



**UNL
photojournalists
traverse
state**

see back cover



Photo assisted by Larry Kinkade, Barada, Neb.

Remembering Jack Pollock

Jack Pollock, longtime publisher of the Keith County News in Ogallala, died Feb. 20 at age 77.

He earned a bachelor's in journalism at the University of Nebraska-Lincoln in 1958. He joined the Keith County News in 1960 as news editor. He and his wife, Beverly Buck Pollock, also a UNL journalism grad, bought the Ogallala-based paper in 1966. They sold it to employees in 2000.

Pollock was a member of the Nebraska Journalism Hall of Fame and had won the Nebraska Press Association's Master Editor-Publisher award. Andy Pollock gave this eulogy at his father's Feb. 25 funeral.

Dad said he wanted an "upbeat and positive" funeral service, so hopefully you'll all be OK with my saying, in the legendary words of Lyle Bremser: "Holy moly! Man, woman and child! Did that put 'em in the aisles!" Dad would be honored to know that this famous call from Husker football lore, from the Game of the Century that he attended (really), might apply to his life. Not just a juking, blazing punt return for a touchdown; not just a hard-fought 60-minute game; but a long life well lived. Thank you for letting Dad's life put you in these aisles.

On behalf of Dad's family, I want to thank you all so much for being here to celebrate the life Dad lived so well. One of the many verses Dad and I read in his last weeks was Ephesians 2:8-11, and it reads: "For by grace you have been saved through faith; and that not of yourselves. It is the gift of God, not as a result of works, that no one should boast. For we are his workmanship, created in Christ Jesus for good works, which God prepared beforehand that we should walk in them."

Dad truly and humbly walked in the works that God prepared for him. Dad was a good and faithful servant to his family — always putting us first.

Dad was a good and faithful servant to his friends. As one of them said in an e-mail he sent on Monday: "Jack had the ability to mix with everyone no matter their politics, religion, ethnic background or economic status in life." Dad loved you all and would be honored, tremendously honored, to see so many of his good friends here. I am sure, in fact, he is honored.

Dad was a good and faithful servant to his community — to Ogallala — to Lake McConaughy — to all of Keith County. If you look around, you will see so many sites that draw people to this place, and you will find the fingerprints of Dad's creativity, tenacity, dedication and his love of this place. Look at Ash Hollow's visitor center, look at Front Street, look at the Lake's visitor center, the petrified wood museum — so many things. Look at the cowboys' resting place, Boot Hill. Dad knew these things would draw people to this place and would help sustain and grow it.

Dad was a good and faithful servant to his state. He was active in many, many organizations that sought to promote Nebraska. Everywhere I go, I run into people who ask about Dad. It got to the point where I had to write down their names to remember them all.

Dad was a good and faithful and patriotic servant to his country. Dad was a good and faithful servant in this church. And in his last months, those hard months, he drew great comfort and grew more deeply in his love for his Lord. Dad grew in that intimacy with Christ that we all long for. He liked it when we read the Word of the Lord to him.

One of the verses we read was Revelation 21:4, and there's a song by Jeremy Camp based on that verse. The chorus goes like this:

*"There will be a day
With no more tears,*

*No more pain,
No more fears.*

*There will be a day
When the burdens of this place
Will be no more.
We'll see Jesus face to face"*

Dad's burden was his cancer and the staph infection and then the cancer again and more than three long months in a hospital bed. But now Dad's burden has been lifted, and we rejoice that he is smiling, seeing Jesus face to face.

One day in December, when Dad was still suffering from the staph, we prayed together, and I said, "Dad, you know, Jesus is right there with you."

Dad didn't say anything. He just smiled — a big joyous, knowing, trusting smile. I can see the smile on his face as he lay in his bed. And I can see the smile on his face now. That smile told me everything I wanted to know.

We all know that Dad had a unique and tremendous sense of humor. He loved to make us laugh. He was quick with a pun — though they weren't always good. And he loved his one-liners. I remember at the bachelor party for Larry, my brother-in-law, Dad stood up at dinner and told one-liner after one-liner to a group of young men, most of whom he didn't know. He told so many one-liners you could almost have put them together and made a joke out of it.

A few years later, Dad told Larry's brother Mike, shortly before Mike got married, "Michael, a man is not complete until he gets married, because once you get married, you are finished."

The last joke I heard Dad tell was when Pastor Phil Ewert and I were with him one evening. We talked about some heavy stuff, and we prayed together, and when we were done, Phil graciously said, "Jack, if there's anything I can do — anything at all — you just call — any time."

My dad smiled, and replied in his weak, raspy voice, "I just hope I don't call two days too late!"

Dad burst out laughing with all the energy he had left. That was the last joke I heard Dad tell before he died, but I think Dad's humor even showed up the day after he died. On Saturday, Jerry Draucker, who is in charge of these funeral arrangements, was showing Mom, Allison and me urns for Dad's cremated remains. Among the larger urns were several tiny ones, for family members to keep. Jerry explained that he'd seen these urns being made by hand when he was in China, and he said, "I don't know what it is about these little urns, but the Asians are just dying for them."

Allison, always quicker than the rest of us in finding humor, immediately picked up on the unintended pun. And Allison also pointed out that our naughty Dad was probably speaking through the very stoic and gentlemanly funeral director, which just added to the humor of the moment.

Thank you, Dad, for your laughter. We will miss it but always remember it.

Thank you for the life you gave us. Thank you for the legacy you left us.

Thank you for the community you helped make for us. Thank you for the love you showed us. Thank you for filling these aisles.

We will miss you, Dad. We will miss you so much.



NORTON



BERENS

Will Norton Jr. has been dean of the UNL College of Journalism and Mass Communications since 1990. He is leaving to take a position as the founding dean of the Edwin and Becky Meek School of New Media at the University of Mississippi. Charlyne Berens, a professor of journalism, has been appointed interim dean.

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GUEST LECTURER



Photo by Patrick Breen

Business journalist Michael Wilke, who has charted the emergence of gay marketing and advertising since 1992, was a guest lecturer at UNL on April 2. His presentation in Andersen Hall, titled "Outing Madison Avenue," was co-sponsored by the Ad Club and the University Program Council.

J ALUMNI NEWS IS A BIENNIAL PUBLICATION OF THE COLLEGE OF JOURNALISM AND MASS COMMUNICATIONS AT UNL IN COOPERATION WITH THE COLLEGE OF JOURNALISM ALUMNI ASSOCIATION - INTERIM DEAN Charlyne Berens EDITOR Sue Burzynski Bullard ASSISTANT EDITOR AND ART DIRECTOR Marilyn Hahn PHOTOGRAPHER Patrick Breen - JOURNALISM ALUMNI ASSOCIATION BOARD MEMBERS Jeff Carney, Andrea Cranford, Terri Diffenderfer, Roger Dodson, Rhonda Gerrard, Barry Kriha, Monte Olson, Tracy Overstreet, Michael Nelson, Ann Pedersen-Gleason, Cheryl Stubbendieck, Sue Weidner - COLLEGE REPRESENTATIVE Richard Alloway - FOUNDATION REPRESENTATIVE Joanna Nordhues • LETTERS TO THE EDITOR SHOULD BE SENT TO: J Alumni News • CoJMC, P.O. Box 880443, Lincoln, NE 68588-0443 • PHONE 402.472.3041 • FAX 402.472.8597 • E-MAIL cojmc@unlnotes.unl.edu • COLLEGE WEB SITE • http://www.unl.edu/journalism/ NEWSNETNEBRASKA WEB SITE • http://www.newsnetnebraska.org Daily Nebraskan Web site • http://www.unl.edu/DailyNeb/ • The University of Nebraska-Lincoln does not discriminate based on gender, age, disability, race, color, religion, marital status, veteran's status, national or ethnic origin, or sexual orientation.

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Thanks, Will

By CHARLYNE BERENS

Will Norton hired me in 1990, only a few months after he had arrived in Nebraska, to be assistant to the dean. I became full-time faculty in 1995 and have been teaching ever since. I also was editor of the J Alumni News from the time Will founded it in 1991 until the current issue. I'm honored to write this farewell story about Will and beg your indulgence of its personal tone.

On his first day on campus in summer 1990, Will Norton parked behind Avery Hall, then the college's home. When he came out of Avery some hours later, his car was gone — towed because he didn't have a UNL parking permit.

Nineteen years later, as he prepared to leave UNL for Ole Miss, Will still spluttered about that incident. "My first day on campus and someone has my car towed!" he cried.

That half serious, half joking rant was just one of Will's characteristics that became familiar to journalism faculty, staff and others in the UNL community — along with a tenderheartedness that sometimes brings Will to tears, a laugh that can get totally out of control, a love of puns that borders on the manic, a work ethic and energy that won't quit and a determined vision for what this college can and should be.

Will Norton became the founding dean of the journalism school at the University of Mississippi this summer. He insists he is an ordinary, innocent, straightforward man. His friends and colleagues know better. He is a complex visionary, a leader who has fostered the college's traditional commitment to its students and has pushed, pulled and inspired the program into international prominence.

Will had a hard act to follow. Neale Copple, the dean he succeeded, had taken the program from department to school to college. When Will came, he repeatedly told everyone he wasn't going to change a thing. But, of course, he did. He recognized and built on the foundation Neale had laid for the college. He knew if we didn't keep moving, the world would leave us behind. So he planned ahead.

He also took full advantage of opportunities that dropped from the sky or popped out of the ground in front of him. For example, Oyvind Aadland, then with Gimlekollen University in Norway, was

looking for a U.S. journalism school to help develop journalism education in Ethiopia and Kosovo.

Aadland had attended Wheaton College in Illinois as an undergrad and remembered a professor named Will Norton — Will Norton Sr. Aadland got in touch with the retired professor to ask which schools would be likely partners. Not surprisingly, Dr. Norton told Aadland his son, Will Jr., was dean of the journalism college at Nebraska. Aadland got in touch with Will, who saw the opportunities the partnership presented. Off we went on this new, international adventure to make the world safe for journalism.

While the university's capital campaign of 2000 didn't exactly pop out of the ground, Will took full advantage of the



Dean Norton visits with a student in the newsroom

chance it offered to revolutionize the college's physical facilities. The goal was to purchase the Security Mutual building on Centennial Mall between P and Q streets and get it renovated. Will joined with the University of Nebraska Foundation and community leaders to raise the bucks.

Will was known in the college and elsewhere on campus as a prodigious fundraiser, although he liked to say he thought people gave to the college just because they felt sorry for him. Regardless of the reason, they did give. The building was purchased, renovated and furnished entirely with private money.

We moved here in August 2001, awed by the quality of our new surroundings. We hadn't realized how ratty things were over in Avery Hall until we got to Andersen. Thanks to a major donation from and other donations in support of Harold and Marian Andersen, the building was named Andersen Hall. Even eight years later, Will

still eagerly showed visitors around our college's first-class home.

Under his tenure, faculty numbers increased from 18 to 33, allowing us to offer more classes and more intense instruction. We're among a dozen journalism programs in the nation that are part of the Carnegie Knight Initiative to help journalism schools help their students adapt to the new media world. This fall we'll become part of ABC News' campus news bureaus network. You can see more of Will's achievements at www.unl.edu/journalism/cojmc/alumni/jnews.shtml.

As emeritus faculty member Bud Pagel said in a note to Will, "There's not a single category in the college that you haven't lifted to a new level — the building, the equipment, the endowment, the curriculum, faculty publication, faculty governance, the caliber of our students, the caliber of our teachers, our national and local reputation, our sense of institutional pride, our ... well, you know the list."

As Pagel notes, one category that has risen to a new level is faculty research and publication. But it's research and publication on our own terms, not those imposed from on high. This faculty does some traditional academic research but mostly not. We write books and magazine articles, we mount photo exhibits, produce video documentaries and advertising campaigns. And, thanks to Will's tenacity, the university looks at that as evidence that we know how to practice what we teach and says it qualifies a faculty member for tenure and promotion.

Rick Edwards became UNL's senior vice chancellor in 1997, arriving with what he calls "a great spurt of enthusiasm for ramping up high-powered research on campus. ... Will, wily dean that he was, knew to keep his head down in the midst of this administrative storm, because he had a different idea. Will had perhaps the most definite vision for his college of any dean I ever worked with, and it did not turn on the research model." Will kept insisting that "it is quality, not its form, that matters," Edwards said. And that notion prevailed.

But it wasn't just chancellors and vice chancellors who felt the strength of Will's vision and determination. During his 19 years, Will has built strong partnerships with other parts of the campus. Jack Oliva, dean of the Hixson-Lied College of Fine and Performing Arts, said he has appreciated Will's "willingness to forge new and interesting collaborations with others, and of course, in particular, our college. He is a terrific colleague."

Mary Garbacz, head of Strategic Discussions for Nebraska, housed in the J school, seconded that notion. "His leadership style allows individuals to develop their own abilities, providing guidelines as necessary," Garbacz said. "He is able to see individuals' abilities and helps to cultivate those abilities beyond the individuals' wildest dreams."

All that takes time, of course, and at UNL Will was in his office pretty much every day, including weekends — when he was in town. He conscientiously answered his e-mail from airports and hotels and international universities and from various time zones and at various times of day and night. Always full of ideas. Always excited about the next thing. Always in a hurry.

Faculty member Trina Creighton traveled with Will to Ethiopia in 2005. She remembers changing planes in Frankfurt, Germany, in a huge, crowded airport thick with cigarette smoke. Both she and Will were loaded with video equipment and luggage, but the dean snaked his way through the crowds so quickly that Creighton could barely keep up. "Thank goodness he was wearing a red Nebraska baseball cap," she said. "I never took my eyes off that red cap."

Barney McCoy, another faculty member, also has fond memories of that red Nebraska cap. McCoy had landed in Kosovo on a cold, drizzly night, prepared to teach a stint at the journalism program in Pristina. He was waiting outside the airport when "it suddenly dawned on me that I could barely speak any Albanian. I had only a vague idea about how I'd get to my hotel," McCoy recalled.

But then, "From across the airport street, I spotted this bright red baseball cap. It was emblazoned with a big Nebraska 'N' logo and appeared to be floating and bobbing its way through the crowd.

"When the baseball cap was about 12 feet from me, the man beneath it was revealed. He broke through the crowd and welcomed me to Kosovo. He had a big, toothy grin and sturdy handshake. That man was Will Norton. Suddenly, Kosovo became a familiar place."

For Will, Memorial Stadium was also a familiar place. The man fell head over heels for Nebraska football. Not that it always made him happy. In fact, it often led to some of his famous rants about what was wrong or what should be fixed, who should go and who should stay.

Faculty member Joe Starita remembers those discussions: "My conversations with Will ultimately ended, without fail, in discussions of Nebraska football. They may

have begun with a brief overview of the Coptic Church in Ethiopia, wandered across the evolution of rhetoric in ancient Greece, slipped into First Amendment issues pending in Kosovo or slid through the contemporary economic policies of Kyrgyzstan, but in the end, all roads led to Memorial Stadium — where it wasn't unheard of for him to spend hours, sometimes days, analyzing the potential impact of a fifth-year, fourth-string walk-on tight end from Benkelman."

Ah, the energy required to be a Husker fan! But energy is something Will does not lack.

It was when she accompanied the dean to Ethiopia that Creighton realized just how much energy Will has. "He just kept going and going," she said. "I never saw him tired. I never saw him pause. I never saw him turn down an invitation. This man has more energy than 10 men."

Will was known for arriving in Nebraska from Kyrgyzstan or Ethiopia at midnight and showing up in the office before 8 the next morning. Michelle Hassler, assistant to the dean, said she was always amazed by Will's ability to bounce back from international travel.

"One time when we were discussing the difficulty of sleeping on long flights," Hassler said, "he related how he once took four Benadryl to ensure some shut eye. But when it came time to disembark, he had a very hard time walking and — as he described it — he did a slow-motion, high-step march off the plane and into the terminal."

Undoubtedly, Will told that story with plenty of self-deprecating laughter. He loves to laugh and to make other people laugh.

Dane Stickney, an Omaha World-Herald reporter, was a freshman in 1998. He said he thought the dean would be a serious, academic sort of guy. "I did not expect someone who always had a smile on his face, who told jokes, who seemed to love every single second of his job. But with Will, that's exactly what I got. ... What we do is serious, to be sure, but Norton helped remind everyone journalism is supposed to be fun."

So Will Norton has vision, determination, fundraising skill, energy, the leadership abilities of a successful politician and a boundless sense of humor. But those of us who have worked with him will also miss Will, the character:

■ The man who sings hymns — or "There Is No Place Like Nebraska" — as he works in his office, sometimes loudly enough to be heard in the lobby.

■ The man who is constitutionally unable to pass up a chance to make a pun.

■ The man who takes your pile of mail and, while you're talking to someone else, moves it to a different part of the office and then can't keep a straight face when you confront him about it.

■ The man who chokes up when he talks to the seniors at the graduation reception about the education they received here and what they must remember for the future.

■ The man who doesn't cuss and so, instead, has to wave his arms, wrinkle up his face and rant to show his frustration.

■ The man who can get so caught up in something funny that he laughs until he doubles up and can barely breathe.

■ The man who gets teary-eyed just hearing about an act of kindness or compassion.

■ The man who adores little kids and will immediately get on his knees to talk to any little person who comes to Andersen Hall.

■ The man who does an outlandish imitation of the Hunchback of Notre Dame.

■ The man whose office is loaded with photographs of friends and family from, literally, all over the world.

■ The man who simply cares, deeply, about people near and far. As Trina Creighton said, "He has one of the biggest hearts I've ever seen."

Matthew Hansen, now an *Omaha World-Herald* reporter, graduated from the J school in 2003. He remembers an incident from that year's graduation reception:

"My grandmother was there, and Norton always remembered her because she had an identical twin. Except her twin, my great-aunt, had just died. Norton heard that news, and he stood with my grandma for a long time.

"There were a million other people there Norton needed to gladhand. I would've forgiven him had his eyes been darting around, looking for a way out. Instead he held her hand and he listened.

"I'm sure Norton doesn't remember this. I bet my grandma doesn't either. I do, though, and it's weird how a simple act of compassion can stick with you forever."

Compassionate, driven, talented, funny, visionary and sometimes just a little weird. Will is all of that, and it is all of that that we will miss. But as he leaves Nebraska, he takes with him the gratitude of hundreds who have benefitted from his leadership, his humor and his kindness.

Thanks, Will. And we're really sorry your car got towed. ■

Oh, how the years go by!

Dean predicts bright future for CoJMC

It seems like just a few years ago in mid-afternoon on a Sunday in August 1990 that I pulled into Lincoln with a trailer full of books and moved into a small apartment on South 17th Street.

I was not a national figure like the three administrators who preceded me. Indeed, faculty wondered what kind of hire this was. I realized it would be difficult, but I wanted to be in Lincoln at the University of Nebraska. Dean R. Neale Copple had established a national reputation for the college. He clearly was the alpha administrator in journalism education, and his college was the place to be.

I knew there had only been three administrators of the school since 1946. Bill Swindler had been director from 1946 to '56 before leaving to join the faculty of the School of Law at William and Mary. Bill Hall had served for 10 years until 1966. His prize hire was a fellow named Neale Copple, and Neale had been director of the school until 1985 when he was named dean of the newly created college.

No matter what others thought, I believed I could be a good steward of the values of the college. I believed in the principles and values Hall and Copple had established.

THE IDEAL MENTOR

Copple was a mentor. He gladly offered his services and advice because he wanted to improve journalism education. He had helped the Department of Journalism at the University of Mississippi to integrate broadcasting into its curriculum, and he had promoted that program. He had helped me become a member of every major journalism committee on which an educator might serve. At national meetings, we always had talked for hours. He devoted a lot of his time to talking with young administrators.

He communicated a broad vision of



what journalism education should be. He had helped me understand that the goals he had expressed were achieved through an uncomplicated and basic curriculum that was in place at the University of Nebraska and

in the dedicated faculty who had been hired. I took in every word and became a true believer.

That is why, despite faculty anxiety about a change in administrators, I thought my stewardship at Nebraska would be effective. We had led in solid improvements at Ole Miss. So I was sure the faculty eventually would realize that I shared their values and would be successful as their advocate.

OH, HOW THE YEARS GO BY!

I had first learned of the School of Journalism at UNL during the fall of 1972 after the school had received a glowing accreditation review from a visiting site team chaired by Ed Bassett of the University of Kansas. I had been at the University of Iowa when the School of Journalism had lost its accreditation. In November 1975 two professors, the editor of the *Daily Iowan*, a Ph.D. student and I were sent to Lincoln to see what made the Nebraska school so special.

Unfortunately, we hit a blinding blizzard in Newton, Iowa, and barely made it to Des Moines before the freeway closed. We were able to get a place in a motel for the night, and by the time the roads were cleared we had to head back to Iowa City.

OH, HOW THE YEARS GO BY!

In the 19 years since that late August afternoon when I arrived in Lincoln, faculty advancement has been significant, and the university is establishing itself as a center of excellence on the Great Plains. Those benchmarks have been met by following the values articulated by Director Hall,

Dean Copple and their faculties.

Indeed, Copple's faculty members were unwavering in their commitment to principles that produced outstanding graduates whose professional achievements enabled the school to continue to advance.

We hired several outstanding graduates of UNL:

TIM ANDERSON, former news design editor of *The New York Times*;

RUTH BROWN, newspaper and magazine editor and radio staffer who has taught for many years at the University of Nebraska-Kearney;

KATHRYN CHRISTENSEN, former managing editor of the *Baltimore Sun*, former director of "ABC World News Tonight with Peter Jennings" and former vice president of TV for the *Wall Street Journal*;

CARLA KIMBROUGH, former associate editor of the *Denver Post*;

MARY KAY QUINLAN, former reporter and editor at Gannett News Service;

JOE STARITA, former investigative reporter for the *Miami Herald*; and

SRIYANI TIDBALL, owner of two advertising agencies in Sri Lanka.

The faculty made other great hires of outstanding professionals with intellectual depth:

CHARLYNE BERENS, former editor of the *Seward County Independent*;

SUE BURZYNSKI BULLARD, former managing editor of *The Detroit News*;

TRINA CREIGHTON, former TV reporter in Omaha;

MARY GARBACZ, reporter for newspapers and television stations in Nebraska;

FRAUKE HACHTMANN, former staff member in marketing for the Huskers;

MICHELLE HASSLER, former reporter and editor at the *Lincoln Journal Star*;

BARNEY MCCOY, former TV reporter and anchor in Detroit and Ohio;

BRUCE MITCHELL, former videographer with Snitily Carr in Lincoln;

LUIS PEON-CASANOVA, former staffer at Nebraska Educational Telecommunications;

LAURIE THOMAS LEE, with experience in radio;

BRUCE THORSON, former photo chief

of the *St. Paul Pioneer Press*;

JOE WEBER, former Chicago bureau chief of *Business Week*;

PHIL WILLETT, senior art director at BBDO in New York and other major agencies in Boston and New York; and

SCOTT WINTER, a former newspaper reporter in North Dakota.

Outstanding faculty members had been hired by Dean Copple and continue to be part of our college:

RICK ALLOWAY from KFOR and Bailey Lewis in Lincoln;

JOHN BENDER, from small newspapers in Missouri and Kansas;

NANCY MITCHELL, from Harte Hanks newspapers in Texas;

JERRY RENAUD, from radio stations in Florida and Nebraska;

LINDA SHIPLEY, from an ad agency in New York; and

LARRY WALKLIN, directly from Ph.D. graduate work at Michigan State.

The faculty members hired during Dean Copple's and my tenure have as much experience and work harder than any faculty I know. They are incredible.

OH, HOW THE YEARS GO BY!

They have been a source of strength and productivity that is recognized throughout the world, and this June 30 when I turn off the lights and close the door of my office for the last time, I will think of Swindler, Hall and Copple, and, oh, how I will miss this faculty.

Nebraska has been our family's home. Our children have advanced from kindergarten and second grade to graduate from the university and stand on the threshold of professional careers.

I love this place and will miss the sun rising over Centennial Mall as I scurry to a meeting in the Union. I will long remember watching youngsters visiting the neighboring Lincoln Children's Museum running and tumbling in front of Andersen Hall on the grass of Centennial Mall. I will treasure memories of drinking coffee while sitting at the Holman Plaza. I hope to get back every year to savor the mounting tension before a big game in Memorial Stadium on a cloudless October afternoon.

Nebraska has become our identity. When I travel I usually wear a red baseball cap with a white Nebraska "N." Aggressive parents and friends often stop at my chair in airport Red Carpet Clubs and ask how to help their field goal-kicking son or bruising running back get an evaluation from the Nebraska staff.

On the road, I often break out singing "There is no place like Nebraska." It may be on the Great Wall of China, along the walk in front of the Kennedy Library at Addis Ababa University or in a park in Bishkek, Kyrgyzstan. I love this place, and I am bullish on the University of Nebraska. I believe Chancellor Harvey Perlman has it advancing at an unimaginable pace, and I believe the current capital campaign is going to be exceptionally successful.

I have no doubts that the College of Journalism and Mass Communications is set to move to the next level. The students are among the best on the campus. The faculty is the envy of programs throughout the nation. The endowment is solid, and the facilities are attractive and truly functional.

Now we move on, but Nebraska always will be with us. While I no longer will be dean this fall when classes begin, my thoughts will be with the college and the faculty.

As the years go by, Susan and I will be watching your investment in the future. And we will applaud your peerless commitment to excellence.

We are so proud of this university. We are so proud of this college.

We will never forget you.

Oh, how the years go by!

*"And when the storms came through
They found me and you,
Back to back together.
And when the sun would shine
It was yours and mine,
Yours and mine forever."*

— Composed by
Will Jennings and Simon Climie



Berens named interim dean

Professor Charlyne Berens was named CoJMC's interim dean, effective July 1.

Berens has taught journalism full time at UNL since 1995. She holds a bachelor's degree from Concordia University in Seward, and an M.A. and Ph.D., both in political science, from UNL.

In announcing the appointment, Barbara Couture, senior vice chancellor for academic affairs, noted Berens' long tenure in the college, her leadership style and strong reputation among faculty and media professionals. Berens' connections with students and strong teaching credentials also are important for the college's future, Couture said.

"Having served as a sequence head in the college, Charlyne has demonstrated her commitment to the success of the college," the vice chancellor said in an e-mail to faculty. "She will bring to the position a broad knowledge of the college's programs, challenges and opportunities."

Berens replaced Will Norton Jr., who is leaving for the University of Mississippi. The search for a permanent replacement for Norton will begin in August.

"I'm honored but also maybe a little bit shell-shocked," Berens said. "I appreciate the confidence the chancellor and senior vice chancellor have shown in me, and I also appreciate the support I've received from my colleagues in journalism. This was not something I sought, but I'm very happy to do whatever it takes to help the college continue to move forward."

Her colleagues lauded the appointment. "Dr. Berens embodies all the characteristics of a great leader," said associate professor Barney McCoy, who taught a class with Berens last year. "She is hard-working and talented, firm, yet fair. She brings people together." »

Professor Joe Starita called Berens “the consummate team player.” She “is superbly well-organized, has a ridiculous work ethic, genuinely loves the profession and the students and has the patience of Job – a critical quality when called upon to oversee a herd of high-strung, overwrought adrenaline junkies posing as journalism professors,” he said.

Students also were pleased. “I think Dr. Berens was a smart choice,” said Emily Ingram, a senior news-editorial and advertising major. “She will no doubt keep things running smoothly and continue the progress made by the college to adjust during a time of great change in our industries.”

Berens has taught news writing and reporting, editing, freedom of expression and writing for online publications as well as a media survey course for majors and non-majors. She helped produce “Renovating the Republic,” the depth-reporting magazine about Germany published in August 2007, and “Fabric as Narrative,” a magazine about international quilting published in 2008. Berens was editor of the journalism alumni magazine from 1991 until this spring and is director of UNL’s Dow Jones Newspaper Fund editing internship boot camp each May.

She taught junior high English before spending 14 years as editor and co-publisher of the community newspaper in Seward.

Her 2006 book, *Chuck Hagel: Moving Forward*, is a biography of Nebraska’s former U.S. senator. She has also written two books about the Nebraska Unicameral Legislature.

The College of Journalism and Mass Communications’ invites nominations and applications for the position of Dean.

A description of the position can be found at: <http://www.unl.edu/journalism/ADjournalism.pdf>.

Applicants must complete the faculty/administrative information form at <http://employment.unl.edu>, using requisition #090355.

Applications should be received by September 30, 2009.

Send nominations and applications to:

Giacomo Oliva, Dean
Hixson-Lied College of Fine and Performing Arts
c/o Jelena Gude at jgude1@unl.edu
Telephone: (402)472-3751
Fax: (402)472-4929

Remembering Will Norton

J Alumni News asked faculty, staff, students and other UNL administrators to tell us some of the things they especially remember about Will.

TRINA CREIGHTON FACULTY MEMBER

My fondest memories of our dean began when I had the good fortune to accompany him on my first trip to Ethiopia. That’s when I began to understand the caliber of the man I call Dr. Norton.

We were in the crowded Frankfurt airport, which is huge and thick with cigarette smoke. I’m loaded down with video equipment. Will and I are trying to make our way through the crowd. Thank goodness he was wearing a red Nebraska baseball cap because that was the only way I could keep up with him. He snaked his way through that thick crowd of people so quickly, I was huffing and puffing. I never took my eyes off that red cap; otherwise I would’ve been lost. That’s when I understood how much energy our dean has. He just kept going and going.

He would get up early in the morning, and go full speed all day. His day would start with teaching a couple of classes at the Addis Ababa University. Then he would meet with Ethiopian dignitaries throughout the day, then spend the evening at a professor’s home, having dinner with his or her family, which was where he treated all of us to his “corny” humor. When I would hear one of his puns or corny stories coming, I would groan out loud and roll my eyes. That didn’t seem to bother him, because he never lost a beat, and just kept entertaining the group. I would tell him to his face, “Oh, Will, you have to stop this.” He would laugh and continue on.

I never saw him tired. I never saw him pause. I never saw him turn down an invitation. This man has more energy than 10 men, and he has one of the biggest hearts I’ve ever seen. He truly loves helping and supporting others. He’s amazing. And I will miss him.

RICK EDWARDS ECONOMICS PROFESSOR FORMER SENIOR VICE CHANCELLOR FOR ACADEMIC AFFAIRS

Will was already at Nebraska when I arrived in 1997 to become senior vice chancellor. I arrived, as Chancellor James Moeser had arrived before me and two energetic vice chancellors for research after

me, with a great spurt of enthusiasm for ramping up high-powered research on campus. Will, wily dean that he was, knew to keep his head down in the midst of this administrative storm, because he had a different idea.

Will had perhaps the most definite vision for his college of any dean I ever worked with, and it did not turn on the research model. Unlike Columbia and Missouri and some other J schools where all the energy is poured into graduate, even Ph.D., programs, Will’s college would live for undergraduates (and some master’s students), and it would focus on preparing people to practice their craft in the real world of journalism. His faculty would, of course, do research and publish, but Will’s vision meant that the college kept its focus tightly on its students. A bold idea, when all the top brass were shouting “Research!”

But Will kept to his vision, patiently building his college and enlisting support for his insistence that it is quality, not its form, that matters. It meant hiring faculty who didn’t always have traditional academic credentials, but they had something more valuable — real talent and a commitment to seeing their students excel. He enlisted me. Pretty soon Will, who was going upstream when everyone else was going downstream, convinced everyone that his way was right for his college. The stunning record of achievements by the college’s students and the college’s bright reputation today show his vision was right.

MARY GARBACZ, HEAD STRATEGIC DISCUSSIONS FOR NEBRASKA

What first comes to mind is the Hunchback of Notre Dame imitation, which, the first time I witnessed it, totally shocked me and made time stand still.

But there are other things. Just this June Will and I were part of an incredibly intimidating meeting with the chancellor, several vice chancellors, NU Foundation brass and other high-profile folks in which Will was able to pour oil on troubled waters, see “agendas” that no one was supposed to know existed and react immediately to them, creating a favorable outcome for everyone.

