

UNIVERSITY OF NEBRASKA-LINCOLN

# Jnews

COLLEGE OF JOURNALISM AND MASS COMMUNICATIONS  
SUMMER 2007



**Changing  
students,  
changing  
the world**

*Pages 18-19*

FRONT ROW: HOWARD BUFFETT, JOEL SARTORE AND THOMAS MANGELSEN BACK ROW: DEAN WILL NORTON JR., NEB. PRESS ASSOCIATION EXECUTIVE DIRECTOR ALLEN BEERMANN ■ Photo by Bruce Thorson



Tom Getman

# Ford knew the power of the word

Much was said about the grace, charity and caring spirit of President Gerald R. Ford during his memorial services earlier this year. His deep personal faith in God and the U.S. Constitution were cited both by the words spoken of him and by the non-verbal symbolism.

In the long-planned funeral activities and appointed biblical texts, an inclusion of the "fourth estate," particularly at the National Cathedral state funeral, was central.

Why was Tom Brokaw's invitation to speak an important statement for Mr. Ford to make? Brokaw's expression of affection was shared by many of the journalists who covered the Ford White House. This was true especially for those who were a part of the press corps traveling pool during the 38th president's short but pivotal tenure.

The symbolism was not lost on those close to him; it spoke loudly of the easy manner Ford had with all people he touched and his unthreatened and open personality that embraced free interchange and lack of need to censor friends, family, political colleagues or the press — but as well his own discipline in his thoughtful use of speech.

Even 30 years later President Ford's easy accommodation of variant opinions and strongly held — even opposing — views expressed publicly or privately is legend. One story his eldest son Michael Ford tells is illustrative:

"My father's great respect for the First Amendment as a foundational principle for our democracy and union was well known. Yes, he did welcome dissent in both the public and private arenas, as he was able to evaluate the source and the substance of the differing point of view and rethink or reaffirm his position. A great illustration of his open-mindedness was his position on the Equal Rights Amendment where initially he was opposed to ERA because it singled out women's rights vis-a-vis other people's rights. Then after hearing the various ERA arguments and listening to my very persuasive mother, he came around to be an active proponent of ERA even though it did not ultimately pass. That was not the first or the last argument with Mom that he lost."

Indeed Betty Ford and the Ford children were not stifled in statements or lifestyle by a politician who valued his chances for election or political survival ahead of their guaranteed First Amendment Rights — or those of his friends, staff and political opponents.

It is often said about senior leaders that their most powerful communication is the non-verbal, that which bespeaks their personal self-confidence and secure self-image or the lack thereof. It is what is fleshed out, not what is said, that so often reveals the true character. Incarnation of expression is the theological word for this highly effective and compelling self-effacement. And Ford's comfort level with expression from his loved ones and critics alike surely resulted in a constant reaffirmation of the centrality of the First Amendment. No wire-tapping or censorship was needed to shore up a fragile ego.

Freedom of speech was honored in the Ford household and in the wider community, including in the press.

One evening in the family quarters of the executive mansion, this writer got a personal glimpse of this rare unencumbered quality. A serious conversation, even debate, was enjoined about the theological correctness and political ramifications of whether he should be more overt

in his declaration of his personal faith in order to win back some of the angry evangelical voters, especially Republicans, whom Jimmy Carter was capturing during the 1976 campaign. This was after he had omitted a suggested overt line mentioning Jesus in a National Prayer Breakfast speech earlier in the year. (He did, much more appropriately, pray spontaneously in "the Name of Christ" to close his remarks.)

In the course of the White House conversation, Ford quite forcefully asserted, "Jimmy Carter is free to do what as a Baptist he is comfortable with, but as an Episcopalian I could never use my faith in Jesus to manipulate people into voting for me or even to publicly rationalize decisions. Because I'm human, it could reflect badly on the Lord." He said his position came from a conviction that he should not be disingenuous to himself, his style of witness and desire to respect others' views and in order to avoid the risk of confusing church and state in peoples' minds. That, accompanied by his position about the Nixon pardon, were twin pillars of a never-to-be-forgotten lesson to those who knew and loved him as to how principles were more important to Ford than being elected.

But the somewhat tense mood shifted abruptly after a nightcap was poured and Ford began to chuckle like a schoolboy as if a preadolescent joke had been told or a faux pas committed. When asked if his guest had embarrassed himself or said something foolish, he responded with great delight, "No, I am just tickled that here we are — two country boys from small Midwestern towns — and we are sitting in the White House!"

His capacity to put others at ease, even after sharp disagreement or debate, and to press home a teachable moment about one of our most important Constitutional truths was a sign of inviolable core values.

Researchers at the Ford Library indicate, in fact, that he rarely spoke publicly about the First Amendment, and when he did, it was most often indirectly. One occasion of an overt reference was appropriately at the dedication of a new headquarters for the *Anderson Daily Mail* in South Carolina.

He said, "We need more, not fewer, news media ... including newspapers. Every reporter, as I see it, is under an even greater responsibility to operate without fear and

without favor, and every newspaper has the responsibility to keep alive the tradition of a free press. ... We can participate in an occasion that pays tribute to one part of our Constitution ... the perpetuation of a free press."

Referencing the recent past assaults on the same, he declared, "There is one thing that must be preserved above all others, and I refer to the First Amendment."

Indeed. May we be granted more national leaders like Gerald R. Ford in these troubled days marked by fear, wiretaps and other intrusions on privacy and rights, "enemies lists" and preachers who curry favor by being cheerleaders for failed — even unbiblical — policies.

Mr. Ford wisely kept his faith in his heart and in his actions, fearing, appropriately, the dangers that could besmirch both. He knew the danger of a Fourth Estate that self censors in order to curry favor or avoid conflict with political parties or perceived prevailing patriotism. As Henry Kissinger said at Mr. Ford's Cathedral funeral service, "He had an impact so profound it is rightly to be considered providential." ■

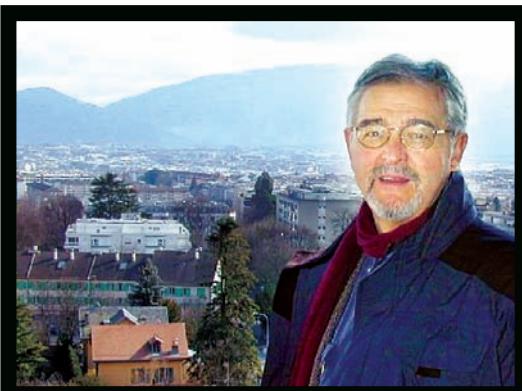


Photo CoJMC Archives

Getman is World Vision's director for humanitarian affairs and international relations and knew Gerald Ford in the 1970s

# Jnews

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Photo by Stephen Hermann

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# The rich heritage of Nebraska journalism

Kathryn Christensen, an alumna of this college and then vice president of television for *The Wall Street Journal*, sent me an e-mail on June 8, 2006: "I wanted to let you know of a big change in my life: my last day was May 31.

"... I'm not at all sure what I want to do. ... I think I've told you ... that I do want to return to Nebraska at some point."

I immediately wrote Senior Vice Chancellor Barbara Couture. Indeed, correspondence between us and between Kathy and me continued at a steady pace as Kathy considered her options.

When I knew she was sure she wanted to return to her home state, I informed Dr. Couture, and on Sept. 21 I wrote Kathy: "Will you accept this offer?"

"Yes, indeed," she responded.

Kathy Christensen is only the latest of a series of outstanding professionals who have returned to campus after decades at the highest echelons of media.

Clearly, the College of Journalism and Mass Communications today is enjoying the benefits of 40 years of faculty commitment to teaching basic skills. During the eras of Bill Hall and Neale Copple, two icons of this program, the school moved from a more theoretical curriculum to one that focused on communication skills.

Because of that mission, hundreds and hundreds of graduates have left Burnett and Nebraska and Avery and Andersen halls prepared for exceptional professional careers in both media and non-media organizations. As a result, many observers have concluded that the college is merely a very good, non-academic, anti-intellectual trade school.

Indeed on two occasions during my tenure, the chair of an accreditation site team has declared that this college is lacking in scholarly productivity.

This has been difficult for our faculty to accept, given the number of books, articles and documentaries the college faculty has produced in the last 17 years. However, it is a conclusion that stems from a conviction by some that journalism education is nestled comfortably in the soft social sciences.

Indeed, one of these persons asked a faculty member, "Who's doing journal articles around here?" Such a conclusion seems to ignore the writings of the ancient Greeks.

Aristotle, Plato and their compatriots taught their students to debate and argue their city's news and issues in the



amphitheaters of ancient Athens. Those amphitheaters were the mass media of that time.

Aristotle and Plato called the discipline rhetoric. It did not require one- or two-tailed tests at the .01 level or multiple regression analyses in order to be considered scholarly endeavor. It dealt with effective writing and speaking, and rhetoric was included among the original liberal arts.

As a result, all universities had departments of rhetoric. However, as modern research universities developed (with a focus on grants for empirical research), an emphasis on empirical scholarship replaced instruction in rhetoric.

As a result, students with high ACT and SAT scores often do not know grammar as well as they should, and they struggle to write and speak clearly.

It is a given on university campuses that communication skills are uncommon for the typical graduate.

However, our faculty members appreciate and develop rhetorical skills in their students. As a result, our graduates have an advantage in many fields in addition to media.

Similarly, faculty members at the School of Journalism at the University of Montana share these values. I attended the recent dedication of Anderson Hall, that school's new home, and was inspired by Dean Jerry Brown's definition of journalism education as teaching in rhetoric.

He concluded his remarks by announcing that he was leaving the deanship to join the faculty full time, and he introduced the new dean of the School, Peggy Kuhr, a 1973 graduate, who had distinguished herself in newspapers and now was returning to her alma mater. (See page 74 for Dean Brown's remarks.)

Among the guests that day was Nathaniel Blumberg, former dean at Montana and a popular and effective professor of journalism at the University of Nebraska during the early 1950s.

Our two programs share claims to Dean Blumberg, but, more importantly, we share a definition of what media education is all about, and those shared values attract top professionals to come back home.

Clearly, that has made a significant difference for our students.

*Eric Worth, Jr.*

## FAIRNESS AND ACCURACY

# Christensen brings career lessons to the classroom

by CASSIE FLEMING

An Emmy is a nice award, but a lot of people win Emmys.

And, in television, winning an Emmy is very much a team project.

Really, her two Emmys are just team projects, she said. No big deal.

She talks very humbly,” Will Norton, dean of the College of Journalism and Mass Communications, said of the most recent faculty addition, Kathryn Christensen. “Really good people — that’s how they behave.”

In a long and distinguished career, Christensen made it to the highest elevations of two media mountains — serving as executive producer of ABC’s “World News Tonight” and later as vice president of television for *The Wall Street Journal*.

She returned to UNL, her alma mater, in January, and — more than just a really good person — she is the perfect fit for the journalism college’s focus on convergence, Norton said. In her first semester, she taught the Art of Writing, a boot camp tutorial on grammar and good writing, and team taught NewsNetNebraska, the J school’s online news publication.

Norton was enthusiastic about the skills Christensen brings to the college. “She’s a terrific journalist — and not just in broadcasting and not just in print but in both.”

Christensen will use those skills in her teaching.

“The biggest surprise of being back in the classroom is that so many of the foundations in writing and grammar

I learned in high school the students today don’t get in high school,” she said.

During her journalism career, Christensen said, her work philosophy centered on fairness and accuracy.

“You have to sort of understand that we need journalists in a democracy,” she said. “It puts a lot of obligations on journalists.”

Fairness, she said, is a journalist’s main obligation. Reporters must be scrupulous in getting all sides of a story, and they must also be able to discover things other people are unaware of.

Christensen said she hasn’t developed a teaching philosophy yet. She just hopes her students learn something.

But anyone looking at Christensen’s resume would likely conclude her students will, indeed, learn something — most likely a good deal. After growing up in Fullerton, Neb., and earning a bachelor of arts degree in news-editorial from UNL in 1971, she worked at *The Des Moines Register* until 1973, the *Chicago Daily News* and *Chicago Sun-Times* from 1973 to 1978 and the *Charlotte News* from 1978 to 1979. She



**People get their news from a variety of sources now. And you have to get used to delivering the news on a variety of platforms.**

both Boston and London.

“On the print side, there were lots of times when you’ve finally pushed the rock over the hill, and you know you will make a difference. It’s a lonely experience but a victorious one,” she said.

Christensen then jumped into broadcasting for the first time as the senior broadcast producer, then executive producer and then managing editor of ABC’s “World News Tonight” with Peter Jennings from 1990 to 1991. Shortly after, she worked at the >>>

then joined *The Wall Street Journal*, working in the Dallas, San Francisco, Boston, New York and London bureaus before leaving the newspaper in 1990. During that time she also served as the bureau chief in

*Baltimore Sun* until 1993, and then returned to "World News Tonight" to serve as the managing editor, executive producer and senior broadcast producer from 1993-1999. It was here that she won her two Emmy awards for investigative coverage of campaign finance and special coverage of domestic issues. In 1999, she returned to *The Wall Street Journal*, serving as the vice president of television and the vice president international in Hong Kong.

Christensen said her most memorable moment in broadcasting was the weekend after the Oklahoma City bombing in 1995. Soon after that April 19 event, Timothy McVeigh was arrested for the crime. He was later convicted and executed.

"McVeigh had just been arrested, and I was in charge of ABC's broadcast that night," she said. "People who weren't supposed to come in came in, and because there were so many different stories going around, I just remember thinking, 'Oh, please, can we just get this on the air and get everything done fairly?' In broadcast you really have to work as a team."

Saying college is quite similar to the workforce, Christensen is again humble about her accomplishments.

"I doubt the 'real world' is any different than what students are doing today," she said. "It doesn't matter where you are, you have to work hard — and be willing to work."

While working at "World News Tonight," Christensen supervised coverage of presidential elections, the 50th anniversary of the invasion of Normandy and the South African election that installed Nelson Mandela as the

nation's leader.

But despite her global reach, she never forgot her Nebraska roots.

Christensen said she always thought she might like to teach, and throughout her professional career, she had several conversations with the dean about a teaching position.

When she left *The Wall Street Journal* for good in June 2006, she wanted a change and to be closer to family. She remembered her conversations with the dean.

"She called and said she would still be interested in teaching," Norton said. "I wrote the vice chancellor and said, 'This is the key person we need to have at this school.'"

The vice chancellor agreed, and Christensen was welcomed to UNL.

And she is this key person because the ability to work in either print or broadcast alone is becoming meaningless, a topic with which she is familiar.

"The distinction between news-ed and broadcasting is increasingly diminishing, and you need to know how to do both," Christensen said.

Today's audience has changed so much that the media are now competing with growing leisure time as well as with an audience that isn't nearly as loyal as it once was to specific news organizations.

"People get their news from a variety of sources

now," she said. "And you have to get used to delivering the news on a variety of platforms."

While Christensen is a proponent of students' gaining knowledge in both print and broadcast journalism, she is careful to note that only very small differences separate the two.

"A story is a story," she said.

And her ability to find a good story is what sets Christensen apart from other journalists, said Larry Rout, a senior editor at *The Wall Street Journal*.

"She knows, recognizes immediately, what makes a story," Rout said.

Rout and Christensen began working together at *The Wall Street Journal's* New York office in 1981 and have been friends for the past 25 years.

"She is probably one of the smartest people I've worked with," Rout said. "She works hard. She's thoughtful and clear-eyed."

What Rout found particularly impressive while working with Christensen, though, was her allegiance to her staff. Rout and Christensen were New York news editors together, and Christensen supervised a staff of about 12 people.

"She's as loyal to her staff as her staff is loyal to her," he said. "She worked hard to make sure her staff's stories received prominent placement — and they worked as hard as they could for her."

Christensen said once she was satisfied with a story, she became a strong advocate for it.

"In terms of reporting, I think I was considered fairly demanding," she said. "But once a story was written, I wasn't keen on having it rewritten if it didn't need it."

After establishing an impressive national reputation, it hasn't taken her long to establish an equally remarkable one at UNL. She was recently named an honorary member of the Innocents Society, the Chancellor's Senior Honorary at UNL, which bases membership on superior academic achievement, unparalleled leadership and selfless service to the university and community.

Additionally, Christensen was the keynote speaker at UNL's Ivy Day, an event co-sponsored by Mortar Board and the Innocents Society. Laine Norton, a senior journalism major and Innocents Society vice president, invited Christensen to be the speaker.

"... she represented what the society stands for. She has had a successful career and is an alum who speaks volumes."

Laine Norton said she was awestruck when she met Christensen and even more impressed by her speech.

"The feedback I received was the most interesting," she said. "People were asking me how they could get a hold of this woman. Three-fourths of that room had no background in journalism, yet she connected with all of them. It was as if she was having a conversation with the entire room rather than giving a formal speech."

Christensen would probably say her success as a speaker, like the Emmys, is no big deal. ■

**I doubt the 'real world' is any different than what students are doing today. It doesn't matter where you are, you have to work hard and be willing to work**

# Finding common ground, debate in a democracy is not an either-or proposition

■ by KATHRYN CHRISTENSEN, Ivy Day keynote speaker

It is, truly, an honor to be here; I was not even within wishing distance of playing a role in Ivy Day when I was a student here 36 years ago ... and I've no doubt that the standards for reception into Mortar Board or The Innocents Society are even tougher now than they were during my college days.

You may wonder, in fact, what I've done to deserve this podium, this chunk of your time. My life and experiences have been interesting to me, of course, but what might make them interesting to you? Perhaps the answer is in what we have in common: I stand here as someone just like you, one of countless Nebraskans and Midwesterners who owe so much to our families, our hometowns, this university and the people who have encouraged and helped us to stretch for interesting and productive lives.

When Laine Norton and Tyler Moore invited me to speak today, they suggested that there might be interested in my perspectives, as a graduate of this university and a longtime member of the national media, on our nation and our world. Mine are no more valid than anyone else's, but I am glad to share them with you. I'd like to do that against the backdrop of the goals of these two honor societies — not just scholarship but also leadership and selfless service. The latter two, I believe, are in too short supply in our country today, along with the practice of listening to and respecting our differences.

Let me deal first with my own business — the media —

because it has a profound effect on our nation and — let there be no mistake — what happens in our nation has a profound effect on our world. With that comes profound responsibility.

On one of the walls of the College of Journalism is a quote from Thomas Jefferson, basically asserting that given a choice between a government without newspapers — there was no TV or Internet back in 1787 — or newspapers without government, he wouldn't hesitate to prefer the latter: newspapers without government. Twenty years later, though, he wrote of the "putrid state" of newspapers and bemoaned "the vulgarity and mendacious spirit of those who write them." Still, he concluded, "the press is an evil for which there is no remedy. Liberty depends upon freedom of the press, and that cannot be limited without being lost."

That is still true today, but it is sometimes hard to argue in the face of what we see on much of the media landscape. I do not believe that Americans, or anyone else for that matter, are craving a fix of Anna Nicole every 15 minutes. I don't believe that most of the hundreds of talking heads on television are experts in all matters Iraqi or Middle Eastern. I do believe, though, as Peggy Noonan recently wrote, cable television "is a place where you pay little price for being wrong."

But cable — and the rest of television, the Internet and the newspapers — they are all places where much damage can be done. The problem is

not a media conspiracy; journalists and wanna-be journalists are too stubborn to ever plan and agree on anything. The problem is just the opposite: an "anything goes" tendency that is gaining momentum against the backdrop of unprecedented competition and cost pressures.

We have blurred the lines, as Dow Jones chairman Peter Kann recently wrote, that separated journalism from entertainment from opinion, and yes, from commercial relationships. We embrace the bizarre and the perverse. We have encouraged stereotypes: Businessmen are greedy, and environmentalists are saintly. But worst of all, we have made important, complicated situations into sporting events. One team versus another. Too many things are either all good or all bad. And what we build up as all good today, we tear down as all bad tomorrow.

We in the media — and that is a big crowd these days, because nearly everyone who can write or speak is calling himself a journalist — have reduced serious and important debates to either/or propositions.

Americans in general, however, are not so rabidly polarized on any one issue. They are, I know, capable of seriously discussing and weighing such things as the appropriate balance of civil liberties and national security. If only the media would encourage that and add to the debate instead of too often trying to ignite it.

Americans also are less likely than the media — or our

fractured politicians — to reach for the trigger.

Last weekend, I watched one political show in which one of the U.S. attorneys who was recently fired was being interviewed. The moderator asked now former U.S. Attorney Bud Cummins whether Attorney General Alberto Gonzales should step down because of the firings. Listen to how Mr. Cummins, who had every reason to be upset, at the least, with the attorney general, replied: "Well," he said, "you know, out here in Arkansas, we don't necessarily put a bullet in everybody that makes a mistake like they seem to do in Washington."

Score one for rational discourse, for ratcheting down the rhetoric. When was the last time you heard a talk-show host listen to the answer to a question he had just asked? When was the last time you saw two politicians on television actually appear to ponder the other's point?

I am worried, as you can see, that too many in the media are subtly — and unintentionally, I am sure — encouraging the shouting and the noise instead of the thoughtfulness we need in a complicated world. Rational debate is impossible if we cannot agree on the same reality.

Engage with me for a moment in science fiction: Imagine a human on Mars, monitoring American cable television to learn about us earthlings. He would surely be convinced that we are on the brink of tearing each other's throats out, interrupted only by time-outs every 10 minutes for >>

## IVY DAY

3.24.07

## J SCHOOL INDUCTEES



**MAIKA BAUERLE**  
*broadcasting*  
 Mortar Board



**JESSICA DELAY**  
*advertising*  
 Innocents



**RIANNA PEREZ**  
*broadcasting*  
 Innocents

an update on whether Britney is in or out of rehab. And if this Martian were reading a local newspaper, he might think the only two inhabited places on earth were America and Iraq.

This is not the world you live in. But increasingly, I think, you will have to work to stay informed, to find relatively complete, contextual information on important issues. There are news organizations that still practice this, but there are fewer of them than when I began my career. Thanks to the Internet, you may give up entirely, preferring to read, watch or listen to only those pontificators with whom you agree. The search engines will allow you to do that, and you won't need to be bothered with learning things you don't specifically ask for.

That puts more pressure, it seems to me, on those in my business to find ways to serve the public interest. Thoughtfully, quietly but diligently. A constitutional right to survive does not guarantee survival.

All of this comes at a time when we need to engage even more with each other — and by each other, I mean the world. One notion gaining steam these days that I find particularly dangerous is this

certainty that the entire rest of the world is anti-American. Or, to be specific, anti-American government.

That's not the case, in my experience. It is nothing more than anecdotal evidence, but in my time in Asia, Africa, Europe and the Middle East, I've found as many supporters as opponents.

Two weeks ago, for example, I was in Kosovo as part of a program my college engages in to promote democratic principles in struggling societies. Kosovo, you'll recall, was pounded by the American-led NATO bombing just eight years ago. Many of the people I met fled — and lost — their homes, seeking refuge in the nearby mountains. Today, they are still rebuilding their country. But I was completely taken aback at the number of those people — Albanians and Serbs — who, unsolicited, praised our country for their liberation from the tyrant Slobodan Milosevic.

Years earlier, in the late '80s, I was on the Iraqi-Turkish border as thousands of Kurds, victims of Saddam Hussein's chemical gassing, crossed the border. Everyone I met was hoping for Western intervention.

I will tell you also of one night, also in the '80s, when I was sitting in a Jerusalem cafe with several American journalists. We were all expatriates and, because journalists always can find something to complain about, we were all highly critical of the state of the world and our own country as well.

As the night ended, the conversation drifted to

the banal and someone asked the question "what possession is most important to you?" The answer, to a person: "my American passport."

Living outside your country is, I would add, one of the greatest of privileges: The perspective of distance, while living in another culture, cannot help but lead you to appreciate even more the wisdom, which must have had some divine inspiration, on which our young civilization was built.

I have seen the other side.

On the night of Jan. 31, 1987, one of my friends and colleagues, Jerry Seib, was detained by secret police in Tehran. I was then London bureau chief for *The Wall Street Journal*, and Jerry and his wife, Barbara Rosewicz, were based in Cairo and covering the Middle East for the Journal.

Jerry had been invited to Iran, along with more than 50 other journalists. While he was there, he was inexplicably picked up by the secret police, put in the notorious Evin prison and accused of spying for Israel, apparently because his dark beard made him look Jewish to them. They publicized the arrest of this so-called spy, which of course made it even more difficult to secure his release.

Jerry is a Kansas-born Catholic. His wife and I spent the next several days flying around Europe and the Middle East, meeting with various people, including a fellow we met with in the Zurich airport whom I believe was a CIA agent. After four days of interro-

Three J school students were inducted into Innocents Society or Mortar Board during Ivy Day ceremonies on March 24

gation, Jerry was released, through the efforts of the *Journal* and the U.S. government. No explanation.

I saw a different version of the same thing in 1999, while I was based in Hong Kong and heading the *Far Eastern Economic Review*, a pan-Asian weekly magazine we published.

Our correspondent in Kuala Lumpur, Murray Hiebert, had two years earlier written an article about a judge's wife who had filed a \$2.4 million suit against her son's school, apparently because the boy had been dropped from the school debating team. It was a short, not particularly significant article. But it embarrassed the judge, and the brotherhood of the Malaysian judiciary rallied around him.

Murray was accused of various crimes, his passport was confiscated and he was eventually brought to trial and convicted of contempt of court. It was something of a show trial to save face for the judiciary, and his three-month sentence was reduced to four weeks. But I've now seen the inside of two Malaysian prisons, places you don't want to be. And I watched court proceedings that — judicial wigs and robes aside — made me wince when, a short time later, Malaysia's then Prime Minister, Mahatir Mohammad, took the world stage to chastise the United States for various rights issues.

I mention those experiences just to illustrate the obvious: There is no universal opinion of our country. We are loved by some, hated by others. More often, the opinion is somewhere in the middle. It is, however, important to consider the source, or sources, of all of this emotion directed at us. And it is vital to know more of the story than we sometimes hear in today's highly-charged

environment.

And it is, in my view, so very important for us to engage, rather than withdraw, from the world. We are not a giant island, protected by oceans.

In his book "American Gospel," Jon Meacham calls our attention to a piece published in 1941 by Reinhold Niebuhr, the famous protestant clergyman and professor at Union Theological Seminary. In the piece, Meacham noted, Niebuhr was "talking about why isolationism was so strong and what Christianity could do to move the nation in the proper direction, to throw its force behind the British and the defeated peoples of the conquered nations in Europe."

Niebuhr argued then that many American Christians were suffering from utopianism, which he described as an idea that "war could be eliminated if only Christians and other men of good will refused resolutely enough to have anything to do with conflict."

"In our opinion," Niebuhr continued, "this utopianism has contributed to the tardiness of the democracies in defending themselves against the perils of a new barbarism."

Today, I think, we have yet another new barbarism.

If totalitarianism was the great problem of the 20th century, then extremism is, so far, the great problem of the 21st. So wrote Meacham, and I believe he hit the nail on the head.

Extremism is the danger we must overcome. At home, the extremism of rhetoric. Elsewhere, the extremism that breeds from the kind of desperate poverty and lack of education that makes one vulnerable to hatred. If hatred becomes the only sustaining emotion, it becomes a mission.

It is hard, maybe impossible, for us in this country to grasp that second kind of extremism.

I read recently that, of 14 countries surveyed by the World Health Organization and Harvard Medical School, the U.S. has the highest rate of depression. A former colleague, Bret Stephens, writing about this in *The Wall Street Journal* noted that there are many caveats within the survey. "A New York City lawyer who fails to make partner by his mid-30s may find and freely report himself to be depressed, for example, while a fruit-seller in Nigeria who makes just enough in a year to feed and clothe her family may be fairly contented and completely unaware of even the notion of depression."

But how long can this last? When will the frustrated New York lawyer get a grip and turn outward instead of inward? Will the Nigerian fruit-seller's son, who perhaps has to help his mother and forego school, tire of just surviving as technology brings the more prosperous world into his sights?

The gap between the haves and the have-nots is growing, just as our world is shrinking. We are the haves.

Aside from health — which is a big aside — our worries are, for the most part, those that come with the luxuries of liberty, gifts of the sacrifices of our parents, grandparents and founders. Gifts, as well, from those who are, politics aside, making sacrifices for strangers at this very moment. In Afghanistan and Iraq, there is no doubt that young Americans are seeing the worst of human nature. But they, like their parents in Vietnam and their grandparents at Normandy, are also seeing — and engaging in — the best of human nature.

**Selflessness.**

Our dilemmas today are not trivial.

I am among those who believe America does have an enemy, that we are threatened. Not by a country, not by a religion but by something more complicated and less organized than either of those. You might disagree.

But here on the ground level, you and I need to engage in that debate and listen to each other, respectfully, pondering what the other says. Allowing ourselves to change our minds, to appreciate each other's arguments.

We have decisions to make, together, and it is reassuring to me that the two honor societies of this university value leadership and selfless service as highly as scholarship.

It is perhaps dramatic to say our future rests on the thoughtful, listening leadership and service of these Innocents — named, as we know, for the 13 popes who stood as champions against evil — and Mortar Boards. But already, each of you has made a difference.

"Human progress never rolls in on wheels of inevitability," wrote Martin Luther King Jr. in his famous "Letter from a Birmingham Jail."

"It comes through the tireless efforts of men willing to be co-workers with God, and without this hard work, time itself becomes an ally of the forces of social stagnation. We must use time creatively, in the knowledge that the time is always ripe to do right." ■

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Kathryn Christensen joined the J school faculty in January after a career in both newspapers and broadcasting. She gave this speech during the spring Ivy Day celebration at UNL.

# For the people ...

Journalism should serve the citizens, not the government

by EARL CALDWELL

Back then, it wasn't unusual for people to treat us as though we were heroes. Sometimes at important events, they would actually cheer our arrival.

We were reporters, most of us newspapermen, but that's the kind of standing that we had back then, which was about 35 years ago. These were our readers, the consumers of our product, and because they believed in us, they gave us the most precious thing a reporter can have: credibility.

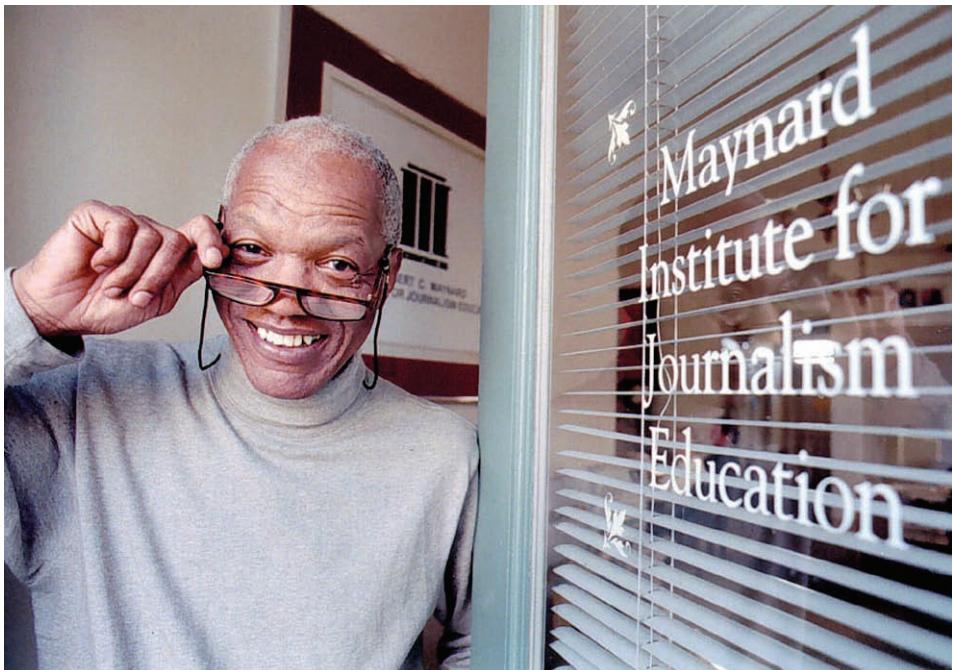
Once, when the government tried to mess with that credibility, it triggered one of the biggest First Amendment fights ever. I know; I was at the center of it. That was back then, too, back when I was a reporter at the *New York Times* newspaper, stationed in San Francisco and assigned to cover the Black Panthers.

I managed to get on the inside and, for more than a year, to report effectively on the Panthers. But at that point, the FBI grabbed me and said in the clearest way possible, "You are on the inside. You see what is going on and you hear what is said, and what we want you to do is this: Give us regular reports. Tell us what you find out. Let us know what you see and what you hear."

As I was soon to learn, this wasn't a request; it was a demand. I was told, "You tell us or you will tell it in court." When I refused to become the spy they wanted, J. Edgar Hoover, the head of the Federal Bureau of Investigation, went to the Attorney General John Mitchell, who had the support of President Nixon, and a subpoena was issued, demanding my appearance before a federal grand jury that was investigating the Black Panther party. They were messing with our credibility. But because they didn't believe that we were prepared to fight, they never saw the haymaker coming.

What happened next is a story that has never been told.

We beat them like a drum. We didn't do it with big corpo-



CALDWELL

Photo courtesy Scripps Howard

rate lawyers or bundles of corporate money. Reporters mobilized as never before. And in the forefront of that organizing were the budding black journalists' chapters from around the country. A memorable 1970 full page ad proclaimed:

"Message to the black community ... from black journalists

"We will not be used as spies, informants or undercover agents by anybody. We will protect our confidential sources, using every means at our disposal. We strongly object to attempts by law enforcement agencies to exploit our blackness."

The organizing black reporters hooked up with the highly organized black

America that was coming out of the civil rights movement and prepared to fight constitutional issues. The NAACP Legal Defense Fund came with the wherewithal, the money to fight and a genius constitutional lawyer in Anthony Amsterdam, a Stanford University law professor.

The victory that came in the United States Court of Appeals for the Ninth Circuit was total. The court put the burden on the government. You want to subpoena a reporter? You want to ruin a reporter's credibility? Then show why that ought to be done. Tell the court what you expect to get from the reporter. But also explain how you know what the reporter has in the first place. And

prove that you cannot get this information from any other source. And show that there is a great, overriding national interest in this information.

The court accepted the argument of professor Amsterdam, which was that the First Amendment not only protects sources and information but that it also protects the reporting process. The Justice Department did not even attempt to meet the test laid out by the Ninth Circuit. The army of reporters, mobilized in a fight for credibility, had its finest hour.

But that was back then.

Like a lot of reporters who have gotten old, I, too, am now in the classroom. I'm a part of the faculty at the Scripps Howard School of Journalism and Communications at Hampton University in Virginia. So I am too far from the newsroom now to know if there are yet reporters who hear the cheers.

Are there cheers for *San Francisco Chronicle* reporters Lance Williams and Mark Fainaru-Wada? In San Francisco, a federal grand jury was investigating the Bay Area Laboratory Co-Operative (BALCO) and its connection to steroid abuse by professional athletes. The two reporters were leaked the grand jury testimony.

A federal judge ordered them to reveal their sources. Both refused, and once all their legal arguments were turned aside, they were left facing jail. At the University of California, Berkeley, the journalism school hailed them as heroes. The two reporters escaped having to do jail time when one of the lawyers in the case, Troy Ellerman, admitted that he allowed Fainaru-Wada

to take verbatim notes of grand jury testimony of home run slugger Barry Bonds and fellow baseball players Jason Giambi and Gary Sheffield.

