope he will), and what I have told you is what I would have told him today if he were graduating from this college.

We're proud of you.

Jnews

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Dick Chapin and Gary Fries Sponsor RAB Seminar



John Potter, vice president for educational services and director/Radio Training Academy, and Mike Mahone, executive vice president/services, taught a three-day sales seminar at the college May 3 to 5. Participants are, from left, **front row:** April Duncza, Mitzi Cawthra, Ashley Warren, Elise Korte and Karla Baumert; **back row:** Mike Kuhl, Derek Exline, Michael Jacks, Hannah Peterson, Bob Clemens, Ryan Bennett, Jeff Harp, Heidi Heusman, Nicholas Graves, Jeralee Shotkoski, Nancy Mitchell. Not shown are Chris Whitney and Daniel Leifeld.

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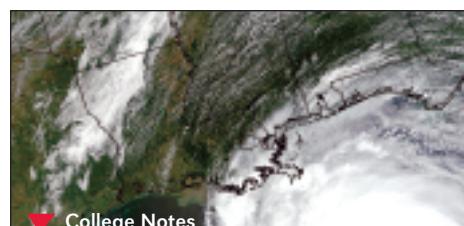
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Justice Ginsburg talks with students about the U.S. Constitution and law



College of Journalism
& Mass Communications

■ BY TIFFANY LEE/*Redweek*

Ruth Bader Ginsburg isn't fazed when asked to decipher the nation's toughest questions.

What the Supreme Court's only female justice isn't used to, however, is gazing out at an attentive audience and seeing a decades-old photo of herself printed on a young admirer's T-shirt.

That's what happened during Ginsburg's April 7 visit to the University of Nebraska-Lincoln's College of Journalism and Mass Communications. The 73-year-old justice, appointed by Bill Clinton in 1993, briefly delayed answering a question to inquire about the shirt.

"I made it this morning," Frederick Bills, a junior advertising major, said to laughter from the approximately 100-member audience. Ginsburg remarked the picture was taken during her teaching years at Columbia Law School,

RUTH, JUSTICE AND THE AMERICAN WAY

from which she had graduated first in the class of 1959.

But after the light exchange, it was back to the more serious business of educating students on a multitude of pressing legal issues.

Responding to questions from mass media law students, Ginsburg addressed several recent, highly publicized issues, including the confirmation hearings of Chief Justice John Roberts and Justice Samuel Alito and the validity of confidential sources. She said the often-contentious hearings reflected a lack of bipartisanship, something that has progressively worsened in recent decades.

To illustrate her point, she noted former Chief Justice Warren Burger's 1969 hearing lasted one hour, her 1993 session lasted a few days and Alito's recent hearing dragged on for several weeks.

The reason, she said, is

that senators now use the hearings as a way to speak to their constituencies, which inevitably produces political jabs in today's sharply divided Senate. Heightened media coverage, she said, helped fuel the shift.

ON THE RECORD

Open government was celebrated at the J school in April when Nebraska Gov. Dave Heineman and State Sen. Don Priester came to Andersen Hall to perform a ceremonial bill signing of Nebraska's new open meetings law. Journalism students and faculty and members of the Nebraska media joined in the festivities.

Priester, who sponsored the bill in the Unicameral,

"One word explains the difference — and it's television."

On another hot-button topic, Ginsburg said the use of confidential sources in the future is ultimately a "who decides" question. Most courts, she said, believe legislatures should resolve the conflict. But the problem is compounded by the difficulty of defining who is a journalist. Unlike doctors and lawyers, licensed professionals strictly governed by standards, reporters are not licensed, nor can they be.

"Journalists span a wide range," said Ginsburg, in Lincoln for the NU College of Law's Roman L. Hruska Institute for the Administration of Justice. "Who is a journalist?"

Ginsburg faced other questions covering judicial philosophy, wiretapping, foreign law and the safety of justices, questions she answered by drawing upon her extensive legal background.

Before her Supreme Court appointment, Ginsburg was a U.S. Court of Appeals judge for the District of Columbia Circuit for three years. She also spent time in academia at Columbia and at

said it would assure that public meetings would be more accessible to citizens. The governor said he was pleased that the Legislature had passed the measure.

"This bill is at the heart of everything we do in government," Heineman said. He quoted the inscription on the state capitol: "The salvation of the state is watchfulness in the citizen," adding that it is important that the people of Nebraska be able to watch and be part of business conducted by their representatives at all levels.

Rutgers University in New Jersey. During the 1970s, she argued sex discrimination cases for the American Civil Liberties Union and headed its Women's Rights Project. Ginsburg attended Harvard Law School for three years before transferring to Columbia.

Regarding foreign law, Ginsburg said U.S. justices do not seek leadership from other countries; they merely look for alternate approaches to convoluted questions.

"When we look beyond our borders, it is never for binding authority," she said, likening the process to referencing law review articles.

She said if the Supreme Court is unwilling to listen to foreign courts, they in turn will be discouraged from listening to America's highest court, which would diminish its influence.

Responding to a question about her personal safety, Ginsburg said although she has received threats, she and her colleagues have adapted to the reality that anything can happen at any time.

"There are crazy people out there," she said.

Ginsburg also discussed the National Security Agency's

wiretapping program. President Bush, she said, claims authority to eavesdrop without enabling law, but the court hasn't yet received a case directly challenging the policy.

Megan Carrick, a junior broadcasting major who attended the lecture, said Ginsburg's comments on confidential sources were pertinent to her career.

"I think it was really interesting when she talked about confidentiality," she said. "It's important to me because of my major."

But Carrick said the real value of Ginsburg's visit was the opportunity to see one of the most powerful women in the United States answer student questions.

"Being the only woman left on the Supreme Court, Ginsburg is really important to the women in this country."

Amy Thompson, the graduate assistant to the mass media law class and a news-editorial major, said although she herself is generally conservative, Ginsburg made a good impression.

"My impression of her overall is I can't believe how tiny she is, but she's a very strong presence," she said. "You can tell she's very intelli-

gent, very thoughtful. She puts a lot of thought into what she does."

Thompson said the petite justice impressed her right off the bat when she briskly kicked away the red footstool administrators had placed behind the podium to give her a boost.

"I thought, 'I am going to like her.'"

Advertising major Bills — famous for his Ginsburg T-shirt — said because he's interested in law, the justice's visit thrilled him.



Photo by David Story/Redweek

Junior advertising major Frederick Bills wore a T-shirt with an image of Ginsburg during her teaching days at Columbia University.

"I'm a big fan of law in general," he said. "I want to go to law school after I finish my advertising degree."

To many, a memorable moment occurred when Ginsburg was asked to explain her view of the Constitution. Before answering, she left the lectern and went to her bag, which sat on the side of the stage, then reached inside to retrieve her paper copy of the revered document. She said it was a "fundamental instrument of government that trumps other laws."

She also said its meaning was not meant to be frozen in time, to the way things were in 1787. While she tries to keep faith with the original ideas, she said, the provisions have "growth potential." Specifically, Ginsburg said, the equal protection clause of the 14th Amendment did not initially protect women. But as society advanced, so did the law.

Evidence of this transformation was the appointment of the first female justice, Sandra Day O'Connor, to the Supreme Court in 1981. Ginsburg recalled how O'Connor — who retired before the 2005 term — safely navigated her through those first weeks in an institution with "customs and habits that one will not find in any manual or rule book." And being just the second woman to serve, Ginsburg said, exacerbated her struggle. Case in point: Some attorneys, including a prominent Harvard scholar, addressed her as Justice O'Connor during oral arguments.

But that is a problem of the past and one Ginsburg sorely misses.

"To my great sorrow," she said, "no one (today) will confuse me with O'Connor."



Sen. Don Priester and Gov. Dave Heinemann (seated) sign LB 591, the open meetings law.

The bill clarified and defined the existing open meetings law, stipulating that meet-

ing agendas must be detailed enough that the public can understand what the governing body plans to do.

Furthermore, when a public body goes into closed session, it will have to state, on the record, why it is closing its deliberations.

When a body ends a legitimately closed session, an official must state that all discussion during the session related to the designated topic. And citizens may object after

the fact that a gathering should have been a public meeting.

Allen Beermann, executive director of the Nebraska Press Association, told the press and guests assembled for the ceremony that the bill was a "critical piece of legislation."

"Most governmental units make a genuine attempt to be open and fair," Beermann told the *Hastings Tribune*, "but if everybody did everything they were supposed to, you wouldn't need any laws. This also helps the public know what their responsibilities and obligations are."

Reprinted from *Redweek*, the college's lab newspaper.



Photo by Bruce Thorson

Husband. Father. On-air anchor. Investigative reporter. Newspaper journalist. And now professor.

Barney McCoy, who joined the J school faculty in January, is a charismatic man with extensive journalism experience. Fortunately for his students, he decided to share these experiences and teach the next generation of journalists.

Bernard McCoy was born Dec. 24, 1955, in Cortland, N.Y. He grew up in Lawrence, Kan., and earned his bachelor's degree from the University of Kansas before doing graduate work at Michigan State University.

McCoy spent 27 years as a journalist before coming to the J school in January. He worked in broadcasting as an investigative reporter and anchor and also wrote for a respected newspaper, the *Columbus Dispatch*, in Columbus, Ohio. His work as a broadcast, Internet and print journalist has made him a pioneer in the field of convergence reporting.

Will Norton Jr., dean of the College of Journalism and Mass Communications at Nebraska, said McCoy brings a wealth of knowledge to the college with his experience in the media. His experiences make him an especially good fit for NewsNet-Nebraska, a class he taught during spring semester with fellow broadcasting professor Jerry Renaud.

After spending more than

half his life as a journalist, McCoy said he was ready for a change. He wanted to do something that was both challenging and appealing to him. Family ties to education were a dominant factor: Both of McCoy's parents were professors. His father, Donald R. McCoy, was a professor of American history at the State University of New York and at the University of Kansas. His mother, Vivian Rogers, was a continuing education professor at the University of Kansas and director of continuing education for women at the University of Michigan.

McCoy said his experiences in the field make it easier for him to relate his curriculum to students. He said it is one thing to talk about something in theory, but actually being there and experiencing reporting firsthand gave him insight beyond the textbook. Inevitably, McCoy said, every student asks the same question: "Why do I need to know this stuff?" Being out there and knowing the situations that journalists encounter lets McCoy tell his students, "I'll tell you why you need to know this stuff."

With a career spanning nearly three decades, McCoy has been a part of many important stories of his generation. His work in places like Bosnia, the Middle East in the build up to the first Persian Gulf War and New York City after September 11 make McCoy's experience in the field as strong as that of anyone in the business. "I'd like to share my experiences," McCoy said.

His new profession as a professor affords McCoy something very valuable: less stress and more enjoyment. He said he has been learning a lot about things he has never done before. He said it is interesting building a class from the ground up, creating a syllabus and presenting it to students in a way they find useful.

McCoy is especially enthusiastic about convergence — the consolidation of various communications media. He says convergence will become a necessity in the work of journalists everywhere, a necessity that can bring benefits to the field. First, he thinks convergence "will bring back accountability effectively."

Secondly, he said he had found people were often more willing to talk to a reporter when they found out a story would be presented in more than one medium. He said most media are losing their market shares simply because there are more forms for consumers to choose

THE CONVERGENCE GUY

MCCOY BRINGS BROADCAST, PRINT EXPERIENCE TO HIS TEACHING AT THE J SCHOOL ■ BY TAYLOR WEICHMAN

from. As media converge, he predicts journalism will see an overall gain in audience once again.

McCoy pointed out two things he likes about the College of Journalism and Mass Communications at Nebraska. First, he enjoys the opportunity to work with students, to teach these students and to learn from them as well. Second, McCoy says the faculty at UNL is unique. He is impressed by the fact that not only do the professors here have academic expertise, they also have professional expertise. The respect among the faculty members promotes good morale. The professors of journalism at UNL enjoy not only teaching but also sharing and talking with students and other professors alike, creating a breeding ground for success, he said.

Colleges are either on the ascendancy or decline, McCoy said. He feels that UNL is getting better and better all the time. McCoy is impressed with the work ethic of his students; they want to learn. He said it gives him great hope for the future of journalism.

McCoy, a family man through and through, also said that after being in a hectic, fast-paced job for so long, having time with his family has been wonderful. When asked about his passions, he said first and foremost was his family. McCoy's wife, Joanne, is a real estate agent. The McCoys have two daughters: Emily, a sophomore at Lincoln Southeast, and Marian, a sixth grader at Irving Middle School. Talking about his daughters, McCoy said, "They are the future of everything my wife and I stand for."

If one passion of McCoy's is his family, another is his new-found love for teaching. McCoy said he wants to inspire his students to change their world for the better: "The world is a constant improvement project. People need to be committed to that process. Complacency is never the solution."

McCoy sums it up this way: "My career has been blessed. I've been a witness to a lot of unique experiences. I am forever grateful to have covered some of the biggest stories of our generation. I want to draw from these experiences to teach the next generation of great journalists."

Dean Norton thinks he can. "Barney McCoy is a major addition. We are privileged to have him here."

Photo by Kostuke Koiawi



He rode his bike down to the *Eugene Register Guard* with a grocery bag full of tear sheets and photos.

He walked into the office of the photo director and asked him to take a look at his work. The director liked his work but said he didn't have any openings. He called the director every 10 days, asking about a job, and finally he got his chance and signed on as a lab tech. He had gotten his foot in the door of news photography.

That persistent man was professor Bruce Thorson, and he said that persistence is what got him that job at the *Register Guard* in Oregon and every job he has had since then. Since January, Thorson has been the photojournalism professor at UNL and is now teaching his students how persistence can help them shoot great photos.

While teaching visual communications at Southern Illinois University, Thorson stumbled on a posting for a teaching position at UNL. The head of the search committee was Jerry Sass, then a professor at UNL and previously a coworker of Thorson's at the *Salem (Oregon) Statesman Journal*.

Thorson was one of five finalists for the photojournalism position and one of three who came to Lincoln for interviews. Sass said Thorson had the best combination of work experience and teaching of everyone the

► Thorson continued on page 8

THE PHOTO GUY

THORSON BRINGS EXPERTISE, ABILITY IN PHOTOGRAPHY AND VISUAL LITERACY ■ BY CALLEEN HANIGAN

► Thorson from page 7

search committee looked at. Thorson interviewed for and was offered the position in November 2005. In early January, he moved to Nebraska. He completed his move to Nebraska at 2 a.m. on Monday Jan. 9, 2006, and began teaching at 8 a.m. that same morning.

Thorson said he has enjoyed photography ever since his dad gave him a camera when he was 8 years old. He would run around the neighborhood taking black-and-white portraits of his friends. But during his teenage years, he pretty much lost interest in photography.

After high school, Thorson spent a winter working on the ski slopes of Mammoth Mountain in northern California. That summer, while he was driving to see a friend, he lost control of his motorcycle and clipped a telephone guy wire at 65 mph. The accident amputated his right arm from the elbow down and severely damaged his femur. Three years and numerous operations later, Thorson got back out on the ski slopes, teaching himself how to ski with one pole and eventually becoming a certified ski instructor through the National Ski Instructors Association.

Thorson attended college at the University of Oregon in Eugene and majored in journalism. The reporting classes were tough, though. "I would sweat blood trying to write those stories," he said.

It was during college that he started experimenting with different grips that would allow him to hold a camera. He created a grip that attached to the bottom of the camera and began taking pictures to make his stories more interesting. He later found that the best grip was simply a small block of wood with a groove in it, which allowed him to switch easily between cameras when shooting a story.

After graduation, Thorson spent a short time at the *Ashland (Oregon) Daily Tidings* and then attended graduate school at the University of Ohio in Athens. He got his master's degree in visual communications and took an internship with the *Lexington (Kentucky) Herald-Leader* after completing the master's program a year early.

Thorson then spent a few months at the *Eugene Register-Guard* before moving on to the *Salem Statesman Journal* where he was a photographer and photo editor for 14 years. In 2000, he took a position as deputy photography director and later director of photography at the *St. Paul Pioneer Press* in Minnesota.

When leadership changed at the *Pioneer Press*, Thorson decided it was time to get into teaching. He took a job at Southern Illinois University in Carbondale, Ill., to teach visual communications and photojournalism in 2004. His wife and youngest daughter, Sarah, had stayed behind in Minnesota when Thorson moved to Illinois so that Sarah could finish high school. Thorson's oldest daughter, Yvonne, attends college in Illinois.

Since coming to Nebraska, Thorson has filled a much-needed position in the photojournalism department. The school had been without a full-time photojournalism professor for almost three years. During the spring semester, Thorson taught the photo portion of Journalism 203 Visual and Aural Literacy II and News-Editorial 306, in which he worked with the *Redweek* photographers. He will add an advanced photojournalism course to his schedule in the fall.

Dean Will Norton Jr. said Thorson has been a great addition to the faculty. He also said because the J school does not have funding in its budget for another professor to teach only photojournalism, money for the program will have to be secured through private funding. Thorson could be a big help in attracting donors to help the J school build a larger photojournalism program, Norton said, because of his expertise and ability to show the students what photography is about rather than just teach them how to take technically good photos.

Thorson offers one piece of advice to all students. "Be persistent. The biggest mistake that people who are looking for jobs make is that they don't pursue it enough." At the same time he knew his portfolio was hitting a potential employer's desk, he would call and ask if he or she had seen his work yet. "You can make a connection over the phone that gives you a plus."

But Thorson also warns students to be careful: Be persistent but not pushy. It's worked for him. ■

HOW TO TAKE THE PERFECT PHOTOGRAPH

■ BY CALLEEN HANIGAN

Photography has been an amateur hobby for thousands of people since the invention of the camera. Now, as the world moves into the technology age and photography has become digital, more and more people have taken up photography. But what is it that makes a photograph great? Professor Thorson, the new photojournalism professor at the University of Nebraska-Lincoln, offers some helpful tips and insight into making great photographs.

He says he tells his students three things go into taking great photos: action, reaction and emotion. Thorson believes these three components are the key to capturing "what moments are made of." Taking great photos is about waiting for the moment. "You have to be like a deer hunter. Get into position and then wait for the moment."

Thorson said aspiring photographers can learn a lot by studying excellent photography. "If you want to be great, you have to look at really good photos. Then go out and try to repeat that, and then you will begin to develop your own style." He said he can teach a student about the technical components of photography, but at some point the student has to develop his or her own natural eye and style to be able to take great photographs.

Although Thorson enjoys shooting photos more than editing them, he said he loves to do both. He warns students about ethics, though, and says there are two things a photographer should never do: stage or alter the meaning of the photograph. "Ethics to me is that pictures have to be honest, accurate and truthful. Just as you would not write a sentence that was dishonest, you wouldn't publish a photo that was untruthful."

He once fired a photographer at the *Pioneer Press* in Minnesota for staging a photograph of a former college hockey player. The elderly man was standing on the outdoor ice rink he learned to play on but he was holding someone else's hockey gear. This photo led viewers to believe that the man was holding his own equipment, which was not the case and, thus, was unethical.

Thorson also warns photographers about cropping. He says it can be OK to crop a photo as long as it doesn't change the meaning of the photo. Photography is about visual truth, and he stresses that photographers need to maintain their credibility just as reporters do.

Thorson believes that, by following these simple tips, anyone can take great photos.



Photos by Luis Peon-Casanova

Arkansas University Ph.D. candidate and archeologist Carl Drexler on site at El Viso Fort.

► The Tree of Peace Memorial commemorates the independence of Cuba from Spain.

■ BY VALERIE INGLIS

History, the saying goes, is written by the victors. Now, some faculty and students from UNL are investigating whether the history of the Spanish-American War should be rewritten, especially to include the involvement of Cuban troops in some of the battles.

In April 2005, journalism faculty member Luis Peon-Casanova joined UNL archaeologist Peter Bleed, adjunct professor Doug Scott and two students for a trip to Santiago, Cuba, a town on the southeast coast. They wanted to examine the ground where American and Cuban forces are thought to have taken El Viso Fort in 1898.

One reason they chose that particular site is that the area is still relatively undisturbed, unlike San Juan Hill, where Teddy Roosevelt led the Rough Riders to victory. San Juan Hill is now covered with buildings and development and would be nearly impossible to explore, Peon-Casanova said.

At El Viso last year, the archaeologists examined the lay of the land, looking for trenches and other features that would indicate the site of a battle and also looking for ammunition casings and other artifacts that would indicate the involve-



CUBAN BATTLEFIELD

Journalism teacher looks forward to next visit

ment of Cuban troops. Broadcasting graduate student Kristen Hansen videotaped the proceedings for a project she was working on, and Mexico City native Peon-Casanova supervised her work and also translated for the entire group.

Archaeology student Carl Dexler also went along.

Now Bleed has gotten permission from the Cuban government to return to

Santiago in 2007 for three weeks of actual excavation to try to tell more of the battle's story. Peon-Casanova plans to go along and, perhaps, take some journalism students to work on a documentary about the project.

Peon-Casanova said he was excited to be part of the team. "Working with knowledgeable faculty is exhilarating," he

► **Battlefield continued on page 10**

said. "I welcome that opportunity."

The Department of Anthropology and the College of Journalism have worked together in the past.

"I've had an ongoing positive relationship with the journalism school," Bleed said. "The college is fabulous. I'm working on other projects with [Jerry Renaud] and Luis."

Peon-Casanova said his role as translator and facilitator helped expedite the first trip. "I kind of jumped into that role," he said. "It was natural."

Through the Santiago city government, Bleed had made contact with Cuban archeologists who put the group in touch with people in Santiago. Bleed and Scott chose the southern town of Santiago because of its famous battles and its practically unspoiled area near the battle sites of the war.

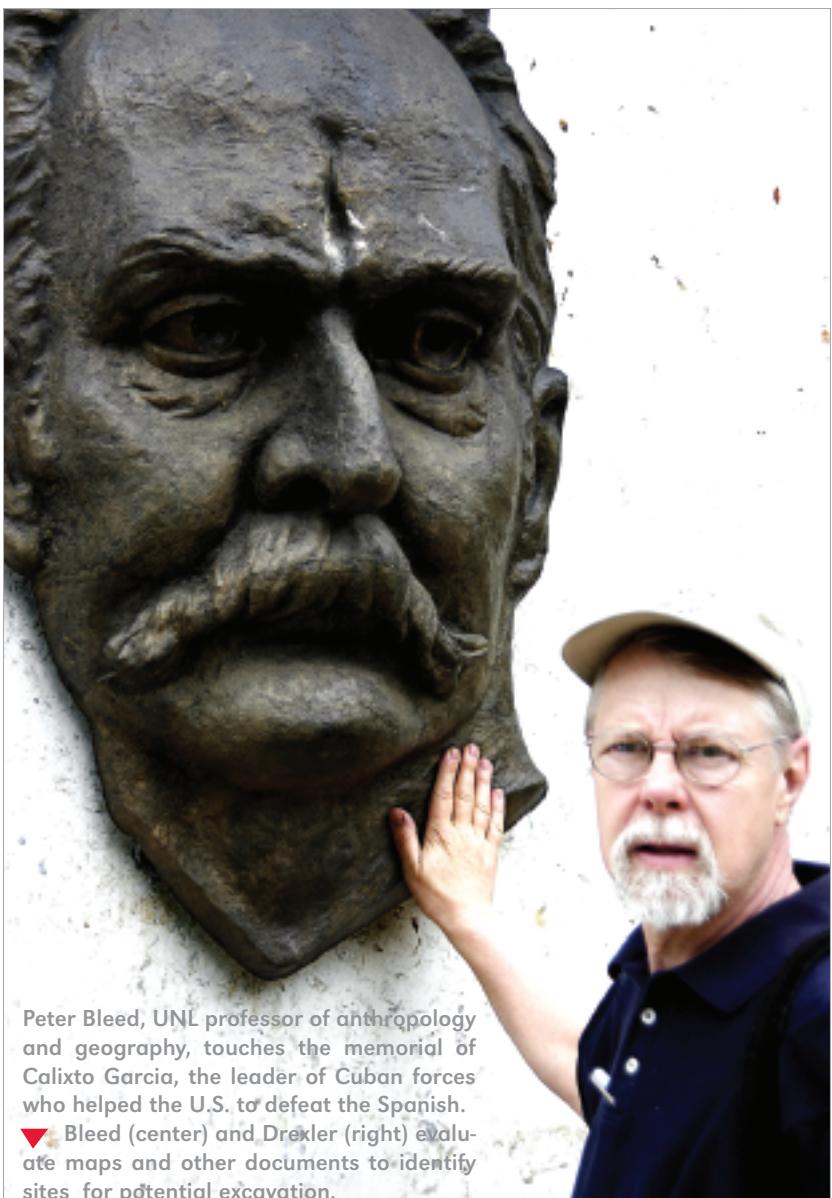
"Battlefield archeology is kind of neat," Bleed said. "It's a new area that is developing."

Archeological work on some of the lesser-known battlefields could rewrite history. Peon-Casanova hopes the research will bring to light some of the facts of the war that were overlooked or modified over time.

The team also wants to find out how large a role Cuban soldiers played in the defeat of the Spanish and how the war's technology influenced the American army as it entered the two world wars. Studies like this will yield hard data and documentation of what happened in the war for historians, and the general public, to gain understanding, team members said.

Peon-Casanova hopes this work will provide new interpretation of chapters of history that may not have been written correctly. ■

Peon-Casanova is currently at work on his master's degree in education and will begin his fourth year of teaching this fall. He is a graduate of the University of Texas with a B.S. in film and worked for NET, Nebraska's public television network, for 16 years.



Peter Bleed, UNL professor of anthropology and geography, touches the memorial of Calixto Garcia, the leader of Cuban forces who helped the U.S. to defeat the Spanish.

▼ Bleed (center) and Drexler (right) evaluate maps and other documents to identify sites for potential excavation.



Luis Peon-Casanova and Kristin Hansen at the Moncada Garrison, the site where Castro started his revolution.





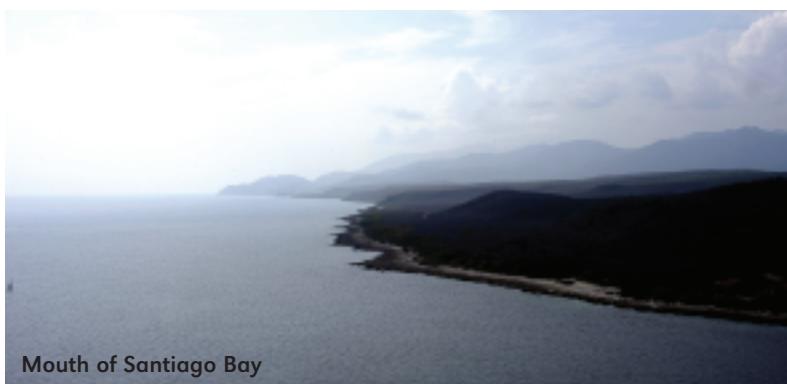
El Viso



The Stone Fort at El Viso



El Morro Fort at the mouth of Santiago Bay



Mouth of Santiago Bay

Practicing an honorable craft

Gregory Favre, distinguished fellow of journalism values at the Poynter Institute, gave this speech to staff at *The Oregonian* in Portland in April. Favre had been one of the judges for an in-house contest, and George Rede, the paper's recruitment/training director, invited him to speak at the awards ceremony.

'The soul of journalism is the journalists.'

When George asked me to speak today I asked what he thought I should talk about. He answered, "Just inspire us."

Let's examine that for a moment: We are at a time in our history when bloggers are standing in line to write our obituaries; when staff and space reductions are all too rampant; when technological advances are producing more and more future challenges as each day passes. And, by the way, when one of newspapers' premier companies is about to change ownership to my old company, McClatchy, and 12 of its 32 papers are being sold off.