I have always said Will is a visionary. Those of us in lower orbits may not immediately understand the distance or extent of his vision, but his insight is always proven to

be correct. His leadership style allows individuals to develop their own abilities, providing guidelines as necessary. He has always had an ability to use his sense of humor to calm ruffled feathers and move issues forward.

He is a leader, mentor and friend. He is able to see individuals’ abilities and helps to cultivate those abilities beyond the individuals’ wildest dreams.

MATTHEW HANSEN 2003 GRADUATE

I wandered into Dean Norton’s office maybe a dozen times over the years and never left disappointed. I would go in with a question, maybe, or a specific topic to discuss. Within minutes Norton would be bemoaning the fate of Nebraska football, expounding on Nebraska Press Association v. Stuart, opining on Africa, Mississippi, those bastards at Northwestern and Missouri. Usually all of these, all at once.

During one of these visits he repeatedly called a certain former Nebraska football coach, “that midget.” I wondered: Had Will Norton never stood still long enough for someone to measure him?

So Norton sometimes reminded me of Joe Pesci in “Goodfellas” (except without hair) but he also showed a calmer, sweeter side at my final J school banquet. My grandmother was there, and Norton always remembered her because she had an identical twin. Except her twin, my great aunt, had just died.

Norton heard that news and he stood with my grandma for a long time. There were a million other people there Norton needed to gladhand. I would’ve forgiven him had his eyes been darting around, looking for a way out.

Instead he held her hand, and he listened.

I’m sure Norton doesn’t remember this. I bet my grandma doesn’t either.

I do, though, and it’s weird how a single, simple act of compassion can stick with you forever.

Thanks, Hugo.

MICHELLE HASSLER ASSISTANT TO THE DEAN

I was always amazed at Will’s energy, especially his ability to bounce back after traveling overseas. One time when we were discussing the difficulty of sleeping on long flights, he related how he once took four

Benadryl to ensure some shut eye. But when it came time to disembark, he had a very hard time walking and — as he described it — he did a slow motion, high-step march off the plane and into the terminal.

Andersen Hall won’t be the same place without him. He was a terrific boss who always kept up our spirits with his wonderful sense of humor.

BARNEY MCCOY FACULTY MEMBER

Unflappable. The word describes Will so well. His zest for life, his optimism, his willingness to do whatever it takes for our college to succeed. I’m not sure the word “no” is in Will’s vocabulary.

Whether it’s leading a UNL delegation to meet with foreign dignitaries or picking up spent cups and plates after a Husker pre-football game lunch, Will has always led by example.

I landed in Pristina, Kosovo, three years ago, to teach in one of CoJMC’s many outreach initiatives. It was a cold, windy, drizzly December night. I was tired after a long trip.

After clearing customs and retrieving my luggage, I stood outside the dank Pristina airport waiting for my ride in a throng of strangers.

It suddenly dawned on me that I could barely speak any Albanian. I had only a vague idea about how I’d get to my hotel.

From across the airport street, I spotted this bright red baseball cap. It was emblazoned with a big Nebraska “N” logo and appeared to be floating and bobbing its way through the crowd.

When the baseball cap was about 12 feet from me, the man beneath it was revealed. He broke through the crowd and welcomed me to Kosovo. He had a big, toothy grin and sturdy handshake. That man was Will Norton. Suddenly, Kosovo became a familiar place.

JACK OLIVA, DEAN HIXSON-LIED COLLEGE OF FINE AND PERFORMING ARTS

What I always admire about Will is his sincere passion and advocacy for his faculty as well as his focus on providing meaningful, real-world experiences for the students. I also appreciated his openness and willingness to forge new and interesting collaborations with others, and of course, in particular, our college. He is a terrific colleague.

SHANE PEKNY 2003 GRADUATE

Will is a pretty high-energy leader — always moving, always thinking. But he didn’t hesitate 10 years ago to slow down and discuss with me the future and my place in it. I still value that conversation; Will started me on a path that, given another chance, I would take again and again.”

CHUCK PIPER EMERITUS FACULTY

Every time I walk into Andersen Hall, I am grateful anew for the difference you’ve made in the lives of our students and faculty. You tend to be self-effacing about your contributions. I think you need to take ownership of your accomplishments and justifiable pride in them. You’ve made a tremendous difference.

I want to thank you for making our students and our faculty realize that they are better than they imagined they could be.

I want to thank you for sharing so many years of your life with us, for sharing your extraordinary children. I especially want to thank you for sharing Susan with us. She is a great lady in the finest old Southern definition of that phrase.

Most of all, I want to thank you for being my friend. You will always have a special place in my thoughts and my heart. I know that you will make the same wonderful difference in the lives of students and faculty in Mississippi that you’ve made in ours.

JOE STARITA FACULTY MEMBER

My conversations with Will ultimately end, without fail, in discussions of Nebraska football. They may begin with a brief overview of the Coptic Church in Ethiopia, wander across the evolution of rhetoric in ancient Greece, slip into First Amendment issues pending in Kosovo or slide through the contemporary economic policies of Kyrgyzstan, but in the end, all roads lead to Memorial Stadium — where it’s not unheard of for him to spend hours, sometimes days, analyzing the potential impact of a fifth-year, fourth-string walk-on tight end from Benkelman.

Imagine, then, his reaction six years ago when, while supervising a depth-reporting project in Cuba, he encountered a wily socialist sympathizer who had developed a Big Red fever by listening to pirated »

radio broadcasts of Husker games on the isolated island. Imagine the pure joy when he learned that this subversive soul mate also believed that Tommie Frazier got jobbed out of the Heisman. Imagine the unrestrained, unbridled euphoria when he discovered that both the dean of a major U.S. journalism college and a communist cartoonist for a Havana newspaper marched to the same revolutionary anthem: It was time for a regime change in Lincoln. I've never seen him happier.

DANE STICKNEY 2002 GRADUATE

At some point early or maybe even before I started at the J school, I heard someone talking about the dean. As a wide-eyed, soon-to-be freshman from little ol' Kearney, I had an idea of what a dean would look like — you know, regal, upstanding, maybe wearing tweed and horn-rimmed glasses. I didn't expect Will Norton.

I did not expect someone who always had a smile on his face, who told jokes, who seemed to love every single second of his job. But with Will, that's exactly what I got. Have you ever met someone who loves what they do more than Will? I don't think I have. As a student — and, I assume, as a faculty member — that's infectious. What we do is serious, to be sure, but Norton helped remind everyone journalism is supposed to be fun. And I think most of us had plenty of fun — with the obvious exception of photo J.

But Will's not one-dimensional. Anyone who's passed through the J school recently knows it's highly regarded nationally. Its students — many times smalltown Nebraskans — tackle international issues. Will deserves a whole bunch of credit for that. His efforts have made my degree more valuable. (As long as newspapers continue to, you know, exist.)

I am truly forever indebted to Will Norton. Not for academics. Not for his sunny outlook on life. But for getting the J school moved from Avery Hall to Andersen Hall. I only wish he'd moved a little faster. I had to spend two years in Avery Hall. As much as I love prison-issue metal classroom doors, that place wasn't exactly high class, if you know what I mean.

But, of course, leave it to Will to make us happy. Despite all those smiles, I'm sad to see him go.

ADAM WAGLER FACULTY MEMBER

The best/worst pun I've heard was

when Dean Norton asked Mary and me if we had heard about the cure for the swine flu? When he got nothing from us but puzzled looks, he informed us that it was oinkment.

LARRY WALKLIN FACULTY MEMBER

Will has always had an interest in acquainting current students with the mass media world "before they hit the earth" by preserving the "tools of the business" with the Andersen Hall displays [of antique equipment]. To the best of my knowledge there are relatively few university JMC programs that blend high tech with history.

STEVE WALLER, DEAN COLLEGE OF AGRICULTURAL SCIENCE/NATURAL RESOURCES

Unique to the "International Punters of the World" (an informal organization which must claim Will as one of the charter members) and as a tribute to Will's versatility and range in "punning," all of his puns qualify as his worst — in fact, they are all uniformly witty and bad. I am convinced that the new in phrase "my bad" was actually created as a closer for every one of Will's puns.

The Norton Era

Will Norton became dean of the J school in 1990. Following are some of the highlights of his tenure.

- Through the university's capital campaign, an insurance company's building was purchased, renovated, furnished and equipped for the College of Journalism and Mass Communications at a cost of slightly more than \$7 million. The college moved to Andersen Hall on Centennial Mall in 2001.
- The full-time faculty increased from 18 to 33. That does not include the teaching positions for Business Communications and Technical Communications.
- The college's endowment increased more than 2,000 percent before the current economic downturn. Not all of that endowment is with the University of Nebraska Foundation. Some remains in banks or other foundations but is committed for college use.
- The faculty voted in 2004 to restructure the college by eliminating departments. The intent was to create an administrative structure that more readily deals with convergence.
- Departmental and college staffs merged into a business center operation in the early 1990s.
- Faculty members with strong professional and intellectual credentials were hired, and their scholarly production has enhanced the reputation of the college.
- A sophisticated distance-learning program was established with a significant number of students earning M.A. degrees without taking classes on the campus.
- Graduate program specializations were added, and graduate enrollment increased significantly.
- Service to the state media increased and intensified. Beginning reporting students do reporting for two newspapers each semester, and students regularly do depth reports for newspapers in the western part of the state.
- Work with the Nebraska Press Association and the Nebraska Broadcasters Association has intensified. For example, distance-learning workshops are offered to members of the Nebraska Press Association and the Nebraska Broadcasters Association.
- A professional advisory group was established to help the college evaluate graduating seniors.
- *J Alumni News* magazine has been published for more than 18 years.
- A public relations emphasis was estab-

JUDY YECK OFFICE STAFF MEMBER

I remember Will's walking around back by his office and elsewhere singing, in a deep voice, "There is no place like Nebraska." He was so easy to work for. Anytime I said he had a phone call, he took it. When I said he needed to see a person, he did so. He took time out of his busy schedule, along with two other professors, to nominate me for the Floyd Oldt Sliver Pen Award, and I won. He also took the time to attend the award ceremony. Outside of work he came to my nephew's organ recital, my birthday party in Wilber (ate the Czech

sausage) and attended my father's funeral. Through Will, I became good friends with Susan, and I will miss the Christmas gifts from Will, which I am sure she picked out.

VICKY WHEELER BUSINESS MANAGER

I had been told that I had a growth in my lung, which doctors wanted to remove. I found out on a Thursday, and the surgery was scheduled the following Tuesday. The surgery went fine, the growth was not malignant and I was in recovery mode.

My husband then told me that Will had come to the hospital to wait with him through my surgery, but he was gone when

I was back in my room. Grad assistant Zenebe Beyene later told me that Will had been pacing back and forth in his office that day, then announced to Zenebe that "I can't let Kim wait up there alone" and went to the hospital to sit with him.

Kim told me that when the doctor came out and told him "I have no bad news," Will was one big grin, told Kim he was going back to the office and left. I would never have known he was there or that he had done that for Kim. That was the most thoughtful, touching thing I've ever encountered and one that will always remain in my heart. Will is a very special man with a heart as big and caring as the whole outdoors. ■

lished 12 years ago in the advertising department to meet student demand. It is now integrated in the strategic communications major.

- An annual phone drive was developed at the NU Foundation to provide the college with unrestricted endowment funds. Giving has totaled about \$30,000 a year, significantly more than the \$3,000 donated in 1991, the first year of the phone campaign.

- Our J Days program has been polished and refined and includes alumni and media professionals. Prominent speakers come to campus each year to address the honors convocation.

- The Department of News-Editorial and the Department of Broadcasting have merged and are devising new courses and multimedia news publications to meet the needs of the industry.

- Technical Communication and Business Communication have been added to the college curriculum. These two programs have increased student credit hour production to more than 7,000 a semester from about 3,000 student credit hours a semester in 1990. These courses are required of business majors, engineering majors and agriculture majors.

- A partnership was developed with the School of Journalism and Communication in Kristiansand, Norway, to create a Graduate School of Journalism at Addis Ababa University in Ethiopia in 2004. This partnership also enabled the UNL faculty to begin working in Pristina, Kosovo, teaching at the Kosovo Institute of Journalism and Communication in 2006. KIJAC is an independent graduate school that is pursuing possible accreditation by ACEJMC.

- The college began co-sponsoring internships with Nebraska Educational Telecommunications and the Hixson-Lied College of Fine and Performing Arts in 2006.

- In 2007 the college began consultation with the American University of Central Asia, helping the program to obtain nearly \$400,000 in equipment for a media center to serve the university and media professionals in the area.

- Discussions are under way to initiate similar graduate programs at the Universidad Xavier de San Francisco, in Sucre, Bolivia, and an independent entity like KIJAC in Tbilisi, Georgia.

- The college was selected to be one of 12 programs in the Carnegie Knight

Initiative in 2007. Other members: the Shorenstein Center at Harvard University, the Pulitzer School of Journalism at Columbia University, the Merrill College of Journalism at the University of Maryland, the Newhouse School of Journalism at Syracuse University, The School of Journalism and Mass Communications at the University of North Carolina, the School of Journalism at the University of Missouri, the Medill School of Journalism at Northwestern University, the School of Journalism and Mass Communications at Arizona State University, the Annenberg School of Journalism at the University of Southern California and the Graduate School of Journalism at Berkeley.

- The college was selected as a site for a campus bureau of ABC in spring 2009.

- The college became a partner in "Planet Forward," a Web page vehicle for presentation of news and information on energy and the environment, in 2009.

- A four-course sales emphasis was initiated for students who wish to pursue careers in sales. It was implemented with the support of Lincoln broadcasters Dick Chapin and Roger Larson.



Photo by Patrick Breen

Sriyani Tidball

BRIDGES TWO WORLDS, BRINGS GLOBAL VIEW TO STUDENTS

By Sara McCue

In 2004, when tsunamis devastated Sri Lanka, relief efforts brought two worlds together: East and West.

Sriyani Tidball, who joined the University of Nebraska-Lincoln faculty as an advertising lecturer in January 2009, has seen both worlds.

Originally from Sri Lanka, she came to the United States as a teenager in the fall of 1967. She attended Lincoln East High School through a study abroad program with the American Field Service, which brings countries together through a youth exchange.

Tidball said she became an “ambassador of America not even meaning to be.” Her host family sister, Laurie Smith, said Tidball overcame many challenges by studying in the United States.

“There’s nobody from Sri Lanka (here),” Smith said. “She had to go out and make all new friends.”

During the past few decades, Tidball has moved between the U.S. and Sri Lanka several times, working, serving both communities and attending school. Before earning her master’s degree from the J school in 1991, she earned a bachelor’s in architecture from both UNL and the University of Sri Lanka in the early ‘70s.

Years after Tidball’s first experience in the United States, Sri Lanka is still not well-known to many Nebraskans.

“Sriyani comes from a part of the world that, up to this point, has not been represented,” said Amy Struthers, head of the advertising sequence.

Struthers said it’s important to offer a global perspective, saying students must recognize that “effective communication has to take into consideration language and culture and worldviews.”

And Tidball believes students need to understand the advertising world is expanding, too. “Traditional advertising methods are changing,” she said. “Because if people are reading newspapers and they choose to read their news online, it changes that whole industry.”

Advertising agencies have to change too, she said. “Mass communication has become more individual and interpersonal.”

Tidball has seen advertising evolve firsthand because her childhood was filled with dinnertime talk about the profession.

“When you grow up with it, it’s kind of in your blood,” Tidball said. Her dad owned both McCann Erikson and Draftfcb advertising agencies in Sri Lanka.

Tidball’s father set examples for her. “He saw things in a much bigger scope,” she said. “You know, he thought big.”

Smith, who has remained a good friend since their high school days, said she and Tidball see the world in a larger way now. “We have such a bigger perspective now of what happens in the world.”

But, of course, there have been changes since their days as high school buddies. Tidball is now married. Her husband, Tom, is a freelance photographer, and she broke into journalism when she began writing stories to accompany his photos.

In 1992, Tidball founded “Lincoln Today,” a lifestyle magazine for new residents and visitors to Lincoln. Although she has turned to teaching, she remains editor and publisher of the annual publication.

Tidball loves working with students.

“They challenge you to offer even more than you plan to offer,” she said. She also said her students have difficulties ahead of them because of the advent of new technology.

“You have to understand the times you’re living in because it’s all about communication,” Tidball said. “You know, the old methods don’t work.”

Joe Starita, a journalism professor at UNL, praised Tidball’s ability to “offer a view of the world to students whose jobs, whose careers, whose lives depend on their abilities to function in a global society.”

And Tidball tells students they can have an impact on that society.

“People need to be socially responsible, and what they do, a component needs to be how they can make a difference in society,” Tidball said. “... Some of them really could change the world.”

Starita said Tidball’s teaching style reflects her personality.

“Her style is endless energy, exuberance, passion and the inspiration that comes from not getting mired down in negatives and hopelessness,” Starita said.

Starita has known Tidball since 1971 when she came back to Nebraska to complete her architecture degree. He said he has always recognized her desire to help others.

In 2006, he traveled to Sri Lanka with a reporting class and saw a children’s home that Tidball and her husband operated. The school feeds about 400 destitute children breakfast and lunch each day.

“That’s 400 more than I feed every morning,” Starita said.

In addition, Tidball helped to found Morning Star School, a school that takes in children from the beaches of Sri Lanka and teaches them to read, write and do math.

She also worked to help Sri Lankans who lost homes during the tsunami. She helped build close to 600 homes after the disaster.

Many of Tidball’s projects are supported by Community Concern Society, an organization she and her husband founded in the early ‘80s. It tries to help disadvantaged Sri Lankans and funds projects through grants and donations.

Struthers first met Tidball in the summer of 2008, when Tidball taught a global advertising course at UNL.

Tidball had not been looking for a teaching career but said it just happened. “I’m very picky about who I work for,” Tidball said. But she credits Dean Will Norton Jr. for being an “innovator” and an “inspirer.”

“That’s why we have such an unbelievable college here.” ■

Phil Willet is the real deal

By John Schreier

Phil Willet had spent most of his life as an advertising executive on the East Coast, but now he's sharing that real-world experience with advertising students at the J school.

His background was instrumental in making Willet the newest member of the advertising sequence.

"Phil grew up on the East Coast, so he brings a different perspective geographically as well as in terms of professional experience," said Amy Struthers, sequence head for advertising. "It's very refreshing to have that kind of mix."

Willet, born in Pennsylvania and raised in Florida, has taken an interesting path to UNL — one that passed through the Ringling School of Art in Sarasota, Fla.

"I went to art school, but didn't feel I was very qualified to paint and draw," Willet said. "I always liked designing things, so I decided to pursue art direction."

He pursued a degree in graphic design in college and started his advertising career as an art director, which made him responsible for the concept and design of advertisements. Willet then became a creative director who approved and oversaw the entire production of advertisements.

Some of the major agencies Willet has worked for include Wells Rich Greene, Backer Spievogel Bates and Campbell Mithum Esty. During his time at these firms, he won numerous awards from The Art Directors Club, The One Show, the American Advertising Federation, Adweek, Advertising Age and others.

"A lot of the agencies have been bought and names have changed in the last few years," Willet said. "The industry's changed a bit over the last 10 years."

He has worked on several national and international advertisements for well-known brands including Avis Rental Cars, M&M Candies, Trident Gum and Lucky Strike cigarettes. One of Willet's favorite campaigns was for Lucky Strike. Although American broadcast regulations ban cigarette advertisements, European countries have no such laws.

"They had really large budgets, like \$1 million to shoot a package of spots and so forth," he said. "You get to travel all over the country doing it, so it's kind of a neat project."

Willet eventually decided to try something different.

"After working in advertising for 15 years, I decided I want to teach," Willet said. "I was kind of in reverse order as to what most people do."

Willet earned a master's degree in advertising from the University of Florida in 2005. He also had his first teaching experience there as a graduate assistant. After earning his degree, he was hired by the University of Miami in Florida, where he taught for three years.

One of his Miami classes, which worked on a real-life case study for an existing product, won regional awards and earned a chance to be represented at the American Advertising Federation's national competition, a prestigious honor for a teacher and his class.

Now, Willet is part of that honor again. Willet, along with Struthers, was a co-adviser to the UNL National Student Advertising Competition team, which won the regionals in April

and competed in Washington D.C., against other top advertising schools for the national championship.

That's quite an accomplishment for someone who just joined the faculty in January.

He said he moved to Nebraska because "the school has a great future to it and the people are very nice and the program has a lot of potential."

His extensive professional experience fit perfectly with the position the J school was trying to fill.

"Not only did he work in an agency, which is one of the big things we were looking for," Struthers said, "he also worked on the creative side, another area we wanted to reinforce in our curriculum."

And he brings that real world perspective to his classes. Struthers said that students have only good things to say about him.

"I think our students immediately can identify the real deal, and they know Phil has this incredible experience, so I've heard only positive comments from students about having Phil join our faculty," Struthers said.

Students say his energy and approachability are his biggest strengths.

"He is much more active and attentive to students than most large state university professors," said senior advertising major Andrew Ciaccio. "Professor Willet is readily available to answer any questions, whether it's very general about the homework with prompt e-mail responses or personal help putting together a professional resume."

Willet hopes his experience and knowledge will pay off for students.

"Advertising is not a really big field in the sense that there's not lots of job openings all the time," Willet said. "Hopefully, I can help them understand the business and, once they understand it, decide what direction they want to go."

His main concern is educating students in the four different areas of advertising: creative, account services, production and media. Willet wants to help students learn to focus on the area that appeals to them the most.

"If people understand the differences (between the branches of advertising), then they can take the next step to make a decision for what area they want to pursue and then put all their effort into that area," Willet said.

Although relatively new to the classroom, Willet already knows what he wants to provide for his students.

"I don't know if I have a set philosophy, but I just want to be here to help students understand the business and succeed after they leave the university," Willet said. "If that's what I do, I've succeeded." ■

Professor shares his professional experience with ad students

Photo by Patrick Breen





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A Nebraskan with big ideas finds success in small messages (tweets)

By Allyson Felt

Thanks to Evan Williams, millions of people are exchanging information in 140 characters or fewer.

And “tweeting” has become part of the daily lexicon.

Williams, a Nebraskan native who attended UNL for a year and a half in the early 1990s, returned in April to speak to J school students.

Williams co-founded Twitter, a social networking Web site, in March of 2006 as a quick communication-messaging site. Now millions of visitors use the site each month. And Williams and his Twitter partners were listed among *Time* magazine’s 100 most influential people of 2009.

Although the 37-year-old never graduated from college, he has found great success as an entrepreneur.

After leaving UNL, he worked briefly in Florida as a freelance copywriter. In 1994, he returned to Nebraska and started his first company with his father. He realized he wanted to do something bigger for the world and the Internet was the key to unlocking that door.

He didn’t know anything about technology, so he taught himself about Web design. Though that first company never became very big, it was Williams’ first step into the realm of the World Wide Web.

He was keeping a close eye on what Web entrepreneurs in California were doing, and in 1997 he moved to California. He acquired enough skills to do freelance Web development and eventually started several companies, including Blogger, a Web publishing tool used for creating and managing blogs.

In 2003, he sold Blogger to Google and worked for Google for

two years.

He then started Odeo, a podcasting company, with a friend. As a side project, they created Twitter.

It was based on the idea of text messaging, Williams said. A prototype was built and a few people began to test it. The idea was it would allow friends and co-workers a quick way to keep up with what each other’s activities — all in 140 character or less messages or tweets.

The partners tried it out and found out how much fun it was and Twitter was born.

Coming up with a good name was one of the most difficult parts of the site’s creation, Williams said.

“We first had the name as the word twitter with no vowels,” Williams said. “Then we bought the vowels.”

The company has grown, and so has Williams’ role in it. He is now chief executive officer of Twitter and is excited about the direction the company is headed, though he isn’t quite sure where it will end.

Many journalists have discovered that Twitter can be a good resource for reporters, and so Williams visit to Andersen Hall for a question and answer session with journalism students was fitting.

Steven Cain, a 20-year-old news editorial major, said he learned a lot from Williams’ visit. He thinks Williams has made a great contribution to journalism.

Cain said reporters could use Twitter as a resource for getting additional leads on potential news stories by using the site’s search feature.

Williams agreed.

Journalists who embrace Twitter will thrive, he said. The lines between media and commu-

nication are blurred. Twitter can be used as a tremendous resource for beats, asking for leads and disseminating information, he said.

Mainstream news sources have begun to use Twitter to pass on information that is happening live.

Williams said he realized Twitter had made it big when the *Los Angeles Times* used it to disseminate information on California wildfires.

“We thought, ‘Oh, this is a whole different type of thing,’” Williams said. “This is people really sharing valuable information, and they’re using it because it’s efficient.”

Williams’ father, Monte, a Clarks, Neb., farmer, never doubted his son’s ability to succeed — even when Evan dropped out of college.

“I always knew he’d make it,” his father said proudly after listening to his son speak to a room full of students.

Even though Twitter has been a pivotal part of Williams’ life, his family still is his top priority. Williams and his wife are expecting a baby, and Williams can’t wait for the newest challenge in his life.

Williams is satisfied being CEO of Twitter, but said he wants what will be best for the company and its consumers. If someone better suited to lead comes along, he would gladly give up the position to keep pursuing other ideas.

“I want to have as big an impact as possible,” he said.

Twitter’s growth has been explosive, more than 1,689 percent year over year, according to Nielsen Online.

So tweets may be small by nature, but most would agree Williams’ impact on technology and culture has been big already. ■

PROFILE SARAH CHAYES

New role in Afghanistan

Chayes went from reporting stories to helping create new story lines in a war-torn country

By Alia Conley

Sarah Chayes wanted to help the people of Afghanistan, not just interview them.

That’s why she decided to leave her reporting job with National Public Radio to work with Afghan President Hamid Karzai to help rebuild Afghanistan.

“I was making my living off of other people’s drama and I don’t have any responsibility for how it turns out,” Chayes said. “But even when you’re reporting, you’re never really out of the story. You bond with the people you’re interviewing.”

Now, with Afghan leaders, she is helping to fix a broken country. Chayes visited UNL in March to speak at the E.N. Thompson Forum on World Issues. She explained the Afghans’ opinions about U.S. involvement and what more the U.S. needs to do to resolve the difficult situations in Afghanistan.

Earlier that day, Chayes stopped at the J school, spoke to about 100 students and professors and gave some insight on her journalism career and the event that prompted her to leave journalism.

One night in January 2002, Chayes had dinner with Karzai’s uncle, Azizullah Karzai, as she was winding up her rotation covering the fall of the Taliban. While Azizullah walked Chayes to the door, he popped the question.

“Will you come back to help us?” he said.

Chayes immediately knew her answer.

“I said ‘yes,’ before I even registered his question,” Chayes said while speaking at the J school. “[Journalism] poses a real ethical dilemma, reporting on drama and not doing anything about it. That discomfort was rising to a level where when somebody



SARAH CHAYES

offered me a trigger to pull, it was really easy to do it.”

With the Karzai family, she helped launch the Kandahar-based activities of a non-governmental aid organization, Afghans for Civil Society. As the field director for ACS, Chayes created the Women’s Law Group, which discusses Afghan legal issues; launched an income project for Kandahar women; conducted policy studies; rebuilt a village and set up a

now-popular radio station.

At the J school, Chayes noted the importance of new technologies such as the Internet, but said it was still important for journalists to talk face-to-face with people.

“Journalism is about holes in the soles of your shoes,” Chayes said. “Journalism is about getting out there, getting the smell and flavor and talking to real people who are actually involved in the story.” »

Chayes studied Islamic history at Harvard, where she earned a bachelor's and master's degrees. She said she was always interested in journalism and freelanced before landing a job as the Paris reporter for NPR in 1996. She also has reported for NPR in the Balkans, North Africa, Brussels and the Hague, Israel, Palestine, Serbia and Bosnia.

She earned Foreign Press Club and Sigma Delta Chi awards for her team's work in Kosovo in 1999. Chayes can speak English and French fluently and knows Pashtu and Arabic. She encouraged students to take language courses.

"Languages are really critical," Chayes said. "Don't leave this university until you speak another language, whatever it is, fluently. That will help you inestimably in your journalistic career."

'[Journalism] poses a real ethical dilemma, reporting on drama and not doing anything about it.'

Chayes told students they need to be aggressive and work hard to find a story with a different angle.

"You think that the journalism establishment wants you to get a scoop," Chayes said. "What I've discovered is almost the opposite is true: They're scared of scoops, because they're scared of getting something out in front of everybody that may be wrong. You have to fight your own leadership in your efforts."

Although she left journalism, Chayes still writes opinion articles for various newspapers and magazines, such as the *Washington Post*, *The Atlantic*, *The New York Times*, the *Boston Review*, and, most recently, the *Los Angeles Times*. She also writes updates through her Web site, sarahchayes.net, and wrote a book, *The Punishment of Virtue: Inside Afghanistan After the Taliban*.

"It's been an interesting experience to switch sides of the microphone," Chayes said.

Currently, Chayes runs a soap cooperative, called Arghand, which she founded in 2005. She wanted to find a way to market Afghanistan's natural resources, such as pomegranates, apricots, plums, melons, grapes and raisins, as alternatives to the fields of opium poppies.

"A lot of Afghans tell me, 'Why don't you foreigners create some jobs?'" Chayes said. "I thought, 'I better try to do this.'"

She thought of products she could make out of fruits that were less perishable. One day she went to Body Shop, looked at the ingredients and found her answer — the sweet almond oils, apricot kernel oils, and fragrances that make up high-end natural soaps are locally available in southern Afghanistan.

Oprah Winfrey donated \$25,000 for Chayes to start the business. Chayes bought a \$2,000 hand-cranked, seed-oil press and a book called *The Soap Makers Handbook*. At first, she started working with three former employees of Afghans for Civil Society. Now, the number has grown to 13 men and women.

Arghand sells to 60 independent retailers in the U.S. and Canada. The company doesn't sell to individual customers over the Internet because the small group doesn't have the ability to meet the high demand for the products. The soap is hand-molded to look like little marble-like soap stones.

"It's gratifying to make a product that people might buy once for the story, but they then get addicted to it," Chayes said. "It is the best soap you'll ever use."

Chayes, who now works as an adviser to the commander of NATO and U.S. troops in Afghanistan, has been talking with leaders in Washington to give her input on a new plan for Afghanistan. She's fighting for a better life for people who were once her sources, but now have become her co-workers, partners and friends. ■



Indian reporter's love of journalism began in Lincoln

ALMATY, Kazakhstan — Samir Pal was determined to get the story first.

It was 1965. The young journalist was at Katmandu, Nepal, at the foot of the Himalayas, to cover 17 climbers trying to become the first Indians to conquer Mount Everest. He knew their quest would make headlines around the world.

While the rest of the press corps holed up comfortably in a hotel in Katmandu, waiting for the climbers to return, Pal trekked to a spot halfway up the mountain. A few hours later the Indian climbers, elated that they had reached the top, ran into him on their descent — exactly as he had planned.

He walked the rest of the way down with them, interviewing all 17. Then he rushed to a hotel and banged out his story. He beat other news organizations by a full day.

The next morning, when the climbers appeared at a press conference for the other reporters, one held up a copy of the *Hindustan Times* with Pal's story. "We can't tell you anything more than is in here," the climber said. "He's got it all."

Pal looks back on that day with relish. He loved journalism when he was young — and still loves it.

In fact, he got three months of training when he was young at the then *Lincoln Journal*. There were no university journalism programs in India at the time and he wanted hands-on experience at an American newspaper — and the *Lincoln Journal* offered him an internship in 1962.

Although Pal didn't attend journalism classes at the University of Nebraska, he gave lectures on Indian and British journalism to Nebraska journalism students at the behest of William E. Hall, the head of the journalism program at the time.

"Bill Hall was a wonderful man," Pal recalled. "He told me he didn't know anything about Indian journalism, and he wanted to learn. So he insisted that I stay in his home for a week, where we could

talk over meals. I'll always remember his kindness to a young man from another country."

