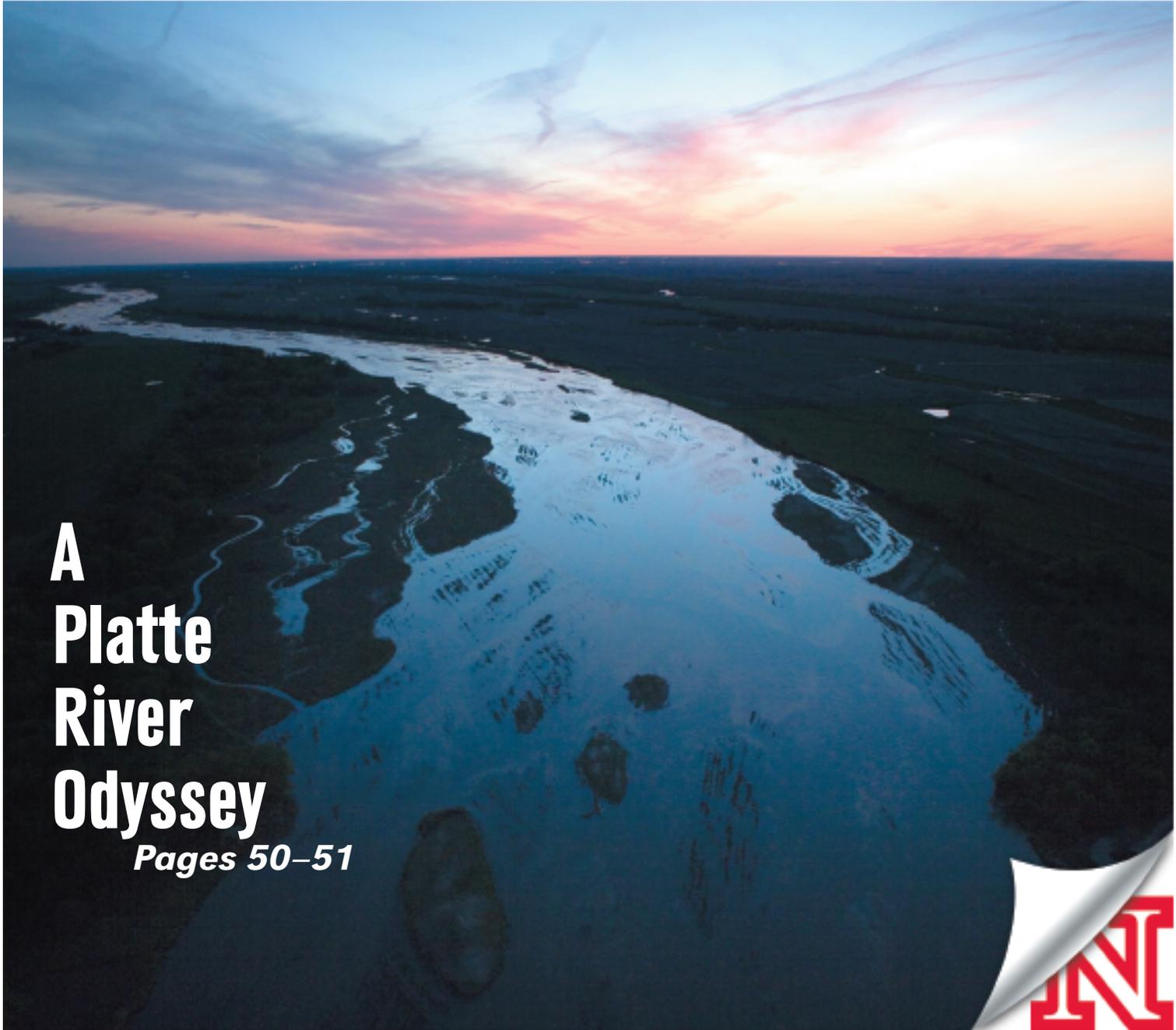


UNIVERSITY OF NEBRASKA-LINCOLN

Jnews

COLLEGE OF JOURNALISM & MASS COMMUNICATIONS

ALUMNI MAGAZINE WINTER 2005-06



Aerial view of the Platte River winding through a dark landscape at sunset. The sky is filled with soft, colorful clouds in shades of blue, orange, and pink. The river reflects the light, creating a shimmering path through the dark terrain.

A Platte River Odyssey

Pages 50-51



Patience for the long haul



I was frustrated and impatient. My computer was not responding, and the woman at the hotel’s business center told me to ask another guest for help.

“I’m Will Norton,” I told the man with a goatee across the table from me. “I’m teaching at the Graduate School of Journalism and Communication at Addis Ababa University, and this computer was loaned to me, but it is not operating properly.”

He began talking before I finished my first sentence, but I was still talking and didn’t take in what he’d said. Then it registered: “Hi, Will. I’m Tom Getman.”

Getman had been my classmate and a prominent member of the class of ’63 at Wheaton College. We had not seen each other since graduation — more than 40 years.

As we talked I learned that he is director of humanitarian affairs and international relations at World Vision, the non-governmental organization providing relief against poverty and illness all over the globe.

I told him I was at the University of Nebraska and that we are partners with the Gimlekollen School of Journalism and Communication in Kristiansand, Norway, to establish the Graduate School of Journalism and Communication at Addis Ababa University.

As a result of that meeting, we invited Getman to the UNL campus, and he spoke in classes on campus the Monday and Tuesday before Thanksgiving. He had a stunning message for our students that included incredible data:

- ❑ Forty thousand people will die today of starvation and lack of water. About 30,000 of them will be children, most under the age of 4.
- ❑ And 40,000 died yesterday.
- ❑ And 40,000 will die tomorrow.
- ❑ Some 1.3 billion people have no access to clean water.
- ❑ Three billion have no access to sanitation.
- ❑ Nearly half of the world’s population struggles to survive on \$2 a day.
- ❑ In 20 years, at current rates of consumption, 3 billion people will suffer from lack of water.
- ❑ One-fourth of the world’s population has no access to electricity.