But the lawyer Ellerman also made this admission: He said that while he was secretly leaking the transcripts, he was publicly complaining to the judge about the leaks and even filed a motion to dismiss charges, arguing that the leaked testimony made getting a fair trial for his client "practically impossible." The leaked testimony became a centerpiece for a book the reporters wrote on the steroids issue, particularly as it pertained to the baseball stars. So they got what they wanted, but to do it, they had to look right past the lawyer who they knew was lying in his public statements. And those lies were printed in the newspaper where they were employed. Are they heroes?

And what of Judith Miller? She's the *New York Times* reporter who did serve some 85 days in jail rather than reveal her source in the case involving Valerie Plame, who was exposed as being an undercover CIA agent. The more scrutiny Ms. Miller was subjected to, the more it seemed she had to answer for. And not long after she was released from her imprisonment, her 28-year career with the *Times* was over. She wasn't fired, but she was shown the door. Once the relationships she had with powerful Washington politicians came to light, even a number of her colleagues at the *New York Times* went public with criticism directed at her. Instead of being a hero who won the Pulitzer Prize, she departed the *Times* under a cloud.

In an article published in *Newsday* newspaper in New York, Porter Bibb, a former correspondent at *Newsweek* and publisher of *Rolling Stone* magazine, wrote that "public or privately owned, all media appear to have a serious credibility problem." His piece included this paragraph:

"...the Pew Research Center also found that most media, including the Internet, are rapidly losing credibility with the public. Only 26 percent of *Wall Street Journal* readers, for example, 'believe all or most of what they read' in that paper, as opposed to more than 49 percent 10 years ago. Pew found that only 20 percent of *New York Times* buyers believe all or most of what they read."

That case from back then, from 35 years ago, the case where we fought so fiercely for our credibility? In truth, that victory was not at all so total. The government appealed that decision from the Ninth Circuit Court of Appeals to the Supreme Court of the United States. And that became *United States v. Caldwell*. When the Supreme Court joined that with two other cases, the result was the *Branzburg* decision.

A small piece of history is that *Branzburg* was the first vote by the newly confirmed Associate Justice William Rehnquist. Earlier, in the Justice Department, Attorney General Mitchell had put Rehnquist in charge of what was called "the subpoena issue." He would be the one to decide. One day not long before Rehnquist decided to come after me with a subpoena, I had a call in the San Francisco bureau of the *New York Times*. It was from Fred

Graham, the Timesman reporting from the Justice Department.

"Your ears must be burning," Graham said. "This lawyer Rehnquist from the Justice Department made a speech today, and he really got on you good." We laughed then, but on the cold February day the Supreme Court heard arguments, we had hoped that Rehnquist would recuse himself and stand aside. But Rehnquist had his mind made up. He delivered his vote, and, to my way of thinking, that's how a bad precedent was established.

There is another piece to this, though, and that's the story of Josh Wolf. He is 24 years old and just starting out in a career in the media. He's what is called a video blogger, and one day he shot some film the police wanted — no, demanded — and they came after it.

Josh Wolf didn't believe that was right. In his mind, it had to do with credibility. He wanted to hang onto what he believed his work was all about. But because of the bad precedent that was set back in 1972, he had to go to jail. Before it was over, he spent 226 days in prison, which is longer than any journalist has ever served behind bars. He didn't give the police the videotape. Instead, he made an agreement and put it on his blog for all to see. The agreement, he said, "not only leaves my ethics intact but actively serves the role of a free press in our so-called free society."

He earned the cheers. ■

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Caldwell is the writer in residence at the Scripps Howard School of Journalism and Communications, Hampton University, Hampton, Va.

### The Joe W. Seacrest Lecture Series

Joe W. Seacrest was copublisher and later president of the *Nebraska State Journal* and was active with other members of his family at the *Lincoln Journal*. He was a founder and benefactor of the Lincoln Community Foundation, was active in the Lincoln Chamber of Commerce and was a Mason and inspector general of that organization's national supreme council.

## Retirement is a full-time job for Seigenthaler

by EMILY INGRAM

For some Americans, retirement means moving to Florida, building a house on a golf course and visiting the grandkids as often as possible.

John Seigenthaler Sr. isn't the average American.

Seigenthaler, who turned 80 this year, toiled under Bobby Kennedy at the U.S. Justice Department, worked his way up to the helm of *The Tennessean* in Nashville and was founding editorial director of *USA Today*.

And after retiring as editor, publisher and CEO of *The Tennessean* and from *USA Today* in 1991, Seigenthaler founded The First Amendment Center in Nashville.

"My wife says I need a new definition of 'retirement,'" said Seigenthaler, saying his age showed in the "silver curls" atop his head.

The center's current executive director, Gene Policinski, said even though Seigenthaler is retired, he is usually either in the office or traveling to speaking engagements five or more days a week.

Ken Paulson, editor of *USA Today*, also said Seigenthaler is as passionate and committed as ever.

"John is one of those rare individuals that you've heard about all your career who turns out to be even better than his reputation."

Seigenthaler chose to pass up the putting greens and "The Price is Right" to teach the public the importance of the First Amendment. His mission to teach the significance of this brief yet vital section of the Bill of Rights brought him to the University of Nebraska-Lincoln on April 19.

"The public needs to know whatever you can tell them, and in many cases, I think that's everything you can tell them," Seigenthaler told a crowd of about 60 professional journalists, students and members of the public.

His lecture, made possible by an endowment from the Seacrest family, was hosted by the UNL College of Journalism and Mass Communications, the Nebraska Press Association and



Funding for the Devaney Auditorium in the West Stadium, the site of the first Joe W. Seacrest Lecture, was provided by Steve Lenwell, '73, and his wife, Kaye. Seigenthaler (left) was the first speaker of the Joe W. Seacrest Lecture series.

the Nebraska Alumni Association.

Will Norton, dean of the journalism college, said Seigenthaler was an ideal person to speak to UNL faculty and professional journalists. Students, specifically, he said, could learn a good deal from Seigenthaler's decades of experience.

"His level of expertise is exceptional," Norton said.

In high school, Seigenthaler served on the yearbook staff and was editor of the newspaper. While attending Peabody College, now part of Vanderbilt University, he also worked at the campus newspaper, *The Peabody Post*. Later, he worked for an Air Force base newspaper before joining the *Tennessean* as a reporter in 1949.

Taking a break from the industry in the early 1960s, Seigenthaler worked as an administrative assistant to then-Attorney General Robert F. Kennedy. During the Freedom Rides in 1961, he was chief negotiator between the Justice Department and Gov. John Patterson of Alabama.

Seigenthaler supported the First Amendment — and the Freedom Riders' right to free speech — in more than hypothetical situations during his time with the U.S. government. He took his commitment to the amendment's brief 45 words to the streets of Montgomery, Ala., too.

As he tried to protect Freedom Riders in Alabama's capital, Seigenthaler was attacked by a mob of Klansmen, hit above his left ear with a lead pipe and knocked



Photo by Stephen Hermann

unconscious.

"It was just a teeming anthill of violence," said Seigenthaler, who lay in the street for nearly half an hour before help arrived.

Returning to *The Tennessean* in 1962, Seigenthaler worked with or trained reporters such as Frank Sutherland, who was later editor of *The Tennessean*; the late David Halberstam, who went on to win a Pulitzer Prize; and even Al Gore, who went on to become vice president.

In 1973, Seigenthaler approved a *Tennessean* investigative report that involved a reporter posing as a mental health patient for 30 days to learn the inner workings of the state-run institution. What the reporter found was astonishing.

"There was not a single

medical doctor at Central State Hospital licensed to practice medicine in Tennessee," Seigenthaler said. "It was unhealthy, unclean and unsanitary."

After *The Tennessean* ran the story, laws were rewritten to ensure the safety of patients.

Seven years later, Seigenthaler approved an investigative report about the Ku Klux Klan's resurgence. The series sent a *Tennessean* reporter posing as a KKK sympathizer into the closely guarded world of the white power group.

The report disclosed that David Duke, a prominent doctor in Birmingham, was also a prominent KKK member, and when Duke ran for office in Louisiana years later, reporters used *The Tennessean* report to reveal his political affiliations.

Tiffany Villager, Seigenthaler's colleague at The First Amendment Center since 1993, said the topics he chose for investigative reports illustrated his dedication to helping others.

"He has always had a passion for the underdog, the oppressed and those who don't necessarily have a voice," said Villager, who serves as director of research at the center.

At the lecture, Dean Norton noted Seigenthaler managed to balance his duty as a citizen with his duty as an editor.

"You have the respect of politicians and the respect of journalists."

In 1982 Seigenthaler embarked on another venture: founding editorial director of *USA Today*. He was with the paper from its beginning and even commuted for 10 years from his home in Nashville to the newspaper's headquarters in Arlington, Va.

Seigenthaler stayed at *USA Today* until his retirement in 1991, when he shifted his focus to founding The First Amendment Center.

Through his involvement with the center, Seigenthaler continues to stress the importance of the fundamentals of journalism, said Allen Beermann, president of the Nebraska Press Association.

"He believes very clearly in the basics: fairness, ethics, accuracy, good writing," Beermann said.

Too often journalists get tied up in the "new toys, new gimmicks and new gadgets" in the industry and lose sight of the real foundations of journalism, Beermann said.

Seigenthaler's experience in the industry has taught him the growing importance of another aspect of good journalism: ethics. He led a 2004 investigation of Jack Kelley, a 2002 Pulitzer Prize finalist and popular *USA Today* reporter

who admitted fabricating elements of articles he wrote for the newspaper.

"It was a tragedy. He had become the voice of *USA Today*," Seigenthaler said at the April 19 lecture.

Bringing Seigenthaler to the UNL campus as part of the Joe W. Seacrest Lecture Series has been a long time coming, said Joe's son, Jim Seacrest. The elder Seacrest died in March 1978, bequeathing money to UNL.

"Nobody in the family knew about it until about two or three years ago when the Lincoln Community Foundation notified us that they'd had an audit and discovered this fund," Jim Seacrest said.

He added that the family would like to bring prominent journalists to speak to students, faculty and the public. If funding allows, these lectures could occur annually.

Beermann, meanwhile, said it was an honor to help host such a renowned journalist.

"[Seigenthaler] is one of the premier people in this country relating to the First Amendment," Beermann said. "He's also a visionary in journalism practices. He's truly an icon."

The lecture also allowed aspiring journalists to learn from a journalism icon.

"It was humbling just being in the same room as someone who had worked at such prestigious newspapers," said Theresa Horsch, a sophomore news-editorial major.

With more than half a century of work behind him, Seigenthaler likely will continue working for years to come, Paulson said.

"John can't — and John won't — retire. There's too much passion surging through those veins. If he can inspire one more person, he'll never stop."

# The future of journalism J school faculty teach, learn in Ethiopia and Kosovo

by SHANNON SMITH AND LISA MUNGER

Scott Winter realized the depth of tension in Kosovo when he witnessed a showdown between students on his first day of teaching a course about the Internet. Nine Ethnic Albanian students and one Serbian student were in the class — the same demographics of Kosovo.

Winter, a J-school lecturer, watched as the Serbian woman called another student in her group a “lazy bitch.” The air tensed, and the classroom grew silent. Minutes later, students were able to laugh about the situation and relax, but Winter said that moment of heightened anxiety made him “understand the friction in the country. These guys aren’t playing around.”

The startling experience was just one of many that J school faculty have had while teaching journalism in the emerging democracies of Kosovo and Ethiopia. With financial backing from the Norwegian government, the J school is collaborating with Gimlekollen, a privately owned college in southern Norway, in an ambitious effort to train a new generation of journalists in Ethiopia and Kosovo.

Throughout the past year, J school faculty members have taught journalism and technology courses at the University of Addis Ababa in Ethiopia and the Kosovo Institute of Journalism and Communication (KIJAC) in Kosovo. The classes are modeled largely on the same press freedoms enjoyed in the U.S.

“There are not many universities in the world where five faculty members had six teaching assignments on two continents and in two crisis points in the world,” said J school dean Will Norton.

To compete in the global marketplace, universities must cultivate international connections, Norton said. And because the U.S. has arguably the best higher education system in the world, the natural growth market for colleges and universities exists abroad.

In Kosovo, J school faculty taught students how to create a Web site modeled after the J school’s NewsNetNebraska. Professors also taught reporting for online publication and the nuances of this media form as compared to traditional newspa-



per writing. In Ethiopia, faculty taught courses in international media, newspaper design and layout.

Zenebe Beyene is a visiting Ethiopian scholar who is studying at the J school as part of the Gimlekollen program. His origins give him a special perspective on the projects.

“I strongly believe that the collaboration of UNL with Addis Ababa University is beyond the academic, the teaching, the research or the assistance,” Beyene said. “It’s establishing a bond, establishing the bridge between humans living in different parts of the world.”

Norton also has a special connection to Africa and the J school’s efforts there. He spent his early childhood in the Congo.

“You’re getting people to understand what freedom of expression is about and how they can begin to put freedom of expression into their government and into the laws and policies of a country, so there can be free exchange of information and ideas because that’s how the world will thrive,” Norton said.

J school faculty said students at both universities were very receptive to the ideas and skills presented in their journalism classes.

Professor Rick Alloway, who taught in Addis Ababa, said his students’ circumstances contributed to their fierce desire to learn.

“Perhaps because college is something few Ethiopian students can afford, they seem very aware of the opportunity



Photo by Jerry Renaud

they have, and they were seldom late or tardy," Alloway said. "They were very attentive, took good notes and asked good questions. ... In short, they wanted to be there."

The faculty members often faced challenges teaching abroad. Technology served as the greatest obstacle in Ethiopia, despite the state-of-the-art computer lab provided by Gimlekollen. Struggles included bandwidth and Internet-connection problems.

Technology "was always a wildcard," said Alloway. "We were unsure what technology we would have available to us from day to day."

Internet usage was laborious, time-consuming and frustrating, but the Web was necessary for illustrating topics to the students.

"I came away with a renewed appreciation for the bounty of our country, the ability to have open criticism, dependable infrastructure — things like hot water and electricity," Alloway said.

He said it was not unusual during classes he taught to lose power for extended periods of time, but the Ethiopians didn't seem too concerned. For them, such inconveniences are a part of life, Alloway said.

The school in Addis Ababa is located near the city center in a recently constructed classroom building. The facility contains a small computer lab, a radio station studio, recently furnished audio- and video-editing suites, office space for faculty and staff as well as a library, which houses many books donated by the J school and its faculty.

Though the school was sufficiently equipped for teaching, transitory governments in the country have created disorder.

The government's emphasis on ethnic identity has fostered competition for power among Ethiopia's 82 ethnic groups. In large part, that instability has left much of Ethiopia underdeveloped and impoverished.

"They really got into the computers, not because of the glitz of it. ... They love the technology and the complexity," Winter said. Winter, who also taught in Addis Ababa, said e-mail is of particular importance to Ethiopian students because of the government's limitations on communications, particularly on text-messaging and Internet chat services.

Despite the dominance of other languages such as Albanian in Kosovo and Amharic in Ethiopia, the students communicated in English.

"Their English is actually very proficient. Their English writing is a little bit less proficient than their speaking, but it's not a barrier at all to communication," said professor Kathy Christensen, who taught in Kosovo.

Cultural barriers and the difficulty of transferring lessons to a different value system presented some challenges. One Ethiopian student produced a story investigating AIDS treatment methods in Ethiopia. Outside Addis Ababa, a local Christian doctor encourages AIDS patients to refuse medication and instead be doused with holy water. Winter said that cross-culturally investigating where science meets faith and not offending "are big issues we need to be talking about in journalism."

The Ethiopian population consists of a near-even split of Christians and Muslims, a combination that has created tension for other regions, such as the nearby Middle East. Despite the clash of these religions elsewhere, Alloway and Winter said they were surprised by the widespread harmony in Ethiopian culture. They said even arrangements of the buildings exhibited this harmony: One of the largest orthodox Christian churches happily shares a fence with the largest Mosque in Addis Ababa.

"They celebrate their culture like I never see over here, and they celebrate every culture equally," Winter said.

Alloway said he was inspired by the balance in Ethiopia and the "duality of meaning of the word 'harmony'" — harmony as it relates to the music of the country and the harmony with which so many different ethnic populations coexist." Alloway will use this harmony as a theme in an audio documentary.

In Kosovo, the cultural challenge involved understanding and being sensitive to the recent politics and history of the region.

"They're in a state of great anticipation and anxiety now, I think, in terms of what will happen, in terms of their status and hopes for independence," Christensen said.

The relatively recent Serbian conflict in Kosovo had a direct impact on the students.

Jerry Renaud, professor of broadcasting and head of the sequence, said every student in the journalism class he taught had had at least one family member killed or bombed out of their home during the war.

Broadcasting faculty member Barney McCoy described the same pervasive effects of the violence.

"There is still a lot of mistrust," McCoy said. "The damage was so personal."

And as in Ethiopia, a precarious power grid caused frequent power failures, making news gathering with modern technology a challenge. But the Kosovo Institute of Journalism and Communication in Pristina was modern and had state-of-the-art equipment, including its own power generator that kicks in during failures in the Kosovar power system.

For each challenge the faculty members faced, there was also a reward. The students were eager for journalism, dedicated and passionate.

"I think the experience emboldened them," McCoy said of the Kosovar students' exposure to democratic reporting principles that are a historic part of the American press.

He said some of the students began to consider the possibility of critically questioning governmental policies and politicians — going >>

## COLLEGE



against tradition.

"They wrote about government corruption, pollution, deterioration of historical landmarks, contaminated gasoline, political prisoners, children selling tobacco. Amazing journalism," McCoy said. "I was humbled to see students who did not hesitate to point out problems facing Kosovo's people that need to be addressed by Kosovo's government."

Some Kosovar journalists, he said, tend to censor themselves because government criticism has not been an option until recently. Even though the U.N. provides a modicum of government stability, most students believed corruption is pervasive.

Despite the grave challenges posed by government corruption, lack of economic development and faulty infrastructure, hope still exists in Kosovo, Renaud said. Like Alloway in Ethiopia, Renaud found that focusing on the big picture in Kosovo was the best way to remain hopeful in a country with so many challenges.

Students' projects showed promise for the future of journalism in both Ethiopia and Kosovo. Ethiopian students reported on the high rates of rabies-infected dogs in Addis Ababa, on the exploited flower-plantation workers and on the clash between tribal culture and city culture. Within the second week of

Five UNL faculty taught a class in convergence in Pristina, Kosovo, in April. Students who enrolled were **TOP:** Shqipe Breznica, Armend Kabashi and Syzana Bytyqi **MIDDLE:** Jerry Renaud and Adriatik Stavileci **BOTTOM:** KJAC class photo, **front row:** Adriatik Stavileci; **middle row:** Kreshnik Bajraktari, Puhi Demaqu, Xheraldina Rexhepi, Syzana Bytyqi, Shqipe Breznica; **back row:** Faton Pacolli, Jerry Renaud, Scott Winter, Armend Kabashi and Ekrem Tahiri. **Not pictured:** Jelena Bjelica and Vjosa Loshaj

Renaud's course on the Internet, Kosovar students created the Web site <http://www.kijacnews.net> and started posting stories to it.

One of the main benefits of the trips for faculty was to work in areas of revolutionary development and change.

Of Kosovo, Christensen said, "The very existence of the school reminds you of how exciting it is to be building a country."

"It's hard to talk about much else," Winter said. "Obviously they talk about music, films, culture and everything. But politics looms over everything else there. It's behind the scenes everywhere. Much like Ethiopia, some of the world's best stories are over there right now, so it's really important that we do them right."

Kaare Melhus, an assistant professor at Gimlekkollen School of Journalism and Communication in Kristiansand, Norway, said he hopes the partnership with UNL will continue to evolve.

Melhus and other international TV journalists recently gathered in Addis Ababa to discuss future partnerships. He said the goal for the group is to create an "African CNN" of sorts, modeled after 24-hour cable news in America.

In Ethiopia and Kosovo, the J school is all about the big picture, contributing to the pursuit of freedom. But the impact and education aren't one-sided.

Winter said, "Doing this stuff feels like the most important stuff I've ever done professionally, especially when I'm over there, but the key to it is how to make this important for our students too."

The trips give faculty members firsthand experiences to use in their own lives, but the experiences will also provide students with insight into international issues.

"My hope is that it will change the way I think about journalism, it will change the way I think about global issues and that will have a positive impact on my students," Winter said.

Faculty's work in Ethiopia and Kosovo increases the J school's international profile as well as the range and ability of the faculty to affect students' global alertness.

"It changes your life to teach people who understand how important education is and will do everything they can to be well educated," Norton said. "Our international connections are giving our college an incredible boost."

Beyene said Ethiopians appreciated the time that J school faculty members took away from their families and lives in the United States to spend teaching overseas. Beyene said he believes the faculty members are "cru-saders for truth."

"We consider this, what these people are doing, as sacrifice for us," Beyene said.

Dean Norton said it's important to seize opportunities, especially the opportunity to bring a global perspective to UNL's journalism college — a perspective much bigger than Nebraska.

In turn, he said, faculty can offer the benefit of exposing foreign students to American journalistic ideals: transparency, freedom of expression, responsibility, fairness, forgiveness and reconciliation.

In the face of such hardships as those experienced by the people of Ethiopia and Kosovo, preserving hope is not an easy task.

And Norton does not foster the notion that either he or his faculty will be able to "solve" anything amid the complexities of Kosovar and Ethiopian life. But he maintains the College of Journalism and Mass Communications' work abroad is worthwhile.

"I think our attitude has to be: Do we have the opportunity to do some good?" ■

## UNL involved in the birth of a new nation

by KAARE MELHUS

It's not every day the world witnesses a new nation coming into being. This year Kosovo will, in some shape or form, take its place as a member of international organizations under its own name and with its own flag. There have been plenty of birth pains.

Since the break-up of communist Yugoslavia, Kosovo has been a province of Serbia with Kosovo Albanians making up the majority. The Serbs do not want the secession of what they deem the heart of their nation, while the Albanians don't want to go back to the Serb persecution from which NATO delivered them during the brief bombing campaign in the spring of 1999.

The Kosovar aspiration is membership in the European Union. But both the outgoing United Nations Mission in Kosovo, which has run Kosovo since 1999, and the incoming EU administration demand that Kosovo meet certain standards before final status can be achieved.

Among these standards are freedom of speech and freedom of information, key concepts in any Western democracy. The College of Journalism and Mass Communications at UNL is presently involved in the development of the Kosovo Institute of Journalism and Communication, a two-year master of arts program in Pristina. KIJAC was established in 2005 in cooperation with Gimlekollen School of Journalism and Communication, Norway, and Cardiff University School of Journalism, Media and Cultural Studies in the United Kingdom.

The 25 students in each class choose to study print/Web or broadcasting with some overlapping convergence courses. This spring, four journalism professors from UNL were involved in teaching Web journalism at KIJAC and setting up the KIJAC news site modeled after NewsNetNebraska. Barney McCoy, Kathryn Christensen, Jerry Renaud and Scott Winter spent the better part of March with the first year students, teaching them the intricacies of Web publishing.

As the Norwegian project manager, I am

thankful for UNL's participation in the project. We could not have run KIJAC without the "flying professors." Teachers also came from Gimlekollen in Norway and from Cardiff University in Wales. In addition, to learning new skills, the KIJAC students benefit from rubbing shoulders with seasoned journalists with backgrounds from news organizations like the BBC, CBC, Time Magazine and Britain's Sunday Telegraph.

While this teaching input is being airlifted into Pristina to assist local Balkan teachers, hand-picked Kosovars with background in the local media are sent abroad for graduate studies in order to qualify for positions on the future KIJAC faculty. Dukagjin Gorani, former editor of the Express, is currently enrolled in the Ph.D. program at Cardiff University, and the next couple of people who go abroad might end up studying in Lincoln.

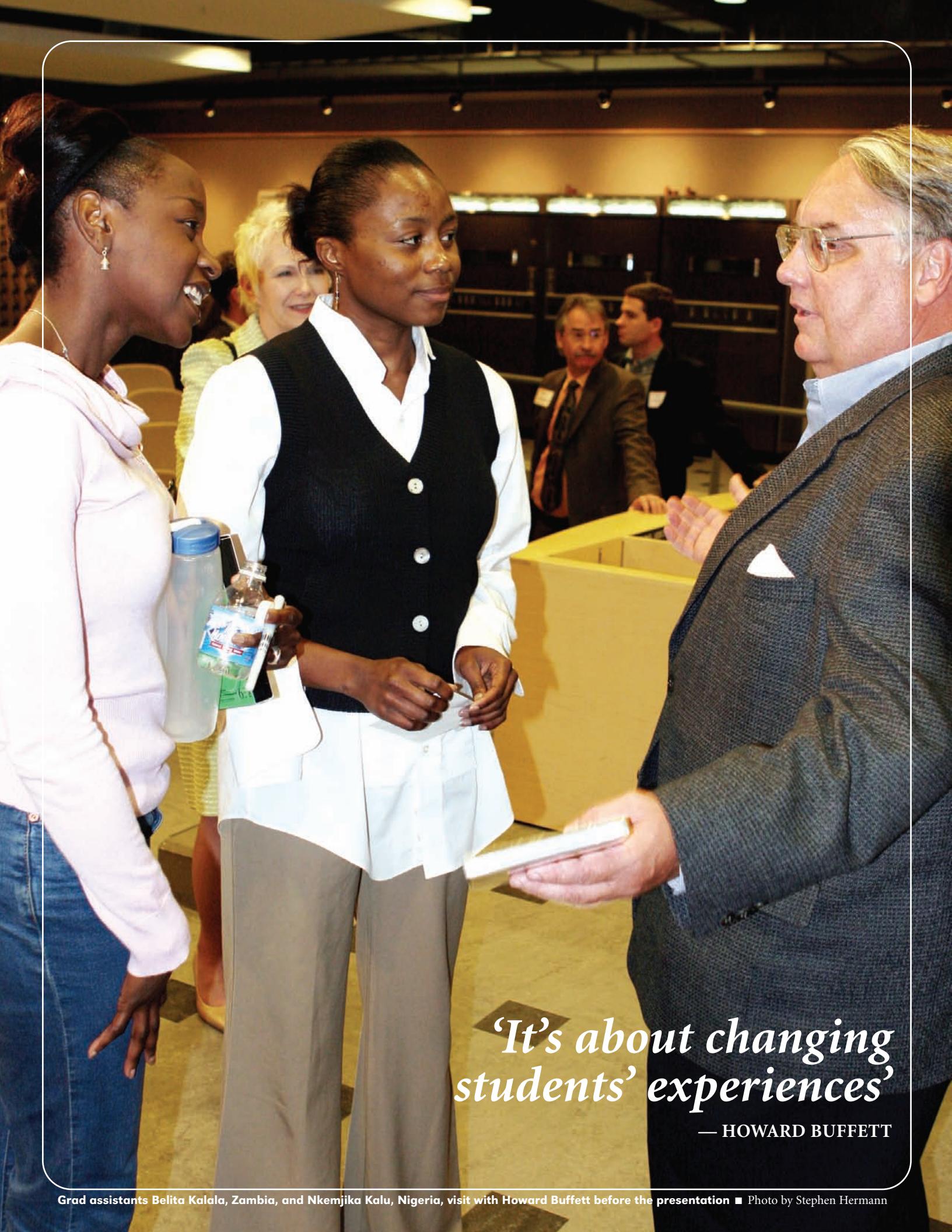
KIJAC, which operates under the auspices of the Kosovo Ministry of Education, Science and Technology, has so far been financed by the Norwegian Ministry of Foreign Affairs. UNL is presently involved in seeking additional funds in the U.S. for the 10-year program.

While the Kosovars are aided in their efforts to meet Western standards for nationhood, former Finnish president Martti Ahtisaari's proposal for a solution to the Kosovo status question is before the UN Security Council. On the one hand, minority rights have been guaranteed; on the other hand, international borders must be respected. Both these principles are recognized in the UN Charter.

If Ahtisaari had said that Kosovo should remain within Serbia, the province would erupt in violence. If he had suggested full nationhood to Kosovo, between 70 and 90 ethnic groups elsewhere in the world would say: "Hey, what about us?" So Ahtisaari is proposing Kosovar membership in international organizations, a Kosovo flag and other symbolic measures to nurse Kosovo along on its slow and painful way to EU membership.

And UNL is right in the middle of the drama, teaching both Albanian and Serb journalism students how to work together covering the birth of a new European nation. ■

Melhus is the international director at the Gimlekollen School of Journalism and Communication, Kristiansand, Norway



*'It's about changing  
students' experiences'*

— HOWARD BUFFETT

by LAINE NORTON

**A** starving child covered in flies. A one-legged Romanian man, sniffing glue to satisfy his drug addiction.

For many students at UNL, such images of poverty are confined to the pages of magazines — if they ever see them at all.

Thanks to donations by three of the nation's leading photographers, some students in the college will be able to witness these atrocities firsthand and report on what they see.

Howard Buffett, Thomas Mangelsen and Joel Sartore have created a \$1 million chair of photojournalism at the J school. The fund will enable students to travel abroad, documenting poverty throughout the world. It also provides a salary stipend for a photojournalism professor. Buffett, a photographer of scenes in the developing world, Mangelsen, a prominent nature photographer, and Sartore, a contract photographer for *National Geographic* and other prominent publications, also will schedule mentoring sessions with student photographers at UNL each year.

"It's about getting these kids out there so they can see a world that is very different from the world they grew up in," Buffett said. "It helps make everyone realize the significance of how this country behaves."

Will Norton Jr., dean of the journalism college, said the donation will allow students to have their capstone experience covering the needy. "Its mission is primarily to cover poverty with a camera," he said.

Buffett, the eldest child of billionaire investor Warren Buffett, has been a lifelong photographer and has created many books of photography, including "On The Edge: Balancing Life's Resources" and "Tapestry of Life."

"It's a significant statement when a son of one of the wealthiest men in the world is focused on the needs of the poor," Norton said.

Buffett said the project would "... send out enthusiastic young journalists who can travel around the world and have the right equipment and training and can come back and tell these stories and change a little bit in this world."

The project was initiated with the help of Allen Beermann, executive director of the Nebraska Press Association, who describes Buffett as "a world class photographer and storyteller of the plight of humankind."

Beermann said UNL's J school has become known for its in-depth reports, and he knew if he brought Buffett to campus, the photographer would see potential to help both students and the needy.

Beermann said the students who benefit from the new fund would begin to learn about their fellow human beings in all parts of the world who are not receiving proper medical treatment and education. The students' work will enhance what Buffett himself has been doing, Beermann said.

“We begin to show the world what needs to be done by those of us who are in a position to do things positively.”  
— Allen Beermann  
Neb. Press Association executive director

Buffett had the opportunity to see the college when he was invited to speak at the 2005 J Days ceremony, Norton said.

Beermann said Buffett was interested early on in funding a photojournalism chair, but he didn't want to do it by himself. Thus, Mangelsen and Sartore — who, along with Buffett are long-time friends of Beermann's — were brought on board.

Beermann said, "All three deeply believe in higher education. They have the belief that students can make a positive influence."

The college announced the endowed chair during a ceremony Thursday, May 3, that included an audience of members of the Nebraska Legislature, University of Nebraska Regents and publishers and editors from across the state. Also present were UNL faculty and students, members of Buffett's family and Salim Amin, son of the legendary African photojournalist, Mohamed Amin.

During the announcement, Buffett presented a slideshow of his photos.

"The stories behind these images are what the world needs to hear," Buffett said.

Norton said Buffett's work with the J school was significant for many reasons. For one thing, "It was a statement to the community of how much the university depends on private

donations," Norton said.

Through it all, Beermann says the intent is that the focus be not on the money but on the mission. "We begin to show the world what needs to be done by those of us who are in a position to do things positively," Beermann said. "A photo can be so powerful that it can move people to do things that need to be done."

Beermann predicted the opportunities made possible by the gift will be an outstanding recruiting tool and will make the J school the envy of the nation.

Russ Pankonin, publisher of the *Imperial Republican* and president of the Nebraska Press Association, said, "This generous gift by three outstanding Nebraskans gives students and journalists a very real opportunity to make meaningful positive changes in the plight of millions of our fellow human beings."

Knowledge is the first step in making change, Buffett said. "It's a great place for us to participate in the university."

It's about experiences but ultimately about "educating and training students in a way they can't get by sitting here in Lincoln, Nebraska," he said. "When they (students) come back, they will be changed persons. And, hopefully, they can deliver a message that will change people's attitudes and how they look at things." ■

## Africans covering Africa

### Dream of 'A24' is to get Africans talking to each other

by CHARLYNE BERENS

If journalism is the means by which a community talks to itself, Salim Amin would like to put that idea to work on a continental scale, letting all of Africa talk to itself.

Amin has a specific vision for Africa. A native of Kenya, he is working to found a 24-hour news channel, 'A24,' that would employ African journalists to cover Africa, to make a way for Africans to talk to Africans.

"My vision is to empower Africans with knowledge so Africans can make educated decisions" about whom to choose as political leaders, where they should invest their money, and whom they want their social leaders to be, Amin said during a March visit to Lincoln. "My first objective is to get Africans talking to each other."

Far from being a monolithic society, Africa is made up of 53 diverse nations and people who speak thousands of different languages. "There's no such thing as pan-Africanism at the moment," Amin said. "We don't communicate with or understand each other." A journalist himself, Amin believes a 24-hour news channel focused on Africa and Africans could help change that.

For one thing, the broad and deep coverage the channel would provide would empower people to make informed decisions, Amin said. Africa must keep its talented people and its growing investment capital on the continent, he said, but people have to know about the opportunities available there.

Enter 'A24.'

Amin is inspired by the memory and philosophy of his father, Mohamed Amin, a legendary African photojournalist, who died in a plane crash in 1996. Although his work took him to the "more ugly, horrendous side of the continent," Mohamed Amin had an enormous love and affection for the continent, his son said. Salim Amin wants to continue to balance the bad news in Africa with the good news, letting Africans tell their own stories.

That doesn't mean, though, that 'A24' will simply be a cheerleader for the continent. Amin said the channel, which will be delivered via television, radio, the Internet and cell phones, will highlight positive things the 53 nations are doing but will also hold their leaders accountable.



**Salim Amin came to UNL to attend an event announcing Buffett's, Mangelsen's and Sartore's donation to the J school on May 3**

Will Norton, dean of the journalism college, said people have tried before to found a pan-African news network, but technology had just not advanced enough. Things are different in the cellular communications world of today.

"Most families do not have televisions, and many do not have radios, but an increasing number of families have at least one and often more than one cell phone. So

useful news will be delivered to Africans through a medium many have, and the information will enable the audience to improve their lives," Norton said.

To be sure everything stays professional, Amin, who is managing director of Camerapix, the multi-media company his father founded, is working to get a solid business plan in place. He wants every employee to have a



Photo by Stephen Hermann

share in the company and said no investor will ever own more than 15 percent of the stock. "We will never have a majority shareholder who can dictate editorial content," he said. "This can't be seen to have one or two people behind it with an agenda."

The business plan was at the top of Amin's agenda this spring, and he was getting help from some Norwegians — the same Norwegians with

whom the J school has collaborated to foster journalism education in Ethiopia and Kosovo. Working with the Norwegians and the British Council in Ethiopia, Amin put together a gathering of African media professionals and global media leaders in December 2005, which was the beginning of the plan for 'A24.'

The Norwegians will continue to be involved as 'A24' moves forward. "We've been asked to be part of the training" for 'A24' journalists, said Kaare Melhus, assistant professor at the Gimlekkollen School of Journalism and Communication in Norway. "We hope that Western media will carry 'A24'-produced stories, in the same way that these media carry Al-Jazeera produced stories," Melhus told Ligali, a non-profit working for African equality, in fall 2006. "If that happens, we might start to break the pattern where most African stories are produced by foreign correspondents. It could also be that 'A24' might influence West Africa's agenda."