Pal is a humble man. He will be the first to tell you he never held a top editor's position. And he said he never made much money at his profession. But he covered many important, exciting and even dangerous stories, including wars.

Pal joined the English-language *The Statesman* newspaper in 1959 after completing bachelor's and master's degrees in English literature at Delhi University. The *Statesman* was a "colonial newspaper" — one run by the British with a distinctly British point of view.

One year later Pal would join the *Hindustan Times*, a "freedom newspaper" run by Indians for Indians. His top editor was Devdas Gandhi, son of Mahatma Gandhi, the renowned father of Indian independence.

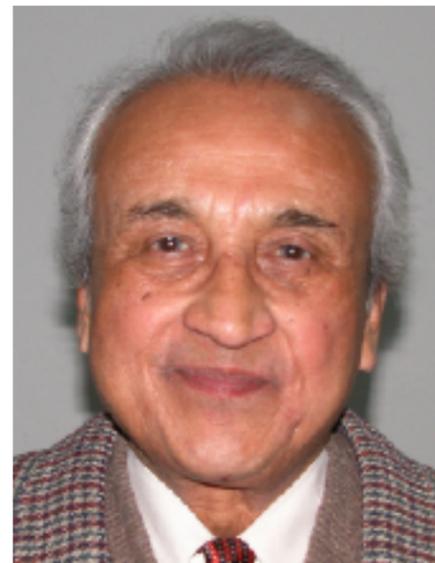
What convinced Pal to become a journalist instead of a teacher was a movie he saw as a graduate student. "Love Is a Many Splendored Thing," based on the book of the same name, was the true story of the romance between a Hong Kong Chinese doctor, Han Suyin, and a British journalist, Mark Elliott, in the late 1940s and early 1950s.

Elliott, played by hunky American actor William Holden, was sent to cover the war that had broken out between North and South Korea. The movie showed him at the front, ducking in and out of trenches, as the bullets and shells flew.

"That movie changed my career," Pal said. "I told myself that I needed a man's job. That was a man's job — one where the action was."

In 1961 he became the only Indian to win a Reader's Digest Scholarship to study journalism for an academic year at Macalester College in St. Paul, Minn. After his studies he took the Journal internship. In Lincoln he learned from journalists who would go on to earn national reputations, including Jack Hart, who eventually became an author, writing coach and managing editor of the *Oregonian* in Portland.

Before returning to India, Pal decided to see British journalism firsthand. He hitchhiked through England, Scotland and



SAMIR PAL

Wales for two months, popping in at newspaper offices to ask if he could see their operations and talk with the staff. No one ever turned him down.

One reason may have been that the young man took pains to be presentable. He said he didn't have any trouble getting drivers to pick him up because, under his rucksack straps, he wore a white shirt and tie and a blazer with a British crest on it. A measure of how much he wanted to continue learning about English-language journalism is that, while he was in Britain, he ate only one meal a day because it was all he could afford.

Shortly after he returned to India, Pal set out on a greater adventure. The Chinese suddenly invaded India, and none of the veteran *Hindustan Times* reporters wanted to cover the war because of the danger.

All the veterans offered other reasons why they didn't want to go, however — most of them flimsy. "They told me, 'You go — you're the youngest,'" he said. And he leaped at the opportunity.

Three years later, in 1965, a war broke out between Pakistan and India. None of the veteran journalists wanted to cover it, either. This time they used a different justification for having the youngest member of the staff go. "You're experienced" in war reporting, they said.

Pal recalls narrowly missing death in that war. While he was reporting from the front he saw soldiers around him die when shells landed on them.

In 1966 he got the chance of a lifetime by winning a fellowship for a year's study at Columbia University's Graduate School of Journalism.

Photo courtesy Samir Pal

That academic year was "brutal," he recalled. All the professors were demanding former journalists from icons like *The New York Times*. They treated the students like drill sergeants treat recruits, coming down hard on them for shortcomings in writing and editing. But Pal learned a lot from the shock treatment.

In 1971 he covered his third war — another between Pakistan and India — and the *Hindustan Times* recognized the military expertise he had built up by making him its military affairs correspondent.

In addition to military reporting, he covered Indian politics and important international stories during the next 23 years. He reported every session of India's parliament from 1971 until his retirement in 1994. He has since been a freelance writer for his first paper, *The Statesman*.

Some of the international stories he covered for the *Hindustan Times* were set in the Soviet Union. He flew to Moscow in 1988, for example, to report on disarmament talks between U.S. President Ronald Reagan and Soviet Premier Mikhail Gorbachev.

Pal was so diligent a journalist that he attended every wedding he could, partly because of the festivities and partly because they were events where he could meet potential news sources.

He is proud of India's press freedom. In his entire 40 years as a journalist, he said, he could always write what he saw as the truth. And when someone asked him to do a story to further narrow, selfish interests, he would decline. "I avoided anyone who wanted to plant a story," he said.

Pal came to Kazakhstan in 2006, as a househusband. His wife Deepali is director of the Indian Cultural Center.

Pal said that while his wife works each day he does a lot of reading — and some writing. He still churns out an occasional piece for *The Statesman*. And he plans to write a book about Central Asia.

He has been a journalist more than 40 years — and it's still as exciting to him today, he said, as when he saw "Love Is a Many Splendored Thing" five decades ago.

Foster is a journalism professor at KIMEP, a university in Almaty, Kazakhstan.

Living in the Nebraska Governor's Mansion

1936-1941

by Mary Grimes

Editor's note: Mary Cochran Grimes is a 1943 graduate of the UNL journalism program. She writes here about slumber parties and school dances in the Governor's Mansion when her father, Robert Cochran, was governor of Nebraska in the 1930s.

My parents both came from humble Nebraska origins. My father was born near Avoca in Eastern Nebraska 1886, and his mother died in childbirth when he was two. His father was a poor farmer who struggled to raise three children, at times in a sod house.

My mother's father was a labor lawyer in North Platte who struggled to feed a wife and five children during the depression of the 1890s. Their life became much harder when he passed away in 1897 when my mother was 8.

Both my parents worked their way through the University of Nebraska. My mother majored in math and became a school teacher in North Platte and was elected Lincoln County superintendent of schools. My father became a civil engineer, was elected as Lincoln County Engineer and volunteered for the U.S. Army in World War I. My parents were married shortly after my father returned from the war, and I was born three years later in 1922. About the same time, my father was appointed state engineer, and we moved to Lincoln.

Dad was reappointed by Republican and Democratic governors for 11 years, during which time he oversaw major expansion of the state highway system and construction of the magnificent State Capitol building designed by Bertram Goodhue. In our current age of major public and private indebtedness, it is noteworthy that state law at that time required pay-as-you-go (zero debt) construction for public works projects, a law Dad fully supported.

After Franklin Roosevelt was elected President in 1932, Dad (as state engineer)

was responsible for administering the first federal aid for "shovel-ready" highway construction projects. This experience served him well later as Governor when federal funds were the only funds available for putting thousands of jobless workers back to work.

In the midst of the Great Depression in 1935 Dad was asked to run for governor as a Democrat. When he won, our living standards took a big step upward, but my parents' values of thrift, integrity and hard work remained essentially the same. As state engineer, my father had been working in an office in the partially built Capitol building, so he just moved into a larger office in the same building. Our home life was a bigger contrast: We moved from a modest three-bedroom, one-bathroom bungalow into the Governor's Mansion, a huge, white frame house built in 1890.

I was 12 and my brother was 10, and neither of us had known the hard life our parents endured in their youth. We were filled with awe and excitement at the endless rooms of the mansion, four or five times larger than our previous house. Although the Governor's Mansion was a bit run-down at the time (and was replaced in the 1950s), its five bedrooms, two maids' rooms and six bathrooms seemed lavish to us. We had at least one maid, sometimes two, living in one of two tiny bedrooms at the back of the house.

Mom wanted to take full advantage of Dad's inauguration. She invited the extended family to the mansion for the big event, and 76 relatives accepted with alacrity. Somehow Mom handled the logistics of food and shelter.

I was greatly excited by the arrival of the relatives. It was like a huge house party. Mother assigned the 20 children to the third floor ballroom, where we all ate and slept, with a curtain separating boys from girls at night. The morning of the inauguration, we attended a service at St. Matthew's Episcopal Church, our family's church. After lunch, the whole contingent of relatives went to the inauguration at the capitol.

I didn't quite understand what was happening, but I was proud of my Daddy, who stood straight as a soldier during the swearing in. We children did not go to the inaugural reception, where five thousand citizens from all over the state greeted Gov. and Mrs. Cochran beneath the dome of the State Capitol. Nor did we go to the inaugural ball, but I enjoyed being with my cousins.

My room in the mansion fronted on the State Capitol, which I could see through the huge floor-to-ceiling windows. A sea-blue bedspread covered the double bed. It was far grander than what I was accustomed to.

When I took my friends to the Capitol to visit my father in his elegant office, he greeted us graciously. We loved to ride in the small, secret elevator hidden behind long drapes in a corner behind his desk.

We played hide-and-seek down the long marble corridors and in and out of mysterious nooks and columns; we played jacks on the beautiful tile and marble corridors. (The Nebraska Capitol is known for its use of decorative art in tiles, statues and inscriptions.) We rode in the stomach-sinking elevator to the 14-story tower; then we stopped at different floors coming down and read our comic books.

A new friend, Gloria Swanson, daughter of the secretary of state, joined me in an adventure when we were 12 or 13. We sneaked up to one of the lower roofs of the Capitol and walked gingerly around it, peering into the courtyard far below, until someone on the ground noticed us and we had to descend and face stern admonitions for our dangerous escapade.

At that time, I was going through a tomboy phase. I wrote a list of exercises to get stronger, probably to be more like my brother, Bob. George Lang, the big, burley state sheriff, looked after us when our parents had to travel. He now seems a strange choice of a "sitter," but we adored him. He was strong but gentle and gave us boxing lessons.

I loved the special walks with my father. We lived near a busy street, where we took my beloved old Scottish terrier, Giggy. It was a tragic day for me when I saw Giggy run in front of a car. He was killed immediately. Desolate with grief, I threw myself on the Capitol lawn.

When Dad was younger, he never had time or money for elite sports like golf or tennis, but he enjoyed shooting. Sometimes he took my brother and me

behind the penitentiary for skeet shooting (using a shotgun to shoot at clay "pigeons" that were thrown into the air).

We also had a shooting range in the mansion basement. At one end of the long basement was a target on a box of sand to stop the 22 caliber bullets. My brother also collected guns, which he kept in a special gun stand in his room.

Often, when Dad worked late or was traveling, we ate dinner without him. Once I called his secretary to make a dinner date with him, and I was mortified when the newspaper printed this appointment.

My mother held dances on Friday nights for my brother and me and our teenage friends. In order to avoid hurting anybody's feelings, everyone in my class at Irving Junior High School was invited. The girls wore pastel dresses and huddled together while the boys avoided contact with them and a chaperone, mother of one of the girls, observed.

One of my few friends from those days who is still alive, Rachael Lock Hamilton, recently said she remembers arriving for one of those Friday night dances and being impressed when the elderly butler, William, resplendent in white gloves, opened the door for her.

Our parties benefited from Roosevelt's efforts to expand employment through the WPA (Works Progress Administration). Mother learned of an orchestra which was happy to play for us because it meant that they were paid from WPA funds. I remember the ensemble as a big orchestra that played so well that some of the boys stopped swinging on the drapes when the orchestra stopped playing. Many years later my friends from those days still talked of the mansion dances.

My parents made everything at the mansion accessible to all our friends, rich or poor. In addition to the ballroom parties, we had slumber parties, luncheons and music recitals. The mansion was old and poorly maintained. State funds were tight, and my parents occasionally relied on work gangs from the state penitentiary to help maintain it.

When I was 14 Dad was re-elected — the governor's term was then two years — but this time Mom did not invite so many relatives for the inauguration. This time I was more aware of the adults' formalities and festivities. Shortly after the second inauguration, in 1938, my parents took me and a chaperone (Dad's secretary) to the



Photo courtesy Mary Cochran Grimes

MARY COCHRAN GRIMES

National Governors' Conference in Atlantic City, N.J. I loved the attention given to the only teenager among the dignified gray and white-haired ladies and gentlemen.

The balls were complete with balloons, floor shows, confetti and pretty cigarette girls. The host, Gov. Hoffman of New Jersey, was attentive in a fatherly way. (Later I learned that Hoffman had gained national notoriety for his role in the trial of the man who was executed for the kidnap and murder of Charles Lindberg's baby son.)

I received my first orchid, my first compact and my first dance with a man, who was young and impressive in a uniform. I also led a band briefly. The extravagance of the event was sufficient to attract photographers from *Life* magazine. Later I was thrilled to see one of my feet and an arm in the magazine.

In 1939 my brother and I accompanied our parents to another Governors' Conference, this time in Albany, N.Y. In thrifty Nebraska, there was no state driver for the governor, and Dad drove all the way from Lincoln to New York in an old mud-spattered car. As we approached our destination we heard sirens screaming and wondered what was wrong. To our surprise, we realized we had an escort of four motorcycles with their sirens blaring on

our way to the Governors' Conference.

The two Governors' Conferences I attended during my father's tenure were highlights of my teenage years. Later I came to appreciate the honor and respect that Dad earned as chairman of both conferences.

President Roosevelt invited the governors and their families to a picnic at Hyde Park after the conference. Eleanor Roosevelt led us on a tour of their house. My brother, Bob, remembered having met the President a couple of years previously when Dad took Bob to Des Moines to board the president's train and ride to Omaha.

When the president met Bob, he asked to be left alone with him. In the course of conversation, the president asked about our great-grandfather, Daniel Gantt, who was an early justice of the Nebraska Supreme Court. Bob told him our grandfather was involved somehow in a trial for horse theft, but he wasn't sure whether he was a judge who hung horse thieves or a horse thief who became a judge. The president cracked up laughing and pounded the table in delight. Bob didn't quite understand what was so funny but thought the president was charming and a "real salesman."

At the picnic at Hyde Park, the usual Eleanor Roosevelt menu of hot dogs, »

buns, and potato salad was served. The children sat together. As I recall, one boy, maybe a Vanderbilt, said that Roosevelt had been “dropped on his head as a baby.” This was a common canard that upperclass Republicans used to explain why, in their opinion, FDR was a traitor to his class.

Occasionally my father invited me to accompany him on a ride on the state plane. Later my brother told me that the state aeronautical department consisted of that one pilot and one plane. Although I was prone to motion sickness and carried a brown paper bag with me, I wanted to fly with my dad.

Once we flew to Scottsbluff in western Nebraska. We landed on a strip of sand in sand hill country. While visiting the chairman of the state Democratic Party, James Quigley, and his family we attended a dance that seemed like a scene from a western movie with cowboys, heavy drinking and western music in a rough-hewn hall.

Looking back now, 70 years later, I appreciate more fully how my busy parents welcomed our friends to our home in the Governor’s Mansion. In terms of friendships, my life did not change much, as I had mostly the same friends that I went to school with. My mother encouraged me to make a special effort in high school to be friendly to everybody, and I still value her advice.

The parallels between those desperate times and our current economic crisis are especially poignant to me because, even in my privileged home life, I was acutely aware of the less fortunate. President Obama is often compared to Franklin Roosevelt both in their sympathies for the poor and their efforts to expand employment, especially through public works and education.

Although deficit financing had been anathema to my father and most Nebraskans prior to the Depression of the 1930s, he came to see it as the most viable way to keep thousands of people from starvation and to build infrastructure from which we still benefit.

I still hold my parents as models of public service and devotion to family, and I hope other public servants follow similar ideals. ■

Mary Cochran Grimes’ book about her family, *Aileen and Roy: Up from the Sand Hills to the Statehouse*, is available at Amazon.com and BarnesandNoble.com.

ENVISION VIDEO

<http://www.youtube.com/watch?v=IjkUP8y-Dc0>



ENTREPRENEURSHIP

Event helps students envision their future

By CARLA KIMBROUGH

Reality checks and long-term security attracted participants to a daylong discussion of entrepreneurship at UNL’s College of Journalism and Mass Communications.

With mounting newspaper layoffs and considerable changes in media, participants who wanted to explore entrepreneurship came to the conference to gain information about what it takes to start a business.

“If you’re paying even the slightest attention to the news coming out of the industry, you know that you may not have a traditional job when you graduate and you may have to make your own way,” said Franklin native Emily Ingram, a CoJMC senior who’s majoring in news-editorial and advertising.

Envision Your Own Endeavor offered participants encouragement, experience, details and resources in four sessions on April 24. The speakers included CoJMC alumni who now run their own businesses and academics who had been or are entrepreneurs. The conference, which attracted more than a dozen participants, was sponsored by CoJMC in association with the Nebraska Center for Entrepreneurship.

“This conference was necessary because entrepreneurship can be an avenue to success that most people don’t consider,” said Associate Professor Carla Kimbrough, who initiated the idea. “It’s really important now that the number of jobs in traditional media is shrinking. We must offer students multiple options for employment after school and working for yourself is certainly one of those options.”

Speaker Terry Sebor, director of graduate entrepreneurial programs at UNL’s College of Business Administration, began the day with what some described as a pep talk, letting students know that they can indeed succeed in

owning their own businesses. Students should weigh the limited opportunities with being an employee and the limitless opportunities associated with entrepreneurship, Sebor said before the conference.

The conference’s significance and the industry job losses were not lost on Jaclyn Tan, an international student from Malaysia and CoJMC senior who is majoring in broadcasting and news-editorial.

“It’s really valuable for students to know that as long as you have an idea you can make it work,” said Tan, whose interest was inspired by a friend who launched a successful online business. “If you have this entrepreneurship thing to back you up, you’d probably feel more safe.”

“Guts and Glory of Entrepreneurship,” a panel discussion, featured alumni Jim Ballard, co-owner of James Arthur Vineyards, Courtney Lockridge, owner and publisher of *Nebraska WeddingDay* magazine, Steve Thiesfeld, co-owner of Great Plains Motion Picture Co., and panelist Dusty Davidson, co-founder/owner of Bright Mix, an internet company. The panelists discussed the importance of strong customer service, life balance and tenacious work ethic. They also encouraged students to take some business courses, calling accounting an essential course.

Thiesfeld, whose company produces television commercials, shared the difficulties of finding financing, admitting that he and his partners were turned down multiple times even though they all had a number of years of experience and a client list. Finally, an associate he had met through church helped the group with financing. With the start-up funds in hands, Great Plains made a profit its first year. Treating customers well and providing high-quality products



Photo by Sara Nelson

The workshop featured panelists Dusty Davidson, Courtney Lockridge and James Ballard

are keys to the company’s success.

“If we take care of our people, they’ll keep coming back,” Thiesfeld said.

After years working as a broadcast and public relations professional, Ballard took his passion for making wine and turned it into a business with the help of his father-in-law, who had the land and the business expertise. Like other panelists, Ballard said balancing work and personal time is his challenge. Working constantly was even harder to avoid because he and his wife, Barb, an alumna, were co-owners and discussed the business. After eight years, they now manage to use Sunday as sacred time for their family only.

“Owning your own business is a lot of work,” Ballard said.

Lockridge, who started her bridal magazine and Web site after graduating in 2003, said one challenge she faced was establishing credibility as a young business owner. One of the secrets to her success has been keeping her business costs low. In her first year, she needed 50 clients to cover her costs; she landed 51. Her business has continued to prosper by keeping her operating costs low, providing strong customer service, and delivering a high-quality product that gives results.

“People really, really value customer service,” she said.

The work begins well before the doors open. Speaker Ronda Smith, who teaches an entrepreneurship class while working on her doctorate, reviewed the nuts and bolts of starting a business, from creating a business plan to finding financing.

“Sometimes it takes two or three calls,” but help is there, Smith told participants.

Speaker Kathleen Thornton, acting director of the Nebraska Center for Entrepreneurship, explained all the resources available through the university and the center, including business classes, student organizations and national competitions.

Ingram, who will have a summer internship this summer at the *Atlanta Journal-Constitution* and had previous internships at the *Lincoln Journal-Star* and the *Arkansas Democrat Gazette*, said even if students end up working in traditional media, their employers will value entrepreneurial qualities of being a self-starter and being ambitious. Entrepreneurship is a buzzword in the industry, so she’s glad that the conversation has begun at CoJMC.

“Entrepreneurial skills and knowing how to market yourself is not just for advertising (majors), not just for business majors. It won’t hurt, it will help,” Ingram said. “It’s a tough market.... You have to go above and beyond.”

Kimbrough credited a group of current students with pulling off the first entrepreneurship conference. They developed promotional materials, including a YouTube video, wrote features on conference speakers, visited classes and Greek houses to promote the conference, photographed speakers and the conference, and, most importantly, registered participants. They were: Tiffany Ellis, Elizabeth Gamez, Sara Nelson, Emily Nohr, Jeff Price, and Rachel Ruybalid. ■

Real World

Omaha World-Herald gives students a taste of real life

By NATE POHLEN

Growing up, Andy Boyle noticed his dad reading the *Omaha World-Herald* in the living room every day.

For a young, aspiring journalist from South Sioux City, writing for the state’s largest paper seemed like a dream job — and a long shot.

Now, thanks to the generosity of the *World-Herald*, four J school juniors or seniors every semester have a chance to see their names in print while they work for the paper. The students are part of a special program at UNL called The Real World.

“It’s an honor,” said Boyle, a senior news-editorial major who was one of the program’s first four fellows in the spring ’09 semester. “I always thought the *Sunday World-Herald* was the coolest invention in the world. It’s just cool to work for that thing that my dad was always reading.”

John Gottschalk, a retired publisher of *The Omaha World-Herald*, created the program. Gottschalk, a UNL alum, and the *World-Herald* established a \$1 million endowment for the program to build a relationship with one of the top journalism schools in the country and to discover potential employees.

The program goes beyond a typical internship. Up to 20 students take The Real World class each semester, with the tuition for the one-hour class paid for from the endowment. After interviewing with *World-Herald* editors, four are selected to be fellows, interning for the paper’s Lincoln bureau the following semester. The students chosen for the fellowship are paid \$100 a week and receive a \$2,500 stipend at the end of the semester. The newspaper’s endowment also pays the tuition for three hours of credit the four students receive for the semester.

During spring 2009, the four students working as reporting fellows were Boyle, Jordan Pascale, Tanna Kimmerling and Johnny Perez. The students wrote at least one article a week, each with a hard- ➤

REAL WORLD

news angle.

"It's very challenging," said Leslie Reed, the *Omaha World-Herald* bureau chief in Lincoln and the students' primary editor. "Usually interns get assigned to do a lot of spot news and news conferences. We're asking them to do enterprise stories and find a fresh angle."

The goal of the one-hour Real World class is to help prepare students for the workplace. Each week, different *World-Herald* reporters or editors come to the class to talk about subjects ranging from covering tragedies to being a team player in the office. Boyle said the experience goes much further than developing good writing habits.

"In the journalism college, your classes teach you AP style, how to write, how to take photos. They don't teach you that you're going to have a boss who might be annoying or awesome," Boyle said. "It teaches you how to deal with personalities and inner-office politics. You only get that by working at a newspaper or radio station."

As part of that real life experience at the start of the fellowship, Reed organized meetings for the students with top state officials, including the chief justice, the governor, the county attorney, the Lincoln police chief and prison officials. In addition to finding story ideas, the students also learned how each agency or department handles the media.

"It's such a unique program," Reed said. "Not only do we pay them, but they're getting college credit for it. So we want to treat them as more than just part-time workers. We want to get different kinds of news articles in the paper and take advantage of their talent and their time and do some really exciting work."

Charlyne Berens, one of the professors supervising The Real World class, said the program is a huge benefit to the college.

"It means that the *World-Herald* believes in this program," she said. "They wouldn't put the money and commitment into it if they didn't think this program is important. It gives our college a little extra recognition."

Although students who take the class in their second semester of senior year aren't eligible for the internship, Berens said it is still beneficial.

"Even if they're not in the running to be fellows, it's giving them a chance to put the finishing touches on what they've learned here," Berens said.

Because spring 2009 was only the second semester the class has been offered and only the first round of fellowships, the program is still evolving.

"Our staff presenters are learning and will get better," said Larry King, the director of special projects for the *World-Herald*. "We will hone our presentations based on our experiences and the feedback from students and staff. We will sharpen the fellowship program so that those four students each semester can do better and better journalism."

Pascale said the experience of working for a major paper is unmatched and will only get better with time.

"Once things do get figured out, it's going to be so awesome," Pascale said. "I'm excited for the students who will be doing this in the future." Next fall's interns will be Aaron James, Kiah Haslett, Jamie Klein and Molly Young.

During the spring semester, Pascale saw his story on how the dining halls at UNL have eliminated the use of trays make the front page.

"It's really cool," Pascale said of having a front-page byline.

King emphasized, as Gottschalk envisioned, the importance of establishing good relationships with journalists at UNL as a key to the paper's future success.

"Working with UNL on a regular basis allows us to spot potential future employees and to work with the faculty to build a relationship that will allow us to spot and hire the best and the brightest in the future," King said. "Many of the students in the J school are Nebraskans. It is good for our state, for our region, for our community and for our company to have the strongest program possible that can attract the top students from Nebraska to UNL."

The four fellows now are just glad to lay the foundation for yet another J school successful enterprise.

"It's Nebraska's newspaper," Boyle said. "And we're Nebraska students." ■

RESHAPING JOURNALISM



ASTRID MUNN



FORD CLARK



COURTNEE LOWE

Photos by Patrick Breen

Three students join News 21, bringing innovation to news

By TAWNY BURMOOD

Astrid Munn constantly clashed with her high school journalism instructor. Munn said the teacher would often push her to write stories she didn't want to write. But after interviewing people, Munn would understand a story's significance.

"On paper it looks predictable. On paper it looks boring," Munn said. "But when you actually go out and talk with people, you see there is more to the story."

Now Munn, a senior news-editorial major, is one of three J school students chosen to participate in a program aimed at redefining journalism education and training a generation of journalists capable of reshaping the industry. The other two students are Ford Clark and Courtnee Lowe.

The program, called News 21 or News for the 21st Century, is a national fellowship sponsored by the Carnegie and Knight foundations. UNL was invited in 2007 to join the program and Munn, Clark and Lowe are the first students to participate.

The UNL students, all upperclassmen or master's degree students, were chosen by a team of J school faculty based on the student's reporting and new media skills.

This summer, they joined 90 journalism students from 12 top U.S. universities to produce in-depth news coverage on critical issues facing the nation. They'll receive a \$7,500 stipend, and the program will pay all of their expenses.

The students will use innovative digital methods to develop news on multiple platforms. News 21 students are based at eight universities, called incubators.

The incubators will function much like a typical newsroom. Each student will have a main role whether it is reporting, video or photography. They'll work together to reach out to their audience with interactive tools.

Each incubator will focus on a national topic. The work will be published online and could potentially be picked up by other news organizations.

Jody Brannon, national director of News 21, said the program is different from other internships because students are able to develop a comprehensive multimedia news project.

Brannon said she sees the News 21 program as a digital Ivy League. It gives students a "polished sensibility for how to do extraordinary journalism with innovative flair."

Munn, who will graduate in December, is especially interested in the online and interactive multimedia aspects of the News 21 program. She and other News 21 students were able to list their top three schools based on their interest for the topic, cost of living and their ease of finding housing in the area.

Munn chose to participate at the University of California, Berkeley, which will focus on developing online news sites and experiment with content and delivery for underserved communities.

"I really want to sink my teeth into online," Munn said.

Students at Berkeley are covering the topic "Urban Reporting, Demographics and the American Tapestry," examining the San Francisco Bay area.

"America is a tapestry," Munn said. "And from a journalistic standpoint, the better we understand it, the better we can serve its residents."

UNL's News 21 students participated in seminars via distance technologies last spring so they could better understand their topics and their audience before they set foot on their respective campuses.

Lowe, a broadcast major who graduated in May, used Skype, which allowed her to participate in a seminar class at Syracuse University in New York. The professors in most of the News 21 seminars coordinate the teams, acting essentially as editors for the incubators.

The focus at Syracuse is "Teenage America and Technology." It looks at how technology has changed the lives of teenagers, how they are using it and what kind of opportunities there are to reach them.

Lowe said she hoped students would be able to report stories that would capture attention, make people think and make a difference.

Clark, who expects to finish his graduate degree in May 2010, said the ultimate goal of the program is to provide innovative journalism.

"We want to be completely different from what anybody is doing in the journalism field," Clark said.

Clark, whose experience has been primarily in broadcast, said he chose Northwestern University in Illinois to expand his experience with Web and print journalism.

"The face of news itself, the whole aspect of journalism, is being turned on its ear," Clark said. "The buzz word these days is convergence."

Lowe agreed that journalists need to diversify.

"We're going to have to converge with our audience and we need to learn what appeals to them," Lowe said.

Journalists today, Clark said, need to understand it's not just broadcast or print anymore. Online technology has merged print and broadcast.

Clark said he would ultimately like to teach journalism at a school like UNL and believes this program will help him teach students to develop strong reporting and online skills. Clark's News 21 project will focus on "The Changing Face of American Youth — A New Generation Faces the Future."

He and other students will examine the perspectives of young Americans in metropolitan areas and how this generation forms communities, how they self-identify, what issues matter to them and what their vision is for the future.

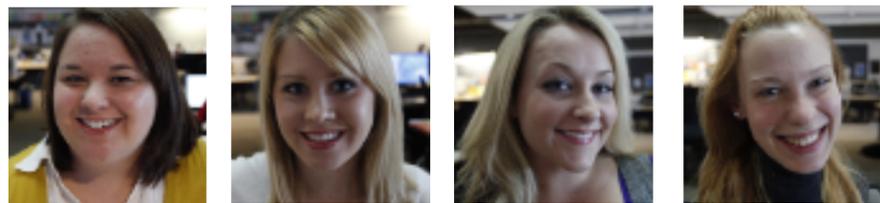
"It's a field that I love very much, and if I've been able to help people become good journalists I'll be happy," Clark said.

This fall another group of J school students will be picked to participate in next summer's program. UNL's first two years in the program will be funded with foundation money. After the second year, the university will have to provide funding for the program and the three students selected to participate.

Michelle Hassler, assistant to the dean and the J school's coordinator for the program, said News 21 offers students the opportunity to work on a project with national scope and learn the latest Web, newsgathering and presentation skills.

"It will make our students very marketable in a really competitive job market," Hassler said.

The program has another important mission, Hassler said, which is to help determine the future of journalism. ■



INGRAM

DOVER

KRUSE

SELYUKH

ABC chooses J school as its sixth campus bureau

ABC News is coming — to CoJMC. The college will open the newest ABC News On Campus bureau in August, offering students the opportunity to work with and learn from professionals at a national broadcast news network. The On Campus program is a partnership between the ABC television network's news division and six leading journalism schools.

"We're thrilled to be partnering with UNL's College of Journalism and Mass Communications because the school represents the very best in journalism education," said John R. Green, executive producer of special programming and development at ABC News. "The multidisciplinary approach to journalism education and the outstanding caliber of faculty and students at UNL are just two of the reasons we knew we wanted to bring ABC News On Campus to Lincoln."

The bureau, located on the second floor of Andersen Hall, will be modeled on a network news bureau with full multimedia newsgathering responsibilities and its own state-of-the-art camera equipment, computers and editing software. ABC personnel will visit the college again in August to train students, whose work will be featured across all ABC platforms.

Green and Susan Caraher, Midwest bureau chief for ABC news in Chicago, visited the college in April to interview students for the bureau. Emily Ingram will be bureau chief, and the three bureau members for the fall semester will be Elicia Dover, Brandi Kruse and Alina Selyukh.

"This will give our students the opportunity to be mentored by seasoned professionals at a national broadcast network," said Tim Anderson, journalism sequence head at CoJMC. "It's hard to

think of a more valuable experience."

All four CoJMC bureau members are seniors and bring a wide variety of broadcast, print and online experience to their new assignments.