HIV/AIDS is raging through Africa; as many as 18 million people in the Horn of Africa face an extreme risk of hunger or starvation; the aftermath of natural mega-disasters still threatens tsunami, earthquake and flood victims; war rages; little children are dying before they have a chance to live.

Half of World Vision’s \$2 billion budget goes to Africa, Getman told Don Walton, columnist for the *Lincoln Journal Star*.

“Africa doesn’t have the resources or the infrastructure capacity. It doesn’t even have basic pharmaceuticals.

“The whole Horn of Africa region is teetering now.”

I had seen some of what Getman had described during my two short visits to Ethiopia. Fewer than three weeks before Getman visited Lincoln, I had ridden past Humvees filled with Israeli-trained soldiers who were suppressing protests against the government.

Trina Creighton and Tim Anderson, faculty members in our college, and I were in our last days at Addis Ababa University when opposition leaders were arrested and protests erupted. During those days, more than 140 persons were killed in conflicts in neighborhoods throughout the city.

“There are great challenges ahead of us,” Oyvind Aadland, director of the project to establish the journalism program in Ethiopia, wrote recently. “... your having experienced the turmoil in Addis makes you understand how crucial our project is.”

As I left class and walked toward the dean’s office during our last week in Addis, the staccato of automatic and semi-automatic gunfire burst from neighborhoods throughout the city.

The conflict demonstrated the relevance of the graduate program at Addis Ababa University. We are educating a cadre of top students in Ethiopia to be media leaders. Many of them are likely to pay with their lives before democracy is fully realized in that nation one of the first kingdoms of the world.

Sometimes we Americans become impatient. We can’t understand why other nations do not embrace democracy immediately and wholeheartedly. However, we need to remember that even in America, it was 1965 before everyone had the right to vote.

So we have to believe in what is good for all people and let them choose. Meanwhile we persevere in our support for Ethiopians as they work for freedom of expression and democracy.

The College of Journalism and Mass Communications is settling in for the long haul. We cannot afford to get frustrated. Our Ethiopian colleagues cannot afford for us to be impatient. We must continue our work there, knowing that, however slowly, we are making a difference.

WILL NORTON JR.

▶ See page 21 for related story.

Jnews

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

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ON THE COVER. Spring rain and snowmelt from Colorado and Wyoming help fill the Platte River in central Nebraska.

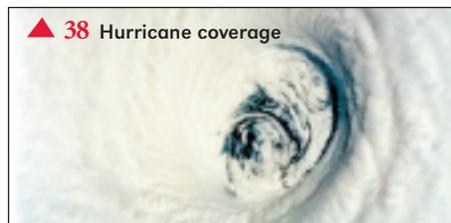
BACK COVER. Same view of the Platte four months later after drought and unrestricted well irrigation. *Photos by Brian Lehmann/Platte River Odyssey.* ▶ 50



4 ADDIS ABABA ADVENTURE. Three faculty members taught journalism classes in Ethiopia last October.

6 NEW FACULTY. Three veterans join J school faculty

9 MEDIA. Supreme Court correspondent discusses the misperceptions about anonymous sources
 ■ Hurricane Katrina becomes a national local story; international student, displaced by hurricane, joins UNL student body; Wicker analyzes hurricane media coverage



▲ 38 Hurricane coverage
 ■ World Vision leader talks about international efforts to build lives
 ■ Professor emeritus takes on the seven myths about people and grammar

24 ALUMNI. Honoring Ben Kuroki
 ■ the minnow PROJECT is

licensed to fish

- Adverting grad nails the perfect job
- Fan lands job with U.S. Hockey League



38 ▼ Viola Herms Drath receives the Initiative for Peace Award

- Watson works his way up the ladder
- Grads leave mark at Alumni Association
- Johnson's love of language is contagious
- Writing is cathartic for Cummins
- Stratbucker moves from journalism to medicine
- Lawyer uses writing skills in legal column

NOTEBOOK

College Notes 38
 Faculty Notes 44
 Faculty Spotlight 46
 Alumni Notes 47
 Student Notes 50

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.

It was not your ordinary day in the classroom.

When faculty members Trina Creighton and Tim Anderson and Dean Will Norton taught journalism classes in Ethiopia in late October and early November, it was “a life-altering experience,” Creighton said.

The three were part of a cooperative program that has brought journalism teachers from UNL, the Gilmekollen School of Journalism in Norway and Addis Ababa University together. The Nebraska faculty members found the Ethiopian graduate students eager to learn and excited about media.