Thanks for the assignment, George.

All kidding aside, I love being here with you. I loved judging the ASNE writing awards earlier this year, just as I loved judging the Stickel writing and reporting awards. I loved doing them because it reinforced again and again what separates you, and men and women like you in newsrooms across this land, from all those pretenders who have computers or other platforms and call themselves journalists.

Things such as a commitment to the values and virtues that have made what you do an honorable, and sometimes even noble, craft. Things such as serving your readers and your communities with care and with content that makes a



Photo courtesy Gregory Favre

difference in their lives. Things that show so vividly that you respect those you serve, that you work hard to establish a mutual feeling of trust, that stories are reported and written and presented visually in the language of the heart, as well as the language of the mind.

I experienced it so personally last year when Katrina unleashed her unholy waters across the coast of Mississippi and Louisiana and my hometown, Bay St. Louis, where nine generations of Favres have lived and worked and played and prayed, was left in ruins. The town where my

foundations were built, where my faith was forged, where those grand dreams of so many tomorrows were first born. How were my brothers and sisters and my nieces and nephews and cousins? My childhood friends? I, like so many others, desperately needed to read the words and see the pictures and learn the truth.

And men and women like you, at the *Sun Herald* in Biloxi, at the *Times Picayune* in New Orleans, and at other papers in the area, set aside their own grief, their own pain, their own losses to report the news, to provide a lifeline

for those of us who were wandering in the wilderness of ignorance and needed to know the magnitude of what was happening. They gave all of us a place to come together to share our fears and our hopes. And they did it with grace and honor and courage, elements of the finest traditions of journalism.

That's what you do every day, not under the same conditions, thank God, but the results are the same. You help people whether it's a time of calm or a time of crisis. You help them speak to each other, allowing many voices to be heard and providing them with information necessary to function as productive citizens. You help them build a bridge across their gulf of differences.

Yes, we are passing through a period in our industry when we seem to be searching for our soul, but I remain as optimistic about what you do today as I did on that first day I dared dream that someday I could be an editor, a dream that came true and gave me years upon years of joy and left me with a virtual cathedral filled with memories, the kind of memories that, when I was a kid growing up in Mississippi, would probably have generated laughter from my friends had I shared those visions with them.

I do not have to search for the soul of our business. I know where it is. And where it is not. It is not in the bottom lines revered by Wall Street. And it is not in the technology that has changed the landscape of communication around the globe. It is in you and thousands of others like you.

If you haven't seen "Good Night and Good Luck," go see it or rent it. And listen carefully to what Edward R. Murrow has to say in the speech that is the centerpiece of the movie. I had heard it before and I listened carefully again. And then

I printed it out so I could read it again.

He was speaking about his medium, television. But substitute, if you would, computers for television in these sentences from his speech:

"This instrument can teach, it can illuminate; yes, it can even inspire. But it can do so only to the extent that humans are determined to use it to those ends. Otherwise it is merely wires and lights in a box."

Without you, without your imaginations, your talents, your dedication to truth telling, it is wires and lights and chips in a box. Filled with incredible possibilities, of course. Able to transport us to every part of the world instantly. Magic at our fingertips.

But to illuminate, to inspire, to inform, it needs you.

So you have an obligation to question yourselves, just as you question others. An obligation to live and work by the same set of values that you ask of those you cover. An obligation to help bring about a change in the culture throughout our business, a culture that has a sense of caring, that demands diversity in our ranks, that has a human touch, internally and externally, a culture that is wrapped in a moral fabric that won't be ripped apart in the moments of tough times.

You have a vital role to play in making sure that the drums of change and acceptance and inclusion are not drowned out by the drums of resistance and rejection and exclusion. You have to help make sense out of the rainstorms of change washing over us. You have to explain the doubts and fears that people live with each day and help them keep their connections with our institutions.

You have been granted a great gift, the gift to be journalists. And you owe what you

do nothing less than your love, your passion, your commitment to do it well, your commitment to be involved in all of its struggles, your commitment to preserve what you do for those who come after you.

It is the kind of devotion you have shown, wedded to hard work and dedication, that transforms what you do from a collection of words and images to living, breathing things.

You must never abuse that gift but rather use it with wisdom and courage and humility.

In this country today, I believe we face a crisis of performance, a crisis of morality, a crisis of idealism. And because we do, we are not meeting the simple unmet needs of too many people.

In your roles, you can help bring about change, you can help make democracy work, making sure that people have the information they need to be self-governing. What a great gift we have been given!

I have always been an optimist, and perhaps that has made it a little easier for me to keep the faith: that and the fact that in more than five decades I have lived through a lot of changes. And like you, I have such a deep and abiding love and passion for what we do, such an incredibly strong belief that we are needed today more than we have ever been needed before, that I will not allow myself to walk through the sludge of despair.

I don't know, and I don't think anyone really does know, how many different ways news and information will be delivered to consumers as we go forward. I get four newspapers at my doorsteps every morning. I believe that will continue for as many years as I am granted. They may change in size from a 50-inch web to 48 inches or to a tabloid or Berliner size, perhaps even the format of a magazine. They

may be free and I might just pay for the delivery service. They may be filled with a handful of key stories and lots of teasers to longer pieces on the Web. They may be customized to fill my desires for more news and analysis and more sports.

I don't know, but I do know that quality journalism, regardless of the multiplication of the delivery platforms, will stand as the voice of credibility as never before. And the commitment to public service, to honoring the sacred trust we have with our readers, must be preserved and passed on or we will become something most of us will despise.

I never knew how much the gift I had been given many years ago really meant to me until I was managing editor of the *Chicago Daily News* and there came a night that I think about quite frequently when a friend, David Hall, and I walked through the newsroom and turned off the lights for the last time at the *Daily News*, a great newspaper laid to rest. An afternoon newspaper, 112 years old, the first American paper to have a foreign correspondent, the newspaper of Ben Hecht and Charles MacArthur and "Front Page" fame, the newspaper where Carl Sandburg once served as the movie critic, where Peter Lisagor was a prince in the Washington press corps and Lois Wille graced our editorial pages with the force and beauty of her words ... that paper was dead.

And of course, it was the paper of Mike Royko, the wonderful Chicago columnist, and dear friend, who captured how we felt then and described it as well as anyone ever has in a piece he wrote the day before the *Chicago Daily News'* last edition:

"When I was a kid, the worst of all days was the last day of summer vacation, and we were in the school yard playing baseball and the sun

was down and it was getting dark. But I did not want it to get dark. I did not want the game to end. It was too good, too much fun.

"I wanted it to stay light forever, so we could keep playing forever, so the game would go on and on.

"That's how I feel now. Come on, come on, let's play one more inning. One more time at bat. One more pitch. Just one. Stick around guys. We can't break up this team. It's too much fun.

"But the sun always went down. And now it's almost dark again."

It was indeed dark that day.

But the sun came up the next morning, and we all found other newspapers to love and readers and communities to serve. The indelible void of that moment, however, will live in my heart and my mind forever.

No, I don't have to search for our soul. I know where to look. It's in this room. And it's in all the rooms wherever men and women who truly care about what we do and why we do it and how we do it come together. It's in this room filled with men and women who produce so much excellent and compelling and informative journalism. It's in this room filled with men and women who believe that being a journalist is something special and that you owe it your passion and your love and your commitment to make it better. Our business has a soul because each of you has a soul. Please, please, never lose it

My generation has its memories of what was; your generation has the opportunity to create what can be. Do it with compassion, do it with courage, do it with honor. Strengthen the foundation so that what you do, what we did, will endure and prevail and be passed on to the generations to come. ■

THE ‘WHY’ OF WHAT WE DO

Journalism as a calling

■ BY CHARLIE MITCHELL

BAGHDAD — Life stopped on Feb. 1, 2006, for a Lincoln, Neb., kid less than half my age on a road leading into this city of contradictions.

The item in *Stars and Stripes* was terse, saying Army 1st Lt. Garrison C. Avery, 23, was killed when a roadside bomb detonated near his vehicle. He was assigned to the 1st Battalion, 502nd Infantry Regiment, 2nd Brigade Combat Team, 101st Airborne Division, from Fort Campbell, Ky.

Two others died in the same blast, bringing to 2,248 the number of combat and non-combat deaths since March 2003.

The next morning I was on the same road or a very similar one in an armored convoy to begin a three-week “embed” specifically to try to gauge, and relate to potential readers, whether Iraq has a future.

While my experience was secure, if not gunfire-free, more than 70 journalists, and not just from the United States, have not been so fortunate. They have died here, some after enduring various periods of torture. Sadly, members of the emerging free press in Iraq are frequently targeted for execution, sometimes in groups of six or more. Stories of their deaths rarely appear in the Western press, except near the end of wire service stories — the portion routinely chopped by space-starved copy editors.

A question that loomed large about my decision to try to report stories from a nation seemingly at war with itself was “why?”

The answer was as simple as what any Journalism 101



instructor will tell you: Reporting is done best when done in person.

The answer was also complex. What’s happening in Iraq looms large not only in the meandering of polls tracking America’s political mood but also in international relations for decades to come.

There was nothing gonzo about my decision, and there’s certainly nothing gonzo about me. I am a grandfather, and I knew I had two more grandchildren on the way the day I began commercial travel to Kuwait City to meet those who would process me into Iraq.

Not long after returning, I watched a White House press conference on C-SPAN, and it was amazing how little substantive information could be gleaned. It amounted to a 45-minute game of “gotcha,” nothing more.

There are certainly times when “press ops” and “obtaining statements” and all the other conveniences today’s press enjoys are sufficient to tell the story. Web sites can provide good information, too.

But it’s more clear to me now that whether it’s a Wal-Mart grand opening or the faltering birth of a nation, there’s no substitute for being there — using all of your senses to take in information before condensing it, putting it into context and passing it along to the information consumers we get paid to serve. To do less, quite frankly, is to cheat them, and, too often, to mislead them by telling a canned or prepackaged version of the truth.



Photo courtesy Charlie Mitchell

potential of a global stage — for any notion, no matter how far-fetched. If it has been, it shouldn't be.

No disrespect to technology is intended. A laptop computer, a digital camera, a thumb drive, satellites and the Internet all combined to make the idea of a small-town editor (me) compiling and filing real-time reports from the other side of the world both practical and affordable.

The journalistic lesson learned (or learned again) by me in this experience is news is learned best from those making the news, not through retelling by government or other spokespersons.

There was an epiphany that led to my trip. Friends and associates in casual and in serious conversation kept returning to the topic of Iraq and its future, each expressing what amounted to a desire to know more, "the real story." It's a sad commentary on the print and broadcast industries that lots of people, if they can be made to stop and think about it, will gladly respond they know little of this part of the world except for daily bites gleaned from CNN or barbs exchanged between Capitol Hill and the White House.

While engaged in such a conversation, it dawned on me that I was not a nurse, an insurance salesperson or a corporate bigwig. I remembered I was a reporter. I remembered I became a reporter because it provided a license to ask questions about anything and everything. While others would wonder why there wasn't a stop sign at a certain intersection, I could ask. While others could wonder why the coach went for the two-point conversion instead of the kick for a tie, I could listen to the explanation and write about it.

And so I came to Iraq. I talked to soldiers who told me the whole thing was nuts. I talked to an honor guard in the fledgling Iraqi army who said that since Saddam was gone, he finally felt confident enough to start a family. I talked to a logistics specialist whose local translator and the translator's family were killed because they were helping Americans.

I talked to Iraqi journalists and tried to explain why most small-town newspapers don't report issues — especially world situations — with depth. I talked to a general who said he was doing his best to make sure what went wrong, in his view, in Vietnam, didn't go wrong here.

And I wrote about it — not to prove Bush or Rumsfeld right or wrong, not to insert my own guesses or opinions and not to try to change what will come to pass for better or worse.

I wrote about it to try to give my readers the benefit of enough specific and contextual information to make up their own minds. I wrote about it because that's what reporters do.

A hope is that in some way this honored Army 1st Lt. Garrison C. Avery. If Americans are going to ask our young to surrender their lives, Americans deserve to know as much as possible about the circumstances in and for which that request has been made. No one is better equipped to do that — or more strongly compelled — than journalists.

It's not fashionable — and there's a risk it will be seen as unseemly self-aggrandizing — to talk of journalists as having a calling.

But it also goes back to the basics. A good journalism program will focus on the "how-to" aspects of the craft. A great program will graduate students who never forget journalism has a "why." ■

Charlie Mitchell is executive editor of *The Vicksburg (Miss.) Post*. He wrote this column in February. Write to Charlie Mitchell at Box 821668, Vicksburg, MS 39182, or e-mail post@vicksburg.com.

It was Mark Twain who, when asked about the painstaking craft of writing, said, "The difference between the right word and almost the right word is the same as the difference between a lightning bug and lightning."

To me this speaks equally well to a journalist's duty. And, yes, though it's rarely spoken out loud, journalists do have a duty, and there are consequences if we don't do it. Some like to pretend we're outsiders looking in, calling the plays like a sportscaster who has no effect on the game. But we're played and we're players — very much part of the process.

To perform objectively, journalists must take in everything possible, and journalists must work to understand to the best of their ability. Only then are they equipped to relate the information effectively. The duty is not to skim the surface. The duty is not to watch and comment. The duty is to make the complex understandable.

It also occurs to me that perhaps one of the reasons a career as a journalist is not considered as worthy in this "information age" as it used to be is that we may have started considering ourselves to be glorified stenographers. But being a journalist has never meant taking down what someone says and relaying it without using considered judgment about the contextual merit of what was said.

Perhaps the fact that journalists are necessary not only as filters but also as fact-finders has been forgotten in this age of blogging when anyone, anywhere can claim a global stage — or the

THE FREDERICKS STAND THEIR GROUND

Ethics award recognizes Jason and Amy's refusal to compromise their integrity and credibility

■ BY CHARLYNE BERENS

When Jason and Amy Frederick bought two weekly newspapers in late 2003, back in western Nebraska where they had grown up, they expected to be part of their communities and to work hard.

But they didn't expect threats to their papers' financial viability. Nor did they expect people screaming at them over the telephone or demanding that they fire some of their employees.

It all started when the Hayes Center School District proposed a bond issue to add classrooms and a new gym to the school that serves 160 students. The residents of the district were bitterly divided over the question.

"It was an emotional issue for everyone," said Jason, a 1997 J school broadcasting graduate. "The newspaper *should* be in the middle of an issue like this, but it got hard."

Throughout the ordeal, the Fredericks stuck to their journalistic principles, refusing to bow to public pressure. In recognition of their efforts, they received a special citation from the Payne Awards for Ethics in Journalism, sponsored by the University of Oregon and presented at the Nebraska Press Association's annual convention in Lincoln in April.

The Fredericks bought the *Hayes Center Times Republican* (circulation 795) and the *Hitchcock County News* at Trenton (circulation 1,142) in November 2003. They moved to Trenton, Jason's hometown, with their three children: Aubrey, 8; Grace, 5; and Michael, 4.

About that same time, the Hayes Center school board was beginning work on the bond proposal. Kathy Broz, the part-time editor who had been with the *Times Republican* for many years,

spoke out against the school bond issue in her weekly column. In the meantime, Jason Frederick continued to cover the school board meetings and, he said, "worked hard to keep the news balanced."

The bond failed by 12 votes, and many in the community blamed the newspaper, especially Broz' negative column.

Six months later, the school board tried again. This time, the Fredericks decided the paper should not take an editorial stand on the matter. In fact, Jason wrote an editorial explaining that decision and detailing how they had worked to keep their coverage of the question neutral. In the edition right before the election was scheduled, they ran three pages — out of a total of eight — of letters to the editor about the bond issue.

Tuesday, election day, fell on Broz' day off. One thing she did that day was deliver

absentee ballots to the home of an elderly couple who were ill. The couple was opposed to the bond issue. Once again, it failed — this time by a three-vote margin.

Two days later, the school board president called the Fredericks at home to let them know the board and some advertisers in Hayes Center were unhappy that Broz had helped with the absentee ballots. He said it made the paper look bad and that if things didn't change, the school would have to change its relationship with the paper.

When Jason Frederick asked what that meant, the board president said the school might not do business with the paper and would take its legal notices to the neighboring daily paper. Legal notices are an important source of revenue for a small weekly paper, and the loss of the school's business could have devastated the *Times Republican*.

Frederick told the board president he was not about to tell his employees what they could do on their own time, nor was he going to fire Broz. When both Jason and Amy attended the next school board meeting to confront the man publicly about what he had said, he backed off and said he had only been doing some "fact finding" because some of his constituents had complained to him.

The school district came



National Newspaper Association president Jason and Amy Fredericks on April 22.

back with the bond proposal a third time, scheduling the election for Jan. 10, 2006. In early December, Jason ran an editorial on the front page explaining that the paper would not take an editorial stand on the bond and would not run letters to the editor about it in the last edition before the election. Only ads and a news story about the election would run that week.

Then the screaming phone calls began, Amy said. "They would start when we got to the office at 8 a.m. and continue when we got home until 11 p.m. some nights." That went on from Dec. 24 through the Jan. 10 election day.

"We had no real opinion on the bond," Amy said.

Jason added that the addition to the school would have been nice but that "the kids aren't there" to continue to



Photo courtesy Kent Broyhill, Nebraska Newspaper

dent Jerry Reppert presents the Payne Award for Ethics in Journalism to
The award is sponsored by the University of Oregon.

populate the school in the future. The disagreement over the bond issue came down pretty much to landowners versus non-landowners, Amy said.

The Wednesday, Jan. 4, paper, the last before the election, was full of ads from people on both sides of the question. Frederick's story about the bond issue tried to cover both the pros and the cons.

The next day, the board president called again, upset this time by some of the ads opposing the bond. Once again, he said the relationship between the school and the paper was in jeopardy. A few hours later, another board member called, warning the Fredericks that they should be at the following Monday night's board meeting to protect the paper's interests. They

took that to mean that the board was going to consider taking its legal business elsewhere.

At that point, the Fredericks decided it was time to get the community involved. Checking first with NPA executive director Allen Beermann and media attorney Shawn Renner, they decided to send postcards to all their subscribers in the county, telling them the school board was threatening to withdraw its legal notices and that the paper would not survive without them.

"We did not think it was right that a public body was using taxpayers' money to try and force the hometown newspaper to take its side on an issue," Jason wrote in an essay for the Payne Award. "We didn't think it was right

that the president of the school board was telling one of the few businesses in town to fire its employees or else."

John Bender, who teaches media law at the J school, said, "I give a special salute to the Fredericks for standing up for the rights of their employees to participate in the political process on their free time. The attempt by the school board president to have the Fredericks fire an employee who had delivered absentee ballots on election day is nothing short of outrageous."

Frederick noted that people on both sides of the matter were angry with the paper. "We were going to lose no matter what we did, but the one thing we were not going to sacrifice was our integrity and honesty," he wrote.

Readers responded to the postcards, letting the school board know how they felt. As a result, the board called an emergency meeting on Monday afternoon to name the *Times Republican* its official publication for 2006.

The third time was the charm for the bond issue, and it passed by more than 20 votes. The Hayes Center paper retained the school's legal notice business, but it has lost advertisers and subscribers over the school battle.

Looking back on the ordeal, Jason said, "Maybe I'm naïve, but it goes back to what I learned at the university. I learned journalists have to be responsible, have integrity, build their credibility. One way to do that is not to 'sell' our news — and be fair and balanced and accurate. That's the backbone of journalism."

In his letter nominating the Fredericks for the Payne

Award, Beermann wrote that the NPA was proud of the couple who "stood their ground on behalf of solid, fair, accurate and professional print journalism. They served their community, they saved the paper, they reported both sides of an issue and they protected their employee and her rights under the constitution."

The Payne Awards generally go to big, well-known papers and their reporters. This year's, for example, went to the Spokane, Wash., *Spokesman-Review* and to *New York Times* reporter Kurt Eichenwald.

"We're just this dinky paper," Jason said, "but the judges didn't let us go unnoticed. They gave us a special citation."

That citation read, in part, "This is what you want people to bring to journalism as newspaper owners: the conviction to act on what they believe to be the correct journalistic values."

Bender said, "I think it's great that a community newspaper wins national recognition for standing up for principles. The national papers and the big metro papers tend to get most of the recognition for showing editorial courage. And that's fine. But the editors and managers of big papers are often insulated from angry readers and advertisers. Jason and Amy Frederick had to face those people every day for months."

Amy Frederick said there were times she just wanted to quit, to give the papers away. But the couple never considered bowing to pressure and doing as their critics asked.

"You go to sleep thinking about it and wake up thinking about it," Jason said. "But we knew the consequences of what we were doing."

It wasn't easy, but, as Jason wrote in the award essay, "Sometimes doing right is not easy." ■

EXCELLENCE DOES NOT COME CHEAP

Tyre J. McDowell Jr. was the speaker April 2 at UNL's Shades of Leadership Banquet, which recognizes the achievements of students of color. McDowell has a bachelor's degree in sociology from Nebraska Wesleyan University and is working on a master's degree in education at UNL. On May 1, he became the executive director of the Clyde Malone Community Center.

I want to talk to you today about excellence. In particular, I want to talk to you about the cost of excellence. No one achieves excellence in any area of life without paying a cost. But we do not have enough excellence in our society. What we often have is mediocrity passed off as excellence.

I am going to speak to you today about excellence in three areas: academics, leadership and community service.

One day when I was a sophomore at Lincoln High School, I was walking to the library with some books under my arms when one of the "cool" seniors called my name. When I was in high school, sophomores were the new kids on the block; freshmen went to junior high.

The senior asked me a question that confused me, and I was not sure how to answer: "Are you trying to act white?" I did not know what he meant. It could not have been my hairstyle because I had a high-top fade, which was popular at the time. It could not have been my clothes because I am not a stylish dresser.

However, it was neither of those things. I noticed that he was looking at the books under my arm. "Oh, these. Man, I am not studying, I am just taking some books back for the teacher to earn some brownie points and get out of doing my homework."

I wondered then, and I still wonder: How did academic achievement become "acting white"?

I owe it to my African American ancestors to strive for academic excellence. I owe it to my ancestors who, even though it was illegal and the penalty was death, still learned to read and write during slavery. Academic excellence is in my

■ It requires time and energy, a willingness to be criticized and a commitment of oneself

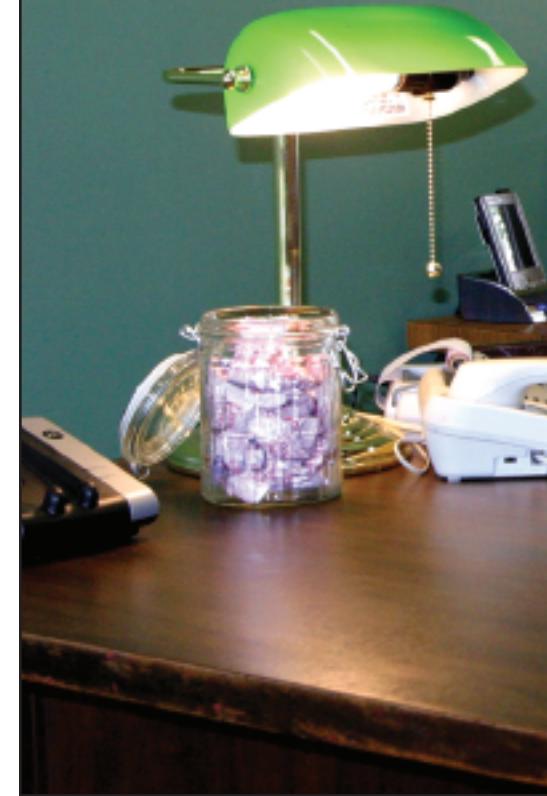
blood. My ancestors did not always have access to book learning, but they were always the creators, innovators and originators. The media are partly to blame. I do not have any problem with 50 Cent, but there is more to African-American culture than rap music.

To you students, academic excellence includes graduation. It will not matter if you had a 4.0 GPA in all your classes but did not graduate. If you have a 4.0 in 126 hours but need 130 hours to graduate and you quit, that 4.0 will mean very little. When the job requires a bachelor's degree and you have 126 hours with a 4.0 GPA but no degree, the door will be closed to you.

I know it is not easy to get a degree. If it were, everybody would do it. The last two years that I worked on my undergraduate degree at Nebraska Wesleyan University, I worked full-time and went to school full-time. I am not any smarter than anybody else is; I am just willing to get up a little earlier and go to bed a little later. While other people were hanging out and playing PlayStation (it was Sega Genesis in my day), I was studying.

THE COST OF ACADEMIC EXCELLENCE IS TIME AND ENERGY

Numerous issues face our communities. As long as African-American, Latino and Native American young people drop out of school at two, three, four and five times the rate of their white peers; as long as African-American, Latino and Native people die 10 years earlier than their white peers; as long as African-American, Latino and Native babies die more often than white babies, there is a need for leadership. We need leaders who have vision and courage and are not afraid to take



risks, who are willing to take a stand and who have integrity. I believe there are some leaders with those characteristics in this room today.

I challenge you not to succumb to something to which many leaders often fall victim. Any time you take a stand for something or speak out on something, 50 percent of the people are going to agree with you, and 50 percent of the people are going to disagree with you. I implore you not to let the fear of the 50 percent who will disagree keep you from doing what you know is right. I challenge you to avoid becoming paralyzed because you are trying to be popular. Any time you are a leader and take a stand, there are going to be people that do not like what you say or do.

THE COST OF LEADERSHIP EXCELLENCE IS THAT NOT EVERYBODY WILL LIKE YOU AND THAT YOU WILL NOT ALWAYS BE POPULAR

Martin Luther King Jr. said, "Everybody can be great because everybody can serve." For me the primary purpose of education is to increase our capacity to serve. I know some of you see education as means to a Lexus. I do not have any



problems with Lexuses or people who drive them, although I am a Honda Civic man myself. Get the Lexus, but also find some way to serve others.

We have an obligation to our brothers and sisters to reach back and help them. This is a great celebration of excellence today, but the great tragedy is that each of us knows two or three or four or more people who should be sitting here today, also. People who are every bit as smart as or smarter than we are but, due to a variety of circumstances, took a different path. I have friends I went to high school with who are doing life sentences for murder, are strung out on drugs or are still going to the same parties we went to 17 years ago. The sad thing is that many of them are smarter and more talented than I am.

None of us is successful on our own. Nobody ever achieves greatness by himself or herself. I am standing on the back and shoulders of those who came before me. I stand on the back and shoulders of my mother who heard before I started kindergarten that kids performed better academically if they ate a good breakfast. So, bless her heart, my brother and I had

a big breakfast with eggs, pancakes and sausage every morning from the time I started kindergarten until I graduated from high school.

I stand on my dad's back and shoulders, a man who did not have a high school education but taught me the importance of education, hard work and treating other people right. I stand on the back and shoulders of people who are in this room today, Dr. Kirkland and John Harris, who are both role models for me. I stand on the back and shoulders of those who came before me. Now it is my turn to offer my back and shoulders to those coming behind me.

THE COST OF COMMUNITY SERVICE EXCELLENCE IS YOUR GREATEST ASSET: YOURSELF

I want to add one thing since I am speaking to this diverse audience. We must form cross-cultural coalitions. We must not allow divisive forces to pull us apart. I was burdened the other day when I walked to a meeting at the capitol and saw my Latino brothers and sisters rallying for immigration reform, and I was not standing with them. I should have been standing shoulder-to-shoulder with

my Latino brothers and sisters in acknowledgement that their issues are my issues.