Bureau Chief Emily Ingram, a news-editorial and advertising major from Franklin, Neb., will be an intern this summer at the *Atlanta Journal-Constitution* and has previously interned at the *Arkansas Democrat-Gazette* and the *Lincoln Journal Star*. She has also been Web director for the *Daily Nebraskan*.

Elicia Dover, a news-editorial and broadcasting major from Bryant, Ark., has been an intern for Fox Business Channel in New York City and Fox 16 News in Little Rock.

Brandi Kruse, a broadcasting major from Glyndon, Minn., co-anchors a daily news program for 1240 AM KFOR in Lincoln and has worked on several social and political documentaries with the news and public affairs unit at NET TV, Nebraska's PBS station.

Alina Selyukh, who is majoring in broadcasting, news-editorial and political science, began her journalism career when she was a high school freshman reporting for a local television station in her hometown of Samara, Russia. She has worked at the *Daily Nebraskan*, as an assistant in CNN's Moscow bureau and as an intern at NET TV, where she helped produce a documentary and present it on the Web. She spent the spring semester in Washington, attending Georgetown University and interning with NationalJournal.com.

Other journalism colleges in the ABC program are at Arizona State University, Syracuse University, the University of Florida, the University of North Carolina at Chapel Hill and the University of Texas at Austin. ■

CURRICULUM

J school adjusts curriculum to match changes in news industry

By TIM ANDERSON

Journalism in the United States, as everyone is aware, is changing. Newspapers are publishing fewer days a week or closing altogether. Television stations that once sent a crew of three to cover a story now send a crew of one. Everywhere newsrooms are smaller but operating 24 hours a day. Instead of shooting for the 6 o'clock news or the midnight press start, journalists are discovering that every minute of the day is now a deadline, every second an opportunity to be first with the news.

It should come as no surprise that journalism colleges are changing, too. UNL's College of Journalism and Mass Communications, which has continually evolved over the years, is in the process of making further changes, moves that, beginning this fall, will gradually remake the college's core curriculum.

Last year, the college faculty voted unanimously to create a journalism sequence by combining the broadcasting and news-editorial sequences, which, along with the advertising sequence, had long served as the three fundamental divisions. This change was primarily an administrative one: Where once there were three divisions, there were now two: journalism and advertising, each with its own sequence head.

It was clear all along that this move would not be enough.

Journalism students still were finding internships and jobs in the same places, primarily newspapers and local television stations. But the work they were doing once hired had changed. As a reporter at a daily newspaper, a student might also be responsible for a daily video podcast from the newsroom. As a photographer, a student might also be expected to shoot video for the newspaper's Web site. A student working at a television station might find herself writing headlines and captions for

the station's Web site. In each case, students might find they could have used additional preparation from their college coursework.

Some faculty members had already begun to teach in a way that has quickly come to be called "across platforms," offering students a few broadcasting assignments in a news-editorial course or showing how writing headlines for the Web was different from doing it for a newspaper. And certainly the college curriculum already had a few "converged" courses: Broadcasting and news-editorial students have long taken the same beginning reporting course, for example. And both broadcasting and news-editorial majors had been required, for the past five years, to take an upper-level course in Web journalism.

Still, the students — and the times — demanded more.

So, this year, college faculty voted, again unanimously, to restructure the core curriculum. Journalism students — whether they are planning careers in newspaper, magazine, television, radio or Web journalism — will take nine of the same courses. All of these courses will be fully

inclusive of all forms of journalism. Students taking the first reporting and writing course, for example, will focus primarily on reporting but will learn to tell their stories for print, broadcast and Web platforms.

News organizations were saying they needed students, not with different skills, but with additional skills. They needed to know everything the college has always tried to teach them—curiosity, critical thinking, good writing, attention to detail, for example—but they also needed to know all about the new technology, be more self-sufficient, be able to tell stories visually.

In nearly every core course, the college is trying to add skills, and the goal is to do so without losing any content already part of the course. The beginning and advanced reporting courses, where this is especially true, will expand from being three-credit-hour courses to four-credit-hour courses to reflect the additional work that will be required of the students. In addition, the advanced class will be team-taught by two instructors, one from a traditional print background and the other from a tradi-

tional broadcasting background, and both will also teach the techniques specific to Web journalism.

To further signify the importance of the Web, all student work will be directed to the college's student news Web site, www.newsnetnebraska.org. Up to now, students have taken a single course in which they learn to report, write and shoot photos and videos for the Web. In the new curriculum, students in the beginning reporting class, for example, if their work is judged good enough, will have their stories posted on the Web site. Students in the photography and videography classes will provide visual elements, and students in the editing classes will edit stories and write headlines and captions. Students in all of the college's skills courses will have the opportunity to have their work published on the Web site. A faculty member has been assigned to coordinate the student work from the various classes.

Many courses will be revised to expand their reach, but only one entirely new course will be added: a photo-video journalism course in which students will hone their photography and videography skills. Current upper-level skills courses will not be eliminated but will become electives from which students will choose three to round out their undergraduate requirements. This means, for example, that a student starting at the college this fall who wants to work in local television could still take the same exact courses as a broadcasting major who has just graduated. A student who wants only to be a newspaper reporter could take the same courses as a news-ed major who has just graduated. The only difference is that some of the new students' courses will be electives rather than requirements.

Changing a college's curriculum is a difficult process, and it cannot be accomplished overnight. Some of the changes have already begun, and others will be made this fall. Some courses are simply being given new prefixes: NEWS 401 becomes JOUR 401, for example. Others are being renamed to more clearly designate their place in the curriculum: Principles of Editing and Advanced Editing, for example, become Editing I and Editing II. By January 2010, the beginning of second semester, all the new courses should be in place.

Unless journalism continues to change. Then the college, too, will keep changing. ■

The Revamped Core Curriculum

JOUR 101. Principles of Mass Media (3) Introduction to and history of mass media.

JOUR 142. Visual and Aural Literacy I (2) Analyzing and developing the images, sounds and symbols of communication.

JOUR 162. Visual and Aural Literacy II (3) Prereq: 142. Creating elements of visual storytelling using photography, videography and graphic design. [Taught in three five-week modules.]

JOUR 201. Editing I (3) Prereq: 101, 142, 162. Evaluating stories for grammar, punctuation, accuracy and fairness; learning and applying AP style; writing headlines and captions. Student work will appear on student news Web site.

JOUR 202. Reporting I (4) Prereq: 101, 142, 162. Basic reporting and writing for all news media, including interviewing and gathering information from appropriate sources. Student work will appear on student news Web site.

JOUR 302. Reporting II (4) Prereq: 201, 202. Advanced reporting and writing, including skills and techniques necessary to develop more complex stories for all platforms. Student work will appear on student news Web site.

JOUR 350. Web Journalism (4) Prereq: 302. Capstone news course in which students produce a Web site including elements created by all other reporting, writing, broadcasting, editing, photography, videography and design courses. Students will be divided into four daily labs.

JOUR 486. Mass Media Law. (3) Prerequisite: Junior standing. Legal principles and their application to mass media content and conduct regulation.

JOUR 487. Mass Media and Society. (3) Prerequisite: Senior standing. Interrelationships between the American mass media and society, integrating ethics, theories and contemporary issues.

J '09 DAYS

EDWARD O'BOYLE

'Believe in yourself'

J Days is an annual event at the College of Journalism and Mass Communications. Begun in 1992, J Days celebrate the successes of students and alumni. The weeklong festivities include a journalism honors convocation, the induction of scholars into a journalism honor society, and an opportunity for students to network with alumni and media professionals and culminates with the presentation of the alumni awards of excellence. J Days is sponsored by the journalism alumni advisory association.



Advertising graduate's career path took successful twist

By WILLIAM WHITED

Edward O'Boyle became a banker by accident.

As an advertising graduate of the J school, he was selling ads for the *Grand Island Independent* when he won an advertising contest for an ad he designed for Five Points Bank.

He was ready to leave the state and move to Colorado for a new job when he went to say goodbye to the people at the bank. Instead, the bank president offered him a job. O'Boyle, unsure about whether he should stay or move, asked a prominent local businessman for advice. The man told him the bank job would look good on his resume.

O'Boyle took the job and has been with the bank for 30 years. Although it wasn't his intended career path, O'Boyle, now executive vice president of Five Points Bank, hasn't regretted any of it. The bank has grown from \$12 million in total assets to \$700 million today.

"Believe in yourself and you can do whatever you want to do," O'Boyle said. "That career path may not be the path you will take when you graduate, but you should look at your work as a love, not a work."

That kind of attitude is one of the reasons O'Boyle was named the J school's advertising alumnus of the year in April.

O'Boyle always wanted to attend UNL. "I went to UNL because my second cousin, Pete Tatman, who played fullback for Nebraska football, was my childhood hero," he said.

At the J Days ceremony, O'Boyle said, "the education the journalism college provides is as good as you can get anywhere." He's proud of the college and the university: Two of his children have already graduated from UNL, and two others are students there.

After graduating from high school in North Platte, he was drafted in the U.S. Army at the end of the Vietnam War in 1972. Instead of jumping out of a helicopter for jungle patrol, O'Boyle was sent to Hawaii for a year and a half.

Already married and the father of a young son, he headed to college after the Army. His son, Greg, was his No. 1 inspiration to achieve in advertising and marketing.

"I graduated UNL's school of journalism in two-and-a-half years," O'Boyle said. "I wanted to start a career and be there for my



EDWARD O'BOYLE
Outstanding advertising alumnus



KEVIN KUGLER
Outstanding broadcasting alumnus



JANE HIRT
Outstanding news-editorial alumna



ROD BATES
Service to the profession recipient

son."

While graduating early was a challenge, he said his motivation to succeed never ceased. The relentless J school professor Albert Book kept O'Boyle on pins and needles, harping on the phrase "rewrite, revise" like a broken record.

That kind of persistence has paid off during O'Boyle's career with numerous marketing and advertising awards.

He won the 1981 Golden Coin Award from the Bank Marketing Association for developing a marketing program, "The Better Bank!"

Local commercial customers participating in an ad campaign brought him the 2003 Bank Marketing Best Ad Campaign Award. The beauty of the awards, O'Boyle said, is that they recognize marketing done locally in Nebraska.

O'Boyle has been featured in the ABA's *Bank Marketing Magazine* four times since '96 for marketing products introduced for Five Points Bank.

"We've grown from \$12 million to more than \$700 million in assets, taking Five Points from the smallest central Nebraska bank to the 10th largest in the state," he said. "I have \$45 million worth of loans."

And even after more than three decades, for him every day is a new adventure. In addition to creating ads and promotional packages, he is a commercial lending officer and a member of the bank's board of directors for Grand Island and Hastings and of the advisory board in Kearney, all divisions of Hometown Banc Corp.

O'Boyle said he loves negotiating finances with customers and making loans at his Grand Island office.

Five Points Bank was an early adopter of check imaging technology in 1996. To promote the new technology, O'Boyle branded the new product "The Better Checking System," touting it as an

improvement over getting checks returned. Now, customers could look at checks online.

The next step in the late '90s was Internet banking and attracting customers by branding a successful Internet portal called "BankAll." The magic behind these two marketing campaigns was centered on a partnership with Steven Rasmussen, an alumnus who teamed with O'Boyle to create the Beaver Creek Marketing firm. Together they have worked with more than 800 banks on check imaging and Internet banking marketing strategies.

"I met Ed on my first day as an advertising rep at the *Grand Island Independent*," Rasmussen said. "In 1995, the president of Five Points Bank walked into Ed's office and told us the bank was converting to a new form of check return called image statements. A couple years later we expanded our business and traveled all over doing presentations with an \$800 projector, and we even did a presentation at Harvard."

"From there, other banks started to call us for assistance, and Beaver Creek Marketing was formed."

O'Boyle teamed with Rasmussen on Beaver Creek Marketing while continuing his bank job.

Although O'Boyle loves work, it comes second to his family: his wife, Melanie, son, Greg, who became an attorney in Colorado Springs, Colo., daughters Kelly, a registered dietician in Boulder, Colo., Tana, and Taylor, both UNL sophomores.

Not only is he a leader at work, but he's viewed that way in the family too. This is especially true for Patrick O'Boyle, his younger brother and general manager of the Auto America used car dealership in Grand Island.

"Our father died six years ago, and I've looked up to Ed like a father figure," Parick O'Boyle said. "Ed always keeps in touch and

is great with family and his North Platte buddies."

He said his older brother advertised Auto America back in the '90s, promoting the business to multimillion-dollar status.

Believing in yourself and that you can be successful wherever you live are two concepts Ed O'Boyle lives by.

His father had wanted him to move to Colorado, and it wasn't until Rasmussen and O'Boyle saw the success they had with Beaver Creek Marketing that his father real-

ized you could be successful wherever you are.

It all depends on the individual and how hard they work, O'Boyle said. He's had a great ride watching Five Points Bank grow from the smallest in Grand Island to the 10th largest in the state.

But, he said, there's still plenty to accomplish. ■

KEVIN KUGLER

Long shot

Hard work takes Kugler to the Final Four and the Beijing Olympics

By JORDAN PASCALE

In 1994, Kevin Kugler went from hosting a sports talk show on UNL's 100-watt radio station to working in York, a town of 8,000 folks — never imagining he would one day interview Kobe Bryant and LeBron James just a long 3-pointer from the Great Wall of China.

"It's nothing I ever expected to do in my lifetime," said Kugler, 36, who used to do all the dirty work, volunteering for every unglamorous broadcasting job in college.

But just more than a decade later, the Lincoln native worked 26 consecutive 18-hour days in China last summer, calling USA men's basketball games, taping takes for a nightly primetime Olympic round-up show, producing 30-second Olympic updates, reporting on various events and writing a blog about his experiences.

Oh, and he's also the primary play-by-play announcer for Westwood One's national radio broadcasts of college football and basketball, co-host of Omaha's No. 1 afternoon radio show and co-host of a Nebraska football wrap-up show on NET-Television.

Heck, he jokes he may even start to do movies in the future. Maybe he's the next Brad Pitt — just a little less good looking.

Add it all up, and his friends and a former professor said he's one of the hardest-working people in the broadcasting business. He was honored at J Days in April as the college's outstanding broadcasting alumnus.

Kugler said he's just grateful that he could have a successful career without leaving his home state. "There really is no place like Nebraska," he said. "It's a great honor to be given an award by a place I hold so dear."

But his former professors had no doubt Kugler would be a success, wherever his career led him.

"Kevin is one of those guys who is willing to do anything you need him to," said Rick Alloway, one of Kugler's broadcasting professors at UNL. "He never turned anything down, and that's a hallmark of a good journalist.

"His answer was always yes."

Kugler's hard work and diverse talents helped punch his ticket to Beijing, China, in August to cover the 2008 Summer Olympics for Westwood One.

He called the opportunity a "perfect storm."

Kugler said Westwood One was looking for a journalist who was multi-dimensional.

"I received great training at UNL, and they helped me become a marketable commodity and a jack of all trades," Kugler said.

Kugler feels effects of convergence

Kevin Kugler has been in the realm of professional journalism for over a decade working as a radio sports talk show host, play-by-play announcer and TV personality.

But last August, Kugler tried something for the first time: He wrote a blog, sarcastically named "Wow! A sports guy with a blog?" to share his experience in China with family, friends and listeners as he reported on the 2008 Summer Olympics for Westwood One.

However, this wasn't the first time he has dealt with the multimedia platform.

Kugler's Omaha-based sports talk show, *Unsportsmanlike Conduct*, is streamed on the Internet and also is recorded as podcasts. Kugler said convergence is affecting every job in the journalism industry.

"To quote George from Seinfeld, 'Worlds are colliding,

Jerry,'" Kugler said. "Now days you have to show the ability to cross over from radio to TV to the Internet just to survive."

Kugler said he sees convergence as an exciting challenge to make information more viable.

Streaming on the Internet is a way to keep AM talk radio going for a long time, Kugler said. He said it provides a second advertising revenue stream and an outlet for displaced Husker fans to keep updated.

The Husker message boards and media blogs also provide information and talking points for Kugler's radio show. *Unsportsmanlike Conduct* takes a sardonic daily "pulse of the real Husker fans: those Husker fans posting anonymously on a random message board" on the "message board posting of the day" segment.

"Westwood One knew my work through my other jobs with them, I made myself available to them, and my daily job allowed me to have 26 days off, and it all just came together."

Although he occasionally slipped away from work and saw the Great Wall of China and Tiananmen Square, he made a point to go beyond the tourist haunts, making stops at Chinese grocery stores and local restaurants.

"Those are the experiences I'll remember most," Kugler said, "seeing how people live, dealing with cabbies and immersing myself in the Chinese culture."

Kugler logged his experiences in a blog (www.kevinkugler.blogspot.com), mainly to help keep his family, friends and his "seven listeners" updated on his journey.

That journey included interviewing NBA stars like Kobe Bryant, LeBron James, Carlos Boozer, Dwayne Wade and coach Mike Krzyzewski from the gold medal "Redeem Team" almost daily.

President Bush did the wave three rows behind him at one of the basketball games.

In his blog, Kugler jokes about how he left a young Chinese college student enamored after sharing a bus ride.

She happened to be on every bus he was on throughout the summer games and brought him gifts and wanted him to return to China so she could be his tour guide.

So he wrote in jest: "I never realized that my charm was such a powerful thing. I've certainly never exhibited any charm of any kind before. But if anyone ever needs love advice, obviously, get in touch with me. I'll forward you the number of a bus-riding volunteer in China."

Kugler hears "The Star-Spangled Banner" at every sporting event he covers, but when he heard it in China he was moved as never before. He said hearing the anthem played in a communist country was inspiring.

"It's a kind of moment you can only get from the Olympic games."

Although the excitement, culture shock and hype of the 2008 Beijing Olympics created Kugler's most tiring job ever, it also created an unforgettable experience that will resonate with him forever.

Kugler, a 1994 graduate of the College of Journalism and Mass Communications, honed his play-by-play skills by calling Husker baseball and football games for KRNU, the campus radio station.

Some of his favorite college memories (like interviewing a grumpy and probably hung-over Harry Caray) are from "Monday Night Sports Live," a talk show he co-hosted with John Bishop, a friend he met in class.

While Kugler's show may sound as if it belittles the message board community, Kugler said there is nothing bad or wrong about it; it's just another outlet for sports fans to vent.

"The message board is almost sending the coffee shop debates and discussions into extinction," Kugler said. "Where older people in Seward would talk about sports in a bar or barbershop, this new generation's bar is on the Internet."

Although Kugler's blog hasn't been updated since he left China, he said he considers it a success and might update it again when he has time.

"It was a positive experience, and I got good feedback from it," Kugler said. "It was an interesting way for my family to keep tabs on me, and I enjoyed it."

Bishop, now morning-show host and program director at Lincoln's KLIN radio, was best man at Kugler's wedding.

Alloway, KRNU program director since 1986, said he isn't surprised by Kugler's success.

"Everyone has hopes of doing major events, but only a small number of people get that opportunity," Alloway said. "I didn't specifically think he would be calling the Olympics, but I knew for sure Kevin Kugler was a name we would be hearing in some capacity for years to come."

After graduating, Kugler spent a year broadcasting a variety of sports on York's AM and FM stations and later moved to Omaha to become the voice of the Omaha Racers, a former Continental Basketball Association team.

Then for eight seasons he was the voice of Maverick football at the University of Nebraska—Omaha.

In 2000, a new Omaha sports talk station, 1620 AM KOZN, asked him to co-host its first locally produced show. Today, Kugler continues to co-host "Unsportsmanlike Conduct" from 2 p.m. to 6 p.m. weekdays on The Zone.

"Unsportsmanlike Conduct" is anchored in sports news and discussions mixed with humorous banter and satirical shots at the sports world, including impersonations of ex-Husker football coach Bill Callahan, former NU athletic director Steve Pedersen and Jim Rose, the former voice of the Huskers.

When Kugler and Bishop did their college sports show, Kugler usually was the straight man, Bishop said, but his quirky sense of humor was always present off air.

"Kevin is serious about sports, but he never has thought he was bigger than the event," Bishop said. "Sometimes when an announcer covers a big game, they think it gives them the right to be the star, but Kevin has never even considered it."

In 2004, Kugler started on the path to the big events when he joined the Westwood One NCAA Radio Network as a field reporter for the College World Series. Later, he moved upstairs to the broadcast booth to call every CWS game since.

His work caught the attention of Westwood's Howard Deneroff, vice president and executive producer of the network's sports department. He impressed Deneroff so much that, in 2006, he hired Kugler as the principal play-by-play announcer for college football and basketball.

Last spring, Kugler called the Final Four games and the college basketball national championship game.

The Olympics came in as a close second to the Final Four on Kugler's list of career achievements.

"The Final Four is just a slight notch ahead because it was the first one and a great game," Kugler said, "but the chance to call a Gold Medal game of USA basketball is a dream come true.

Either way, it's a long 3-pointer from his college days.

"I never thought about this kind of chance sitting in Avery Hall in Alloway's class. I still think about it and wonder if it really happened." ■

ALUMNI AWARDS

Nominate a worthy alum for recognition!

<http://www.unl.edu/journalism/cojmc/alumni/alumniaward.shtml>

JANE HIRT

Taking the lead

Jane Hirt helps found *RedEye*, then leads the *Chicago Trib*

By NATASHA RICHARDSON

Imagine an editor who immerses herself in the "big picture" each day, trying to reinvent a major American newspaper, then treats the staff to cookies and fresh basil from her garden. Imagine a boss who has a big, posh office but prefers hanging out in the newsroom with reporters.

Members of the *Chicago Tribune* newsroom don't have to imagine it. They have Jane Hirt.

Hirt, a 1989 UNL graduate, became managing editor of the *Tribune* in August 2008. Before that, she helped the paper launch the nation's first free daily news youth tabloid, *RedEye*. She was honored at J Days in April as the college's outstanding news-editorial alumnus.

Tran Ha, the current *RedEye* editor, was hired by Hirt and worked for her after *RedEye* took off. The professional, yet welcoming atmosphere at *RedEye* wouldn't be the same today without Hirt, Ha said.

"The *RedEye* newsroom is the way it is because Jane ran it not only as a newsroom, but she added lots of personal touches to it," Ha said. "It was just always those really small things that people appreciated."

And while members of the *RedEye* newsroom felt lucky to have Hirt, she maintained the same attitude about the opportunities she's had throughout her career.

"I feel as if lightning has struck twice: both with the opportunity to lead *RedEye* and the opportunity to be managing editor of the *Tribune*," Hirt said. "Those opportunities don't come around often, and I intend to make the most of them. But I can't say I ever set out to be a major newsroom leader."

Hirt, 41, spent her childhood in Wayne, Neb., before moving to Lincoln in her teens and attending UNL as a journalism major.

"I had a great time at the College of Journalism," Hirt said. "It was there that I learned all the basics."

Though Hirt didn't become a news-editorial major until her sophomore year, she said she really found her passion for journalism at the college and also while working at the *Daily Nebraskan* as a copy editor, reporter, news editor and managing editor.

Hirt's J school professors always spoke highly of her, said Will Norton Jr., dean of the College of Journalism and Mass Communications until July 2009.

"She's a very creative person but also at the same time a very traditional journalist, so she combines the old world and the new world and, really, she has very good skills," Norton said.

Her college professors really emphasized accuracy, Hirt said. "I remember there was a really big sign in the newsroom, which was back in Avery Hall ... and it said, 'Accuracy, accuracy, accuracy,' so they really hammered that in."

Although Hirt found her passion for journalism in col- >>

lege, she said she was content simply writing and copy editing. “I never gave much thought to where that might lead, but I’ve been very lucky to have had great mentors and to have been at the right place at the right time — several times.”

And though it wasn’t her intention to become a newsroom leader, she did just that.

After graduating from UNL, Hirt became a copy editing intern at the *Chicago Tribune*, a position she landed after interviewing with a *Tribune* recruiter who visited campus.

Hirt worked at the *Tribune* as an intern for only five months before becoming a full-time copy desk employee.

She said her on-the-job training at the *Tribune* was priceless. “I just, kind of like a sponge, absorbed everything that was going on around me, and that’s how I augmented the basic skills I learned in college.”

After she had worked as a copy editor and copy chief on the national/foreign desk and served as the national/foreign news editor for several years, editors asked Hirt in 2002 to attend a meeting on newspaper readership’s decline among young people.

After kicking around ideas, the group decided to launch *RedEye*, a daily news tabloid targeted at readers in their 20s and 30s who are time-pressed, socially active and commuters.

Hirt served as co-editor of the publication for a while before taking over as editor.

“I would say the defining moment in my journalism career so far was the day I accepted the offer to become *RedEye*’s co-editor in 2002,” Hirt said. “It was a huge leap of faith. We — the team that conceived *RedEye* — had what we thought was a great idea, but we were suggesting doing things that just weren’t done in U.S. newspapers, and we endured much criticism from the journalism establishment.”

When *RedEye* started publishing, Hirt wasn’t afraid to hire people with less experience and from less well-known journalism programs. That ability to think unconventionally and approach her job differently is part of what makes Hirt such a good leader, Ha said.

“She’s really good at helping people find and reach their potential,” Ha said.

And Hirt’s work at *RedEye* prepared her to become managing editor at the *Tribune*, Ha said. Hirt’s leadership at *RedEye* was remarkable, especially because the newspaper became so successful despite the fact that the launch occurred at a time when “newspaper readership is on the decline.”

When she returned to the *Tribune* newsroom last fall, Hirt began working on the newspaper’s redesign. “It’s been kind of a whirlwind,” she said, “but I’m figuring it out, day by day. I guess I just kind of plunged in.”

And although the industry is undergoing massive change, Hirt reassured students when she returned during J Days.

“Don’t pity me because I’m in newspapers,” she said. “It’s not the platform that’s important. We put journalism out there in all kinds of ways and people still want it.”

And even after only a few weeks on the job, Hirt had won over *Tribune* colleagues with her leadership.

“She has a very nice way about her that encourages others to do their best work,” said Joyce Winnecke, *Chicago Tribune* associate editor.

Winnecke also said she thinks Hirt, who often works 12-hour days, has been well served by the strong work ethic she developed while growing up in a hard-working Nebraska family.

And her strong news judgment doesn’t hurt, either.

“Jane also has a great instinct for stories that resonate with readers,” Winnecke said, citing Hirt’s contributions toward making the *Tribune*’s Major League Baseball playoff coverage lively and fun.

And though Hirt was only beginning her new job, she had already “proved herself to be a very strong leader of change,” Winnecke said.

But change always involves risk. There were no guarantees that *RedEye* would continue if it hadn’t been successful, Hirt said, adding that she had grown both professionally and personally through her experiences with the publication.

“*RedEye* has become such a success that I learned that smart career risks are worth taking because the potential payoff is so great,” Hirt said. ■

ROD BATES

Nebraska’s hidden treasure

Bates is a fixture in Lincoln, 34 years after taking a temporary job at PBS station

By JOHNNA HJERSMAN

Rod Bates came out of the hotel room’s bathroom to find his wife sitting on the edge of the bed, watching TV and sobbing.

“We’ve made a terrible mistake, Rod,” Robin Bates said to her husband. “There are pigs on the television!”

The young couple had just driven cross-country in a U-haul van with California license plates, their steering wheel pointed toward Lincoln. They had stopped to spend the night in North Platte, where the annual Nebraskaland Days rodeo was in full swing, where a desk worker at a motel fully booked with cowboys called to find the young California couple an open room across town and where the TV stations regularly ran commercials for pig feed.

Rod’s wife had grown up in Los Angeles; the two met at El Camino Junior College and ultimately transferred to San Diego State. The Midwest was an utter mystery to her. So when Rod, an Ohio native, accepted a temporary position at a PBS station in Nebraska, Robin just kept telling herself it would only be for a year.

That was 34 years ago.

Today, Rod Bates is the general manager for that same PBS station. In April, he was honored by the University of Nebraska–Lincoln’s College of Journalism and Mass Communications for his outstanding service to the profession.

Will Norton Jr., then dean of the college, said the alumni board voted on who would receive the award.

“They felt like (Bates) was a non-alumnus that had distinguished himself, and I endorsed their decision,” Norton said. “He represents one of the top broadcasting facilities in the country.”

Bates graduated from San Diego State with a degree in telecommunications and film in 1975. While a student, Bates worked for KPBS, the local public television station on campus. After Bates graduated, Brad Warner, program manager at KPBS, told Ron Hull, a manager at NET, he should interview Bates.

At the time, Hull was on vacation and not really looking to hire anyone, but Warner insisted. Hull looked at some of Bates’ work

and said he could offer him a temporary position. Bates took the job, packed up his things and moved his wife and 9-month-old son, Andy, to Nebraska.

Bates was used to the PBS station in San Diego, where he and Robin had both worked. It was a mess of outdated equipment in a rundown apartment complex. The Nebraska PBS station offered something wholly different.

“When I got here and saw what we had here, it was mindboggling,” Bates said. “It was like Disneyland in the middle of the plains.”

By the time the first year was up, the temporary position had turned into an offer to stay as a producer director. Later, Bates was promoted to senior producer, then to assistant director of development, then director of development. He moved throughout the NET station, doing both production work and raising money.

Having grown up in Columbus, Ohio, Bates felt at home in Lincoln. Both are state capitals, home to the flagship campuses of the state universities and major research centers, but what really turned Rod and Robin on to Nebraska were the people.

“They’re the hidden treasure,” he said.

After 34 years here, the Bates have become a part of that treasure, becoming avid Husker football fans and the definition of the friendly Nebraska people they love so much.

Paula Kerger, president of Public Broadcasting Service, has been working with Bates since she started her career in public broadcasting more than 40 years ago. Kerger said Bates is deeply committed to public broadcasting as well as the state of Nebraska.

“When I came to Nebraska, he wanted to make sure that I really experienced all the wonderful aspects of Nebraska,” she said. “I was able to see Nebraska in a way that someone who lives in Nebraska and loves Nebraska would.”

In 1984, Bates’ father was dying of cancer in his home state of Ohio. Bates and his wife, who by then had three children, considered moving the family to Ohio.

“We wanted to let them get to know their grandpa better,” Bates said.

But by this time, Bates and his family had made some close friends in Lincoln. One of them was then-Gov. Bob Kerry. Kerry convinced Bates to stay, offering him a job that grew out of a recommendation from a Blue Ribbon Task Force. “I want you to head that up,” Kerry had said. And so the Bates family remained in Lincoln.

A few years later, Rod left NET to start his own business: Bates Video Production. Through the company, Rod taught his clients how to successfully talk to media.

“Most people are scared to death of these interviews,” he said, “especially if you stick a camera and microphone in front of them.”

The company soon became Bates and Associates Communication Specialists and grew steadily for 10 years.

Then in 1994, Jack McBride, NET’s general manager at the time, announced his retirement. Bates said he starting receiving calls urging him to apply for the position.

“People who were calling me were people I respected,” Bates said. “This was kind of a job that was made for me.” Bates was well-prepared. He had experience with PBS from his previous work there. He also had experience as director of a state agency, the Nebraska Department of Economic Development. Bates’ experience with his own business filled out his resume. In 1996, Rod became the second general manager of NET.

“Jack put us on the air in 1954 and was there for 40-some

years. I’m not gonna do it that long,” Bates said with a laugh.

NET has grown and expanded under Bates’ guidance.

Rod’s daughter, Nikki, said he always wants to show her NET’s new technology or machinery. Nikki works in commercial television — or “the dark side” as Bates referred to it with a smile — as the promotion and public affairs director at KOLN and KGIN in Lincoln.

“Whenever I visit him in his office he’ll say, ‘I know you’ve just had a tour, but you have to have another. Let me show you what we’re doing; let me show you what we’re capable of,’” Nikki said.

“I never thought, growing up watching him, that I would end up in television,” she said. Her father may not have been the one who got her interested in television, but the exposure to the business when she was younger helped.

“It’s great having someone who understands what I’m talking about,” Nikki said.