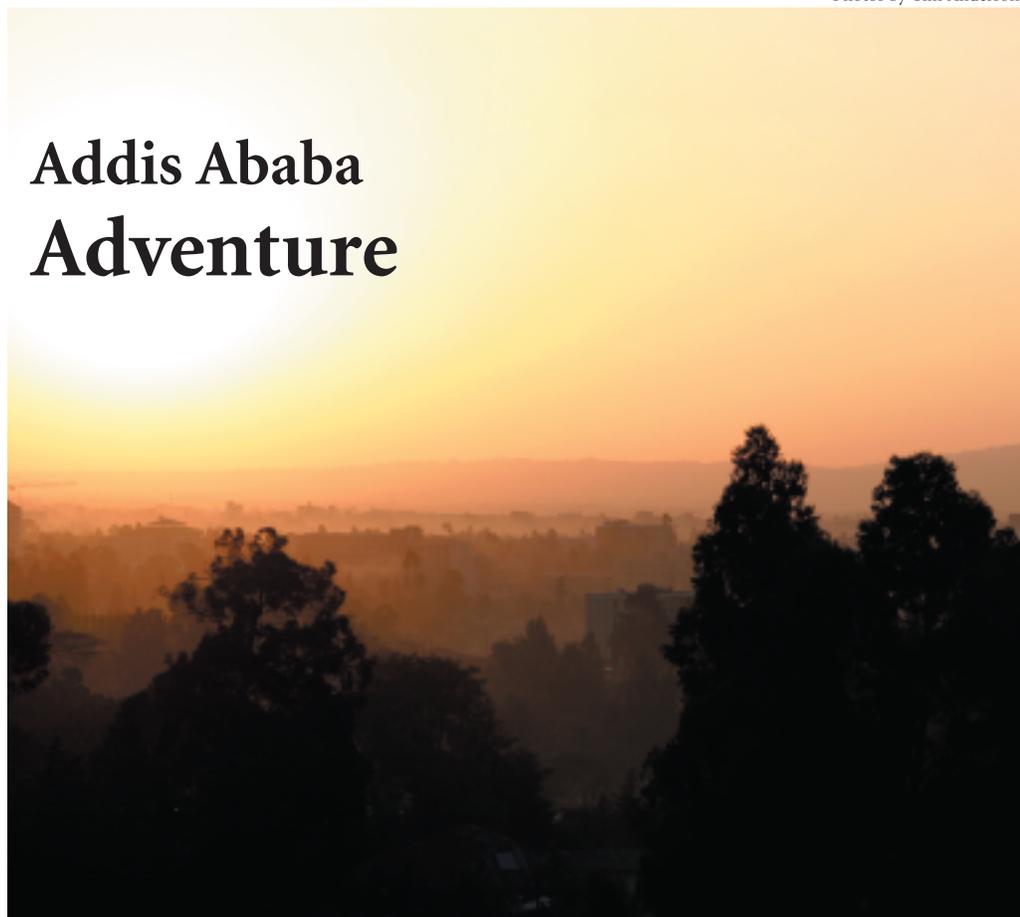
Norton said the visiting faculty taught reporting, design and broadcast skills to 30 of the best students in the Ethiopian program. The goal of the cooperative venture is to prepare future journalists to help develop free media and democracy in their nation.

Creighton described the Ethiopians as beautiful people, friendly and giving. She said she was impressed by how much the students wanted to learn.

The Nebraska teachers’ instruction was cut short by two days because of violent protests that followed the arrest of 30 opposition leaders who had refused to join a parliament the leaders said was unfairly elected last summer.

Anderson commented how the streets had been clogged with vehicles and pedestrians before the trouble began but were eerily empty once the shooting started.

Anderson said he talked with one of the program’s Ethiopian directors about the rioting. The man told him the incident >>> 5



Addis Ababa Adventure



AAU students read copies of *Redweek*, the laboratory newspaper produced by UNL’s CoJMC.



Dean Norton grades student papers.



Creighton tapes AAU journalism dean Abiye Ford.



Anderson assists students.



A church sits on a hill outside Addis Ababa.



The rural area looks not all that different from scenes in Nebraska.



A woman prays at an Orthodox Christian Church outside Addis Ababa.



German tourists walk among the eucalyptus nearby.

Adventure from page 4

demonstrated a big difference between his own nation and the United States. In Ethiopia, a rigged election caused violence in the streets, he said. By contrast, he said, the American people's respect for the rule of law meant no violence had resulted after what the director called the rigged U.S. presidential election of 2000.

Creighton took her video camera to a part of the city that was officially closed after the violence

began and shot footage as soldiers in Humvees rolled through the streets. "Some of them were so young," she said.

Despite the early end to their time in the Addis classrooms, the three Nebraskans said they were pleased with what the cooperative program is accomplishing in Ethiopia.

"It's a prestigious adventure we're involved in," Creighton said. □

Veterans join **J** school

Keeping the plates in the air while smiling Mary Garbacz faces multiple tasks with a positive attitude.

BY KAYLA O'NEAL

Assistant to the dean of the College of Journalism and Mass Communications; coordinator of Business and Technical Communication; mother of three; wife.

One minute she thought she was having her long-awaited meeting with Dean Norton to discuss the Business and Technical Communication Program; the next minute she was signing a contract for a new job. That is how quickly Mary Garbacz added another title after her name. But living a hectic life seems to be completely compatible with Garbacz's positive attitude.

Garbacz moved into her new office next to the dean last July, the July she thought she would have off after teaching technical communication classes during the regular school year for the last eight years.

But once she became assistant to the dean, Garbacz started right in on the new commotion that would be added to her life. She and her husband have three children, and their older daughter was getting married in September and moving to England. Their younger daughter was getting ready to begin classes at the J school, and their son was continuing his graduate work at UNL. And all of this was happening as Garbacz was starting her new job.

Garbacz's office is as busy as her schedule. It features family photos, an enormous stack of papers covering her desk and her

computer, which is locked on her e-mail account where she answers 40 to 50 e-mails a day.

A Lincoln native and 1975 graduate of the J school with a broadcasting major, Garbacz was the coordinator of the Business Writing and Technical Communications programs at UNL before she became Norton's assistant. She also taught technical communications classes and business writing classes and wrote curriculum for the Business Writing, Technical Communications and J.D. Edwards programs.

Although she no longer taught after her job shift in July, she still was the coordinator for the programs, which conveniently fall "under the umbrella of the journalism college," through January. She met with the faculty at least once a month, ordered textbooks and made sure the classes were taught properly.

In addition to all of the above, Garbacz is now responsible for setting building hours for Andersen Hall, home to the J school, hiring security guards, handling issues with the building itself, making the agenda for weekly meetings of the graduate, news-editorial, advertising and broadcasting sequence heads, scheduling all the classes offered and dealing with tasks assigned by the dean. That's "the black hole," she said. She's never sure what's coming next.

"I'm reminded of a television variety show in the '60s called *The Ed Sullivan Show*. Ed featured ordinary folks with extraordinary talents, in addition to celebrities. One of the ordinary folks he often featured was a guy whose talent was keeping a large number of ceramic plates spinning on sticks.

"He'd run from plate to plate, giving each a spin. The goal was to keep the plates from falling. Inevitably, though, a plate would fall, and viewers could see the failure and disappointment on his face. That's what this job is like," said Garbacz.