As African Americans, we understand guest worker programs. We had a guest worker program in this country many years ago called slavery. We see a similar scenario playing out today. As long as Africans were picking the cotton, cleaning the houses, cooking the food and not challenging the status quo, there was not a problem. As long as Latinos are picking the fruit, cleaning the hotels, cooking the food, there is not a problem.

However, as soon as we start advocating for rights — access to education, the ability to vote — we go back to Africa or Mexico. Latinos are not asking for free education, just in-state tuition. There will always be those who put economic interest ahead of human interest, but we must not accept that perspective. We must put human interest and justice ahead of economic interest.

Congratulations to each of you! Do not let today cause you to rest on your laurels, but let it be encouragement to keep striving and paying the cost for excellence.

REPRESENTATIVES OF GERMANY, FRANCE AND THE UNITED STATES CELEBRATED VICTORY IN EUROPE DAY ON May 2 with a gathering hosted by Viola Herms Drath at the Dacor Bacon House in Washington, D.C.

Speakers included Nebraska Rep. Jeff Fortenberry and Carl Gershman, president of the National Endowment for Democracy. Other guests included journalists, government officials, ambassadors and representatives of non-profit organizations.

Dean Will Norton was among the guests and made brief remarks as he introduced two other speakers. Excerpts from Dean Norton's comments as well as those from Pascal Vinchon, defense attaché at the French embassy, Gershman and Herms Drath are reprinted here.

■ CARL GERSHMAN

It's a great pleasure for me to address this dinner commemorating the anniversary of V-E Day, the victory of the Allied forces over the Axis powers in Europe.

My subject tonight is transatlantic cooperation in the promotion of democracy, which is an important though little noticed dimension of U.S.-European relations. A recent article in *The Washington Quarterly* by Jeffrey Kopstein makes the point that both Europe and the United States are engaged in the promotion of democracy, but they take different approaches. Europe is focused on state reform and democratic consolidation through, for example, the E.U. enlargement and the Barcelona processes, while the United States prefers a bottom-up approach of aiding civil society and opposition political movements in autocratic countries.

But there are also important similarities. It was the work of the German political foundations, or "stiftungen," in aiding the transitions in Portugal and Spain in the mid-1970s that sparked the interest in the United States in the promotion of democracy. Indeed, it was the German system of political foundations that President Reagan mentioned in his famous Westminster Address in 1982 as the model for the National Endowment for Democracy. Since that time, the work of the NED and other U.S. democracy-support groups has grown geometrically, especially since 9/11, and funding for democracy promotion has also expanded in Europe, though more at the state level through official agencies of the European Commission.

Significantly, the difficulty these agencies have had getting support directly to democrats in Belarus has now sparked European interest in the model of the American "bottom-up" approach. If, as now seems possible, the E.U. creates a new Europe-wide foundation with the independence and flexibility to work directly with democrats and dissidents in countries like Belarus, it will enhance the possibilities for transatlantic cooperation in efforts to empower civil society and to aid democratic political parties and independent media in the post-communist world and beyond.

This is particularly important at the present time, since the



From left: U.S. Selective Service System director William Chatfield and Jeff Fortenberry; Dean Norton, Army Chief of Staff political adviser Thomas

U.S. and Europe face a new backlash against democracy promotion. This new phenomenon needs to be distinguished from the conventional resistance to democracy that is a central feature of such long-standing dictatorships as Cuba, Burma, Syria and Turkmenistan.

It takes place in countries where democracy assistance until recently has been possible and relatively unobstructed, even though NGOs have been subjected to various forms of harassment. The difference today is that the new legal restrictions and extra-legal impediments have assumed menacing proportions and pose a major new threat to the advance of democracy.

The backlash against democracy assistance is largely a by-product of the proliferation of so-called hybrid regimes in the aftermath of democracy's third wave, which ended in the early 1990s. These are regimes where autocrats have been able to hold onto power, where elections are largely manipulated, the executive very strong, the parliaments very weak and the courts controlled but where there are some formal democratic procedures, including elections, and where civil society organizations and independent parties have for the most part been able to function and receive foreign assistance.

As we know, the independent groups in some of these societies have been able to use the available political space to mount significant campaigns to expand political freedoms and challenge the ruling party. Democratic breakthroughs occurred in Slovakia in 1998 and subsequently in Croatia, Serbia and Georgia. And then the Orange Revolution in Ukraine dramatically unfolded in 2004, raising alarms in neighboring Russia and Belarus and send-

E DAY



Photos courtesy QStreet/Washington D.C.

ortenberry, R-Neb.; V-E Day dinner at Dacor Bacon House in Washington, D.C.; V-E Day hostess
as Lynch and J school alumna Katie Juhl.

ing shock waves that were felt as far away as China, the post-Soviet Central Asian countries and Venezuela, all places where international democracy assistance organizations had established a presence.

Many of the remaining hybrid regimes, whether fraudulent or backsliding democracies or partially open dictatorships, concluded that if they were to hold onto power they had to more tightly control political expression and choke off foreign democracy assistance. In effect, they saw the force of Abraham Lincoln's adage, stated in one of his debates with Stephen Douglas, that "a government cannot endure permanently half slave and half free. ... It will become all one thing or all the other."

Just as democratic movements seek to expand political space and rights, the hybrid regimes are moving in a much more concerted way than ever before to restrict rights and block access by democratic groups to international assistance. Since this reaction is occurring largely though not entirely among backsliding countries of the third wave, and since it has now gathered an unmistakable force, it must be said to constitute the reverse wave of democratic regression that has long been anticipated and the absence of which until now has, in itself, been an important and poorly appreciated phenomenon.

The current offensive against democracy assistance is not an entirely new phenomenon: The Moscow office of the NED's Solidarity Center was closed some time before the Rose Revolution in Georgia, and the Lukashenka regime in Belarus has been "pre-empting" democracy, as Vitali Silitsky termed it in a recent article in the *Journal of Democracy*, since it came to power

more than a decade ago. But the Orange Revolution has clearly accentuated the resistance to democracy by autocrats, as has the higher profile accorded to democracy assistance in the United States and in Western and Central Europe. The resistance has come in the form of legal constraints as well as extra-legal tactics such as the use of thugs or auxiliary forces to assault or intimidate democratic activists.

The official measures undertaken by governments are often rationalized as a response to terrorism or to counter money-laundering or foreign espionage. But the means used are far more repressive than needed to fight NGO malpractice and are often contrary to obligations to protect the right to free association required by international conventions the country has signed or even by its own constitution.

The intent of measures against NGOs was clearly stated last May by Russia's chief of security, Nikolai Patrushev, at a meeting in Kazakhstan of secret service chiefs from the CIS countries. Patrushev declared that "we all need unified legislation across the CIS, something that would define the sphere of activity for NGOs; and the constitution

and the laws must be changed before the wave of orange revolutions spreads to the leaders of the Commonwealth of Independent States." The NGOs have been a key target in Russia, as well as in other countries, because they are the last remaining outpost of independent political activity after the government had secured control over the parliament, the judicial system, the regional governments and the media and effectively neutralized the opposition parties and business community.

The types of official measures used to repress democracy and democracy assistance fall into nine categories:

—Constraints on the right to associate, which take their most severe form in dictatorships like Libya, Saudi Arabia, China, Cuba and Vietnam.

—Impediments to registration such as making registration expensive, exceedingly inconvenient, burdensome in terms of the type or amount of information that is required, held up by excessive delays, requiring re-registration every few years, thus giving the government the power to re-visit the issue of whether a group can exist at all, in effect compromising or denying legal status for NGOs.

—Restrictions on foreign funding, including onerous taxes on foreign grants (in Belarus), the requirement (in Uzbekistan, for example) that funds be channeled through designated accounts where the bank can refuse to release the funds, the requirement that groups must receive prior government permission before a grant can be received (as in Egypt) and the actual criminalization of the receipt of democracy assistance, as in the case of Sumate in Venezuela.

—The power to arbitrarily shut down NGOs, such as the 2002 law in Egypt that gives the supervising ministry the authority to terminate a group that is deemed to threaten “national unity” or violate “public order or morals,” or the 2004 law in Belarus that enabled the government to dissolve more than 20 organizations.

—Constraints on political activities, broadly defined by Zimbabwe’s public-service minister Paul Mangwana as NGO-funded “antigovernment activities, in the name of democratization,” or by the Criminal Code in Belarus as activities that “discredit” the countries’ image abroad or that appeal to foreign powers or groups to act “to the detriment of the countries’ security, sovereignty and territorial integrity.”

—Arbitrary interference in NGO internal affairs, such as the new Russian NGO law that gives the Russian Registration Agency, with 30,000 new employees stationed in every region of the country, unchecked oversight authority to audit the activities and finances of NGOs, attend their meetings, terminate their activities and stifle them administratively by demanding what one NGO leader just called “an insane amount of details.”

—Harassment by government officials, such as the questioning and searching of NGOs in Belarus by the national security agencies and the confiscation of their materials, leading to the closing in 2003 of 78 organizations and warnings in 2004 to 800 others.

—The establishment of ersatz NGOs called GONGOs (or Government-Organized NGOs) that attack and seek to monitor and undermine independent organizations and receive special funding from the government.

—And finally the harassment, prosecution and deportation of civil society activists, such as the repeated characterization of NGOs in Russia as fronts for foreign espionage, an example being the notorious British “spy stone” scandal last January that unfolded shortly after the new NGO law was signed; the imprisonment of Ayman Nour in Egypt; the bankrupting of Chee Soon Juan and other dissidents in Singapore; and the criminal investigation in Uzbekistan of staff members of several U.S.-based organizations for the alleged crimes of having an unregistered logotype and failing to register specific activities with the government.

In developing a concerted response to the assault on democracy assistance, it is worth bearing in mind a number of points: First, that we’re talking about a relatively limited number of countries, probably 20 out of more than 80 countries where democracy assistance is provided; second, that the governments in question are reacting defensively, basically conceding that without the tightening of controls they might not be able to hold on to power; third, that the democracy activists who are being attacked are, generally speaking, highly resilient and resourceful people who are used to encountering and resisting difficult obstacles; and finally, that the response will have to be fine-tuned, addressing the general problem and also its particular manifestation in each country.

The response needs to come at three levels: the tactical, the political and the normative. The tactical response involves the

work of the indigenous NGOs and activists affected by the new restrictions as well as the international donor and programmatic organizations that provide democracy assistance. The international groups will have to be guided by the readiness of NGOs to accept assistance, as well as by the manner in which indigenous pro-democracy groups choose to deal with the legal and administrative barriers that their governments have erected.

In some instances the NGOs may wish to test and challenge the new laws. The International Center for Not-for-Profit Law points out that the Egyptian Organization for Human Rights fought a ministry in court, ultimately prevailing after more than 10 years of litigation.

International organizations with a presence on the ground may, where feasible, use their access to government officials to negotiate access to political space and use transparency and contact to demystify their work without, however, changing their relationship with grassroots partners or grantees.

But it may also become necessary to revert to practices employed in formerly or currently closed societies regarding methods of financing, running trainings and other programs in adjacent countries and making greater use of cross-border programs carried out, for example, by Polish, Czech, Slovak, and Lithuanian NGOs in Belarus, Central Asia and

beyond. Many programs will also certainly take advantage of the Internet and other forms of communication that were unavailable to activists in dictatorial countries only two decades ago.

It is also important to try to insulate democracy assistance from political pressures by strengthening its international and multilateral character. Joint programs by assistance groups from different countries, shared funding arrangements and regular meetings to coordinate assistance in priority countries are useful in themselves and also send the message that democracy assistance is an international activity that is not meant to further the narrow foreign policy interests of any particular government.

Beyond these and other tactical efforts to neutralize or evade restrictions on democracy promotion, it is necessary to mobilize political pressure on governments that block democracy assistance and persecute local NGOs and activists. This is the second or political level of response. While some offending governments will be easier to influence than others, it should be possible to develop a coherent, coordinate and comprehensive policy to defend democracy assistance and NGO activists.

The key political response is linkage, a term that was commonly used to describe efforts to defend human rights under repressive regimes during the 1970s and 1980s. The idea is to link a state’s treatment of democracy activists and independent civil society organizations to the political and economic dimensions of interstate relations. Such efforts by governments and international organizations can also complement campaigns by indigenous NGOs to mobilize pressure against government repression.

A version of this policy was followed last fall when the U.S.

“Democracy assistance is an international activity that is not meant to further the narrow foreign policy interests of any particular government.” — National Endowment for Democracy president Carl Gershman

and a number of European governments sought and partially obtained changes in the draft Russian NGO law. It also led to the temporary shelving of repressive NGO legislation in Kazakhstan and Zimbabwe and to the indefinite postponement of the Sumate trial in Venezuela after representatives of European governments expressed a determination to observe the trial. . . .

Other ways democracies can respond to the backlash are through public statements by high officials and by national or regional parliaments defending pro-democracy NGOs and criticizing restrictions on democracy assistance; symbolic gestures such as high-level meetings with democracy activists and opposition leaders; conditioning foreign assistance and trade benefits on democratic performance and the treatment of groups working to strengthen democracy; and reports by public bodies or credible private groups that gauge democratic progress and monitor the ability of civil society and political organizations to receive democracy assistance.

Such reports can be useful in helping democracies distinguish between countries that are making genuine efforts to democratize and regimes that use elections and other democratic forms to legitimize illiberal and antidemocratic behavior, which is a growing problem.

This distinction is especially important in the case of backsliding autocracies such as Russia and Venezuela that were once electoral democracies but where democratic rights and processes have been steadily eroded.

At what point can it be said conclusively that such regimes have crossed the line and no longer deserve the respect that comes with being considered a democratic government? Many believe that these countries have already relinquished any claim to democratic legitimacy, yet Russia remains a member of the G-8 and next month takes over the chair of the Council of Ministers of the Council of Europe, and both it and Venezuela continue to be full participants in the Community of Democracies.

That these and other regimes covet the image of being democratic and value the advantages that come with participation in the Council of Europe, the OAS and other associations of democratic countries highlight the extent to which democratic values have spread throughout the international system. Regimes that seek to suppress democracy assistance may just want to stay in power, but they will often state a public rationale in which they paint themselves as sentinels guarding the principle of state sovereignty that international democracy assistance is alleged to undermine. This leads to the third or normative level of response.

The precondition for the acceptance of democracy promotion as a normative practice within the international system is the existence of a broad, if not universal, consensus about the definition of democracy promotion and the means by which it is appropriately carried out.

Opponents of democracy promotion have tried to associate it with the war in Iraq, claiming that democracy promotion is simply the pursuit of regime change by other means.

But support for democracy promotion here and around the world is as great as it is because its purpose is not to remove particular regimes but rather to strengthen democratic processes. The removal of a non-democratic regime does not, after all, automatically produce democracy, as the replacement of Batista by

Castro or the Shah by Khomeini confirms.

Democracy assistance does not focus on determining particular political outcomes but on nurturing democratic values, practices and institutions.

It is true that the expansion of democratic participation can lead in some instances to a change of government and even, where the government in question is not democratic, to a change of regime. But that is not the goal of democracy promotion, nor is supporting free, fair and competitive elections its only dimension, as we and other proponents of democracy assistance constantly point out.

In June 2000, democracy promotion — understood as a cooperative international effort designed to strengthen all aspects of the democratic process, elections included — received the endorsement of more than a hundred sovereign governments meeting in Warsaw to found the Community of Democracies. To be sure, the Warsaw Declaration also acknowledged the importance of “sovereignty and the principle of non-interference in internal affairs.”

But it gave no sanction to the view that democracy promotion — meaning nonviolent and transparent efforts “to strengthen institutions and processes of democracy” — conflicts with sovereignty or violates the principle of noninterference. On the contrary, the declaration affirmed the importance of democracy promotion in the evolving international system of transnational bodies, democracy-assistance organizations, grassroots NGOs — and sovereign states.

While the Community of Democracies was never meant to be a democracy-assistance agency as such, its aims do emphatically include the goal of fostering greater cooperation and commitment among democratic countries in order to advance the cause of democracy worldwide.

Heretofore, however, the community’s voice has been muted and its role unclear — and as I’ve noted, its character has been compromised by the participation of some semi-authoritarian and backsliding governments. The new backlash against democracy promotion gives the community an opportunity to play a more visible role and important role in the current international debate. The community needs to reaffirm and further elaborate the Warsaw Declaration in light of new circumstances and to seek approval for the declaration from governments and parliaments around the world, as well as from regional bodies and global institutions, including the United Nations.

With its core mission under attack, this unique but still untested international association should mobilize in a concerted way to broaden the acceptance of democracy promotion as an international principle and practice. If the Community of Democracies can rise to this challenge, it will help to isolate and discredit the new assault on democracy promotion. The United States and Europe need to join forces and bring the world’s democracies together around this worthy common purpose. Nothing would do more to deepen transatlantic cooperation at this critical time.

Gershman’s speech is titled “The Assault on Democracy Assistance: The New Challenge to the Transatlantic Partnership for Democracy.”

■ DEAN WILL NORTON

It is an obvious truth that V-E Day brought people together who did not normally associate with one another.

I do not remember V-E Day. I was 3 years old. However, my father has passed along a lot of what occurred in World War II and at V-E Day.

V-E Day meant that our family would soon be able to come home and my brothers and I would be able to see grandparents and cousins and uncles and aunts.

My parents were Protestant missionaries in the Ubangi territory of the Belgian Congo. They had left the U.S. in June 1940. Because of the Nazi invasion of northern Europe, they could not travel to Brussels and take a cargo liner straight from Antwerp to Matadi, the port of entry to the Congo.

Instead, they had to pick their way to their destination, transferring ships and driving across the Camaroon into what is now Central African Republic. At Freetown, Sierra Leone, they heard about Dunkirk. The situation seemed hopeless for anti-Nazi forces. However, there was no returning to the United States.

My parents heard about Pearl Harbor at Karawa near Gemenia, now the capital of the Equitore Province. Because the mission's radio was out of service, my dad drove to the Portuguese trader's outpost a few kilometers away to hear FDR's "day of infamy" speech.

The U.S. Consul warned Americans in central Africa to be prepared to leave. Hitler had moved across northern Africa. If he took Egypt, his next objective would be to move into the Middle East and then down the Nile and into Central Africa.

My dad listened to the BBC twice a day, anxiously following the progress of the U.S. forces on the radio. He also read *l'Avenir*, a French language newspaper. It reported on General Charles DeGaulle's being in Brazzaville, the Capital of French Congo.

V-E Day finally came.

All the expatriates in the area were invited by the territorial administrator to celebrate with the Belgian authorities. My father was the legal representative for the Protestants, and he wanted to demonstrate his appreciation for the invitation from the Belgian hosts. He wanted them to know that the Belgians and the United States had fought together and would celebrate victory together. That had been the spirit of the invitation from the territorial administrator.

The U.S. expatriates around the world who were non-combatants may have felt even more relief than those who were in the United States. They knew the end of the war was inevitable and that it would not be long before they could return to be with their loved ones.

When one is in another nation during a crisis, one does not worry whether his or her government is controlled by Democrats or Republicans. One cherishes freedom, and one longs to be home.

■ VIOLA HERMS DRATH

I am delighted in our sharing this celebration of V-E Day.

I am especially pleased for us to be joined by Betty and Ed Rowny, my trusted friend, the architect of General MacArthur's landing at Inchon, also known as the salty negotiator of SALT.

I wished my late husband, Colonel Francis S. Drath, could share our reunion. Francis greatly cherished his service with the National Guard, as director of the Selective Service for Nebraska and later as deputy director of Selective Services under General Lewis B. Hershey. I am proud that one of my three grandsons, William F. Dwyer, III, is a cadet at West Point and has taken up this noble calling.

In serving the nation at home and abroad, the Army has done us proud for more than 200 years. Confucius said, "In the world, there are two great decrees: One is fate and the other is duty." For you, love of country is fate, and service to your country is your chosen duty. And for that a grateful nation thanks you.

V-E Day. I remember it well.

It was a beautiful sunny day in May, when school was canceled. Germany had been liberated. The long nightmare was over. At long last, freedom was within our grasp.

Regrettably, my dear uncle, Ambassador Freddy Horstmann, who had sacrificed his diplomatic career by marrying the daughter of one of the country's leading Jewish banking dynasties, would not see the blooming of democracy in Germany. Although an outspoken opponent of the Nazi regime, Freddy would fall victim to starvation in a Soviet prisoner of war camp behind an emerging Iron Curtain.

As my husband, Col. Drath, and I left Munich, where he had served as Deputy U.S. Military Governor of Bavaria, and took up our posting in Nebraska, we did not immediately realize that the Yalta conference had paved the way for the Soviet Union to dominate half of Europe for half a century. It had not occurred to many what President George W. Bush spelled out in Moscow as "the legacy of World War II: The victorious powers had traded freedom for stability."

But there is another legacy of this historic day. The transatlantic community. NATO. In looking to the days to come, rather than those gone by, we gather this evening to celebrate the commonality we share in pursuit of common objectives and goals.

To quote Karsten Voigt, the coordinator of German-American Cooperation in the German Federal Office for Foreign Affairs: "I would like to see a new Atlanticism emerge through reforms of transatlantic policies and institutions, especially within NATO and through deepening the relationship between NATO and the EU. President Bush's meetings with NATO and Europe's leadership on the same day was a good signal in this regard."

In the one world we live in, the transatlantic alliance is more important than ever to meet the common challenges head-on, together.

Carl Gershman, the president of the National Endowment for Democracy, our keynote speaker, is justified "to decry the lack of leadership and innovative thinking on trans-Atlantic relations." On the other hand, I share his optimistic outlook because the sum total of that which connects Europeans to Americans is greater than that which is said to separate us. If tended to, the historic bonds, forged as part of the Cold War alliance, may well carry us beyond, as one generation of leaders is passing the torch to another.

The challenge lies in realizing that, as the U.S. national interest will be influenced by developments in the Middle East, Africa and certain parts of Asia, the future of American-European relations will depend on how Europeans prove capable to help resolve future crises in these geographic regions.

V-E DAY

The United States is in need of partners willing to shoulder the burden of global responsibilities that result from superpower status. A determination will have to be made whether Europe believes that its own values and interests are at stake.

Americans and Europeans, together, will have to examine under what conditions, where, when and how military force is to be employed in defense of freedom and democracy. To be sure, the EU has the attributes of a superpower. Yet, for the time being, it lacks the vision and demeanor of one.

As long as we appreciate that despite differences in certain values and interests ... we do share "common fundamental values and interests" rooted in history, culture and religion, the Alliance finds itself in a position from which a "new Atlanticism" may emerge. Such a "new Atlanticism" should be based on a new Atlantic Charter and a bottoms-up overhaul of trans-Atlantic institutions and policies, which must take full account of the transformed post-Cold War realities.

In advance of a new system of interlocking transcontinental structures built around a renewed and modernized U.S.-EU friendship and partnership, existing political and military ties between NATO and EU must be reinforced, just as new ties should be forged between EU and NAFTA, with the objective of bringing about "a trans-Atlantic strategic space" in political, military and economic terms.

And so I leave off where I commenced, thanking our sisters and brothers under arms for standing vigilant watch.

On this special occasion we salute the United States Armed Forces and all Allied forces.

God bless the commander-in-chief.
God bless the United States.

PASCAL VINCHON

We all know tonight that this coming weekend we will celebrate the 61st anniversary of V-E Day. But how many know that we will also commemorate an important moment in French-American history? Two hundred twenty-eight years ago, on May 6, the news of the alliance between France and the United States, the news of the treaty of Versailles signed in February, reached Valley Forge.

An exhausted, severely beaten group of American patriots had found refuge there, north of Philadelphia, under the command of General Washington. A very young French officer, La Fayette, had joined and helped organize, train and equip them during the winter. With the first warmth of spring, the announcement that the Americans had a strong and faithful ally in their fight for freedom signaled the turn of their war for independence, of your war for independence.

France and the United States have been friends and allies ever since, and we will celebrate this friendship this coming Oct. 19 on the 225th anniversary of our common victory at Yorktown. But this friendship has very much been also a comradeship in arms. The United States came twice during the last century to reciprocate, when Pershing's boys landed in 1917, declaring "La Fayette, we are here" and again, on June 6, 1944, on the beaches of Normandy. I want to assure you that France will never forget the sacrifices of so many young Americans who risked their lives for the liberty of a country most had never seen before. Many, too many, indeed, paid the ultimate price.

On the 60th anniversary of the D-Day landing, President Chirac decided to award the most prestigious French medal, the Legion of Honor, our prime national order created by Napoleon Bonaparte, to 100 American veterans as a beginning. In a very symbolic gesture, all the different services and branches of your armed forces, all genders and ethnic origins of your great nation, all states of your country were represented. I can tell you that it was a very moving experience to greet them at the French Embassy before they departed on a special Air France flight to Paris.

I was not able to accompany them, but I was able to see the movies and pictures and to hear from them upon their return. They were also quite moved when they experienced the very warm welcome of the most famous Paris hotels, when they were decorated at the Invalids, right in the center of Paris, by a dozen ministers and generals, when they were seated at the Omaha Beach cemetery, next to President Chirac, President Bush, Chancellor Schroeder and many other heads of state for what had been their second longest day. At that moment, I can assure you, 60 million French were saying with President Chirac: We will never forget.

Not only do we owe our freedom to the United States, but you gave us also the opportunity and the assistance to build an enduring peace in Europe. In defending a battered Europe under the Nazi yoke, the American combatants fought for the very foundations of our societies as well as for our countries' collective future. Their heroic deeds paved the way for the establishment of a new world order based on human rights, freedom, justice and democracy. From D-Day on, nothing could keep Europe's former enemies from working toward reconciliation or reunification as the rapprochement between France and Germany or the fall of the Berlin Wall has demonstrated.

European history is made of wars. After two world wars, which were triggered by animosity between the French and the Germans, we considered that it was time to build our common destiny together and, for the first time in history, to unite European countries peacefully. It was an amazing success story.

During all these years, we were slowly expanding the European Union from a nucleus of six countries to 15. On May 1, 2004, already two years ago, we added 10 newcomers, and this was another miracle. For the first time, we have, as full members of the European Union, countries which were, only 15 years ago, members of the Soviet bloc: Poland, Hungary, the Czech Republic, Romania, Slovakia. And even more fascinating to us, we have as full members three countries which were only 15 years ago part of the Soviet Union: the three Baltic States — Latvia, Estonia, Lithuania.

Let me be clear: Europe is your main friend and ally, and we do not want to build Europe as a counterweight. We often hear "America is the indispensable nation." Fine, we are your indispensable partner. If you need troops, where do you find these troops to go to the Balkans, to Afghanistan, to Iraq, to Africa, to Haiti? In Europe.

In this dangerous world, we consider that our Atlantic alliance needs two strong pillars: the U.S., of course, and the EU. We share the same values. If we work together, nothing is impossible. If the EU and the US are divided, then our common values, democracy and market economy are in jeopardy. ... Clearly, your European partners are fully involved in the patient promotion of democracy in the world.



ALUMNI

GOIN' TO KANSAS CITY

Trio of UNL broadcasting grads make a splash in a 'top 30' market



NICHOLE
TEICH

ducation at a university requires hard work and dedication. However, when a student graduates and enters a career in the industry, most graduates see that their university experience was well worth the time.

Three of those graduates, all broadcasting majors at UNL, are working in television in Kansas City. All three say they appreciate what they learned at the J school.

■ BY JONATHAN BROCKHOFT

Nichole Teich has known she wanted to be a journalist since she was 5 years old. "I used to walk around my house with a microphone, interviewing my stuffed animals," she said, laughing. She recalls that one of her biggest role models was Jane Pauley.