UNL is involved, too, helping to raise funds to develop the business plan and to help train the journalists who will work for 'A24,'" Norton said.

Amin plans to start with five or six bureaus and eventually increase that to 46 bureaus across Africa with stringers and freelancers covering areas where there are no bureaus. He has already begun to recruit journalists. "We want to pay international salaries, not African salaries," he said, and to provide a high level of training both in jour-

nalistic skills and in personal safety.

To increase that safety, Amin wants 'A24' to be endorsed by the African Union and the United Nations so that those multilateral

nel's ability to work on the continent will be much easier, and its news will be more respected, Amin said.

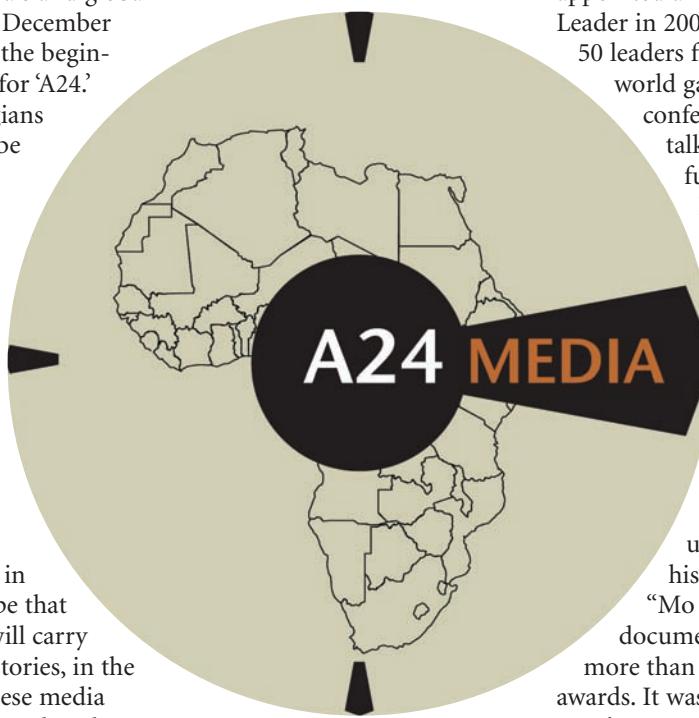
Amin himself is already highly respected, Melhus said. Amin is one of five Africans appointed a Young Global Leader in 2007. The group of 50 leaders from around the world gathers for three conferences a year to talk about the future and how to help shape it for the better, Amin said.

Besides working to launch 'A24' and keeping Camerapix operating, Amin last year produced a documentary about his father. Titled "Mo and Me," the documentary has won more than a half dozen awards. It was featured at UNL's Ross Theatre in March.

Like his father, Salim Amin got into journalism when he was young. He earned a bachelor's degree in communications from the University of Vancouver, Canada, and then returned to Africa as a photojournalist, covering Somalia in the early 1990s, then Sudan, Rwanda and elsewhere before he returned to Kenya to take over his father's business.

Salim's older daughter is 10 years old now, born only 10 days after her grandfather died. Her younger sister is 7. Amin said he has tried to be sure they know who their grandfather was and what he did. If that inspires them to go into journalism when they grow up, that would be great, he said, adding, "I hope I can leave something of my own legacy for them, too."

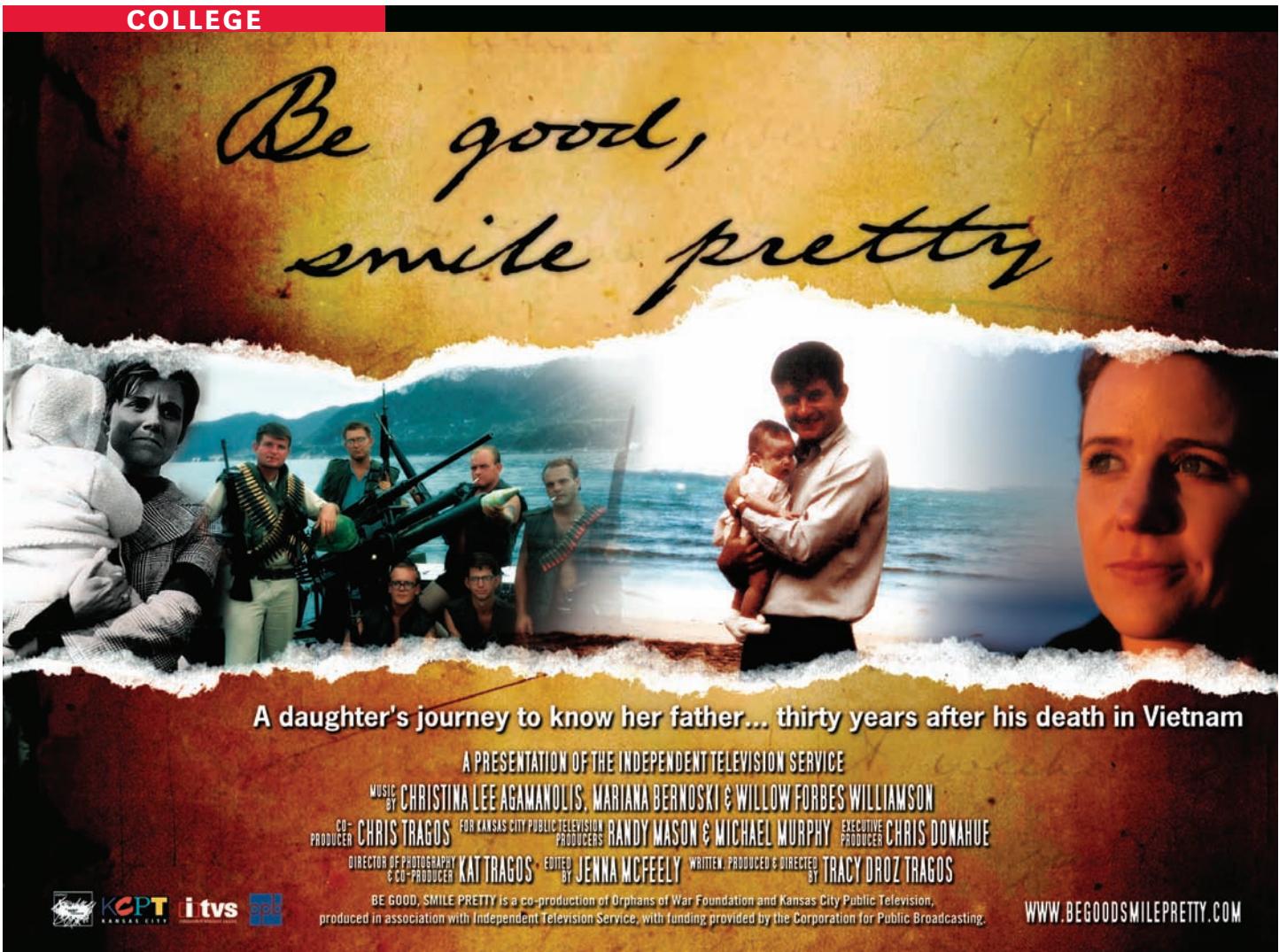
'A24,' he hopes, will be a big part of that legacy. ■



organizations will put pressure on African leaders to act appropriately toward 'A24' journalists. "We have to prove to the leaders that we're as unbiased as possible," Amin said, that 'A24' is different from many African media that regularly pursue personal grudges against governments and leaders.

'A24' plans to cover business and economic news, politics and government, non-governmental organizations, health care and culture. It will also offer educational programming.

The channel will have a strong editorial board made up of respected African journalists who have worked for major international media and who will be advisers to the journalists on the ground. Once 'A24' has proven that it won't be going after anyone for personal reasons, the chan-



Movie poster art courtesy Chris Donahue

## Chris Donahue: architect of anecdote

With an Academy Award, an Emmy and the Jury Prize for Best Documentary at the 2003 IFP Los Angeles Independent Film Festival under his belt, Chris Donahue is no amateur film producer. So what's driving him, and what is it like to have a grinning Jack Nicholson clapping for you?



DONOHUE

by CARSON VAUGHAN

Tracy Tragos and her mother sit silently and alone in a room teeming with emotional traffic. Soon Tracy will begin interviewing her mother about Lt. Donald Glenn Droz, Tracy's beloved father and her mother's husband who was killed in Vietnam on April 12, 1969.

Tracy is close to her mother, but asking questions that will make your mother shed tears of heartache is never easy. Dredging up the past is difficult. Tracy chooses her words carefully.

"I know you feel very, very alone in all of this," Tracy says to her mother.

"I am alone in all of this," her mother responds, nodding her head as tears well up in her eyes.

Remembrance is bittersweet. But for Tracy, who has no memories of her father, it's the emptiness that stings.

"What about me?" Tracy asks, now also in tears. "Don't we have each other?"

The reality of this scene and countless others from the documentary "Be Good, Smile Pretty" hurts. For Chris Donahue, the producer, this impact on the viewer means success. The documentary's Emmy and the Jury Prize for Best Documentary at the 2003 IFP Los Angeles Film Festival were bonuses.

Donahue visited UNL in February and spoke with journalism students and faculty before the screening of his lat-

est film. On the night of Feb. 23, the Mary Riempa Ross Media Arts Center was half full of anticipatory students and middle-aged arts advocates. Half full. Considering the honors Donahue has received, half full seemed half empty.

Despite the modest turnout, the eager audience filled the room with voices. Before the film began, Donahue was asked to give a brief introduction. The producer is short in stature and mild in manner, but his voice demanded attention. The theater fell silent; perhaps the crowd expected Donahue to speak with a Scorsesean brilliance.

Instead, he modestly thanked them for coming and returned to his seat.

If he were in the business for the money or the fame, this would be a much different story. If he were in the business for the money or the fame, he may have been disappointed in his turnout. But, as a film producer, the humble Donahue maintains a much more humble ambition.

"The overall goal is to tell a compelling, engaging story that will affect people deeply," Donahue said in an interview. "You don't set out to win an Academy Award; you set out to tell a good story."

Donahue has accomplished both.

In "Be Good, Smile Pretty," first-time director Tracy Tragos struggles to dig up the past and know her father, who was killed at the age of 25 in Vietnam when she was 3 months old.

"She called me one day and said, 'You'll never believe what I found today. I came across this article about my dad,'" Donahue said. "I got goose bumps when she told me about the story she found on the Internet."

Tragos had found details

of the events leading up to her father's death in the Mekong Delta — events previously unknown to her or her family. Tragos's delicate persistence in questioning those who knew her father best, especially her mother and her father's friends from the war, including U.S. Sen. John Kerry, creates an emotional rollercoaster both for those involved in the excavation of her father's life and for the film's viewers.

Although Tragos' determination to unearth her father's memory required pushing her family and others to their emotional limits, the life of Lt. Droz is no longer just a locked suitcase filled with old letters and forgotten smiles.

The title for the documentary was taken from letters sent home by Tragos' father during the Vietnam War. He signed them, "Be good, smile pretty."

With the "Academy Award-winning producer" label attached to Donahue, his endorsement of a project carries some weight.

"It was really important to have him as a part of the project to lend credibility to the endeavor — especially at the beginning," Tragos said in a personal e-mail. "It helped to prove that it was more than a personal vanity project but a legitimate endeavor."

Tragos did not want the movie to take on a political stance. She would leave that to the viewer, including Donahue, who maintains that a certain amount of personal bias is always present in films.

"The thing I have learned from this is that when the bullets stop, the damage from the war doesn't end," Donahue told his audience after the UNL screening. "What's good about this film is it gave people the chance to talk about their experience. ... As a filmmaker, I don't really want to tell you what to think, but I don't mind

telling you to think," Donahue said. "I think that's what the biggest challenge to filmmakers is: to challenge people to think, to begin the discussion. This is not the end of the discussion."

Despite an extensive filmography, Donahue remains a producer of quality over quantity, a quality rooted not in airy entertainment but in the advancement of human enlightenment.

"I get attracted to projects that touch me, that hit me at the core," Donahue said. "I get attracted to stories that have some kind of social significance."

In addition to "Be Good, Smile Pretty," Donahue co-produced the 1996 film "Entertaining Angels: The Dorothy Day Story," starring Laura Kelly and Martin Sheen, which was about the 1930s social activist and her creation of the Catholic Worker Movement.

The following year, Donahue produced the live-action short film "Visas and Virtue" about a Japanese diplomat who wrote transit visas for Jews at the beginning of WWII. Donahue describes the film as "a Japanese Schindler." This film landed Donahue onstage at the Academy Awards, knuckles white, clutching a flawless, golden Oscar.

"It's a pretty surreal event, to be standing on stage and look down and see Martin Scorsese and Jack Nicholson," Donahue said. "It's a pretty nice club to be in."

Membership in the club didn't come easy, however. Donahue has worked for the CBS and PBS affiliates in New Orleans, taught at the American Film Institute and Loyola Marymount University and holds graduate degrees from AFI and the Jesuit School of Theology in Berkeley.

The self-effacing Donahue knows good work when he sees

it. He is the executive director of the HUMANITAS board, the committee in charge of selecting the winners of the HUMANITAS prize. The prize, as stated on the group's Web site, is "an annual screenwriter's award founded in 1974 to encourage, stimulate and sustain the nation's screenwriters in their humanizing task, and to give them the recognition they deserve."

Donahue himself has an impeccable reputation among his colleagues.

"Unlike a lot of other producers out there, Chris is not a frustrated director. That is, he has no interest in telling me, as director, how I should do my job," said Chris Tashima in a personal e-mail. Tashima worked with Donahue as director, writer and actor on both "Visas and Virtue" and "Day of Independence."

"He respected my position yet didn't hesitate to mention any matters he felt were important or that he thought I might not be considering," Tashima said.

Donahue has an eye for perfection. When asked what he would be if he were not a film producer, he said he would be an architect. He is interested in design.

"I think that is what film is a lot about," Donahue said. "It's about putting different pieces of a puzzle together, and I think that's what architects do."

As the last credits scrolled out of sight at the UNL showing, lights flooded the room to reveal the half-full theater brimful of applause, the sons and husbands in attendance too caught up in their own emotions to notice their mothers and wives were still crying.

"Be Good, Smile Pretty" didn't hit only Donahue at the core. ■



# FITTING IN

**UNL and J school is looking to be more diverse, more welcoming**

by BRADY JONES

It's 7:52 a.m. A student grabs her backpack stuffed so full of homework it barely stays shut and dashes out of her dorm room. She has less than eight minutes to get to the other side of campus. Good thing she's a fast walker.

As she walks briskly along the sidewalks, she joins thousands of other college students hurrying to their next classes. It's the circulatory system of university life, students moving here and there along cement veins. Most of the time it doesn't bother her. Usually she doesn't notice. But today, she feels out of place — a foreign cell in the bloodstream, surrounded by people who don't look like her.

She was born and raised in Kansas, but her ancestors were from Africa. Her skin color sticks out against the white wall of passing students, and she is overtaken by an immense wave of emotion. How can she be among thousands of other people and still feel so alone? All she wants is to see others like her.

Though the aforementioned student is hypothetical, for Amber Johnson, a freshman news-editorial major from Council Bluffs, Iowa, the emotions and issues are real. As the only black among nearly 1,000 students at Lewis Central High School, Johnson felt as if she always stuck out.

"For most of my younger life, I honestly didn't notice I was any different," Johnson said. "I guess you could say I was raised white. I didn't realize I was different until high school. It made me feel inferior, so to speak."

Those feelings are part of what UNL administrators are trying to eliminate as they exert more and more effort to increase minority enrollment at an overwhelmingly white university.

To that end, Johnson is part of a 9.1 percent increase in minority students at the journalism college in the last year, according to the UNL Trend Report for 2006-2007, signifying



what may be the most diverse freshmen journalism class to date.

Beyond basic civil rights, diversity at UNL is important for several reasons.

"We have to have diversity," said Will Norton, dean of the journalism college, "not just in what the population is in the U.S., but we need to have a global diversity so people here understand what the issues are in other parts of the world."

In 2004, according to the National Center for Education Studies, 66 percent of college students in the U.S. were

white, 13 percent were black, 11 percent were Hispanic, 6 percent were Asian and 1 percent were American Indian.

At the UNL Journalism College, white students comprise 90.7 percent of the student population, black students 3.5 percent, Hispanic students 3.7 percent, Asian students 1.8 percent and Native American students only .2 percent, according to the 2006-2007 UNL Fact Book.

Differences among ethnic groups are facts of life, and the more prepared future journalists are, the more



Photo by Bruce Thorson

**LEFT:** Journalism students Courtney Robinson, Lanham, Md., Michele Brown, Spotsylvania, Va., and Ivana Jackson, Washington, D.C., pose for a picture in September 2006. Scott Winter, lecturer and recruiting coordinator, and Amber Hunter (far left), UNL Admissions, created a postcard to recruit students to the J school

like I had to live up to the expectations that people saw on TV because I was the only person they could ask," she said.

For example, Johnson said kids would ask her about a rap song's lyrics or expect her to be an all-star basketball player. She preferred guitars to rap and was involved with the high school choir, drama program and cheerleading squad.

"I don't think diversity can do any harm," she said. "I think everyone can use a little education — black, white, yellow or purple. I don't think it matters who it is. Even African Americans coming in — I think they can use the same diversity on their end. I think diversity benefits all of us."

But someone has to do the heavy lifting to bring that diversity to the classrooms.

Enter Scott Winter, news-ed lecturer and J school recruiter for the last two years.

When he was hired, Winter said, the dean gave him two goals: improve the caliber of the student body by recruiting more high-end students and increase diversity.

"He wants to be a national player on the national scene," Winter said, "so he wants students from all over the country."

Consequently, Winter travels to multiple target areas like Washington, D.C., and

equipped they will be to handle the world, said Trina Creighton, an African-American lecturer in broadcasting.

"I think when a journalist is exposed to different types of people, you're a better reporter, period," she said.

Creighton said diversity in the classroom boosts the education for everyone, especially for future journalists in a world of media stereotypes and misunderstood cultures. Freshman Johnson knows what Creighton is talking about.

"[In high school,] I felt

Chicago, visiting schools with good journalism programs and attending state and national conferences, to connect with potential students from across the country. So far, the recruiting results have been positive.

According to Winter, 22 percent of the incoming 2007-2008 freshmen class scored at least a 30 on their ACT tests — or the equivalent on the SAT tests — and 62 percent scored a 25 or above.

"You know, I've never considered myself a salesman," Winter said, "but this college is pretty easy to sell with the international trips we do, with the caliber of faculty members. ... It's pretty easy for me to tout that."

He's not alone.

Amber Hunter, senior assistant director of admissions at UNL, has worked with Norton and Winter to attract students to the college through national programs like the Washington Metropolitan Scholars and National Hispanic Scholars and UNL initiatives like the Circle of Nations, which focuses on potential Native American students.

"I think journalists are to report to everyone — in this country or world," Hunter said, "and so, in order to do that, you just have to understand all of the complexities of different groups."

And what better way than in the classrooms, she said.

Erin Green, a black freshman broadcasting and advertising double major, simplified it even further.

"People, I guess, like to see people like them," she said. "I think it's different if you are watching the news and you can't really relate to the person who's talking to you. You want to see someone that you feel

like you can have something in common with."

Fellow freshman Johnson agreed.

"It's very positive being around people that are like you, come from the same background," she said. "You feel better. ... It's the little things that you don't consciously think about that are really important to you, like self-esteem and morale."

But the importance of diversity isn't only ethnic.

"I don't think we need to necessarily think of diversity as just black and white," broadcasting professor Creighton said. "It's just people from different parts of the country, different parts of the world."

Hunter and Winter agreed.

"I will tell you, there is no campus in the Big 12 working harder to recruit students of color than us," Hunter said. "There are a lot of campuses that are very jealous of us and our resources."

She said the university as a whole has made out-of-state and minority recruitment high priorities to bring those different experiences and backgrounds to the classrooms, but it has also worked hard to bring in the best and brightest students.

For journalism, Winter said, that means the best and brightest from all groups.

"Ultimately, I just want to get the best kids," he said, "and I'm just convinced that if we are just getting the best white kids, that's problematic not just for our college but for our country."

"We're not doing it because of any mandate or anything. We just think it's the right thing to do. ... We're just trying to make our college reflect America."

# UNL grad helps spread hope to war-weary Iraqis

by JAKE THOMPSON/OMAHA WORLD-HERALD

WASHINGTON – Fifteen years after earning a broadcasting degree in Nebraska, Susan Phalen has helped bring a ray of hope to war-ravaged Iraq.

One midnight in early March, Phalen and her colleagues helped four Iraqis restart a Saddam-era radio station by using jumper cables and a 12-volt battery to zap the transmitter back to life.

The jolt created what Phalen believes is the only independent broadcasting network in Iraq, where the government and political groups typically run media outlets.

"It was a very fulfilling moment," Phalen said by telephone from Baghdad. "It was 'boom!' and we had talk radio all over Iraq."

Phalen, who wears a military helmet and body armor whenever she's outdoors in Baghdad, does battle on a different front-line in Iraq.

She is a public affairs specialist for the State Department, which helped set up the broadcasting network. The State Department provided some technical training, Phalen says, but has taken a hands-off approach on running the network.

The Independent Radio and Television Network in the Diyala province fit the mission of Phalen's group, known as the Global Outreach team. One of the team's roles is assisting American and international journalists who are on the ground covering Iraq and the war.

The network is run by two Sunnis and two Shiites who, at great risk, are urging Iraqis to come together rather than fight one another.

"My hope for IRTN is to make it the voice for my people in Iraq, the voice of freedom, peace and progress for Iraq," Samir, one of the station's leaders, said via e-mail.

For Phalen, who attended the University of Nebraska-Lincoln from 1987 to 1992, such commitment is why she's made nine trips to Iraq since 2004.

Living in Baghdad's Green Zone, Phalen endures what she calls the "Wizard of Oz" reality of Iraq, punctuated by random rocket attacks, to try to help Iraqis get their stories out.

"Our goal is to try to show the American taxpayers what's happening over here and what the story is beyond the bloodshed and the car bombs," said Phalen, who is 37 and single.

An Illinois native, Phalen got her first taste of journalism at UNL when she took courses on a whim. She got hooked.

In college, she was a disc jockey for campus radio station KRNU. After graduating, she worked as a radio reporter in



Guam for a year.

In 1997, she did a nine-month stint as deputy press secretary for Sen. Chuck Hagel, R-Neb., before leaving for the State Department.

After the 2003 invasion of Iraq, Phalen worked in Baghdad under the U.S.-led Coalition Provisional Authority. Since then, she's gone back and forth between Washington and Baghdad, working on public affairs in Iraqi elections and other tasks.

Her most recent visit began in January, and she hoped to remain in Iraq until the end of May.

She got involved in the Independent Radio and Television Network project when she heard that a quartet of Iraqis wanted to restart broadcasts in Diyala, where the radio station had been silent for at least six months. Its previous operators fled or were killed.

The station's equipment surprised Phalen. It was more modern than she had used at UNL. Her team e-mailed the Italian company that manufactured the transmitter, asking how to turn it back on. The makeshift jumpstart did

the trick.

Today, the station's Iraqi programmers are holed up in a rustic compound where they live, eat and broadcast music and news that travels 150 miles to listeners as distant as Baghdad, Fallujah and Mosul.

The compound, which lacks running water or plumbing, also is a military outpost manned by U.S. and Iraqi soldiers, who protect the station's staff.

The station is in the middle of a vast field. One could see a car bomber approach from miles off, Phalen said.

She sat with others on the station's front porch early one recent morning, sipping Diet Coke and coffee.

"You could hear the (bombs) going off on the roads a couple miles away," she said of the devices that have wreaked havoc within Iraq.

"It's a very volatile area," she said. "But it's a very interesting project to be working with the Iraqis, working right in the belly of the beast. They think they are speaking for the silent majority of Iraqis who are scared to say, 'Hey, stop the violence; put your guns



Photo courtesy Susan Phalen

**LEFT:** Susan Phalen works with Donia Abdul Latif, 20, and three other Iraqi broadcasters at the Independent Radio and Television Network in Diyala Province, Iraq  
**AT RIGHT:** Afghan journalist Farhad Peikar and Matt Hansen

inside and explode.

A rocket recently blew up just outside of a building where Phalen was, killing several people and wounding several others.

"Those of us on the inside tried to rush back out because we could hear screaming. But we couldn't get out. They locked the building down. It was a very intense and emotional little while," she said.

She tells her family members, who live in northern Virginia, that it's like living in the eye of a hurricane. Chaos always swirls around.

"I wouldn't be surprised at all if someday I'm sitting outside having lunch at a picnic table, in the peace and the quiet under a palm tree, and have a cow go flying through the air past the table," Phalen said. "Wouldn't surprise me in the slightest."

She admits that her mother, Gwen, a UNL graduate who was raised on a farm near Orleans, Neb., wishes she would come home.

Her father, Tom, a graduate of Omaha Westside and UNL, left Nebraska with his family in the late 1960s for a 30-year career in the Air Force. The family is "very proud" of Susan's work, he said.

But the family worries about her living amid such hostility in Iraq, he said. "In our helplessness, we have to turn to powers greater than ourselves."

He adds, "She is a staunch professional in her role in the survival of Iraq." ■

down."

As a result of their message, Phalen said, the four Iraqis who work at the broadcast station are "huge targets" for terrorists who live not far away.

Overall conditions in Iraq might seem dire, even hopeless, and have prompted a growing number in Congress to push for a withdrawal of U.S. forces from the war, now more than four years old. The Democratic Congress is preparing to send President Bush a war spending bill containing a timeline setting a goal of removing all combat forces by a year from now.

But Phalen said she still has hope that stability can emerge in Iraq.

"If I didn't think there was a chance or a cause for hope, I wouldn't be here," she said. "I'm consistently amazed at the amount of hope the Iraqis have."

Even so, Iraq is dangerous for everyone.

Phalen lives inside the Green Zone, a heavily guarded diplomatic and government area of closed-off streets in central Baghdad. Enemy rockets and mortars sometimes fly

This story appeared in *The Omaha World-Herald* in April and is reprinted by permission.



Photo courtesy Lincoln Journal Star

## Journalism grad featured in NET special

To many Americans, Afghanistan is synonymous with Osama Bin Laden, the Taliban and the terrorist attacks on the World Trade Center.

However, for two American journalists — including Matthew Hansen, a College of Journalism and Mass Communications graduate — two weeks spent in the southern Asian country resulted in transformations, both professional and personal.

"Afghan Journey: A Story of Friendship," airing at 7:30 p.m. April 18 on NET1, repeating at 10 p.m. April 23, follows Hansen (a former *Lincoln Journal Star* reporter, now with *The Omaha World-Herald*) and photographer Dior Azcuy as they travel to Kabul in October 2005. Their journey, reported in the *Lincoln Journal Star* series "Beyond Bin Laden," explores the connections between Nebraska and Afghanistan.

The series was proposed by Kathleen Rutlege, *Lincoln Journal Star* editor, because Nebraska and Afghanistan are connected in surprising ways. Afghan refugees raise families in Nebraska, the Nebraska National Guard helps to train Afghan soldiers and the renowned Center for Afghan Studies is part of the University of Nebraska at Omaha.

When the two young journalists stepped off a plane in Kabul, they stepped into another world. They discovered a culture that was unfamiliar and strange and a people whose love of life and country is infectious. This included Farhad Peikar, a young Afghan journalist who became not only their "fixer" — their interpreter, their driver and the person with the needed connections — but also their friend.

Every evening at a gritty Internet café in Kabul, Hansen and Azcuy shared their experiences online with readers back in Nebraska.

Through Azcuy's photographs and hand-held movies taken in Afghanistan as well as blog accounts and more recent interviews with Azcuy, Hansen and Peikar, "Afghan Journey" looks at the friendship that develops among the three journalists, utilizing it as a metaphor for enlightened relationships on an international stage.

"Afghan Journey" is an episode in the six-part PBS series, "America at a Crossroads." The series covers terrorism, Iraq, Afghanistan, the Muslim world and America's global role.

Hosted by journalist Robert McNeil, program topics include the men and ideas behind Al Qaeda, gangs in Iraq, America's Muslims, Islam and security versus liberty. Funding for "America at a Crossroads" is provided by the Corporation for Public Broadcasting. ■

This story appeared in the April 6 edition of the *Lincoln Journal Star* and is reprinted by permission

Ad grad is headed across the pond

## Aaron Eske, who received a Marshall Scholarship, will study at the London School of Economics

by NATE POHLEN

Aaron Eske has a knack for stumbling into things. He stumbled into a job opening with U.S. Sen. Ben Nelson. He came across the application for the Marshall Scholarship just a month before its deadline. And both of those stumble steps paid off.

The Marshall pays American students to attend a British university for two years, and, since he was planning to study in London anyway, Eske decided to apply for the scholarship.

Eske was working as an intern for Sen. Ben Nelson when positions kept opening up in Nelson's office. Before he knew it, Eske was staring at an opportunity to be Nelson's full-time press secretary.

"It happened remarkably fast," said Eske. "There were just openings, and I just stepped up to the plate, I guess."

Make no mistake, Eske has earned everything that's come his way. A 2005 graduate of the J school, Eske moved to Washington, D.C., immediately after graduation to work for Nelson.

Now, just two years later, he will be leaving the country. Eske received the prestigious Marshall Scholarship in December, and he will spend the next two years in London.

"I don't think it will really sink in until I get there, and then when I'm there, it's just going to be a roller coaster ride for two years," Eske said.

Created in 1953, the Marshall gives students two fully funded years of study at any university in the United Kingdom. Only U.S. citizens with a minimum GPA of 3.7 and a degree from an American college or university are eligible to apply.

Past recipients include Ray Dolby, inventor of Dolby Sound; Stephen Breyer, associate justice of the U.S. Supreme Court; and Pulitzer Prize-winning author Anne Applebaum. Eske, 23, is the first Marshall recipient from UNL.

Eske and Dr. Laura Damuth, director of undergraduate research at UNL, worked on the scholarship application together, which included a personal statement Eske had to write.

"You've got to pack an awful lot into that personal statement. You really have to be convincing in your application that you are somebody the committee would like to meet," Damuth said. She said Eske carefully followed her advice about how to write his statement.

Eske's application competed with about 250 others from the Chicago region. Of those, 22 people were invited to Chicago for an interview, and eight were chosen for the scholarships from

the Chicago region. A total of 44 American students received a Marshall Scholarship this year.

"The interview process was wicked," Eske said. "They have you sit down in a conference room with like seven or eight people. They just drill you with questions, ranging from anything they want to talk about. Most of the people who are interviewing you are former Marshall scholars, and they've accomplished so much."

Damuth did a mock interview with Eske before he left for Chicago.

"I thought he was extremely astute," said Damuth. "I taped the mock interview. We'll spend an hour going over the tape, talking about strategies, talking about how questions can be answered differently. He really understood how he could work with that mock interview and turn it into an advantage in the real interview."

While thinking about London, however, Eske still has to attend to life in D.C. He lives near Capitol Hill and walks to work every morning.

"Most people around here are in their 20s and 30s, and they're all brilliant," said Eske, who is no slouch when it comes to academics. Eske graduated with an advertising degree and highest distinction honors.

His daily jobs include writing press releases and speeches for Sen. Nelson, as well as staying in touch with Nelson's Nebraska constituents.

"That's really a focal point," said Eske. "Sen. Nelson

does things for CNN or Fox News or *The Washington Post* very frequently, but really what we're tuned into more than anything are the Nebraska media."

Eske also writes speeches and counts Sen. Nelson's commencement addresses among his favorites. Eske also works on all the big policy speeches, including those for the National Small Businesses Association and the Farm Bureau.

"Basically, every single speech I have to pour a lot of effort into because I'm not an expert in everything," said Eske. "Everything is at first a big endeavor, but then gradually it gets easier as I get more familiar with the topic. Speeches are so unpredictable."

That has led to some minor bumps along the road.

"I've planned the entire wrong speech before," said Eske. "I had plans to give a formal speech with 15 minutes of statistics and examples, but it actually was supposed to just be 'Hey, what's going on? My name's Ben Nelson. Welcome to the nation's capitol. I hope you have a good time,' and he'll crack a few jokes. That's a big fumble on my part."

While Eske travels all over the country, he hasn't forgotten about his family back home in Nebraska. He said they have been very supportive of his move to D.C. and soon to London.

"They know that, for what I want to do, I can't be an hour's drive away from them," said Eske. "I really want to do communications even though the careers I'm going to



Aaron Eske poses for picture in front of Chicago's Bean sculpture in Millennium Park

London for aren't communications-based."

While Eske travels to some of the largest cities in the world now, he is still glad he went to college at UNL.

"It's kind of a novelty. Living in D.C., I'll say 'University of Nebraska' and people just look at me like I landed from Neptune. I've actually gotten the question quite a few times 'Oh, is that in Canada?'"

He says his preparation at the J school has helped him at his current job.

"Being in the J school definitely helps because you know how to work a deadline, basically, and you know how the press operates. I learned a ton in J school. It taught me how

to think in a press perspective," said Eske.

Eske said Stacy James, an advertising professor, inspired him to become an advertising major. James said she doesn't know how she did that but says of Eske, "He's a very engaging person and very funny. He's not satisfied with the status quo. His life in D.C. is very commensurate with his curiosity and interests."

Eske, a 2001 graduate of Lincoln Southeast High School, will be spending the next two years at another LSE, the London School of Economics. He will study global politics and development management. Eske, who will leave in September, has traveled to London twice. He said

it's a beautiful city, and he'll enjoy his time there.

"London's a world hub. The people I'll be taking classes with are going to be from almost every country around the world," Eske said. He acknowledged he's not looking forward to "the whole studying thing" while being in a beautiful place like London.

Damuth said the chance to study at LSE will be the opportunity of a lifetime for Eske.

"The London School of Economics is one of the best international institutions in terms of international issues, issues on developing countries, international business and law," said Damuth. "I think it'll be an adjustment because the British institutions are very

different than the American ones in terms of how things work. But he's extremely adaptable, so he'll do just fine."

Despite his busy schedule, Eske has had ample time to map out his future. Eske's dream job is to be the communications director for the United Nations Children's Fund. But first, he is eager to get into his classes at LSE.

"I need to learn more about global politics and how development agencies work," Eske said. However, he insists running for office is not in his long-term plans. Don't count on seeing him on the ballot anytime soon.

"I'd much rather be directing from the sidelines." ■

Photo courtesy Aaron Eske

Climbing The Hill

## From the *York News-Times* to *The New York Times*, 1996 grad covers politics

by KATE BIERMAN

Jeff Zeleny flips through TV channels as he waits for Nebraska's U.S. Sen. Chuck Hagel to make a big announcement on March 12, 2007. Zeleny, a *New York Times* reporter, is in the Senate Press Gallery in the U.S. Capitol, searching for a channel that's broadcasting Hagel's Omaha press conference.

Zeleny spots the senator on MSNBC and springs into action, grabbing his tape recorder and placing it near the television's speaker.

It soon becomes apparent that the senator may not announce anything, and the TV coverage stops abruptly. Zeleny writes an e-mail to Mike Buttry, Sen. Hagel's communications director, to find out what is going on and continues flipping through channels. Then Zeleny finds a live-news feed on the Internet. Finally, Hagel says he will announce his decision about a possible run for president sometime in late summer.

"Oh, he punted!" Zeleny says. "I don't usually cover things off of TV, but we didn't know what he was going to do, and it is still unclear."

Zeleny continues to flip through the TV channels, listen to the senator's speech on the Internet, talk on the phone and type a draft on his laptop.