And somewhere in her busy schedule, she makes time to



GARBACZ

Photo Co/MC archives



Photo by Luis Peon-Casanova

MITCHELL



Photo by Luis Peon-Casanova

WINTER

MARY GARBACZ
ASSISTANT
TO THE DEAN

BRUCE MITCHELL
LECTURER,
ADVERTISING

SCOTT WINTER
LECTURER,
RECRUITING
COORDINATOR

meet with students for interviews. In her warm tone, she gives life advice, recommends books or just makes a student smile. Sitting across the desk from her, a person would not be able to tell that Garbacz has a full plate. Whether it's grabbing a notepad and a pen to act like Dean Norton asking her to be his assistant or offering a cup of tea, she makes herself available to brighten anyone's day.

It is Garbacz' positive attitude and personality that ease the chaos — and make a difference in her job.

"She has taken on all her duties with energy and with attention to detail. She has made a major difference. She has done such a good job in our college that she is attracting attention throughout the campus and in Lincoln. She has a great future at the university," Dean Will Norton said. □

It's another Mitchell at the J school

Bruce Mitchell brings decades of experience to the J school.

BY NICCI BOOTS

As Bruce Mitchell sits at his desk in Andersen Hall, organizing the schedule for his next class or planning future projects for his students, he may decide he needs to speak

to his wife — maybe to remind her of a coming event or just to see how she's doing.

Mitchell need not go far to track her down. All he needs to do is lean out of his doorway and give a shout across the hall.

There sits Nancy, his wife of 16 years, in her own office, getting ready for her own classes.

The Mitchells have worked in the same place before, but this marks the first year the two share teaching positions at the College of Journalism and Mass Communications at the University of Nebraska–Lincoln.

In 2005, Bruce was hired as a lecturer in the advertising sequence of the CoJMC, joining Nancy, who has been teaching at the J school since 1990 and is now an associate professor and head of the advertising sequence.

The two share a past that began in the late '80s at a television station in Amarillo, Texas.

Mitchell was born and raised in that city and chose to attend several different colleges in the state once he graduated from high school.

"I'm one of those people who took classes just to learn what I wanted to learn," he said.

These classes included photography, which helped spawn an interest in production and led him to a job at KAMR, Amarillo's NBC affiliate television station.

Working for KAMR after college, Mitchell said he was able to get lots of hands-on experience

"I did a lot of different things there, including working in the news department from time to time" as a videographer, he said. He even shot video at the Republican and Democratic conventions in 1984.

Bruce eventually landed at a PBS station in Amarillo >>> 8

✓ New faculty from page 7

that was affiliated with a local junior college, and while working there he found himself helping to train students on television production.

It wasn't the only thing he found, though; his future wife began doing public relations for the station.

Not long after the two got to know each other, Nancy chose to leave PBS and move on to teach at nearby West Texas University. As one of only two teachers in the journalism department at that college, Nancy said she had to learn to teach everything from reporting to advertising.

"I was having to teach classes that I'd never, myself, taken before," she said.

Moving to a more established journalism program, Nancy Mitchell joined the UNL faculty in fall 1990. Bruce followed his wife to Lincoln in winter of the same year.

Bruce Mitchell continued his work in production at such companies as Rainbow Video and Snitily Carr. At UNL, he teaches production as well as other classes related to his experience.

"It's quite a challenge, but I'm also enjoying it," he said.

Nancy Mitchell said her husband's time working with production at various institutions has helped give him a solid background.

"He's really grounded in the profession," she said. "One way to get expertise and credentials is to actually be there, working on the job."

Rick Alloway, a member of the search committee that recommended Bruce Mitchell for the position in the advertising sequence, said Mitchell's experience made him the strongest in a strong field of candidates. "His resume just jumped out of the stack," Alloway said. "His background and abilities were the best match for our needs."

Now that the Mitchells have joined forces at the CoJMC, Nancy said she's happy to be working in the same place as her husband once more.

"Since we worked together before, I wasn't too scared about doing it again," she said. "The ironic thing is that we don't see each other very often" during the workday.

"We're just two people working our busy schedules in the journalism college." □

Spreading the word Scott Winter, the college's first full-time recruiter, was steeped in journalism from childhood on.

BY NICCI BOOTS

Scott Winter knows a thing or two about journalism. Now, as he begins the most recent chapter of his life as recruiting coordinator and lecturer for the College of Journalism and Mass Communications, it looks as if Winter will soon know a thing or two more.

His first exposure to the world of reporting came as a child, when his father served as a news editor. After attending the University of North Dakota in Grand Forks, Winter went on to work for the *Grand Forks Herald* and Fargo's *The Forum*, a place that he said confirmed his decision to stick with journalism.

As time went on, Winter continued to write freelance sports, then taught high school journalism and English for six years at schools in North Dakota and Minnesota.

He also spent time as the assistant city editor at the *Bismarck Tribune*, where he kept his hand in the reporting business.

"Some of my best assets come from experience like that — on the job," he said.

Winter also married a journalist. He and his wife, Deena, are the parents of a daughter, Jasmine, and a son, Jake.

"We've been married for 14 years, and I think some of my best ammo, in journalism, comes from my experience with Deena," he said.

Scott was hired in fall 2005 as the CoJMC's first recruiting coordinator. Deena is city hall reporter for the *Lincoln Journal Star*.

Winter said he's now busier than he's ever been, often out on the road, visiting high schools to tell students about the University of Nebraska-Lincoln program. He also is taking graduate classes in English.

"I have school by day, journalism by night and weekend," Winter said. "Journalism's always been a natural for me, and I'm glad to be back teaching, because I really miss the kids."

Winter said he tries to use a somewhat different approach to recruiting than others might. He spends time teaching journalism skills in high schools, then explains how students can get more good journalism education at UNL.

"We're finding students locally and nationally, trying to add to the quality, diversity and numbers of the college of journalism," Winter said.