Teich attended UNL and graduated in 1996. During her time at the university, she was influenced by many of the professors. She said Hubert Brown, who is now at Syracuse University, was one professor who really was a standout because he had many years of experience in the real world as a journalist.

Teich said that one of the biggest things UNL has going for it is that students are not just numbers; the professors care about students and want to see them succeed.

During one of her first jobs after graduating, she had the opportunity to work with Trina Creighton, now a UNL professor and former investigative reporter in Omaha. "Trina had a way of getting people to talk when they didn't want to," Teich said. She said Creighton had a huge influence on her capabilities as an investigative reporter.

Creighton said, "Nichole had persistence and a contin-

uous desire to improve." Creighton said she enjoyed working with Teich because she had respect for those with experience in the business and wanted to learn from those veterans.

Now, Teich serves as the chief investigative reporter for KSHB-TV, the NBC affiliate in Kansas City. "There is no typical day; that's why I like my job so much," she said. Teich enjoys the long-term results of her work; after an investigation airs, she knows the community can become a better place to live.

The only negative aspect of her job as an investigative reporter is that sometimes people don't like being investigated. Teich said her family has received death threats because of past stories that she has covered.

Teich has achieved more honors than many a young journalist. She reached a top 30 market at the age of 29 and already has received an Emmy for her skills.

If the opportunity arises, she would like to work for a network investigative team such as "60 Minutes" or "Dateline." However, right now, she said, she wants to continue focusing on making Kansas City a better place. ■



PHIL WITT

"I received a great education at UNL," said Phil Witt, evening news anchor for WDAF-TV, the Fox affiliate in Kansas City. He recalls that, during his days at UNL, the college's motto was "Creating thinking young people." He believes the university has done an excellent job living up to that motto.

Witt grew up in Winslow, Neb., where he gained early journalism experience by writing for the school newspaper and recording "community activity reports" for a nearby radio station.

He recalls becoming very interested in mass media during sixth grade when President John F. Kennedy was assassinated. His attention was riveted to the extensive coverage of the incident. Among his many role models were Walter Cronkite and David Brinkley.

Witt credits his college internships to the university and believes that the college cares about connecting students to the industry before and after graduation. For his first major internship, he served as a stringer for KETV, Omaha's ABC affiliate, from 1972 to 1974.

"At that time, I had the most famous hand in television."

sion," he said, laughing. Witt said that his work regularly made it onto the newscast, but his hand holding a microphone was the only part of him actually in the picture.

Witt graduated with honors from UNL in 1974 with a bachelor's degree in journalism. Now, he anchors WDAF-TV news each evening at 6 and 10 p.m. While the irregular hours are not the best part of his job, he enjoys the active role he is able to take in his community.

Mike Lewis, the manager of special projects at WDAF-TV, said, "Phil cares deeply about what he does, and there's never a question of how hard he will work to do the job right."

Lewis said Witt's ability to recall news sets him apart from others in the industry. "He has an excellent memory when it comes to breaking news; this helps him report that type of news very effectively."

Witt said, "I feel a requirement to work to better the community." Aside from the many awards he has received over the years, he believes that the most rewarding aspect of his career is that he can contribute and be part of his city.

Paul Sterba remembers being inspired while watching the nightly news in Omaha with his family. It didn't take him long to decide he wanted to dedicate his life to the industry.

Sterba is now the senior producer and the 6 p.m. producer at KSHB-TV, the NBC affiliate in Kansas City. He arrives at work each day at 9 a.m. to evaluate story ideas with the station's other producers. During the day, he gives assignments to reporters and drafts the script for the evening news.

"I enjoy working with the other producers to make a successful newscast," Sterba said. He said breaking news can make the job a bit challenging, but he likes working in the control room to make everything come together when it is time to go to air.

"It's a big commitment, but I enjoy every minute of the job," he said. In Sterba's mind, the pros of his work completely outweigh the cons. He said UNL prepared him to deal with the pressures of being a senior producer.

"My time at the university gave me the foundation and capability to get where I am

today," Sterba said. He said he learns something new every day but continues to build on the basics he learned at UNL.

Sterba remembers struggling with his grades early on, but then broadcasting professor Tom Spann gave him a lot of guidance and encouraged him to "stick with it," he said. The encouragement really helped.

Among his many honors, Sterba received the award for Best Newscast when he worked at KMTV in Omaha and has been nominated for five regional Emmy Awards. He said he does not like to measure his success by awards, though.

Mark Clegg, the main anchor for KSHB-TV, said Sterba does an excellent job of generating stories and keeping the newscasts organized. He said Sterba has an incredible commitment to what he does.

Sterba said, "I'm proud of the overall work I've done and the career path I've taken since graduating in 1992. I have put in a lot of time working to become better and better at what I do; I'm proud to have worked my way up to a top 30 market."

Photo courtesy Paul Sterba



PAUL
STERBA



Photo courtesy Carla Kimbrough

CARLA KIMBROUGH

ON THE MOVE....

from reporting
to editing
to recruiting

■ BY VALERIE INGLIS

all you can do."

One of the parts of her job she most enjoys is providing training for new staff while working with the newsroom manager.

Kimbrough-Robinson said part of her master's program focus was newspaper management, and she also completed an eight-week management training program with the Robert C. Maynard Institute for Journalism Education, headquartered in Oakland, Calif.

"Training is something the industry does not do a lot, but I got a taste of it in Dayton," she said. "Now, I work with newsroom managers in a seven-week training program for new employees."

Part of that training is having editors and reporters work with Kimbrough-Robinson one-on-one to set goals, talk about challenges and support and take care of whatever they need to.

Throughout the year, Kimbrough-Robinson also supports newsroom training with constant feedback, coaching and evaluations at all levels. The *Denver Post* also has training sessions with speakers who are Pulitzer Prize winners and writers from places like *The Washington Post*.

"The staff enjoys that,

Carla Kimbrough-Robinson knew she would move around in her career. "I was an Air Force brat," she said. "I'm so used to the moving, and I enjoy it."

She has lived and worked in many cities across the United States, and she said she loved each move and has benefited from each new experience.

Kimbrough-Robinson earned an undergraduate degree in journalism with a broadcasting major in 1984 but stayed at UNL to take additional courses in print journalism. She knew she wanted to be a reporter and started her journalism career the way many UNL graduates have: at the *Lincoln Journal*, now the *Lincoln Journal Star*, as a general assignment reporter. She enjoyed the job but went on to Northwestern's Medill College of Journalism to earn a master's degree.

After finishing the master's, Kimbrough-Robinson joined Gannett as a reporter with the *Arkansas Gazette* in Little Rock, which has since merged with the *Democrat* to

become the *Arkansas Democrat-Gazette*. Since then, she has worked at numerous newspapers around the nation. She was an assignment editor in Jackson, Tenn., city editor at the *Marietta Times* in Ohio, night metro editor at the *Cincinnati Enquirer* and regional editor at the *Dayton Daily News*.

Since August 2001, Kimbrough-Robinson has served as the associate editor for staff development at the *Denver Post*. Her main job is to oversee newsroom training and recruiting. The *Post* has an estimated Sunday circulation of 790,000 and a daily circulation of about 280,000. She said her current position is one of the most interesting in her long journalism career.

"I don't know that there is a typical day around here," Kimbrough-Robinson said. "I coordinate training programs, network for openings and am on the road in the summer for recruiting trips."

Kimbrough-Robinson said recruiting has been an interest of hers since she took on the responsibility of recruiting interns of color in Little Rock.

"Whenever there were openings, I would play an active role in finding candidates," she said. "They always say you can't complain if you don't get involved."

Kimbrough-Robinson is in charge of recruiting not only for various staff positions but also for the competitive summer internships. The internships are publicized nationwide, and the *Post* typically receives 300 applications yearly. She develops a team of editors to go through resumes and packets so that more people are involved in the process.

"They feel like they are part of the effort to create an all-star intern," she said.

In choosing new hires and interns, Kimbrough-Robinson relies on her skills as a journalist to find a good fit for the *Post*.

"I think just being a solid journalist helps me choose good candidates," she said. "It is critical to do a variety of things in your career. That knowledge will help you put together a good team. It's kind of like a leap of faith when you're hiring. You do

BROADCAST GRAD

gets early start on the political life

J ALUMNI

and they get reinvigorated to write and report and just be great," she said.

Kimbrough-Robinson's education and experience have taught her how to manage her time, how to conduct effective meetings and how to apply good management techniques. During her career, Kimbrough-Robinson has developed the skills of a trained life coach. She has a part-time practice outside of work.

"Being a life coach is really part cheerleader and part coach," she said. "It's cheering people on to be their best, and coaching people through their challenges."

Her life-coaching experiences lead her to write a book, published in 2005, titled *Journey to the Land of Dream Come True: A Fairytale for Hearts Who Seek Amazing Lives*.

"I am just really proud of my book," she said. "It's an accomplishment."

Kimbrough-Robinson remembers her education at UNL as giving her a solid background for her field and said she particularly remembers Alfred "Bud" Pagel's beginning reporting course.

Pagel remembers her, too. "I knew Carla would go far in anything she set her mind to," Pagel said. "She was always that type of person. She was great in the classroom."

"I think we had a good set of teachers," Kimbrough-Robinson said. "You know, I just remember the importance of good writing, thorough reporting — and those are good lessons to carry you throughout your career."

■ BY KATIE BACKMAN

Four years after finishing her degree at UNL, one broadcasting graduate has set down the video camera and hopes to pick up the weight of representing Nebraskans of Legislative District 26.

Amanda McGill graduated with a broadcasting and political science degree in 2002 and decided to run for the Nebraska Legislature in 2006. McGill said she always planned to run for an elected position but didn't think she'd file so soon after completing college.

But term limits and her career choices motivated her to file for the Unicameral during this election year.

In 2000, 58 percent of Nebraskans voters checked "yes" to limit state senators' terms to eight consecutive years in office. That meant a lot of open seats in 2006.

"I wouldn't be doing this right now if it weren't for term limits," McGill said.

She planned to wait until she was in her 30s, instead of her late 20s. But because her district didn't have an incumbent running this year, she thought this was the best time.

Actually, having young Nebraskans' names on the ballot isn't new, said Sen. Dennis Byars of Beatrice. The effects of term limits could encourage more young candidates, he said, but 20-something Nebraskans have always filed.

"It's always good seeing younger people wanting to get involved with the Legislature," he said.

McGill's career changes also opened the doors to filing for an elected office. She

worked for two television news stations — most recently 10/11 News in Lincoln. Then she followed her interest in politics to become communication director for the Nebraska Democratic Party.

"It's not too incredibly stressful," McGill said of the campaign process after taking 51 percent of the votes among three candidates in the primary election. "I live a fast-paced life, and the elections are no more stressful than the newsrooms."

Journalism is one of the best experiences to have before running for office, she said. She's learned how to listen to Nebraskans' needs, and now she hopes to get elected and be able to act on constituents' opinions.

One of the issues she hopes to address in office is to make Nebraska safer by draft-

ing legislation to fight the methamphetamine problem and to ensure the State Patrol has adequate funding and facilities.

McGill said she also hopes to create more job opportunities by using economic development as one tool. If she's elected in November, McGill said she would like to serve on the state's Education or Business and Labor committees.

Because McGill is a recent alumnae, she said she also plans to represent students' needs by keeping in touch with some friends who are still in college and students involved with organizations.

"I try to stay connected and keep my presence on campus," McGill said. "Some freshmen even know me, so I

► McGill continued on page 30



Photo courtesy Amanda McGill

AMANDA
McGILL

► McGill from page 29

think I still have a finger on the pulse with that community."

The university will always be important to her, McGill said, and many faculty members guided her along the way. McGill said broadcasting lecturer Trina Creighton has been a major influence.

But on the issue of running for office, McGill went her own way. She said when she told Creighton she was going to file for a seat in the Legislature, the UNL instructor worried about how her former student would react to the criticism that was bound to come to anyone in the public eye. McGill said she appreciated Creighton's concern, but she still decided to file for office.

Many friends, mentors and family members have been helping her, McGill said.

Susan McGill, the candidate's mother, said she had known her daughter planned to run for office, but when Amanda decided to give it a try this year, her mother first thought it was too soon. Now, though, the Omaha woman said she couldn't be more proud of her daughter.

Several family members have walked District 26, she said, knocking on doors to spread the word about Amanda. And several people the canvassers talked to recognized Amanda from her work as a television broadcast journalist.

"We figured Mandy would (run for office)," her mother said. "She graduated with a political science degree and talked about getting involved with politics."

Susan McGill said she can't describe how proud she is of her daughter. "I think she will be good at (being a senator, and if elected) I think she will do very well."

LUDEMANN PUTS HIS SKILLS TO USE ■ ■ ■

from media sales to banking to teaching

■ BY VALERIE INGLIS

Every Wednesday night during spring semester, banker Roger Ludemann helped 21 students get excited about and prepared to sell media.

Director of retail banking at Tier One Bank in Lincoln, Ludemann taught a new course in media sales and promotion, putting to use his journalism degree and experience as well as his knowledge of the business world.

From all reports, the class was a resounding success. "The comments have been all positive," said Nancy Mitchell, advertising sequence head.

Ludemann had been a guest lecturer several times in previous years, but this was his first semester in charge of an entire class. He was a good choice, Mitchell said, because he understands all media — print, broadcast and online media — and also "really knows about sales."

The course was designed to provide a real world insight into media sales and promotion so that the students could really get a feel for what it's like to sell media and prepare presentations for clients. Ludemann wanted to help students understand that "sales" involves more than just selling ad space.

Ludemann said the class included both advertising and broadcasting students, most of whom were seniors; seven were graduate students. For the class's major project, two

of Lincoln's retail businesses that had radio advertising time available became the students' clients. The class was divided into teams, which pitched their advertising plan, and the winners worked with the clients to get the radio advertisement on the air.

"It was a success," Ludemann said. "I think the students learned a lot about 'value-added' selling. We also had a great deal of help from the management team at the two stations: KFOR and KFRX."

Ludemann is committed to teaching the course again in the fall 2006 semester and hopes to help the college develop a track for media sales training and development.

A broadcasting graduate of the J school, Ludemann has worked with broadcast media as well as sales and sales management. He also was co-owner of a Lincoln advertising agency, Miller-Friendt-Ludemann, with two partners for 10 years before he got into banking.

At the ad agency, "we had a number of banks as clients," he said. "I had a lot of experiences with banking, and when I left the agency in 1985, I was approached by another bank to manage the marketing department."

He now manages the 69 TierOne Bank branch offices in three states and also oversees the investment sales pro-

gram and the marketing department. Though he is no longer in the journalism world, he said his degree has been a big help.

"My journalism experience trained me in news presentation, public affairs, public relations, and that's been an invaluable asset to have," he said. "I also had an English minor, and I do a lot of extensive writing — sales plans and development now — and the minor helps daily."

When Ludemann graduated in 1971 he thought he was going to be a major market on-air personality or news broadcaster, which he was for about 18 months. But "I quickly realized my real talent was in sales," he said.

He worked in media sales for another 18 months before starting the ad agency with his colleagues. Though he enjoyed management classes and other related areas, he said he never pictured sales as a career option while in college.

"Generally, it seems, most students at the university thought that they would be the creative broadcaster or sports broadcaster," he said. The course he is teaching now "gives them a very broad overview of some real world experience in what a sales career would be like."

Ludemann said a few students in the class were considering going into sales. "Most importantly, every stu-





Photo courtesy Roger Ludeman

dent in the class realizes the importance of sales and presentation, even if you are a writer or a production manager or doing other creative work," he said. "You always have to sell your ideas, and having some background in sales helps."

For now the course will be kept as an elective, but Ludeman said he thought making it a requirement might be a good idea to consider. Understanding sales and the importance of sales is helpful to any career, he said.

Mitchell said, "We have always had two sales courses in the past, a cable sales course and advertising sales. This spring, we decided that we wanted to open a class up for both broadcasting and advertising students."

Mitchell said the tentative plan is to continue the media sales and promotion course and to add two more courses, one that focuses on broadcast/cable/Internet sales and the other that focuses on print-based and Internet sales.

"We think that it will be one of the calling cards for our college. People who want to go into media sales will find this a great background," Mitchell said. "We have good support from the professional community, and we will work to get students internships and get great connections."

Mitchell said that sales are the economic underpinning that makes the rest of media — a newspaper, magazine, Web site or radio show — happen.

"It's a great option for students' careers," she said. ■

WORKING FOR THE FUTURE

Recruiting, training job lets Rotherham help the *Star Tribune* both now and later

■ BY VALERIE INGLIS

Brenda Rotherham hopes that the *Minneapolis Star Tribune* will never get rid of its summer internship program, despite the fact that many newspapers around the country are doing just that as a result of budget cuts.

Rotherham's position as a news recruiting and training manager at the *Star Tribune* puts her in charge of one of the largest summer internship programs in the newspaper industry. She selects 12 candidates for the highly competitive, paid 10-week internships each summer.

"We believe it is too important to cut the program," Rotherham said. "Young journalists are our future."

Rotherham said the *Star Tribune* internship program is not only designed to identify talent the paper would want to hire but also to invest in young talent.

"We are doing our part in the journalism world, teaching and coaching as people get started," she said. "If you cut out internships, people don't know how to get started. Hopefully, we will continue; we have been able to continue it because it is so important."

Dalton Walker, a junior news-editorial major at UNL, was selected for a *Star Tribune* internship this summer. He grew up in Ponemah, Minn., reading the *Star Tribune*, and found out about the program through a career fair. He had an internship at the *Duluth News Tribune* last summer but said he was excited to be going this year to the largest newspaper in Minnesota.

"This is my dream paper. If anyone asked me where I want to work after college, this would be it," Walker said. "It's a great newspaper, and the coverage is fantastic."

He said he is going to the *Star Tribune* with experience he gained from his last internship and at the *Daily Nebraskan* and from his courses, but he is going to keep an open mind and learn what he can from his fellow editors and reporters and

work to improve his writing.

The *Star Tribune* has had an internship program since the 1980s, but before Rotherham took over it was much smaller and not firmly organized.

"It was a great program," Rotherham said. "I just did a lot of reorganizing and started recruiting nationally."

Most years, Rotherham receives more than 360 applications for the 12 positions, even if she does not make it to job fairs or do much recruiting.

Rotherham has had held her position at the *Star Tribune* since its creation in 1995 but has been at the paper since 1977, first as a copy editor/page one editor and then as an assistant business editor.

Another facet of her job is the hiring and training of employees for the *Star Tribune*, which has a circulation of 380,000 daily and 678,000 on Sundays.

As part of her recruitment efforts, Rotherham attends job fairs and said she talks regularly on the phone to people who she knows in the journalism world.

"It's a lot of talking," she said. "Just like reporters, you have to keep track of people,

► Rotherham continued on page 32

BRENDA ROTHERHAM



Photo courtesy Brenda Rotherham

cultivate relationships and get help from others in the newsroom."

Rotherham also started a training program for new and current *Star Tribune* employees in February 2006. The program was in the planning process for almost a year and a half, and the *Star Tribune* joined with a group called Tomorrow's Workforce, a not-for-profit project funded by the John S. and James L. Knight Foundation and headquartered at the Medill School of Journalism at Northwestern University. The project specializes in professional development for news media.

"I had no clue how to get started with the training program," Rotherham said. "I met with (Tomorrow's Workforce), and they helped me get a focus."

Rotherham and her committee designed a curriculum and course catalog for the new training program. Everyone in the newsroom is required to go to four training sessions a year, and Rotherham has been presenting two programs per month.

Rotherham said the training program was started because the *Star Tribune* wanted to become a learning workplace, a place where people expect to get better at their craft and take themselves to a higher level.

"It's true that we have an aging and experienced staff, and it's been a long time since we've been in school," she said. "We think this will give everyone greater job satisfaction and more ideas to do what they do best."

Rotherham said a large part of the training session will deal with the industry change incorporating new technology.

She's planning a new course on writing for the Internet. "So far, it's been a lot of fun," she said.

Rotherham graduated from UNL in 1971 with a

double major in home economics and journalism. She said she loved her time at UNL.

"I came from small town Nebraska in the Sand Hills, and I thought, 'Wow this is the big city!'" she said.

She spent her first year on campus as a nursing major and, after a job at the hospital, decided nursing was not for her. Her older sister graduated with a degree in journalism, so she followed suit.

"I wanted to be like her," she said. "And you don't know what you want when you are 19 years old."

As a sophomore journalism major, she got a part-time job at the *Lincoln Journal* as a reporter and copy editor.

"I had the audacity to apply to the paper as a sophomore," she said. "At the time, I think they had a policy to only hire juniors and seniors, but I wanted to make some money."

Her news writing teacher, Richard "Dick" Herman, was working at the newspaper and helped her get the job.

"I loved him for it," Rotherham said.

Her job at the *Lincoln Journal*, now the *Lincoln Journal Star*, was slightly related to her home economics major.

"I wrote and edited what we called 'women's news,'" she said. "I did feature stories and wrote up weddings and engagements."

After graduation, she took a job at *The Omaha World-Herald* as a copy editor and was with the *World-Herald* for five years before moving to Minneapolis.

Rotherham said she enjoys recruiting and training journalists. "I like that it's a people-oriented job. Editing jobs have been production- or work-oriented. Now, I have a lot of contact with people," she said. "There is no typical day. Every day is a different day, and every week is a different week." ■

VIP @ PRI

Alisa Miller makes it to the top of one of public broadcasting's leading firms

■ BY CHARLYNE BERENS

She may not be a household name, but Alisa Miller probably has as much influence on public broadcasting as Cokie Roberts or Nina Totenberg.

While she was still in school, the 1992 J school broadcasting graduate knew she wanted to do the kind of political and investigative journalism that public broadcasting allows and fosters. Now head of Public Radio International, she is in the thick of public broadcasting but in the business office instead of on the air.

After working at several jobs and then earning graduate degrees in business and public policy at the University of Chicago, Miller said, "It was clear to me I wasn't going to be Cokie Roberts." Instead, she was more likely to find her niche "where content, mission and business meet. That tension point is what's of most interest to me."

Fewer than 14 years after graduation, Miller occupies one of the top jobs in public broadcasting. The traditional route for many broadcasting grads, Miller said, is to start out at small stations and work their way up, from Durango, Colo., for instance, to Kansas City, Chicago and New York.

But she knew where she wanted to go and decided the traditional route might not be the best way to get there.

"Instead, I knew enough to go to Washington," she said, where a White House internship gave her a chance to work with major network

news and cable operations, helping them keep track of the president's schedule and helping them with logistics to cover his speeches and public activities.

After the six-month internship, Miller tried for three months to get a job at National Public Radio in Washington but to no avail. So she went to Washington-based consulting firm DFI International where she worked on the commercialization of technologies developed for the defense industries. "I used my journalism degree to learn a lot about things I didn't know anything about," she said.

She still wanted to get back into broadcasting, but she took time to earn an MBA and an M.P.P.A. in public policy from the University of Chicago in 1999. She followed that with a year in the magazine industry with a start-up company before a connection with an alumnus of Chicago's business school led her to Sesame Workshop, formerly the Children's Television Workshop, where she worked for the online division, sesamestreet.com.

She said she enjoyed being part of Sesame's mission, helping children learn. Besides that, "It's such a playful environment. You've got Grover everywhere. Elmo is everywhere." She recalls watching the closed-circuit broadcasts as the shows were created, seeing the children on the show interact with the

ALISA MILLER



Photo courtesy Alisa Miller

Muppet characters. "It's a magical place," she said.

Miller was promoted at Sesame and was working on strategic partnerships with technology companies. Her boss, Marta Gray, said Miller was single-handedly able to energize the other staff members. "Her mind was always working," Gray said, "thinking about what we could be doing and who we could be seeking out to assist us with our sponsorship/fund-raising efforts."

Miller said she had planned to stay with Sesame indefinitely. But a head-hunter called her about heading new media at PRI in Minneapolis "because I'm from the Midwest and knew something about technology and content," and she left Sesame in 2001 to become PRI's senior vice president and director of PRI Channels.

In 2004, she became vice president and head of PRI Content where she helped create American Public Radio, a satellite radio company that is a partnership among PRI, Chicago Public Radio, WGBH Radio Boston and New York Public Radio. When her predecessor as president and CEO of PRI announced he was leaving, she decided to throw her hat in the ring as part of a nationwide search. She began her new job on Jan. 1.

Along with NPR, PRI is one of the major public radio networks in America. Local public radio stations can be members of NPR and also affiliates of PRI, buying programming from

both providers. PRI's 748 affiliates reach more than 30 million people a week, Miller said. And PRI's programming is available on XM Public Radio and Sirius Satellite Radio. PRI also owns Public Interactive LLC, a Web services company focused on public radio stations and producers.

Miller paraphrased from PRI's mission statement: "We try to help the U.S. public understand they live in a diverse, interdependent world. We're about making global-to-local connections. This is essential for our democracy to function well."

Some of the best known programs PRI distributes are PRI's "The World," "BBC World Service," "This American Life," "The Tavis Smiley Show" and Michael Feldman's "Whad'Ya Know?"

Miller said she sees herself working in media technology or content in the not-for-profit arena for the foreseeable future. "I think it's the right

place for me," she said.

Marta Gray said of Miller, "Her future is white hot. PRI is in good hands, and I am confident she will do everything in her power to grow their business and stay true to their mission."

Miller plans to be married in September to Jason Artemiuk, whom she met at the University of Chicago. He is a financial adviser and real estate investor in the Twin Cities.

Miller grew up in Lincoln and graduated from Lincoln Southeast High School. Her grandparents, both her parents and her aunt and uncle also attended UNL.

Broadcasting faculty members Tom Spann and Rick Alloway both remember Miller as an excellent student, engaged and involved.

Spann said he takes partial responsibility for getting Miller into the J school in the first place. An amateur radio enthusiast, Spann had break-

fast every Saturday morning with fellow ham operator Leonard Miller, while Miller's granddaughter, Alisa, was still in high school.

A proud grandfather, Miller would tell Spann how well Alisa was doing at Southeast and what a good student she was. Spann asked what she wanted to major in at UNL, and when Miller said Alisa was interested in broadcasting, Spann said, "Send her my way."

The result was good for both the college and the student. "She seemed always to want to succeed and excel," Spann said.

Alloway agreed: "I always envisioned interesting things for her. She always seemed to be on the fast track."

Miller said she thinks the leadership and academic experiences she got at UNL prepared her well for what she does today. "When I came into competition with Ivy League schools and people from all different backgrounds, I felt the education I got at UNL was topnotch. I was always ahead of the game, not behind."

Her job may not be quite what she had in mind when she graduated from UNL, Miller said, but it has been good for her. "A lot of times, you get what you ask for — just in a different way. I graduated hoping to be the next Diane Sawyer. Instead, I ended up, in a sense, being 'Diane Sawyer's boss.' That's the sort of irony in how things work." ■



Photos by Stephen Hermann



REX AND STEVE SELINE DEBATED PROFITS VERSUS PUBLIC SERVICE, MEDIA BIAS AND CHANGING TECHNOLOGY AT J DAYS CONVOCATION

■ BY CHARLYNE BERENS

“No platitudes,” they promised. When the Seline brothers took the stage together at the J Days honors convocation on April 6, they told the audience they were ready for a good debate over some of the high-profile issues confronting the media in 2006.

Steve Seline, an Omaha executive and attorney, and Rex Seline, a Texas newspaper editor, faced off on the Nebraska Union Auditorium stage just as they had faced off over the family dinner table when they were children. This time they took on the questions of media profits versus public service, media bias and the future of mass media.

Their responses, paraphrased here, demonstrated again the adage that “Where you stand depends on where you sit.” Despite that, they agreed more often than they disagreed.