A 1996 graduate of the J school, Zeleny has quickly moved up the ranks in reporting. He is now a *Times* political

correspondent on Capitol Hill. The road Zeleny traveled is full of accomplishments, but his work ethic, personal charm and humility are qualities that helped him land his job at the *Times* and that set him apart as an accomplished journalist.

While the Press Gallery is a big space, it is packed with desks for reporters from many different publications. Zeleny, who is more than 6 feet tall, attempts to give himself more room by pushing his chair back from his desk.

The Press Gallery is right next to the doors the senators come through when a session is adjourned. As soon as those doors open, reporters mob the senators, hoping to catch an interview. But a reporter covering politics on The Hill can bump into senators and other political figures any time, anywhere, Zeleny said.

"If you run into Hillary Clinton, you can ask her a question. Sometimes they [senators] scurry away. And sometimes, they like to talk to get publicity. Then you have to say 'Thanks senator. I've got



enough,'" Zeleny said.

When senators are in a hurry, Zeleny might be able to squeeze in only a couple of questions. But, revealing some of his own techniques, he said it is easier to get politicians to say what's on their minds at a formal interview.

"It is more Q&A, not really a discussion. It is friendly, not adversarial. You have to get the politicians' voices into the stories. But during sit-down interviews, I try to drive the conversation," Zeleny said.

This kind of drive had to come from somewhere. Joe Starita, a news-editorial professor at the J school, took Zeleny's story back to the beginning.

"Jeff is one of those blessedly lucky few who knew — knew while he was still a fetus — that he was going to be a reporter," Starita said. "While others were heading off to the swimming hole, the 10-year-old Zeleny was heading off to the courthouse, pen and pad in hand, to cover the latest trial. He would then write up the story and hand-deliver it to the local newspaper."

While Starita may have exaggerated, Zeleny did cover a murder trial for the *Fillmore County News*, his hometown weekly in Exeter, Neb., just after graduating from high school. He also worked at the *York News-Times* throughout high school, covering mostly sports.

Even though Zeleny was "honing these hellaciously good reporting skills at an uncommonly young age," according to Starita, Zeleny attended the UNL J school to refine these skills even more.

At the university, Zeleny played trumpet in the marching band during his freshmen and sophomore years. He also worked at the *Daily Nebraskan*. The band had to play on without Zeleny his last years at UNL because the *DN* became his main focus. He was the paper's editor in chief during the 1994-1995 school year.

Zeleny said his work at the newspaper prepared him well.

"The *Daily Nebraskan* gave me a head start," Zeleny said. "At the university you are being a reporter before you even know what that means."



Photo courtesy Jeff Zeleny

**New York Times Washington bureau reporter Jeff Zeleny, left, interviews Nancy Pelosi, California representative and House Speaker, on the Capitol Steps**

During his time as editor, the Husker football team was playing well and winning games, but the players were getting into trouble. Coach Osborne banned the *DN* from covering practices and the players' extracurricular activities.

"It tested the relationship, but I'm still a fan. I still respect Coach Osborne, and it is hard not to be a fan," Zeleny said.

Zeleny said J school professors told him internships were important. He had internships in Arkansas and Florida and then landed one with the Boston Bureau of *The Wall Street Journal*.

"I got an internship because the guy said, 'Let's hire a kid from Nebraska; that'll drive those Harvard kids nuts,'" Zeleny said.

Many other events fell into place early in Zeleny's career.

In his first job, at the *Des Moines Register*, Zeleny covered the Iowa Legislature. Carl Hulse, a *New York Times* reporter, was covering the Democratic caucuses in Iowa when he took notice of Zeleny.

"Jeff really knew his way around Iowa politics. People were looking to him as a guide. His Midwestern character helps him as a reporter. He is more open and friendly than others," Hulse said.

That Midwestern work ethic and friendliness helped Zeleny land a job with the *Chicago Tribune* in 2000. At first, his work in Chicago may have seemed like a step in the wrong direction.

"My first story in Chicago was about the high price of milk. I thought, 'What have I done? I went from covering politics to milk!' Certainly my career was over," Zeleny said.

But soon opportunity would strike. Zeleny covered the Florida presidential election recount in 2000, which led to his being named the *Tribune's* national political correspondent and sent him to the paper's Washington Bureau the following year. And then in January 2007, Zeleny became a *New York Times'* correspondent on Capitol Hill.

Even in this prestigious position, he doesn't forget that his first priority is to the *Times'* readers.

"I like to tell people's stories and take people places they wouldn't ordinarily be able to go," Zeleny said. "When I'm covering a presiden-

tial campaign, for example, I try to ask the questions that voters might ask. I am fortunate to have a ringside seat at many historical events, so I do my best to use my eyes and ears to convey everything back to my readers."

Zeleny's willingness to get the story and get it right has again caught Hulse's attention. Now speaking as Zeleny's colleague at the *Times*, Hulse describes the qualities that make Zeleny a great reporter.

"He has some of the best qualities of an 'old-time' reporter. He is dogged. He will chase down the story. But he has qualities of a 'new-style' reporter, too. When something goes wrong with my BlackBerry, he is the first one I call. He gets the Web. That stuff is like second nature. He's on the cutting edge. Jeff is on the cusp between old and new style reporting."

Zeleny has other personal qualities that help him on the job. Judy Holland, a correspondent for Hearst Newspapers, who works near Zeleny in the Press Gallery, spoke about his patience and charisma.

"He is really very charming," Holland said of Zeleny. "What I admire about this guy is how he keeps his sense of humor and cool on deadlines, national deadlines, unlike a lot of other reporters."

Holland pointed out that the desks in the gallery are small and crammed together. Zeleny's tall frame hinders him a little in this tight space filled with people.

"Everyone who walked by would hit him in the back of

the chair, and he just kept his smile," Holland said.

Zeleny has solved the problem. His new desk is out of the direct line of fire of passersby, and even in the gallery's hectic environment, he gets his work done. His easy-going nature and politeness help.

"I really am nice. Most times I just put on my headphones and write," Zeleny said.

Despite his rapid rise up the journalism ladder, Zeleny remains down-to-earth.

"I moved faster than I expected," he said. "I've been to 42 states and more countries and continents than I thought I would, growing up where I did." But nearly every fall, Zeleny returns to the family farm near Exeter to help with the harvest.

For budding journalists, Zeleny passed along advice that helped get him where he is today.

"You really need to know how to write, no matter what you do," he said. "It is critically important to know as much about the world as you can. Travel as much as you can. Read as much as you can."

It appears much of Zeleny's success can be attributed to patience, hard work, personal charm and humility. Or maybe his time at the J school had something to do with it. Or maybe it was just luck. But whatever it was, Zeleny, 34, has quickly moved up the ranks as a journalist — from covering football to politics to milk and back to politics, this time at the top of the national heap. ■

## JOURNALISM AS A LAUNCHING PAD

*Bob Copple's journalism degree boosted him toward a successful career in the law*

by ASHER BALL

A lot of things have changed since Robert F. Copple was growing up in Nebraska — but the most important changes were the ones he made himself.

In 2007, Copple was named one of the “Best Lawyers in America” in biotechnology law. This year *Phoenix Magazine* tabbed Copple, a 51-year-old UNL graduate who lives in Scottsdale, Ariz., one of that city’s “Top Lawyers.” Copple, who practices dispute management law, knows why he’s found so much success lately.

“I’m one of those guys that’s always enjoyed being a lawyer. But that’s also because I’ve taken a little more control over my career,” said Copple.

Copple went from multiple degrees at UNL to working with the Nebraska Unicameral to clerking for retired Nebraska Supreme Court Chief Justice Norman Krivoshia.

“He was wonderful,” Krivoshia said. “Bob is a very bright, very concerned human being who loved to do research and investigate. He liked to work a lot, but I don’t ever consider working too much as a flaw, because that’s also my work ethic.”

A Lincoln native, Copple has been married for 25 years and is the father of two. He worked for Motorola as a lawyer in Arizona, but when the company wanted to move him and his family, he declined.



**Copple was named one of the “Best Lawyers in America” in biotechnology law in 2007**

Instead, Copple took charge of his own career by opening his own practice, Copple and Associates, in 2005. Recently he worked as the lead editor and contributing author to *Biotechnology and the Law*. Copple said it is the first book of its kind on biotechnology.

“What I’m doing now is really in some respects a continuation of what I’ve done before,” Copple said, “but with



Photo courtesy: Laura Copple

a real emphasis on technology."

Despite all his success, Copple said, none of it would have been possible without the help of the Lincoln community and his father, Neale Copple, former dean of the UNL College of Journalism and Mass Communications.

"My father was just an absolutely wonderful mentor," Copple said. "He was always

really good about me popping into his office. It was not unusual for me to walk in and plop down." The younger Copple got to meet lots of people that way, he said.

Neale Copple was dean from 1966 to 1990, and he instituted many significant changes along the way. Under the elder Copple, who died in 2003, the college gained a graduate program and national prominence.

"The way the program was set up," Copple said, "a journalism degree was an excellent setup for anything I wanted to do. It didn't hurt that I was getting my degree in a college that was ranked in the top five in the country."

In addition, Copple said, his father's dedication to the college was inspiring.

"He absolutely loved every day that he was involved with that school," Copple said. "He would say he would do it for nothing if that's what it took. It was his passion. I think that for him it was hard work — he worked very, very hard. It was simply one of those challenges that he loved."

Copple received his bachelor's degree in journalism in 1977 and master's degree in mass communications in 1985 at UNL. He earned a law degree at UNL in 1981 and a doctorate in mass communications from the University of North Carolina at Chapel Hill in 1990. Steven L. Willborn, dean of UNL's Law College, said Copple was at the top of his class.

"We did teach him to keep learning creatively and nurture his academic interests," Willborn said. "Our writing is more for specifics than journalism, but I think it has really helped for him to have a background in both."

Before pursuing his law degree, Copple worked as a legislative aide at the Nebraska Unicameral in 1978.

"Working at the Unicameral was great fun," he said. "There was nothing I didn't like about it. It was great being part of the whole mish-mash that we call legislation."

Copple said he was disappointed to learn that because of term limits this would be Sen. Ernie Chambers' last year in office.

"Ernie Chambers is one of the best things that happened to the Nebraska Unicameral," he said. "He became the conscience of the Unicameral. Chambers is the one that would yell out that the emperor had no clothes."

Copple's law career began when he joined Sherman & Howard, a large general practice firm in Denver, in 1986. In 1990, Copple moved to a firm that specialized in environmental law. At that practice, he worked on cases involving environmental and natural resources regulation, media, telecommunications and public utilities regulation and government and media relations. His work in litigation, which Copple liked best, involved commercial, regulatory and technical issues and claims.

"Litigation can be very exciting," he said. "The problem is that it is extremely expensive for the client. It may cost \$2 million for litigation, and there's no guarantee you're going to win."

Copple moved to Scottsdale in 1996 to become senior litigation counsel for Motorola and manager of the Phoenix Law Department Office. His Motorola career lasted until 2003. Kathleen A. Bryan, now president and CEO of The International

Institute for Conflict Prevention & Resolution, hired Copple to work for Motorola, and she said Copple has always been unique among his peers.

"I think it boils down to his creativity," Bryan said. "It's that creative spark that seems to find him solutions where others can't."

Between 1986 and 2005, Copple published more than 20 academic articles. He said he's continued to write because he enjoys the challenge of exploring difficult concepts and relating them to the law — like his book "Biotechnology and the Law."

"I never really let loose of my academic interests," he said, "and I've always used those in my professional interests."

Now Copple runs his own practice, where he works to prevent, manage and resolve disputes between companies. Those disputes regularly involve intellectual property rights such as patents, biotechnology, Internet publishing and environmental regulation. Although he isn't allowed to give out names, Copple said most of the companies he works with are Fortune 500 companies, most of them in the top 50.

While Copple has evolved repeatedly throughout his education and career, he said he wouldn't change his decisions for anything.

"It's been a wonderful ride, and it continues to be," Copple said. "And I have basically remade myself several times in my career as a result of marketplace forces or because of my own intellectual interests in law. I fully expect that I will remake myself again. That is the beauty of the practice." ■

## UNIVERSITY PIONEER

**Rohrke, three others, have helped UNL reel in grants topping \$100 million in funding in 2006**

by KRYSTAL OVERMYER

Marla Rohrke's constant desk companion is her "Associated Press Stylebook."

But Rohrke doesn't work for a newspaper or magazine. Instead, she works as one of the top grant writers in the University of Nebraska-Lincoln's Office of Research and Graduate Studies.

Grant writing has more to do with journalism than most people likely think.

Rohrke, who pursued a master's degree in the College of Journalism and Mass Communications from 1992-1997, draws upon those advertising and news-editorial skills

in her current position of senior proposal writer.

Grants help fund faculty research and projects. A good proposal catches the attention of reviewers, who comb through many applications before deciding to whom to award the funding.

Rohrke helps guide faculty through that process. A compelling lede and nut graph are important to have in a proposal — the sort of stuff that teases a grant reviewer into wading through what can be lengthy text.

"In a proposal, you're selling yourself, you're selling your idea, you want to be able to catch their attention," she said.

Ideally, Rohrke helps faculty members take their proposals from start to finish. She finds out about the project — and about the agency or program that's awarding the grant. She talks to the faculty member about strategy, about how to tailor the research or proposal to meet the requirements of the agency. While the faculty member might write the first draft, Rohrke is there to review the proposal for clarity and organization, and she makes sure the writing is compelling. That process can take from a few weeks to months, depending on the proposal deadline.

For bigger projects — involving multiple faculty members, disciplines and sometimes universities — the role of the grant writer expands. Rohrke becomes another member of the team, the "expert" in proposal devel-

opment. In these projects, she does a lot more writing — massaging the content, making the proposal more cohesive. These larger proposals can take from six months to a year before they're ready to be submitted.

Rohrke and three other grant writers see about 125 to 150 proposals per year — just about a tenth of all proposals submitted by UNL faculty. UNL's external research funding topped \$100 million in 2006, almost double the amount in 2000.

UNL's emphasis on research and grants is reflected in the Office of Research and Graduate Studies, which became a formal "office" after Vice Chancellor for Research Prem Paul joined the university in 2001. As state funding for universities across the nation, including at UNL, has become less abundant, finding alternative sources of funding has increased in importance. But few universities have an in-house program built to help faculty members garner research dollars.

In 1997, Rohrke was first hired by UNL as an on-call technical writer to help faculty write proposals. Her work — and the office's — has ballooned since then.

"She has been a pioneer in that regard," said Nathan Meier, a proposal development specialist. "UNL's success is a reflection of Marla's commitment and dedication to the profession."

Rohrke wasn't always planning to make writing and editing her career. She earned a bachelor's degree in zoology in 1973, and was a substitute teacher and later worked for the Nebraska Game and Parks Commission. As an education coordinator for the Lower Elkhorn Natural Resources District, she began to write more. She always knew she had strong writing skills, but she didn't have the formal writing education.

She went back to school. In her news-editorial classes, she learned the importance of accuracy and stylistic rules. In advertising, she learned how to be creative and how important it is to pay attention to your audience.

Those honed skills contribute to Rohrke's success, Meier said.

"She brings outstanding organization and editing skills," he said. "Any time that I'm working on a large, multidisciplinary project, I ask her to be my copy editor. She is relentless in her pursuit of mechanical and grammatical excellence." ■

Photo courtesy Marla Rohrke



ROHRKE

**Interest in film leads alumnus to Capitol Hill**

by BILL FECH

As the graduates of today face the uncertainties of tomorrow, there's at least one University of Nebraska-Lincoln alumnus who found his niche in the outside world.

And if you're ever on Capitol Hill, you can look him up.

Gregory Lukow, who graduated from UNL in 1975 with bachelor's degrees in broadcast journalism and English, has been the chief of the Motion Picture, Broadcasting and Recorded Sound Division of the Library of Congress since 2003.

He oversees the organization and preservation of the world's largest collections of American — and foreign-produced-films, television and radio broadcasts and sound recordings. But Lukow's story of success began like that of many other Nebraskans: on a farm.

"I grew up on a farm near Hastings and didn't give much (thought) about going to college anywhere else but Nebraska," he said. "It's just what one did."

Undeclared for his first year of classes, Lukow eventually began his major in broadcast journalism, quickly discovering his fascination with film, radio and television.

"One of my past jobs on campus was as a film developer for the journalism school," Lukow said. "At the same time, I fell in with a friend in Cather Hall who had been a film buff since childhood. I ended up taking all the film classes and right before graduating was able to declare an English major as well."

Seizing the opportunities UNL offered him, Lukow participated in a barrage of activities, including being the classical music announcer for the campus radio station, starting his own film club and even writing for the *Daily Nebraskan*.

"My friend and I briefly established a



Greg Lukow in the Library of Congress Archives

Photo courtesy Greg Lukow

Lincoln film society," Lukow said. "In some hall somewhere we'd show 8-millimeter silent movies for die-hard (cinema) fans. Somewhere along there I decided to waltz into the *DN* and asked to be a film reviewer."

Impressing his editors on a constant basis, Lukow had his own weekly film column called "Key Grip" and was promoted to entertainment editor for the 1974-1975 school year.

After graduation, Lukow decided to continue his career by enrolling in the University of California at Los Angeles' School of Film and Television.

In looking back, though, Lukow saw his college infatuation with the movies as a means to see more of America.

"To be honest, part of my reason for becoming involved in film was to give me something to latch onto to get me out of Nebraska," he said. "Growing up, I had my share of dirty, sweaty farm work. That just wasn't my thing. I suppose in the end the lure of UCLA was too much to pass up."

The price of attending UCLA as an out-of-state student, on the other hand, was something Lukow hoped to avoid.

"I really wanted to gain California residency so I could have in-state tuition rates," he said. "So I spent a year living in California as a security guard until I was a resident. I was still into movies, though. I kept track: In one year, I saw 836 movies."

Lukow managed to balance his film-watching with academics, working his way

through UCLA's prestigious film and television program with a master's degree to show for it.

Foregoing completion of his doctorate, Lukow opted to pursue a career geared toward film preservation, working his way up the chain of command to eventually become the coordinator of Moving Image Archive Studies at UCLA and also the head of the American Film Institute's National Center for Film and Video Preservation.

In early 2001, Lukow's experience and reputation caught the attention of officials at the Library of Congress, who hired him as the assistant chief of MBRS.

"That was a big decision for me," he said. "I had a wife and kids and went ahead and moved them all out (to Washington D.C.)."

But destiny wasn't through with Lukow. Just one month after Lukow signed on as the assistant chief, the division chief went into retirement, leaving a vacancy Lukow filled informally until his official promotion to chief in 2003.

Speaking of the reasoning behind hiring Lukow as chief of the division, Diane Kresh, the director of the Library of Congress' Public Service Collections, praised his "knowledge of motion pictures, television and sound media, his national leadership in audiovisual preservation and his effective direction of the division."

Since accepting his new position, Lukow has had his hands full, overseeing

the construction of the brand new National Audio-Visual Conservation Center, which will store and conserve the library's entire film, television and audio collections.

Currently, those collections are stored in seven separate facilities in four states and the District of Columbia.

Located just south of Washington in Culpepper, Va., the center is scheduled to open later this month and has dominated much of Lukow's time since he moved to the East Coast.

"There haven't been very many 'average' days for me since coming out here," he said. "We've got hundreds of people developing this new center — the world's largest of its kind — and it involves me in a lot of national projects and committees. It's been a technological and economic challenge, but it's also been exciting. I'm looking forward to things calming down."

Despite his hectic lifestyle in Washington, Lukow tries to make it back home whenever he can, as he's not one to forget his Nebraska roots.

"I try to get back to Nebraska about once a year," he said. "I still have a brother that lives in Lincoln. I loved it out there. I loved the college life, and certainly the training in the journalism school and the English department helped me along my way."

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This story appeared in the *Daily Nebraskan* on April 23. It is reprinted by permission.

# A special kind of internship

## Alum takes advertising students under her wing — and into her home

by KARALYNN BROWN

It wasn't until Lynne Grasz entered the picture that Michele Kaiserman discovered her passion.

Last year, Kaiserman didn't really know what she wanted to do with her life. The UNL senior knew she wanted to do something with advertising, but she didn't see a career for herself in copywriting, graphics or sales. Nothing in the field really sparked her interest.

Nothing sparked her interest, that is, until she flew to New York last summer to participate in an unusual internship program created by Lynne Grasz, a UNL graduate and president and chief executive officer of Grasz Communications, a marketing and public relations firm in New York City.

"I tried to expose Michele to as much as I could during her four weeks in the city," Grasz said. This included a one-week internship with the event planner of PROMAX/BDA, the worldwide association of entertainment marketers, promoters and designers.

"I got to follow the event planner around this huge hotel, set up VIP rooms, make sure the talent had everything they needed in the green room and even run two international parties," Kaiserman said. "The internship showed me what I wanted to do even though all along it was right in front of my eyes; I have always been very organized and planned all my high school's dances and my sorority's three days of recruitment. Without that internship, I don't think I would have seen that event planning could be a career option."

What makes the internship unusual is that Lynne Grasz not only opens her business to four interns each summer but also allows the students to live in the Manhattan apartment where her business is based. For her, the internships are a natural extension of the Cather Circle, a networking organization for outstanding UNL alumni. Grasz is now immediate past chairwoman of Cather Circle.



Photo courtesy Lynne Grasz

**GRASZ**

"Once you mentor, you feel obligated to do it again," she said. "The people in that circle will interact with each other, helping make sure the people behind them won't make the same mistakes they did."

Grasz, who graduated from UNL in 1966 with a degree in broadcast journalism and home economics, made her first career decision when she was 16, after winning a writing contest at Northeast High School in Lincoln. "The prize was a trip to New York City," she said. "When we crossed the bridge and saw the New York skyline, I knew I wanted to live there and work for CBS."

She did achieve that goal. In 1981, she worked in New York City for CBS. But there were a few steps between Lincoln and New York. In college, Grasz was busy with various internships and jobs, including assignments with the campus radio station, KOLN-TV/KGIN-TV Channels 10/11, United Press International and Miller & Paine department store.

After graduation in 1966, she worked as Michigan Newspaper Editor for United Press International and director of promotions and public relations for KOLN-

TV/KGIN-TV in Lincoln before becoming director of communications for the CBS television affiliate in St. Louis. She has also served as the executive director of PROMAX International and of the Broadcast Designers Association.

"Lynne graduated in a time when most women were offered the 'choice' of being teachers or nurses," said Lisa Behrns, the first student Lynne formally mentored. "She defied this option, if you can call it an option, and paved a course that was all her own."

While Grasz acknowledged the presence of a "glass ceiling" throughout her career in news and public relations, she became one of the first woman television executives in the state and the first woman to be elected president of a men's and women's media industry association (Broadcast Promotion and Marketing Executives).

Her mentoring began when Cather Circle was created in 1999 and since then has grown exponentially. Now, students in Cather Circle must apply for the chance to live in her office for three or four weeks with most of their living expenses covered. Grasz will be mentoring four students at different times this summer.

And according to UNL advertising professor Amy Struthers, these students will gain more than career experience through Grasz Communications. "Students come back more convinced of what they want to do," Struthers said. "Being there takes away their doubt, and they know they made a good choice."

For her part, Grasz is constantly reinventing herself. "I'm the kind of person who, if I make cookies, I will make them differently each time," she said. "I don't follow recipes."

She seems, however, to make a balanced impression on those she mentors.

"Lynne's a very warm woman who is willing to do anything and everything to help out others in the business, especially young women who are trying to find their

way," Michele Kaiserman said. "On the other hand, though, she is a very smart businesswoman. She knows what she wants and follows her dreams. I think the combination of the two is what has gotten her this far."

Lisa Behrns agreed. "Lynne is a feisty New Yorker with the soul of a humble, hardworking Husker."

Surprisingly, this CEO's greatest accomplishment is not her two Emmys, her Broadcast Promotions and Marketing Executives Gold Medallion Award or Religion in Media Award. It is not her National Headliner Award or that she was named one of the "60 Women in Communication," both from Women in Communications, Inc. For these, she gives some credit to innovative bosses and good timing.

What she takes the most pride in is her integrity. "When you're in a tough career," she said, "it's easy to end up giving up too much of yourself. But you have to live with yourself. My mother always told me to stay true to myself, and I think I have really tried to do that."

Her corporate philosophy reflects this — she only works with people and products she likes and believes in. Her clients have included *Newsweek Magazine*, The National Portrait Gallery and The Smithsonian, *Consumer Reports* and the International Quilt Studies Center.

And she believes in giving more back to the university than the internships. When she is in Lincoln, she makes time to speak to classes and helps at the Alumni Association. She wants to share her experiences, "to reach out and touch as many people as I possibly can."

Shelley Zaborowski has worked with Lynne through the Cather Circle at the Alumni Association since 1999. "Lynne has been instrumental in taking Cather Circle to the next level — she is involved in so many aspects. I think every volunteer organization needs a Lynne Grasz to keep it going and moving forward." ■

## Going political

# Grad worked on George McGovern, Gary Hart, Bill Clinton campaigns

by KRISTAL OVERMYER

Judy Harrington traces the roots of her job as one of George McGovern's top campaign coordinators back to a depth reporting class at the University of Nebraska-Lincoln.

Harrington, who graduated from the College of Journalism and Mass Communications in 1963 with news-editorial and political science majors, remembers how then-Dean Neale Copple started a depth reporting class on the heels of the creation of the Hearst Journalism Awards Program. The magazine the class dealt with the origins of Nebraska's Unicameral Legislature — the only nonpartisan, one-house legislature in the nation.

And Evelyn Norton just happened to be President John F. Kennedy's personal secretary.

"I remember calling her, and she described where she was sitting outside the Oval Office," Harrington said.

That year, UNL racked up enough points in the Hearst competition to earn a trip to Washington, D.C. — where President Kennedy personally handed out awards. Norton remembered Harrington and made contact with her, showing her around the White House.

Harrington was inspired by the president who had years before created the

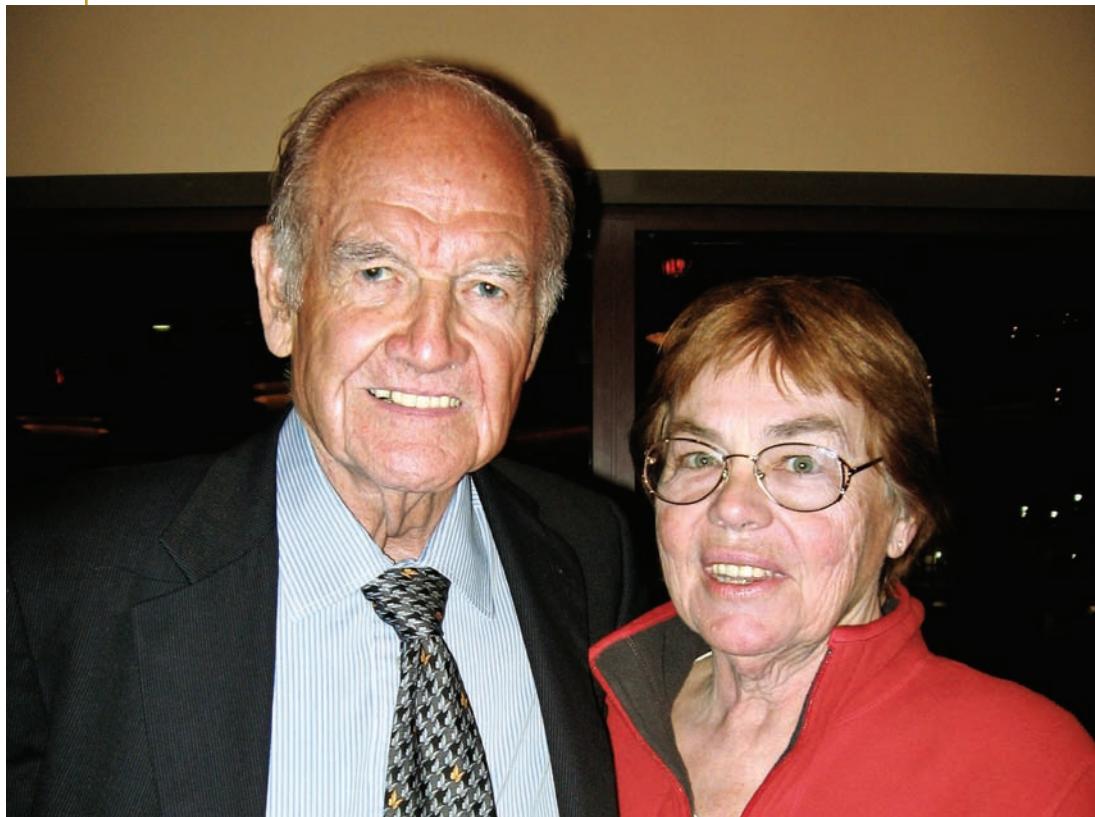


Photo courtesy Judy Harrington

MCGOVERN AND HARRINGTON

Harrington was charged with writing about one of the state legislators, John Norton, who first proposed the change in the then two-house Legislature in the early 1900s. While John Norton had died, one of his children, Evelyn Norton, was willing to be interviewed for the story.

Peace Corps.

She remembered that Kennedy had said, "Go and serve people."

"It was very strong leadership on his part and a very strong call to service," she said. ■

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"From the day I heard his speech, I was going to go into the Peace Corps."

After her Peace Corps years in Venezuela, Harrington moved to Washington. For years, she'd kept in touch with Norton. And Norton was a personal friend of Democratic Rep. George McGovern.

In 1971, when the South Dakotan started making noises about running for president, Harrington was asking, "How do I go to work for him?"

His speeches inspired her, she said, even before she met him. He was noted for his opposition to the Vietnam War.

"George McGovern was authentic. You weren't dealing with many facades or camouflage," she said.

Harrington worked as a regional campaign coordinator, in charge of the Midwestern states from a base in Washington. During that time, she knew Bill Clinton and Gary Hart — campaign organizers who would eventually make their own presidential bids.

McGovern lost the 1972 election in a landslide. Republican rival Richard Nixon racked up 60 percent of the vote to McGovern's 37.5 percent.

But Harrington stuck with McGovern. He asked her to help him get ready to run for a South Dakota Senate seat in 1974 — and he won.

She spent the next six years in South Dakota, overseeing various offices that dealt with constituent issues, until McGovern lost his reelection bid in 1980.

But a few years later, she was one of the first people Colorado Sen. Gary Hart hired to help run his campaign, according to Jim Pribyl, a friend and former director of the South Dakota Democratic Party.

Pribyl said Harrington was invaluable as a campaign organizer.

"She's a very classic Midwestern character in that she is meticulously well-organized and industrious to get things done," he said. "There's no circumstance that if you put the problem in front of her, she couldn't organize and lead people to the task at hand."

In 1992, Harrington set up the basic campaign system in Bill Clinton's headquarters.

Clinton later appointed her to be associate director of the Peace Corps.

"That was quite fulfilling, all those years later, to be able to be with the Peace Corps administration in Washington."

Now, retired and living in the small South Dakota town of Hill City, Harrington can "just run around and do everything I want to do."

Harrington follows politics, albeit "at arm's length." Today's politicians rely on polls to tell them how to land on an issue, she said, and lobbyists and special interest groups have changed the agenda in Congress.

"I don't see a result that is for the common good; I see a result that is 'which lobbyist won,'" she said. "It's not the McGovern style."

Harrington said she still keeps in touch with McGovern — and she still finds him inspiring.

"He's a dear person and a brilliant person and an accessible person and an ethical person. It's been one of the greatest joys of my life to work with him."

## Going places

# First job is dream job

by ABBY BARTHOLOMEW

**Most college graduates don't find their dream jobs straight out of school. They have to move through a couple of jobs before they get to what they really want. But that wasn't the case for J school alumna Crystal Weaver.**

Less than six months after leaving campus, Weaver was hired at Event Publishing, a company that provides the resources — like conference, tradeshow and trade magazine *Event Solutions* — a company needs to plan events. It was her dream job, but it did not just fall into her lap.

Graduating in spring 2006, Weaver took an internship with the Denver-based Schenkein Public Relations firm. While sorting mail one day, she came across the *Event Solutions* magazine. Immediately she was intrigued.

"I sneaked off with it for a few hours," Weaver said. "I saw that the Idea Factory tradeshow was coming to town." She immediately volunteered to be a show intern for a week at the Denver event.

"I was basically just a little helper," Weaver said. "But in return I got to attend the most extreme all-you-can-eat/drink evening showcase parties."

During the tradeshow, Event Solutions sponsored a real-time competition called Project GRAMMY, a chance to design an after-party space for the annual music event hosted by the Recording Academy. The academy produces the GRAMMY's official after-party, which Weaver later attended in 2007.

Event Solutions covered the competition in its magazine, saying it "gave attendees a chance to see GRAMMY-worthy events in the making and offered exhibitors another opportunity to showcase innovative ways of using their products."

At one of the morning meetings during the Denver show, the director asked the staff if a news release had been prepared about Project GRAMMY.

No hands went up. No one had a release prepared.

"So I jumped," Weaver said. "I wrote a news release, created a distribution list and pitched local Denver media in one day. That proved my worth to the company then and there."

The magazine publisher, upon seeing Weaver's intense work ethic and learning she was moving to Arizona in a month, immediately offered her a spot at the Event Solution offices in Tempe, Ariz.

Weaver interviewed for the job of circulation director, the person who deals with magazine distribution, but she let the company know it could also put her PR skills to good use.

"I explained that it seemed like the circulation director job could really be an extension of my PR duties. The readers of

the magazine are the most important public that the company has," Weaver said. She convinced Event Solutions to expand her position.

"They offered me the dual position of PR and circulation director on the spot," she said.

Professor Phyllis Larsen, one of Weaver's teachers while she was at the J school, isn't surprised by Weaver's prestigious title at an important publishing company.

"I admire Crystal's independence; she's a risk-taker," said Larsen, who was Weaver's honors thesis adviser. Larsen said Weaver always went after the things she wanted; she didn't wait for opportunities to fall into her lap.

Larsen smiled as she recalled her first meeting with Weaver. Weaver came to introduce herself during Larsen's office hours.

"She handed me her business card and said she looked forward to working with me," Larsen said. Not many sopho-

mores in college have business cards.

Larsen said Weaver was always impeccably dressed in professional attire and always busy with her many extracurricular activities.

Weaver said a combination of all her college experiences prepared her for her job.

"I was prepared because I pursued my education. Classes were only part of that," Weaver said.

Weaver graduated with a major in advertising and a minor in Spanish. She was also a member of Mortar Board, Chi Omega sorority and the Advertising Federation of Lincoln, and she worked at the *Daily Nebraskan*. She was also a Chancellor's Scholar and gave the student keynote address at the Honors Convocation in 2006.

Weaver said she developed her professional interest through clubs and classes, learned communication and people skills through her sorori-

ty and the *DN*, and learned how to research by completing her honors thesis.

"I think what prepared me for the workplace is not college classes but the college experience and what I made of it. ... It's a mish-mash of experiences that constitutes a true education today — and the best part is, that's what employers want," she said.

Since Weaver moved to Tempe in September 2006, she has learned a lot about her two titles at the magazine.

"Both my 'hats' are equally important but not separate," she said. As circulation director, she targets every potential audience for the magazine. She also manages the magazine's database.

As PR director, Weaver communicates with the media to spotlight the company and its experts as the top in their field, helps the marketing department deal with the magazine's advertisers, publishes a weekly newsletter for the staff

and now does media prep for the trade magazine's recent partnership with another trade magazine.

Weaver also gets to travel around the world. In spring, she made a business trip to the Czech Republic and Hungary.

Larsen isn't surprised by Weaver's intercontinental travel.