And Bates definitely knows the industry from many perspectives.

Cynthia Fenneman, president and CEO of American Public Television, has worked with Bates for two years on APT’s executive board.

Fenneman said Bates was highly recommended to her for a board position. She said he has proven his recommendations with his service for the past two years. Bates was recently promoted to treasurer of the board and is a member of the executive board.

“I think the fact that he is so well respected in his community and nationally really speaks to his phenomenal talent,” Fenneman said.

Nikki said she was unaware of her father’s many awards and honors but said she wasn’t surprised he had received them or that he had never told her about them.

“It’s not why he’s doing what he’s doing,” she said.

The Bates’ oldest son, Andy, also lives in Lincoln, while their second oldest, Daniel, lives in San Diego. While Rod and Robin occasionally miss their West Coast roots, they aren’t quite ready to leave the home they’ve made in Nebraska.

“As long as our kids are here and our close friends are here,” Rod said, “we’re here.” ■



THOMAS C. SORENSEN AWARD FOR DISTINGUISHED NEBRASKA JOURNALISM

The 2008 Thomas C. Sorensen Award for Distinguished Nebraska Journalism was presented to *Lincoln Journal Star* reporter Deena Winter at the J Days honors convocation.

Winter produced “The Core,” a multi-part, multi-media package examining the problems besieging Lincoln’s oldest neighborhoods, in January 2008.

The Sorensen Award is named in honor of the late Nebraska journalist Thomas C. Sorensen, an editor at the *Lincoln State Journal*.

KTA award winner brings Africa to the world

By MEKITA RIVAS

It's not every day an entire continent's voice is heard for the first time.

Salim Amin, the 2009 honorary recipient of the Kappa Tau Alpha award, prides himself on bringing the African voice to the global media stage.

"I really want people to think, 'My god, I didn't know that about Africa,'" said Amin, the founder and chairman of A24 Media, Africa's first online delivery source of African-produced news and information.

The Web site stems from the idea of a 24-hour African news channel shaped in the likenesses of CNN and Al Jazeera. Despite his eagerness to launch a channel, Amin faced a challenge that not even ambition can remedy.

"The No. 1 obstacle was financing," he said. "One of our criteria was that each investor be independent, which was hugely difficult to find."

Independent meant that one investor could own no more than 15 percent of the would-be channel. Most individuals with that kind of money were not willing to abide by such limitations, Amin said.

Unwilling to compromise A24's independence, Amin scaled back plans for the channel and opted to start with a Web site. He and his business partner have financed the project thus far, a venture Amin does not mind undertaking.

"We have maintained independence," he said. "We'll help it grow."

Amin understands that such growth will come slowly in the midst of a foundering global economy. But he is optimistic the economic crisis will soon settle and those quick to dismiss Africa as a place unworthy of investment will be proved wrong.

"I think Africa is going to be the continent that investors look to put their money into," he said. "Once high risk, now it's a continent of opportunity."



Photo courtesy Camerapix

SALIM AMIN

Shedding light on untapped opportunities and unknown beauty within Africa's borders is the primary purpose of A24 Media.

"As Africans, we feel the international media only cover the negative aspects such as genocide, war, HIV," Amin said. "We are trying to change that perception by showing the success stories about business, art, fashion, music — a completely different continent than what people perceive it to

be." Additionally, Amin said, A24 serves to combat false impressions about the journalistic capabilities of African reporters and contributors.

"Misconceptions of African media are that they're compromised or biased, not professional and not up to international standards," he said.

One look at the A24 Web site disproves skeptics and showcases the yet-to-

be-harnessed talent African journalists have to offer.

David Feingold, assistant manager of NET Television, admires Amin's dedication to his home continent.

"He's staying in Africa, he's devoted to Africa," he said. "He's trying to develop new journalists in a place that hasn't been hospitable to them in the past."

Realizing the value of journalists and their work, A24 implemented a 60-to-40 revenue split in favor of contributors. Copyrights of original footage are never at risk because the contributors maintain ownership.

Fairness is a personality trait Amin doesn't lack, according to former CoJMC Dean Will Norton Jr.

"He instantly accepts people," Norton said. "You have to work to be an enemy of Salim Amin."

It's difficult to imagine being the enemy of a man who has worked ceaselessly to exhibit Africa as more than a distressed continent.

"Like any place on the planet, it's much more complicated than we realize," Feingold said. "He's giving [Africa] the ability to communicate with the rest of the world."

In addition to running A24, Amin is the CEO of Camerapix, an independent multimedia company founded by his late father Mohammed Amin. The Camerapix archive is home to 4 million images of Africa, Asia and the Middle East and more than 8,000 hours of video footage, making it the largest visual resource of its kind in Africa.

Amin also is a successful documentary filmmaker. The documentary "Mo and Me" chronicled Amin's life growing up with his famous photojournalist father. "Mo and Me" garnered worldwide acclaim and won several awards at American film festivals.

"I met him under extremely stressful and sad circumstances," said Feingold, who met Amin shortly after Amin's father was killed in an airline hijacking in 1996.

Even then, with Camerapix facing an uncertain future, Feingold recognized the responsibilities Amin had to bear in his father's name.

"My first impression was that he had a big burden ahead of him because he had to keep the company on and follow his father's large-personality footsteps," he said.

In April, Amin mentioned his father's influence, previewed A24 and talked about its importance when he gave the Seline



Photo by Patrick Breen

BROADCAST PIONEER AWARD

Larry Rice (left) accepts the Broadcast Pioneer Award from Dean Will Norton Jr. at the alumni awards lunch April 17. Rice is owner and general manager of KBRB AM & FM in Ainsworth, Neb. The award is sponsored by the Nebraska Broadcasters Association and the College of Journalism and Mass Communications.

Memorial Lecture at the college's annual awards ceremony.

Whether he's being named the KTA honorary recipient or winning Best Documentary Feature at the New York International Independent Film and Video Festival, Amin accepts acknowledgment gracefully.

"Receiving awards is hugely flattering," he said. "It gives me encouragement to continue pushing myself."

While Norton would argue that Amin doesn't need any more pushing and already works hard enough, he admires Amin's ability to enjoy his profession.

"He works all of the time," he said. "But he has fun while he's working."

Amin agrees.

"I love everything about what I do, I love going to the office every morning," he

said. "I figure the day I stop loving it, I'll just lock up and find something else to do."

Closing up shop, however, isn't in Amin's future. He hopes to transform A24 into Africa's largest media content source, develop the 24-hour news channel within three to five years and ultimately float the A24 company on the African stock market to secure its validity as an African-owned media house.

"I want [the African] people to have a stake in their own voices," he said.

Amin is unmistakably passionate about his continent, an international powerhouse who Norton said students and faculty alike should emulate and recognize.

"You can't survive in this century if you don't begin to understand other worldly perspectives," he said. "It's important for our college to know this fellow." ■

J '09 DAYS

Award winners bring passion to JMC program

By KATIE STEINER

All four men have something in common: They all have ties to the broadcasting industry and a passion for what they do.

Now, one more thing ties them together. They were honored in April with Dean's Awards from the College of Journalism and Mass Communications.

The award is presented annually to recognize individuals who have distinguished themselves in media.

This year, former Dean Will Norton Jr. chose to recognize men who have helped to establish a media sales program at UNL.

"These are the top people in their profession," Norton said.

The awards were presented during the journalism college's annual J Days celebration.

DICK CHAPIN

'Anything is possible'

Walk around the Wells Fargo building in downtown Lincoln on a Saturday afternoon; chances are, you won't find much except for empty offices. But things may look a little different up on the seventh floor.

That's where you'll usually find Dick Chapin.

Chapin, who runs the radio brokerage firm Chapin Enterprises, often comes into his office on Saturdays. Sometimes he's there to catch up on work. Other times, he's there just to read.

He just likes being in the office and has for the last 56 years he's spent working

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Photo courtesy Dick Chapin

DICK CHAPIN

in the radio business.

The worse thing in the world is to kick the pavement when going into work," he said. "I've enjoyed the business since the day I got into it."

His career started accidentally in 1953, when a man who asked if he was interested in selling time on the radio approached him.

"I would have to admit, there was some luck involved," he said. "I was at the right place at the right time."

He hasn't looked back since that lucky encounter.

Chapin was the first person to chair both the National Association of Broadcasters (twice) and the Radio Advertising Bureau.

He owns two radio stations in Iowa through Chapin Enterprises. The business has been hit hard by the faltering economy: People who normally would've sold their radio stations are holding on to them, Chapin said.

But the poor economy isn't stopping Chapin anytime soon.

Norton calls Chapin "an incredible dealmaker." Having a professional partner of his caliber has been a huge boost for the sales program at UNL.

And Chapin said as long as his health continues, he has no plans of slowing down. Chapin, who turned 86 in March, said he's often told he doesn't look his age.

"Anything is possible if you apply yourself," he said. "Work hard and have a belief." ■



ROGER DODSON

ROGER DODSON

'Ad junkie' still full of energy for his work

Roger Dodson doesn't want to be described as an adjective.

Sure, many could be used for him: hard-working, passionate, determined.

He, however, would much rather be known for his work.

Since graduating from UNL in 1964, Dodson has built an impressive resume: president of Long-Pride Broadcasting, where he was known as one of the top radio managers; senior vice president of the Radio Advertising Bureau's training division; a 2003 inductee to the Nebraska Broadcasters Hall of Fame.

"I say that we've got some tough times now," he said describing the current state of the radio business. "Now's when your passion is really tested. But I still have that energy."

Today, he is back at his alma mater teaching Media Sales 488, which, he said, provides students a true media sales practicum.

And Norton said the students are learning from one of the best. He calls Dodson "one of the most successful salesman in the nation."

Students in his spring class were selling ads for a survival guide for new students to use when they begin in the fall. The guide includes information on every-



MARTY RIEMENSCHNEIDER

thing a new student needs to know: where to get counseling services, health care services, where to get stuff for your dorm room and more.

Dodson said he is working to make the media sales program in the J school a success. All that's needed is enough money and interest.

"I do believe that there is a place for ad junkies, people still in the work force, coming to a body of students and bringing some practicum experience," he said. "If I can still be in the business so I know what's happening, then I'll go as long as they say I can." ■

MARTY RIEMENSCHNEIDER

Radio was too much fun to pass up

People are drawn to their future careers for different reasons. For Marty Riemenschneider, it was a strong interest in music, public speaking as a teenager and listening to WLS, the legendary Chicago Top 40 radio station, which influenced him to get into the radio business.

His best friend also worked at a radio station and he enjoyed hanging around the station, helping put together newscasts and programming.

Riemenschneider worked in radio for more than 30 years, spending time at WSON/WKDQ in the Henderson, Ky.,-



Photos by Patrick Breen

ROGER LARSON

"These men are pioneers ... radio legends, if you will, and I'm just glad to be in their company." ■

ROGER LARSON

A resume too varied for a business card

Roger Larson didn't know what to put on his business card. It says he's a radio editorialist for KLIN, but that doesn't even begin to describe everything he does.

Larson began his career in 1953 as an account executive for KFOR Radio and TV. He retired as vice president and general manager of KFOR/KFRX in 1993 after 40 years there.

But Larson hasn't slowed down. He has spent the last year and a half raising funds for Lincoln's Union Plaza, the area between 21st, 22nd, O and R streets.

He has also helped raise money to bring the Special Olympics to Lincoln in 2010. He started the Founders Club to benefit the cause. The club has 39 members, each of whom paid \$25,000 to be a member. Of those 39 members, only four are going to benefit directly from the money raised, Larson said.

"The rest are joining for sheer civic responsibility and pride," he said. "That says something about Lincoln."

It also says something about the kind of person Larson is. Norton calls him "one of a kind." He says Larson has raised money for all kinds of organizations in the community.

During the little free time he has, Larson has worked with the other Dean's Award recipients to develop the media sales program. It's hard to predict how the concentration will develop.

"Who knows, ten years from now we may have altogether new media," Larson said. "Who knew 20 years ago we would have the Internet?"

No matter how the media develop, chances are Roger Larson will be a part of it. He said he plans to remain active in the community, though not take on as many roles as he currently holds.

After all, not all those roles can fit onto one business card. ■

From reporting to romance

BEST-SELLING AUTHOR GOT HER START IN TV NEWS

By Robert McLean

Men in prison love Victoria Alexander. They send the author letters asking for money, a get together in five-to-10 and relationship advice.

A world away in Afghanistan, an American soldier wrote the author to say the books helped her forget she was in a combat-zone.

"Victoria Alexander" is the pen name UNL graduate Chery Griffin uses to publish romance novels. Her latest book, *The Virgin's Secret*, debuted in May.

"My stories — stuff I made up — took these people away from their own lives for a few minutes — very often even if they were in prison," Griffin said in a speech to writers. "And that's what my books are supposed to do."

She did not start writing fiction immediately after graduating from the J school in 1975. Griffin was a TV news reporter in Nebraska and West Virginia before turning to novels. She loved being a journalist, but the erratic hours were trying.

She heard about a local Romance Writers of America chapter while covering an Omaha-based author. It piqued her interest, and Griffin started attending its meetings after she finished the story.

Since that meeting more than 20 years ago, she's published 23 novels, six novellas, been on *The New York Times* best-seller list and was honored with a career achievement award this year for her fiction.

Griffin brings the newsroom's accuracy to fiction.

She researches time periods and political climates to make sure her historical romances are believable.

Carol Schrader, an old newsroom colleague and good friend, sees a reporter's attention to detail in Griffin's writing. She also said the author gives her female leads a familiar sassiness and humor.

"All her heroines, I hear Chery's voice," Schrader said.

Griffin said writing fiction is much harder than news reporting. A novel's plot has to make sense; the real world is packed with weird events and unexpected twists.

She said tragic stories were the most memorable in her reporting career. She recalled a story she did in West Virginia, where a construction scaffolding collapsed — killing 52 people.

Fiction is different. Griffin is able to punish the villains and reward the heroes in novels, something that doesn't always happen in real life.

The writing process is difficult, but she tries to write two books a year. Griffin said it is the most difficult task she has ever had.

"Best part about writing is finishing," she said.

Literary agents appreciate writers with journalism backgrounds. Meg Ruley, Griffin's agent at the Jane Rotrosen Literary Agency, said former reporters always understand deadlines and are not offended by edits.

Griffin, who lives in Omaha, has had luck with both fictional and real romance. She and her husband, Chuck Lenosky, celebrate their 30th wedding anniversary in June.

The couple met at the Charleston, W.Va., CBS affiliate. Griffin was a reporter, Lenosky a production assistant. She asked him to a station function, and the relationship progressed from there.

Lenosky, the director of learning environments at Creighton University, said his wife and best friend is a driven person. She reached one goal after another: sold a book, got a great agent, made it to the *New York Times* mass market paperback best-selling list and eventually became its No. 1 author.

"I'm really, really proud of her," Lenosky said.

Griffin works her husband into her fiction as only a loving wife could: She names characters' kind-but-dead husbands "Charles."

The pair enjoys traveling together, which can lead to some interesting situations.

They went to Europe a few years ago with food on their minds, attending a culinary school just outside of Florence, Italy.

It was a school where couples learned cooking, then helped and learned from each other. One day the staff brought out a chicken for Griffin to cook — its head still attached to a limp neck.

Her husband will never forget the face Griffin made when she saw that dead chicken's head.

The couple has two grown children. Griffin used their two names as her pseudonym: Victoria and Alexander.

She decided to use a pseudonym because she still worked as a reporter when her first book came out. Griffin didn't want readers to confuse her journalism and fictional writing.

2009 is a big year for Griffin. In February she was named a "Face on the Ballroom Floor" at the Omaha Press Club, and in April, she received the RT Book Reviews Career Achievement Award for Historical Romance.

Her new book hits bookstores this May. Griffin's agent predicts *The Virgin's Secret* will be a hit.

"Her readers will love it," Ruley said. "It is quintessential Victoria Alexander." ■

GRIFFIN

Photo courtesy Chery Griffin



Pulitzer winner

TEAM HOLDS POLITICIANS' FEET TO THE TRUTH-O-METER FIRE

By Matt Waite, 1997 J school grad



WAITE

Photo courtesy Matt Waite

Honestly, winning a Pulitzer was something I used to tell girls and potential employers I was going to do someday. Like so many things you say to impress, I never really believed I'd actually do it. The odds were really, really long.

I've been asked what was going through my mind the day the Pulitzers were announced. My answer is everything. My brain was on fire. I thought about all the people I had told I wanted to win a Pulitzer. I thought about how absolutely improbable the whole thing was. I tried to work. I really did. But when a day you've dreamed about arrives, you can't concentrate on anything else.

Word had been getting around the newsroom, and we were all told to come together at 3 p.m. Everyone gathered, and executive editor Neil Brown announced that the *St. Petersburg Times* had won not one but two Pulitzers. One went to Lane DeGregory for feature writing. The other, in national reporting, went to PolitiFact, a Web project of the *Times* that fact-checked statements from the presidential candidates on the campaign trail.

The speeches, the celebration, the champagne — it still feels like it wasn't real, like it was a dream, or a movie or hallucination. If you only knew where we'd come from, you'd understand how spectacularly bizarre it was for us.

In April of 2007, I was taking a break from being an investigative reporter to learn how to put data on the Web. My specialty since I was in college was database journalism. I'd been gathering huge databases of public records and analyzing them for stories for a decade at that point. I made a pitch to my bosses earlier that year that I should learn how to put this data on the Web so readers could see it, too. I got an out-of-the-way desk that didn't have a phone and went to work.

While I was banging my head against the wall, struggling to learn it all, I got a phone call. It was Bill Adair, the *St. Petersburg Times* Washington bureau chief, and he had an idea about how to cover the election differently. It involved databases and the Web and making a call about whether someone

was telling the truth or not. He had no clue how to do it, which is why he called me.

I was immediately drawn to Bill's idea and began adding my own.

PolitiFact isn't new. Lots of newspapers have done "ad watch" style stories fact checking campaign commercials or stump speeches. What set PolitiFact apart, on first blush, is that PolitiFact would call a liar a liar. (In fact, to indicate really blatant lies, PolitiFact's "Truth-o-Meter" bursts into flames and reads "Pants on Fire.")

But it went deeper than that. PolitiFact was going to take that newspaper story, the one that usually ran on 3B, and blow it apart into its atomic particles. From the parts, we'd rebuild it, applying structure to the parts and then using that to build a product specifically for the Web.

What does that mean? If you think about it long enough, you can find the inherent structure in many of the stories a newspaper does in any given day. A murder story has a date and a time and a location. It has a victim, who has an age, a race and a sex. There's a suspect, who also has an age, race and sex. Crimes, fires, accidents, city council votes — they all have an underlying structure that newspapers utterly fail to capture and use to their advantage.

PolitiFact uses the structure of a statement from a politician: who, what, where and when. And, in the end, PolitiFact tells readers whether the statement is true or not. All of that is in a database, and everything has a URL. URLs are the fundamental building blocks of the Web. The Web rewards URLs. So every candidate in PolitiFact has a URL that doesn't change. Every subject does, too. So does every ruling, statement and story. It seems so simple, yet few news sites truly take advantage of the inherent structure of both news and the Web. That's where PolitiFact is different.

It's easy now to make it sound as if we knew what we were doing and that we had complete confidence. Not so. We had no idea. PolitiFact was the first application I ever built. It was made on a computer that was supposed to be thrown away and on a platform that our corporate IT staff didn't support. We had no idea if readers would like it or if we could sustain it with enough content, so we made plans to quietly kill it after the Florida primary if it wasn't working out.

All this was going through my head the day PolitiFact was awarded the Pulitzer Prize for national reporting, as well as being recognized as a finalist in the public service category.

PolitiFact is the first Web site to be awarded a Pulitzer. And I built it.

It's still weird for me to write that. ■

Check out PolitiFact at
<http://www.politifact.com/truth-o-meter>



LAHR

Photo by Marilyn Hahn

Changing lives

SARAH LAHR INVESTS IN PEOPLE

By Ivana Jackson

After living for more than nine decades, Sarah Lahr has learned the importance of investing in people along the way.

Her only reward is gratitude and love from the people she helps.

"I had some little change hanging around, so I said why don't I do something useful with it," Lahr said.

She used the money to create the Sarah Lahr Educational Fund, which funds a variety of programs.

Some of it helps schools for disadvantaged students in Virginia. Some provides student scholarships. And some has been given to her alma mater, the University of Nebraska-Lincoln. »

SARA LAHR

Lahr is a 1938 graduate with a bachelor's degree in journalism and graphic arts.

A board of trustees helps her determine the best way to allocate the funds. "I enjoy spending it this way," she said.

Lahr's contributions at the University of Nebraska reflect her personal passions. She has provided scholarships in her father's name to students in the Law College, significant support for the International Quilt Study Center and Hillestad Gallery in the Textiles Department, and has co-funded a J school depth report about quilting. The Lincoln native has always been interested in quilts, and contributing to the project was a way to give something back to her hometown.

"I have always enjoyed quilts," she said. "I enjoyed the James Collection in the home-ec building." She was happy to play a role in UNL's quilt studies.

Lahr said her contributions to the Thomas Jefferson High School for Science and Technology in Virginia also have been rewarding.

It is a magnet school that educates gifted students. An annual competition at the school offers winners a \$200 scholarship from the Lahr fund.

Her connection to the school extends beyond the annual scholarship award.

"One of Sarah's great contributions is when she helped to establish the best school in the country, Thomas Jefferson magnet school," said Patricia Lear, who has known Lahr for more than 10 years and is a trustee for her educational fund.

Lear admires Lahr's commitment to others.

In addition to working with schools, Lahr has been writing for the *Holmes Runner Newspaper*.

Mia Gardner, the previous editor of the paper, admires Lahr's passion.

"She leads by example, by showing me how effective an individual can be by sharing her projects and interest with me," Gardner said.

The newspaper serves the Holmes Runner Acres area, a historic neighborhood, in Fairfax, Va.

Although Lahr wrote a wide range of stories for the paper, Lahr's specialty was education. She even served on the local school board for 10 years.

"She had a special connection with children," Gardner said.

When Lahr moved to Fairfax, the school system was not required by law to offer programs for students with disabilities. She worked with others on the school board to ensure that those students were offered fair educational opportunities.

"We were working to get students with disabilities the things they needed," Lahr said.

Lahr's contribution to others is commendable, but she does not see it that way.

"I might be a little selfish," Lahr said. "But I just don't want to leave all my money in a will ... I want to see my money nurture and grow."

Her generosity and caring spirit have inspired many.

"She is a wonderful woman," Gardner said. "I want to be like Sarah when I am 93." ■

Funny thing

HUDLER TRADED JOURNALISM FOR COMIC NOVELS

By Allyson Felt

In the Hudler household, it's quiet. No phones ring, no voices can be heard in the house on Coconut Drive.

The only noise is the subdued clacking of a laptop and the distant call of the pelicans outside the window.

Ad Hudler is writing.

Hudler, a journalist-turned-novelist, is working on a collection of humorous essays to add to his already published collection of four comic novels. Still, the J school grad said, he misses journalism.

And how could he not? It's in his blood.

Adrian Wellington Hudler grew up in the newsroom. Literally.

His family owned the local paper in Burlington, Colo., for five generations. At the age of 8, Hudler was sweeping the floors at the paper, and by the age of 10, he was writing and doing ad make-up. In high school, Hudler began selling ads, taking photos, working on the big web press and even redesigning the newspaper.

Not surprisingly, Hudler decided to study journalism in college.

"I grew up in an old house, built in 1918, and there was a series of cracks in my ceiling that formed an exact replica of the state of Nebraska. I kid you not — panhandle and all," Hudler said. "Now, I defy you to tell me that sleeping underneath that image for 18 years wouldn't affect your destiny in some way."

The fact that UNL had a great journalism program didn't hurt either.

In Hudler's sophomore year at UNL, he applied to be the night news editor at the *Daily Nebraskan*.

"The *Daily Nebraskan* had no computers," he said. "We typed our stories and glued the pages together to make a long snake of a story."

During his time at the J school, Hudler learned many lessons that would carry him through life.

"It taught me that the world is my oyster, and that every person out there has a potential story to tell, and I should never be too shy to ask them about it," Hudler said. "My time at UNL's J school inspired curiosity in me and a desire to try to make sense of this wonderful, crazy world and to help explain it to others."

Bud Pagel was Hudler's adviser and mentor during his time at the university.

Pagel, who started teaching at UNL in 1982, remembers Hudler as a student.

"There are two kinds of students that you remember: the really good ones and the really bad ones," Pagel said. "He was one of the really good ones."

Hudler graduated from UNL in 1986 with honors and became a reporter for *The Fort Myers News-Press* and then *The Rochester Times-Union* in New York.

He eventually began freelance writing for magazines, such as *Men's Health*, *Redbook*, *Smithsonian* and *Better Homes and Gardens* during the '90s. When he and his wife had their daughter, Haley, Hudler decided to stay home to allow his wife to work full-time.

The stay-at-home dad has written four novels in the past decade: *Househusband* (2002), *Southern Living* (2003), *All This Belongs to Me* (2006) and *Man of the House* (2008).

Hudler is taking a break from fiction writing and would like to get back to his journalistic roots. He left his Fort Myers home to visit UNL in April to speak to journalism students.

Hudler started returning to Lincoln to write five years ago when he was driven from his home in Florida because of hurricanes.

"Hurricanes are very distracting to the creative process," Hudler said. "So, I thought, 'Where can I go that I always get work done? Well, the stacks of Love Library.'"

Hudler would like to revisit his J school days and take a course in camerawork so he can become a multimedia correspondent.

"The greatest thing about being a journalist has been all the learning that comes with it. Being a journalist is like going to school every day," Hudler said. "Each day you learn something new, talk with someone you've never talked to."

In spite of his numerous successful works, Hudler said his greatest accomplishment is his 18-year-old daughter.

Haley Hudler said she had a unique childhood.

"My dad cooks, cleans, and is the primary caregiver, a typically feminine role," Haley said. "But he also provides that masculine sense of protection that is characteristic of a father. In this way, he is both a father and a mother."

She also learned many life lessons from her father. He taught her to be assertive and confident.

Haley graduates from high school this year.

Hudler will miss his daughter when she is gone and has this advice for her and other college students:

"Don't take the easy way out, academically. Take hard classes that will engage you and enrich your life for decades to come. Don't let an obsession over a high GPA keep you from trying difficult things."

And Hudler is a man who has tried many things — from working as a reporter to writing novels to changing dirty diapers.



Photo by Julie Price

HUDLER

When the 44-year-old writer takes a break from the difficult, he escapes to the kitchen.

So the next time you visit the quiet Hudler household and smell Indian cuisine drifting through the halls, you'll know it's just Ad. Making his dinner. ■

Confidence builder

LIFE IN LINCOLN GAVE STUDENT FREEDOM TO TRY NEW THINGS

By Adam Ziegler

It took a move from Antwerp, Belgium to Lincoln, for Tin Geysels to find the freedom she'd always been looking for.

After spending her entire life in Belgium, Geysels, 34, came to Lincoln in 1996 to attend graduate school at the College of Journalism and Mass Communications. Though she's returned to Belgium to run her own communications consulting firm, sometimes Lincoln still feels like Geysels' home.

"Going to Lincoln allowed me the freedom to become the person I wanted to become," she said.

Geysels began her media career in 1992, studying political science at the University of Antwerp. She hated the school almost immediately.

Political science didn't really interest Geysels, but it was the only major offering the few communications classes she wanted. Strict professors with little real world experience and her father's position as head of a national political party didn't improve Geysels' opinion of the college.

"I felt very watched and people felt the need to come talk to me about my dad," she said. "I just wanted to say, 'That's not me' and separate myself from my dad."

To help herself get through the university, Geysels promised herself a trip to America through an exchange program after graduation.

"I don't know why I chose that as a reward," she said. "I just thought it would be fun."

Before moving to Lincoln, the only time Geysels had even heard of the city was its brief mention in the movie "Dumb and Dumber." Lincoln became Geysels' destination after she learned of UNL's well-respected journalism school, and she vowed to take advantage of all the opportunities her new home offered.

"I didn't want to be one of those exchange students doing that visiting the zoo thing," she said. "I wanted to be open to new things and the way things were done in the U.S."

Geysels took a variety of advertising classes at UNL, and she said the depth of the material and her professors' experience helped her realize how much she believed in public relations and that it was something she seriously wanted to pursue.

"In Belgium I got enough to be interested, but I knew there had to be more," Geysels said. "At UNL it was such a joy to be taught more practical and hands-on. That's what I needed, and that's when I realized what I wanted to do."

Along with classes, Geysels worked as a research assistant for Linda Shipley, associate dean of the college, where she learned



Photo courtesy Tin Geysels

research skills she would use after graduation.

"She was a very good student," Shipley said. "She liked learning new things and liked getting experience."

She also received some good-natured teasing about her homeland from other J school faculty.

"I'd walk by her when she worked the front desk and say things like 'Belgium, the Canada of Europe,'" said John Guiniven, a former professor at the college. "She took it pretty well."

Geysels worked in the U.S. for three years after graduation, but returned to Belgium in 2003 after her mother suffered a brain aneurysm. She said she missed working in communications for the months she was caring for her mother and was ready to get back to work as soon as her mom recovered.

"I went crazy not being able to work," she said.

Spending so much time away from her family and support system in Belgium had helped Geysels become more relaxed, and even simple things like improving her English skills gave her greater confidence.

"She definitely became more assertive as she spent more time here," Guiniven said.

Her newly improved confidence helped Geysels start her own marketing company, full.stop, in March 2008.

"To be honest I'm not much of a daredevil," she said. "But I wanted to control my life. I wanted to be able to work really hard when I wanted to and less when I didn't want to."

A public relations consulting firm solely owned and run by Geysels, full.stop handles marketing and media relations for a variety of clients.

"It's basically just Tin Inc.," she said. "I make my dad call me the CEO, but I'm also the secretary and the cleaning lady."

While being her own company can be difficult, Geysels said it offers a control over her life she wouldn't have as someone else's employee.

"If it was just me running a company it would be different, but this is me running my life," she said. "If I have to do some paperwork on the side that's OK."

While Belgium is Geysels' current home, she hopes to use the freedom offered by self-employment to split her time between the two countries that influenced her life so much.

"I feel like neither a Belgian nor an American," she said. "It's very ironic I had to go to Lincoln for that 'woo-hoo, I'm free' moment, but that's what happened." ■

Making movies

ADVERTISING GRADUATE WINS ACCOLADES FOR FILMMAKING

By Liz Gasaway

Jack Hull says he has a lot in common with the protagonist of his latest film.

"He's not a professional at what he wanted to do — like me in filmmaking," Hull said.

There is one big difference. The lead character in Hull's movie wants to kill people. Professionally.

Hull's ambition is simpler: making movies professionally.

And the UNL advertising graduate may be on his way. His first full-length feature film has won accolades at several film festivals around the country.

The screenplay idea came to Hull while he was working at a grocery store six years ago. What if there was a guy whose lifelong ambition was to kill people? He fleshed out his tale and "Grapes: The Story of an Aspiring Serial Killer" was born.

Hull, a Wahoo native, graduated in 2008 from UNL with a degree in advertising and lots of elective credits from the film school. He says he chose Nebraska because it was close to his hometown and advertising appealed to him.

"Advertising combines creativity and dealing with people," Hull said.

He spent his time at the university putting that creativity to full use. He wrote screenplays and entered them in contests at the film school, winning a Halloween horror festival in 2007.

Filmmaking, he said, offers him the chance to "showcase something that I made, make a big name."

He has a shot at becoming a big name with "Grapes." It has already won distinctions at the Honolulu International Film Festival, where it won a Gold Kahuna award by landing in the top 14 percent of the 250 films submitted, and at the Las Vegas International Film Festival, where it took away a Golden Ace Award for outstanding filmmaking. The movie also won "Best Picture Dramedy" at the Bare Bones Festival in Muskogee, Okla., which celebrates movies with budgets of less than \$1 million.