Rex, the J school alumnus, is managing editor/news at the *Fort Worth Star-Telegram*. Steve is vice chairman and president of Waitt Media Holdings, which owns radio stations and billboards, among other interests. Rex started the discussion by reminding his brother that he had once said — only half in jest — that, if he could, he’d program the entire day of Waitt’s radio stations with advertising.

REX Are profits more important than public service?

STEVE Short-term profits drive capital investment, making media stronger long-term. Profits are important. They do have

meaning. For one thing, a newspaper’s profits make a difference in how much journalists get paid.

REX So what is it that the news media sell? News people will say “news.”

Advertising people will say “time and space.” But what news media really sell are eyeballs to advertisers. We do that by giving people valuable, credible news and information.

STEVE You’re talking about how important news is and that if we just put ads on the radio no one would listen. So what *will* make people read, watch or listen to the news? Do you think the media’s liberal viewpoint is turning off readers and viewers? And why *are* all journalists so liberal?

REX You taught me in high school debate that if I just accept another person’s definitions, I’m likely to lose. So I don’t buy that assertion. Some readers even complain that we shouldn’t use *New York Times* copy in the Fort Worth paper because the *Times* is biased. Some seem to believe that there’s an elite, liberal entity that tells us what to do or report. That’s just not true.

In fact, we get complaints from people on both sides of the (liberal-conservative) equation, accusing us of bias, sometimes on the same story. People bring their own baggage to what they read.

That said, I do worry that individual journalists may be more liberal, in general, than the majority of voters. They try hard *not* to slant the news they report. But one definition of news is what’s out of the ordinary. And if your worldview is

liberal, what you see as news may be different. But make no mistake: Papers do try to guard against bias.

STEVE From the business community's perspective, the media seem to have a lot of anti-business bias. The religious community sees an anti-religion bias. And your explanation confirms that.

REX It may be a chicken-egg question. Take our family. We were both raised by conservative parents. But I'm a true centrist today. Lots of journalists are categorized as liberals. But are they attracted to journalism because they're liberal? Or do they become liberal as they do their work? If you're writing news, you're in the world every day, more exposed and open to a variety of information than most people are.

STEVE I think there's a healthy tension between profits and community service. But what about the future?

REX The news media provide a valuable service, and I see a continued demand for what we do. But someone has to pay for it.

Today, newspapers are losing circulation — but not readers. Newspapers have a strong Web presence, and it's getting stronger. Journalists need to be prepared for a variety of platforms and know how to tell stories in a variety of ways.

But the news side isn't the only part of the business that needs to be creative. The advertising department must find ways to sell what we do. Everyone must be creative, innovative and open to change.

STEVE The way news is being distributed is changing. Waitt is talking about multi-channel radio. But that means content is king. And more distribution channels means more jobs.

The media need people who can write well and broadcast well and bring something interesting to the job so people will wade through the advertising to get it.

REX We'll leave you students with two points to ponder.

First, aim higher. That doesn't necessarily mean a bigger paycheck or a bigger market. You can do good work covering schools in Schuyler or the White House in Washington. My point is that this place and these people have prepared you far

better than you can now realize for what you will encounter later. Yes, you still have much to learn and much to experience. But this college prepares you as well as any in the country. Honor yourself and your colleagues by doing your best.

Second, as you prepare to leap out on your own for the first time, think ahead about giving something back. Don't forget to acknowledge those who have made a difference in your lives. Dean Norton would be happy if you decided to make the college the recipient of your future

generosity. But, of course, it doesn't have to be. Pick a school, a church or a cause. Plan to make a difference with something that doesn't compromise your ethical standards. Remember, somebody helped you get here today. Even if you earned all the money and did all the work to get here, consider that the citizens placed this institution here for you.

As John Buchan, a British baron said, "We can pay our debts to the past by putting the future in debt to ourselves." ■

Steve and Rex Seline and their sister, Nancy Foster, established the S. Allen and Kathleen D. Seline Memorial Lectureship Fund. The fund, created in memory of their parents, has helped support speakers for the college's J Days convocations since 1992. Rex Seline is a 1978 graduate of UNL's journalism program.

Hansen, Azcuy win awards for 'Beyond Bin Laden'

By the *Lincoln Journal Star*
April 2, 2006

Reporter Matthew Hansen is this year's winner of the Thomas C. Sorensen Award from the University of Nebraska-Lincoln College of Journalism and Mass Communications. The award was presented during the college's annual J Days celebration. Hansen is a 2004 graduate of the J school.

Photographer Dior Azcuy took second place in the National Press Photographers Association Best of Photojournalism 2006 competition for newspapers with circulation less than 115,000.

"He cut away a veneer of myths, unraveled a mass of misinformation and — through dogged reporting, amazing insights and wonderful storytelling — brought his readers to an enlightened core of reality about this often-ignored and little-understood area of the world," judges in the Sorensen award competition wrote of Hansen.

"The young journalist told this complex story on a variety of levels, transporting the reader from complex policy issues to the tearoom society of Kabul. The series is, by any standard, an outstanding example of fine journalism. Hansen — and the folks who decided to back the venture — deserve high praise," said the judges, who are not named.

The Sorensen Award was established by the late Thomas C. Sorensen, a journalist who left Nebraska to pursue a career in government service. He earned a degree in journalism and political science from the University of Nebraska.

The award recognizes writing, but the judges singled out Azcuy as well, saying, "the superb efforts of *Journal Star* photographer Dior Azcuy ... add immeasurably to this fine package."

Azcuy and Hansen spent months researching Afghanistan and its connections to Nebraska, then went to the Central Asian nation for two weeks in October to document those ties.

Azcuy won the national award for a package of photos shot during a trip to Western Nebraska and Mount Rushmore with a group of Afghan teachers. A graduate of San Francisco State University, she has been at the *Journal Star* for two years.

"Despite tremendous challenges, including a language barrier and working as a woman in a male-dominated society, Dior was able to make outstanding storytelling images," *Journal Star* photo editor Ted Kirk said of the project. "The photos were the culmination of months of planning and hard work."

Hansen, who covers higher education for the *Journal Star*, has been with the newspaper for two years. ■

"*Beyond bin Laden: The Afghan-Nebraska Link*," a four-part series that appeared in the *Lincoln Journal Star* in November and December 2005, has picked up two major awards.



Photo courtesy Lincoln Journal Star

HANSEN



Griesen leaves UNL after 20-year career

■ BY MEREDITH GRUNKE and JOHNNY PEREZ

The end of his time in Canfield Administration Building is coming quickly. And while a never-ending list of things to do swirls around him at the same pace it did in 1986, James Griesen pauses.

The 65-year-old's Monday agenda is packed — a brief meeting with a student working on a class project and then an appearance at yet another banquet to receive yet another award for his 20-year service as the University of Nebraska-Lincoln vice chancellor for student affairs.

"I'm getting a little anxiety," he says, pointing out he has a lot of loose ends to tie up.

In the next two months, Griesen will pack up the stacks of memories, the remnants of countless 80-hour workweeks. The mementos will retire in an office nestled in the Teachers College, where he will become a full-time educational administration professor.

He just isn't ready to leave campus for good.

Last summer, Griesen decided it was time to step down from his position in student affairs. But the administrator — known for his selflessness and dependability — couldn't handle ending his career suddenly.

His workaholic nature was embedded too deeply. So was his love for UNL and its students.

"It's going to be hard not to envision myself in this job after two decades," he said. "It begins to define your life. You can't begin to envision yourself in any different role."

"I was just brought up with the idea that you have to work hard."



Griesen was born as the U.S. prepared to enter World War II and "The Philadelphia Story" hit the silver screen.

His father was born in 1909 and dropped out of school in the ninth grade. To support the family in Ohio through the Great Depression, his father carried newspapers, worked at a steel mill and later became a fireman.

After his mother died when he was 11 years old, Griesen, like his father, didn't make plans to attend college. Instead, he went to a vocational high school to learn how to be an electrician. But during his junior and senior years his advisers pushed him to think about college.

Ohio State University was the only one that would accept him, he said, and Griesen changed majors frequently as he worked to support himself through school.

He finally found a place in Ohio State's department of orien-

tation, testing and institutional research after he earned a bachelor's degree in business finance and a master's degree in business administration.

The job eventually led to an administrative post at the University of Nebraska Medical Center.

But Griesen found a home at UNL, first as the associate vice chancellor for academic affairs and then as the vice chancellor for student affairs in 1986.

Griesen's wife, Margaret, said they hadn't planned on staying in Nebraska for long.

"He found out he liked it more than he thought," she said, "because there was a lot of contact with students. And he really likes that."



Griesen enjoyed being in a position in which he could effect change.

"It was one of those situations," he said. "When I got into student affairs, it seemed like such a good fit for me. I fell in love with it."

Christine Scudder Kemper, the first student body president to work with Griesen in 1986, said his transition from academic to student affairs was virtually seamless — but not without its challenges.

Griesen became a leading administrator at a time when the university was facing issues of emerging AIDS awareness and gay, lesbian, bisexual and transgender student activism. High-risk drinking was a prominent problem, and faculty salaries were "deplorably low."

No matter what, students always came first to Griesen. From the start, he noticed students needed to feel more engaged in the campus community.

"I was struck by how impersonal our institution must have seemed to an incoming freshman," he said. "It was imperative we became much more of an engaging institution."

The vice chancellor was inspired to help revise an arduous and antiquated registration process, create the program now known as New Student Enrollment and help found the University Honors Program.

He also formed discussion groups and cultural diversity retreats to improve race relations.

Marlene Beyke, an adviser for the Association of Students of the University of Nebraska who has worked with numerous student affairs administrators since she came to UNL in 1978, said Griesen's talents have had the most dramatic impact on the campus current UNL students attend.

"It's been a top priority of his ... (to) make sure everyone has the facilities that are necessary to move along in their education," she said.





The Campus Recreation Center, updated residence halls, the first renovation of the Nebraska Union and the plans to build a new union addition featuring a multicultural center are just some of the physical changes future students will continue to use, she said.

Griesen led students and administrators through dozens of changes to the campus' physical structure and social climate while always remaining constant in his embodiment of student service.

Those who worked with Griesen over the last two decades said he was a sound student adviser and let them take credit for their accomplishments.

"He was always there with us — not really holding our hands but there to support us," said Andy Pollock, 1987-88 ASUN president.

"I think it was only in later years that I realized how much of a role he played."

Griesen said the most important things he did were the ones that made campus more accessible and accommodating for students.

"Those are the things you remember with great pride," he said. "It's been a fun time."

Griesen's UNL position wasn't just a job — it helped him find personal guidance, his wife said.

"The university gave him focus," she said. "That's why he really believes in the university and what a difference in a life it can make."



UNL Chancellor Harvey Perlman said he is eager to see how Griesen's successor, Juan Franco, will continue the university's

goal to improve student life.

"Any change is unsettling," he said. "But change is also good. You get new perspectives and new ideas and new ways of looking at things ... that also brings richness to the university."

Nevertheless, it has been difficult for some to accept Griesen's quasi-retirement without feeling at least a little bit nostalgic about his impact on campus.

Few administrators have spent as much time acting as a voice for students in the administration. Griesen even invited students and faculty members into his home for holiday meals, putting a tremendous amount of effort into making students and faculty members feel a part of the university community.

"I think he's added an awful lot of programs that are supportive of students and that broaden the students' experience here," Perlman said. "It's a different world ... I'll miss him on a personal basis."

But Stan Campbell, UNL's assistant vice chancellor of student affairs and the director of the Campus Recreation Center, said students should expect the student affairs office to continue the legacy Griesen is leaving behind.

"I think one of the most significant attributes of Dr. Griesen is simply the amount of time he's been willing to commit to students ... He has really dedicated his life to being a student advocate, and that will be sorely missed."



The J school presented the Dean's Award to Dr. James Griesen during J Days ceremonies in April. This story is reprinted from the April 27 *Daily Nebraskan*.



SMALL TOWN KID SUCCEEDS IN A BIG-TIME BUSINESS

From managing multimillion dollar advertising accounts to heading the Northern Star Council of Boy Scouts of America, UNL alumnus Phil Johnson has quite a lot on his plate right now. Johnson, currently chief operating officer of Colle + McVoy, a marketing and communications company, remembers when the biggest thing on his plate was his daily paper route.

"I was a newspaper carrier in second grade until I was a freshman in high school," Johnson said. "I lived in Podunk, USA — otherwise known as Pawnee City, Nebraska."

While Johnson has small town roots, he credits them with getting him to where he is today. "In high school, I wrote the sports report for the *Pawnee Republican*, and that is what got me interested in journalism. Watergate also had an influence. I envisioned myself writing for *Time* magazine."

With that goal in mind, Johnson enrolled at the University of Nebraska-Lincoln. He quickly found after taking a news editorial class that he didn't enjoy it. Advertising seemed to be where he could more easily express himself. Johnson said that his professor, Al Book,

really instilled in him a passion for what the business of communication was all about.

After graduating from college in 1977, Johnson worked at a small daily newspaper. "It was an eye-opener, working in a small town. I really learned the impact that advertising has on a business," Johnson said.

Currently, Johnson has a much better idea of the impact advertising has on businesses. As chief operating officer of Colle + McVoy, based in Bloomington, Minn., Johnson has had the opportunity to work with clients as well as to manage the company's growth and direction. "Phil is an incredible man and a great advertising professional. He is a true gift to our agency and to our clients," said Christine Fruechte, president of Colle + McVoy.

Johnson admits he thrives

■ BY CHRISTINE BAUGHMAN



JOHNSON

on the fast pace and quickly changing environment of a COO. When asked what advertisers should know about the business, he said, "The advertising world is one of fast-paced change. Change is a way of life. Embrace it. Thrive on it. Seek it."

While his professional life is hectic and ever-changing, he does find time to relax. "I'm an avid boater and golfer, and I love classical music and wines from Oregon," Johnson said. He also has an interesting favorite hobby: barbecuing whole hogs.

Sharing time with his family, however, is what brings him the most joy. He loves to travel with them to interesting locales. He and his wife, Carla, have two children: Their son, Matt, is a junior at UNL, and their daughter, Hannah, is a junior in high school.

"I've tried to become very active in things that they are interested in, whether it be my son's Scouting experience or my daughter's dance team," Johnson said.

And active he is. Besides balancing the demands of a

fast-paced advertising job and a family, Johnson is president of the Boy Scouts of America Northern Star Council. With more than 30,000 volunteers and some 110,000 youth served, it is one of the largest councils in the U.S.

"But more importantly [than the numbers]," Johnson said, "I think the Boy Scouts are tackling some of the tough issues that confront young people today and are preparing them to be great leaders and citizens of this country." Johnson is also actively involved in youth organizations like FFA and likes to put his skills toward service at his church.

When advertising professionals are asked what their greatest accomplishment has been, many will talk about having a record number of sales or landing a huge account. Johnson, however, is different. As chief operating officer of Colle + McVoy, he has had the opportunity to work on major projects. He has launched some very successful products, and he has also had the opportunity to



DILLON

Photo courtesy Dan Dillon

implement new approaches to communications for clients as well as within the agency.

But none of those is Johnson's response. "Perhaps the greatest accomplishment is seeing young people grow and develop with some of my tutelage. That's been very rewarding," Johnson said.

Compared to the ornery, wild teenager who wanted to write for *Time* but was stuck at the *Pawnee Republican*, Johnson now is a little bit more seasoned. A bit more introspective. A bit more confident. "I also think I'm a better listener than I've ever been in my life," Johnson said. "Developing the skill of listening has let me become more in tune and more relevant to those I work with and provide counsel to."

Recently, Johnson was recognized for his outstanding achievements at the UNL College of Journalism and Mass Communications J Days. At the alumni luncheon, Johnson was honored as an outstanding alumnus for his work in advertising. Nancy Mitchell, associate professor of advertising at UNL, said, "The

ad faculty is excited to count as an alum someone with such a high professional stature as Phil."

He has returned to campus a few times in the last year to visit classes, talk with students and give advice to those trying to break into the world of advertising. "His messages to students complemented and reinforced what faculty are trying to accomplish in the classroom," Mitchell said.

As for his own days as a student at UNL, Johnson has some fond memories. "I was a member of the men's pep group, Corn Cobs, while at UNL. Selling carnations on football game days was a delightful time interacting with so many Big Red fans from across the state and country. Big Red is a network that so many of us share of common interest and pride," Johnson said.

While selling carnations at a Husker football game is on quite a different level from selling multi-million dollar ad campaigns, Johnson is grateful for his experiences at UNL that led him to where he is now. ■

THE EARLY BIRD GETS THE AWARD

Radio news director named outstanding alumnus

■ BY ADAM TROESTER

A daily wake-up call at 3 a.m. is not what most people want to hear. However, for Dan Dillon the alarm's sound in the morning is the signal to start another great day. The alarm doesn't faze him; it's his signal to get up and be a positive voice in his community, putting others' needs before his.

The lives of local radio news directors are not always the most glamorous. They arrive at work before 4:30 a.m. — when most people haven't even thought about waking up — to broadcast the local news. Then they stay to complete the day's tasks, working until 2:30 p.m. or later.

Dan Dillon has been the news director at KFDI in Wichita, Kan., for 27 years. He has been dedicated to the same ownership group (Journal Broadcast Group) ever since he took over the job. He said, "I enjoy doing local news. Whoever I have worked for believed strongly in local news. My wife has a good job, and we love the community. That's what keeps me going."

His love for local news is his main focus now, but it wasn't the reason he decided to go into broadcasting. When he was in high school at Creighton Prep in Omaha, he loved his English classes. That and the fact that his father was in broadcasting started him thinking about pursuing a life in broadcasting. Dillon also had a low voice, and he thought radio would be a perfect medium for him.

While attending the University of Nebraska-Lincoln, Dillon wanted to apply for a news internship at KOLN/KGIN TV in Lincoln. He asked his adviser, professor Larry Walklin, what he needed to do in order to be prepared for the job. Walklin gave him a simple current events quiz, but Dillon could answer only about two-thirds of the questions. He said he learned a valuable lesson when Walklin asked him, "How do you expect to do the news if you don't know the news?"

Dillon has never forgotten what Walklin had told him and still uses that philosophy today. When interviewing potential employees, he gives them three tests: a voice test, a writing test and a current events test. He said, "Professor Walklin taught me

► Dillon continued on page 40



LEARNING TO MAKE A DIFFERENCE

From Nebraska to New York to Texas, Seline has applied the principles he learned at the J school

► Dillon from page 39

a very important lesson that day. The professors at the university have always been great, and I learned so much that I carried on to my career."

Walklin remembers Dillon as an excellent student. "In college," he said, "Dan was willing to go the extra mile to find information. He demonstrated excellent on-air talent (doing broadcasts on KRUU). He was and is a very professional journalist — careful with facts, accurate and able to adapt information to broadcast news procedures."

A successful career in broadcasting doesn't come easy. Dillon said, "I have put in a lot of hard work and a lot of hours, and some of it was luck. I'm not a hard-nosed journalist. My parents brought me up to be a nice guy. I treat people the way I would want to be treated, and I feel that has propelled me to where I am today."

Today, Dillon's news team has reaped the rewards from that hard work and attitude of service. In 2005, Dillon received the Edward R. Murrow Award for coverage of a tornado that struck south of Wichita in 2004. He said, "We pride ourselves in our local news coverage, including severe weather coverage, breaking news and other local news." In 2005 Dillon was also inducted into the Kansas Association of Broadcasters Hall of Fame.

He received his most recent award from the University of Nebraska-Lincoln. Dillon was in Lincoln on April 7 to accept the Outstanding Broadcasting Alumnus award. "This was an unbelievable honor," he said, "I am very privileged to receive this award. I owe a lot to my family, friends, professors and colleagues. This was a fabulous event."

Dillon isn't successful just in broadcasting. He also has family whom he loves and supports. His wife, Carol, and daughter, Lindsay, attended the journalism alumni luncheon, as did his mother and father. Dillon and his wife also had a son, Jeff, who died in 1993 at the age of 16.

Dillon has built his career on sound principles. Walklin said, "Dan is very successful as a news director in charge of a sophisticated radio news operation because he understands clear direction and the team approach to news coverage. He continues to maintain his curiosity and real interest in discovering new information."

The early morning wake up call doesn't make Dan Dillon angry or irritated. It's just his signal to get up, do the news and serve his community for another day.



Journalism informs, entertains, enlightens and teaches. Reporters make people aware of the new developments in their world and help them decide what to do or what to think about these changes. For this year's outstanding news-editorial alumnus, Rex Seline, journalism has always been about learning something new and making a difference.

Seline, the managing editor/news at the *Fort Worth Star-Telegram* in Fort Worth, Texas, is what many see as a typical journalist: curious and articulate. He manages news coverage of Fort Worth and the state of Texas at the *Star-Telegram*, and he also oversees the business and national and foreign news desks.

Texas is vastly different from the plains of Nebraska, the city streets of New York and the other places where Seline has lived and worked, but the same journalistic principles apply wherever the 1978 Nebraska graduate goes.

"Credibility is the one thing we have. It's the only thing we have," the Omaha native said. "There's no substitute for honesty, accuracy and hard work."

Seline believes his readers should expect these things from their newspaper and its staff. After all, everything a person reads in a paper influences the way he or she thinks and makes decisions about current issues and situations. Though Seline says he doesn't mean to change readers'

minds, it happens every day.

"You can't always predict how [the news] is going to help people," Seline said.

Similarly, no one in Seline's family could predict how news was going to affect his life. When Seline and his siblings were students at Benson High School in Omaha, his father suggested that each of them take the high school journalism course — taught by Gunner Horn, the same teacher their father had in 1939. Though Seline's father didn't expect any of his children to become journalists, he wanted them to take the class to learn how to write and think clearly and understand what happens in the news. Though Rex and his brother and sister all took the class, Rex was the only one who pursued journalism as a career.

"I connected with [journalism] in high school and really, really liked it," said Seline. "I love to be the first to tell somebody something. I like to be on the inside, telling people what's going on."

It's something Seline has



SELINE

been doing since his college days.

In 1976 Seline was the associate editor of the *Daily Nebraskan*. At the time, UNL was looking for a new chancellor for the Lincoln campus. The staff of the *DN* spent months researching the position and putting together profiles on the potential candidates.

One weekend, the staff got a tip that the leading candidate would be visiting Lincoln. After a frantic marathon of phone calls to every hotel in the city, the staff finally pinned down the candidate's location at a downtown hotel near campus. A team of five editors and reporters — including Seline — and a photographer sprinted to the hotel in hopes of snagging a photo of or interview with the mystery candidate.

When the candidate and then NU President Woody Varner eluded them at the hotel, the ambitious group followed the pair to the Lincoln airport but still could not get any information from either of the men. Then, as he chatted politely with the candidate, one of the reporters took a look at the nametags on the man's luggage and saw "Roy Young." That was all the *DN* needed to let it break the story — before Young was officially announced as the new chancellor.

Seline says experiences like this one and many others

during his years at UNL prepared him for almost every professional encounter he has experienced as a reporter.

"The experiences in the real world and professional world are heightened, and they're deeper," Seline said.

Despite the obvious differences between working at a college newspaper and doing journalism for a living, Seline says few things in his career have completely surprised him.

"This is a great school," he said of UNL's journalism college. "It prepares you for anything. You can walk out of here and work in any newsroom in the country."

Seline can certainly back that up. Since his graduation from UNL in 1978, the versatile journalist has worked at the *Miami Herald*, *The New York Times*, the *Dallas Times Herald* and the *Rochester Democrat & Chronicle*. Seline says each of those papers is unique, and each taught him something valuable.

Accomplishments like Seline's do not go unnoticed. The College of Journalism and Mass Communications and its

alumni honored Seline as its outstanding news-editorial alumnus during J Days on April 6 and 7. The alumni board, headed by Dara Troutman, selects a recipient for the award based on professional activities and longevity and breadth of experience.

"We're looking for professionals who have made outstanding contributions to the field," Troutman explained. "Rex has grown in responsibility in his positions."

Though Seline has worked for many newspapers across the country, he has not forgotten where he started.

"This is a great journalism college. It has great traditions," Seline said of the J school at UNL. "I have always been proud to be a part of it."

As a way to give back to UNL and Nebraska in general, Seline and his wife Rebecca Brugman Seline, also a UNL grad, and Rex's brother, Steve, and sister, Nancy Foster, started talking with former dean Neale Copple in the mid-1980s about establishing a fund in memory of their parents. Since 1992, the S. Allen and Kathleen D. Seline

■ BY MADELINE DONOVAN

Memorial Fund has brought in speakers for the college's annual honors convocation.

Seline remembers hearing from speakers during his college years. They were eye-opening experiences that showed him it was possible to make a difference in his field without having to leave Nebraska.

"We believe in the college and what happens here. I think it's important to give back," Seline said. "The state of Nebraska gave me an education, and I owe them more than I can pay back."

Seline's two biggest pieces of advice to students at the honors convocation on April 6 were to aim high and to give back. As a journalist, Seline has tried to live his own advice and not become complacent or set in his ways. Journalism, says Seline, is a career that challenges a person and forces him or her to confront change on a daily basis.

"Because we're forced to be exposed by the nature of what we do to so much diversity ... we have to be more open to different world views," Seline says. "Because we're journalists, we're doing something that tests us every day. I don't think you can be averse to change if you're experiencing the world as we do."



LEADING BY SERVING

Observers say Jerry Huse has been a force for good in the Norfolk community

■ BY MORGAN WEES

To some people, the phrase “above and beyond” may mean adding a couple of extra hours into their work or putting effort into something they usually wouldn’t do. Jerry Huse, the publisher of the *Norfolk Daily News* is a walking definition of what going “above and beyond” truly is. At age 79, Jerry Huse is not ready to quit. His service and dedication to journalism and to his community are still as strong as they were 50 years ago.

Mike Nolan, city administrator at Norfolk, has known Huse for 26 years. “Mr. Huse exemplifies ‘servant leader,’” Nolan said. “He is a servant first, then a publisher.”

Huse’s desire to serve others was evident from the time he was just 12 years old. That year he woke up Christmas morning to find a miniature platen printing press and cases of hand-set type in the basement, too big to fit under the Christmas tree. While many 12-year-old boys would spend their time climbing trees and causing mischief in the neighborhood, Huse dedicated his time to turning out a newspaper. He delivered his free paper to more than 200 subscribers around his neighborhood. Huse chuckled as he remembered that he still has his first printing press in the basement of the *Norfolk Daily News* building.

Receiving a printing press as a Christmas present might sound a little unusual, but for the Huse family it was anything but. Jerry Huse is the fourth generation of his family to be publisher of the Norfolk newspaper.

After he began distributing his neighborhood newspaper, Huse said, “It never occurred to me that I would do anything else.” The love for the newspaper industry must run in the Huse



Photo courtesy Jerry Huse

HUSE

family’s blood. He became publisher of the *Daily News* in 1956, when he was 29 years old.

When Huse first started at the *News*, the paper had only 6,000 subscribers. Huse said the paper was “... very reflective of the times and stressed a lot of local stories.”

The paper’s peak number of subscribers was 23,000 in the late 1990s. The present circulation is about 17,000. Huse said the drop in subscriptions is a result of the declining number of young people who read a paper, and he laments that trend.

“Young people need to be responsible citizens,” Huse said, “A 30-second sound-bite on a newscast will not give you all of the information you need.”

Huse said the most rewarding thing about his job is the “satisfaction of turning out a first-rate community newspaper and seeing the community develop.”

Huse not only watched the community develop but helped to make it happen.

Nolan describes Huse as a “philanthropist, futurist and protector.” The success of the newspaper is not Huse’s only accomplishment. He helped to make the city of Norfolk what it is today. “Norfolk would be fundamentally different if Mr. Huse did not care deeply about the past and the future of the community,” Nolan said.