"She was focused outward," Larsen said. Weaver looked outside of her academic and social boundaries to learn from and help others, Larsen said. Even during her university days, Weaver was writing about ways to help a Mexican island create a blood bank and researching Costa Rican politics. This international interest has continued with Weaver into the workplace.

With so much on her plate, Weaver has her work cut out for her, but she loves it.

"My job makes me more confused but more motivated and excited than I've ever been in my life," Weaver said. ■

## He 'knew in seconds'

I am so excited to tell you all that on Sunday, Kyle proposed, and I happily said yes. He popped the question at a steak-seafood restaurant called Eddie V's in Scottsdale, Ariz. (We live in Phoenix now.) Dinner was supposed to be just a nice "date" after my return from a work trip to Europe, and I didn't suspect a thing.

After the waiter cleared the table, he brought out a red rose in a tall vase and a small envelope with the accompanying florist's card on which Kyle had written, "I knew in seconds what I wanted to ask you for a lifetime. ... Will you marry me?"

The secret is, this was the advertising copy from a florist's campaign Kyle and I designed in the advertising class where we first met more than two years ago. The class was ADVT 283 with professor Stacy James. We did a campaign for Lincoln's All About Flowers, which was selected by the client — with slightly modified copy — for a billboard on 'O' St. in the winter of 2005 and published in *Nebraska Weddings* magazine.

My first response was, "Are you kidding me?" It was complete and utter surprise. I wasn't expecting this for another year.

He then came around to my side of the table, got down on one knee and asked me again. I managed a "yes!" The other diners seated nearby applauded, and a couple across the room sent over flutes of champagne. We called our families who were in on the secret, which was so emotional but happy.

After all this, as we were leaving the restaurant, Kyle said, "You know, planning all this and everything was really stressful. Can we just go have a



Photo courtesy Crystal Weaver

beer?" I laughed and said of course we could. We walked into the Mexican-style restaurant, San Felipe's Cantina, next door to find our Arizona friends all there waiting for us with piles of bridal magazines, a groom's guide book and pink champagne.

The ring is a marquise-cut center stone with small round diamonds embedded around the white gold band. It's beautiful. We haven't picked a date yet but are thinking in the summer of 2008 — in the Caribbean. ■

In May, Crystal Weaver sent this e-mail to faculty at the J school to announce big news for herself and Kyle Olig, a fellow J school advertising grad.

# Bert Sass's career takes him south by southwest

by MATTHEW ARTZ

"Flexibility is the key to success and compromise the key to a career," Bert Sass said — a powerful insight from a big city journalist with roots in Nebraska.

For the past 24 years, Sass has produced special projects and documentaries for the top-rated TV news station in Phoenix. His career has netted him both personal satisfaction and professional awards.

Sass graduated from Northwest High School in Grand Island in 1971 and received and earned a degree in broadcasting with minors in history, English and political science from UNL in 1975.

His career began at KLMS radio in Lincoln where he had worked part-time in college.

"It wasn't the most glamorous job, but it gave me the experience I needed to really get my career rolling," Sass said.

In 1976, he became a regional reporter for KHGI-TV in Kearney.

"I was one of the early 'backpack journalists' as we call them today. I would do all the camera work, write the story and be the reporter. It was a cheap, efficient way to do news, not to mention fun," Sass said. "I was on about a one-story-a-day deadline, so you could say it was tense at times."

The work that Sass did in Kearney helped land a job at KGUN-TV in Tucson in the summer of 1977. He jumped right in as a weekend anchor and weekday reporter, eventually moving to weeknight anchor and lead reporter during his six years there.

His time at Tucson also gave him his first chance to produce a documentary.

"I've always had a special knack for documentaries, and I enjoy doing them," Sass said. "It allows you to go deeper into the story."

Sass has made many documentaries and feature programs at KPNX-TV in Phoenix, where he has worked since 1983. The diverse topics include teen pregnancy and parenting, immigration, AIDS, drunken driving, hunger, ranch life and Grand Canyon river guides.

A four-year documentary project following a young man through the Naval Academy received the most fanfare. That documentary was sold as a one-hour program to A&E.

Sass has received many awards, but the one that tops his list is the Edward R. Murrow Award given by the Radio TV News Directors Association. Sass was a national winner in 1988 with "Born Too Soon," a documentary about premature twins. Sass

followed the twins for their first 12 weeks of life and reported on the struggles and triumphs during the tense time. This was also the first year the Murrow award had a documentary category.

"It's amazing to think we were the first, especially with the quality of good material we were up against," Sass said.

He credits the J school for giving him a start.

"UNL truly helped me," Sass said. "I constantly had both professors and students encouraging and pushing me forward."

He especially remembers broadcasting professor Larry Walklin.

"He was really more than a teacher," Sass said. "He let us experience the broadcasting world while we were still students."

Sass recalls some helpful advice from Walklin: "You try to give people what they want and what they need. A good mixture of both will determine success — both in life and career."

**advertising classes were taught mostly in the basement classrooms.**

"It was just a dive," Braziel said. "All the windows leaked. It always smelled musty."

Still, it felt like home — so much so that she and others were nostalgically disappointed when the J school prepared to move from Avery to a renovated insurance building, the current Harold and Marian Andersen Hall.

"There were a lot of us that were completely up in arms when it moved out of Avery," she said.

The atmosphere then was a bit different, too. Among other errands, Braziel remembers buying cigarettes for the dean. Oldfather Hall had vending machines full of them.

"Everybody in the office, everybody smoked," she said, "holdin' one in the hand, one in

the ashtray."

Braziel acknowledges that working in the dean's office might have affected her perception of J school faculty members. But she still thinks the relationship students had with faculty back then was perhaps a bit different — more laid back, less stifled by later concerns of political correctness. Faculty members felt like friends.

"The professors were just a riot," she said.

She remembers the faculty being helpful and guiding, she said. Secretary Judy Yeck and others kept up on her. "She knew if we'd been drinking or been out. She had sort of a radar on me and kept me in check."

And Dean Copple? "Working for the dean, you weren't going to get away with much of anything."

## Braziel remembers a 'different' J school

by KRISTAL OVERMYER

When Geri Jones Braziel applied for a job as a copywriter instead of a graphic designer for Speedway Motors, it was partly because she couldn't wrap her head around all the space measurements and math that went into actually pasting together a publication.

Twenty years later, she's still at Speedway Motors. But now, as a graphic designer and a manager, she does every day what she thought she wanted to avoid — albeit with the use of a computer.

"It's the things I did in school — I still remember struggling in some of the media strategy classes, all the mathematics, all the figuring space," said Braziel, who graduated from UNL in 1987 in advertising. "I do that every single day of my life now, and it's like nothing fazes me."

Braziel, who helped out in Dean Neale Copple's office as part of a work study during her time at the College of Journalism and Mass Communications, remembers a J school quite different from what students experience today.

Most visibly, the J school was housed in Avery Hall. The

"It's a motto that has helped get me where I am today," Sass said.

Walklin had only good things to say in return.

"Bert was a very intelligent, thorough student who always went the extra mile," Walklin said. "It's that work-hard mentality that has helped him tackle the complex stories he does today. He could be counted on to accomplish what he started."

Former faculty member Ed Bailey also holds a special place in Sass's memory.

"He taught a traveling course that took us on a 10-day tour of the broadcasting service-

es in Europe," Sass said. "I knew after that trip that broadcasting was where I wanted to be."

Over the course of his career, reporting projects have taken Sass to five countries in eastern Asia, as well as to Haiti, Mexico, Canada and most of the United States.

"I love to travel and see new places. It's one aspect of my job I'm very grateful for," Sass said.

Sass has been a jack-of-all-trades in Phoenix; during his 24 years at KPNX-TV he's produced many documentaries, was an assignments editor and was a senior producer for

"Inside Arizona," a news-magazine program.

Now as a special-projects producer, he produces and schedules special reports and promotable news stories, mostly airing during "sweeps." He also acts as a coordinating producer during elections and other big events, like forest fires.

"It's a job that keeps evolving. Each day I might be doing something completely different," Sass said. "That's the beauty of being where I am in the news industry."

Pete Scholz, a co-worker and photojournalist, said, "Bert is one of the most meticulous and well-prepared producers I've ever worked with. His attention to detail is so high that not much gets past him, which is good, because that's an attribute a special-projects producer has to have."

Sass said KPNX-TV has given him a professional home and stimulating work. The location fits him, as well.

"I love Arizona and everything I can do here," Sass said.

"Hiking, mountain biking, photography — I can do it all. I'm fortunate to spend this much of my life in a place this great. The only thing I regret is that this business is so demanding. I would love to enjoy more of what Arizona has to offer."

Being in the business as long as he has, Sass is a gold mine of advice for young journalists.

"The business world is lot more competitive today. There is less time to learn and grow into your position. You have to take advantage of your opportunities; don't let them pass you by or they may not come back" Sass said. "Do your networking; find your mentors and the people who will push you forward in life. If you can't find your dream job, don't get discouraged. Find something that will give you good exposure to the industry you want to be a part of. You know what you want to be doing. Find ways to get yourself that position. Always bring a positive attitude, and your hard work will pay off." ■

Photo courtesy Bert Sass



Art courtesy Speedway Motors

Braziel remembers Copple, who died in 2003, as a brilliant man who made those around him feel at ease. Sometimes he'd let her drive his Volkswagen. "He was this jolly old guy, but he could be tough as nails, too."

Braziel has found success at Speedway Motors. She and her staff produce six, 300-plus-page catalogs per year — a feat

that would've been impossible given the technology when she graduated, she notes. She works side by side with her husband, who is Speedway's art director.

Linda Shipley, the college's current associate dean, was an advertising faculty member during Braziel's undergraduate years. Shipley said she remembered Braziel as being a very

conscientious worker, very efficient.

Shipley said the J school fosters the kind of close relationships between students and faculty members that Braziel remembers. Even the layout of classrooms serves to make the program seem a bit more friendly and informal.

She said Braziel might be right about professors being more conscious of their words now than in the past.

"I think there was an openness in that sense," Shipley said. "There might have been things talked about then that wouldn't be discussed now."

Just as Braziel's job description has changed over the years, so has the training the J school provides its students. Job descriptions "were much more defined when [Braziel] was in school," Shipley said. Today's graduates need to

know how to handle a variety of media.

Braziel said graduates also need to enter the workforce ready to take criticism. In advertising, there is no room for mistakes — and that's something graduates need to be prepared for.

"To be in this position, you have to have a thick skin," she said.

Today's graphic design tools are a far cry from the typewriters and pasteboards used when Braziel graduated from UNL. Remembering those differences — culled from 20 years of evolution in the graphic design and advertising world — can make one feel a little sheepish.

"I find myself quoting over and over — it's such an old person thing — 'I remember when ...'" ■

# Freedom Sings highlights annual J Days celebration

by ALICIA ROTH

Freedom of speech is something many people take for granted, but it is a part of the First Amendment that Americans benefit from every day.

"Freedom Sings" brings those benefits home through music, video and graphics. The seven-member band features three Grammy Award-winning musicians who have all come together to help teach people about the importance of freedom of speech.

"Freedom Sings" appeared April 12 at the Lied Center Auditorium at UNL, sponsored by UNL's College of Journalism and Mass Communications, the Association of Students of the University of Nebraska

(ASUN), UNL's Hixon-Lied College of Fine and Performing Arts and the Nebraska Press Association.

Nearly 700 people came to listen to the free concert and multimedia show. People were dancing, clapping and singing along to tunes that had been censored in some way through the years. A few scored gray First Amendment Center T-shirts that the narrators were throwing out into the audience.

The performance was part of the journalism college's annual J Days, a week set aside to promote the college and celebrate the achievement of students and alumni.

"Our job as a college is to support and defend the First Amendment in any way we see fit. ('Freedom Sings') is a



## Free speech embraced by conservatives, liberals alike

by JOHN R. BENDER

In April 1968, Paul Robert Cohen walked into the Los Angeles County Courthouse wearing a jacket with the words "F\*\*\* the Draft" on it — only Cohen didn't use asterisks.

Police arrested Cohen, who was convicted of disturbing the peace. Cohen appealed his conviction to the U.S. Supreme Court, which ruled that his First Amendment rights had been abridged.

Well, whaddaya expect? It's just another example of that liberal Supreme Court undermining

community values. But wait. It wasn't a liberal justice like Hugo Black or William J. Brennan Jr. who wrote that opinion. No, the author was John Marshall Harlan, an Eisenhower appointee and one of the most conservative justices of that era.

Yet Harlan wrote in defense of Cohen's right to wear his expletive-emblazoned jacket, "While the particular four-letter word is perhaps more distasteful than most others of its genre, it is nevertheless often true that one man's vulgarity is another's lyric. Indeed, we think it is largely because governmental officials cannot make principled distinctions in this area that the Constitution leaves matters of taste and style so largely to the individual."

In popular imagination, it's the liberals who most ardently defend the freedoms of speech and press guaranteed by the

Photo by Stephen Hermann

First Amendment. In fact, these freedoms have friends and enemies on both ends of the political spectrum, and Harlan is not the only conservative member of the Supreme Court to have embraced a broad view of the First Amendment.

When the case came to the U.S. Supreme Court, the issue was whether public figures such as (the Rev. Jerry) Falwell could sue for the emotional injury

inflicted by outrageous publications like *Hustler*'s parody of him. In an opinion joined by six other justices, conservative Chief Justice William Rehnquist delivered a resounding "no." If the decision had favored Falwell, it would have silenced not just Larry Flynt but every media production that makes fun of public figures from "The 1/2 Hour News Hour" to "The Daily Show." A year after the Falwell



Jonell Mosser, left, and Ashley Cleveland perform at Freedom Sings concert at the Lied Center April 12

decision, the Supreme Court took up the issue of flag burning. The case involved a protester at the 1984 Republican National Convention in Dallas who had burned a flag in protest of the Reagan administration's policies. He was prosecuted under a Texas law that prohibited the desecration of venerated objects, including flags. The Supreme Court was sharply divided, 5-4, but conservative Antonin Scalia joined the

great expression of the First Amendment that is different from anything else," said Mary Garbacz, assistant to the dean of the college.

The First Amendment of the Constitution grants all citizens five basic freedoms: speech, free press, religion, peaceful assembly and the ability to petition the government.

"There are no more powerful words on the planet than those contained in the First Amendment," Ken Paulson, current editor of USA Today and former director of the First Amendment Center, said in a 2006 interview with the New Jersey Courier-Post. "It created a whole new society, one founded on mutual respect and an acceptance of ideas."

In a 2006 poll by the First Amendment Center, 40 percent of those surveyed thought the press has too much freedom. In the same poll, just 41 percent thought it was OK for people to sing songs with lyrics that some

traditional liberals in holding that the First Amendment protected flag burning.

Although you'd never know it by listening to radio talk shows, it isn't just the political liberals who support free speech. People of all ideologies realize freedom to speak and freedom to publish are essential for building public support for their views and their policy proposals. A law that silences one's opponent may later silence one's friends — or oneself.

Free-speech questions frequently confront the public and the courts. Sometimes the liberals are more supportive of freedom, sometimes the conservatives are.

For example, many conservatives would like to see *The New York Times* and *The Washington Post* punished for disclosing that the National Security Agency has wiretapped Americans — without

people might find offensive.

Addressing the remaining 59 percent is where "Freedom Sings" steps in.

Paulson created the "Freedom Sings" program in 1999. He narrated the UNL performance with Gene Policinski, current director of the First Amendment Center.

"I wrote Freedom Sings because I wanted to remind Americans to not take their freedoms for granted," Paulson said after the show. "If it was a lecture on the freedoms of the First Amendment, only a dozen or so people would show up, whereas hundreds show up for a rock 'n' roll show. It's also more fun for me to listen to them play the music and to see the audience getting involved."

The 90-minute show covers three centuries of music, much of which has been censored or banned for various reasons through the years.

Garbacz said, "It covers time periods reaching back to the Revolutionary War to today as well as music about

the drug culture of the 1960s, the Vietnam War, the impact of Sept. 11 and the lyrics of rap music."

Music is much more censored today than it was in the 1950s and '60s when rock 'n' roll was just starting. Songs now have words bleeped out because some might find the lyrics offensive, which is often the case with rap music.

"Today's music is tomorrow's Musak" said Paulson, introducing a toned-down version of Eminem's song, "The Real Slim Shady."

Other songs are banned because they might have controversial messages in them or because the musician did or said something that people disagreed with — like the Dixie Chicks' Natalie Maines dissing President Bush. The backlash from listeners and broadcasters meant that their anti-war song, "Traveling Soldier," was replaced on the charts by Darryl Worley's pro-war song, "Have You Forgotten?"

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warrants — in an effort to thwart terrorists. Conservatives say these disclosures violate the Espionage Act of 1917. Liberals see them as vindication of the role of the free press in exposing government excesses and wrongdoing.

On the other side, liberals are more likely to want to regulate campaign financing. They say the current system, which favors political action committees and interest groups backed by wealthy individuals and businesses, amounts to little more than legalized bribery of public officials. Conservatives see the donation of money to political candidates and causes as the essence of free speech; regulations on campaign donations threaten to choke political speech at its source.

These are tough questions without easy solutions, and no one is saying the First

Amendment is absolute. But the earlier cases teach that an orderly society and effective government can coexist with broad freedom of expression. As Justice Louis Brandeis put it many years ago, "If there be time to expose through discussion the falsehood and fallacies, to avert the evil by the processes of education, the remedy to be applied is more speech, not enforced silence. Only an emergency can justify repression. Such must be the rule if authority is to be reconciled with freedom."

The desire to regulate speech may be the first impulse one feels when faced with insult, dissent or danger, but the Constitution commands that restraints on expression must be the last resort. ■

John Bender, a member of the news-editorial faculty, wrote this column for the Lincoln Journal Star, which published it April 12.

Almost a century earlier, Beethoven was banned during World War I because he was German, and listening to something by a German composer was thought to be encouraging the enemy.

A few decades later, Elvis Presley, the King of Rock 'n' Roll, was censored on his Ed Sullivan TV debut. The swinging hips he became famous for were deemed too risqué for network television, so viewers saw Elvis only from the waist up.

A picture of Elvis in the middle of his famous hip gyrations flashed on the Lied Center's big screen while Paulson and Policinski talked about censorship.

"The longer you look at this photo, the dirtier it gets," Paulson said of the Elvis image. "We weren't sure what was happening down there, but we knew it was important."

Another song that generated a lot of controversy was "Louie, Louie," the 1963 hit by the Kingsmen, a song played today by marching bands across America.

A combination of a bad recording session, a lead singer with a swollen mouth, a microphone that was 3 feet above the singer's head so he had to stand on his tiptoes to sing, and recording the whole song in a single take all contributed to a nearly incomprehensible piece of work.

The lyrics were so hard to understand that boys across America began writing out what they thought the words to the song really were and passing them to their friends. They, in turn, would leave the often obscene notes in their pockets where their mothers would find them. Pretty soon, parents were sure the song was corrupting their children.

"What would June Cleaver have done if she found dirty lyrics in Beaver's pants?" Paulson asked. "Well, first she would tell Ward, and then she would call in the FBI."

Actually, the FBI was asked to investigate and to determine if the song was in fact corrupting America's youth. After a thorough investigation of many different copies of the song played on many different record players at many different speeds, the FBI came to the conclusion that the song is "unintelligible at any speed."

While the "Freedom Sings" show isn't patriotic in the sense of waving flags, it does celebrate what makes the United States the way it is. In many countries around the world, the news media do not have anywhere near the same freedom they have in the U.S.

"It's tragic we have all of these freedoms that others would die for, but we can't even name what they are," Policinski said of the poll that the First Amendment Center conducts each year. ■

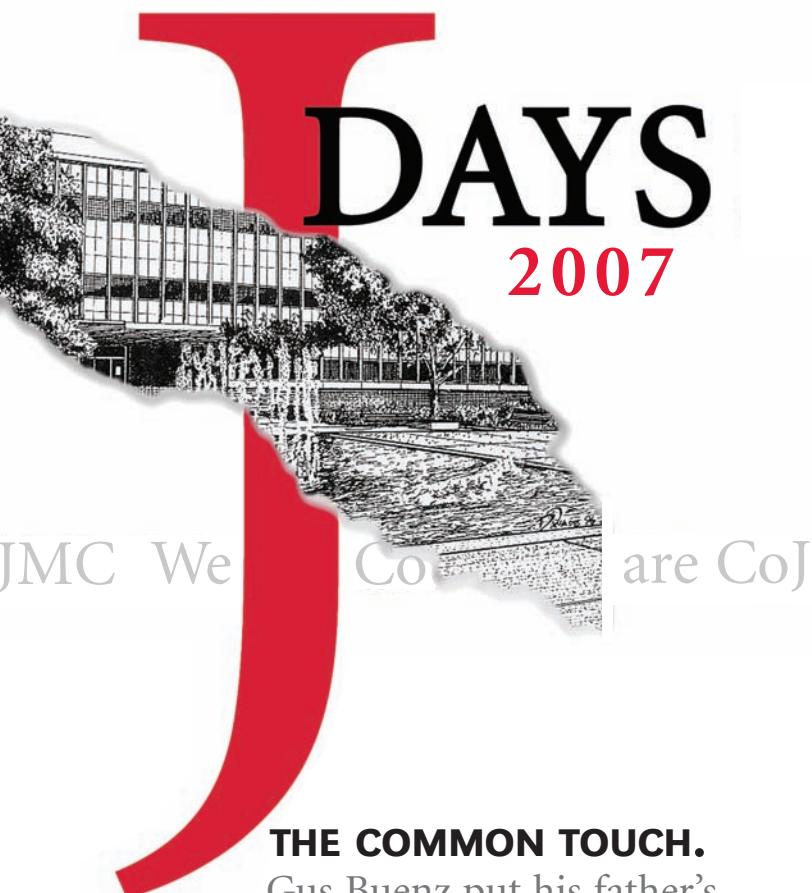
## WINNERS

### ● August 'Gus' Buenz

#### Advertising Alumnus of the Year



**A native of Ogallala, Buenz graduated from the University of Nebraska with a journalism degree in 1960. His career at General Motors spans a 42-year period**



#### THE COMMON TOUCH.

Gus Buenz put his father's advice to good use in a successful career with General Motors

by RAMSEY YOUNG

Gus Buenz was hardly expecting the honor.

In April 2007, the journalism alumni board named Buenz the Advertising Alumnus of the Year for his career accomplishments and continued support of the college.

"When I was notified that I had won this award I was absolutely floored," said Buenz, a native of Ogallala.

Ann Pedersen-Gleeson, president of the Alumni Advisory Board, said Buenz was chosen because of his cumulative work.

### ● David Graupner

#### Broadcasting Alumnus of the Year



**Graupner began his on-air career in broadcast communications at KFOR-AM in Lincoln. Today he is president of Jones/TM Century in Dallas, Texas**

# MC We are CoJMC We are CoJMC We are CoJMC We are

WE ARE STRATEGY, CREATIVITY, PURPOSE; FOCUSED, FAIR, FIRST; TRUTH, ACCURACY, INTEGRITY ... WE ARE CoJMC

"He had an illustrious career with GM and has continued to give back to the college," she said.

At an early age, Buenz learned a critical lesson from his father, Harold "Beens" Buenz, who worked six-and-a-half days a week at a drugstore. Buenz said the work ethic he learned from his father has served him well throughout his life.

Buenz also learned how to treat people from his father. When Buenz and his brother were grown, his father told them, "I am very proud of both of you, but never, ever forget the common touch and how to relate to common people." August Buenz said that concept has inspired him throughout his career.

Buenz left Ogallala after high school and enrolled at the University of Nebraska-Lincoln, where he graduated from the J school in 1960.

"My education was terrific," he said. "My four years at Nebraska prepared me as well as they could have for the career I went into."

After graduating he was drafted into the U.S. Army and served until 1962 when he began his career with General Motors.

Starting as a staff exhibit assistant for a GM science show designed for high school assemblies, Buenz worked his way up the GM ladder.

"While working as a science show presenter I got great public speaking experience and was even given the chance to be on a national kids program called 'Captain Kangaroo,'" Buenz said.

His first advancement put Buenz on the staff of the GM exhibit at the New York World's Fair in 1964. From there he began to work as a staff assistant with various public relations departments in Indianapolis, New York City and Washington, D.C.

In 1975 Buenz became the assistant regional manager of GM's regional public relations office in Chicago. Two years later he became the manager for the Indianapolis region's public relations office. Later in 1979 he transferred back to the Chicago branch to become the manager, and in 1987 he went to work as director of public relations for the Oldsmobile Division in Lansing, Mich. GM phased out the Oldsmobile line in 2001.

"Working for Oldsmobile when the company put it to sleep was both challenging and fun," Buenz said.

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## ● Cheryl Butler

**News-editorial Alumna of the Year**



**Butler, a native of Omaha, is retired from The Washington Post where she held various positions — her last four years as the director of recruiting and hiring for the Post's newsroom**

## ● David Beliles

**Service to the Profession by a Non-alumnus**



**Beliles is retired from a 39-year career with Stauffer Communications Inc. He and his wife, Ruth, and son-in-law Matt Walsh and daughter Lisa, along with several other investors, bought the Longboat Key (Fla.) Observer in 1995**

Buenz served as director of communications for GM's Fleet and Commercial Business in Detroit starting in 2001. His last GM job was as director of communications of GM's Latin America, Africa and Middle East regions, based in Miramar, Fla.

Buenz had the opportunity to visit GM plants all over the nation and the world. "When traveling, the first thing that jumps out at you is the quality of all of the people who worked for GM. The quality of the people was just outstanding everywhere," Buenz said.

Buenz retired from GM in December 2004 and now lives with his wife in Naples, Fla.

"My wife has always been very understanding and supportive. She was always there for me and did a great job raising our children," he said. Their son, Jeff, is an account executive at a Denver advertising agency, and their daughter, Ericka, is a first grade teacher in suburban Denver's Cherry Creek School District.

Buenz has taken to an active retirement lifestyle, doing volunteer work for an organization called SCORE, which offers advice to people starting small businesses. He has also become a regular contributor to *The New York Times*, submitting reviews of automotive books.

"In New York, Washington and with Oldsmobile, we worked really hard to get a story in *The New York Times*. It was a real homerun accomplishment. Now I am a contributor to *The New York Times*," he said with a laugh.

In his spare time Buenz has been taking classes in Spanish. He was motivated to do so by his admiration for the English-speaking abilities of a GM first line supervisor in Ecuador who spoke perfect English.

In reviewing his career, Buenz attributed his success to the opportunities he was given.

"A lot of assignments gave me the opportunity to grow and develop, and it all goes back to being hired," said Buenz.

Buenz said the best advice he could give to graduating UNL students is to first look at every job as an opportunity. The second thing students can do is to go beyond everything that is asked of them. Buenz also recommended that students network with alumni and others already working in their field. And he emphasized that students should always enjoy what they are doing.

"Life is tough enough, but if you don't enjoy it, life is terrible," Buenz said. ■

## **WALKING UP A STAIRCASE.** Graupner goes from 'a good voice for radio' to CEO of a broadcasting company

by CHARLES WILBRAND

On a very cold fall afternoon 32 years ago, David Graupner sat on the steps of the old Temple Theater on the University of Nebraska-Lincoln campus. A theater major, he realized he didn't have the talent or the passion for the field. But a fellow student had told him he had a nice voice, one that would sound mighty fine on the radio.

So he went and checked out the school of journalism — and found a long and distinguished career in broadcast communica-

tions.

Graupner, who lives in Dallas with his wife, Joanne, said his education at the journalism school solidified and trained him for what he wanted to do. "It taught me what journalism was about and what broadcasting was really about," Graupner said.

Graupner, now 50, has had a career that in the last 30 years has taken him all over the U.S. After starting out in Lincoln, he went to Sarasota, Fla., then to Dallas. After Dallas he moved to Albuquerque, N.M., then to Reno, Nev., and then to Madison, Wis. Finally, in 1996, he came full circle and moved back to Dallas, where he is the CEO/president of Jones/TM, a company that produces and distributes music-based services for broadcast media. He was named this year's Outstanding Broadcasting Alumnus during the April J Days celebration.

Although Graupner didn't pursue a career in radio right away, he said he had always had an interest in it.

"Growing up outside New York City ... the only way you really knew what was going on with new music coming out and stuff like that was listening to this one radio station. So it was very much an integral part of your life back then," Graupner said.

During the middle of Graupner's senior year of high school, he moved to Lincoln because his father was transferred to Dorsey Laboratories. He graduated from East High School and then attended UNL in the fall of 1975. Graupner said it was kind of ironic because long before his father was transferred, he was thinking about attending UNL because of its highly touted theater program.

The first time he walked into the journalism school, then in Avery Hall, he said he was blown away because of a certain electricity the place had. He said the entire staff and student body struck him as very interesting people.

"I got to believe that the discussions that went on in Avery Hall were probably some of the most interesting discussions held anywhere on that university campus," Graupner said. "... you were talking about the news and that changes every day, every hour, every minute."

While attending school, Graupner also worked full time at KFOR-AM.

"The guy was one of those guys that everyone hated in college because he was working full time in radio," said Dan Charleston, a fellow student and a good friend of Graupner's. "The rest of us were simply trying to get someone at one of those stations to even interview us."

Graupner said he put in a lot of work and made some sacrifices. "Not having a social life helped a great deal," Graupner said. He said he made practice tape after practice tape before he went on the air.

But once he got on the air, he had to make a change. He was told he couldn't use his own name, so he created the call name, Dave G.

"There's this thing about radio names. Most people I know in radio have fake names. I don't know why," Graupner said. He said he never got to choose his name. It was always given to him.

If there is one thing David Graupner seems to do well, it's handling change.

"He is a person who did well as a university student and was very able to adapt to change, and he has used that talent very wisely," said Larry Walklin, a UNL broadcast professor who taught Graupner.

Graupner experienced frequent job changes and had to adapt quickly to new situations. But he said his biggest change came when he made the jump from executive vice president to CEO/president of Jones/TM.

"All of a sudden I was thrust into the chair of being the boss," Graupner said. "It's a real eye-opening experience when you are responsible for everything."

Graupner has been known to be the one who makes the changes. Charleston, now the vice president of Finer City Broadcasting in San Diego, said Graupner was always thinking outside the norm, trying to figure out how to make something better. He said one of Graupner's favorite lines was, "If it isn't broke, break it."

Charleston also recalled an incident when they were both in college during the mid '70s, working at KRNU, the student radio station at UNL, when the station didn't really have a particular music format. They went and put color-coding dots, based on the type of song and other categories, on every single piece in the library and put clocks in the control room in order to control the music that was played over the air. Graupner said most of the professors thought that he and Charleston were absolutely crazy because what they did went against the norm. But they succeeded in making the student-run station better.

People remember Graupner for his personality and creativity. Charleston said his friend was very bright and very intelligent and was driven to succeed.

"He is one of those pleasant, assertive personalities," said Rick Alloway, a former co-worker of Graupner's at KFOR-AM and now a member of the UNL broadcasting faculty. "He had his own ideas. ... He makes people laugh and keeps things light but knows when to be serious."

Graupner's success didn't happen overnight. With each job change came more responsibility. Opportunities kept coming up, and he kept taking them.

"It has happened so gradually over my career that it is basically (like) I'm walking up a staircase," Graupner said of his success.

But it hasn't necessarily been a steady ascent. He described projects he launched that the company thought were fantastic but the public didn't like. He said everyone will experience failure, but it's just part of the process.

"It's like baseball. Sometimes you strike out; sometimes you hit a home run. You just have to accept it," Graupner said. "When it does happen ... don't let it keep you from going to bat again with another idea."

While at Jones/TM, Graupner has been a part of many innovations and ideas. He said the company was one of the first to really embrace the Web and deliver its product over the Internet.

"The thing that I am proudest of in my career is having been able to spot bright, young, talented people and bring them into this company, then give them the support — emotionally, professionally and financially," said Graupner, who has three sons Danny, 23, Benjamin, 21, and Neil, 16.

David Graupner remains passionate about his job. He said his company is like a college campus because there is so much diversity and each day is completely different.

"It's not too often that you can be the CEO of a company and wear Hawaiian shirts to work. So it's the best of both worlds," Graupner said. ■

**WILLING TO HELP.** Cheryl Butler may be retired from *The Washington Post*, but she continues to mentor young journalists

by SARA GALLATIN

The journalistic landscape has been dramatically altered since she first started out in the field more than 45 years ago, said Cheryl Butler, honored in April by the UNL journalism department for her outstanding career.

"Technology has changed a lot," the Omaha native and veteran *Washington Post* newswoman said. "When I started out, papers weren't computerized. Everything was done on hot metal."

Butler, a University of Nebraska alumna, remembered the days when journalists worked directly with hot metal type. Today, UNL is filled with computers and other advanced equipment.

"Technology gave you a chance for a better product," Butler said. "But in other ways, the emphasis has changed." In other words, the emphasis is not always on giving readers the most in-depth stories anymore, she said. Rather, it is often about making the constant updates that the Internet allows. This is different, and while not all bad, the reader gets shortchanged on being as well-informed as possible.

The now-retired *Washington Post* employee was last on the Nebraska campus in April 2004 for the annual J Days awards and ceremonies when she was selected as the journalist of the year and was also the Seline Memorial Lecturer.

Her interest in journalism prompted her to work on the Omaha Central newspaper when she was a junior in high school. She enjoyed it so much that she continued with it throughout her senior year. Upon graduation, she knew she wanted to pursue a career in journalism.

So she decided to attend the University of Nebraska. She graduated in winter 1968 with a bachelor's degree in news-editorial journalism and mass communications. After graduating, she went to work at the *Lincoln Evening Journal* as a copy editor.

After a year, she began to do layouts and was also a wire editor. She remained at this position until 1972 when she left for the *St. Paul (Minn.) Dispatch* where she worked at the copy desk; however, she also gained experience by sometimes substituting for the wire editor and the A1 news editor.

"I'm not sure I could have ever been a reporter," Butler said. "Some people just have more copy editor makeup." Butler does not like to interview or report as much as she likes to edit. "Editing is just more my thing," she said.

In 1981 Butler headed east to work at *The Washington Post*. During her 36 years in the newspaper business, she saw enormous changes. She said she missed the old days when editors would work directly with printers. Hot metal type is no longer used, and page design and layout is all computerized. But, although she may think back fondly of years gone by, Butler said many of the changes are for the better.

"The Internet has changed the way people report," she said. "I think the computerized newsroom gives you a lot more control over the newspaper business. It allows for extended dead- >>

lines, and you can control it more."

Butler also said having later deadlines gives reporters and editors more time to "get it right," but it also gives them much more responsibility.

Journalism has changed so much in the past 40 years, and Butler said she is excited to see how it continues to change. Although she is unsure newspapers will even be around in another few decades, she is curious to see what happens.

Butler said the Internet has also revolutionized newspapers because reporters are doing much more online. Many papers now have their own Web sites, too, and in Butler's opinion, the younger generation may tend to go that route.

Beyond that, Butler said, she sees less interest in serious news today, no matter how it's delivered.

"It seems like people are less interested in major news than they used to be. They are more interested in celebrity news," she said. "As a journalist, I don't think it's a good thing, but you have to write what your readers want. I don't believe in dumbing down a paper, though."

In 2000 Butler became a recruiter at the *Washington Post*. Her job was to find and recruit new people who had exceptional journalistic potential. So she went to colleges and journalism conventions looking for people she thought would be good candidates for *Post* internships. She was also in charge of keeping track of people to hire. And she was always on the lookout for "younger stars."