"Grapes" made its local debut at the Omaha Film Festival, where it was touted as an example of Nebraska filmmaking.

Hull does almost everything for his movies, from writing to producing to directing. Advertising professor Chuck Piper credits that for Hull's dis-

tinctive movie style.

"He does every other bloody thing," Piper said. "But he's almost never in his movies."

Hull thanked Piper for helping to secure the money for filming. After fully developing his idea, he turned to his teacher for help. They put their heads together, and with the help of donation from a local family, Hal and Jude Hoppe, the moviemaking business began.

The movie was shot in 10 days with Hull and his crew of mostly volunteer actors and workers putting in 15-hour days for the duration. He said it was a good thing the production wrangled a sponsorship from Red Bull in addition to its \$6,000 budget.

The whirlwind filming of "Grapes: The Story of an Aspiring Serial Killer," took its toll, Hull said.

"My son was born a month before shooting the movie," he said. "My wife pretty much single-handedly took care of him."

The experience made him appreciate his family life more.

"It isn't something that gets mentioned much, but I wouldn't have been able to do it without the help from my family."

Hull, 24, is working at PayPal in Omaha and commutes to and from Wahoo, where he lives with his wife, Megan, and his young son, Jaxon. He said he's always writing and is working on another short film. As for feature films, he said, "Time will tell."

"Hopefully in two years."

Meanwhile, he'll keep looking for distributors and make the festival circuit.

His former teacher has no doubt he'll succeed.

"He's just remarkably self-motivated," Piper said. "That's not always the case with creative people. In fact, it's almost never the case." ■



Photo courtesy Jack Hull

'A woman's place'

LESSONS LEARNED IN J SCHOOL STILL VALUABLE FOR LEGISLATOR

By Madelyn Jager

In her Capitol office, Nebraska State Sen. Kate Sullivan has a poster that shows a sketch of the state Capitol, the nation's Capitol and the Supreme Court, with the phrase "A woman's place is in the House."

"We definitely need more of a place at the table," Sullivan said, glancing at the poster behind her. "And we're getting there. We're moving in the right directions. But we're not there yet."

Sullivan was raised on a farm near Ord, a small town in central Nebraska. Her father, she explained, was and still is a big influence on her political career.

"He never ran for office at the state level, but he was always involved in issues that really made a big difference in the local area," Sullivan said. Through her father, she learned to value involvement in the community.

She is taking his lessons to heart. Ever since graduating from UNL's College of Journalism and Mass Communications, she has been working to do as her father taught her. Sullivan earned a bachelor's degree in 1971 and master's in 1975.

After their first daughter was born, Sullivan and her husband, Mike, decided to leave Lincoln to build their home and business in a small town.

"We also decided that in the process of doing that, wherever we live, we're going to make sure we do our part for the community, that we leave it a better place," Sullivan said.

"I don't remember a time when both Kate and I were not on a board or committee in the community where we lived," Mike Sullivan said. "I would like to think we have done what we could to leave the community a better place."

Kate Sullivan served on the school board in Cedar Rapids for 12 years, along with a long list of other boards, school groups and community organizations at the local and state level. They include Cedar Rapids Senior Center, Cedar Rapids Legion Auxiliary, Cedar Rapids Community Foundation, Nebraska Bankers Association, Nebraska Agriculture Builders Inc. and Nebraska Children & Families Foundation.

"Somewhere along the line, though, you realize that if you really want to make some substantive changes, you've got to get involved in legislation," Sullivan said.

The idea of running for the Legislature in District 41 (an area covering almost nine counties in central Nebraska) had been at the back of her mind for quite some time before she finally decided to run.

"Timing is everything," she said. Both her daughters, Jill and Mollie, were away at college, and she was talking about her decision with her friend Rick McDonald.

"I commented to him that I had been thinking about running for the Legislature, and he said 'Gee, I am, too!' We were both from the same district, so I said, 'OK, Rick, I'll defer to you and help you on your campaign,'" Sullivan said.

McDonald won the District 41 seat; however, he died shortly after taking office. McDonald's wife, Vickie, was appointed to the position, and when she ran for re-election Sullivan helped with her campaign as well.

"She was very supportive, and I of her," McDonald said. She said she has "known Kate for a long, long, long time." When McDonald's term expired in 2008, Sullivan finally decided it was time to run. Her campaign slogan was "Strengthening Families, Strengthening Communities, Strengthening Nebraska."

Her decision didn't surprise Mike, who said she "has been interested in politics for a long time, probably back as far as college at UNL" when she was a member of Mortar Board and the president of her sorority.

"Heck, if she lives to be 100 years old, she might be president," he said.

The 2008 legislative race last year wasn't easy: Sullivan, a Democratic woman, was running against a Republican man endorsed by the governor.

"She had two strikes against her going in, being a Democrat in a Republican state and being a woman," Mike said. "But she still won."

Looking back, Kate Sullivan said it wasn't easy, particularly near the end of the campaign. "But there was no turning back, even though it got very, very difficult, especially in the last few weeks," she said.

She followed the advice of a sitting senator: Put one foot in front of the other. This helped keep things "in perspective" as well as "keep focus on what I was doing instead of on what my opponent was doing or what other entities were saying about me," Sullivan said.

Mike Sullivan described the campaign as "quite a ride." He continued to work full time at Cedar Rapids State Bank, where he is president, and got involved in the campaign as much as he could. Meanwhile, Kate campaigned nearly every day, across the district.

A major difficulty, Mike said, stemmed from the opposition of the Republican Party. He said the governor "walked in parades, made many phone calls and attended fundraisers . . . the lieutenant governor and attorney general also did the same things to try to get the other guy elected."

After being sworn in, Sullivan realized the responsibility she had taken on.

"When you've sat in that seat and you look around the chamber and you see 48 other senators, you realize that, No. 1, it really is quite a small body of people who make a lot of big decisions that affect a lot of people's lives. So when you reach over to press that button, it really gives you pause to think," Sullivan said. The responsibility is brought home, she added, when "you realize you're only one of a tiny group of people" making decisions for an entire state.

"I've also found that I end up really needing to listen to points of view I may be very much in opposition to," she said. "But you have a responsibility to listen to those views, particularly if they're



SULLIVAN

Photo by Patrick Breen

those of your constituents."

Vickie McDonald can relate. "She realized the same thing most senators realize," McDonald said. "This is not a part-time job, and the issues are very important. And no matter where you go, you never really get away from it. Even in the summer, people sit down and talk to you about their issues. It's always there, and sometimes freshman senators only look at the first 90 days. They don't realize this is a commitment."

Sullivan had to make huge changes and commitments upon taking office, including leaving her job at the bank that she and Mike own in Cedar Rapids, although she still sits on the board of directors. And their life at home has changed.

"I have learned how to wash clothes and make the bed," Mike said. "I know that when the legislative session is over it will be her turn to mow the lawn."

Sullivan's passion for small town Nebraska is clear when she talks about the issues she deals with daily. She introduced five bills in the 2009 legislative session, which, according to her Web page, "will deal with issues of concern to rural Nebraska." The bills are intended to improve fencing laws; expand a tax credit act to make more farmers, ranchers and rural businesses eligible; and change the age of preschool attendance. One bill promotes healthcare careers through Area Health Education Centers.

"I believe this is particularly important in our district where

we are facing shortages in health care professions to practice in rural Nebraska," Sullivan said.

Although political parties were prominent in the 2008 District 41 legislative race, the Legislature itself is officially non-partisan. Vickie MacDonald said that factor fits Sullivan's style.

"The important thing to know about Kate serving the district," McDonald said, "is that she's nonpartisan. The partisan politics don't enter Kate's mind. She will do what's best for the district, all partisan politics aside."

Sullivan speaks passionately about her experiences at the J school: "The professors gave me an education that went way beyond the career path that you identify with as a J school grad. There were professors who made you think, made you look at things differently, gain new perspectives...and you know, those things apply no matter what your career path is."

She does, however, have some advice for those wanting to get involved in government, those who want to do something to change the way things are.

"That's precisely enough reason to get involved," Sullivan said. "Because as I have said many times on the campaign trail, my head and heart are in the right place. I think if you're honestly wanting to make a difference, and you're willing to work hard for that cause, then I think you're gonna be fine." ■

Creating a career

HE TURNED T-SHIRTS INTO MULTIMILLION DOLLAR BUSINESS

By Cassie Thomas

He began by painting humorous designs on sweat-shirts and selling them to classmates to pay for his college education. Twenty years later, Verne Holoubek owned a multimillion-dollar business that held the sole contract for designing Harley-Davidson apparel.

In the spring of Holoubek's freshman year at UNL, he and high school classmate Carl Landgren, formed a T-shirt business called Holoubek Landgren Studios in the basement of the Alpha Gamma Rho fraternity house. Landgren sold his share of the business to Holoubek in 1965 for \$300, and Holoubek Studios was born.

During the school year, the two business partners airbrushed humorous designs on T-shirts and sold their products to fraternities and sororities. During summers, they traveled the countryside, working shows at county fairs and festivals in small towns across Nebraska. Later they expanded to state fairs and car shows nationwide.

"The Wisconsin State Fair was my best location," Holoubek said. "Painting shirts there for 10 days, I could pay for most of the cost of college for one year."

While he was doing an airbrush act at the Wisconsin State Fair in the 1960s, Holoubek said, a man emerged from the crowd to introduce himself. Standing before him was none other than Willie G. Davidson, himself. Davidson, the grandson of one of the founders of Harley-Davidson, has become legendary for shaking up the style and design of the company.

Holoubek met Davidson again years later. After graduating from UNL in 1967, he moved to Milwaukee in 1968 and took an idea he had for a motorcycle industry product to Harley-Davidson. That's when a lifelong friendship with Davidson began.

After doing various kinds of work for Harley-Davidson for many years, in 1983, Holoubek Studios obtained the license for Harley-Davidson Motor Co. apparel. In 1995, Holoubek dropped all other accounts and became an exclusive supplier to Harley-Davidson and its 1,000 dealers worldwide.

When the Clarkson native retired in 2005, Holoubek Studios employed more than 200 people working on 12 automated printings lines. They produced more than 4 million Harley Davidson T-shirts annually. Holoubek credits much of his success to his alma mater.

"It just gave you a good start," he said. "If I had not gone to college, I can't imagine what I would have done. It was so important to have a college education."

In a collegiate career that started out in agronomy, then art, then ag journalism and finally business, Holoubek learned the skills to be successful in any trade. His ag jour-

nalism degree gave him both the writing and scientific background that made his T-shirt business a success.

He credits his news-editorial classes with teaching him to condense long phrases into shorter, concise ones that could be printed on T-shirts, bumper stickers and billboards. Holoubek's classes in agronomy gave him a scientific background that he used to be one of the first creators of the iron-on heat transfer.

"We sold art printed on paper, and the retailer would buy blank shirts and apply the designs per the customer's request," Holoubek said. "We also produced a line of heat transfer lettering. The retailer would put a saying of your choice on any garment."

His company became a leader and innovator in the industry by developing many new processes for decorating fabric. At one point, there were 20,000 T-shirt shops using iron-ons and heat seal lettering.

By the time Holoubek and his wife, Terri, moved from Lincoln to their current home in Milwaukee, Holoubek Studios had begun screen printing the garments rather than hand painting.

"I was his first employee," Terri said, "and I have been here ever since. Forty three-years. It has been a very exciting trip."

Over the years, Holoubek Studios sold T-shirts to many Fortune 500 companies. They supplied garments and heat transfers to thousands of companies including Coca-Cola, Budweiser and Disney. They also did work for many rock and roll bands and movies such as "Batman," "Superman" and "Star Wars."

In 2005, the Holoubeks sold their Harley-Davidson brand assets to VF Imagewear, one of the largest textile companies in the world. The remainder of Holoubek Studios assets was sold to the couple's son, Brian, and his wife, Natalie. Brian followed in his father's footsteps and now produces a line of fashion T-shirts and apparel called Heavy Rotation.

As a result of their success, Verne and Terri Holoubek recently decided to give back to their alma mater. The couple contributed \$100,000 to the College of Agricultural Sciences and Natural Resources scholarship fund, which doubled the amount of aid available to ag journalism students.



Photo courtesy Verne and Terri Holoubek

"Our recruitment efforts have improved drastically because this allows us to help offset the cost of attending UNL, and it makes our program more enticing to students," said Jason Ellis, assistant professor in the ag journalism program.

Beginning in the fall of 2009, one incoming student will receive a \$4,500 scholarship for his or her schooling.

"His giving back and dedication is admirable and should be a model for future alumni," Ellis said.

When Holoubek started out in 1962, he never could have foreseen where his collegiate experiences would take him.

"Unlike today, we didn't all come with these preconceived notions of what we were going to major in and what we were going to be," Holoubek said. "You kind of came to college to figure it out."

And that's exactly what he did. ■

Always learning

LIFE'S SUCCESSES ARE MEASURED BY MORE THAN AWARDS

By Heidi Garvin

Lynn Roper knows what it means to be busy.

As the senior resident director and first vice president of Investments at Merrill Lynch in Lincoln, her responsibilities are numerous. Being short of staff and having to cover additional clients doesn't help much either.

But even when she's "inundated to the maximum," as she said, Roper still manages to be one of the best. In both 2007 and 2008, she was awarded a place in Barron's Winner's Circle of Women Financial Advisors Summit. According to a Dow Jones press release, the Summit "is designed as an exclusive, invitation-only event for women who are opinion leaders and influentials in the financial industry."

Roper fits this description perfectly, having worked her way to the top. Starting at Merrill Lynch in December 1976, right after she graduated from UNL's J school, Roper used the skills she learned in college to climb from portfolio manager to a chartered retirement-planning counselor to where she is now.

"In this work, you have to be willing to change, to adapt. Lynn is just wonderful at it," said Pat Bennett, a senior financial adviser who has worked with Roper since 1996.

As successful as she is, Roper is modest about her accomplishments.

"Life isn't building up to an achievement," Roper said. "I'm not working for a gold medal. It's just about how you lead your



ROPER

life, what is important, what you value, like commitment to being competent and providing high quality professional service. You work every day at it. Life is continuous learning. What you know today isn't good enough for tomorrow, and neither is what you've done. I like to continuously set high goals and meet them."

Because of this view, the workplace is not the only place where Roper has worked successfully. She also strives to serve the community in the non-profit sector.

"I feel strongly that everyone needs to pay rent for space on earth," Roper said, "I learn a lot by it. I like the pleasure of working together to see a mission accomplished, improvement of service, funds allocated to worthwhile projects and helping people reach their full potential with many of these programs."

Recently Roper has served on the board of trustees for the Nebraska Environmental Trust, the Woods Charitable Fund, Madonna Hospital, the 2015 Vision group and the Lincoln City Library Foundation. Currently, she is the president of the Mari Sandoz Heritage Society Board. For all of these and more, Roper was nominated by Merrill Lynch for the Lifetime Community Achievement Award.

"Lynn has such a presence in the community," Bennett said. "She's so generous; it's unbelievable. The Mari Sandoz Heritage Society is near and dear to Lynn. She's from the Sandhills, and she always gives back. She's not just tied to one certain area, though. Lynn is a strong woman who does so much to build a strong community."

Growing up in western Nebraska with a strong family heritage of service, Roper has always worked to make her world a better place, especially in the area of women's rights. Recalling what women's lives were like when she graduated from college in 1976, Roper said, "Women couldn't even get their names in the phonebook! Women had no credit, couldn't get credit cards. In most cases, women couldn't even get loans in their name. There was no Title IX. We wanted to change all of that."

She became a founding member of the Lincoln-Lancaster Commission on the Status of Women, NOVA and Business and Professional Women. She also received the Alice Paul Award from the Commission on the Status of Women for promoting women's rights.

"We were all about empowering and advocating for women," Roper said.

Roper encourages young women to keep working to build upon what has been set in place by previous generations. In this way, women's rights can keep advancing toward equality. "Every woman stands on the shoulders of the woman before her," she said.

Roper said she hopes today's youth keep a commitment to service and look beyond their own narrow world. She urges them to be of service to their towns, communities and world, and she hopes they won't be apathetic.

All in all, Roper has found success not only in work but in life. As busy as she can be, it is a sign that her life is full of purpose.

"I'll never be able to emulate her, to be Lynn Roper, but if I can, I'll just carry some of her values and her ability," Bennett said. "I can't believe the right I've had just working with her and seeing what makes her tick. Lynn is a great mentor. Her integrity, her values and her presence in the community are amazing. She's unbelievable." ■

Dream job

ESPN REPORTER PLANNED TO BE A SECRETARY UNTIL SHE GOT THE NEWS 'BUG' IN A J SCHOOL CLASS

By Max Olson

Shelley Smith has a dream job. She interviews famous pro athletes, covers the biggest sporting events in the world and regularly appears on ESPN.

That was not Smith's plan from the beginning.

"I was going to be a secretary, because I was really good at typing," Smith said. "And then I took a photojournalism class in college. I wasn't very good, but I liked it."

Smith, who attended the J school from 1976 to 1981, said she caught the "bug." Through hard work and a change in focus, she managed to turn her newfound interest in journalism into a career as one of the most recognizable reporters for the "Worldwide Leader in Sports."

Smith started her career with the *Daily Nebraskan*. Though she was initially a news reporter, Smith decided to give sports reporting a shot. She found quick success, thanks in large part to making an effort to learn how to cover every sport.

"I became a fan of every sport, not just football," Smith said. "It was great experience learning how to cover every sport possible; to this day it was the best training I've ever had. I feel like I can go out and cover any sport because I learned how to do it at UNL."

Former J school professor Jim Patten taught Smith in his advanced reporting class and knew right away journalism "was in her DNA."

"She was tenacious as a reporter and was not afraid to ask tough questions, but she exhibited a pleasant and cooperative personality when not 'on duty,'" Patten said. "I always tell students not to go into journalism unless they can't help it. She couldn't help it. She was meant for it, and it showed."

At one point in her career with the *DN*, Smith served as both the sports and news editor. *Omaha World-Herald* online editor Larry Sparks started working for Smith at the *DN* in 1980 when she was the sports editor, and Sparks fondly recalls the experience.

"She hired me as a reporter for the sports staff, and almost 29 years later, she remains one of the best bosses I've ever had," Sparks said. "An amazingly talented person and a great teacher. I have told many people that I probably learned more from her than any other person I've ever

been in contact with in journalism."

Though Sparks said Smith had a knack for making everything look easy, she had a hard time balancing her advancing career and her class work.

"I became a not-very-good student because I knew exactly what I wanted to do," Smith said. "Biology class wasn't going to help me get to that point. I slacked off a little bit, but I kept pursuing my dream and got internships. I just kept going, and I haven't looked back."

Smith first got work out of college as stringer for the Associated Press. She learned how to figure out the important angles of a story and how to dictate them over the phone. Smith covered everything from football games to grain-elevator explosions.

Following her work with the AP, Smith moved to Tokyo in 1982 and became the assistant sports editor for *Pacific Stars and Stripes*, the source for American sports news for U.S. troops. Two years later, she moved to San Francisco and spent three years working for the *Examiner*, highlighted by a William Randolph Hearst Award in 1986 for her series on Title IX in the Bay area.

In 1987, she returned to *Stars and Stripes* and also began freelancing. A year later, Smith got her big break.

Sports Illustrated had hired Smith to cover the 1988 Olympics in Seoul, Korea. She was working on a story about the event's drug-control system and the procedures that officials followed when an athlete failed a drug test. She struck gold: World-record sprinter Ben Johnson tested positive for steroids.

"I get a call in the middle of the night, and I end up flying back to New York on the same airplane as him," Smith said. "I got the first interview."

Sports Illustrated quickly hired her, and Smith continued working as a print journalist for nearly eight years.



Photo by Patrick Breen

Smith had never considered a career in broadcasting until she received a phone call from ESPN executive editor John Walsh in 1993.

"I just got a call one day saying, 'Have you ever thought about doing television?' Smith said. "I said 'no,' and he asked if I would ever consider it. I said, 'I don't know. Never say never.'"

Looking to beef up its ability to offer breaking news, ESPN sought print journalists who were willing to cross over into television and do news work, as well as investigative journalism.

"He asked me what I liked best about journalism, and I said breaking stories, and he pretty much said, 'OK, you're hired,'" Smith said. "It became very clear that crossing over was going to prolong what I loved to do, but it's funny — I didn't go after it. I never looked at it as something that I would go into."

Smith was hired full time in January 1997 and now serves as a correspondent stationed in Los Angeles. She's covered a wide range of events and also regularly appears on the network's popular college football show "College GameDay" in the fall.

Smith said she savors the hectic, unpredictable pace and the demanding requirements of her job.

"It's sort of like being an ER doctor because you're on call all the time," Smith said. "There's nothing normal to my job, and that the best part of it — it's different every day."

Her work as an AP stringer proved indispensable during her coverage of the sexual assault trial of Kobe Bryant in 2004.

"Even though I was on television, those skills thankfully came roaring back into my head: how to quickly process information and spew it out," Smith said. "It was very similar to my AP training, only this time I was on television. And my hair had to look good."

Smith said ESPN has not remained immune to the recent economic downturn, but she feels secure in her job. She said the network has been smart about how it has handled the recession.

"It's affected all of us, but we're making cuts that are smart and that the viewer won't notice," Smith said. "We're looking at every single expenditure, which honestly is a good thing. We're still putting out an incredible product and working as hard to be the best we can be, which is the best there is."

Looking back on her career, Smith is proudest not only of what she's accomplished, but how she accomplished it.

"I've been in this business for a long time, and I've made mistakes but nothing glaring, nothing that's hurt anybody or hurt myself," she said. "For as long as I've done this, that's pretty good."

Patten, who's now retired and living in Tucson following 10 years as a department head at the University of Arizona School of Journalism, said he's followed Smith's career with much pride and isn't shocked by all she's accomplished.

"It was plain that she had it in her to go far, so I'm not surprised," Patten said. "I'm proud of her, and I'm sure the college is, too."

The former aspiring secretary has come a long way. She said it's all thanks to her time at the J school.

"I've extremely blessed for what I'm doing and have been allowed to do for 20 years. Everything I learned was from the J school, and I'm not just saying that. It's where I learned the basics." ■

Taking chances

McILNAY IS TWO FOR THREE: A TEACHER AND A LAWYER

By Charlyne Berens

Two out of three ain't bad.

Sharon McIlnay says she's never really had a "life plan," but she did tell people there were three things she'd never do: be a teacher, be a lawyer or be a politician.

So far, she's two for three. She taught business courses at Doane College for six years and has been an attorney since 1989. She has managed to avoid politics — unless you count the consultations she had with the U.S. State Department and U.S. ambassadors when she was on her way to winning a landmark international law case.

All this from a woman who came to UNL to study architecture and ended up with a journalism degree.

"I'm a classic example of someone who had no plan," McIlnay said. Instead, she said, she's had a number of successful careers because she was able to spot opportunities when they arose and wasn't afraid to take a chance. And, while not every single day has been good, on the whole she's had a "fabulous time."

McIlnay grew up in Wyoming but had family roots in Nebraska and headed to UNL for college.

She thought her father wanted her to be an architect, so she enrolled as one of the three or four women students among the 300 or so students in the College of Architecture. "It made for a great dating population," she said. The problem was with the coursework.

"In my era we (women) really hadn't been given drafting experience and stuff like the guys had," she said. "The guys were so far ahead of me." Besides that, she didn't like sitting at her drafting board for hours with no one to talk to.

To be formally accepted to the program, junior architecture majors had to go through a review of their work, including a presentation to a panel of professionals. McIlnay's work didn't go over very well.

"I could see they were thinking, 'Oh, honey, you have to do something else,'" McIlnay remembers. They told her she had a gift for talk, for presentation and that she should pursue something she was good at.

McIlnay went to a phone booth on campus and called her dad, sobbing. "I said, 'Daddy, I don't want to be an architect.'"

To her surprise and relief, her father answered, "Well, Sharon, you don't have to be an architect."

But that left her looking for a different major. Her boyfriend at the time suggested she try journalism, so she did. "It was a much better fit for me," McIlnay said, "in keeping with my personality and skills. I was a much happier person."

NEXT CHAPTER: JOURNALISM

The J school was in Avery Hall in those years, and McIlnay's teachers included Peter Mayeux, Larry Walklin and Tom Spann. »

SHARON MCLINAY

Among her classmates were Rick Alloway, now a J school faculty member, Bob Cullinan and Gifford Rogers, who would become McClinay's husband.

Alloway remembers her as a good student and someone who was fun to be around — and a member of the so-called “Advanced Directors Club,” a small group of students who went out together after their advanced directing class to hash over their work and their projects and the future of the business.

After graduation, McClinay worked several jobs: running a camera and teleprompter at NETV (now NET Television); working as a production assistant for NET Television's coverage of the Legislature; and then working as operations manager at KFOR-FM Radio.

It was an automated station, and her job was to make sure the big reels of music kept playing while she answered the phones, did the books and wrote and cut some commercial spots. “I had to listen for hours on end to what was, in essence, elevator music,” she said. “I'd go home at the end of the day and just want to choke myself.”

Her big chance at KFOR came via her alter ego, Susie Stickit. It was a promotion for the station and involved McClinay's driving a car around Lincoln. Periodically, she'd broadcast live from the car, saying, “This is Susie Stickit from KFOR AM. I'm following a red Chevy Impala, license number whatever. If you pull over, I have a prize for you.”

Susie also did promotions in parking lot at grocery stores, where McClinay met a lot of people who loved her and thought her name really was Susie Stickit. “That was my 15 minutes of fame in the broadcasting field,” McClinay said.

CHANGING DIRECTION

Much as McClinay appreciated and enjoyed working in radio, it was tough to make a living.

McClinay changed direction in 1977 when she met Gary Schwendiman, then dean of the UNL business college. He asked her if she'd thought about getting an MBA, and she decided she'd try it. “It worked out pretty well,” McClinay said.

She taught business classes at Doane College in Crete for six years. “I never worked so hard in my life,” she said. “It was a terrifying experience but one of the best of my life professionally.”

In fact, she said what she learned in the J school helped her be successful in teaching management and marketing. She learned “if you have a question, ask it. What's the worst that could happen? Someone will tell you no.”

She also had learned how to find the answers to questions. And she'd learned how to speak to a mass audience. “That gave me confidence to stand up in front of a class with authority” and was also valuable when she became a lawyer.

In fact, Lucy Reed says those journalistic skills are part of what have made McClinay successful as an attorney. “It didn't surprise me when she said she'd gone to J school,” said Reed, a partner in Freshfields, a large international law firm.

Reed worked with McClinay on international litigation in the early 2000s, and Reed remembers that McClinay had an innate curiosity. “She'd just keep digging, looking for truth in different contexts.”

Besides admiring McClinay's intelligence and good judgment, Reed also recalls McClinay's sense of humor. “I drink my coffee

every morning out of a cowgirl mug she sent me,” Reed said. “She's just full of beans — in a good way.”

“GO TO LAW SCHOOL”

McClinay made the switch from teaching to law when, after six years of teaching, she decided she needed a Ph.D. She had taken 12 credit hours before deciding an advanced degree and a teaching career weren't right for her. So, once again, she seized an opportunity that presented itself.

“My sister was a lawyer,” McClinay said. “She said, ‘Go to law school.’”

McClinay took the LSAT, was accepted to NU's College of Law and started classes when her son was 9 months old. Her daughter was 2.

**“If an opportunity presents
itself and you jump through that
door, it's amazing what you can
be on the other side.”**

Sharon McClinay's suit against Argentina proved to be a textbook case. Literally.

She was general counsel for CMS Energy's international group, and one of the projects involved was a pipeline over the Andes between Chile and Argentina, the highest pipeline in the world.

Her company had bought the pipeline in 1995. At the time, CMS was the single largest foreign investor in energy assets in Argentina, McClinay said. CMS had an agreement that stipulated that the tariff on the pipeline would be calculated in dollars, then converted to pesos at the time of billing. Argentina had pegged the dollar to the peso, so it was a one-to-one trade.

But then Argentina's economy began to have problems. Starting in 2000, the nation reneged twice on its agreement with CMS. Other foreign companies affected by the problem decided not to take action, but McClinay and her co-worker Tom Miller decided CMS should file a claim against Argentina for violating the agreement.

In January 2002, Argentina enacted an emergency measure and de-coupled the dollar from the peso, letting its currency float. The government took tariffs off regulated industries like the CMS pipeline and told companies that their tariff would be peso-denominated from then on.

The result was that the tariff was devalued by two-thirds. CMS sued under a bilateral treaty for expropriation and lack of fair, equitable treatment, taking the case to the International Center for Settlement of Investment Disputes, part of the World Bank.

Argentina argued that its decision was based on necessity, which McClinay said is a legitimate defense for sovereign nations.

It sounds like a nightmare schedule, juggling law school and two small children, but McClinay said, “The babies are what kept me sane.” She was on the staff of the *Law Review*, which brought in a scholarship and a little income, but “I always felt like a computer with no down time.”

Her husband, Gifford Rogers, worked at NETV at the time as producer of shows like “Backyard Farmer” and also helping to develop a pioneering video disc technology. He began doing seminars to teach the technology for people from all over the world, and that led to the family's eventual move to Michigan.

Representatives of major ad agencies representing the Big Three automakers attended one of the seminars and asked Rogers to move to Detroit to integrate the new technology into their businesses. He took the job and made the move — during McClinay's third year of law school. She and the children followed after she graduated in May 1989.

“I wasn't sure I wanted to move to Detroit,” McClinay said, “but it was the best thing that ever happened for us. It opened a world of opportunities I never imagined.”

McClinay joined the oldest law firm in Detroit: Clark, Klein & Beaumont. The person who interviewed her for the job told her the firm usually hired someone from its internship class. “I don't know why I'm offering you this job,” he said. “It just feels right.”

McClinay stayed with the firm for three years and found she particularly enjoyed doing mergers and acquisitions. It let her

combine her business background with her legal training, and she found the work “sexy and fast-paced. You become a deal junkie.”

After three years, though, she wanted out of private practice. She saw a blind ad for a position at an anonymous company, which turned out to be CMS Energy. When she interviewed with the general counsel, he told her, “I don't know why I'm even talking to you. I already picked a candidate.”

But he asked her to come back and interview with the president, “and they offered me the job.”

SEEING THE LEGAL- AND PHYSICAL- WORLD

One of CMS' subsidiaries was a Michigan utility called Consumers Energy. In the early 1990s, many developing nations were privatizing their infrastructure: telephone systems, roads, water and energy. They were trying to grow their economies and attract foreign dollars.

As a result, many US utilities were jumping into overseas investments to take advantage of the higher investment potential — albeit at higher than average risk. The utilities' unregulated affiliates would bid on privatized infrastructure projects overseas and would buy them or bid on the concessions to build, own and operate the projects, McClinay said.

Tom Elward was president of CMS Enterprises Company, a subsidiary of CMS Energy, when McClinay was general counsel. Elward remembers her as intelligent, hard working and »

But the tribunal hearing the case in Paris disallowed the defense, and McClinay and CMS won the suit. However, McClinay added, Argentina has yet to pay up.

Lucy Reed, a partner at Freshfields, the international law firm that worked with McClinay and CMS on the case, said one reason CMS was successful was that McClinay and her colleagues realized earlier than counsel at other firms that “Argentina wasn't going to play fair.” CMS filed before than anyone else, a move that Reed said proved to be prescient.

McClinay said the case was a fascinating experience. Even though she had worked in international law, she was new to public international law. “I learned a tremendous amount about policy and political relationships,” she said, meeting frequently with people at the U.S. State Department and with U.S. ambassadors.

“It was a very interesting view of a different part of what makes the system work,” McClinay said. The case set a precedent, establishing the liability of the state to foreign investors despite the state's claim of necessity.

In fact, that case was so influential in international law that it came up in a political science class at UNL, a class in which McClinay's daughter, Morgan, was a student.



Photo courtesy Sharon McClinay

Morgan Rogers recognized the description and said, “That's my mom's case.”

Her classmates, rolling their eyes, said, “Oh, sure.”