The list of Huse’s accomplishments seems endless. He is the founder of the Greater Norfolk Corporation, the industrial land corporation of the Norfolk Area Chamber of Commerce, and he served as its president for 50 years. He also had a strong hand in bringing seven new industries to Norfolk. For the benefit of the community, Huse has made major donations to various causes, including the Norfolk Arts Center, the Elkhorn Valley Museum & Research Center, the Norfolk Learning Center and Faith Regional Hospital Foundation. As chairman of the Norfolk Family YMCA building project, he helped to raise \$4 million for the new addition to the city in 1979.

INFLUENTIAL VOICE

Larson serves his profession, community

■ BY CATHERINE LEHN



Photo courtesy Lincoln Journal Star

LARSON

In addition, he served as president of the Nebraska Press Association in 1991, received the NPA's Master Editor/Publisher Award in 1997 and was inducted into the Nebraska Newspaper Hall of Fame in 2004. He received the Journalism Alumni Association's award for service to the profession by a non-alumnus at J Days ceremonies in April.

Huse's positive impact on Norfolk has not been lost on its residents. Nolan said he had an "epiphany moment" when he observed a conversation between Huse and Norfolk community leaders. The conversation was about a public subscription for what was to become a highly successful industrial recruitment for the city.

"In the conversation, Mr. Huse admonished the other participants: 'Gentlemen, this is about building a town!'" remembered Nolan. "I have never forgotten that moment or that comment."

Huse paused and thought about how the *Daily News* has adapted to the growing, changing city of Norfolk. He is happy that the paper is family-owned and believes the continuity of ownership is important because of the strong background he and his family have in helping to promote all the good causes in the community.

"I've been right in the middle of all of it, and it's a great partnership," Huse said.

Nolan said, "He realizes entirely that the most important objective of any person's public accomplishment is to hand off the community better, stronger and more effective than it was when we received it from our forebears. ... Jerry Huse deserves public gratitude beyond anything I can say."

Even at age 79, Jerry Huse is still going, strong as ever. He is still the publisher of Norfolk's newspaper, still a philanthropist in his community, still a futurist for the next generations and a protector of his newspaper and the city of Norfolk. ■

By the time most people reach the retirement age of 65, they are ready to throw in the work towel and pick up the beach towel. At age 80, Roger Larson not only still works, but he also serves as a board member of numerous committees in Lincoln and hosts bi-weekly commentaries on NewsTalk 1400 KLIN. Because of his continuous hard work and dedication to the community, Larson has built a reputation as one of Lincoln's most influential voices.

"I enjoy working and have no plans to quit any time soon," Larson said. "It's important for a person my age to remain active and involved in the community."

On April 7, Larson received the Broadcast Pioneer Award for his outstanding leadership in broadcasting. The Nebraska Broadcasters Association created the award in 2000 to recognize broadcasters who maintain long-term leadership abilities. It is presented during the annual J Days celebration.

Larson said he was grateful to be recognized for his work.

"It's an indication that I'm doing what I have always wanted to do," Larson said. "I want to be a productive member of the community and change things for the better."

Larson is doing just that. He has worked as community relations director at National Bank of Commerce, now Wells Fargo, since 1993.

Business associate Jackie Lehn, who works with Larson, said, "He's not only a successful person, he wants to see others succeed. He's a team leader and deserves to be recognized."

Born on a farm near Wausa, Neb., in 1925, Larson was one of four siblings, all of whom learned a strong work ethic. Growing up during the Depression, Larson

said farming was hard work and far from glamorous.

His parents, Ted and Alveda, who both had some post-secondary education, wanted him to focus on school and work toward college. Larson and his family moved to Dakota City, Neb., in 1940 where he attended South City High School.

After he graduated from high school in 1942, Larson went on to attend Wayne State College from 1942 to 1943. He knew college was the right path for him, but his desire to serve his country in World War II drew him to enlist in the military.

"It was a very patriotic time. I couldn't wait to join," Larson said.

He enlisted in the United States Air Force Dec. 1, 1943, and was accepted into a competitive Air Force Cadet Program. He graduated from the program in March 1945 as a second lieutenant bombardier-navigator.

He trained in bomber aircraft at Langley Field, Va., and Chandler Field, Ariz., before departing for Guam in 1946. Larson attained the rank of captain and the honor of wing bombardier navigator in the 20th Air Force before his discharge in March 1947.

► **Larson continued on page 44**

In June 1947, Larson began attending classes at NU's College of Business Administration, courtesy of the G.I. Bill of Rights.

While taking a full load of classes, Larson also became a part-time bookkeeper at the Nebraska Student Union. He soon became a full-time worker while balancing 18 credits in school.

"I wanted to get a job so I didn't have to live off of what the Air Force provided me," Larson said. "Working for the university was a good choice because it was flexible and fit in with my school schedule." Larson graduated from NU in August 1949 with a business degree.

A degree isn't the only thing Larson is thankful for during his years at the college. During his last semester, a professor instructed the class to sit in alphabetical order. Larson sat next to a "beautiful young lady" named Shirley Laflin. They got to know each other during the semester and eventually married on June 11, 1950.

Larson's first job after graduation was at the University of Omaha as Student Union manager from 1949 to 1950. Shirley worked as an elementary school music teacher in Aurora, Neb., while still living in Lincoln. Larson said they visited each other on weekends until August 1950 when he accepted a job as assistant general manager of the Nebraska Student Union in Lincoln. He worked there until October 1953.

In addition to his job, Larson became involved in the Lincoln Jaycees and, as membership chairman, helped to build the chapter to the third largest in the world. Through contacts there, he was hired as an account executive at KFOR Radio and TV in October 1953.

Larson moved up

through the ranks and became sales manager, then assistant general manager, station manager and then vice president and general manager.

Rick Alloway, now a member of the broadcasting faculty at the J school, worked for Larson at KFOR for 12 years. "He was tough, disciplined," Alloway said. "He accepted nothing less from himself than his best effort, and, consequently, he expected your best effort, too."

During Larson's time at KFOR, the station experienced significant growth and was the flagship station for Stuart Stations, a nationally recognized group of 14 stations in the Midwest. During his tenure there, Larson became increasingly active in the community.

Alloway said Larson's commitment to community service had been an "inspiration" to many people.

A member of more than 40 boards, Larson has demonstrated that one man can make a difference and effect change in the community.

As chairman of the Region II Crime Commission in the late 1960s, Larson was instrumental in bringing police officers to Lincoln Public Schools.

"At that time, I didn't think the police had a good reputation with young people," Larson said. "I felt bringing officers into school would be extremely helpful — and it was."

While chairman of the Downtown Lincoln Association, Larson started the Parking Enterprise Fund. When parking meter fees were raised, Larson urged the city to put income from the increase into a special fund, which helped to pay off bonds for existing parking garages and provided money for new ones.

A member of the Lincoln Public Schools Foundation, Larson started the Gold Star Banquet in 1991 to recognize excellence in public schools with awards and scholarships. Each year, the foundation sponsors a banquet to spotlight the contributions of teachers, students, custodians, volunteers and anyone else involved in the school system.

While his community efforts continue, Larson's career with KFOR ended in December 2005 after 52 years. He left the station where he had been writing and producing an opinion segment, "A KFOR Perspective." He now hosts commentaries for KLIN Radio in Lincoln.

"As a young businessperson, I think Roger Larson is a mentor and a role model to me," said Russ Ripa, Wells Fargo vice president of business banking and UNL alumnus. "He is a well-respected man of integrity. I aspire to be like him as I continue my journey in business."

In addition to work and community efforts, Larson and his wife, Shirley, raised three children: Ted, Tom and Susan. Larson has six grandchildren and said he enjoys seeing them grow up.

"Shirley has been supportive throughout my career," Larson said. "She's responsible for a lot of great things in my life."

Alloway said he has always admired Larson's commitment to his family and his ability to keep his priorities straight. "Even though he's a workaholic," Alloway said, "he always kept an excellent balance of faith, family and work."

Larson continues his community involvement, formulating positive changes. He has proven that retirement is a state of mind and no matter how old a person is, he or she can make a difference in the community. ■



ROGER LARSON'S AWARDS

- Silver Key from Nebraska Jaycees
- Ad Man of the Year and Silver Medal from Lincoln Advertising Club
- Service to Mankind from the West Sertoma Club
- Named to the Nebraska Broadcasters Hall of Fame
- Burnham Yates Citizenship Award from the Lincoln Chamber of Commerce
- Roger T. Larson Citizenship Award, named after him by civic leaders

LARSON'S BOARD SERVICE

- Lincoln Jaycees, vice president
- Nebraska Jaycees, treasurer
- Trinity Methodist Men's Club, president
- Nebraska Educational Television Commission
- Lincoln Chamber of Commerce
- Region II Crime Commission, chair
- Lincoln Fellowship of Churches
- Lincoln Area Heart Association
- Lancaster County Red Cross
- Governmental Research Institute, chair
- Downtown Lincoln Association, chair twice
- Lincoln Public Schools Foundation, chairman of directors twice; now chair of trustees
- Bryan Memorial Hospital Foundation, chair for 10 years
- Bryan Memorial LGH Board of Trustees, vice chair
- Junior Achievement, trustee
- Nebraska Broadcasters Association, president twice
- Lincoln Bank South, board of directors
- National Bank of Commerce, board of directors
- Wells Fargo advisory board
- Lincoln Children's Museum, board of directors
- JCX, treasurer and president
- Lancaster County Senior Citizens Home
- Lincoln-Lancaster County Planning Commission

SEARCHING FOR EXCELLENCE

'The best work comes from those who show up, are imaginative, gentle and careful'

■ BY KATHLEEN RUTLEDGE

Before my husband, Ted Kooser, was named poet laureate of the United States, I used to rise every morning to find him tucked in a corner of our living room in a yellow wash of lamp-light. He would be sitting in what we jokingly call The Poetry Chair, legs crossed, notebook on his knee. He would have been sitting on the bank of the morning for a couple of hours, hair ruffled as though by a breeze, snagging images that he might work into a poem.

That chair is mostly empty these mornings. He's off preaching poetry in Portland and Ocala and Laramie.

But I thought of him there as I began to ponder my assignment for this evening: Dean Will Norton asked me to talk for 10 minutes about excellence.

I thought first of my husband in that early morning Poetry Chair because I've learned over the years, by watching him and

many others, that poetry, like journalism, takes discipline. It takes a lot of reading. It takes a lot of writing. It takes attention to things right in front of your nose. As Ted likes to say, you've got to show up for work every day.

I also thought of some blustery March days I've spent in high-ceilinged rooms at the College of Journalism at Columbia University on a nominating jury for the Pulitzer

Prizes. Pulitzer: the totem of excellence in journalism.

I sat in a hard metal chair at a table with collapsible legs, barely able to see my colleagues across a mountain range of black binders. Hundreds of entries waited for us to read and sort, folder by folder. Teetering piles of losers grew under the table. One slender stack of potential finalists stayed on the tabletop.

The first year I sat on a jury, I opened one of those black binders to read these words written by Diana K. Sugg of the *Baltimore Sun*:

"That chilly night in late October, the delivery room was so quiet. The doctor wrapped the 8-pound, 21-inch newborn girl in a pink-and-blue striped cotton blanket, pulled a matching cap over her brown hair and gently passed her to her mother.

"Margarete Heber cradled the baby. In the dim light, Heber could see the infant had her dark eyes, turned-up nose and distinctive chin. Perfect, except she was tinged blue. She had died just

hours before she was born. Her birth would be her goodbye.

"I am sorry," Heber whispered, kissing her stillborn daughter on the forehead. "I am so, so sorry."

Here, for me, was excellence. Diana Sugg went on to win the 2003 Pulitzer Prize for beat reporting.

When she joined the nominating jury the following March, I learned something else about excellence. Diana Sugg had shown up for work, no question. She could craft powerful words, without a doubt. What struck me most about her, though, was something that may seem strange to say about a prize-winning journalist: how gentle she seemed, how open to the world, how lacking in arrogance and swagger.

I didn't get my degree at Columbia, and I don't work for the *Baltimore Sun*, but I can see excellence in my own newsroom in Nebraska, too.

Later tonight, *Journal Star* reporter Matthew Hansen will accept the Sorensen Award for the most distinguished journalism in Nebraska in 2005.

It all started, Matthew tells me, when I said to him, "Wouldn't it be interesting to go to Afghanistan?" Several months later, he was hurtling through the cratered streets of Kabul with *Journal Star* photojournalist Dior Azcuy. His stories and her photographs make up the series titled "Beyond bin Laden: The Afghanistan-Nebraska Link." It's a rich tale.

These two showed up for work, steeping themselves in books and films and background interviews and immunization schedules for months before their departure. Like Diana Sugg, these two are far from arrogant.

What impressed me about the way this project came about is that the two young journalists were powered by the force of their imaginations. "What if we went to Afghanistan?" It's a remarkable journey for a couple of people who work in the middle of the country at a middling sized newspaper.

Let me take up that silver crayon now to draw one last picture of excellence. It is this: A dark-haired, serious-faced 21-year-old intern writing that most basic of journalistic exercises, the obituary.

An obituary is so tempting to dismiss, so easy to gloss over for the reporter aspiring to greatness. When I was in journalism school, you had to write an obituary for every misspelling, for every wrong street address in your story. So obituaries became objects of distaste, cause for groans. A shame.

Times are better now and journalism students wiser. Listen to this lede on an obituary that *Journal Star* intern Josh Swartzlander wrote: "Dozens gathered to ease her into the spirit world, draping a star quilt over her casket, offering her moccasins and wasna, dried and pounded meat.

"She'll have all these things with her," said Jessie Bear Robe. Sacred traditions — with roots as old and deep in Nebraska history as maize. . . ."

Here, too, is excellence, of working hard to understand a culture other than one's own, of realizing the privilege of being admitted into the intimacies of people's lives, of taking great care in telling a small story.

And so my benediction: May you show up for work every day. May you be gentle. May your imagination fire you. And may you always take great care in telling the stories entrusted to you.★

Kathleen Rutledge, UNL graduate and editor of the *Lincoln Journal Star*, received a Distinguished Service Award from the college and spoke at the Kappa Tau Alpha initiation dinner on April 6 at the Wick Center in conjunction with J Days festivities.

Photo courtesy Lincoln Journal Star



ADVERTISING

FRAUKE HACHTMANN was awarded a grant to conduct research this summer at the John W. Hartman Center for Sales, Advertising and Marketing History at Duke University Libraries. She will explore the J. Walter Thompson Company Archives, specifically the Frankfurt office records from the Cold War era, to learn about early consumer insights into German and American culture. In April, Hachtmann was honored by the Student Advisory Board with the 2006 Outstanding Faculty Service Award during the college's Honors Convocation. She was also elected to the executive committee of the UNL Academic Senate.

STACY JAMES is the editor and designer for two of the AEJMC Advertising Division's publications: the *Journal of Advertising Education*, published twice a year, and *AdNews* Newsletter, published three times a year. In May 2006, two of her students' senior capstone advertising and public relations campaigns, developed by classes in spring and fall of 2005, received Prism Awards from the Lincoln American Marketing Association. Entries are reviewed by a panel of out-of-state judges affiliated with another AMA chapter. Both of these student campaigns have been adopted by the clients and are currently running in Lincoln media.

PHYLLIS LARSEN was a trip leader for 80 UNL students who went to Waveland, Miss., on the Hurricane Katrina Relief service-learning trip in January. She served as a spokeswoman for the UNL Katrina group in a TIAA-CREF video documentary and to the NU Board of Regents. As a Public Relations Society of America board member and the state chapter ethics officer, Larsen gives monthly presentations at membership meetings.

NANCY MITCHELL was promoted to full professor. She was on two accrediting site visit teams this year, one at Virginia Commonwealth and the other at South Dakota State. She continues to serve on the Academic Program Committee and is also a member of the General Education Advisory Committee.

LINDA SHIPLEY just completed a three-year term as the American Academy of Advertising representative on the Accrediting Council on Education in Journalism and Mass Communications. She was elected in spring to a three-year term on the Research Committee for the Association for Education in Journalism

and Mass Communication. During 2006-07, she served on the campus Academic Titles and Family Friendly Policies for Faculty committees. She represents the college on the visual literacy committee that oversees the four-college consortium. Her graduate research methods class conducted a study this spring of the news consumption and media habits of undergraduate students.

AMY STRUTHERS is one of 14 professors from across the United States selected for the Visiting Professor Program, sponsored by the Advertising Educational Foundation, for summer 2006. She will spend two weeks working at McCann Erickson's flagship agency office in New York City. She is the first person from UNL selected to participate in the program. She also developed a summer study abroad course for journalism students to Paris. The course combined intensive language learning with media studies. Students enrolled in accelerated second-year French and/or international media studies and received language instruction in a classroom setting in Paris. They also toured advertising agencies, television stations, design studios, newspapers and radio stations during the five weeks.

BROADCASTING

RICK ALLOWAY was a finalist for the ASUN Outstanding Small Classroom Teacher award, small class category, presented at the ASUN meeting on March 29. He received a college Distinguished Teaching Award for 2006 at the UNL Honors Convocation on April 23. He was elected to the board of directors of the Northwest Broadcast News Association at the group's convention in Minneapolis on April 1 and was elected secretary of the UNL Academic Senate on April 25. He was emcee for the Journalism Alumni Association awards luncheon on April 7 and for the *Omaha World-Herald* community service and service to agriculture awards at the Nebraska Press Association banquet on Friday, April 21.

LAURIE THOMAS LEE presented a paper in Beijing, China, at the 7th World Media Economics Conference in May. Her paper was on "The Value of Online Privacy: A Negotiable Commodity in Need of Protection?" She spoke on a panel at the Broadcast Education Association convention in Las Vegas in April on "Privacy Issues Related to the Telecom Act." She also served as research paper chair and research moderator for the National Cable Telecommunications

Association Academic Seminar in Atlanta, Ga., in April. She also served on the convention planning committee. She was elected to the board of ACLU Nebraska in April.

BARNEY MCCOY taught summer school and worked with Bruce Mitchell and graduate assistant Carol Cornsilk on a documentary about Don and Lorie Meier. They were the creators and producers of the "Mutual of Omaha's Wild Kingdom" program, which was groundbreaking broadcasting that unfolded in the 1950s, '60s, '70s and '80s.

The documentary will explore the behind-the-scenes accomplishments that made the program such a success and helped teach viewers around the world about the importance of wildlife and habitat conservation.

He also is collaborating with Bruce Mitchell on a documentary about Bevo Francis, who holds the NCAA and NAIA records for most points scored in a single college basketball game (113) and highest season average (47 points per game) for a college basketball player. Bevo Francis attended tiny Rio Grande College in Ohio in the early 1950s. When Francis arrived on campus in 1952, the college was on the verge of bankruptcy with only 97 students enrolled. The amazing scoring exploits of the Rio Grande Redmen saved the college from financial ruin and inspired thousands of college basketball fans across the country.

JERRY RENAUD was promoted to full professor. The student documentary, "I Love You, I Hate You, Too," for which he was executive director, appeared several times on Nebraska NET during the month of January 2006 and played on Channel 21 in Lincoln during February. It also appeared at the Joslyn Museum in April. He is also executive director of a student documentary comparing and contrasting the tsunami in Sri Lanka and Hurricane Katrina in New Orleans. It's currently in post production and will debut in September 2006. He gave a presentation to the Nebraska AP Broadcasters Association in Grand Island on April 1, 2006, on podcasting. He was elected to another term on the executive committee of the documentary division of the Broadcast Education Association.

LARRY WALKLIN was named an honorary member of Innocents, the Chancellor's 13-member senior honor society, in April. He was appointed to the UNL General Education Advisory Committee earlier this school year.

NEWS-EDITORIAL

CHARLYNE BERENS received the ASUN Outstanding Small Classroom Teacher award, small class category, presented at the ASUN meeting on March 29. She was promoted to full professor. As a member of the UNL Speakers Bureau, she spoke about the Nebraska Unicameral to a variety of groups and gave one of the spring's Paul A. Olsen Lectures at the Center for Great Plains Studies.

CAROLYN JOHNSEN helped to organize a conference to brief environmental reporters in the region on Platte River issues. The conference, held in late March and jointly sponsored by the college and the Society of Environmental Journalists, drew 22 journalists from Nebraska, Missouri, Oregon and Wyoming. The speakers included state and local water officials, scientists and environmental advocates; but thousands of sandhill cranes — at the peak of their spring migration — were the biggest draw. Participants divided their time about

equally between listening to speakers and watching the cranes from blinds at the Rowe Sanctuary near Gibbon.

LUIS PEON-CASANOVA traveled to Cuba in May to help produce a documentary with graduate student Kristin Hansen. He is part of a proposal to continue doing archaeology in Cuba in 2007 with UNL anthropology professor Peter Bleed and is developing a proposal to produce a depth report documentary in Mexico in 2007. He continues to produce an educational videotape series on preschool education and to shoot commercial photographs and translate radio and television spots for the National Arbor Day Foundation. He taught a photography class in France during summer school.

MARY KAY QUINLAN presented a session on depth reporting in community journalism at the annual meeting of the Nebraska Press Women in April. She is co-presenter of an oral history workshop in July at a regional conference in Lincoln of the Organization of American Historians.

JOE STARITA is finishing up a yearlong depth reporting project comparing the effects of the tsunami on Sri Lanka with the effects of Hurricane Katrina on New Orleans. In late December, he took seven students on a two-week trip to Sri Lanka, where they interviewed more than 125 sources and shot more than 10,000 photos. The students then spent the spring semester writing more than a dozen complex stories comparing and contrasting the effects of the two natural disasters. This summer, he will polish and fine tune a book manuscript on the life and death of Standing Bear, the Ponca chief whose celebrated trial determined — for the first time in U.S. history — that an Indian was entitled to the constitutional protection of the 14th Amendment.

BRUCE THORSON took four photo students to Waco, Texas, for the Big 12 Track and Field Meet May 12-14. They lived out of an RV, camping in the parking lot, and spent three days shooting photos. Thorson conducted evening and morning critiques of the students' work.

FINDING HISTORY

J school collects books by former, current faculty

■ BY KOSUKE KOIAWI

The J school is filling in some of the blanks in its own history.

This year, the J school started collecting books by the former and current faculty. So far, the college has collected about 75 books in Hitchcock Center in Andersen Hall, books published between 1925 and the present.

Broadcasting professor Larry Walklin has been working on a history of the college. In the process, he discovered that many former faculty members had written and edited books, and Dean Norton wanted the college to have a copy of each. Walklin contacted news-ed emeritus faculty member Daryl Frazell and his wife, Phyllis, who buy and sell books. The Frazells searched the Internet and contacted booksellers to track down the volumes.

William Swindler, director of the journalism program from 1946 to 1956, wrote and edited numerous books. But legend has it that he was also associated with some conflict.

Dean Will Norton said about Swindler, "There was criticism of him by some press association members because they thought he was making the school too theoretical, too academic. And they wanted to be preparing journalists."

After leaving Lincoln, Swindler went to the College of William and Mary in Virginia and taught law for 22 years. One of his books was about the Magna Carta; he wrote about individual freedom and historical perspective. He also edited a series of books, one about each state. The college has acquired some but not all of the series.

Norton said he hoped Walklin's continued study would find good quotes from



CRAWFORD



SWINDLER



WALKLIN

Swindler and other former directors about freedom of expression that can be added to the collection of quotations on the walls of Andersen Hall.

Robert Crawford was a professor of journalism who ran the agricultural journalism program. His book, *These Fifty Years – A History of the College of Agriculture of the University of Nebraska*, was published in 1925. The book is thoughtful, dealing with a very important part of the university's early years, Walklin said.

Norton said it was important to collect the books and make them available to today's students and faculty. "(These books) can be one form of

demonstration of the quality of this college," he said.

The topics covered by former and current faculty include histories of the university and of the states, the U.S. Constitution and the courts, Nebraska politics, U.S. politics, creative thinking, and Native Americans as well as textbooks on editing, design, television production and reporting for broadcast and print.

The J school wants to expand its collection of books by faculty members. Anyone who has information about such a book that is not on the accompanying list is asked to contact Walklin: lwalklin@unl.edu.

Photos CoMC archive

2005

Stacy Cervantes is a graphic designer/marketing assistant for Smith Seckman Reid Inc. in Houston. The firm delivers design and facility consulting services to clients throughout the United States, specializing in health care and research development markets. SSR works internationally in places like Mexico, South America and the Caribbean. It integrates information technology services in the telecommunications industry.

Kelly Konz Pearson and her husband live in Omaha where she is an assignment editor and assistant producer — training to be a producer — at KPTM Fox 42 News. She was previously a production technician with Fox.

Olga Pierce is a health economics correspondent for UPI in Washington, D.C.

Jerry Widhalm is weekend director at KOLN/KGIN TV in Lincoln.

Josh Wolfe is a reporter for the *Midland's Business Journal* in Omaha. He had previously been editor of the *Crete News* since 2004.

2004

Lincoln Arneal was named sports editor of the *Columbus Telegram* in May 2006. He began working for the Nebraska paper in December 2004 as a sports writer.

Emily DeCamp was promoted in spring to the position of media planner with the New York City office of Universal McCann. She had been with UM for just more than a year and works on the L'Oréal Paris account. Universal McCann is part of the McCann Worldwide division of the Interpublic Group of Companies. L'Oréal spends an estimated \$300 to \$400 million a year on its advertising campaigns.

Van Jensen spent more than a month following his December graduation driving thousands of miles across the western and midwestern states to research a novel. Then he moved to Little Rock, Ark., to work for the *Arkansas Democrat-Gazette*, where he had interned the previous summer. He has covered health, education, immigration, politics and police in the year since then. On April 22, he married Amy Smith, a copy editor at the newspaper, whom he had met during his internship.

Michael Johnson, Lincoln, is a media planner for Snitily Carr in Lincoln.

2003

Yea Yn Cheng, San Mateo, Calif., is an account executive with Time Advertising.

Adam Froemming, Omaha, started JaB Productions with two partners in May 2005. The group works with bars and nightclubs in the Omaha area to create themes and events for young adults in Omaha. He also writes for *The Reader* in Omaha and is the public address announcer for the Husker women's basketball team and swimming and diving team.

Jayne Kalmbrunn is business events coordinator for Wilderness Ridge in Lincoln.

Jill Zeman began work March 20 as a reporter in the Little Rock, Ark., bureau of the Associated Press. She had previously been a reporter at the *Arkansas Democrat-Gazette* in Little Rock.

2002

Nathan Brown, Lawndale, Calif., is employed by Continental TV Sales.

April Reins is Kansas City field marketing representative for Sonic Drive-In. Previously, she had worked in public relations at Barkley Evergreen and Partners.

2001

Katie Juhl started at Reuters Television News in Washington, D.C., on May 15. She is producer for online news (www.reuters.com). She concentrates on preparing, packaging and placing video news stories for online and interactive services. She voices and edits video news stories and shapes headlines and textual content. She also manages the content environment. In addition, she teaches eight piano students.

Josh Nichols is managing editor at the *Grand Junction Free Press* in western Colorado. He was a writer/photographer at the paper for two years before being promoted to ME in February.

Kevin Sypal, Louisville, Colo., is an account executive with McClain Finlon Advertising in Denver.

2000

Tin Geysels, Antwerp, Belgium, is content manager for Vintage Productions in Antwerp.

Trisha Meuret spent the spring as communications director of Nebraska

Families for Pete Ricketts Inc. Ricketts was running for the Republican nomination for U.S. Senate.