Dean Will Norton said the J school added a recruiter's position to fit in with the university's goals.

"The journalism college doesn't necessarily need more students, but it's important to maintain the university's mission," Norton said.

"In doing that, I don't think there's a journalism program anywhere else in the country with a recruiter as good as Scott."

Norton said Winter's approach is effective; it makes the university attractive to students.

"He's highly regarded in the presentations he gives at the schools, and he understands what the kids are all about," he said.

"Previously working in the news business and at high schools has made him very attuned to both."

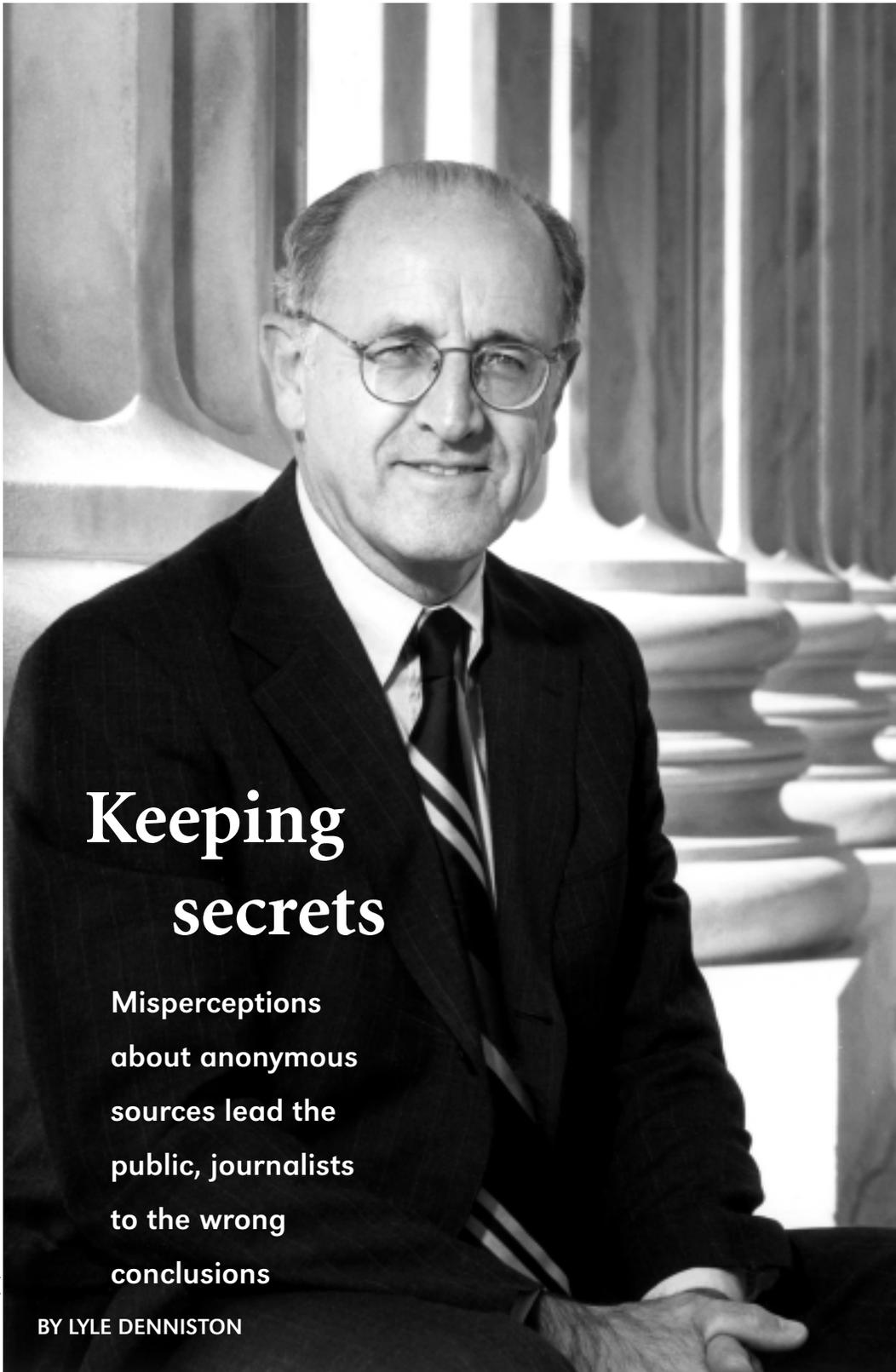
Winter said he supports the university he is now recommending to high schoolers because its CoJMC program remains in tune with the advancing world of reporting.

"I think we're going in the direction journalism is, and I don't think we sell kids short," he said. "We set high expectations for even our freshman, getting them involved in major projects when they start school."

Winter will continue to recruit during spring semester but also is scheduled to teach a journalism class.

Despite the challenges ahead of him, Winter said he's prepared to carry on the tradition of the program at UNL.

"Journalism is at its best today," he said. □



Keeping secrets

Misperceptions about anonymous sources lead the public, journalists to the wrong conclusions

BY LYLE DENNISTON

Photo courtesy Lyle Denniston

Lyle Denniston graduated from NU in 1955. After graduate school in Washington, D.C., he began at The Wall Street Journal and wrote mostly for newspapers through the spring of 2004. He now writes for scotusblog.com, an online clearinghouse for news about the U.S. Supreme Court, and he is the Supreme Court correspondent for Radio WBUR, an NPR station in Boston.

The menacing clouds hung low over American journalism on July 6, 2005, when a *New York Times* reporter went to jail for refusing to disclose a source. Eighty-five days later, the reporter was freed, but the darkness had not lifted.

These were the back-to-back headlines in *The New York Times* on Sept. 30 and Oct. 1: “Times Reporter Free From Jail; She Will Testify”; “Times Reporter Gives Testimony In C.I.A. Leak Case.”

No matter how much sympathy other journalists might muster for Judith Miller for enduring the longest stay behind bars for a reporter who had committed no crime, journalism as a whole had suffered: This was capitulation, pure and simple.