It took a while before Morgan Rogers could convince her fellow students and professor that this woman in the textbook case was, indeed, her mother.

SHARON McILNAY

assertive — but not aggressive. He said McIlInay knows how to be socially graceful and still “get stuff done” in a variety of situations.

“She’s a very good communicator,” Elward said. “She could speak before a room of 50 lawyers or sit down and hassle over a contract with a group of legal and business people.”

McIlInay found the work demanding and exciting. “For me, this led to a chance to get into development, building from the ground up in foreign jurisdictions. ... There was never such a thing as a down day — or minute,” she said.

The hard part was the fact that she still had two little kids. And her husband’s work also involved foreign travel. “It was professionally very rewarding but personally really stressful,” Mcilnay remembers. “But you live your life and do the best you can.”

She traveled a lot to South America and many times to Australia as well as managed the legal work for projects in India, Asia, Africa and the Middle East. She accumulated platinum frequent flyer miles on three airlines. And she made friendships all over the world and worked on what she calls some “amazing” projects. “I feel blessed to have had those opportunities,” she said.

It is a case in Argentina in the early years of this century that was her most memorable, McIlInay said.

But in 2006, CMS decided to leave the risky international arena. After spending 15 years working internationally, McIlInay was unwilling to confine herself to business only in Michigan. So in 2007, she and Tom Miller, another CMS employee, formed their own company, Matias Energy LLC.

She and Miller, an engineer, both have a long history in pipelines and power plants and related fields. They’ve put their experience and expertise to work consulting for large energy companies, Miller said, managing the process of purchase, sale or development of infrastructure and, if things go awry, helping the company handle litigation.

Echoing comments from others who have worked with McIlInay, Miller said he thinks his partner has been successful because, for one thing, “She’s smart as hell.” But he adds that she has the ability to be both comfortable and effective in widely varied situations throughout the world. “She comes up with creative solutions and works at it until it gets done,” he said.

The partnership is still in its infancy, but so far, McIlInay said, “We’re having a good time.” In fact, she’s enjoyed everything she’s done — not that every day has been absolutely perfect.

“There were some moments when I wondered if I was doing the right thing,” McIlInay said.

“But if an opportunity presents itself and you jump through that door, it’s amazing what can be on the other side.

“I never imagined any of this. I just wanted to do things and see the world.” Who needs a life plan? ■

Worldly view

TRAVEL, EXPERIENCE GIVE REPORTER UNUSUAL PERSPECTIVE

By Sara McCue

She’s only 29, but Olga Pierce has already seen more of the world than many people.

She’s worked in Tanzania as volunteer at a rural elementary school, living with a family who spoke no English.

She spent several months reporting for the *Hindustan Times* in India.

She wrote about the dangers of methadone for *The New York Times*.

And now the J school grad is working in New York as an investigative reporter for ProPublica, a nonprofit news organization.

All of this seems a world away from her roots in Kansas, California and Nebraska, where she spent her childhood.

But then, Pierce brings an unusual mix of cultural awareness and education to her career.

“I think I got exposed to a lot more things than many people do when they’re a kid,” Pierce said. “I always had a sense of the world being a very large place. You know, I never really had a fear of foreign culture, of different languages or food that was different.”

Now a New York-based investigative reporter for ProPublica, Pierce has worked in places as varied as Tanzania and India.

Pierce speaks six languages. She is fluent in English and Czech. She also speaks basic Arabic, Swahili, Russian and Hindu.

“Language in general has always been really fascinating to me,” she said. “And I think that when you’re exposed to a foreign language you all of the sudden learn new things about your own language.”

Language may come naturally to her. After all, Pierce’s mother, Mila Saskova-Pierce, is a professor of foreign language at UNL. She said her daughter was always “quick” and had “keen interest” from a young age.

“She needs to decompose things to understand it,” Saskova-Pierce said.

Although Pierce loves language, she originally studied international economics at Georgetown University in Washington, D.C.

“I studied economics in high school, and I thought that’s really what I wanted,” Pierce said. “I wanted to study economics because I wanted to help people, and I started to ask myself around my third year, ‘How much is it really going to help people if I get a job looking at spreadsheets all day?’”

That’s when Pierce decided to study journalism. She paired her degree from Georgetown with a bachelor’s in news-editorial from UNL.

Amanda Trice, a friend of Pierce, said Pierce always wanted to help others.

“She’s also very smart about people and very aware of her emotions and other people’s emotions,” Trice said. “She’s very conscientious, cares a lot about other people and cares about the world.”

Pierce’s desire to help people is one of the reasons she chose to go to Tanzania, Africa. Before graduating from UNL in 2005, Pierce traveled to Africa to volunteer at the rural elementary school Shinda Basic School in Arusha. She also worked at a women’s rights organization and lived on a “shoestring budget” while she was there for about half a year.

“It is really encouraging to be somewhere where people still really value the old school principles of what makes good journalism.”

In Tanzania, Trice and Pierce worked together for six months in 2004 at the English-speaking school.

“Their cultural differences are a challenge,” Trice said. “More specifically, the really hard thing for me was dealing with being a minority.

“The family Olga lived with, the parents didn’t speak any English at all,” she said.

But for Pierce it just added to her education. And learning is obviously important to her. She earned a master’s degree from Columbia University’s Graduate School of Journalism in 2008. While there, she wrote about methadone for a class assignment.

“It was a sort of classic journalism moment,” Pierce said. “Everyone always says that a story can come from anywhere. So I was wandering around this really terrible neighborhood in the Bronx, and I looked really out of place.” A man approached her and told her she should write about methadone, she said.

“It also appealed to me because it was an opportunity to give a voice to people who have been trying to get the government and media to listen to them for a long time,” Pierce said.

Some of Pierce’s classmates at Columbia were freelancers for *The New York Times*. They encouraged her to submit her article for publication. First, Pierce’s adviser sent her story to the health section, but it was rejected. However, the national desk agreed to publish the article.

At the time of the story’s publication in

August 2008, Pierce was working as an intern for the *Hindustan Times* in India, where she worked from July to October 2008. She was in Dharamsala and said it was really great to be able to sit “at an Internet café in the Himalayas reading my story at *The New York Times*.”

Pierce’s mother said it was difficult being away from her daughter.

But the internship, Pierce-Saskova said, was a chance not to just “see it (India) for one or two weeks from a cruise ship deck but actually to see Indians and to work with Indians.”

And that was what Pierce wanted. “I think it’s really important in life to be your own person and spend your time working on the things you think are important,” she said.

Now that Pierce works for ProPublica, a news organization trying to create a new business model for investigative journalism, she is able to use all the skills she gained from her education and travels. Many people who question the future of journalism think nonprofits such as ProPublica will help save jobs.

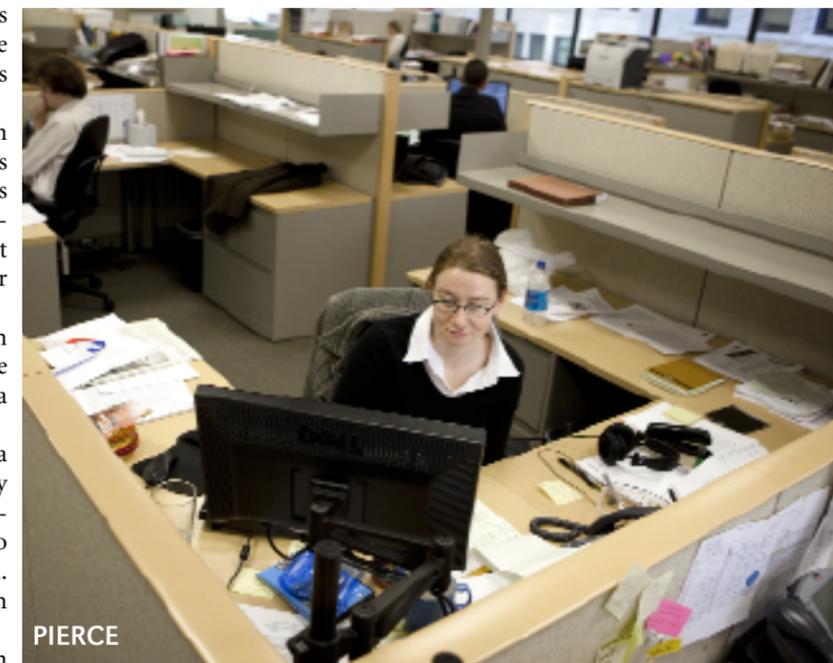
“I don’t think anybody knows what journalism will look like five years from now, but it is really encouraging to be somewhere where people still really value kind of the old school principles of what makes good journalism,” Pierce said.

She said ProPublica has hired many amazing investigative reporters whose work appears in a variety of publications.

“I think that ProPublica is kind of unique because there’s not really a beat system — or at least no formal one like there would be at a daily news — so they really value people who know a lot about a lot of different things,” Pierce said.

And although she has expanded her own knowledge by traveling thousands of miles away from Nebraska, Pierce said she won’t forget her experience at UNL.

“I’ve never really been in a journalistic situation and not felt prepared,” Pierce said. “I really do credit Nebraska for that.” ■



PIERCE

Photo courtesy Olga Pierce

Enchanted by UNL grad's question for the president

By Susan Burzynski Bullard

When *New York Times* reporter Jeff Zeleny asked President Barack Obama a question at the press conference marking Obama's first 100 days in office, the question itself got an unusual amount of news coverage.

Zeleny, a 1996 CoJMC graduate, asked: "What surprised you the most about this office? Enchanted you the most from serving in this office? Humbled you the most? And troubled you the most?"

The president repeated the adjectives and answered each question deliberately. And the commentary began.

"Zeleny kind of made his way into the history books with his question to Barack Obama," said Bob Schieffer during a CBS interview with the *Times* reporter. "It was a great question."

UNL associate professor Barney McCoy, a former TV news anchor, said: "I think it's important to see if our nation's leader can think critically on his feet. This question allowed us to see Obama do that. It went beyond day-to-day politics."

J school professor Charlyne Berens, who has taught political reporting and written books about politics, agreed. "He got at things that questions only directed to policies would not have gotten to ... the depth of his work."

Obama's answer to Zeleny was lengthy and reflective. He said he had been "surprised ... by the number of critical issues that appear to be coming to a head all at the same time."

As for enchanted, Obama referred to servicemen and women. "Enchanted is probably not the word I would use, but I am so profoundly impressed and grateful to them for what they do."

Some criticized Zeleny's question as soft. But in an interview on CBS' "Washington Unplugged," Zeleny said he would not have asked that kind of question if he'd been called on at the beginning of the press conference.

"This was question, I think, seven or eight out of 13 — almost the seventh inning stretch, if you will — so I figured why not let him stretch a little bit."

Zeleny probably knows Obama better than just about any other politics reporter, having covered Obama as a senator for the *Chicago Tribune*, Obama's hometown newspaper.

Obama's answers offered perspective into how he views life in Washington, he told Schieffer.

McCoy said it's not the kind of question you can ask more than once. "The White House press corps is so insular, it was interesting to see a member of the press corps break out of the mold."

And in a forum limited to very few questions, *Newsweek's* Howard Fine-man, commenting for MSNBC, said you have to admire Zeleny for getting a four-part question past the president. ■



ZELENY

Remembering Lincoln

IT'S ALL JOURNALISM

By Kiah Haslett

For Bernard Vogelsang, reporting for the *Daily Nebraskan* and working for *De Telegraaf*, the largest newspaper in the Netherlands, is pretty similar.

The fundamentals of journalism are the same whether he's writing in English for an audience of 13,000 or in Dutch for more than 2 million.

"No matter where you work in journalism," he said, "your work is always about fair reporting, never taking no for an answer and checking facts, checking facts and checking facts."

Vogelsang, 33, learned those skills as a graduate student at the J school in the late 1990s.

The Amsterdam native came to the United States on the advice of a professor at the University of Groningen in the Netherlands.

He wound up in Lincoln at a top journalism school in the middle of a prairie. After a year of study abroad, he returned to Amsterdam and is now a business reporter for *De Telegraaf*. He has met Bill Gates, Michael Dell, John Chambers of Cisco and Ron Sargent of Staples.

But Vogelsang hasn't forgotten his Nebraska experience. He considers UNL to be his second home.

"Just like most other students, I worked hard when I was taking journalism classes at Avery Hall," he wrote in an essay. "I still remember that I sometimes worked until 4 a.m. when I was co-editor of the Journalist online edition, which has now become NewsNetNebraska."

Vogelsang said he learned a lot from Dean Will Norton Jr. and faculty members like John Bender, Nancy Mitchell, Charlyne Berens and former faculty members Mike Stricklin and Daryl Frazell.

Berens taught Vogelsang in a beginning reporting class and said she remembers his upbeat nature.

"He was cheerful all the time and wanted to learn. He worked hard and always had a smile on his face," she said. "I remember he told us if we ever go to Amsterdam to stop by and see him."

Vogelsang wrote 30 stories for the *Daily Nebraskan*, where he covered residence halls.

He said his most memorable article, however, was "a piece about the new interior design of the Burger King restaurant on campus — much to my surprise."

While in Nebraska, he met well-known war correspondent Peter Arnett.

"Arnett explained to me how he was able to survive the wars in Iraq, Vietnam and Afghanistan," Vogelsang wrote. "I

just always ducked at the right time," the former CNN reporter said with a great smile."

But Vogelsang said his most memorable interview was with former Nebraska Gov. Frank Morrison, who was 97 at the time.

"He was so full of energy and gave me a sharp analysis of the political minefield President Clinton was in because of his affair with Monica Lewinsky," he said.

Even though Vogelsang only spent a school year in Nebraska, he made friends for a lifetime. He said Lincoln residents Byron and Marilyn Anderson were like a host family to him and dined with him once a week.

The Andersons were paired up with Vogelsang through a program called Friends of Foreign Students. Marilyn Anderson said she and her husband have enjoyed all of the students they've met, but really bonded with a certain few. Vogelsang is one of those.

"I have everything good to say about him," said Marilyn Anderson, 66. "He was always energetic. We thoroughly enjoyed him. He's one of a kind."

She said they gave Vogelsang a bike, which he rode to an 8 a.m. class on East Campus in the snow.

"That's the kind of person he is. Other kids would have cars and wouldn't go, but it was his class and he went no matter what," she said.

As a journalist, Anderson said, Vogelsang is precise.

"He always demanded perfection out of himself, and when he wrote something, he didn't put a slant on it. It was always the facts," she said.

Vogelsang said the Andersons were supportive of his writing.

"Bryan is ... very interested in my journalism work," he said. "(He) always jokes that 'you don't fight with people who buy ink by the barrel.'"

When Vogelsang was a student in the spring of 1999, the Andersons took him on a short trip through Nebraska.

"I still remember that we were having coffee at a cafeteria on a Sunday morning in Meadow Grove (about three hours northwest of Lincoln, near Norfolk)," he wrote. "People over there said to each other, 'We have got a foreigner in town. Come see him!'"



Photo courtesy Bernard Vogelsang

VOGELSANG

Vogelsang said he's stayed in touch with the Andersons since leaving Lincoln. They have traveled to Amsterdam and met his parents and siblings. And he visits the Andersons whenever he's in the United States. He treated Bryan with tickets to the Nebraska-Virginia Tech football game in September 2008, and the two watched the Huskers lose, 30 to 35.

"I had bought tickets for that game for a small fortune on eBay," he said. "People joked at the stadium that there is no recession in Nebraska on football Saturdays."

Both former professors like Berens and current friends say what makes Vogelsang such a wonderful friend and a good journalist is his ability to communicate and his mindfulness.

"Bernard's most effective skills are his unique people skills," said André Spaansen, a former classmate of Vogelsang's from the University of Groningen, where the two studied history and journalism. "He'll stay in touch with his old friends, even if they — and himself — are sometimes very busy for a while working or doing other things."

Spaansen said the two remained friends when they studied abroad:

Spaansen studied in Montreal while Vogelsang was in Nebraska.

"He was a very active young man, doing all kinds of projects and (focusing) on becoming a good reporter for print media," he wrote in an e-mail.

Spaansen said Vogelsang even lobbied on his behalf at *De Telegraaf*. Because of his friend, Spaansen is in his fifth year as a correspondent based in Groningen, in northern Netherlands.

De Telegraaf, with more than 2 million readers, is one of the largest newspapers in Europe.

Vogelsang is friends with everyone, Anderson said. She said her niece and some friends traveled to Amsterdam over New Year's several years ago. Vogelsang contacted the girls and together, they watched the Nebraska football game in a barn on New Year's, and he showed them around the city the next day.

"Once he's your friend, he's your friend," she said. "He's very contentious, very thoughtful and we couldn't have had a better experience with him. ■"

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Alive in her students' hearts

Former associate dean Wilma Crumley dies in May

BY CHARLYNE BERENS

When the journalism college was still in Avery Hall, Wilma Crumley's office was part of the Hitchcock Center. Just outside her office door hung a 4-by-6 foot portrait of a distinguished looking couple. More than a few times, visitors would ask, "Is that Dr. Crumley in the painting?"

It was actually Martha Hitchcock, standing with her husband, Gilbert Hitchcock, founder of the *Omaha World-Herald*. But the likeness to Wilma Crumley was and still is remarkable. And Crumley could justifiably be included in a painting of leading Nebraska journalists.

"She was a pioneer on the frontier of women's rights and a truly creative thinker," said journalism college Dean Will Norton Jr.

Wilma Crumley died May 21 after a battle with cancer. She had been a member of the advertising faculty, head of the graduate program and associate dean of the college before retiring in 1991. She held the Martha H. Hitchcock Distinguished Professorship from 1965-91.

Bob Thacker was one of Crumley's students in the late 1960s. "In many ways, she reminds me of Eleanor Roosevelt," Thacker said, "someone who opened doors for many people and

had such a strength about her."

Born in Shelton in 1927, Wilma Bruner earned a B.A. from Midland College in Fremont. She married William Crumley, and the couple had two daughters and a son before her husband died. She worked in the advertising department at the *Fremont Guide and Tribune*, *Lincoln Journal* and *Star* and *Manhattan Mercury* in Kansas. She earned an M.A. and Ph.D. from the University of Missouri.

Thacker, now vice president of marketing at OfficeMax, thinks it was partly Crumley's own life experience that made her so strong and such a leader. "She lost her husband early and raised two daughters by herself," he said. "She championed opportunities for all her students and was a tremendous role model for women. But men were equally inspired by her."

Mike Stricklin, now teaching in Brazil, worked closely with Crumley when he taught at the J school. He agrees with Thacker's observation. "Remember that Bill had died young, in his 20s, leaving two daughters for Wilma to rear," Stricklin said in an e-mail. It took courage and stamina to go on and forge her own career while raising her children, he added.

Stacy James, a member of the J school advertising faculty, was also a former student in the late '60s. She said Crumley was one of the "quiet hard workers who understood that, [as a woman], she had to work twice as hard to be perceived as half as

good. She understood that very well."

Years later, Crumley's hard work and leadership were recognized when she was inducted into the National Federation of Press Women Hall of Fame. Ruth Brown, an advertising faculty member, said Crumley is one of only 25 women in the nation to be so honored. "She is right alongside Helen Thomas and Sarah McClendon," Brown said.

But Crumley was not a driven, distant professional who didn't relate to her students. James remembers Crumley as "an interesting mix of academic intellectually mystery and a very warm, sincere, supportive hands-on person."

Thacker experienced that support in a big way when he was a student. He describes himself in those years as "a poor kid from the northeast side of Lincoln." In his junior year, his course load was so demanding that he simply could not work part-time to support himself. "At one point, I ran out of money and ran out of food. For three days, I was just existing."

Thacker nearly collapsed in Crumley's class. When she discovered the reason, she took him immediately to her office and used an emergency fund to lend him \$25, a substantial amount of money in 1969. "She cared very much about her students," Thacker said.

James said that story is not unique. Crumley would often help students in "her own quiet way" so that they could stay in school. "She was a behind-the-scenes support person," James said. "She didn't want a lot of accolades."

Stricklin recalls how Crumley would hold a student's baby

while the mother made a class presentation and how the professor could demonstrate to a despairing undergraduate that there is always another way to resolve a crisis.

And Crumley supported him, too, Stricklin said. In fact, he counts her as one of the four truly great teachers he's had in his life. "She taught me how to nurture the talents of others," he said.

Sriyani Tidball, who joined the advertising faculty at the J school in January, remembers writing to Crumley in 1989 from Sri Lanka. Tidball wanted to enroll in the college's graduate program, and Crumley "opened many doors for me." Crumley, Tidball said, "was always there for me. ... I am most grateful for the difference she made in my life."

Many former students tended to stay in touch with Crumley. James said, "For me she was such a rock, somebody I could talk to. ... She didn't play games. What you saw was what you got, and I really respected her for that."

Thacker said he called Crumley at different times throughout his career when he was faced with tough decisions or opportunities for new jobs. "She was so amazingly wise and objective," he said.

"I wish she weren't gone," Thacker added. "I'll miss her."

But then he quoted from a letter Eleanor Roosevelt wrote to a friend: "No one ever dies who stays alive in the hearts of those they leave behind."

"Wilma Crumley is alive in thousands of people today," Thacker said, "and for generations to come." ■

Wilma Bruner Crumley, 82, died Thursday, May 21, 2009. She was born on Feb. 26, 1927, to Flora Ann (Gillean) and Harold Bruner in Shelton.

Wilma married William E. Crumley. She worked in the advertising departments at the *Fremont Guide & Tribune*, *Lincoln Journal* and *Star* and *Manhattan Mercury* in Kansas.

She earned a B.A. from Midland College, Fremont, and an M.A., and Ph.D. from the University of Missouri. She was an instructor at the University of Missouri and Stephens College in Columbia, Mo. At the University of Nebraska-Lincoln, she was a professor of journalism, chair of the advertising department, associate dean of the College of Journalism and chair of the college's graduate program. She was the Martha H. Hitchcock Distinguished Professor from 1965-1991.

She received the UNL Award for Distinguished Teaching; Woman of Achievement Award, Nebraska Press Women; Midland College Alumni Achievement



Gary Grahnquist, Stacy James and Bob Thacker with Wilma Crumley (sitting) in a 1970 photo.

Photo courtesy Stacy James

Award for Outstanding Alumni Award in Journalism; Association for Education in Journalism and Mass Communication Presidential Award. She was inducted into the National Federation of Press Women Hall of Fame.

She was a member of the

Midland College Board of Trustees, the UNL Emeriti Association Board of Directors and the Family Service Board of Directors.

Survivors include: two daughters and their husbands, Kathryn and Larry Rollins, Omaha, and Elizabeth and John Varvel, Lincoln; a sister, Silvia Anderson, Harrisburg, Ore.; four grandsons, Nathaniel Rollins, Kristopher Rollins, Jacob Varvel, David Varvel; two great-grandsons.

She was preceded in death by her husband, William E. Crumley, and a son, William E. Crumley Jr.

A memorial service was held May 30 at the Wick Alumni Center on the UNL campus with a private family burial service. ■

RICK ALLOWAY was granted tenure this spring and promoted to associate professor. He coordinated judging of radio entries for the Missouri Broadcasters Association awards competition; served as moderator for a discussion session and live Webcast with Twitter founder Evan Williams; worked with the Cooper Foundation and the producers of the E.N. Thompson Forum to coordinate production by CoJMC students of the radio public service announcements for each of the Forum speakers this semester; and started work on development of a second Web-based audio service to complement the existing service on KRNU.

TIM ANDERSON wrote and presented a paper at the 2009 Mari Sandoz Spring Conference, "Finding Fathers: Mari and Jules Sandoz and John and Nicholas Neihardt." He also had an essay, "Memorializing a Mountain Man: John G. Neihardt, Doane Robinson, and Jedediah Smith," published in the spring issue of *South Dakota History* magazine.

CHARLYNE BERENS gave a presentation on "The Art of Democracy" with Jack Oliva, dean of the UNL College of Fine and Performing Arts, as

part of the Nebraska Colloquium. She was a member of the UNL Women's Week steering committee and serves on the publications committee for the Association for Education in Journalism and Mass Communication. She directed and taught in the Dow Jones Newspaper Fund editing intern residency at UNL in May and was an adviser for New Student Enrollment during June and early July.

RUTH BROWN wrote two chapters, "Citizen Marketing" and "Social Interaction and Marketing to Children," that will be published by IGI Global in *Handbook of Research on Social Interaction Technologies and Collaboration Software: Concepts and Trends*, editors Tatyana Dumova and Richard Fiordo. The book will be published this summer. She was elected president of Nebraska Press Women in fall 2008 for a two-year term. A state affiliate of the National Federation of Press Women since 1946, NPW provides professional growth opportunities for women and men in the communications field. Programs include conventions, workshops, contests, awards, and scholarships.

SUE BURZYNSKI BULLARD is teaching a one-

week course in July for Michigan high school journalism teachers. The Michigan State University course on emerging technologies is part of a new master's degree journalism program for high school teachers.

TRINA CREIGHTON was promoted to associate professor.

MARY GARBACZ is coordinator of Strategic Discussions for Nebraska. In January, the project won a bronze award for excellence in writing from District VI of the Council for Advancement and Support of Education for its first magazine, *Immigration in Nebraska*, which was published in June 2008. Strategic Discussions for Nebraska published its second magazine, Nebraska's Economic Future in May 2009. Strategic Discussions for Nebraska is a privately funded research arm of the UNL College of Journalism and Mass Communications.

LURIE THOMAS LEE presented a research paper at the Broadcast Education Association convention in Las Vegas in April. The paper, "Have We Lost Our Privacy? The History and Evolution of

Privacy," was presented to the History Division. Lee also spoke on a Law Division panel at BEA about the "Current State of Privacy." She was also reappointed to the board of directors of ACLU Nebraska.

BERNARD "BARNEY" MCCOY'S documentary, "They Could Really Play the Game," received recognition from the Broadcast Education Association's Festival of Media Arts and earned a "Golden Ace" award at the 2009 Las Vegas International Film Festival. McCoy directed, wrote and produced the documentary. CoJMC lecturer Bruce Mitchell was videographer on the documentary project. Another CoJMC documentary, "Exploring the Wild Kingdom," which McCoy produced and co-wrote and that Mitchell shot and edited, was an "honorable mention" at the 2009 Las Vegas International Film Festival and was screened at the East Lansing Film festival at Michigan State University and the Kansas City Film Jubilee in Kansas City.

An abstract authored by McCoy, John Creswell, professor of educational psychology at the University of Nebraska-Lincoln, and several faculty members at universities in South Africa, has been accepted for presentation at the

Mixed Methods Conference July 8-9 hosted by the School of Healthcare, University of Leeds, United Kingdom. The abstract is titled "The Use of Mixed Methods Thinking in Documentary Development."

JERRY RENAUD taught Web journalism by distance education for one week to students at the Kosovo Institute of Journalism and Communication in Pristina, Serbia. He was a member of two panels at the Broadcast Education Association in Las Vegas in April. He completed a four-year term as the Webmaster for the Documentary Division of the Broadcast Education Association. Along with co-producer

AMY STRUTHERS, he completed the documentary "Alternative Energy and Nebraska's Future." It premiered at the Mary Riepma Ross Media Arts Center in April. With Peter Bleed and Luis Peon-Casanova, he wrote an article, "Burning Issues: Observations on Old and New Burned Earthlodges," that was published in *Plains Anthropologist*.

JOE STARITA is teaching "Native Daughters," a yearlong course that examines the role Native American women have played in traditional

Native culture's past, present and future. As part of the class, he took a dozen depth reporting students to the Pine Ridge Reservation during spring break to interview Lakota teachers, medicine women, political leaders, elders, environmentalists and women's rights advocates. When it's finished, the project will include a one-hour documentary, a full-color magazine and a Web site. His book, *I Am A Man - Chief Standing Bear's Journey For Justice*, was published by St. Martin's Press in January.

BRUCE THORSON earned an honorable mention in sports action from Nebraska News Photographers Association, professional division, Pictures of the Year Competition. This summer, he is working on a photo documentary project on the Great Recession in Nebraska: The Happiest State in the Union; it is scheduled for exhibition at the Great Plains Art Museum in January and February 2010. In addition to the exhibition, he will display the content on a Web site devoted to the subject and, he hopes, will produce a photo book.

LARRY WALKLIN was elected chair of the University Curriculum Committee for the 2009-10 academic year. ■

Mike Stricklin works and lives in Brazil. Stricklin tells gringos.com his most memorable experiences and gives advice to newcomers.

TELL US A LITTLE ABOUT YOURSELF, WHERE ARE YOU FROM, WHAT DO YOU DO ETC.?

Our history with Brazil and Brazilians spans four decades. Born and reared in Texas, I am an emeritus professor of journalism and mass communication studies at the University of Nebraska, with degrees from Baylor University, the University of California-Berkeley, and the University of Iowa. I had been a newspaper reporter, editor, and publisher before becoming a teacher for 31 years. Chere, born in Louisiana, is a retired blood-banker, having run the laboratory in Lincoln, Nebraska. We live, since January 2005, in Teresina, Piauí, where I am a visiting professor in the Department of Social Communication and Journalism at the Federal University of Piauí (UFPI). I write an occasional column for "O Diário do Povo" here. Chere works with educational exchanges, mostly as liaison between schools across the world and piauienses. It is not uncommon for her to telephone three or four countries every day! We have two adult children, Woods and Robin. Both studied Portuguese in Brazil. Woods Stricklin, 37, is a language and ESL teacher in Portland, Oregon, and father of Rubin and Penelope Jane. Rubin, 16, will arrive in Teresina in January to study Portuguese and Brazilian culture. Penelope, 9, proudly wears the colors of the Brazilian select team and plays soccer, along with other sports. Robin Stricklin, 30, an accomplished equestrian, lives in New Orleans and has a rock and roll trio with a very complicated name — the Leah Quinella All Stars, Featuring Happy. Robin plays drums, guitar and sings (sometimes the music of Caetano!) Happy plays guitar, slide whistle, recorder and kazoo. Asia, the third member, sings, plays guitar, and writes most of their songs.

WHEN DID YOU ARRIVE IN BRAZIL, AND WHAT BROUGHT YOU HERE?

My wife and I are, in a way, fulfilling a long-time dream. We arrived for the first time in Rio on December 8, 1966 as Peace



MIKE & CHERE STRICKLIN

Corps Volunteers. I was 22 and she 21. We lived for two years in Brejo Grande, Sergipe, a very old community at the mouth of the São Francisco river. At the time, there were about 2,500 inhabitants, no electricity, no treated water. I had been trained as a journalist and Chere as a biochemist, both of us at Baylor. I helped develop a vegetable garden for more than 250 elementary school children. She dispensed medication at the SESP health post, explaining to the mothers how to use them. We conducted a census (my minor area of study had been sociology), and were able to put together an analysis of the town that had direct impact, particularly in education. For example, the mayor funded a kindergarten and provided adult literacy classes. We learned a lot, but I must say that the people of Brejo Grande taught us much, much more than we taught them. Our lives were changed forever.

That was the '60s. We took time off for graduate school and for children in the '70s, returning for a visit to Brazil for the first time in 1981. (We flew on the inaugural American Airlines flight from DFW airport to Guarulhos.) The next visits came in 1989 and 1990 as Partners of the Americas exchanges. Then, in 1996, I was invited to lecture at UFPI, which I continued to do annually during my summer vacations. (I gave the first extension course about the Internet in Piauí in 1996, for more than 180 students.) I was a Senior Fulbright Scholar at UFPI in 1999, and helped start a graduate program in journalism.

The May 2003 day that I decided to take early retirement at Nebraska, I went

home and asked "Vamos aposentar em Teresina?" Chere replied, "Embora!" It was an easy decision, to make a dream come true.

WHAT WERE YOUR FIRST IMPRESSIONS OF BRAZIL?

First impressions: Rio is hot in December. (As hot as Teresina, although cariocas will never admit to this!)