Lona Smith, Denver, Colo., is a producer/writer for High Noon Entertainment in Denver.

Lindsay Young is editor of Modern Distribution Management, a trade publication in Boulder, Colo. She spent three years after graduation with the Peace Corps in Armenia, then traveled to Thailand before returning to the United States. She worked for a metro business magazine in New Orleans from November 2004 until Hurricane Katrina forced her to evacuate in late August 2005.

1999

Heidi White Finley is night editor at the *Arkansas Democrat-Gazette* in Little Rock.

Tanya Wright is education technical coordinator for the National Soccer Coaches Association of America in Mission, Kan. She lives in Overland Park.

Andrew Young is the director of video services at the University of Illinois' Division of Intercollegiate Athletics. He is in charge of all live big screen productions for football and men's and women's basketball. He also works to ensure coverage of all 19 U of I sports, producing end-of-the-season highlight tapes and special video projects. Last year he covered Illinois' historic basketball run to the NCAA National Championship, and he spearheaded the production of a record-breaking season highlight DVD that continues to be a top seller in stores and online. He has worked for Illinois since July 2004, right after he completed his master's degree program at the J school. He was previously employed by ABC News, ABC Sports, ESPN and the New York Mets. He and his wife, Kelley, a 2005 M.A. graduate of Nebraska, live in Urbana, Ill. They are expecting their first child in July 2006.

Nathan Mercer, Scottsdale, Ariz., is communications manager for Hunt Construction Group Inc., Phoenix.

1998

Scott Campbell is marketing communications manager for Mutual of Omaha. Before joining Mutual, he worked in television news. He is currently pursuing an MBA at the University of Nebraska at Omaha.

Jennifer Childers, Mountain View,

Calif., is marketing coordinator for Taos in Santa Clara, Calif.

Gina Dvorak is Page One designer at *The Sun* in San Bernardino, Calif. In fall 2005, the vice president of news for the paper's parent company, the Los Angeles Newspaper Group, appointed her to lead the LANG Think Tank, which has worked to retool the way the company's newsrooms function in order to better integrate print and online journalism. She was honored earlier in 2006 with *The Sun* newsroom's Wes Hughes Award, named after a long-time journalist. The citation said Dvorak was selected "in recognition of extraordinary efforts to advance journalism that embody the spirit and passion of Wesley G. Hughes."

Kelly Scott has been assistant city editor at the *Reno Gazette-Journal* in Reno, Nev., since March 2005 after spending almost six years as a reporter at the *St. Cloud Times* in Minnesota. She earned a master's degree in criminal justice in 2003 at St. Cloud State University.

1997

Jason Reno began work May 1 at BBDO in Chicago, working on the Dial portfolio, specifically Purex Detergent and Renuzit air freshener. After graduation, he worked briefly for Swanson Russell Associates in Lincoln, then went to Barkley Evergreen and Partners in Kansas City where he was, most recently, an account executive. He was married four years ago to Becky Blair, also a UNL graduate.

Sheree Ternes Peterson, Minnetonka, Minn., is an account supervisor at FAME in Minneapolis.

1996

Paul Erickson, Lincoln, is academic technology and middleware coordinator at UNL.

1995

Jeff Backschies, Seattle, is vice president, business development for Golf Yellow Pages, headquartered in LaCosta, Calif.

Nichole Teich is chief investigative reporter for KSHB-TV in Kansas City. She won Emmy awards for outstanding investigative journalism in 2004 and 2005.

1994

Leslie Rupiper is the weekend anchor and a reporter for KSFY Television in Sioux

Falls, S.D.

Shaun Sartin is the photo editor at the *Northwest Herald* in Crystal Lake, Ill. He had previously worked seven years at the Sun-Times Newsgroup in Aurora, Ill.

1993

Jason Medick, Des Moines, is owner of Home Instead Senior Care, based in Waukee, Iowa.

Lori Stones-Feuer, Paradise Valley, Ariz., is a full-time mother of two daughters.

1992

Thomas Miller, St. Louis, Mo., is community relations manager for the Missouri Department of Transportation. He is active in the Komen St. Louis Race for the Cure, the St. Louis Clean Air Partnership and the local AMBER Alert advisory board.

1991

Monte Olson is senior vice president/director of marketing at TierOne Bank, Lincoln. He is a member of Leadership Lincoln Class XXI, a board member of the Lincoln Arts Council and the journalism Alumni Advisory Board. He is a member of the Lincoln Advertising Federation, the Lincoln Downtown Rotary #14 and the Lincoln Chapter of the American Marketing Association.

Tim Siedell and his partner, Yale Roncka, are the first Americans to win the World's Toughest Briefs competition sponsored by the *Financial Times* of London and OpenAd.net. The challenge was to convince drivers to trade their gas-guzzlers for environment-friendly vehicles. Siedell is the creative director/principal at Fusebox in Lincoln. Roncka is the senior art director/principal at Fusebox. They drew inspiration from Alliance, Nebraska's, Carhenge, the replica of Stonehenge built with old cars. Their proposed poster and television campaign would feature the line "Every idea has its time" alongside the image of the Carhenge monument and would direct people to a Web site where they could learn more about hybrid vehicles.

1989

Terri J. Hahn, Osceola, is features editor at *The Grand Island Independent*. She has

been a member of Nebraska Press Women since 1993 and served as president from 2002 to 2004.

Mike Reilley has been named to The Rimington Trophy Presentation Committee. He is director of sports marketing and consulting at Bailey Lauerman marketing communications in Lincoln. The Rimington Trophy Presentation Committee is responsible for selling sponsorships for and managing the trophy presentation gala, which is held in Lincoln each January. Named after All-American Husker center Dave Rimington, the trophy goes to the nation's best center in college football each year and has raised nearly \$600,000 to fight cystic fibrosis.

Brendan Wong, Singapore, is deputy director for corporate communications at Temasek Polytechnic in Singapore.

1988

Lise Olsen of the *Houston Chronicle* was named the top reporter of the year in Texas by the Headliners Foundation at a ceremony in April. "Lise's work stands out as classic investigative spade work at its best," the judges said, citing her work on the possible execution of an innocent man, Ruben Cantu, and her reports on the BP refinery-explosion deaths and the poor evacuation plans for Hurricane Katrina. Olsen also was recognized as the top reporter of 2005 among largest newspapers in Texas by the Texas Associated Press Managing Editors. The Headliners award, also announced during the annual meeting of the TAPME, honored her as the top reporter for all circulation classes. She joined the *Chronicle's* investigative team in July 2003. She previously worked as an investigative reporter at the *Seattle Post-Intelligencer* and at the *Virginian-Pilot*. From 1996-98, she served as the executive director of the Mexico Project of Investigative Reporters & Editors, and continues to lecture for IRE and other journalism organizations in the United States and Latin America.

1987

Peggy Porter Steckelberg is marketing manager for Nox-Crete Products Group in Omaha.

1986

Ad Hudler, Fort Myers, Fla., is the author of a third novel, *All This Belongs to Me*,

published in early 2006 by Ballantine Books. His previous books are *Southern Living* and *Househusband*.

David Nuckolls was honored May 5 with one of UNL's annual Alumni Achievement Awards. He is executive producer/special projects at CNN where he has produced more than 100 projects that have aired on CNN, CNN Headline News, CNN International, CNN Interactive and TNT. He was video director for the medals ceremonies each night during the Salt Lake City Olympics in 2002. Before joining CNN in 1998, Nuckolls spent 12 years producing live entertainment and special events for the Disney enterprises.

1984

Ward Jacobson left KFOR Radio in Lincoln in June to become the host of "Classical 24," a series produced by Minnesota Public Radio and American Public Media in St. Paul, Minn. He started at KFOR working overnights in 1985, was promoted to creative services director in 1987 and took over middays in 1990. In 1993, he joined the morning show doing sports. He had been co-host of the station's morning show since August 2001. He also was host for a weekday interview show, "Lincoln Live." In 2005, he and his morning co-host, Cathy Blythe, received the Marconi Award as National Personalities of the Year.

1983

Randy Essex became news editor of the *Detroit Free Press*, overseeing Page One and night operations, in March. Essex had been at the *Des Moines Register* since 1988, working as assistant managing editor for metro/Iowa news since 2002. He also has worked at newspapers in Abilene, Texas; Boise, Idaho; and Fresno, Calif. Essex is married to Angye Frankenberg and has an 18-year-old son, Dustin.

1979

Ladd Hershner, Utica, is an alternative education teacher in the Crete Public Schools.

1977

Robert F. Copple, Scottsdale, Arizona, is the coauthor and coeditor of *Biotechnology Law: A Primer*, which will be published as a two-volume treatise by the American Bar Association in the spring of

2006. He earned a law degree in 1981 and an M.A. in 1985, both from Nebraska, and a Ph.D. in 1990 from the University of North Carolina. After working for Motorola and the law firm Lewis and Roca, both in Phoenix, he started his own consulting firm in late 2005, also in Phoenix.

1974

Ryly Jane Hambleton is prep sports editor at the *Lincoln Journal Star*.

1973

Mike Wirth was named dean at the University of Tennessee in April. He had been chair of the Department of Mass Communications and Journalism Studies and director of the School of Communication at the University of Denver. A nationally and internationally known expert on cable telecommunication and broadcast economics, policy, management, new technologies and regulation, he has conducted research under grants from a number of organizations, including the National Science Foundation and the National Association of Broadcasters. In addition to his undergrad degree from UNL, he holds an M.A. in television and radio and a Ph.D. in mass media, both from Michigan State University.

1969

Stuart M. Frohm, Midland, Mich., received a Hearst Newspapers Eagle Award for 2005 at the *Midland Daily News*. He has also won Hearst Community Newspapers and Iowa Associated Press Managing Editors writing awards. He and his wife and son were named to the Midland County Special Olympics Family Hall of Fame in 1998. He is a former adjunct teacher of editing for Central Michigan University.

1964

Larry Fruhling worked in Lincoln for United Press International for a year after graduation, then worked for the *McCook Daily Gazette* for two years. He rejoined UPI in 1967 in Des Moines, became the Iowa bureau chief, quit in 1969 to work for *The Des Moines Register and Tribune*, and stayed there for 28 years, most of the time as a reporter. He and his wife, Bernita, retired in 1997 and moved to

Bellevue, Iowa, on the Mississippi River. He still freelances a little, but mostly he cruises the river, plays golf and rejoices in his unemployment.

1951

Rod Riggs retired in 1997 as business and financial writer for the *San Diego Union-Tribune*, where he worked for fellow NU grad Jerry Warren. Riggs and his wife moved from La Jolla, where they had lived for 20 years, to Lake Arrowhead, a resort community a mile high in the San Bernardino mountains about two hours east of Los Angeles. He did some writing and some PR work and was business editor of the weekly *Mountain News* in Lake Arrowhead. In 2003 he and his wife were chased out of the mountains by wildfires three times and finally moved full-time to downtown LA. They live in a condo on Bunker Hill near the Music Center and Walt Disney Concert Hall, which was under construction when they moved. That situation inspired Riggs to write a children's book about a mouse named Symphony Phil. He has since written two more books about Phil and has about a dozen other manuscripts out to publishers. He spent two years in the U.S. Army after graduation, then worked for the *Kearney Daily Hub* and the *Rush County (Kansas) News* before going to the *Ames (Iowa) Tribune*. He moved to California in 1978 and was managing editor of the *San Diego Daily Transcript*, a morning financial daily, before going to the *Union-Tribune*.

Alan L. "Cub" Clem continues to teach a course in political geography at the University of South Dakota. He also serves as treasurer at St. Paul's Episcopal Church and plays golf "most days" during spring and summer. After graduation, he worked in Republican City and McCook, Neb., and Salina, Kan. He worked in Washington, D.C., for U.S. Representatives Carl T. Curtis and Robert Harrison and then for the Foreign Agricultural Service, USDA, in the 1950s. He earned an M.A. in European history and a Ph.D. in political science from the American University in Washington. He has taught at USD since 1960 and has written six books and numerous articles and monographs. He married Mary Louise Burke in 1953; she died in 2000. They had five children and five grandchildren.

The right thing to do



Larsen and UNL staff and students spend a week helping with Katrina cleanup

Photo by Kelly Bartling/University Communications

■ BY VALERIE INGLIS

Spending winter break eating Spam and Vienna sausages and sleeping in sleeping bags 1,000 miles away from home is not everyone's idea of fun. But that's how 90 students, staff and faculty who participated in the UNL relief trip to help Hurricane Katrina survivors spent the week from Jan. 1 to 7.

The trip offered a number of things to students and faculty, according to Phyllis Larsen, advertising lecturer and faculty chaperone.

"The trip offered UNL students the chance to help people in a different area, to take physical action to help them," Larsen said.

Larsen liked the experience not only because she was able to help Americans in need but also because it gave her a chance to work with students in a different setting.

"It was great to work alongside them," she said. "And it was the right thing to do."

The team was stationed in Waveland, Miss., at the iCare Village, a place set up to house volunteers. Supervisors from the village organized the work and sent students and faculty to different job sites.

Each day, workers helped to clean piles of debris from people's homes and hang drywall on churches and shelters for homeless women and children.

Larsen had helped in other relief efforts, such as cleanup after Hurricane Emily, but she said her previous experiences were nothing like this year's work. The damage Katrina inflicted was far beyond anything else she had seen.

"It was devastating," she said.

The January trip was the second to Mississippi for news-ed major Meredith Grunke, who had volunteered in Pass Christian, Miss., over fall break in 2005. "I knew I needed to return to the area," she said. "It was just so devastated, and there weren't a lot of people down there to help clean up."

Larsen said she was proud of the team who went to Mississippi, which included half a dozen journalism students.

"We saw landmarks gone, sometimes roads gone," she said. "We got there, and we assumed we'd be sleeping in a big building, but it was old green army tents and four people to a tent. A lot of students were mentally prepared, though."

► Right thing continued on page 52



▲ Broadcast major Katy Moran (pink T-shirt) is the only UNL student to volunteer for all three trips to Waveland, Miss., to help hurricane victims.



Photos courtesy Student Involvement

► Right thing from page 51

Grunke said the group's living conditions were "like being on a camping trip. We stayed in tents and had cold showers. The food primarily came out of a can and wasn't the greatest because the campsite we were staying at was supported by donations."

Allen Ratliff, senior English and sociology major, attended the relief trip and said it was an experience to not only help survivors but to bond with his peers.

"We made a tough situation into a fun time, and we helped a lot of people," Ratliff said. "I hope to go on other relief trips with UNL kids; we do a great job together."

Larsen said she was impressed with the staff who gave up vacation time and with the students who spent their own \$150 to participate.

"It is impressive that UNL took the

initiative to do this," Larsen said. "UNL has left the mark that will be hard for other groups to reach."

Grunke summed up the experience: "When I came back to Nebraska ... I felt lucky to have a roof over my head and food in my cupboards. Many people along the Gulf Coast don't even have that. Residents estimate the rebuilding process will take two to three years, and they will continue to need the help of volunteers. Hopefully, they will not be forgotten."

Journalism students who went on the January trip included: Jake Albanez, April Duncza, Katy Moran, Meredith Grunke, Adam Morfeld and grad student Jeff Deans.

After the January trip, UNL planned and executed two more relief efforts, one during spring break and one right after classes ended in May. ■



Grad student is committed to helping democracy develop

■ BY CASSIE FLEMING

TIt was during his childhood in Zenebe Beyene developed his desire to help others. Today, in a small office at the University of Nebraska-Lincoln, that Beyene perfects his way of teaching. Beyene will use this way of teaching to help Ethiopia move toward democracy.



YESTERDAY, TODAY & TOMORROW

Zenebe Beyene, wife Hanna Getachew Wondimagegnehu and daughter Fikir.

in Addis Ababa, Ethiopia, that distinctive way of thinking. It is University of Nebraska–Lincoln, thinking. And it is tomorrow that thinking to help the nation of

“It is my personal philosophy that the world should come out of its cynical view. We need to promote positive feeling,” Beyene said. “And the best forum in promoting positive feeling is through journalism.”

That philosophy pushed Beyene to travel the long distance from his home in Addis Ababa, Ethiopia, to the J school at UNL. In Addis Ababa, Beyene was the assistant dean at the Graduate School of Journalism and Mass Communications at Addis Ababa University.

Here he is working on a master’s degree in journalism. However, receiving

the master’s degree will be only the first step toward the goal Beyene hopes to accomplish.

“My primary purpose for coming to the United States is to get my doctorate in communications and obtain skills in academics as well as administration so I can help my university run a successful journalism program back home,” Beyene said.

Beyene, 38, spent the majority of his lifetime in a nation that did not permit private newspapers. After 1992, when the new Ethiopian government introduced a press law, Beyene said he enjoyed the experience of reading the almost 100 non-governmental newspapers that were created in the following years. The nation has witnessed the birth and death of many newspapers since then.

Beyene’s travel and education in the United States are fully paid for by the Norwegian government, which pledged \$15 million for a 10-year period, beginning in March 2004, to help prepare first-rate journalists who will work to democratize Ethiopia. The Gimlekollen School of Journalism and Communication in Kristiansand, Norway, was a partner with the J school in starting the Graduate School of Journalism and Mass Communications in Addis Ababa, said UNL J school dean Will Norton. Now, the J school is an integral piece in the new school’s development.

Because the journalism and mass communications program is entirely dependent on expatriate staff, Norton and other UNL journalism faculty have filled this gap by offering courses, Beyene said.

Norton has also played a significant role in bringing scholarship awardees to UNL, including Beyene. The dean also is taking part in curriculum revision and has donated journals and books for the school’s library, which is “one of the best journalism collections in the region,” Beyene said.

Additionally, Beyene said Norton has been valuable in the process of strengthening the relationship between the two institutions.

“This partnership and the roles the J school and Norton are playing to establish a new and effective school on African soil are fabulous,” Beyene said. “He was also personally involved in my visa process. He painstakingly tried til the end and made it possible at last.”

Beyene was scheduled to start classes in fall 2005, but his visa application was “a

► Grad student continued on page 54

► Grad student from page 53

victim of a common judgment call," Beyene said. After finally obtaining his visa in November, Beyene flew to the United States on Dec. 19 and began spring semester classes in January.

Arriving in Nebraska with his wife, Hanna Getachew Wondimagegnehu, and their 8-month-old daughter Fikir, Beyene was met by J school staff. Business manager Vicky Wheeler said Beyene's extraordinary character was apparent as soon as he stepped off the plane.

"It was three days before Christmas, Zenebe and his wife were exhausted, his baby hadn't slept since they left Ethiopia, and he was still determined to keep up a professional face," Wheeler said. "And he couldn't believe all we had set up for him before he had got here."

Led by assistant to the dean Mary Garbacz, the J school staff had not only found an apartment for the Beyene family but also fully furnished it, "pulling as many strings as we could for him," said Garbacz.

Over the next couple of weeks, Wheeler helped Beyene enroll in classes and even taught him to drive. Beyene did not drive frequently in Ethiopia because he lived in the heart of the city, where his home was within walking distance of his office, and he said taxis and buses are more common in Addis Ababa.

To congratulate him on receiving a driver's license, Wheeler took Beyene to lunch, and he told her that he was overwhelmed by Americans' hospitality.

"The faculty here is like family," Beyene said. "I don't think you would find such helpful people in many places. I have been really lucky."

While Wheeler described Beyene as articulate, she said there was one time when she saw Beyene at a loss for words.

"He came up to me once, put his hand on his heart and said, 'Thanks. I can't express what is on the inside, how this makes me feel inside,'" Wheeler said.

Norton also has noticed Beyene's gratitude.

"He always says 'thank you.' He says it for anything you do for him. Even if it is nothing special," Norton said.

While Beyene is grateful for the opportunity to study at UNL, he said he has to remember his duty is first to his family.

Wheeler said Beyene will bring his wife and daughter to his office every night after dinner, sometimes until as late as 11 p.m., so he can spend time with them while also working.

But juggling work and family is just a small sacrifice Beyene is willing to make to accomplish his goal. Beyene said he spends long hours in his office so that tomorrow he can help to "make something of Ethiopia."

"I strongly believe if there is a will, there is a way," Beyene said. ■

AT THE CROSSROADS

Platte River conference brings environmental journalists to UNL

■ BY BRADY JONES

Everything is dull, gray and calm. Spindly tree shadows stand against the bland blue sky. The flat river twists its way from the horizon, interrupted only by sporadic sandbars exposing the shallow depths.

In the back of the scene, birds carry on their muffled conversations in the numbing cold. Time seems to flow at an almost static pace, as if the moment doesn't want to end.

Slowly, everything starts picking up the golden tinge from the east. The scene comes into better focus as the Earth's shadow blanket is slowly rolled back.

Then, touched by the sun's reflection, the first cranes take to the air in majestic yet alarming fashion. Suddenly, like lemmings, countless others join them and thousands upon thousands of Sandhill cranes take flight. Little do they know that, hidden in plywood blinds tucked into the habitat, another flock of creatures is watching their every move.

On March 24, that flock included 21 participants in the Platte River at the Crossroads conference, co-sponsored by UNL and the Society of Environmental Journalists. Watching the migratory cranes from the Rowe Sanctuary along the Platte River near Gibbon, Neb., may have been the climax, but it was only one part of the two-day meeting.

Carolyn Johnsen, a news-ed faculty member at the UNL College of Journalism and Mass Communications and conference organizer, said she asked SEJ officers and Will Norton, dean of the journalism college, about sponsoring the conference.

"The SEJ has always encouraged members to host regional conferences," Johnsen said, "and Dean Norton knew a conference would be a timely event, not only as a way to serve the cause of journalism but a

way to call attention to the publication of our new depth report on the Platte River." (See box.)

Invitations to the conference were sent out to all SEJ members and other journalists interested in the Platte River and endangered species.

"A freelance journalist from Ghana registered," said Johnsen, "but she e-mailed me the day before the conference to say her visa had been denied."

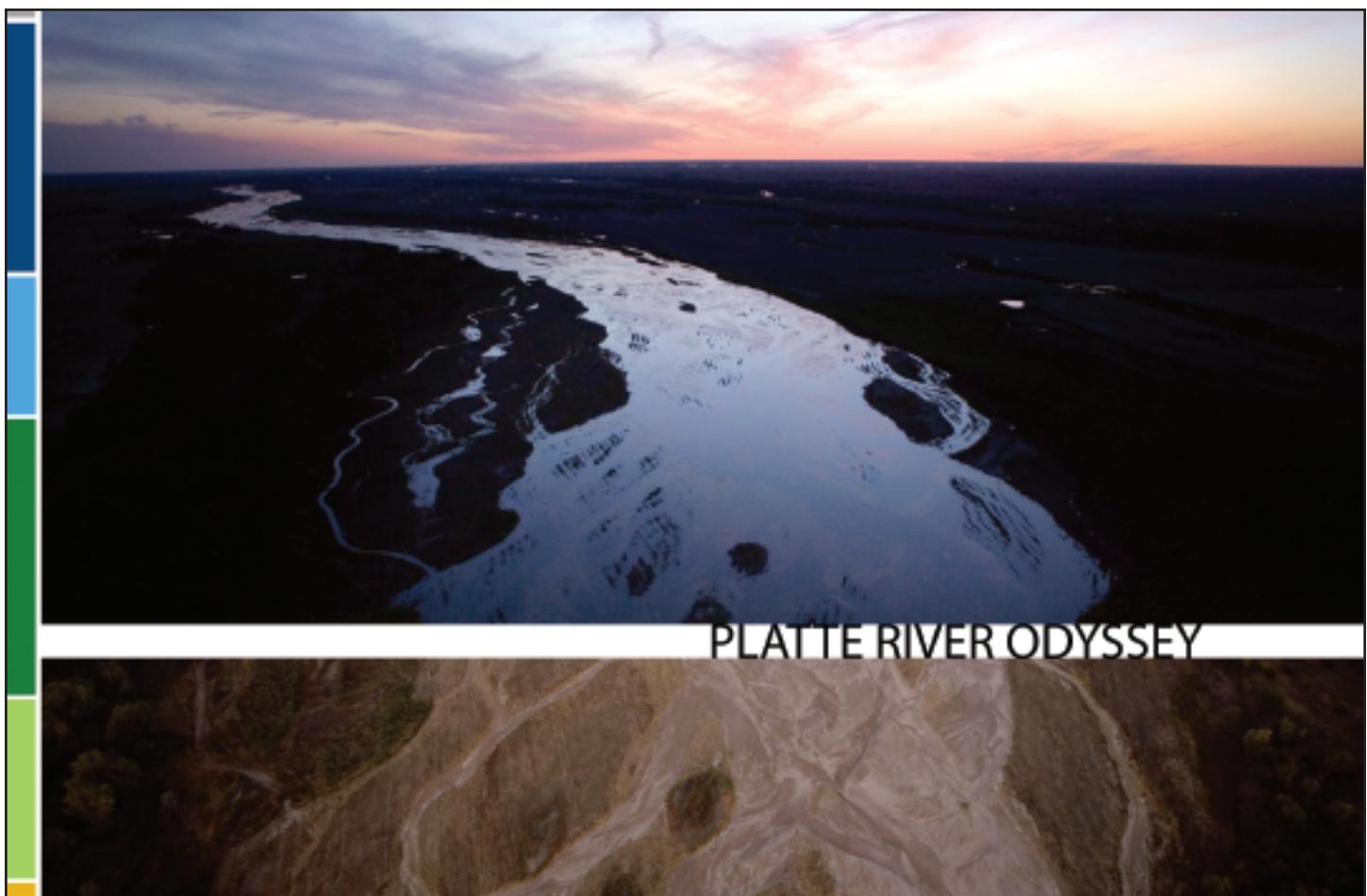
The 21 who attended the conference listened to speakers discuss the Platte River's economic importance, its role in the habitats of endangered species and its role in the larger water system, including underground water tables and aquifers.

Elizabeth Grossman, a freelance writer and journalist from Portland, Ore., said she was interested in water use and issues in agricultural regions of the west. She came to the conference to gain more information for a future writing project on those subjects.

"Having the opportunity to get away from the desk and see what you're going to write about and meet people who deal with these issues is, for me, a key part of beginning to understand an issue," Grossman said.

The three-state cooperative agreement was one of these issues. The agreement is a voluntary contract attempting to settle water rights disputes among Wyoming, Colorado and Nebraska through interstate cooperation by each state's governor and the U.S. Secretary of the Interior.

"The cooperative agreement will affect many different Natural Resource Districts because of the



PLATTE RIVER ODYSSEY

different needs and conditions in each one," said biologist Mark Czaplewski of the Central Platte Natural Resource District. "We are dealing with a new world in the last few years with water management."

The problems involve water use in different parts of the state. In the west, for example, the North Platte district is concerned with irrigation of crops necessary to the region's economy.

The Central Platte district, encompassing the areas of Kearney and Grand Island, is also concerned with irrigation and has some responsibility for endangered species' habitats on the river.

On the eastern side of the state, districts like the Lower Platte South and the Papio-Missouri, which represent the population centers of Lincoln and Omaha, must make sure water is available for cities.

"I can't emphasize this enough. [It's] affecting people's lives," Czaplewski told conference participants. "This stuff is happening in our backyards. It's going to affect farms and cities, and it could affect our economy."

Johnsen said she felt the conference was a "great success."

"Issues in the Platte River basin are

complex and dynamic — always taking new twists because of things like drought, the farm program and politics, to name a few," Johnsen said. "The speakers at the conference included those most knowledgeable about these issues. It was grand to have them all together presenting their points of view."

Rhitu Chatterjee, a science writing graduate student from the University of Missouri-Columbia, agreed and said she learned a lot by attending the conference.