That ugly word “deal” was a part of the headlines in *The Times* and other papers as Miller walked free from an Alexandria, Va., jail. A prominent attorney, more gifted at fixing things in Washington than in defending journalism’s honor, had sprung her.

Shortly afterward, as the federal prosecutor who had demanded the testimony of Miller and other reporters wound up his case, the prospect loomed that those reporters would be summoned to testify in public at a criminal trial to help send to prison a once-confidential source. Reporters, in short, had become fully embedded in the prosecutorial team. And thus, a situation that already had sullied journalistic

integrity continued to deteriorate, from awful to devastating.

HINDSIGHT

It is easy, perhaps, to use the clarity of hindsight to argue that this never had to be. One can count up the >> 10

Secrets from page 9

errors made along the way — legal and journalistic — and try to make a case that this could have been averted. Perhaps the circumstances demanded a better legal defense, a reporter with a stronger backbone, editorial management teams more aware of the stakes and a judiciary more attuned to what journalism really is.

But it is probably better to argue that what has happened was inevitable, primarily because of the gross misperceptions of several major journalistic figures about what it means to promise a source that his or her identity will remain confidential. Such promises are at the heart of serious journalism, are essential to it and ought to be as sacred as is the commitment to truth and dependable fact.

The first such misperception is that the relationship between a reporter and a confidential source is merely a transaction, like a contract, and it can be ended by mutual consent.

A second misperception, closely related to the first, is that it is permissible to negotiate with a source to get a waiver of the confidentiality promise — especially if the pain of keeping the promise becomes unbearable — or feels that way.

A third misperception is that if a source's identity is needed for some grand national policy purpose, like serving national security, the promise becomes of secondary value. This is the "civic duty" or "upstanding citizen" misperception.

A fourth misperception is that if the story that emerges from the confidential relationship (or the story that could emerge but does not) is not of compelling social value, the relationship deserves less protection.

A fifth misperception is that if news management capitulates, the reporter must, too.

And a sixth misperception, rapidly gaining acceptance in the wake of this sorry episode, is that a reporter's "shield law" will cure the problem.

PROMISES

Before examining these lapses in journalistic judgment, it is important to address an issue that has hung over the entire story of the "CIA leak" investigation as it brought such woe to reporters, editors and news organizations. That is the question of whether promises of confidentiality are overdone — given too freely to news sources. The answer, at least in

regard to journalism in Washington, D.C., almost certainly is yes. But that assertion has to be made with significant qualification.

Let's begin with an example of what may have been an over-use of the practice:

On July 17, in side-by-side stories about Supreme Court nominations, *The Washington Post* shared with its readers two thoroughly innocuous quotes — in one story from "a Senate Republican official who did not want to be named to avoid offending the Bush team" and, in the other story, from "a former administration official who, like other lawyers contacted for this article, declined to be named for fear of appearing to take sides."

One would like to assume that both reporter and editor in each instance had discussed the promise of confidentiality, and what it generated, and made a judgment that it was worth it. If they did, it is hard — at least for an outsider — to imagine what they were thinking. It does cheapen such a promise if it is handed out merely to avert the mildest form of embarrassment, in return for a vacuous quote or a marginal fact that could easily be found elsewhere and on the record. It would be much easier for a news organization's leader to take a principled stand on protecting sources' identities if each such incident truly meant something — to the news organization, to the readers and to the source. It is quite likely, in fact, that some news executives involved in the leak case last summer and fall had seen so many instances of over-use of unnamed sources that they themselves lost a true sense of the integrity of such promises.

However, the fact that an outside observer may feel free to criticize particular instances of promising confidentiality — as in *The Washington Post* stories of July 17 — does not change a fundamental fact of journalism: The value of making the promise is to be judged solely within each newsroom as to each such relationship and each story being developed with the use of that tactic.

It is fundamentally an ethical choice, and the ethical principles a news organization feels obliged to observe cannot be externally derived. They can't come from critics, they can't come from the readers, they can't come from other news organizations or from industry norms and they can't come from the law. Journalism is not

law, and it is not medicine, so accepted norms of ethical behavior in professions like those are irrelevant. This may seem idiosyncratic, but the news mission of each organization differs, and its choices about ethical principle are closely intertwined with that mission. So should be its policy on source confidentiality.

It is most unfortunate, then, if promises of confidentiality are given without a thorough canvassing, in the newsroom, of why that is being done. Deadline pressures can be managed so that there is time to weigh the ethics involved. And reporters need to know, in advance, what the news organization's policy is; yet still they must judge, individually, whether they can live with that.

No reporter should be subjected to what Matthew Cooper of *Time* magazine had to suffer: granting a source a promise of confidentiality, only to have the management change the rules and give up the source — as well as the reporters' notes. From an ethical standpoint, that was at least as low a point for journalism as was the tawdry negotiation over Judith Miller's freedom.

MISPERCEPTIONS

Move, then, from the question of how and when sources get promised that their identities will be kept undisclosed to the question of what that means, in a larger sense, and why so many people in journalism have got it fundamentally wrong.

Misperception No. 1: *This is a contract between reporter and source, and they can make a deal not to honor it.*

The use of confidential sources is intimately related to the fundamental trust that a reporter and a news organization have to have from their readers or listeners. Journalism is a process of selectivity; not everything that a reporter learns goes into the paper or on the air. Thus, readers or listeners, whether they think about it or not, renew their trust each time they purchase the paper or click to a station. They have no assurance that they won't be bamboozled, except the trust that they develop in the organization and its staff. It is fairly close to a sacred relationship.

When a source is promised confidentiality, the intended and primary beneficiary is the reader or the listener; the source is a secondary beneficiary. The reader or listener is entitled to assume >>

that the promise was made necessarily and that it got the intended result. The circumstance is thus fixed right then, and no change coming later can, or should, alter it.