Dakarai Aarons was one of those younger soon-to-be stars. In 2000, Butler was meeting with a few high school students to talk about UNL's journalism school. Aarons was a senior, and he was intrigued by what she said, so he stayed in touch with Butler throughout the year. Finally, Aarons went to Lincoln and took a tour of the journalism school and decided it was the place for him.

"As I started my first year at UNL, Cheryl would check in with me to see how I was adjusting and even introduced me to her family when she came to Lincoln for a visit," Aarons said.

"As a proud 2006 graduate of UNL," Aarons is now a lead education reporter for *The Commercial Appeal* in Memphis, Tenn. He writes about the schools and students in the city and also covers national events that affect the Memphis school district.

Butler mentored him throughout his school years. She told him to write a wide range of stories, she gave him feedback on the things he had written and she told him how he could continue to improve his writing.

There are many things aspiring journalists can do to advance and to give themselves a better chance at success, Butler said. They need to keep their ears open and listen to and watch what is going on around them. A journalist must look at the small details but also remember to look at the bigger picture.

And young journalists can't be picky, she said. They must be flexible in their new careers and prepared to seize opportunities as they arise. The comfort zone, she said, must be broken.

"Cheryl's best qualities are her frankness and willingness to help," Aarons said. "She was able to provide practical advice and is always honest with people about their strengths and weaknesses. Cheryl's mentoring was invaluable. I know I wouldn't be as far along in my craft without her expert advice," Aarons said.

But after more than 45 years in the journalism business, Butler decided to leave the world of daily journalism. She is still living in Washington, D.C., and enjoying her retirement.

"When I look back on my career, I am happy that I got to do the things I did. There is no one thing that I am most proud of," she said. "I guess my biggest contribution was helping to find and encourage students. To me, that's what I'm proud of." ■

## LIVING THE DREAM. Hard work, determination led to satisfying newspaper career

by SAM ERB



In 1776, a new breed of men created a new idea that has lasted 231 years. Founded on the notion that all men could create their own destiny, the American Dream was born.

Meet David Beliles, a 77-year-old former reporter, ex-Marine, editor-publisher and current newspaper owner, who pulled himself up by the bootstraps to achieve his dream.

Working hard throughout his career, Beliles eventually rose to the top of Stauffer Communications, which owned numerous newspapers throughout Nebraska, Kansas, Oklahoma, Michigan and Missouri.

His 39-year service to his newspapers set new standards for the industry. Along the way, he was also able to teach the necessary skills to young journalists, eventually nurturing and molding 12 future editor-publishers.

Beliles' latest achievement came from the University of Nebraska-Lincoln College of Journalism and Mass Communications and its alumni board, which honored him with the Service to the Profession award.

"You have to have somebody who will notice you. You need to let someone know what your dream is ... and if they are the right person they will help you achieve that dream," Beliles said.

Will Norton, dean of the journalism college, said when he first arrived in Lincoln in 1991 he asked who the leaders in Nebraska journalism were, and Beliles was one of the first names mentioned.

"David Beliles was probably the best publisher not only in the state but in the region," said Norton.

Beliles never formally graduated from high school or college. But through his own self-discipline, he took his newspaper to an elite class, earning more general excellence awards from the Nebraska Press Association than any other state newspaper. By sharing tips and ideas with editor-publisher Ken Bronson, who also worked for Stauffer Communications, Beliles was able to build excellence at Stauffer's newspapers.

"One of the best friends I've ever had, and he is one hell of a newspaperman," said Bronson, who currently runs his own consulting business for newspapers out of Topeka, Kan.

Bronson was but one of many colleagues and former employees who came to pay Beliles their respects at the annual journalism awards luncheon in April.

Beliles accepted the award with tears in his eyes and brought tears to the eyes of his daughter, Lisa Walsh. He reflected on his nearly 40 years of service by recalling a comment his wife often repeated: In 40 years she had never heard him once complain

about getting up to go to work.

"God, what a fortunate man. I am a fortunate man," Beliles said.

Beliles was born in Louisville, Ky., on May 14, 1930. He was the son of a newspaperman, and throughout the '30s and '40s the family moved from place to place.

All that moving was hard on him and his brother, Beliles said. By the time the boys started to make friends, his father would be forced, by Depression-era-closings and layoffs, to move on to another paper. Omaha, Chicago and Cincinnati, with brief stops in between in Louisville, were his childhood stomping grounds. Beliles said he respected his father's job but didn't like the lifestyle. He began to associate newspapers with an unsatisfactory type of transient life, and he wanted nothing to do with the newspaper business.

So he spent his high school years searching for a way out. One day during his senior year, he and his buddies skipped school. The result: His signature ended up on a one-year active duty contract with the Marine Corps, followed by six years in the inactive reserves.

"I give the Marine Corps a lot of credit for straightening me out," Beliles said.

With more purpose and discipline, he later enrolled in Columbia College in Chicago, where he spent seven months working at a radio station from midnight to 6 a.m. as a disc jockey and newsman. During the day he held a part-time job at ABC television. Soon, he decided he liked working much more than studying. In 1952, through some of his father's connections, he landed his first job working in circulation and promotion at the *Champaign-Urbana Courier* in Illinois.

Not long after, on Valentine's Day 1953, he married Ruth Dearing, and the young couple soon moved to Independence, Mo., where Beliles took a job as circulation manager.

Although he had sworn he'd never follow in his father's footsteps, he could feel it starting to happen.

"After a year, I went to the publisher and told him I loved this work, and eventually he taught me the trade," Beliles said.

For the next eight years, Beliles learned everything he could. He was involved with every part of the business, getting ready for his shot as a manager. He worked hard and soaked up everything the publisher taught him. In May 1961, his opportunity finally arrived when Oscar and Stanley Stauffer, chairman and president of Stauffer Communications, respectively, offered him a job as editor-publisher at the *York News-Times* in York, Neb.

Beliles said he worked frantically, reading every book he could about becoming a good journalist. The fact that he had never received his high school diploma or a college degree weighed heavily and motivated him to keep reading, to learn everything he could.

He split his time running the newspaper, reporting on the local government and writing a daily editorial.

"I am sure it was pretty poor at first, but by reading good journalists, I got better," Beliles said.

He spent five years in York before moving to Arkansas City, Kan., in 1966, where he was editor-publisher for three years and where he got to know fellow SCI editor-publisher Bronson, who then was working at the *Headlight and Sun* in Pittsburg, Kan.

"Ken was a bigger innovator and idea man. Ken and I compared notes and learned all we could," said Beliles.

In 1976 Stauffer Communications offered him the position of operations officer of the company's northern group of nine newspapers while he was serving as editor and publisher of the Hannibal, Mo., *Courier-Post*. Oscar Stauffer, the corporate owner, hand picked both Beliles and Bronson to be the first two publishers in his empire. With their newfound freedom, they began bulldozing paths for new programs and ideas. They created a program that placed young journalists in direct working relations with the publishers of the newspapers.

"I wanted to recognize what had been done for me, and wanted to help them achieve their dream and make a career in newspapers," Beliles said.

"He had an amazing ability to train others to become editors and publishers," said Kent Thomas, a former Kansas publisher who regards Beliles as his mentor.

In July 1977, Beliles became editor-publisher of *The Grand Island Independent*, where he spent 16 years and also served as vice president of operations for Stauffer Communications with responsibility for 10 of the larger dailies.

Beliles said that his experience took the place of formal education but that it was different in earlier decades. Now, he said, it is extremely important that young people earn college degrees.

In 1992, the Nebraska Press Association honored Beliles with Master Editor-Publisher award. A year later, Beliles retired from Stauffer Communications just shy of 40 years in newspapers.

But he wouldn't stay retired for long. In 1995, his daughter and son-in-law made him an offer he couldn't refuse. Beliles now is part owner of *The Longboat Key (Fla.) Observer*. He has helped the company grow to five Observer newspapers.

Although the newspaper blood started with his father, it hasn't quit yet. Beliles' granddaughter, Emily Walsh-Parry, continues the tradition, writing for the Black-Tie section of the *Observer*.

With the *Observer* on solid ground and in the hands of his daughter and son-in-law, Beliles has finally declared his retirement 12 years after the official date. Every now and then he will help out with some editing on the weekends, but he does it out of his home, not in the office.

Through the years, Beliles has successfully managed every newspaper he laid his hands on, has guided his family members to their own successes and has been part of a 54-year marriage. And in 2003, Beliles finally crossed one more item off his to-do list: He got his high school diploma from the state of Florida. ■

**WORK HARD, BE PREPARED.** Steve Chatelain used his J school education to advance through the ranks of Nebraska journalism

by JUSTIN HOLBEIN



Steve Chatelain, this year's recipient of the Kappa Tau Alpha Journalist of the Year award, believes "community journalism" plays an integral role in a community's success.

Chatelain, 50, publisher of the *Kearney Hub*, has worked in the small communities of Nebraska his whole >>

career. His newspaper serves as a fundamental link to the community of Kearney. During his 14 years of guidance, the *Hub* has been an important part of Kearney's growth. It covers the area's news and is also one of the businesses whose success is important to the community's economy.

"You have to be very open and honest with what your role is," Chatelain said. "That is one of the delicate things about being a community journalist. You are covering people you see — often."

Chatelain's commitment to the local community extends well beyond the success he has achieved as publisher. His roots are now planted firmly in Kearney where he and his wife, Mary Jo, are raising three boys: Max, 20; Jack, 16; and Wil, 11.

Chatelain credits much of his personal and professional success to the experiences he encountered in the UNL journalism college. After spending three years at Peru State, he found his calling in journalism and transferred to UNL. He said he could have felt isolated at a big campus like UNL, but the J school strongly encouraged each student to become involved in college life as well as in learning journalism.

"The J school prepares you so well technically," said Chatelain, who graduated from UNL in 1979. "The school gives you great job skills, allowing aspiring journalists to communicate clearly."

He said it was important for each student to work hard. "The development of a good work ethic is as important as the education the J school provides," he said. That work ethic is what he looks for in new journalists applying to work at his newspaper, Chatelain said. And he wants some staying power. He is not looking for journalists who will work hard for one year and then jump ship for another job.

"Journalists owe an employer the best job they can deliver for two to three years before moving on with their careers," he said. His ideas on employment are strongly tied to his feelings of serious commitment to career, community, journalism, school and

family.

Chatelain has maintained a strong relationship with the J school throughout his career and has continued to network with many of his professors and instructors since he graduated. The *Kearney Hub* has filled many positions with graduates from UNK and UNL. Will Norton Jr., dean of the journalism college, said Chatelain is committed to quality journalism.

"Steve is one of the best publishers in the state," Norton said. "The *Kearney Hub* has one of the best physical plants in the country for publishing a quality newspaper. His staff takes their commitment to quality journalism seriously."

"Steve's character is very similar to the people who are leaders in his town," Dean Norton said. "He works harder than everyone who works for him and is striving for every local business to succeed."

Chatelain is committed to making sure the local community shares in the success of the *Kearney Hub*. That commitment is reflected in the mission statement he helped craft for the *Hub*: "Our mission is to perform in a way that helps our customers excel and our community thrive."

The community of Kearney has put his leadership skills to good use. Chatelain is the former chair of the Red Cross board and a former member of the boards of the United Way and Kearney Chamber of Commerce. He has lent his leadership to Nebraska as well. He is a past president of the Nebraska Press Association and the Daily Publishers' Association and is currently vice chair of the Museum of Nebraska Art (MONA).

With a history of serving both the state and community at large, it is no surprise Chatelain's personal hobbies include reading and studying American history. A self-proclaimed "Civil War history buff," he is interested in the decisions made by U.S. leaders in times of distress. He is also interested in the journalistic decisions of the period, how the media have shaped history. Recently, he has been reading about the Founding Fathers and learning



Photo courtesy Nebraska Broadcasters Association

Gary Fries (center) accepts award from Rick Alloway (left) and Dean Will Norton (right) at alumni award lunch in Lincoln on April 13

## Broadcast Pioneer award goes to Fries

Gary Fries was named the 2007 Nebraska Broadcasting Pioneer during the J school's alumni luncheon on April 13. He spent his entire professional life in radio, starting out at Stuart Broadcasting's KFOR radio in Lincoln during college. During his career, he was a salesperson, sales manager, general manager, group head and network president and had firsthand sales experience in communities ranging from Grand Island to New York City.

Fries joined the Radio Advertising Bureau as its president and CEO in October 1991 after serving as president of the Unistar Radio Networks. He had also served as president and COO of Sunbelt Communications Radio division and had managed stations in Phoenix, Omaha, Little Rock, Springfield, Ill., and Albuquerque. He graduated from NU in 1963 with a degree in business administration.

He was named Radio Executive of the Year by *Radio Ink Magazine* in 1993 and was inducted into the Nebraska Broadcasters' Association Hall of Fame in 1994. ■

many of their stories.

Chatelain's own history shows journalistic success at every level. He began his career as a part-time reporter for the *Auburn News-Press* and *Nemaha County Herald*. He moved to Ogallala and worked as a sports editor at the *Keith County News* and later became the general manager. In 1983 he became the copy editor for the *Scottsbluff Star-Herald*. His most important career move was to the *Kearney Hub* in 1985 where he was named managing editor.

In 1989, he left Kearney to become the publisher of the *Columbus Telegram*, then returned to Kearney in 1993 as publisher of the *Hub*.

Chatelain's award from KTA is not his first from the J school. In 2003 he was honored as Outstanding News-Editorial Alumnus during J Days ceremonies.

Chatelain's legacy as a journalist is tempered by a passion for his newspaper's future. He said the *Kearney Hub* is embracing the new technology available to all media markets with the advent of the Internet.

"Probably the first big breakthrough for us came around 1999 or 2000 when we first associated with an outside service provider that could assist on the technological side while helping us figure out how to begin generating revenue from our Web site," Chatelain said.

The *Hub* is three or four years into a good relationship with a vendor who supports some 1,600 newspapers around the country. The Web site is now a solid contributor to the *Hub's* overall financial health, Chatelain said. "We get almost 300,000 unique visitors to our site each month with nearly 1 million page views.

"Kearneyhub.com will be a critical part of the *Hub's* future. Our Web site along with our printed publication — which remains very strong in our market — gives us the ability to serve our community and our advertisers in ways greater than we've ever done before." ■



Photo by Bruce Thorson

Ken Paulson, the editor and senior vice president/news of *USA TODAY* and creator and editor of Freedom Sings, addresses students, faculty and parents at the J school's honors convocation at the Lied Center in Lincoln on April 12

## Dean's award

Ken Paulson and Gene Policinski received Dean's awards at the UNL College of Journalism's annual J Days celebration.

Paulson, the editor and senior vice president/news of *USA TODAY* and the creator and editor of Freedom Sings, co-narrates the Freedom Sings program with Gene Policinski, vice president and executive director of the First Amendment Center.

Policinski is executive producer/host of Freedom Sings. He came to the First Amendment Center from a career that included work in newspapers, radio, tele-



PAULSON



POLICINSKI

the United States and invites the audience to take a fresh look at the First Amendment and the impact of freedom of speech.

Based at Vanderbilt University in Nashville, Tenn., the First Amendment Center is an operating program of The Freedom Forum and is associated with the Newseum. ■

## Sorensen award

Three *Omaha World-Herald* reporters received the 2007 Thomas Sorensen Award for watchdog journalism.

Henry Cordes, joined by Rob White and Matthew Hansen, investigated unexpected firings and budget deficits in the athletic department at the University of Nebraska at Omaha. Two months later, both the school's chancellor and the vice chancellor of academic affairs had resigned, and the university made plans to install a new audit system.

Cordes, the lead reporter, received a check for \$1,000. White and Hansen received \$500 each as their share of the Sorensen Award, established by the Sorensen family, University of Nebraska graduates. ■

## ADVERTISING

**FRAUKE HACHTMANN** presented a paper, "Promoting Consumerism in Western Germany During the Cold War: An Agency Perspective," at the American Academy of Advertising Conference in Burlington, Vt., in April. She recently received a grant from the UNL Research Council to continue her studies in this area by conducting research this summer investigating the role of advertising agencies on the German economy in the post-Cold War era.

Hachtmann served as a paper reviewer for the American Academy of Advertising conference, the World Journalism Education Congress and the Association for Education in Journalism and Mass Communication conference, where she also chaired this year's advertising division's student paper competition. In addition, she was a member of the *Southwestern Mass Communication Journal* and the *2007 Report of the Central States Conference on the Teaching of Foreign Languages* editorial board, for which she reviewed and edited manuscripts and co-authored an article titled, "Embracing Technology: Tools Teachers Can Use to Improve Language Learning."

Hachtmann continues to serve on the Academic Senate executive committee. She also led a team of UNL faculty members to develop inquiry course portfolios for the Peer Review of Teaching Project.

**PHYLLIS LARSEN** was awarded the Certificate of Recognition for Contributions to Students by the UNL Parents Association and the Teaching Council for the second time. Larsen was invited to speak on media relations at the American Marketing Association's Nebraska Brand Camp and served as a conference paper reviewer for the AEJMC Advertising Division.

**LINDA SHIPLEY** was recognized by the American Academy of Advertising for her years of service as the AAA representative on the Accrediting Council on Education in Journalism and Mass Communications. The award was presented at a luncheon during the AAA annual conference in

Burlington, Vt., on April 13. She presented a paper titled "The Framing of a President: Ronald Reagan's Campaigns and Legacy" at the Hawaii International Conference on Social Sciences that was held from May 30 to June 3 in Honolulu.

**AMY STRUTHERS** received a Layman Grant of \$7,500 for research through the UNL Office of Research and Graduate Studies. She will use the funds to study the effectiveness of public health advertising to adolescents. With broadcasting faculty member Jerry Renaud and Tarik Abdel-Monem of the NU Public Policy Center, she also received a \$12,000 grant to make and promote an informational documentary about alternative energy sources.

## BROADCASTING

**RICK ALLOWAY** taught in Ethiopia for the first three weeks in February and is working on an audio documentary about the country, focusing on its music. While in Ethiopia, he also conducted some freedom of expression survey work with the graduate students there, which he plans to compare/contrast with results of the same surveys given to UNL students. He is working on an audio documentary about the radio play-by-play announcers during the Devaney/Osborne era. He was a finalist for the "large class" category ASUN Outstanding Educator of the Year award and was a recipient for the 14th time of UNL Parents Association award for outstanding contributions to students. He attended the Midwest Broadcast Journalism conference April 23-25 in his capacity as a member of the board of the Northwest Broadcast News Association, one of the conference sponsors.

**TRINA CREIGHTON** taught summer school and took her last class toward the master's degree in leadership development during the summer session. She was a finalist for the "small class" category ASUN Outstanding Educator of the Year award for 2006-2007.

**LAURIE THOMAS LEE** was awarded a 2007 Conference Faculty Fellowship by the National Association of Television

Program Executives to participate in faculty programs with media industry leaders in Las Vegas in January. In April she gave a panel presentation on "Privacy Issues" at the Broadcast Education Association convention in Las Vegas. She was also appointed to the editorial board of the *Southwestern Mass Communication Journal*. Lee was promoted to full professor this year.

**JERRY RENAUD**, advertising faculty member Amy Struthers and Tarik Abdel-Monem of the NU Public Policy Center received a \$12,000 grant to make and promote an informational documentary about alternative energy sources.

**LARRY WALKLIN** received a visit during one of his classes from three members of the Black Masque chapter of Mortar Board, the senior honorary, to name him "Professor of the Month" for February 2007.

## NEWS-EDITORIAL

**TIM ANDERSON** was recognized for the second time in two years by the Parents Association and UNL's Teaching Council for his contributions to students and was a finalist for ASUN's Outstanding Educator of the Year Award for 2006-2007. In April, Anderson spoke on "Uncommon News, Common Knowledge" at the Osher Lifelong Learning Institute and attended the Gannett Journalism Educators Symposium in McLean, Va.

**CHARLYNE BERENS** received an award from the Parents Association and UNL's Teaching Council for contributions to students in January. She spoke to a number of civic groups and the Osher Lifelong Learning Institute about her books on the Nebraska Unicameral and her biography of Sen. Chuck Hagel. She accompanied a group of freshman honors students to Washington, D.C., during part of spring break. She was a faculty speaker for two Nebraska Preview sessions for high school students in March and taught a session for the Honors Colloquium for high school seniors in June. She was a judge for the Communicator of Achievement awards

competition sponsored by the National Federation of Press Women.

**LUIS PEON-CASANOVA** made a presentation to the UNL visual literacy committee about the J school's program and began an assessment of visual literacy labs and lectures. He completed the coursework for his master's program and began work on his thesis. His "behind the scenes" documentary of the "Extreme Makeover: Home Edition" segment that filmed in Lincoln last fall was shown at the Ross Theatre in May, and he gave a slideshow presentation of pictures shot by his class in France last summer to the Lincoln Camera Club, also in May.

**JOE STARITA** was a finalist for the "small class" category ASUN Outstanding Educator of the Year award for 2006-2007.

**BRUCE THORSON** was one of the artists whose work was included in the Plains Song Review's spring volume and celebrated at an April 18 reception at the Great Plains Art Museum.

**SCOTT WINTER** traveled to Ethiopia to teach design and graphics in February and to Kosovo to teach Web design and graphics in March. He attended two national high school journalism conven-

tions to recruit students. He finished the master's degree in English and will start the Ph.D. program in fall. He received a one-month fellowship to work at the Vermont Studio Center in May and is teaching at summer high school journalism workshops in Texas and California this summer. ■



Ty Pennington (far left), 'Extreme Makeover' design team leader/carpenter, visits with onlookers during filming

Photo courtesy Jackson Studios

ABC's Emmy award-winning reality television show puts together a run-down house, a deserving family, a team of designers and a race against the clock. Last fall the "Extreme Makeover: Home Edition" team and local homebuilders, Hartland Homes, produced a home big enough to house the combined Machacek and Fullerton families — all seven of them.

## LINCOLN HOME STAR OF 'EXTREME MAKEOVER'

# Peon-Casanova, students tape the production of home renovation

by ASHLEY PRITCHARD

It's not the finished product. It's the journey to get there. That's the philosophy the "Extreme Makeover: Home Edition" team brought to Lincoln last fall.

And that journey is exactly what UNL professor Luis Peon-Casanova documented in his film "Behind the Cameras: Extreme Makeover, Home Edition, Nebraska Volunteers."

Arriving in town on Sunday, Oct. 29, the "Extreme Makeover: Home Edition" team — and 2,800 volunteers — finished the house in northeast Lincoln's Havelock neighborhood on Friday. From start to finish, the crew worked 106 hours to transform the modest bungalow into a five-bedroom dream house. With the help of two UNL broadcasting students, Justin Peterson and Kelly Mosier, Peon-Casanova caught most of those hours on video. Along the way, Peon-Casanova and his student assistants learned a good deal about reality television.

"People will be able to see the common men and women," Peon-Casanova said, "the people who actually did the work."

A member of the J school faculty, Peon-Casanova gets excited about working with his students because they care about the quality of their work and issues around them. As a teacher, he said he has the opportunity to transform students and watch them grow. And the students push him to continue to learn more and better professional techniques.

"That is the best thing I can do to stay fresh and stay informed for students," said Peon-Casanova, who has his own independent media production company.

No stranger to documentaries, Peon-Casanova has worked in television for 20 years, first at the Texas Parks and Wildlife Department and then at Nebraska Educational Telecommunications where he created educational documentaries. He said he has realized the potential for television and new media to inform and educate. So when Lea Barker, from Hartland Homes, called him about producing a documentary, even though she couldn't tell him what it was about, he was interested.

But Peon-Casanova was not the only one in the dark. Strict privacy policies meant that, while a small group knew that "Extreme Makeover: Home Edition" >>



Photo courtesy Jackson Studios

was coming to Lincoln, only a select few knew the actual location, date and situation.

"Up until the day I had to start shooting, I only knew it was a behind-the-scenes documentary for 'Extreme Home Makeover,'" Peon-Casanova said. "I didn't know when or where we would shoot. I didn't know anything."

Enlisting help but keeping everything secret was the hardest part, Barker said.

"We were asking people to supply literally thousands and thousands of dollars' worth of material without telling them what we were doing," she said.

When the show's producers approached Hartland Homes to coordinate the

entire construction process, Barker said it came as a complete shock, but the company had an easy time deciding to help out.

"The show sells itself," she said. "Everyone wants to have a brush with Hollywood."

Hartland Homes wanted to document the experience to have a video memory book, Barker said, because this was a once-in-a-lifetime experience. She said "Extreme Makeover: Home Edition" recommended using a production company out of Texas, but Hartland Homes is a local company that supports local companies.

And having worked with Peon-Casanova on a previous project, Barker knew he would be perfect for the job.

Peon-Casanova was also excited to see the process. The video, he said, is a journey from the old house to the new that tells the stories of the workers and volunteers. He was interested in hearing the stories and reasons behind the 2,800 volunteers.

On the Friday morning when the show was officially announced, the Hartland Homes Web site went live at 10 a.m., Barker said. By 9 p.m. that same night, more than 1,200 people had filled out volunteer forms online. It was an amazing outpouring of support.

"The camera allows you to go anywhere, do anything, ask any question you would like," Peon-Casanova said.

That freedom allowed him and his student assistants a behind-the-scenes look at one of America's top-rated TV shows.

Peon-Casanova would generally shoot a few hours in the morning and then pass off the camera to one of the students so he could teach his classes. Then he would return in the evening with another student to finish the job.

Peterson, a junior broadcast major, said he learned a lot by working with Peon-Casanova. He also learned the "reality of reality TV." The actual TV show didn't document the hours of work done by construction crews and volunteers.

Mosier, now a Husker-



Photo courtesy Jackson Studios

**LEFT:** Luis Peon-Casanova, in window frame, films "Extreme Makeover" crew at night **ABOVE:** Peon-Casanova, in yellow hard hat, is on site to document home makeover

Vision employee and broadcasting graduate student, agreed. "The TV show is entertaining to watch but misses the point of what actually happens," he said. "What you see on TV is not the real story. They write their own story."

Peterson and Mosier were both amazed by the amount of work and time volunteers donated. They witnessed a mother and son spend 20

hours building a two-story stone wall at the entryway of the house before producers told them to stop so an "Extreme Makeover: Home Edition" designer could come over and put on the last stone.

"What people see on Sunday nights is nowhere near what happens," Peterson said.

While Mosier enjoyed watching a professional video and production crew, he said he found himself in the way a couple of times, having to move so he didn't end up in the TV show's shots. Peon-Casanova also struggled, he said, with not being in control.

"I was uncomfortable not being in the driver's seat, calling all the shots," he said.

But Barker thought the

video would have its own story to tell. "What I want people to get out of the documentary is how great our community is," she said. "Seeing the wonderful volunteering attitude of everyone was the most rewarding part."

There was also great collaboration among the different groups of volunteers. Peon-Casanova noted that roofers were roofing right next to framers who were framing next to masonry workers laying bricks. It was cool to see the coordination, he said.

The Havelock area, where the made-over home was located, was also a sight to see, said Peon-Casanova. Workers and supplies were lined up literally around the block. Each

truck sat patiently until one task was completed before swooping in and quickly finishing their own jobs. The documentary shows all of these facets — and the incessant dust, the nailing and the hammering, he said.

Peon-Casanova plans to show the documentary to his students. Barker plans to distribute copies to Hartland Home vendors, especially those who helped make the event possible.

"So much of the actual show had nothing to do with what we did," she said. "Our documentary shows the process and documented our experience and the local experience." ■

## FACULTY

## PROFILE

## ALUMNI

## STUDENT

## HONORS

## 2007

**JEFF DEANS**, Lincoln, completed the master's in journalism in May. He is employed by the UNL Office of Extended Education and was married March 24 to Laura Vondras of Lexington.

**MARK MAHONEY** is a reporter at the *Voice News* in Hickman.

## 2006

**DAKARAI AARONS** is one of two lead education reporters for the *Memphis Commercial Appeal*. He covers the Memphis City School District, the state's largest, with more than 115,000 students and nearly 200 schools.

**KARLA BAUMERT** and Derek Frese were married in May in West Point. She earned a journalism degree with an advertising major and is completing a master's degree in leadership education from UNL. She has been an AgLEC recruitment coordinator with UNL.

**SHAUN BAUMHOVER**, Lincoln, will be married Aug. 25 in Seward to Rhiannon Oliva. He was an advertising major.

**ALI CHRISTY** joined Swanson Russell Associates in Lincoln in February as an account coordinator for SRA clients Shindaiwa, Turfco, Boyt Harness Company/Bob Allen, Humminbird, FoodSource Lures and Standard Golf Company. She is responsible for completing projects and maintaining relationships with SRA clients. Christy was formerly an account service intern at SRA.

**RACHEL ENSTROM** is a graphic designer with CareerBuilder in Chicago.

**SEAN HAGEWOOD** is a copy editor/page designer at the *St. Joseph (Mo.) News-Press*.

**LISA MCEVOY**, Glenwood Springs, Colo., is executive team leader-human resources for Target Corporation in Glenwood Springs.

**MEGAN MCFARLIN** is an account executive at Dinger Associates in Lincoln.

**KYLE OLIG** is a claims representative for Allied/Nationwide Insurance, specializing in medical payments for the Scottsdale, Ariz., office. He was named employee of the month in March 2007. He was recognized as employee of month in March 2007 in Nationwide's quarterly corporate report on innovation. He had suggested improving customer satisfaction and

reducing costs during the claims process by using Google Earth to view satellite images of accident scenes.

**DUSTIN TOMES** is production executive at Dinger Associates in Lincoln. He has experience in both account management and graphic design through his internships at Dinger since May of 2006.

**DON WILLOUGHBY**, who earned the M.A. in 2006, is serving a one-year appointment as a public information adviser to the military in Afghanistan

## 2005

**RYAN GAGER** and Gina Witt were married July 7 in Hastings. He is employed by KLKN TV, Channel 8, Lincoln.

**EMILY HAGEN** is a marketing/PR specialist and assistant to the showroom owner at The Furniture Room in Denver.

**ASHLEY KUMPULA**, Lincoln, is an editor at Sandhills Publishing.

**MELISSA LEE** is the higher education reporter at the *Lincoln Journal Star*. During her college career, she was editor in chief of the *Daily Nebraskan* and had internships at the *Lincoln Journal Star*, Billings (Mont.) *Gazette* and the *Minneapolis Star Tribune*.

**LAURA MEERKATZ** is assistant online editor and night city editor at the *Lincoln Journal Star*. She had previously worked as the online content editor for the *Steamboat Pilot & Today* in Steamboat Springs, Colo. During college, she had internships at *The Standard-Times* in New Bedford, Mass., and the *Daily Herald* in suburban Chicago.

**KELLIE KONZ PEARSON** is the new speech teacher at Raymond Central High School northwest of Lincoln. Throughout college, she was an assistant coach and judge for the Lincoln East speech team. She married Brad Pearson in 2005 and worked at KPTM Fox 42 News in Omaha as a production technician. Later, she worked on KPTM's assignment desk and then as weekend producer.

**SUZANNA ADAM STAGEMEYER** took a temporary position as editorial assistant for the Associated Press bureau in Omaha after graduation, then worked as a freelance reporter for the *Midlands Business Journal*. She and her husband moved to Kansas City in May 2006, and she worked as a freelance reporter for various area publications, then took a position with *The Johnson County Sun* weekly community newspaper. In late February, she left that

position to be retail and transportation reporter for the *Kansas City Business Journal*, which is part of a national group of American City Business Journals. The weekly journal publishes business owner-focused news, reporting on major companies in the Kansas City area.

## 2004

**JESSE BOECKERMANN** is a producer at KHAS TV in Hastings. He received honorable mention awards in both 2005 and 2006 from the Nebraska Associated Press Broadcasters. In addition to his work in Hastings, he also is a Catholic Social Services volunteer, a Big Brothers, Big Sisters mentor, a Meals on Wheels volunteer and a Hastings Catholic Outreach volunteer.

**EMILY DECAMP** is a media planner with Universal McCann in New York City.

**KELLY EICKMEIER** and Mark Zieg were married in June. She earned a journalism degree with an advertising major and is a policy and document specialist with Lincoln Benefit Life.

**KRISTIN JAKUB** became director of marketing and officer of West Gate Bank early in 2007. She had been with the bank for five years, most recently serving as communications director. In her new position, she will manage all marketing efforts and media placement for the bank.

**REBECCA MOCKELMAN** is a first lieutenant and pilot with the U.S. Army's 2nd battalion, 135th Aviation regiment. She is stationed at Camp Anaconda in Balad, Iraq. While she was enrolled at UNL, Mockelman participated in the ROTC program. After graduation, she received her training at Fort Rucker, Ala., as a pilot on the UH-60 Black Hawk and OH-58D Warrior helicopters.

## 2003

**JOE BRADLEY** graduated in May from the UNL College of Law. During his law school career, he was part of the national moot court team and was a finalist in the Allen Moot Court competition. He was a member of Allies and Advocates for GLBT, the Black Law Students Association, the Equal Justice Society, the Women's Law Caucus and the Law School Democrats. He was a law clerk at the Nebraska Appleseed Center for Law in the Public

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Interest and for Knudsen, Berkheimer, Richardson & Endacott, both in Lincoln.

**SEAN CALLAHAN** was recently named the Nebraska Sportswriter of the Year by the National Sportswriters and Sportscasters Association. Callahan received the award at the NSSA's annual awards banquet in Salisbury, N.C., on April 30. Callahan currently writes for HuskersIllustrated.com, which is a part of the Rivals.com network. He also reports for WOWT TV in Omaha and KOLN TV in Lincoln four nights a week, and he appears on NET's "Big Red Wrap-up" during the football season. On the radio side, Callahan hosts two weekly Husker football shows, and he produces Nebraska football radio reports that air on 20 different stations across the state each day.

**RICHARD KLUVER** is art director at McCann Erickson in New York.

**DAVINA LEEZER**, Omaha, is a marketing specialist for Mosaic in Omaha. She was previously a marketing account executive, junior copywriter and direct mail specialist for infoUSA.

**MEREDITH MEGRUE**, Lincoln, is marketing coordinator for Back to the Bible radio in Lincoln.

**TONY SATTLER** is an interactive account manager at Swanson Russell Associates in Lincoln. He previously worked at Smith, Kaplan, Allen and Reynolds Advertising in Omaha as an account executive.

**MEGAN STRAHM**, San Francisco, Calif., is an admissions adviser at the Academy of Art University.

## 2002

**RHONDA JOHNSON**, Highlands Ranch, Colo., was married in July to Richard Johnson, also of Highlands Ranch. A native of Holdrege, she is an event consultant at National CineMedia in Centennial, Colo. He is a math teacher and golf coach at Rocky Heights Middle School in Highlands Ranch.

**VERONICA DAEHN STICKNEY** was named community editor at *The Omaha World-Herald* in late December 2006. After graduating from UNL's J-School in May 2002, she worked as a copy editor and regional reporter at the *Waterloo-Cedar Falls Courier* in Waterloo, Iowa, for about nine months. Then she and her husband, Dane, went to Grand Junction, Colo.,

where they helped launch a five-day-a-week free daily, the *Grand Junction Free Press*. Their son was born in May 2005, and the family moved to Omaha to take jobs at the *World-Herald* in August 2005. Veronica worked as an education reporter before being named community editor. Dane covers visual art and television. As community editor, Veronica is charged with starting and organizing an initiative to get more intensely local news in the paper and online.

## 2001

**SARAH BAKER** is media relations coordinator for the Nebraska Department of Economic Development's travel and tourism division. She previously worked as a marketing assistant at the Lund Company in Omaha. She continues to work as a freelance writer for a number of publications.

**ROBIN BARRETT** is a media buyer at Swanson Russell Associates in Lincoln. She assists in purchasing advertising for several SRA clients and also helps implement new digital media projects. She joined SRA as a media coordinator in 2004.