Brazilians are amazingly hospitable and tolerant (Imagine twenty or so novice Peace Corps Volunteers boarding the same bus armed only with a vocabulary of about 2000 words and trying to pay the fare of old Cr\$100 with Cr\$5000 notes. It could have been a disaster, but the fare taker merely threw his hands up in surrender...)

LATER IMPRESSIONS?

Brazilians are not troubled by disorganization, but too many Americans are, dangerously so (If the meeting was scheduled for 9:00 a.m., that means only that there is absolutely no possibility that will it start before then. Although there is no disrespect at all intended, the American too often gets miffed, then retreats into a defensive posture.)

Brazilians place family above all else, except God. (A hundred or more from one family will gather for Sunday lunch, representing three or four generations. The American has no hope of keeping the names straight.)

Brazilians never take a promise idly. (If the American says, yes, I will go with you to whatever, it appears to be taken as a solemn commitment. On the other hand, Brazilians hate to say no, so when the American invites someone to dinner, the response will always be yes. Disappointments abound because the American does not know that an invitation must always be confirmed. (In other words, it is the invitation itself that matters most. Rule: Never get your feelings hurt. And, always say yes, but expect confirmation to be required.)

One final observation in this regard: Culture shock is a process and not a label, i.e., it never ends yet merely changes over time. Of course the initial and superficial

matters such as cuisine, the physical ambiance filled with another language, other noises and aromas, will be surmounted through experience. But, at deeper levels, I must say that I learn something new almost every day about how human nature can be so totally the same and at the same time be played out in such different ways. Amazing!

WHAT DO YOU MISS MOST ABOUT HOME?

These days, very little, due in large part to broadband Internet and Skype. I have libraries at my fingertips, and can visit with family and friends daily. What's to miss?

WHAT HAS BEEN YOUR MOST FRUSTRATING EXPERIENCE IN BRAZIL?

It required more than a year to receive permanent visas.

WHAT HAS BEEN YOUR MOST MEMORABLE EXPERIENCE IN BRAZIL (SPECIFIC INCIDENT)?

There are so many, but to choose only one, because I am the only non-Brazilian to have been so honored, I am reminded of the ceremony in 2005 when I was made a Citizen of Teresina, surrounded by friends. I ended my remarks that night with these words: "To think about having my name written down along with those who have been granted this title tightens the muscles in my throat and brings tears to my eyes. You see, I am a romantic and an idealist, perhaps a dreamer. Yet, I dream good dreams, and, more than even these, I am honored to have my name and that of my family recognized by the leadership of this city as being worthy of being called Teresinense, of formally joining the tens and hundreds and thousands who call Teresina home."

WHAT DO YOU MOST LIKE ABOUT BRAZIL (IN GENERAL)?

There is nothing better than a Brazilian festa (somehow, the word party just doesn't do!) Brazilians truly enjoy each other. (I love to say to my friends and fam-

ily back in the States, "Well, last night, when we were at a birthday party with about 200 of our closest friends... By the way, what were you doing?")

WHAT IS YOUR FAVORITE RESTAURANT/ PLACE TO HANG OUT HERE?

In Teresina there is the Santana's Bar, which has been in business almost 60 years. No sign outside, just a place on a downtown corner. There are about a 100 or so Amigos do Santana. On a given Saturday afternoon we have lunch together, with much cold beer, a little rum and Coke, and swap stories.

DO YOU HAVE ANY FUNNY STORIES/INCIDENTS TO TELL ABOUT YOUR TIME IN BRAZIL?

Chere and I have been active members of the Partners of the Americas for many years. Piauí and Nebraska are sister states, and we hosted many Brazilian visitors to Nebraska, so many that our home was christened "Hotel Chere"! One time we had two distinguished physicians from Teresina visiting us, one being the state secretary of health and the other a clinician (and later president of the Brazilian medical society). That first night, they watched me intensely for cues on what to do. After dinner, I rose from the table and carried my dinner things to the kitchen, rinsed them off and put them into the dishwasher. Both were gentlemen and on their very best behavior, so they, too stood, picked up plates, knives, and forks, and followed my lead perfectly, rinsing and stowing just as I had done. The future president smiled and said, "Your Maria never takes a day off, right?"

WHAT DIFFERENCE BETWEEN YOUR HOMETLAND AND BRAZIL DO YOU FIND MOST STRIKING?

Days of the same length — being only 5 degrees from the equator — and only having two seasons, wet and dry.

HOW IS YOUR PORTUGUESE COMING ALONG? WHAT WORDS DO YOU FIND MOST DIFFICULT TO PRONOUNCE/

REMEMBER OR ARE THERE ANY WORDS THAT YOU REGULARLY CONFUSE?

It is good to be a so-called "life-long learner." It comes in handy, particularly when I make a mistake in Portuguese. It is well for one to know that Brazilians delight in double and triple entendre. So many words have more than one meaning that an entire conversation can seem to be conducted in a sort of code. For example, the other night, at Santana's Bar, I asked a fellow for his e-mail. Everybody laughed, but I didn't get the joke. I should have asked for his e-mail ADDRESS, because the word e-mail, when pronounced badly, has quite a different meaning, one that I cannot share on a family Web site!

WHAT ADVICE DO YOU HAVE FOR NEWCOMERS TO BRAZIL?

Relax, this is Brazil!

WHAT ARE SOME THINGS THAT YOU WOULD RECOMMEND FOR A VISITOR TO DO IN SÃO PAULO (OR ANYWHERE ELSE IN BRAZIL)?

The northeast coast of Brazil, from Fortaleza to São Luis is (as yet) little known. Take a plane to Fortaleza, book a stay at the Boa Vista Resort in Camocim, continue on to the delta of the River Parnaíba, unique in the world, and stay the night in Luis Correia, finish up in the Lençóis in Barreirinhas, Maranhão. Unforgettable beaches, sea food, steadiest sea breezes in the world (really!) and hospitality. Fly home from São Luis. Hurry! Before it becomes "discovered". ■

2009

COURTNEY HEJNY and Evan Luxon were married June 13 in Lincoln. Following the wedding, the couple moved to Baltimore where the groom will begin a master's program at Johns Hopkins University.

2008

KATIE CHADEK and Matthew Walsh Scherer were married Sept. 27, 2008, in Lincoln. She is employed by Rodgers Townsend in St. Louis, and he plays professional baseball for the St. Louis Cardinals organization.

KATE SILVERS is in law school at Washington and Lee University in Lexington, Va. She is putting her news-editorial degree to work as a staff writer for the *W&L Law News*, a monthly, student-run publication distributed throughout the law school. She has been asked to be the layout and design editor for the *Law News* next year. Kate plans to graduate with the JD in May 2011 and is interested in a career in media law.

MEGAN SVOBODA and Paul Philippi were married May 30 at St. Mark's United Methodist Church in Lincoln.

2007

ADAM BENDER and Samantha Dubas were married July 11 in Columbus. He is a copywriter at Cabela's Corporate in Sidney. She will graduate in June 2009 with a degree in practical nursing.

KELLY LYNN HACKETT and Clinton Paul were married April 11 in Lincoln. She is a customer service specialist at Allstate Insurance. He is a staff sergeant with the Nebraska National Guard.

TYLER MAUN is the No.2 play-by-play broadcaster for the Myrtle Beach Pelicans (Class-A, Atlanta Braves). Maun spent 2008 as an on-air talent at Mile High Sports Radio in his hometown of Denver. In addition to his broadcasting responsibilities at Myrtle Beach, Maun assists in community relations. Maun previously worked as a sportscaster at 5CITY TV in Lincoln and interned at 1480 ESPN Radio in Lincoln.

MAGGIE TUNNING is a consultant at the World Bank in the Africa region. She is a communications assistant for various projects but primarily for a partnership

called TerrAfrica, which supports sustainable land management in sub-Saharan Africa. She helped to redesign the Web site, and she writes and edits press releases, stories and executive summaries of documents. Before joining the World Bank, she taught English in France for a year and had an internship in the Washington office of Nebraska Sen. Ben Nelson.

2006

KIMBERLY BOHLING, Jamaica Plain, Mass., is program coordinator-AmeriCorps State for Generations Incorporated in Boston.

KELLI DONNELLY, West Palm Beach, Fla., is an acquisitions coordinator for ION Media Networks.

COLE STUKENHOLTZ and Katey Goebel were married July 11 in Columbus.

2005

MELANIE FEYERHERM, Omaha, is working toward a master's degree in library science.

TONY GORMAN has been a reporter for 101.7 KSTK-FM Stikine River Radio in Wrangell, Alaska, since December 2008. KSTK is a part of the regional public radio group, CoastAlaska, which includes stations in Sitka, Juneau, Petersburg and Ketchikan. He was previously the news director for 830AM KSDP Aleutian Peninsula Broadcasting in Sand Point, Alaska, from March 2008 to November 2008.

JESSICA SCHROEDER and **DANE LENHARD** were married in June in Omaha. He is an account coordinator with Strategic America Advertising Agency in West Des Moines, Iowa. She is an actuary at Principal Financial Group in the same city.

2003

RITA BRHEL, Sutton, is publications coordinator/editor of *The Attached Family* magazine. The publication has its headquarters in Alpharetta, Ga. She also owns Brhel Communications through which she works with national and state nonprofits, a Tennessee author and a South Dakota newspaper. She has contributed to a new book, *Attached at the Heart*, by Barbara Nicholson and Lysa Parker, and she serves on the President's Advisory Council for the

Nebraska Press Women.

TONY SATTLER and Kenzie Lillie were married May 23 in Lincoln. He is a project manager with Swanson Russell in Omaha, and she is a physical therapy aide with Hruska Restorative Physical Therapy Clinic in Lincoln.

JILL ZEMAN and Jake Bleed were married May 16 at The Durham Museum in Omaha. She earned a bachelor's degree in journalism at UNL. He earned a bachelor's degree in economics from Kalamazoo College in Michigan and did graduate work at the J school.

2002

RICARDA SCULLY and Colin Mues were married Sept. 13, 2008, in Kansas City. The bride earned an MBA from the University of Kansas and is employed by Scully Estates in Beatrice. The groom earned an undergraduate degree from UNL and a juris doctorate from the University of Nebraska College of Law. He is an attorney with Fraser Stryker PC in Omaha.

2001

KATIE JUHL TELLIGMAN is the new executive director for journalism training group Global Media Forum in Washington, D.C. She had done online video training with them some years ago and worked at Agence France Presse with the late founder of GMF. The group focuses primarily on journalists who live in or cover parts of the world where a free press is not necessarily guaranteed. GMF also trains people such as those working for the UN Development Programme about how to get their message to journalists. GMF also participated in training at a D.C. public school, teaching journalism as a "life skill" to underprivileged youth. It taught the children critical thinking, writing and an understanding of society.

2000

JOSH EICKMEIER became legal counsel for the General Affairs Committee in the Nebraska Legislature in January. He earned a law degree from the NU College of Law and a master's degree in political science from UNL in 2003. He worked on John Kerry's presidential campaign, then became a legislative aide to state Sen. Bill Avery in 2007.

KELLIE HABEEB is a public relations counsel at Swanson Russell in Lincoln. After graduation, she worked in Chicago with Weber Shandwick on the national "Got Milk?" campaign. She was named PRSA Nebraska Newcomer of the Year in 2006.

MATT MILLER, *Omaha World-Herald* photographer, was named photographer of the year by the Nebraska Newspaper Photographers Association.

AMY DELSING REEVES, Shawnee, Kan., is a copywriter for Garmin International in Olathe, Kan.

TINA REEVES is an account director at Snitily Carr in Lincoln. She previously worked for TenDot Corporate Travel and is on the boards of American Marketing Association, Matt Talbot Kitchen and Outreach, YMCA and Camp Kitaki committee of management.

1998

JEFF ABELE is director of design at Snitily Carr, Lincoln. He manages the company's design department, including interactive and print art directors. He worked in UNL's sports information department and then for NeuLion Inc./Jump TV Inc., a Web streaming company, before joining Snitily Carr in April.

1997

CHARLES ISOM and Lenora (Nelson) Isom are parents of a daughter, Ananyel Jeanve, born Dec. 23, 2008. Lenora is a 2002 graduate of UNL's College of Architecture. The couple lives in Baltimore, Md. Charles is currently communications director for Rep. Adrian Smith, and Lenora is a graduate architect with URS Corporation.

1992

JEFFREY DELONG is the senior technology manager at Jumpstart Automotive Media, the only advertising network focused exclusively on the automotive industry. He

received the Advertising Federation of Lincoln's 2009 Silver Medal for outstanding contributions to the advertising profession and community. He and his wife, Sarah, live in San Francisco with their son and daughter.

1991

ROBERT NELSON spoke to the Friends of the Hastings Public Library's annual meeting in April. He is a columnist at the *Omaha World-Herald*. After graduation, he spent six years at the *World-Herald*, then was a reporter at the *Phoenix News Times* before returning to Omaha in 2007.

1984

JEFF BROWNE will be the director of the Kansas Scholastic Press Association and will serve as a lecturer at the University of Kansas William Allen White School of Journalism and Mass Communications beginning in August. He previously taught classes in online journalism and professional/technical writing at Colorado State University where he was executive director of the Colorado High School Press Association. He also taught high school English and journalism in the Denver area from 1990-99. Before that, he was a sports reporter, columnist and copy editor at newspapers in Florida.

1982

MONICA FRANK PRIBIL is media coordinator for Tobacco Free Nebraska in Lincoln. She earned the M.A. degree from the J school in 1990.

1981

SANDY LOFTIS WEIHS is the senior account executive for Clear Channel Communications in Anchorage, Alaska. She does radio advertising for six stations, builds client relations, marketing plans and radio airtime schedules and does script writing and promotions. She and her husband, Larry, have a 16-year-old son, Connor.

1980

MARIANN KUMKE died Jan. 14 in Rockville, Md., at age 50 after a battle with cancer. Her career in library research began

at the Lincoln City Library. She was library assistant at the Nelson-Atkins Museum of Art's library in Kansas City from 1983-85 and then was with the Midwest Research Institute's library for two years. She earned a master of library information science degree in 1990 from San Jose State University and became research manager for Law & Economics Consulting Group Inc. in Emmerlyville, Calif. She later worked as a research service manager for several firms in Washington, D.C.

SARA MARTENS is a vice president at the MSR Group in Omaha. She serves as a research consultant for many of the national market research firm's larger clients. Before joining the MSR Group, she worked in account service and strategic planning for clients in the insurance, banking, healthcare, technology, education and consumer packaged goods industry.

1978

BETH BOHLING, 86, died March 11 in Superior. She earned the master's degree from the J school in 1978, the first woman in Nebraska to do so. She worked for the *Hastings Tribune* from 1947 to 1950, then taught in the Superior Public Schools. She taught at Hastings College in the 1970s, returning to teach again in Superior and retiring in 1987. At the time of her death, she worked as a freelance correspondent for the Hastings paper. Her husband, Arnold, died in 2002, and her daughter Nita died in 1987. She is survived by two daughters, two grandsons and 11 great-grandchildren.

ANITA F. STORK has been named one of the Top Women Litigators in California by the *Daily Journal* legal newspaper. Stork is an antitrust attorney with Covington & Burling LLP in San Francisco.

1975

ALEXANDRA MCCLANAHAN SHIVELY lives in Antelope County where she and her family produce organic crops. After working at newspapers in Ogallala, Crete, Lincoln and Omaha, she worked in Anchorage, Alaska, from 1982 until moving back to Nebraska in 2002 with her husband and their adopted native Alaskan daughter. She earned a master's degree in Alaskan Native Studies in 2005. »

PEN & TELL

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1971

KATHERINE J. HALL recently earned a Ph.D. from the University of Washington Department of Communication. She is on staff at UW as managing editor of the journal *Northwest Public Health*. After graduating from UNL, Kathy worked for newspapers in Georgia, Michigan, New Mexico and Washington. In 1990, she shifted from journalism to technical editing and worked for an environmental consulting firm and the King County Department of Transportation. She has been at UW since 1999. Her interest in science writing began in elementary school in Sidney. A senior project at UNL focused on population health issues. She sees health communication as a bright spot in the communication hiring picture. Last year she established a scholarship at the J school in her parents' names: the John W. and Marjorie L. Hall Journalism Scholarship Fund for Western Nebraskans.

1968

STEVE HUNGERFORD, and his wife, Carol, St. Helens, Ore., are principal shareholders in Country Media, formed in 2000. The company recently purchased the *St. Helens Chronicle and Sentinel Mist* in Oregon. Country Media also owns four other Oregon newspapers and eight community weeklies in North and South Dakota and Montana.

1949

DONALD DEAN TERRILL died March 3 at Fairbury. He was a sports editor at the *Fairbury Daily News* and later spent 30 years as an education writer at the *Lincoln Journal*. He became known as the roving reporter of southeast Nebraska for both the *Lincoln Journal* and the *Lincoln Star* newspapers. He received the 1968 Picture of the Year award from the Nebraska Press Association for his pictures of Bobby Kennedy as he campaigned in the state. He retired in 1988. ■

J school alumni took home awards from the 2009 Nebraska Associated Press news and photo contest

DIRK CHATELAIN, *Omaha World-Herald*, first place, sports enterprise.

BRIAN CHRISTOPHERSON, *Lincoln Journal Star*, first place, sports.

CINDY LANGE-KUBICK, *Lincoln Journal Star*, second place, feature story.

WILLIAM LAUER, *Lincoln Journal Star*, first place, feature photo.

MATT MILLER, *Omaha World-Herald*, first place, photo essay; third place, sports action photo; third place, sports feature photo.

ROBERT NELSON, *Omaha World-Herald*, first place, news column.

ALYSSA SCHUKAR, *Omaha World-Herald*, first place, sports action photo.

Masters Week Honoree UNL

DAN NELSON FOUND REAL WORLD WAS EASY AFTER TOUGH START IN J SCHOOL

By Abram Lueders

Dan Nelson toiled for 60 hours to finish the project for his advertising class at the J school. He had done all of the photography himself and painstakingly set the type by hand. Now was the moment of truth: Nelson handed the precious layout to his teacher, Albert Book.

In a recent telephone interview, Nelson recounted what happened next:

“He looked at it for about four or five seconds, tore it in half, threw it in the garbage, and said, ‘You’ve got to do better than that ... I don’t know if you don’t have the talent, or if you don’t have the enthusiasm for this business.’ And I told him, ‘I hope it’s neither, and I’ll do better next time.’”

Nelson did much better. Today, Dan Nelson is the CEO of Nelson Schmidt, a Milwaukee advertising firm and the owner of two additional advertising firms in Wisconsin. During the course of his career, he has seen big changes in the industry — and he’s come out on top.

Nelson was born and raised on a farm outside of the small town of Oakland, Neb. Growing up around Oakland during the 1950s was like “Little House on the Prairie,” Nelson said. In his one-room country school, Nelson maintained a unique academic standing.

“I was the salutatorian, valedictorian and class dummy for eight years — I was the only kid in my class,” he said.

Upon entering the University of Nebraska in the fall of 1964, Nelson decided to major in English, but he switched to journalism in his junior year. At the J school, Nelson was exposed to “a bit of everything” — including advertising. It was a natural fit.

“I’m more of a sales guy than a journalist,” he said.

But school was no picnic. Albert Book, then the head of the advertising department, was “a tough guy.”

“If you could tolerate going to school and learning under Al Book, getting a job in the real world was easy,” Nelson said.

The preparation would pay off.

After graduating in 1969, Nelson left Lincoln for Milwaukee, where he started to work for a T-shirt business with a fellow J school graduate. Business went well: They sold T-shirts to fraternities, sororities, 4-H clubs and other groups.

But eventually they parted ways.

In 1970, Nelson landed a PR job at Bucyrus International, a Milwaukee-based mining firm. His \$9,600 salary was “big money” at the time. Even bigger opportunities would come along.

From his job at Bucyrus International, Nelson moved to the Koehring Co., where he served as group advertising manager. He kept climbing, becoming the ad manager of Dresser Industries, the marketing and communications manager of Allis-Chalmers, and finally, the vice president of sales and marketing at ARI, a comput-



Photo by Patrick Breen

er-technology company.

At ARI, Nelson was introduced to the latest technology, including early versions of e-mail and the World Wide Web. The experience would prove invaluable.

In 1988, Nelson purchased Ken Schmidt Co., a small Milwaukee advertising firm that specialized in agribusiness accounts. Nelson changed the company name to Nelson Schmidt, but the changes didn’t stop there. At the time, the most advanced piece of technology in the office was an IBM Selectric typewriter; advertising copy was still being typeset by hand. With Nelson’s help, Nelson Schmidt moved into the future.

By 1990, Nelson Schmidt was playing a part in the growing world of online and interactive advertising. Even when consumers moved more slowly than some predicted, Nelson stuck to his guns.

“There was a lull in the action, and the adoption rate didn’t come nearly as quick as everybody thought. So my competitors got out of the interactive side of it, but we persevered,” he said.

The perseverance paid off. Today, interactive remains “a very big part” of Nelson Schmidt’s business.

During Dan Nelson’s long career, Nelson Schmidt has established a reputation as a firm that can get things done. Club Car, a manufacturer of golf cars, based in August, Ga., has seen its market share increase from 41 percent to 58 percent in the North American market in the wake of an “integrated branding campaign” put together by Nelson Schmidt. Phil Tralies, the chief executive officer of Club Car, has nothing but praise for the company.

“I think they bring a very good business sense. They’ve done a very, very good job in making sure that we have a best-in-class marketing organization,” Tralies said.

Another client, Toyota Industrial Equipment, moved from No. 4 to No. 1 in the industry after hiring Nelson Schmidt to launch a branding campaign.

As Nelson puts it, “We do a lot of great work for a lot of great clients.”

Work at Nelson Schmidt is a family affair. Dan Nelson’s son, Dan Nelson Jr., is now the company’s president. Before coming to Nelson Schmidt, Nelson Jr. ran a small photography and design firm in San Francisco.

“I had a ponytail and a beard,” he said.

But when Nelson Jr. couldn’t afford more space in pricey California, Nelson Sr. offered him a job back home in the summer of 1995. After years of working on the creative side of things, Nelson Jr. began work as an account executive at Nelson Schmidt — and lost the ponytail. Things seem to have worked out.

“Some people say it’s very difficult working with your children, but I’ve found it a great pleasure,” Nelson Sr. said.

The current recession has hit the ad industry hard. So far, Nelson Schmidt has remained financially healthy, but Nelson Sr. acknowledged that tough times could still be ahead.

“I’ve managed through four other recessions, and this is by far the worst,” he said.

Still, he remains “cautiously optimistic” and believes that over time, things will improve.

As for himself, Dan Nelson Sr. has no regrets about the path he’s chosen:

“It’s been a great career for me, and going forward, I’m going to keep this business on track.” ■

EAST MEETS WEST

J student gets firsthand look at Estonia's changing culture

Editor's Note: Kara Brown is a news-editorial/international studies major. She spent spring semester studying post-Soviet transformation and human rights at the University of Tartu in southern Estonia.

By KARA BROWN

When I first met Paul three weeks ago, he refused look me in the eye.

The lanky 15-year-old Estonian sat on a couch at the Tartu Christian Children's Home with rips in his jeans and hands stuffed into his pockets. He was antsy than the other children I had met at the orphanage, grumbling one-word answers to questions like "Do you like it here?" and "Do you need help with your English homework?"

In a way, though, Paul was like many Estonians I had met — silent, brooding, wearing the mantle of years of hurt squarely on his shoulders.

In this small, fierce country straddling the East and the West and overlooked by most of the world, people are reluctant to open up. Centuries of German and Soviet occupation have hardened Estonian minds.

But those years have had another effect: They have refined Estonian creativity. And for Estonians, this — more than any other factor — forms the basis of community.

As my first day as a volunteer at the orphanage was ending, Paul told me I should go downstairs. When I asked why, he finally looked at me.

"Folk band practice," he said. "You'll want to see it."

Estonian folk music is a sad, haunting compilation of ancient tunes and phrases played by traditional instruments and whistles.

But the orphanage band, complete with its 11 adolescent members "takes the old and makes it new," as Paul later explained to me. As the band began to



Photo courtesy Kara Brown

practice, a drum set and two improvisational guitars swirled into the mix.

And Paul, like the music, was transformed once he got a hold of a six string. His eyes squeezed shut in concentration, and melancholy "Oh"s started to fall from his lips. The band joined in, the chorus rose up, and Paul began strumming in small hints of "Back in Black."

He was in his element — no room for shyness between the chords of his music.

Indeed, there is another side to the Estonian mentality, one deeper than the cold façade — a fierce dedication to cultural heritage. Given a guitar or songbook in their native language, these initially cold people warm up and become loquacious, passionate, proud.

Music, art and dancing have served as the only path to express centuries of pent-up emotion and dissent. For years, occupiers forbade Estonians joining any sort of nationalist organization — any organization, that is, except bands and choirs.

These groups became the most prominent vessels of national culture. And at no time was this force more prevalent than when Estonia and the other Baltic states began to push to the brink of freedom from the Soviet Union.

Estonia, together with Latvia and Lithuania, staged a series of nonviolent protests in the late 1980s. But people did not just march and hold signs; for four years, spontaneous song festivals would break out in the streets, flying in the face of the forced Soviet cultural hegemony.

What came to be known as the

Singing Revolution culminated in late August of 1989, when about 2 million people from Estonia, Latvia and Lithuania joined hands. They formed a human chain that stretched across 400 miles. And together, they opened their mouths and sang their own songs — a show of solidarity and defiance that the international community could not ignore.

Three months later, Estonia's Legislature issued a Declaration of Sovereignty and within two years, Estonia was recognized as an independent state for the first time since before World War II.

A country occupied for much of its history reattached itself. It fastened a new independence not through bloodshed but through tunes that resonated throughout the world.

With Estonia's rapid economic growth and ascension into the European Union in 2004, though, there is a growing desire to Westernize, to forget the vestiges of communism and Nazism and the shattered past.

But that forward movement cannot succeed without Estonia's incorporating its true identity — the cultural fabric that underpins national pride.

Now, a month after I began work at the orphanage, I frequently pass by Paul's room. Out of the furiously closed and sticker-riddled door, I can hear drifts of AC/DC alternating with chords of poignant Estonian folk.

He is singing and playing them both.

And the two, as disparate as they seem, begin to blend together. ■

Journalism grad fought adversity to make a difference

Barbara Burbach died in her Lincoln home March 27

By ROB DUMP
Publisher, Cedar County News, Hartington

LINCOLN — It may be a little more difficult for northeast Nebraska residents to understand the bills and new laws coming out of the Legislature from now on.

Long-time Cedar County News legislative reporter and columnist Barb Burbach died Friday, March 27, in Lincoln.

Burbach, 46, covered the Legislature for the Cedar County News since 1997. She worked for the News right up to her death.

Her efforts were appreciated by both local residents and state lawmakers.

"Barbara had a genuine interest in the legislative process and especially issues affecting agriculture and northeast Nebraska," said former Dist. 40 Sen. Doug Cunningham. "She loved the community she worked for. She loved Wynot, agriculture and small farms. She cared about these issues and asked questions and reported on issues that the big papers didn't seem to care about."

Current Dist. 40 Sen. Cap Dierks said Burbach had an obvious desire to help Cedar County and its people.

"She really did have a passion for the rural part of our state. She was especially fond of Cedar County and all the people in that county," Dierks said.

Hartington economic development coordinator Carla Becker said Burbach always went out of her way to make people feel comfortable.

"She was a person you'll never forget," Becker said. "She had a way of touching your heart. Not only did she always greet Hartington people with warm smiles and kind words for everyone, she sincerely loved to be with us. She may have lived in Lincoln, but it was obvious she loved her home roots of Wynot and the Hartington area. Not only was she extremely knowledgeable in knowing the Unicameral and state senators, but more than that she was just one of a kind ... honest, loving, and very dedicated to her work."

Few of the people who read Burbach's articles understood the struggle she went through to bring this information to the public.

She suffered a near life-ending accident in 1990 when the New York City taxi cab she was riding in ran a red light.

The accident caused severe spinal and brain injuries. She spent 18 months bouncing from hospital to hospital in New York.

"First they did not know if she would live; then they said she would never walk again. At one point she couldn't even speak," said her brother, Larry Burbach, Mission Viejo, Calif. "Everything the doctors said she would never do again — she did. She had to re-learn her whole life. She conquered everything. The only thing she did not get back was the complete use of her left arm."

After she was finally well enough to leave the New York hospitals, she moved back to Nebraska to be with family and undergo more rehabilitation.

She eventually went back to school at the University of Nebraska-Lincoln to add a master's degree in journalism to her law degree.



UNL College of Journalism Dean Will Norton, Jr., said Burbach was a very special person.

"She had an incredible mind. You ask yourself how does God let something like this happen, where there is a person with so much terrific talent, and it is trapped in a body because someone did not follow the law and had an accident where she got injured," Norton said.

"How tragic that the world did not have the benefit of this person for decades more!"

After the accident, Burbach fought to regain her strength and attempted to live a normal life once again — a task that was not always easy.

"I cannot even begin to imagine how difficult life was for her, but she didn't let that stand in her way," Norton said. "When you consider how much pain she was in, and just the aches and pains of having her spinal chord all messed up, [it's amazing that] you never heard her complain, not once."

Nebraska Press Association executive director Allen Beermann also had a great deal of respect and admiration for Burbach.

"She was an extremely gifted person. Her hardships never curtailed her zest for life and living and perhaps even enhanced her journalistic abilities," Beermann said.

Burbach became an advocate for the handicapped and began to use her forum to promote the issues she felt passionately about — the creation of seat belt laws, abolition of abortion and the death penalty and the support for rural Nebraskans and for living wills.

She also worked very hard to make sure her northeast Nebraska readers understood any laws being considered by the Legislature that would have an impact on their lives.

"She was a marvelous student of the law," Beermann said. "She added luster to the journalism community. She was always careful and considerate with her writing."

Sen. Dierks agreed. "She would often times ride the bus down from her house and sit in those hearing rooms all afternoon taking notes. Then she'd call me later to ask me questions. She was always careful to make sure she understood the issues. She definitely had a great understanding of the process."

Dierks said Burbach made an impression on him the first time they met.

"When she first came to our office I was so taken with her," Dierks said. "She obviously had her own difficulties, but she never let that stop her. She always remained focused on trying to understand the issues at hand."

Her ability to explain the intricate workings of the Unicameral to normal everyday working people in northeast Nebraska will be missed. "She will definitely leave a void," Sen. Dierks said. "She was a very good person who cared deeply for the people around her." ■

FROM COVER: UNL photojournalists traverse state

Inspired by the iconic "Migrant Mother" photograph by Dorothea Lange during the Great Depression, Kyle Bruggeman (left), Clay Lomneth (sitting) and Patrick Breen (right) are traveled across the state this summer taking photos and recording the stories of people they meet along the way. Professor Bruce Thorson is standing in the doorway holding his camera. Mary Howard (sitting in doorway) has owned Howard's Grocery, Barada, Neb., for 43 years.

 Their journey began at the N.P. Dodge Park at the Missouri River in Omaha, Neb., June 3. The photos and stories can be found at <http://unlphotojournalism.blogspot.com/>.



Courtesy photo

Advertising students from the University of Nebraska-Lincoln College of Journalism and Mass Communications took home first place in the District 9 American Advertising Federation's National Student Advertising Competition April 24. A first for the program, this win places Team Volation among an elite group of 15 from across the country. As District 9's representative, Nebraska competed for the national title in Washington, D.C., June 4-5. This is the fifth consecutive year that UNL has entered what is considered the premier college advertising competition. **FRONT ROW:** Brook Euteneuer, Amber Thomson, Carley Schnell, Mike Sammons (with trophy), Adam Kiser, Spencer Shute, advertising professor and co-adviser Amy Struthers; **BACK ROW:** Rae Moore, Daniel Scheyer, Jennifer Larson, Eric Van Wyke, Aaron Jarosh and Chelsea Thompson. Team members not pictured are Erin Sorensen and Marissa Piette, co-advisers Rich Bailey and advertising professor Phil Willet.

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