Misperception No. 2: *It is ethically permissible to negotiate a waiver of the promise.*

The bargain having been struck, it is — and ought to be — binding. The source may have only a transitory interest in remaining unidentified, or may, at some point, develop the idea that it would be helpful to come forward, perhaps to strike a different bargain. The reporter, and the readers and listeners tagging along, cannot be parties to that.

Or the reporter may find that it's tough to keep the promise and may want out. It is a breach of trust with the readers to try to undo the bargain upon which they had relied. Pressuring the source, by whatever means, subtle or brutal, to come forward is never proper. Even if the source does come forward, perhaps entirely voluntarily, it remains a breach of trust for the reporter to validate that choice. Heroic? It might seem like that, but the stakes are very high.

Misperception No. 3: *A reporter may need to do a civic duty, disclosing a source to help the government achieve a goal it considers to be of signal importance.*

The first call on a reporter's civic sense is to serve the readers, to maintain their trust. Few citizens, comparatively, get that opportunity, and to be really good at it has profound and very positive benefits to society. Indeed, public discourse on matters of real moment is much improved by the work that emerges out of confidential source relationships.

As a practical matter, the reality is that the government seldom — if ever — needs the reporter's cooperation. The government has vastly greater resources than the reporter or a news organization has and can marshal those resources massively and instantly. But this is not a pragmatic matter: Even if the government cannot succeed, acting on its own, the reporter's confidences cannot be forsaken to shore it up.

Misperception No. 4: *If the story isn't good enough, by some measure, it is not worth hiding a source.*

This is perhaps the misperception most prominently indulged during the entire "CIA leak" episode. After all, it was

said, the promises of confidentiality were granted simply to help the Bush Administration engage in a misinformation campaign designed fundamentally to destroy an individual's reputation in order to undermine criticism of the war in Iraq. Norman Pearlstine, editor in chief of Time Inc., the chap who forfeited his reporter's notes to the prosecutor, said during a panel discussion in New York in August: "A 90-second conversation with the president's spin doctor, who was trying to undermine a whistle-blower, probably didn't deserve confidential source status." And, his own actions suggest, it also didn't deserve the continued adherence to that promise.

In July, Pearlstine actually gave voice to both this misperception and to Misperception No. 3. He held a private meeting with his own wary correspondents, apparently trying to assure them that he had not sold them out. According to one account of that meeting, paraphrasing Pearlstine, the editor said he had taken the step because the case involved national security in a time of war and the reputed leaking of a covert operative's name was done for political purposes.

Reporters and editors can debate the newsworthiness of the "CIA leak" story, but when editors publicly — and after the fact — evaluate the social value of what a source said, or of that source's motives, in order to justify breaching a confidentiality promise, they have thrown away a cause in exchange for a lame excuse. Can it be that, if a source is pure in heart and reveals something that is good for America, only then is the source entitled to remain anonymous?

Merely to ask the question is to demonstrate its absurdity. An editor who thinks along these lines is an editor who believes that the only reason the press has freedom from government harassment and hounding is because it will only use that freedom to make society feel better about itself. That is an idea given legal respectability by a Supreme Court that calibrates First Amendment freedom according to whether ideas have "redeeming social value."

Misperception No. 5: *Once management surrenders the identity of a source, the reporter has no choice but to go along.*

Reporters, quite as much as editors and news executives, are guardians of the ethics of the organization and of the trust

that readers and listeners have extended. Violating a promise to a source is, as has been said here, a cardinal sin, and reporters — perhaps at some cost to themselves — must not sin in that way, even if management yields to temptation. The reporter, in some ways, is a better sentinel: He or she is not encumbered with corporate responsibility and stockholder superintendence.

It might do a news organization's stock some good for the boss to find a way to stop spending so much money on lawyers, so the pressure to give in to a stubborn prosecutor just might become irresistible. No one outside Time Inc. knows what animated Norman Pearlstine, but it is a fair bet he thought he was doing what Time Inc.'s corporate interests required. Can there be an argument that he thought he was doing the right thing ethically?

From inside a jail cell, or contemplating a cell door that may be opening imminently, a reporter guarding the identity of a source is not in an envious position. But reporters in those circumstances perhaps should carry a little card in their purse or wallet with this wisdom from Benjamin Franklin: "Those who give up essential liberties for temporary safety deserve neither liberty nor safety."

Finally, misperception No. 6: *Everything will be fine when the press gets a "shield law," especially a national shield law enacted by Congress.*

One positive thing can be said for this notion: It makes some people think about the value of protecting confidential sources. But that is not sufficient to overcome the one unanswerable argument that should overcome anyone's faith in a "shield law." That argument is that no member of Congress is going to work to enact a federal "shield law" that does not have a "national security" exception, and that exact exception could have been invoked — and surely would have been — by the prosecutor in the "CIA leak" investigation.

That point illustrates a larger one: A "shield law" will be of little value if it is not an absolute shield. Under no circumstances can a reporter be compelled to yield up a source's identity. Rightly understood, that is what a sound ethical principle of protecting a source's identity, come what may, will do. That shield needs only one vote: the reporter's. ■

Katrina: a national local story

BY JILL ZEMAN

Jill Zeman is a 2003 graduate of UNL's journalism school. She was the lead city hall reporter at the Arkansas Democrat-Gazette before joining AP's Little Rock bureau in late winter.

As the winds and rain from Hurricane Katrina died down, a photographer from the *Democrat-Gazette* and I waded through waist-deep water in Mobile, Ala., to find people to interview and photograph for our next-day story. In deserted downtown Mobile, we ducked flying pieces of sheet metal and sloshed through floodwaters to go talk to the only souls in sight.

They turned out to be reporters from the *Charlotte Observer* and the *St. Petersburg Times*.

Before Katrina hit, the players (who cover every hurricane) were in place: CNN, the Weather Channel, *New York*

Times, *USA TODAY* and several southern newspapers.