**JENNIFER BEALE**, Austin, Texas, works in the Texas governor's office. She is responsible for publication design and coordination with the governor's budget, policy and planning division. In addition, she writes responses to constituent letters and helps with special projects.

**LINDSAY HIER** has joined Swanson Russell Associates, Lincoln, as an art director, managing the layout, design, illustration, photography and final production of various Gateway marketing materials. She came from Case Logic in Longmont, Colo., and also worked as a designer for Guardian Companies in Cheyenne, Wyo., and Frontier Printing in Fort Collins, Colo.

## 2000

**TOM GEMELKE** and Allison Ebke were married April 21 at St. Luke's United Methodist Church in Lincoln. He earned both a B.J. and an M.A. (2005) from the J school and works in sales for Speedway Motors and is a sports announcer with ESPN 1480.

**MATT MILLER**, a photojournalist at *The Omaha World-Herald*, was named

photographer of the year for the fifth consecutive year in the annual Nebraska News Photographers Association still photo competition in April. He took first place in portrait/personality, illustration and sports feature categories and third in the picture story category.

**JOHN MOELLER** is a reporter for *New Music Express* magazine in London, England. The magazine deals with culture, music, art and travel. He spent the 2006-07 academic year teaching English and taking courses in Spanish history at Universidad Castilla la Mancha in Toledo, Spain. After graduation, he attended the University of Heidelberg for two years and served as an intern for a German newspaper for one year.

## 1998

**JASON HENKE** is director of new media and marketing for independent label Giantslayer Records, a contributing songwriter to the Giantslayer Publishing song catalog and co-founder of the interactive Web site, *Story Behind The Song* in Nashville, Tenn. In 2006, he also founded HotHouse Freelance — a writing and marketing company specializing in P.R. writing and tour promotion. Through HotHouse, he maintains his eight-year relationship with past employer Insight Management. A former community service co-chairman and current alumni member of SOLID (Society of Professional [Music Business] Leaders in Development), Jason has assisted music industry mogul Miles Copeland (former manager of The Police and Sting) in promoting his world renowned Bellydance Superstars and has provided marketing for the Experience Music Project rock museum in Seattle, which was created and founded by Microsoft entrepreneur Paul Allen. He has also helped promote a long list of concerts by a variety of artists, including Eric Clapton's *Crossroads Guitar Festival*, Keith Urban, Kelly Clarkson, Bill Cosby, 311, Rascal Flatts, Chicago, Lisa Marie Presley, TobyMac and Earth, Wind & Fire.

**SARAH WILLNERD** is a public relations associate at marketing agency Swanson Russell Associates. She has been at SRA since October 2004. She does communications for irrigation manufacturer Rain Bird Corporation, soil >>

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amendment producer Profile Products and sod producer West Coast Turf. She also handles in-house communication activities and external company news announcements for SRA. Prior to returning to Lincoln, she was a management analyst for five years in the city manager's office in Des Moines, Iowa. She earned a master's degree in public administration from the University of Kansas in 2000.

## 1997

**VINCE D'ADAMO** and his wife, Jackie, Napa, Calif., are the parents of a girl, Juliette Scioneaux D'Adamo, born March 7 and weighing in at 6 pounds, 7 ounces.

## 1996

**TINA COOL** was one of the featured performers at the Lincoln County Fair's 120th anniversary edition in April. She was born in North Platte and performed with Scarlet and Cream during her years at UNL. Since graduation, she has pursued a career in country music and has signed a recording contract with Pacific Records in Seattle. She and her husband, Gene, have performed on cruise lines while traveling the world. She also has performed at the Opryland Hotel in Nashville, the USO in New York City and Harrah's casino in Reno.

**JAMIE KARL** is vice president of public affairs and policy at the Nebraska Chamber of Commerce and Industry. He served in the U.S. Army from 1997-99. He will be responsible for news releases, the Legislative Report, legislative monitoring, state chamber council staffing and lobbying efforts.

**SHELLEY ZABOROWSKI**, senior associate executive director of the NU alumni association, has been selected by the Council of Alumni Association Executives as one of two Forman Fellows for 2007. The award recognizes promising leaders in alumni relations.

## 1995

**SHERI CROSS SALLEE** is director of communications, process transformation, with Sutter Health in Sacramento, Calif.

**RONDA VLASIN** of Mission, Kan., and Richard Stone II of Gardner, Kan., were married in September 2006. She is an

account executive with TIMP Directional Marketing in Overland Park. Her husband is an eight-year member of the Olathe Kansas Fire Department.

## 1994

**JENNIFER REGIER** was featured in a *Midlands Business Journal* story about her Jazercise centers in Lincoln and Omaha. She is a co-owner of South Lincoln Jazercise Center and also opened a franchise in Grand Island. In addition to teaching classes in Lincoln, she is a district manager for Jazercise and is responsible for district sales and for adding new instructors, classes, facilities and income. She also coaches franchisees and coordinates district meetings. She completed her training to be a Jazercise instructor the same weekend she graduated from the J school.

## 1993

**PHIL CARTER** has been named manager of media relations at the University of South Dakota at Vermillion. He previously served as director of university and community relations for Briar Cliff University in Sioux City. Before that, he was editor of the *Dakota County Star* in South Sioux City, and was a corporate communications specialist with Gateway. He and his wife, Cheryl, live at Dakota Dunes with their two children, ages 6 and 3.

**TERESA DESKINS**, Santa Monica, Calif., is a reality TV editor, working on "The Bachelor" and "The Biggest Loser." She also co-produced and edited a documentary short called "The Fighting Cholitas." It is about a group of indigenous Bolivian women who wrestle Lucha Libre style every Sunday in El Alton. The documentary won honorable mention at Sundance in January and best documentary short at the NYC Shorts Film Festival.

**KACY PHILLIPS**, Denver, was married in May to Aaron Hansen. She is self-employed as a freelance graphic designer. He is an anesthesiologist in private practice.

## 1992

**SCOTT CAMPBELL**, Ann Arbor, Mich., is an assistant professor and Pohs Fellow of Telecommunications at the University of Michigan. After graduation from the J

school, he worked as a communications specialist in the communication technology industry. He earned the Ph.D. in communication studies from the University of Kansas in 2002 and taught at Hawaii Pacific University in the College of Communication for three years. He moved to Ann Arbor in 2005. His research and teaching focuses on the social consequences of new media with an emphasis on mobile telephony.

**MICHAEL HO** continues to work at Kaiser Permanente as a computer programming team leader but also has become involved in the AssignmentZero pro-am journalism project ([zero.newsassignment.net](http://zero.newsassignment.net)). He and his wife, Colleen, live near San Francisco.

## 1991

**ANN EADS** is marketing director at Consolidated Kitchens in Lincoln. She works out of the company's Omaha office and is responsible for advertising and public relations and helping to coordinate events and trade shows for Lincoln, Omaha, Des Moines and Sioux City. She has more than 15 years experience in advertising.

## 1989

**JANE HIRT** was named one of "40 Under 40" in Chicago by Crains in fall 2006. She was cited for her work as one of the creators and the current editor of *RedEye*, the *Chicago Tribune's* youth-oriented tabloid.

**LYN WINEMAN** was named one of Lincoln's "40 under 40" by the *Midlands Business Journal*. The awards recognize 40 young people each year who the magazine believes are making a difference in their community. Wineman is senior vice president and account supervisor at Swanson Russell and Associates in Lincoln. She is responsible for new business development, strategic direction, client relations and overall account direction for the agency. She and her husband, Neil, have three children.

## 1988

**MOLLY NANCE** is director of strategic planning and marketing at Madonna Rehabilitation Hospital in Lincoln. She coordinates the hospital's strategic plan-

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ning process and leads the marketing and PR activities for all of Madonna's services. She most recently worked for the Nebraska Hospital Association and has 20 years of experience in marketing communications and public relations. She has a master of arts degree from Baker University in Baldwin City, Kan.

**JUDY PICKENS** has joined Swanson Russell Associates in Lincoln as a media planner. A native of Wahoo, Neb., Pickens has an extensive marketing communications background with 20 years of agency experience. She will work on a wide array of accounts using her business-to-business and national consumer media planning and buying expertise.

**ANDY POLLOCK**, Lincoln, was honored in February as one of the *Lincoln Business Journal's* "40 under 40." During his college career, he was president of ASUN. After graduating with a degree in journalism, Pollock went on to UNL's law school where he graduated with distinction. He now serves as executive director of the Nebraska Public Service Commission and is active in Big Brothers Big Sisters in Lincoln. He and his wife, Kris, a dentist in Lincoln, have four children: Libby, Sam, Katie and Mac.

## 1985

**KEVIN WARNEKE**, executive director of McDonald House Charities in Omaha, received the James Leuschen Fellowship from the Public Relations Society of America's Nebraska chapter. The \$500 fellowship is awarded annually to a member of PRSA Nebraska who is pursuing continuing education. Warneke is studying for a doctor of philosophy in leadership studies at UNL. He volunteers for Keep Nebraska Beautiful, the UNO Alumni Association, the Cox Classic golf tournament and Pacific Hills Lutheran Church. He also is a freelance writer.

## 1984

**LYNNELL MORGAN** and her husband, Dennis, are the new owners and publishers of the *Elgin Review* in Elgin, Neb. She worked at radio stations in Crete and Beatrice before joining the newspaper in Grant. In 2002, she opened Lynelle's Studio/Framemasters, a professional portrait photography studio and custom

framing business in Auburn.

## 1982

**LISA LACKOVIC** is marketing director for Watkins Concrete Block in Lincoln. She is responsible for marketing concrete masonry products to architects, engineers, landscape architects and landscape contractors. She has completed a two-year appointed term on the board of directors and executive committee of the National Concrete Masonry Association.

## 1977

**PHIL JOHNSON**, chief operating officer at Colle+McVoy, was named NAMA Marketer of the Year. The award was presented by the organization at its April conference in Dallas, sponsored by AgriMarketing magazine. He has served as a director and president of the North Central Chapter of NAMA and has chaired awards program committees for the association. He chaired the NAMA Issues Forum committee in September 1998 and was named Outstanding Chair in 1999.

## 1976

**TOBIN BECK** was named adjunct professor of the year by the Communication Department of George Mason University in Fairfax, Va. The award was based on a vote by students. Tobin teaches two news writing courses at GMU and also works fulltime as senior editor of *America's Civil War* magazine in Leesburg, Va. He and his wife, Ellen, and son J.T. live in Clifton, Va.

## 1973

**MEG LAUERMAN**, director of university communications for UNL, was named Public Relations Professional of the Year for 2006 by the Nebraska Chapter of the Public Relations Society of America. The award goes to an individual who has made significant contributions to the profession over a period of years.

## 1968

**CYNTHIA HOIG** is vice president of advertising for the *Midlands Business Journal*. She also handles regular accounts in the *MBJ* and in its sister publication, the

*Lincoln Business Journal*, and the *Omaha Business Journal Pages*.

## 1946

**RUTH WARNER**, Columbus, died April 13. A native of West Point, she was a member of Kappa Kappa Gamma sorority during her years at the university and was president of the journalism honorary. She was editor of the AWGWAN, a humor magazine. She was a journalist at *The Omaha World-Herald* and later worked in public relations at UNL. She and her husband, Juel, had four children, 13 grandchildren and four great-grandchildren.

## 1939

**CHARLINE DEIN NELSON**, York, celebrated her 90th birthday in December with her two children, two grandchildren and other relatives and friends. After graduating from UNL, she was a secretary at Lincoln's City Hall and later worked at the Army Air Force base in Lincoln, where she met Staff Sgt. Pat Nelson. They married in 1943. In 1956, they moved to York where Pat ran Nelson Motors from 1956-1974. Charline worked as a secretary for Desch Monuments in York. ■

## Drath, '52, supports internships in Washington, D.C.

News-editorial major **Whitney Turco** and graduate student **Brian Blackwell** are the first beneficiaries of the Viola Herms Drath Fellowship to support UNL students' summer internships in the Washington, D.C., area. Drath recruited the *Washington Times* and *Washington Life* to offer internships. The fellowship provides funds that allow students to accept unpaid internships in the nation's capital.

Viola Drath earned a master's degree from UNL in 1952. She has had a long career as a journalist and author, writing for German and American publications and publishing a biography of Willie Brandt, former German chancellor. She received the William J. Flynn Initiative for Peace award in 2005 for her work in promoting U.S.-German relations for more than 30 years. To date, only six people have received this prestigious award, which recognizes those who have worked to resolve a conflict that has affected the United States.

Drath was the subject of a profile in the winter 2006 edition of the *J Alumni News*. ■

# NEWS-ED MAJOR EARNS NATIONAL, STATE PHOTOGRAPHY AWARDS

## FIRST IN HEARST PHOTOJOURNALISM FINALS

**Brian Lehmann** placed first in the photojournalism division of the Hearst News Championships in San Francisco in early June. He received a \$5,000 award. Lehmann had previously earned \$2,000 for his first place finish in the first round of the year-long photo competition.

## SECOND IN ALEXIA PHOTO COMPETITION

**Brian Lehmann** took second place in a photo competition sponsored by the Alexia Foundation for World Peace.

The foundation is named for Alexia Tsairis, an honor photojournalism student at the S.I. Newhouse School of Public Communications at Syracuse University, who was a victim of the terrorist bombing of Pan Am Flight 103 over Lockerbie, Scotland.

During the summers of 1987 and 1988 she interned for the Associated Press Graphics and Photography departments in New York City. She was a dedicated supporter of Amnesty International and Greenpeace and had a deep commitment to world peace, according to the foundation's Web site.

The Alexia Foundation is dedicated to providing students and professionals the means to promote world peace and cultural understanding.

Lehmann won a half-tuition scholarship plus \$500 to produce his picture story.

Fifty-three students from 41 universities and one high school applied to the competition this year.

## COLLEGE PHOTOGRAPHER OF THE YEAR

**Brian Lehmann** was named college photographer of the year in the annual Nebraska News Photographers Association still photo competition in April.

Lehmann placed first and second in spot news, first and second in general news, first and second in feature, first, second and third in portrait/personality, third in sport feature and second and third in picture story. He also earned honorable mentions in spot news and feature.

*A May graduate, Lehmann has interned at the Palm Beach Post and the Concord Monitor, was a staff photographer for the Daily Nebraskan and assists National Geographic photographer Joel Sartore. He has begun working on a long-term project to document ethanol use and will shoot grain elevators and the wheat harvest in Kansas and Nebraska this summer. Lehmann won a scholarship that will allow him to study photography in London this fall.*



## DOCUMENTARY MAKES IT TO FINALS

"In the Wake of Catastrophe," the video documentary about the Sri Lanka tsunami and Hurricane Katrina, was a regional winner in the Student Academy Awards competition held in spring. As such, it was forwarded to the national competition.

The film was produced by graduate students Trevor Hall and Kelly Mosier under the supervision of broadcast faculty member Jerry Renaud. The work grew out of the 2006 depth reporting class taught by Renaud and news-ed faculty member Joe Starita.

## CATHER AWARD TO NEWS-ED MAJOR

Elaine Norton was named Cather Circle Collegian of the year in April. Norton is a senior news-editorial and history major and has been a member of Cather Circle since 2004. In addition, she was the 2006-07 internal vice president and is the 2007-08 external vice president for ASUN, the university's student government. She was 2006 homecoming queen and a member of the Student Alumni Association board of directors. A member of Chi Omega sorority, she served as a junior Panhellenic delegate and was a member of the Arts and Sciences Student Advisory Board and chairman of PALS at the Nebraska Human Resources Institute.

## PHI BETA KAPPA TAPS FOUR NEWS-ED MAJORS

Caitlin Bals, Tiffany Lee, Tina Seehafer and Maggie Tunning were among UNL students initiated in April into Phi Beta Kappa, the national honor society.

Bals, who also had an English major, is the daughter of Robert and Debra Bals of Lincoln. Lee, whose second major was political science, is the daughter of Andrew and Catherine Lee of Lincoln. Tunning, Omaha, had a second major in French. She is the daughter of Dan and Amy Tunning. Seehafer, who had a second major in English, is the daughter of Gary and Brenda Seehafer of Spencer, Wis.

Only about 10 percent of the nation's colleges and universities have chapters of Phi Beta Kappa, a liberal arts honorary. To be considered for PBK membership, journalism students must have a double major in a department in Arts and Sciences and must meet that college's liberal education requirements. They must also have grade point averages in the top 10 percent of the graduating class.

## JOURNALISM STUDENTS HONORED AT IVY DAY

Three J school students were inducted into Innocents Society or Mortar Board during Ivy Day ceremonies on March 24.

**Maika Bauerle**, a broadcasting major, was tapped by Mortar Board. She is the daughter of Bill and Marcia Bauerle of Imperial.

**Jessica DeLay**, an advertising major, was named to Innocents. She is the daughter of Steve and Roxanne DeLay of Omaha.

**Rianna Perez**, a broadcasting major, was also named to Innocents. She is the daughter of Mike and Michelle Perez of Cheyenne, Wyo.

The Innocents Society inducts 13 new members each spring with the selection based on leadership, scholarship and service to the university and greater community.

New members of Mortar Board are tapped into the Black Masque Chapter each spring by Mortar Boarders wearing black masks and robes. The 23 new members were selected on the basis of outstanding scholarship, leadership and service to the university and community.

## STUDENTS DOMINATE SPJ REGION 7 COMPETITION

J school students placed first or second — or both — in five categories of this year's Society of Professional Journalists Region 7 contest.

**Michele Brown** earned first place in general news reporting for her story, "Living with HIV." **Krystal Overmyer** took second in that category with a story called "In the Wake of Catastrophe: Role of Religion."

**Maggie Stehr** took first in the in-depth reporting category for her story "Questions of Equality," which was part of the depth reporting class's Sri Lanka magazine. **Jenna Johnson** placed second in the same category for another story from that magazine: "Natural Defense."

**Josh Swartzlander** finished first in magazine non-fiction article for his story from the Sri Lanka magazine, "In the Wake of Catastrophe."

The magazine itself placed second in the best student magazine category.

In addition, the *Daily Nebraskan*, the independent UNL student newspaper, placed first in best all-around daily student newspaper.

## SCHUKAR RUNNER-UP IN NNPA CONTEST

**Alyssa Schukar** was named runner-up in the college photographer of the year still photo competition by the Nebraska News Photographer Association. She earned first place in sports action and picture story, second in illustration, third in feature, and honorable mention in sport feature, sports action and portrait/personality.

Other UNL students who earned awards were as follows:

**Teresa Prince**, second in pictorial, third in multiple picture package, general news and spot news, honorable mention in feature, sports action and sports feature and spot news.

**Greg Blobaum**, first and second in multiple picture package, second in sports feature, honorable mention in general news.

**Chris Van Kat**, first in pictorial, honorable mention in general news, sports action and sports feature.

**Kosuke Koiawi**, third in sports action and illustration.

## J SCHOOL PLACES IN HEARST COMPETITION

The J school finished in seventh place in the overall 2006-2007 intercollegiate competition sponsored by the Hearst Foundation. UNL received the fourth place medallion in the photo competition and the 10th place medallion in broadcasting.

Other individual students who placed in this year's competition were as follows:

Broadcast student **Maika Bauerle** finished third in the first round of broadcast competition and received \$1,500. She was a semi-finalist in San Francisco and earned a \$1,000 scholarship for her work there.

**Adrian Whitsett** placed sixth in the first round and received an award of \$500.

**Alyssa Schukar** tied for 20th place in the first photojournalism round and finished second in the next round, earning a \$1,500 award. **Michael Paulson** received a \$500 for his eighth place finish in the second round.

## AD MAJORS RECEIVE AFL SCHOLARSHIPS

Two UNL advertising students received scholarships from the Advertising Federation of Lincoln in November, and a third was named Ad Camper of the year.

**Jennifer Boldra**, a senior from Omaha, received the \$1,000 Pam Holloway-Eiche Memorial Scholarship. She would like to work in management for a Fortune 500 company in the advertising and PR field after graduation.

**James Sevcik**, a junior from Prairie Village, Kan., received the \$1,000 Joyce Ayres Memorial Scholarship. Sevcik would like to work in sports marketing for a college athletic program or a professional franchise.

**Nels Sorensen**, a senior from Fairbury, won a new award, Ad Camper of the Year. The award was created to honor a student who participated in Ad Camp and worked with the AFL during the previous year. Sorensen hopes to work in a marketing department for a small to medium-sized company doing graphic design and Web development.

## THREE AD STUDENTS ARE ALUMNI ASSOCIATION BOARD MEMBERS

Sixteen new members were appointed to the Student Alumni Association's board of directors for 2007. They include **Sarah Haskell**, a sophomore from Columbus; **Allison TePoel**, a sophomore from Malmo; and **Kelli Shannon**, a junior from Kansas City.

The board plans and coordinates events and programs for the 1,900-member student group at UNL and serves as a volunteer corps for Nebraska Alumni Association activities.

## DEAN IS INAUGURAL MEMBER

**Julie Dean**, an advertising major from Maryville, Mo., was one of the inaugural members of Husker 24, a new program named for the 24 campus columns and the Nebraska tradition of excellence they represent. The 24 upperclassmen chosen for their leadership and spirit were honored with a Nebraska ring. The program is designed to promote the ring tradition and to create a connection between campus leaders and the alumni association.

## NFAB FOUNDATION SCHOLARSHIP TO HARMS

Kurtis Harms received a \$2,500 scholarship from the National Association of Farm Broadcasting Foundation. Secretary of Agriculture Mike Johanns presented the award at the group's annual scholarship luncheon in Kansas City. Harms, a native of Dodge, graduated in May with an agricultural journalism major. He plans to attend graduate school at the J school.

## PFEIFER IS AK-SAR-BEN COUNTESS

Beth Pfeifer, a senior from Madison, was a countess at the Ak-Sar-Ben ball in October 2006 at the Qwest Center in Omaha.

Counesses are young women whose families have actively contributed to their communities in Nebraska (excluding Omaha) or western Iowa.

## RECOGNITION

### ADVERTISING CLASSES WIN PRISM AWARDS

Two campaigns classes earned AMA Prism Awards at a May 10 competition. The awards are sponsored by the American Marketing Association's Lincoln Chapter.

The UNL winners are from professor Stacy James' campaigns classes.

The fall 2006 class won a Prism Award for a campaign it developed for the Downtown Lincoln Association. The campaign was titled "Go Where Potential is Capitol."

The spring 2006 class earned an honorable mention for its campaign titled "Discover Art in the Everyday," developed for the International Quilt Study Center, which is building a new facility on UNL's East Campus.

A year ago, two advertising campaigns won Prism Awards for 2005 clients Eastmont Towers and People's City Mission.

# And the winner is ...

## Students take home big awards from the ADDYs competition

by DUSTIN HARRIS

Paparazzi waited on the red carpet in front of Lincoln's Rococo Theater on Feb. 3 as a crowd arrived in fancy suits and fine gowns. No, it wasn't the Academy Awards. The reason for all the local commotion was the 14th annual Nebraska ADDY Awards.

"The ADDY Awards are the Oscars of advertising," said Amy Struthers, a J school professor and adviser for the college's Ad Club.

Indeed, the ADDY Awards, the formal awards ceremony for the advertising industry's largest and most representative competition, resembles on almost every level such events as the Academy Awards and the Grammys. This year's state ADDY Awards theme, "Live from the Red Carpet," made the event seem even more like a big Hollywood awards show.

The competition includes two divisions: one for students and one for professionals. Dozens of J school students competed this year, and 18 combined their talents to receive an impressive 20 awards. J school students also excelled later in the district competition.

"Our students did a fabulous job," Struthers said.

At the state level, UNL students' work competed with entries from UNK, UNO and The Creative Center of Omaha.

A few examples of the 16 categories in the competition are Direct Marketing, Newspaper Ad/Insert Campaign, Television and Radio Sports, Mixed Media and Elements of Advertising.

"There are so many different categories, but that's because there are so many different ways that people can advertise," said J school professor Stacy James, a past co-chairperson for the ADDY Awards.

In each category, an entry may receive either a gold ADDY or a silver ADDY. The judges consider the quality of the entries in deciding how many awards will be given.

"I think it's really cool that they give you the opportunity to submit student work and get judged with your peers and learn how well you're doing," said Dave Kortum, a May 2006 UNL graduate and a member of the UNL team that won best in show and a special judges' citation.

James said, "In your lifetime, if you're going to be an art director or a copy writer, other people are going to be evaluating your work daily, so you might as well get used to it. So this com-



petition is a good experience for students to go through that while they're in school."

Kortum said he appreciated getting feedback on his work.

"It was very helpful in seeing what other work is out there ... and to see it also compared to agency work," he said.

Instead of a shiny, gold statue shaped like a man named Oscar, an ADDY winner receives a large certificate in a translucent holder — still one of the most prestigious honors that the creative advertising field bestows.

An ADDY is a "validation of the quality of the students' work, and it's a big thing that students can use to sell themselves to employers," said Struthers.

"The ADDYs definitely made me look good in front of my bosses," said Brandon Curtis, December 2006 UNL

graduate and multiple ADDY winner.

James added that students who don't win still gain a lot from the competition.

"Even the non-winners' work can be seen, which is great because what happens then is the professionals in the area go up to the student area, and they say, 'Who are the up and comers?'" she said.

Students may enter the ADDY Awards as either a team or individually. This year, two UNL teams took two of the top student awards. The J school's national student advertising competition team took best of show this year for its Postal Vault campaign, and a group from one of the J school's campaign classes won a special judges citation for work created for the Lincoln Community Playhouse.

"Those are two of the ADDYs that we're especially proud of," Struthers said.



**Professor Amy Struthers, ADDY winners Brandon Curtis and Trevor Meyer and professor Frauke Hachtmann pose for photo after ADDY award ceremony**

The team that won best in show included Dave Kortum, Trevor Meyer, Brandon Curtis, Mike Vithoulkis, Amy Grantzinger, Rachel Enstrom and Sylvia Jons. The special judges award went to the team of Katie Will, Troy Bell, Andy Ostermann, Julie Bohuslavsky, Brandon Curtis, Trevor Meyer and Rayna Watson.

The students were excited to have their talents recognized.

"For so many of us students who really strive to stand out among the rest, it's just nice to get the recognition in front of our teachers, our peers, people from local agencies," said Curtis.

Kortum said, "It really boosts your confidence when you get an award like this because you're thinking the right way. You're kind of ahead of the game."

"UNL has always had good representation at the awards," James said. "I see every year the quality of the work gets better and better, and the expectations of the judges get higher and higher, so I think we're doing some really nice stuff."

The ADDY Awards have three levels of competition: state, district and national. The national ADDY Awards are hosted by the American Advertising Federation (AAF); two of the group's local sub-chapters, the Advertising Federation of Lincoln (AFL) and the Omaha Federation of Advertising (OFA), take turns hosting the state competition.

Gold ADDY state winners are entered into the district competition at the expense of the local AAF chapters. Silver ADDY winners are encouraged to enter the district competition, but they must do so at their own expense. Even if a student doesn't receive a gold at the state competition, he or she may win a gold at the district competition.

"It's fairly common for an entry that won a silver award in the Nebraska ADDYs to go ahead and win a gold in district because it's a totally separate set of judges," said Fred Knight, a co-chairperson for the AFL ADDYs the past two years and marketing manager for Lincoln's T. O. Haas Tire.

"It's very subjective," James said.

For the Nebraska ADDYs, four professional judges from around the nation judge the professional division; five students judge the student division. All of this year's student

judges came from Lincoln and Omaha.

"Altogether, between student and professional entries we had nearly a thousand entries, and that's a lot of judging to do in one weekend," Knight said.

The advancement process is the same at the state and district competitions: Gold winners are automatically forwarded to nationals; silver winners are encouraged to enter. Nebraska competes in the ninth district, which also includes Kansas, Iowa and Missouri. Lincoln hosted this year's district ADDY Awards on April 28 at the Embassy Suites.

At the district contest, UNL's Brandon Curtis won a silver ADDY in the Out-of-Home category for his Honeywell Fan advertising campaign; and the UNL team that won best of show at the state level won gold ADDYs in the Out-of-Home category and Campaigns (Mixed Media) category, as well as a silver ADDY in Non-Traditional Advertising.

"It was a big deal. It was the first time I won a district ADDY, so that was pretty sweet," Curtis said. "It will definitely boost my resume, and it was cool to compete at that level."

The national ADDY Awards were scheduled for Louisville, Ky., during the final weekend in June.

Entrants in the student division must be attending a college or university in November when they enter their work, but many of this year's student winners had graduated by the time they won at the February ADDYs. Several UNL alumni and current students have also entered the professional division of the ADDY Awards.

Struthers pointed out that recent graduate Danny Schumann's professional work was submitted by an agency where he was an intern last summer.

"He won one of his awards for work he had done in a professional environment," Struthers said, "so that was really cool."

This year, dues paid by AFF members and money from corporate sponsorships and from ADDY admission tickets paid for the event. The cost of attending this year's ADDYs, including the dinner, was either \$55 or \$70, depending on how close the table was to the stage; students received a discount.

The J School's Ad Club is a student division of the AFF; many members of the club, as well as nonmember students, helped put on this year's ADDY Awards.

Students helped to set up the Rococo for the event, and some UNL volunteers helped bring the theme to life by playing the part of elegantly dressed ushers or fake paparazzi before and during the ceremony.

Even if they didn't submit work to the competition, volunteers made connections that could help them in the future.

"I thought it was great way to meet professionals in the field and network with them," said Megan Petratis, 2006-2007 UNL Ad Club president. "If students really want to start getting to know people in the profession and really see what work is out there, they need to start getting involved in things like this."

The date and venue have not been set for next year's ADDY Awards, but the ceremony will be held in Omaha, probably in early to mid-February.

# New campaign aims to end panhandling

by MELISSA LEE/LINCOLN JOURNAL STAR

A battle of cardboard signs is about to begin on the streets of downtown Lincoln. Some you've seen: "Homeless, need help. God bless."

Others started popping up Tuesday and already have raised a few eyebrows: "I didn't need your money. I just needed a change."

Take note, charitable Nebraskans: Those new signs are part of a campaign launched by the University of Nebraska-Lincoln and the Downtown Lincoln Association asking you to re-think the way you give.

The project, dreamed up by a group of UNL advertising students, asks the public to stop giving spare change to the homeless and instead direct money to agencies like the People's City Mission.

Their argument: A few dollars here and there can't fix chronic homelessness. Professional agencies — with access to substance abuse and alcohol counseling, job training and more — can.

And their goal: to end panhandling and help the homeless get off the streets.

"(Homelessness) only gets worse when people give money," said Todd Ogden, a senior advertising and political science major at UNL who's leading the campaign.

"When you give money (to panhandlers), you don't know where it's going to go. ... We don't want to discourage people from giving. We just want people to know giving money to agencies is the better option."

Ogden will spend the week distributing promotional posters and brochures throughout downtown. He'll also set up "shadow people" — life-size, faceless human silhouettes holding the new cardboard signs.

The cutouts are meant to represent former panhandlers who got back on track thanks to donations to charitable agencies, he said.

Ogden had a bit of a disappointing start Tuesday: Hours after he set up the first "shadow person" near Douglas Theatre Co. at 201 N. 13th St., it vanished, presumably stolen by angry or mischievous passers-by.

The remaining five shadow figures, Ogden said, will be strapped to benches, making >>

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Advertising students designed promotional posters for the Downtown Lincoln Association to educate the community and campus on chronic homelessness

Art courtesy advertising sequence



Those who need your help the most do not need your money. They need a second chance. So instead of giving them money, give them what really matters: hope.



such theft more difficult.

"Hopefully, whoever took it is setting it up somewhere else," he said good-naturedly.

Panhandling has been a consistent problem downtown and worsens in the summer as warm weather draws people outside, said Susanne Blue, executive director of Matt Talbot Kitchen & Outreach.

Campus, too, is especially vulnerable, as young students generally show more compassion toward the homeless, Blue said.

Lincoln has some 1,600 homeless people, she said, about 50 of whom are chronically homeless, meaning they've had no permanent address for a year or more.

Those 50, Blue said, are particularly vulnerable.

Many suffer from mental illness, drug addiction or alcohol abuse. Many have little or no family or support system to lean on.

"These are the ones who have really fallen through the cracks."

Pocket change, she said, is not what they need.

"A little bit of change here or there isn't really doing anything to help the individual make changes," she said. "It's just a very temporary fix or a Band-Aid, if you will."

"They need meals, mental health services, substance abuse treatment, shelter. ... Sometimes giving them a little bit here, a little bit there, is just keeping them on the street."

Not everyone agrees.

Blue admits she's been hit with a bit of skepticism from people wondering whether the project could

actually make a difference.

And at least one UNL English professor calls the campaign "horrifying and demeaning" to the homeless, several of whom she counts among her closest friends.

"They were really upset and hurt," said professor Fran Kaye. "And rightly so."

Kaye said she's offended by the "shadow people," saying they imply the homeless are second-class citizens.

"They're not shadows. They're real people," she said. "It's like my own family being told they're not human."

"I just think the whole premise is wrong-headed."

Ogden says his intent isn't to offend. Rather, he wants to give hope to homeless people who might not think they can change.

He said he's talked to many homeless people who "want this to happen more than anybody."

"These guys, they don't want this image. A lot of homeless people are trying," he said. "It's all about hope. We're definitely not trying to be disrespectful."

Kaye isn't convinced. The university, she said, must work harder to embrace diversity.

And she believes those who don't stop to spare some change could be missing out on valuable friendships.

"If you give someone a sandwich one time, give them some money one time, have a conversation one time and get to know them, it might change their life," she said. "And it will sure as hell change yours."

This story appeared in the *Lincoln Journal Star* on May 8 and is reprinted by permission.

## PLUGGING IN

# Ad students make contacts, friends on trip to Big Apple

by LAUREN GARCIA

They say the neon lights are bright on Broadway. But why are they like that, and who made them that way? A four-day trip to the Big Apple in the fall semester provided an opportunity for 20 advertising students from the J school to get a taste of the big-city advertising world.

"The students were really excited," said advertising professor Amy Struthers, who accompanied the students. "We really had a group full of go-getters."

What did the city have to offer the students? It was the 50th annual Advertising Women of New York Conference. Founded in 1912 as the first women's association in the communications industry, AWNY sponsors many events throughout the year, including this 50-year-old conference, which attracted more than 700 students from across the nation.

The two-day conference began Friday evening with a social event so students could meet invited professionals from the advertising community.

"There were lots of different professionals you can go up and talk to," sophomore advertising major Derek Hester said. "I lost myself talking, and the whole night went by really fast."

"You had to be very tenacious to get a chance to talk to people," Struthers said. At times, one professional was surrounded by 15 or 20 students trying to get his or her attention.

"I learned something from everyone I talked with," junior advertising major

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Stephanie Demers said. "I think this trip really made me realize what a cutthroat industry advertising is."

The next day was spent attending breakout sessions with 27 workshops on topics like fashion advertising, sports marketing, public relations, product placement and music and sound design. No matter what field of advertising a student was interested in, the conference had it covered.

"The breakout sessions were helpful and on point with what I was trying to learn as far as getting a job in New York," advertising grad student Troy Bell said. "These were a more personal way of getting all of your questions answered and to learn helpful information."

Hester is working as a fashion-division intern at Paul Wilmot Communications in New York this summer. One breakout session about media sales inspired him to seek out a career in that field of advertising. He came back from the conference and decided to take Advt 488, a J school class in media sales.

The students also visited two agencies in New York: McCann Erickson and Renegade Marketing Group.