"I was planning to go to see the cranes anyway, since I saw them last year," she said. "I thought the conference would be a great way to learn about water and other environmental issues and still see the cranes."

"It was great to have a common platform for scientists, people working with policies, activists, stakeholders, real people involved — like a farmer — and journalists to meet and interact. There were a lot of water and conservation-related policy and policy implementation issues that, for me, someone new to these topics, were very enlightening," Chatterjee said.

Johnsen said she hoped participants would have new ideas for stories after attending the conference.

"Already I know that, because of the

conference, participants are writing stories for the *High County News*, the newspaper in Cheyenne, Wyo., the *SEJournal* and other Nebraska media outlets," she said.

Grossman said she finds learning and writing about how the natural world works to be fascinating.

"I think understanding our impact on the environment is incredibly important," she said. "I also think it provides a wonderful opportunity for all sorts of really interesting reporting and writing about issues that are fundamental to everyone's daily life."

Order information: "Platte River Odyssey" includes more than two dozen stories and accompanying photos exploring efforts to manage and protect water in the Platte River basin. For a copy, send a check for \$10, payable to UNL, to the UNL College of Journalism and Mass Communications, 147 Andersen Hall, Lincoln, NE 68588-0443, Attn: Platte Odyssey. The fee includes shipping, handling and sales tax. For more information, contact Carolyn Johnsen at 402-472-5840 or cjohnsen2@unl.edu

JOSEPHINE DAVIS DIES AT AGE 95

Josephine Davis, a friend of and generous donor to the J school, died at her home in Nebraska City on Feb. 14. She was 95.

Davis and her husband, Woolsey, discovered the journalism college when their granddaughter, Lisa Carstensen Paradise, earned her degree in the news-ed major in 1990. They made their first donation to the college in 1991 and continued to give regular gifts in subsequent years. A conference room in Andersen Hall is named in their honor.

Born in Wahoo, Joesephine Berggren attended Oberlin Conservatory of Music in Ohio for one year, then transferred to UNL and graduated in 1931 with a piano major and an education minor. At the university, she served as an officer in Alpha Phi Sorority and was a member of Delta Omicron and Phi Lambda Theta.

She married Woolsey Davis on March 1, 1936, at her parents' home in Wahoo. She taught music for five years to elementary, junior high and high school students in the Nebraska City Public Schools and later taught piano lessons. She studied piano for many years with Dr. Thomas Ediger at Peru State College.

She was an active member of P.E.O. all her adult life and a member of St. Mary's Episcopal Church where she was choir director and a member of the vestry board. She also served on the Nebraska City Hospital Board and belonged to the National Arbor Day Foundation. She and her husband were chosen as Arbor Day honorees in 1995. In 2005, she received the Harmony Award from the Nebraska City Apple Corps Barbershop Chorus for encouraging harmony in the community.

Woolsey Davis died in 1998. Survivors include two daughters and sons-in-law, three granddaughters and two great-grandchildren. ■

LIFE IN THE FAST LANE

■ BY LORI GRIFFIN

This slender figure, standing arms outstretched, ready to toss the ball down the lane at several miles per hour, doesn't look like your stereotypical bowler.

And she doesn't want to. Diandra (Hyman) Asbaty, a former University of Nebraska-Lincoln bowler, wants to eliminate the stereotype of a large, blubbery person with a

drink in one hand and a cigarette falling from her mouth.

And she's done a great job of that.

Asbaty, who recently won her second national title at the United States Bowling Congress National Championships, has spent the past few months traveling to promote her sport.

On Dec. 8, she appeared on "Good Morning America," where

the show set up a bowling lane in its studio in New York's Times Square.

"I had to act like I knew what I was doing," Asbaty said. "I actually ended up looking like I knew what I was doing. I worked with what I had."

"I did it because I want to promote the sport any way I can," Asbaty said. "I do things any way I can to get the sport on TV."

Asbaty also had a

CAPSTONE EXPERIENCE

An interview with Sen. Ernie Chambers is a high point of this student's education

Sometimes the best things come at the end — or almost the end. Senior broadcasting major Andrea Dukich, due to graduate in August, experienced one of the highlights of her life as a student when she interviewed Nebraska State Senator Ernie Chambers on April 11.

It was her first story at the Legislature, Dukich said, and she wasn't sure she'd get to talk to Chambers, a leader in the Unicameral who is not always willing to talk with journalists.

But Chambers was very accommodating to the student reporter and gave her plenty of information, Dukich said. And his legislative aide helped her and cameraman Travyn Schoening with

the logistics of where to set up the camera and where to stand at the capitol, she added.

So there she was with the Omaha and Lincoln TV reporters who were covering the last week of the legislative session. "I was right up there with the big dogs," Dukich said.

And Chambers liked the work she did. "He alluded to fact that the interview was very well organized and thorough," she said. "He compared me to other stations in the region and said I did pretty well. It was an amazing compliment."

Dukich did the interview and story for "Star City News," the weekly TV show produced by the advanced broadcast news class. She said her teacher,

Trina Creighton, helped get her ready for her big moment at the Legislature.

"She really gave me some confidence before I went to do the story," Dukich said, admitting she was nervous before she made her debut as a legislative reporter. "It helped to have a great professor like Trina to calm me down and get me ready." ■

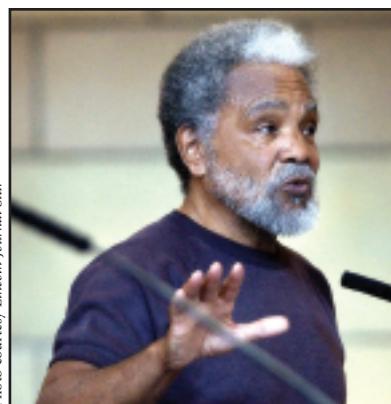


Photo courtesy Lincoln Journal Star



Photo courtesy UNL Athletics

ASBATY

scheduled appearance on "Inside Edition," but the appearance was shortened to a few minutes at the end of the show.

"The time they were going to show me was cut and

put into a few minutes at the end with the credits," Asbaty said, "because it was the day that Nick (Lachey) and Jessica (Simpson) broke up, so that took most of the show."

Asbaty said the show sensationalized her look, making the skirts that she wears appear shorter than they really are. The editors apparently wanted to make her out to be sexier, Asbaty said.

But the changes didn't bother her.

She just wants the sport of bowling to get more

publicity.

"I think they did it more for entertainment," Asbaty said. "But any publicity is good. They can't dig up my seedy past and change anything about me."

And they can't change the fact that Asbaty is a success.

She won her second national championship earlier this month in Reno, Nev., after coming back during the final few games.

Asbaty tallied 10,811 pins over 48 games, earning her an eighth straight spot on Team USA. The win also places Asbaty on Team USA in 2007.

Asbaty took the lead over former Husker teammate Shannon Pluhowsky in the 47th game of the tournament.

"It was a big win," Asbaty said. "I was just going there to make the team."

"I knew it was a really long week, so I focused on staying steady and not dropping down too low. I wasn't looking to win. My goal was to just make the team."

It was the second national championship of Asbaty's career. Her first title came in 1999, when she was a sophomore at NU.

Asbaty compared the last two years to 2003.

During that year she graduated from NU, married the love of her life, John Asbaty, and competed in the World Championships. John Asbaty is a former Team USA member.

Asbaty also coached the Husker men's bowling team during the 2003 season.

"I didn't think anything could get better (than 2003)," Asbaty said. "But in 2004, I won the World Ranking Tournament in Moscow and

now the USBC.

"To be considered one of the best in the world has always been a dream of mine, and I've done that the last couple of years," she said.

During the USBC tournament, Asbaty turned to her former coaches Bill Straub and Paul Klempa for help.

"She had a little timing problem that we offered a little advice for," Straub said. "But I told her that in the 10 to 12 years that I've known her, she's throwing the best she ever has."

"And it came out well for her."

It has been a golden year for Asbaty.

Besides winning more than 50 medals in international competition, she was the first American woman elected to the Bowling Writer's International Hall of Fame.

Asbaty credits her success to her Husker coaches.

"I still communicate a lot with my coaches (from NU)," Asbaty said. "They'll always be my coaches. They saw me for five years nearly every day, and it means a lot to me that they are able to see where my game is at."

Besides competing, Asbaty is also coaching and holding clinics throughout the United States.

"I have a passion for coaching," Asbaty said. "I want everyone to know about our sport. Bowling is not what you think."

Diandra Hyman Asbaty graduated from the J school with an advertising degree in 2003. This story appeared in the Jan. 23, 2006, edition of the *Lincoln Journal Star* and is reprinted by permission.

INTERVIEW BY ANDREA DUKICH

It was a game of ping-pong at the state legislature this morning. The hot topic? The splitting of Omaha public school districts.

Sen. Ernie Chambers proposed the amendment to the OPS bill, saying it would equalize education in Omaha.

"The main goal for me is quality education which is not occurring in the segregated elementary schools in Omaha," Chambers says.

Chambers said the amendment would ensure equal education by having one fund for all districts, then distributing those funds to schools based on their individual needs.

"Not only is the instruction inadequate, the curriculum deficient — they don't even have basic supplies," he says.

Those against the amendment say it's unconstitutional.

"This will make national attention because for the first time in years a state has actually sanctioned segregation and that's what we're doing here," says Sen. Patrick Bourne.

Sen. Chambers disagrees.

"My amendment simply recognizes what is there; the fact that our children are going to attend these schools where they're attending now. So we've got to find a way to ensure that quality education is provided in each one of those buildings," he says.

Despite opposition, Sen. Chambers amendment was advanced today, but the fight isn't over yet. The OPS bill still has some hurdles to jump.

"It's going to move off the second stage this afternoon, but the form it takes is just not certain yet," Chambers says. ■



Lincoln ad federation scholarships to J school students

Three UNL advertising majors received 2006 scholarships from the Advertising Federation of Lincoln in February.

Daniel Schumann, a junior, received the Joyce Ayres Memorial Scholarship, established as a tribute to Warren Joyce Ayres, president and founder of Ayres & Associates. Schumann has worked with Domesti-Pups, a non-profit organization; the Omaha Royals; and the *Daily Nebraskan*.

Natalie Capurro received the Cultural Diversity Scholarship, established to encourage minority students to continue their education in advertising and marketing and pursue careers in the advertising industry. Capurro, a sophomore, is majoring in marketing with an emphasis in advertising and pre-law. She is a member of NU Connections and a mentoring and support program for undergraduate students of color, and she earned a leadership award from the program last year. Last year, she worked with Sheila Klein Promotions on a First National Bank promotion.

Heather Cannon, a senior advertising major, received the Pam Holloway-Eiche Memorial Scholarship, established as a tribute to the vice president of Ayres & Associates who founded the student Ad Club at UNL in 1977. Cannon is a member of the UNL Ad Club and the Advertising Federation of Lincoln. She was a marketing and communications intern at Nebraska Workforce Development during spring semester and was part of a class that executed a marketing campaign for Eastmont Towers Retirement Community in Lincoln.

Journalism students recognized for perfect grades

Three of the 26 UNL seniors who graduated in May with perfect 4.0 grade-point averages were journalism majors.

Kimberly Bohling of Malcolm was a broadcasting major. Crystal Weaver of North Platte and Brittany Noblitt of Amarillo, Texas, were advertising majors.

The Chancellor's Scholars, as they are called, were honored at a convocation on April 16 at the Lied Center for Performing Arts.

Broadcast student wins 2006 National Television Academy Scholarship Award

Junior Chris Welch is this year's recipient of the W. Thomas Cook 2006 National Television Academy Scholarship Award.

The \$4,000 scholarship is awarded by the Heartland Chapter of the National Academy of Television. This year's scholarship competition honors the late W. Thomas Cook whose career in broadcasting and education spanned 50 years. The scholarship is awarded on the basis of merit and need.

Welch competed for the scholarship award against college students within the Heartland Chapter: Colorado, Nebraska, Oklahoma, Wyoming and Kansas. He prepared an essay describing the kind of employment he hopes to attain once he graduates from the J school and the steps needed to achieve his goals. Welch also had to submit a 30-second script on the topic "Emergency Preparedness in the Event of a Natural Disaster: Is Your Family Ready?" using a TV/video script format.

Welch will travel to Denver later this year where he will be honored at the NAT Heartland Chapter's 2006 Emmy Awards ceremony.

Students win in First Amendment essay contest

Two J school students were named winners of a national essay contest sponsored by the University of Kentucky's First Amendment Center.

Senior advertising major Brady Rivers of Lincoln won the \$1,000 first prize for her essay on a possible flag burning amendment. Senior broadcasting major Kelli Donnelly of Manhattan, Kan., took the \$400 third prize for her essay, also on the flag burning amendment.

The students wrote the essays for an assignment in a media ethics class, taught by Nancy Mitchell, and then submitted them for the contest.

In her essay, titled "If We Change the Constitution, Then We Can Make All Sorts of Crazy Laws!" Rivers noted, "Ironically, those who burn or otherwise destroy the American flag in order to spit in the country's face are perhaps the most shining examples of the rights afforded

them by the First Amendment.

"These people have the ability to openly protest their government's policies without fear of retribution based solely on their ideas. The Constitution allows them not only to speak for their own benefit but also for the awareness of others, introducing opinions and beliefs into the marketplace of ideas to be sampled, embraced, or tossed aside."

Third-place winner Donnelly wrote, "Although the American flag is an important American symbol, and I certainly would never condone its desecration, the freedoms guaranteed by the First Amendment are a much more important symbol, and an amendment banning flag burning would take away a key protection of the First Amendment. Issues involving basic understanding of protected freedoms and the limits on how much of those basic freedoms can be taken away underlie this proposed amendment, which I believe would send us on a slippery slope with potentially no end."

The contest, open to juniors and seniors at colleges and universities across the United States, brought in 83 entries from 15 schools in 11 states. Students could write on one of three issues: a Constitutional amendment banning flag burning; the right of reporters to keep sources confidential; or the degree of protection the First Amendment should grant to the Internet.

Dean Will Norton said he was proud of the students who won the awards and even more pleased that UNL students entered the contest in the first place.

"The First Amendment is the foundation for our teaching in the college," Norton said. "It is important that all our students understand its impact. Faculty members integrate concepts relating to the First Amendment throughout students' education. The quotes on the walls in our building even focus on First Amendment issues."

The winning essays are available online at <http://www.uky.edu/CommInfo-Studies/JAT/fac/>.

J school students elected to UNL student government

Three J school students were elected to student government posts in March.

Laine Norton, a junior news-editorial major, from Lincoln, was elected first vice president. Courtney Hejny, a freshman

advertising major from Eagle, was elected to the Committee for Fees Allocation. Riana Perez, a sophomore broadcasting major, was elected as a senator to represent the journalism college. She is from Cheyenne, Wyo.

J school students make a haul at Nebraska ADDYs

UNL journalism students brought home 14 awards from the Nebraska ADDY Awards ceremony in February.

Katie Cavanah won four Gold ADDY Awards and best of show for Reliable Writing. Sarah Kraus and Mike Vithoulkas took two Gold ADDY Awards for the Legal Grind campaign.

Sarah Kraus won a Silver ADDY Award for a UNL Ad Club campaign. Trevor P. Meyer and Brandon Curtis took two Silver ADDY Awards for a Land Rover campaign.

Stephanie Turman received two Silver ADDY Awards for Style Files, The Heavenly Way to Raise Hell.

Kevin Fuller took a Silver for Charlie's Game and another Silver for Trail of the Dead. Dustin Tomes earned a Silver for the Land Rover campaign.

News-ed students honored with NPA awards

Two news-editorial students received awards during the Nebraska Press Association's annual convention in April.

Brady Jones, a freshman, wrote the winning sports column in the Better Newspapers Contest for Class B weekly papers. Jones wrote for his hometown paper, the *Gering Courier*.

Jason Wiest, a senior, tied for third place in the inaugural Tom Allan Writing Contest for college journalism students that took place during the NPA convention.

Two campaigns get PRISM awards

Two of the college's 2005 advertising and public relations campaigns received PRISM awards from the Lincoln chapter of the American Marketing Association.

One award went to the spring 2005 "Knowing Eastmont" campaign for the Eastmont Towers Retirement Community with students Aaron Eske, Maggie

Pavelka, Heather Cannon, Micah Intermill, Anna Melvin and Emily Hagen.

The other went to the "Under our Roof" campaign for People's City Mission from fall 2005. Students participating were Lindsay Albers, Heidi Knobbe, Bill Galusha, Abbie Farrar, Coco Schrader and Jasmine Zwiebel.

The Lincoln AMA sponsors the annual Prism Awards to recognize marketing excellence in Lincoln. A panel of out-of-state judges affiliated with another AMA chapter reviews all entries. The awards luncheon was May 11 at Embassy Suites.

In addition, both of these campaigns have been or are in the process of being adopted by the clients, according to Stacy James, advertising faculty member. "That's the ultimate reward for students, clients and the J school," James said.

Advertising student dies in boating accident

Freshman advertising major Morgen Wees died Sunday, May 28, in a boating accident near Tekamah. She was 19.

The daughter of Stephen and Merri Wees, Morgen was a 2005 graduate of Ralston High School where she had sung in several choirs and had been in numerous school plays and musicals. She was also a member of the National Honor Society and played on the girls golf and tennis teams. At UNL, she was a member of Pi Beta Phi sorority.

In addition to her parents, she is survived by a brother and a sister and grandparents. ■

UNL students succeed in Hearst competition

UNL's J school has never done better. Competing against students from America's best journalism schools, three CoJMC students captured a national championship, a third place and an honorable mention at the 46th annual Hearst National Championships in San Francisco.

"I believe the Hearst results demonstrate the caliber of the students, the experience of the faculty and the quality of the curriculum," said Will Norton, dean of the College of Journalism and Mass Communications.

Omaha senior Chris Welch won the national championship in the broadcasting category for his television news report on immigration issues. Besides a first-place medallion, Welch received a check for \$5,000.

Omaha's Michael Bruntz, a May news-editorial graduate, took third place in the writing competition for his stories on immigration and former California Gov. Jerry Brown. He received \$3,000.

News-ed senior Brian Lehmann of Lincoln earned an honorable mention in the photo-journalism category and won the "best picture story of the year" award for a series of photos documenting the Platte River. He received \$2,000.

Often called the Pulitzer Prizes of college journalism, the Hearst awards are open to undergraduate students in the nation's 105 accredited journalism programs. This academic year, 836 entries were submitted, and 24 students qualified for the 46th edition of the three-day national championship event.

Dean Norton spoke glowingly of the CoJMC Hearst winners. He described Welch as "smooth and fearless," Bruntz as "funny" yet "serious and driven" and Lehmann as "an incredible young man who can turn coal into diamonds."

This year also marked the first time that the College of Journalism and Mass Communications qualified three students for the national championship in three different categories: broadcasting, writing and photography.

In the Overall Intercollegiate Hearst Competition this year, the University of Nebraska-Lincoln placed fourth nationally behind the University of North Carolina, Chapel Hill, first place; Arizona State University, second place; and Western Kentucky, third place.

During the yearlong competition, Welch had placed third in television feature. Laura Liggett was third in television news, and Jesse Starita was 12th in radio feature.

In the writing competition, Bruntz had placed fifth in sports writing and ninth in spot news to earn a trip to the finals. Other UNL news-editorial students who placed in the 2005-06 Hearst competition were Quentin Lueninghoener, editorial writing, fourth place, and Melissa Lee, personality/profile writing, fourth place.

Lehmann placed third in the picture story/series competition and 13th in another Hearst photo category. Others who placed in the photojournalism contest were Alyssa Schukar, 10th, and Kris Kolden, 15th and 16th. ■



Research, teaching two sides of the same coin

■ BY DOUG ANDERSON

We are proud of the college's special enterprises that offer opportunities for faculty members and students from our spectrum of departments to converge: the Pennsylvania Center for the First Amendment, the Media Effects Research Laboratory, the Institute for Information Policy, the Jimirro Center for the Study of Media Influence, the Center for Sports Journalism, the Dow Jones Center for Editing Excellence and the Arthur W. Page Center for Integrity in Public Communication.

Our centers, institutes and research labs cut across the college's department boundaries. Some of them emphasize programming, outreach or instruction while others focus exclusively on research.

The centers, labs and institutes are our primary vehicles for collaborative research and grant activity; they also have raised the visibility of the college's good works among its external constituencies. For example, our research activities are attracting more and even higher-quality applicants to our graduate programs, and the college benefits across the board.

Here is an overview of the missions of our seven special enterprises:

■ Pennsylvania Center for the First Amendment. Provides research and commentary on contemporary First Amendment issues and gives undergraduate and graduate students opportunities to participate in cutting-edge projects.

■ Media Effects Research Laboratory. Facilitates high-quality research on the psychological effects of media content and technology.

■ Institute for Information Policy. Conducts sponsored research on key topics to inform information policy decisions.

■ Jimirro Center for the Study of Media Influence. Studies the ever-changing impact and influence of mass media on society.

■ Center for Sports Journalism. Explores issues and trends in sports journalism through instruction, programming and research.

■ Dow Jones Center for Editing Excellence. Fosters excellence in copy editing skills through outreach and training.

■ Page Center for Integrity in Public Communication. Studies and advances ethics and responsibility in corporate communications and other forms of public communication.

Obviously, a broad-based communications program like Penn State's, with its 65 full-time faculty members, can organize many of its research efforts through its centers and institutes. We expect our faculty members to engage in the scholarship of research and creative accomplishments. And that engagement should be tied logically to the expectations of the institution. It stands to reason that faculty members at research institutions, particularly those at Carnegie Research I universities like ours, would, on the whole, be more active and productive than those at primarily teaching institutions where faculty generally have heavier instructional loads.

We ask that our faculty members contribute to the literature and body of work in their fields — and stay current in their

Diversity and variety are key to a college's research program. At Penn State, the College of Communications recognizes that its mission calls for an academically and professionally diverse group of faculty members who possess distinctly different talents and who showcase their work in a variety of venues. The goal is simple: to serve our students.

We strive for balance: offering programs that emphasize professional preparation of undergraduates; providing a blend of technique and conceptual courses; operating academically rigorous master's and doctoral programs; pushing internship experiences for our students; and insisting upon scholarly, professional and creative productivity from the faculty.

We are not here simply to impress others in our field across the country or those in other disciplines across campus. We are here to serve our students, our discipline and the professions we prepare our students to enter.

Our five undergraduate majors — advertising/public relations, film-video, journalism, media studies and telecommunications — demand that we provide a faculty that can meet the needs of each. We have faculty members who produce films; we have faculty members who write exclusively for refereed scholarly journals; we have faculty members who publish primarily in law journals; we have faculty members who write textbooks; we have faculty members who write books largely for academic audiences; we have faculty members who publish in multiple venues; and we have faculty members who write or create for largely professional audiences.

We don't apply a cookie-cutter approach that might work for units that are not as diverse in mission as we are. We recognize clearly that faculty members with different talents, diverse research interests and multiple teaching specializations need to have the incentive and freedom to be productive in their respective realms.

Our measure of productivity and success is a large matrix — not a single cell.

knowledge of it. Naturally, forms of scholarship can and should vary.

Many of our faculty members do most of their work independently — as sole authors — while others work collaboratively: sometimes with colleagues in their department; sometimes with colleagues in other departments in the college; sometimes with colleagues in other colleges on campus; and sometimes with colleagues from other universities. Occasionally, for example, it is advantageous for professors whose work normally makes use of legal methodologies to work with those who use historical, qualitative or survey methods.

Our faculty's overall level of productivity would seem to clearly meet the expectations of the college as well as those of Penn State and the Accrediting Council on Education in Journalism and Mass Communications.

Obviously, the spectrum of programs accredited by ACE-JMC is broad. They range from departments with fewer than 100 students and faculties that number in the single digits to free-standing colleges with nearly 3,500 students and 70 faculty members.

The institutions in which they are housed also run the gamut. They include liberal arts colleges with fewer than 2,000 undergraduates, mid-sized regional state universities, elite

national private universities and land-grant universities with more than 70,000 undergraduates.

ACEJMC standards note the need for "faculty members [to] communicate the results of research, creative and/or professional activity to other scholars, educators and practitioners through presentations, productions, exhibitions, workshops and publications appropriate to the activity and to the mission of the unit and institution."

The council, its committee and its site-visit teams often struggle with whether the scholarly and creative output of a unit's faculty meets the council's threshold.

One significant indicator of whether a program's productivity meets expectations might be the rate at which its faculty members are tenured. If it is at roughly the same rate of those in other disciplines on their campuses, the program is undoubtedly meeting research expectations.

If that is the case and if there indeed is clear evidence of scholarly and creative faculty output — all the while recognizing fully that expected productivity will vary based on the type of institution and mission of the program — the council's decision might be more clear-cut than is often thought. ■

Doug Anderson is the dean at Penn State University's College of Communications.

Peer-reviewed journals are not the be-all and end-all

■ BY ED DONNERSTEIN

"Excellence in research" does not automatically equate with "publication in peer reviewed journals."

In a recent meeting of the committee of the Accrediting Council on Education in Journalism and Mass Communications in Chicago, I commented on the definition and excellence of research. I did this not to critique the suggestion that our own Journalism Department was not in compliance with the research criteria, but rather to note that excellence does not necessarily demand publication in "peer reviewed" journals. Instead, excellence can be judged and evaluated in terms of research productivity and impact.

In our own case, the statement that the Journalism Department must do more peer-reviewed journal articles is too prescriptive, especially given the way the department, the college and the university embrace broad definitions of research.

I strongly believe that the criteria being used to define research places much too much emphasis on peer-reviewed journal articles. Such a definition is much too narrow. The definition of the term "refereed" has, over the years, been expanded and includes much more than peer-reviewed articles.

For example, in my own field (social psychology), the most cited and prestigious outlet is an edited book series, which certainly does not undergo the usual peer-review process. To have one's research placed in this "Advances" series speaks volumes about the nature of one's work, the reputation of the author and home institution.

Today, having chapters in volumes defined as "The Handbook of ..." also lends credibility to a faculty member's

research. In this case a book chapter may represent more significant research than a journal article. Is it peer reviewed? Not in the traditional sense. However, we can all recognize what are the foremost volumes in our field that reflect the best in scholarship and impact.

Another example is the work of a senior faculty member in the University of Arizona Communication Department who wrote many of the FCC rules for children's television programming. Does that represent refereed research? Absolutely. His work didn't undergo traditional peer review, but it was certainly refereed by a number of FCC commissioners. Doesn't it count just as much as, if not more than, a journal article?

The principal criterion that should be used for evaluating any research in our fields is the quality of work, not the type of referee process that the work has undergone. The term "refereed" should be broadly defined, to take into account the various types of review and publication venues that are involved with research in the academy today.

I have been a dean for many years at two different institutions. In this capacity I have examined hundreds of promotion cases. At my current university, I look at the criteria we have set forth as exemplifying excellence in research. Excellent research should have a demonstrable impact on the area of study to which it is meant to contribute and should provide evidence of attained scholarly and research distinction as well as a strong presumption of future distinction.

Excellence concerns quality, not quantity. Listing the activities of the candidate and counting publications or grants is not enough. The degree of originality, size of contribution and impact in advancing thought in a field are all equally important. These criteria must take account of the changing nature of scholarship, including interdisciplinary work and work within one's own profession. ■

Ed Donnerstein is dean of the College of Social and Behavioral Sciences at the University of Arizona.

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Hearst Contest Winners



Brian Lehmann, Michael Bruntz and Chris Welch celebrate their win June 10 at the annual Hearst National Championships in San Francisco. This year, 836 entries were submitted and 24 students qualified for the three-day national event.

▶ See story on page 59.

**UNIVERSITY OF
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