For Demers, one of the top benefits of the trip was visiting the agencies. "It was great to see the 'real world' environment," she said.

The group spent three hours at McCann Erickson, a renowned agency that occupies 17 stories and employs about 1,500 people total, about 400 in that building.

"I really wanted to go because I spent the summer as a visiting professor at McCann Erickson," Struthers said.

Renegade Marketing Group is a smaller agency that occupies only one floor with about 60 full-time employees.



**From left:** Tiffany Harder, Jessica Donovan, Liz Brew, Dan Sheppard, Elise Korte; **From right:** Troy Bell, Stephanie Demers, UNL grad and New York City transplant Dave Kortum, Jayne Meyer and Jeralee Shotkoski

During these visits, students jumped at the chance to immerse themselves in what a real advertising firm is like and to network with the people they met.

"On the agency visits, we had a guide that came in and gave a presentation," Bell said. "I made sure to get that person's name down. And those are the people that I sent my resume to."

Bell, who graduated in May, dreams of living and working in New York City. After the trip, he sent resumes to McCann Erickson, Renegade Marketing and another agency, Draft FCB. While Bell spent his spring break interviewing in New York, he didn't expect any agencies to call and offer him a job right away — which he said doesn't bother him. The fall trip to New York provided him with the opportunity to get the spring interviews.

"I think it's important that I have a leg up on the other people that will be graduating," Bell said. "I feel like I'm ahead of the game."

For students who intend to work in New York and have the opportunity to interview, showing that they took a week-long trip to the city to immerse themselves in advertising culture reveals how serious they are.

But having aspirations to work in an agency while getting adjusted to life in New York is not easy at first. Some graduates who move to New York have to find jobs at department stores or restaurants before they get hired at a good agency.

As an example, Struthers mentioned Dave Kortum, a former Ad Club president at UNL, now working at Renegade Marketing, who went to New York without a job. On his second day in town, Kortum took a job selling shoes at Bloomingdales; within a month he was working in an ad agency.

That story inspires recent grads like Bell. "I'm going to do whatever to pay the bills until I get a job in advertising I want," he said.

As advice for aspiring young advertising students, Bell said, "I think I would say that if you think New York is the place you want to go, then make the time to make trips there and find out. It's almost a fantasy, but you gotta go there and experience it to see if it's really what you want to do."

Hester said, "I'd really recommend other students seize opportunities like this because networking is really important. When someone like Amy Struthers offers you an opportunity to network, take it." ■

## Ad class helps give women a fresh start

by EMILY ANDERSON

Cross excavation, construction and drywall off the "to do" list. The building at 6433 Havelock just needs a finishing coat of paint and about \$300,000 more in capital funds.

Every solidly built home deserves an exterior to match its interior. For Lincoln's Fresh Start Home, the same concept applies: The staff and residents believe the hard work and pride so obvious inside the home should also be visible to the entire community.

Fresh Start Home gave an opportunity to students in J school teacher Sharon Stephan's advertising class to become different kinds of painters. They used their skills in public relations to help Fresh Start Home to raise money and add visibility and appeal to its cause. The students worked to inform a corporate community about the progress the home is making in the lives of women.

"Fresh Start Home is an ideal client. It is a transitional facility that takes women recently released from prison or rehabilitation programs as well as women who are fleeing domestic violence, lacking social and economic support and just in need of a fresh start and gives them direction in the real world," Stephan said. Women may stay for up to one year.

While enrolled in the program, women are helped to find jobs and, if necessary,

helped to overcome substance-abuse problems. Eight-five percent of women who enter Fresh Start Home and stay longer than three months are successful in attaining self-sufficiency.

Stephan, NU's assistant vice president of marketing and communications, had 13 students in her spring semester public relations class. She said her class's goals meshed well with the needs of Fresh Start Home.

"My goal is to allow students to experience the styles

Senior Jennifer Green said she thought the Web site would benefit from updating. "The more appealing they can make it look, the better it is for business," she said. "Public relations is all about exposure and bringing awareness to people, which is just what Tiffany has expressed that Fresh Start Home needs right now."

The home, which served 58 previously incarcerated women in 2006, bought the larger Havelock facility and planned to move there in July 2007. Mullison said she hoped

this will lessen our waiting list and allow more women to move toward self sufficiency. We celebrate tiny victories; they multiply over time."

Fresh Start Home's purpose, "to ensure the provision of services to women who experience barriers in their lives and to assist restoration of these women into the community," cannot be realized fully without continued support.

Enter Stephan's class.

"Fresh Start Home needs money, but they also need necessities like soap and shampoos, but alone they cannot afford" to get the word out, Stephan said.

Senior Kelli Kremlacek, who praised the home for doing a good job using volunteers and donations from the private community, said that involvement from businesses is the next step Fresh Start Home should take.

"I believe they have the opportunity to delve into the corporate community,"

Kremlacek said. "I hope to introduce them to different avenues to create promotions and awareness but also to better involve corporate donation and volunteer work."

Stephan's students will develop promotional materials, including radio spots, flyers, posters and an updated Web site.

Green agrees that the strategy involved in class benefits students by providing both technical skills and experience

in working with a client.

"It's always more fun to work with a real client because you can take this more seriously. The ideas we're developing can be implemented to help a client like Fresh Start Home," Green said.

Stephan said the experience of working with Fresh Start Home is one of the reasons such classes are successful.

"The students are so enthusiastic about their client interaction. Someone needs awareness, funding, volunteers or visibility in the community, so the students create a solution," Stephan said. "They have such a sense of satisfaction about working for a client with real needs. A great thing about the J school is the real-world experience they offer in classes like this."

The staff and residents of Fresh Start Home, too, were pleased with the project.

"I am so excited to see these projects," Mullison said, adding that the home planned to follow up on the "low-cost, high-payback" pieces the students proposed. "I love the ideas about redesigning the Web site," she said. "I like that there were suggestions that recognized our technological limits. I think that most of these suggestions are very, very practical."

Kremlacek said experiences like helping Fresh Start Home reach its goals help students "appreciate the real-world applications of our work."

"When coursework is done strictly for the purpose of grading, it sometimes loses its impact," Kremlacek said. "But when our ideas and strategies have the potential to be put into action for an organization, it motivates me." ■

Photo courtesy Lincoln Journal Star



of writing they'll use in public relations, from internal communications to press releases and speeches," Stephan said. "The class works on every aspect of public relations. We take on the roles of a public relations firm, almost always working with nonprofit agencies like Fresh Start Home."

In their first meeting with Fresh Start's executive director Tiffany Mullison, students looked at the home's pamphlets, brochures and Web site, which was created under a grant that has since expired.

having more space would allow more women the opportunity to become part of the project.

Each year, about 500 women call Fresh Start Home to inquire about its services. Of the 496 women who asked for help in 2006, 58 were accepted. Fourteen began their stay in 2005 and remained sheltered in 2006.

"Each year, we have a long waiting list and turn women away. When the new shelter opens, capacity will increase 50 percent, going from 16 to 24 beds," Mullison said. "We hope

## WHAT'S IN A NAME?

# UNL students help name the coffee shop down the street

by ADAM TEMPLETON

Last Valentine's Day, something magical was in the air, wafting on the breeze near Andersen Hall even before the sun had risen. But it wasn't love; it was the aroma of coffee, the lifeblood of America.

The aroma came from Kopeli, Lincoln's newest coffee house. On the corner of 14th and Q Streets — a block from the J school — Kopeli opened its doors for the first time at 5:30 a.m. on Feb. 14. And UNL students had helped to create the business's unique name.

"The thing I love most about coffee houses is that they have this relaxed feel, kind of like they're a break from your day," said Jan Moore, co-founder of Kopeli. But starting a new business is no easy task. Moore knew she'd have her work cut out for her, and she turned to UNL students to help her pull it off.

Moore and her husband, Roger, both UNL alumni, are majority owners of Growth Management Corporation, which owns and operates Amigos restaurants. They became interested in premium coffees and espresso drinks as a possible addition to the current breakfast menu in their Mexican restaurants.

McDonalds has led this trend in the fast food industry.

When a coffee consultant saw the proximity of UNL to the 14th and Q Amigos, he recommended opening a separate coffee shop as a way to begin brand imaging for a new coffee line that might later be introduced to various Amigos restaurants.

Moore is vice president of the Growth Management Corporation in Lincoln. Before opening Kopeli, she spent most of her time managing an Amigos restaurant owned by the corporation. She wanted to call attention to the breakfast menu available at the Mexican restaurant. With other fast-food competitors setting out to differentiate their own breakfast selections, such as McDonald's offering of premium coffee with early-morning meals, opening a coffee shop next to the Amigos restaurant seemed the natural choice.

"The first step was research. Lots and lots of research," Moore said. She and her husband, along with general manager Allen Schwickerath, visited several local coffee houses near universities in various states to get a feel for the industry. But they



also needed to get a feel for the group they thought would be the majority of their future patrons — college students.

To help perfect the new business's name and logo, Moore sought the help of the Ad Club and any other students who cared to participate.

"She needed to appeal to the language, values and ideas of her target audience," said Amy Struthers, the Ad Club adviser and a J school advertising professor.

Late last fall, Moore sent an e-mail inviting UNL students to take part in a focus group to test the designs that she and her husband had come up with. She also planned to see how students would react to the proposed name for the coffee house: Java More.

At the focus group, Moore and the students sat around a

table, discussing the design of the new business's logo. Initially, the name was barely discussed; Moore was confident that the name "Java More" would appeal to the group. But the students thought "java" sounded dated.

"The students' responses made me step back and think again," Moore said. "I ended up changing the name because of the input."

The efforts of Moore and her focus group produced pages upon pages of possible names, ranging from "Bean There" to "Clouds in my Coffee."

"Someone suggested the name 'Gravity.' I really liked that one, but we found out that it didn't appeal to the older demographic," Moore said.

Still, Moore needed a few more opinions from college students. She decided to meet with the Ad Club. And she



intended to put what she learned in the focus group to good use.

"Her goal wasn't to show them something and ask, 'Wouldn't this be cool?'" said Struthers, the liaison between Moore and the Ad Club. "She was more interested in 'What do we need to do to make our message clear?' Jan wanted this to be a place where students could come and just hang out."

A few weeks after the focus group, Moore visited the Ad Club. She asked the students for feedback on a new set of names and logos. On sheets of paper adorned with possible logos, students circled their three favorite choices and gave the rationale behind each selection.

"It was a cool way for the Ad Club to put its knowledge to use. And it was good, free feedback for Moore," said



Brandon Curtis, an Ad Club member.

The students also discussed why certain names appealed to them.

"I remember that a lot of them started with a strong 'K,' to sound like coffee," said Jeralee Shotkoski, president of the club when Moore conducted tests.

The students also did a series of word-association exercises, relating the image each name brought to mind.

Overall, the focus group and the visit with the UNL Ad Club were successful.

Students appreciated that Moore asked for ideas and feedback before GMC launched its coffee shop.

"It helped her hit her target audience and showed that she cared about what students thought," Shotkoski said.

As with any form of market research, there was a need to provide those surveyed with an incentive; students were offered Amigos coupons for their time. But they gained something more valuable than a free burrito. They had a chance to see copy-and-design testing in action, the process of showing ideas and pictures to a sample of people in order to gauge their reactions.

Moore had all the data she needed. She simply needed to make a selection. Eventually, one name emerged victorious: Kopeli.

**Jan Moore (left), co-founder of Kopeli, and UNL grad assistant Reille Creighton (right) participated in a copy-and-design test at Andersen Hall late last fall**

local patrons.

However, downtown Lincoln has many coffee houses, and that number is growing all the time.

"There is a large market for coffee houses, and saturation has to occur at some point," Struthers said.

All the same, Kopeli has a lot going for it: a convenient drive-through, patio seating and free wireless Internet access. And that's to say nothing of the students who take pride in the coffee shop that they helped name.

"Every time I drive by, I feel honored to have been able to help decide on a business's name," said Elise Korte, another member of the Ad Club present during Moore's copy-and-design testing.

"People in the business world will no doubt appreciate the drive-through," Moore said. "And Kopeli is the perfect place for couples to unwind following a movie." She also plans to add heat lamps to the sidewalk café area to make it accessible on cool days.

In addition to freshly baked pastries, Kopeli offers a meal menu as well, something unique among the many coffee venues in downtown Lincoln. With its convenient location, across the street from the UNL offices of Admissions and Research and a block from the J school, Kopeli has also gained popularity with the faculty.

"Well, the exterior looks like a brick boxcar," Struthers said. "But the interior is warm and inviting. It doesn't say, 'Eat and then get out.' It's more like, 'Come and spend some time here!' It has a 'snuggle around the fireplace' mentality that encourages lingering."

# Reinventing Germany

**Depth reporting class analyzes globalization and renovation in today's Germany**

by GABRIELLE JOHNSON

Hilary Stohs-Krause was in Berlin, Germany, eating a McDonald's hamburger when she noticed something enlightening.

"Nearby sat a young German couple and behind us a middle-aged Turkish man. American music was playing. That's globalization right there," Stohs-Krause said. She said this moment highlighted a theme of the depth report she and other J school students had been working on.

On Jan. 4, 13 students and four faculty members from the J school began their journey to Berlin. They traveled there not just to learn for themselves about the German people and their culture but to do research for their stories to be put in the Germany depth report — a magazine and a documentary.

While the depth report won't focus solely on globalization, that issue has definitely had an impact on many of the stories. The topics include a look at the German education system, the impact of Turkish immigration, the status of religion in Germany, the European Union's effect on Germany and more. However the main theme is the way Germany is changing and reinventing itself since the Berlin Wall fell in 1989. The depth report magazine will emphasize the changes since East and West Germany once again became one.

Tim Anderson, who taught the news-ed portion of the class along with Charlyne Berens, said a depth report on Germany will connect with most Nebraskans.

"Forty-one percent of people in Nebraska say that their families originally come from Germany," Anderson said. "So it just felt right to be researching more about Germany."

**RIGHT:** CoJMC broadcast students Megan Carrick and Chris Welch gather interviews

**FAR RIGHT:** Turkish interpreter Enver Burak CAN, German interpreter Harry

Schusterov join broadcasting students Rachel Anderson, Megan Carrick, Justin Peterson and Chris Welch when they take a break from filming near a Turkish Market in Berlin

In fact, Stohs-Krause's heritage was one of the reasons she felt she should take on the project.

Being of "solid German stock," Stohs-Krause said, "the idea of visiting the 'homeland' had a certain romantic connotation."

After returning from 10 days in Berlin, the students spent the spring semester on separate projects relating to their research and interviews with German business leaders, government officials and citizens. The advertising students worked on a promotion of the depth report. The broadcasting students, working with faculty member Barney McCoy, wrote and edited their documentary, and the news-ed students have written stories for the magazine.

One of the big stories in the depth report — and the topic of the hour-long documentary — explores Turkish immigration into Germany. Turkish people have been immigrating to Germany since the 1960s; now, Berlin has the largest Turkish population outside of Turkey.

News-ed junior Katie Backman said the students wanted to focus on immigration since the situation "is comparable to Mexican immigration in America."

The parallels between Mexican immigration to the U.S. and Turkish immigration

to Germany are many. For example, some native Germans feel the Turkish people are taking jobs and crowding the country. The concern about overpopulation and the threat to jobs have made some Germans feel hostility, resentment and suspicion toward the Turkish people. These issues have parallels with Mexican immigration to the U.S.

But in contrast, whereas many immigrant Mexicans are Catholic — a religion they share with many Americans — most Turks are Muslims, and most Germans are not. The differences in religion can lead to misunderstandings and distrust.

Anderson said this confusion and lack of understanding of the Turkish people have led some Germans to refer to the Turks with "nasty nicknames" and have also made some Germans wary about the Turks.

Events in the U.S. may also have influenced German attitudes toward Muslims.

"Ever since 9/11, being Muslim is suspicious" even though only a few Muslims perpetrated the attacks on the U.S., Anderson said.

Backman worked on another story covering the recent construction of a controversial Holocaust memorial in Berlin. It is being built in one of the "touristy hubs" of Berlin, Backman said, so many



Photo by Frauke Hachtmann

Germans feel that such a memorial "takes away visitors from concentration camps, which are the real remnants of the Holocaust."

The depth report also highlights Germany's new military buildup. Since World War II when Germany harbored the Nazi Regime and the Holocaust, the nation has been reluctant to have a strong and powerful army. However, as Germany's responsibility to the EU and NATO increases, Germany is starting to send its military to foreign nations.

Other stories will focus

on German economic policies and German culture.

Both students and faculty members who visited Berlin found noticeable differences between the former East and West sectors of the city.

Frauke Hachtmann, the advertising faculty member who is a native of Germany and who went on the trip, said traffic lights offer one useful way to distinguish between former East and West Berlin. Before 1989, East Berlin had traffic lights with a lighted signal showing men in "cute hats," Hachtmann said. After



Photo by Barney McCoy

the Berlin Wall fell, the new German government began tearing down these traffic lights; however, when former East Germans complained that the government was destroying artifacts of their culture, the government stopped.

"So today," Hachtmann said, "looking at the different traffic lights is an easy way to tell which part of former Berlin one is in." She also said the architecture is grimly distinctive in former Communist East Germany.

Backman said she could see the difference between former West Berlin's modern architecture and the "bleak and gray" buildings of the former East Berlin. She also noticed that former East Berlin had a lot of overhanging wires meant for cable cars, which created a sense of being "caged in."

Walking around and taking note of the differences was only one aspect of the students' work while in Berlin. Both Backman and Stohs-Krause agree that the amount of work they had to do was, as Stohs-Krause describes it, "insane." In spring 2006 before the class met, the students were already brainstorming ideas. Then during fall semester, Backman said, "We had to do a ton of research."

Stohs-Krause said, "We read an entire book on the history of Germany, read various newspapers and maga-

zines online each week, shared information during class and conducted preliminary interviews."

In Berlin, the work continued at a fast pace.

"Some stories have 20 sources," Backman said.

Hachtmann calls the students' work in researching their topics and putting together an advertising platform, magazine and documentary "impressive."

"The students were running around all the time. It was really night and day for them, and they were very organized throughout the whole thing," Hachtmann said. "And sometimes, the language barrier was really hard to work with. Sometimes the translation went from English to German to Turkish back to German back to English, so you can imagine."

Anderson said the project exploring current political and social issues in Germany benefits the students more than anybody else.

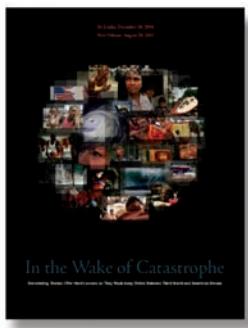
"By learning about Germany, they learn about their own country and its place in the world," Anderson said, "They learn you don't have to eat this food or listen to this type of music, that there's a whole other world you could be involved in."

Both the magazine and the documentary on Germany will be available sometime in August. ■

## J SCHOOL GARNERS OPC AWARDS

Journalism students earned three awards for their work on college publications in the Omaha Press Club's annual competition this spring.

**Ananda Walden** and **Ben Van Kat** won first place in the Magazine Layout and Design category for "In the Wake of Catastrophe," the 2006 publication that focused on the situation in Sri Lanka a year after the tsunami and New Orleans a year after Hurricane Katrina.



**Joel Gehringer** won honorable mention in the Magazine Layout and Design category for "One Big Family, One Big House," a magazine about Clinton Elementary School, Lincoln's most diverse school.



**Ananda Walden** won first place in the Magazine Cover Design category for "Platte River Odyssey," which examined the condition of and threats to the Platte River.



# Bringing a voice to rural Nebraska

## Depth reporting class sheds light on western Nebraska's strengths, challenges

by **MIMI ABEBE**

They set out to get a feel for the places they would be writing about — rural areas of central and western Nebraska. But as the J school students and their teachers drove across the state, they saw more than they had expected: tiny towns with rundown houses and images far from the picturesque small towns found in storybooks.

"After seeing these houses that were once beautiful and neighborhoods that were once prosperous and towns that once existed, I understood. The project was about the people who were affected by communities that were struggling to survive," said junior Danielle Welty.

Brian Hernandez, also a junior, said, "We knew we wanted to do a project relating to the recent population decline and how rural Nebraska communities and government officials were adjusting to maintain adequate public services in those areas. From there, we discovered the problems and ... possible solutions."

Hernandez and Welty were members of the Western Nebraska depth-reporting team, seven J school students selected to research and write about issues facing rural Nebraska.

In a full semester of intense work in fall 2006, the students joined forces with faculty members and three local newspapers for "The Cost of Our Counties," a project that was described this way in the final publication: "This series of 15 stories examines county government in Nebraska — how it came to be as it is, what is does, what it costs and what it means to the people who live in central and western Nebraska."

The idea of collaborating with the J school on a depth report came from the editors of the *Kearney Hub*, the *North Platte Telegraph* and the *Scottsbluff Star-Herald*, said Mary Kay Quinlan, who taught the class with John Bender and Carolyn Johnsen.

The focus on county government developed after the students had considered many topics and after the editors had

**RIGHT:** The University of Nebraska-Lincoln depth-reporting team includes: **top row, from left:** Katherine Mayse, Brian Hernandez and Mark Mahoney; **front row:** Meredith Grunke, Michele Brown, Jessica Donovan and Danielle Welty

suggested looking into the concerns of the populations in their papers' circulation areas. Students found that those concerns included property taxes, declining population, immigration and health care — all issues with a connection to county government.

"A depth report is something more than the average story. We spent months researching and talking to various sources," Welty said.

In one of two stories that Welty wrote for the project, she reported that a small population can result in more work for county officials.

Welty found that Deb Mitteis, the Sherman County clerk, was also the register of deeds, election commissioner, secretary to the county board and clerk of the district court. With only 3,300 citizens in the county, it's hard to support the services that residents are used to.

*Kearney Hub* publisher Steve Chatelain said the series showed how the counties are adapting to change.

"People roll up their sleeves and do what has to be done" to deal with the problems in rural Nebraska, Chatelain said.

Senior Michele Brown reported on property taxes, a concern for most Nebraskans but particularly for small counties that need to pay for such things as roads, law enforcement and emergency services even though population may have



dropped.

Brown reported that, despite Nebraskans' grumbling about property taxes, which are now levied only by counties, "In fiscal 2005-2006, property taxes, relative to personal income, were nearly 40 percent less than when the state ceased levying property taxes in 1967."

For a related story, Brown reviewed the 1967 vote that threw out the state property tax and replaced it with state income and sales taxes. For that story, Brown tracked down and interviewed former Gov. Norbert Tiemann by phone from his home in Dallas. Tiemann's support of the change in taxes made him a one-term governor.

"People don't like taxes of any kind, but the alternative was economic death," Tiemann told Brown. "I thought that (the voters) had a better understanding that I was going to do what was best and not what was best for me, but I guess that's the way it goes."

Brown reported that Tiemann had no regrets about pushing through a state sales and income tax 40 years ago and leaving property taxes to the counties and other jurisdictions.

The students' solid reporting impressed Chatelain. He said that, in addition to providing "good food for thought," the in-depth stories allowed reporters to

"really dig into it."

"In newspapers our size, we don't get many opportunities to spend staff time like this," Chatelain said. "We got to engage those in our area more than we expected. We didn't foresee that benefit, but it was a good one. It was great."

Other stories covered immigration, the ongoing debate over whether Nebraska's 93 counties are "efficient" and the history of school consolidation.

"Each story made a contribution to the discussion," Quinlan said.

Senior Mark Mahoney wrote about the history of county formation in Nebraska.

"U.S. county history is not as well documented as state and national history, so I had to dig through countless books and Web sites, it seemed, to find the information I needed. It was a long process, but in the end it was worth it," Mahoney said.

Invited speakers gave the students background that would be critical to their stories, but most of the information came from interviews — which required travel.

After spending a day with Scotts Bluff County Sheriff Jim Lawson, Jessica Donovan, a senior, wrote a profile on Lawson and his life in the small town of Gering.

"I think traveling was of the utmost importance for this project. You can't write

about small-town government without experiencing a small town," Donovan said.

Quinlan agreed. "It's not that you need to go far," she said. "You just need to get out of your comfort zone."

For some of the students, stepping outside their comfort zone meant visiting rural Nebraska for the first time. While on the way to visit with one of the sources, Quinlan stopped to allow one of her reporters to take pictures of a cow.

"The project focused on more rural areas of the state; it was important for our students to see and work in those areas first hand," Quinlan said. "It gave them a perspective they could not have gotten otherwise."

The traveling was condensed into three intense weeks. Students did reporting in Scottsbluff, North Platte, Wallace, Grant, Broken Bow and other small towns.

"By traveling, we were able to get descriptions of the settings and an up-close and personal account of the problems and adjustments rural Nebraskans are facing and making in the midst of a dwindling population," Hernandez said.

One of Hernandez's stories described the difficulty the small town of Wallace faced in trying to find housing for new residents. He also reported on how local governments use "interlocal agreements" to save money while providing needed services.

The three collaborating newspapers published the students' stories over several weeks in late 2006 and later compiled them into a tabloid format. The tabloid was sent to all state senators and county officials.

"The response was much better than I expected. Sheriff Lawson wrote me an extremely nice letter saying how well my article was regarded by both him and many others in Scottsbluff," said Donovan. "I think it was a huge success."

Quinlan praised the students for mastering "a complex issue that was foreign to most of them."

Recognizing the complexity and scope of the subject, Bender said, "I wish we could have done more."

The depth report gained statewide notice in an *Omaha World-Herald* editorial: "It is encouraging to see these Nebraska journalism students directing their energies toward issues of such fundamental importance to the state." ■

Jerry E. Brown

# Academics & fund-raising

The strictly honest truth is that at the beginning of this campaign I made a delightful discovery. What I discovered was that there were many ripe apples on the tree, and I had been given the opportunity to shake. Such luck has probably not come to a Southern exile since Georgians struck gold in Helena.

Now that the building is a reality, I can say that the whole project has been a delightful challenge. I can tell you, in brief, what directing the fund-raising campaign taught me.

Donors don't throw dollars on the deck of the Titanic. They knew this ship of journalism to be sound and refittable, in a way that would continue its record of successfully transporting students from the university safely into the professional world.

Another factor in academic fund-raising might not be so obvious to those outside the cloister. As anyone who understands academic administration knows, it would take a productive and tolerant and united faculty to govern themselves while their dean was on shore, working the streets as an academic mendicant. I thank this faculty, one and all, for sticking by this project as we rode the swells.

Over these past eight years, I have been encour-

aged — literally heartened — by many people of good will in the private sector who appreciate the principles taught at the University of Montana School of Journalism. ...

As I formally dedicate Don Anderson Hall, I am most mindful of what the

I don't think Aristotle would have been fazed by the Internet. I believe he would have pointed out that delivery systems — whether through the spoken word, the viewed image, by hot type or cold computers — are important, but we must not be enslaved by the delivery

clusion. Here is what Arthur Stone told his students in the beginning class in reporting:

"Gathering news is systematic work. It is a continuous process, and it will never end until the curtain is rung down on human history."

We dedicate Don Anderson Hall to the work, the trade, the profession of journalism. Of course, we all know the dedication today is but a formal ceremony. The real dedication of Don Anderson Hall will take place every day, every semester, every class, for educating and inspiring students to be journalists is, like gathering of news, a continuous process.

It will never end until the curtain is rung down on the values of American democracy. ■



Photo by Brooks Brown  
Dean Will Norton Jr., former Montana deans Nathaniel Blumberg and Jerry E. Brown

present owes and the future will owe to Arthur Stone, who founded the school in 1914, and his successors.

The donors seem to know, perhaps by instinct, that our system of education is capable of handling whatever may come, but, in truth, it is hardly new.

The foundation of our system was laid down by Aristotle. Our primary foundation in the academy is the teaching of rhetoric — how to use language that must pass stringent tests. The tests involve ethics, reason, public service, character and emotion.

systems.

If patterns hold, this latest wave of technology, too, shall pass.

But the fundamentals of getting accurate news to the public, so that decisions can be made as wisely as mortals in a democracy can make them — these fundamentals will never change.

For this dedication, I looked through Dean Stone's lecture notes. They have been on display, under glass, in the building he built.

And I found a remark that seems the most fitting way to bring this dedication celebration to its proper con-

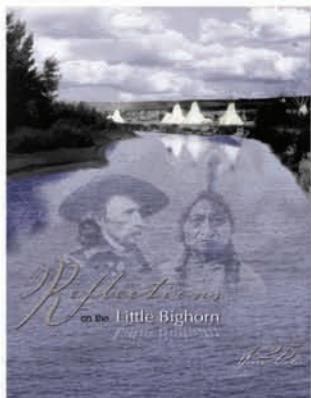
*Jerry E. Brown, dean of the University of Montana School of Journalism, talked about his school, about journalism education and about the future of journalism in general at the dedication on May 11 of Don Anderson Hall. The building, named after a long-time Montana newspaperman, will house the school's print, broadcast and multimedia students under one roof. Brown, who is retiring as dean but will remain at the school as a teacher, spearheaded the \$14 million funding for the building.*

This series of award-winning depth reports is now available for order.

## Read about our students' world-class experiences.

At the UNL College of Journalism and Mass Communications, the world with its daunting realities is one of our most exciting classrooms. Within the pages of these student-researched, written and designed publications, read about their exciting explorations, challenging

discoveries and heart-rending revelations. We are preparing the next generation of media professionals to help us all make better sense out of our culturally diverse and ever-changing world. You could call it a world-class education.



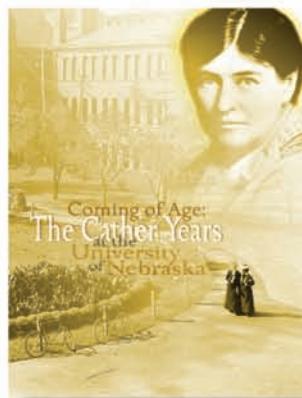
### Reflections on the Little Bighorn: 125 Years Later

Produced in 2001 on the 125th anniversary of the Battle of the Little Bighorn, UNL student journalists researched, wrote, edited and designed a 76-page magazine about the historical battle. (also available in DVD)



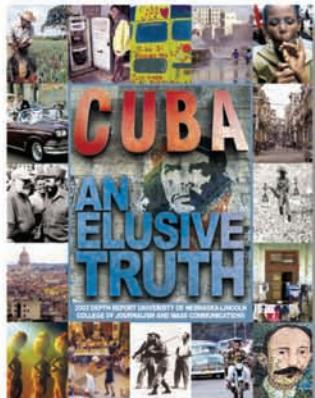
### Could Terror Strike Home?

Since Sept. 11, a broad array of national, state and local organizations have assessed two key questions: What are the potential threats and what are the potential solutions? This publication looks at how Nebraska's leaders and experts answer these two questions.



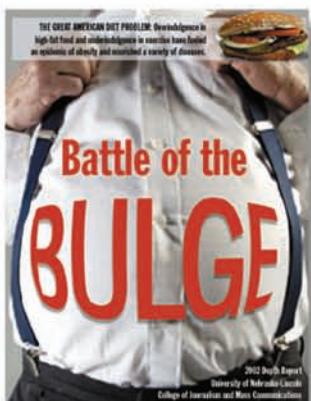
### Coming of Age: The Cather Years at the University of Nebraska

The writings from Professor Susan Rosowski's class became the basis for this publication, which was created by an editing team from the College of Journalism and Mass Communications.



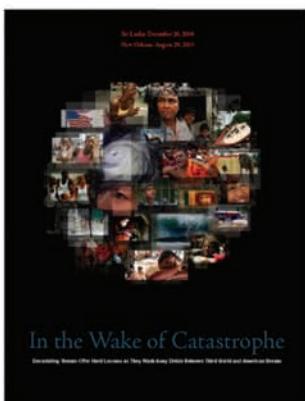
### Cuba: An Elusive Truth

A dozen UNL journalism students spent 12 days in Cuba in January 2003. Their goal was to find the truth about Cuba. (also available in DVD)



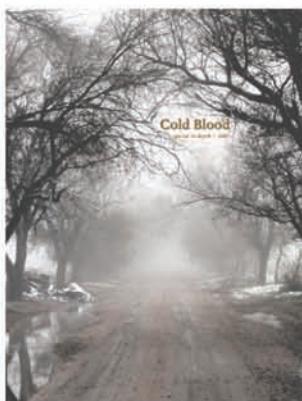
### Battle of the Bulge

This magazine takes a look at the great American diet problem: Overindulgence in high-fat food and underindulgence in exercise have fueled an epidemic of obesity and a variety of diseases.



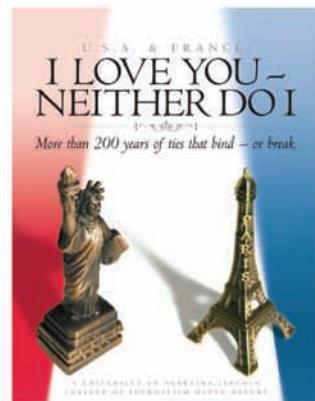
### In the Wake of Catastrophe

An Asian island tsunami and a Gulf Coast hurricane separated by eight months and 12,000 miles. What do they have in common and how are they different? What do the disasters have to teach us? What can we learn from them? Will we be better prepared in the future? The answers are contained in this magazine, written, illustrated and produced by UNL journalism students.



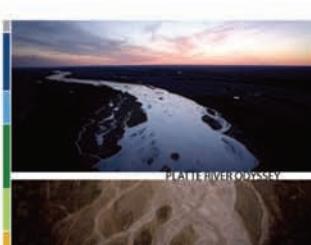
### Cold Blood

Truman Capote's "In Cold Blood" was among the first books in which the reporting techniques of journalism were assembled with the flair of traditional fiction writing. After a semester spent studying Capote's work, the community where the story unfolded and some of its principal characters, UNL journalism students obtained exclusive interviews from people who had refused to talk publicly about the crime or the book. (also available in DVD)



### France

France gave us our pre-eminent symbol of freedom, we fought side by side in the trenches of World War I, were allies in the struggle to purge the Nazi shadow and shared a common history in Southeast Asia. But somewhere between the collapse of the World Trade Center towers and Saddam's statue, a nasty fault line developed in this historical relationship. How did this happen? Why? Where is the relationship headed and what are the solutions? (also available in DVD)



### Platte River Odyssey

Early in 2005 the UNL College of Journalism and Mass Communications and the Lincoln Journal Star began collaborating to report on the Platte River. The stories inform and educate readers about efforts to manage and protect water in the Platte River basin.

UNIVERSITY OF  
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COLLEGE OF JOURNALISM  
AND MASS COMMUNICATIONS

To order the magazine or DVD send a \$10 check or money order (add additional \$10 for both magazine and DVD) – payable to UNL – to the College of Journalism and Mass Communications, 147 Andersen Hall, Lincoln, NE 68588-0443. Fee includes shipping, handling and sales tax. © CoJMC. Please specify the magazine (or DVD) you're ordering.

The University of Nebraska-Lincoln is an equal opportunity educator and employer with a comprehensive plan for diversity.



Photo by Marilyn Hahn

Mayor Colleen Seng (second from left) cut the videotape ribbon April 25 for the new Andersen Hall studio of 21 Educational Access, the cable channel designated for use by the Lincoln Education community. The studio represents a partnership between 5 CITY-TV and the College of Journalism and Mass Communications. 5 CITY-TV and 21 TV, Lincoln's government and educational cable access channel, offers programming 24 hours a day on Time Warner Cable. About 50 people attended the open house. **From left:** Associate Dean Linda Shipley, Mayor Seng, broadcast professor Jerry Renaud and 5 CITY-TV studio coordinator Bill Luxford; **back row:** Lincoln Public School students Chris Hamer and Bryant Coffey.



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