But after Katrina struck, everyone showed up. A friend of mine who works as a reporter at the *Lincoln Journal Star* was dispatched to the Mississippi gulf coast after Katrina struck. He told me the first people he ran into on scene were reporters from *The Omaha World-Herald*. Katrina, much like 9/11, caused nearly every newspaper and TV station to try to find the local angle.

And with tens of thousands of people displaced by Katrina, the hurricane became a local story everywhere. In Little Rock, where I work, evacuees from the



Photo by Lukas Gottwald

Those covering the hurricane often found themselves with no sources other than fellow journalists as the media descended in droves on Mississippi and Louisiana.

storm flooded the city's hotels. Makeshift shelters popped up everywhere, and cars with Louisiana and Mississippi plates filled the city's interstates. It was impossible not to notice the impact of this monster storm.

Indeed, a few weeks after Katrina hit, reporters from my newspaper looked into what would happen if Little Rock were hit with a major disaster — be it an F-5 tornado, an earthquake along the New Madrid fault line or an attack on the nearby Pine Bluff chemical arsenal. Other newspaper reporters, I know, evaluated their local dis-

aster and emergency plans.

With so many newspapers, TV and radio stations covering the story, one has to wonder: Is it worth it to a paper to send reporters and photographers hundreds of miles away to cover the aftermath of a hurricane — especially when there are already hundreds, if not more, reporters on the scene?

The *Arkansas Democrat-Gazette's* policy is to cover as many major news events as possible. We sent a reporter to Iraq where he was embedded

Czech student displaced by Hurricane Katrina joins UNL student body

BY ANGIE MARQUART

On Friday, Aug. 27, 2005, Lukas Gottwald went to the University of New Orleans' party celebrating the end of the first week of classes. He stayed out late, enjoying the city that would be his home for the next four months.

Shortly after Gottwald woke up the next afternoon, his friends rushed to his

Bienville Hall dorm room to warn him about a hurricane headed toward New Orleans. He wasn't too worried. "Let me finish my breakfast," he said.

After Gottwald finished eating, his friends were able to convince him to evacuate the city before the storm hit, and he left New Orleans on a bus the next morning. Eventually, he made his way to the UNL J school. Gottwald's ability to make the best of any situation made his experi-

ence with Hurricane Katrina less traumatic for him, and it has helped in his transition to the University of Nebraska-Lincoln, too.

Gottwald was raised and studied in Brno, Czech Republic, and has always loved to travel. He has traveled across Europe, spent some time studying in the Netherlands and spent the last three summers working in Greece. He also participated in a non-profit ecology organization



that worked to clean the beaches and mark hiking paths in Iceland.

His love of travel inspired him to spend the fall semester studying in the United States. Masaryk University in Brno, which Gottwald attended, has a program that connects its students with certain universities in the United States. The University of New Orleans and the University of Nebraska-Lincoln are two of the many universities that participate in the program.

Gottwald enrolled in the University of New Orleans and arrived in New Orleans on Aug. 15. The university was close to Lake Ponchartrain, and Gottwald went there several times after classes. He thought of the area as very laid back and said it fostered a holiday mindset.

Gottwald enjoyed New Orleans for two weeks before Hurricane Katrina altered his American adventure in unexpected ways.

During a seminar before the school year began, the dean at the University of New Orleans told his audience that the school and city were at risk of hurricanes but that massive damages were highly unlikely. Gottwald was not too worried when his friends came rushing in to tell him about Hurricane Katrina. He said that he thought he'd be able to leave for three days, do a little traveling and come back to the university. At worst, he expected a few windows to be

✓ Katrina from page 12

with Arkansas' 39th Infantry Brigade for one year. We sent a team to Afghanistan to cover reconstruction issues. And when it became clear that northwest Arkansas had a major influx of new residents, we sent a reporter and photographer to the Marshall Islands to find out why the islanders chose to make a new home across the globe. (The answer: jobs at Wal-Mart and Tyson Foods, both of which are based in northwest Arkansas.)

Hurricane Katrina was the third hurricane I've covered — and in late September, Hurricane Rita became the fourth. The paper's policy is to cover any Category 3 (or stronger) hurricane that strikes between Corpus Christi, Texas, and Destin, Fla.

I asked my boss, David Bailey, why a newspaper in Little Rock, Ark., should spend so much time and money sending reporters to cover storms when AP is always on site.

"The news services can give an overview, and the wire desk can put it together," Bailey said. "But to only do that would be shortchanging our readers."

Covering Katrina was not cheap: the paper spent \$11,000 on overtime alone, and nearly \$40,000 in expenses, such as gasoline, supplies, rental SUVs and new satellite phones and laptops.

Still, considering the size of the storm and the impact it had, "It was inconceivable not to cover it," Bailey said.

Many Arkansans spend their vacations on the Gulf Coast, which is affectionately

referred to as the "Redneck Riviera." New Orleans is a quick weekend trip; and the Biloxi/Gulfport casinos are popular summer spots. A co-worker of mine who covered the hurricane bought an Arkansas Razorbacks hat — she wanted to cover up her hair after days without a shower — and was approached by several people with Arkansas ties in New Orleans who wanted to talk about the Hogs. Local connections were everywhere.

I was one of 14 *Democrat-Gazette* reporters to cover the storm. I spent a week in Alabama and on the Mississippi Gulf Coast — primarily in Biloxi and Gulfport — before, during and after Katrina.

Two of my co-workers faced a decidedly different situation in New Orleans, where they became trapped in a hotel because of rising floodwaters. The waters that flowed from New Orleans' breached levees flooded and ruined our paper's rented Dodge Durango. Although inoperable, that SUV became invaluable for my colleagues — with electricity out, the reporter and photographer regularly traveled to the SUV to charge their computers and camera equipment directly off the truck's battery. Katrina caused many reporters and photographers to be resourceful.

Unfortunately, I did not have a satellite phone with me in Mississippi. Once it became clear that our cell phones would not work, the photographer and I realized we'd have to drive to Alabama to get service. Of course, we repeatedly ran out of gas because of the 50-mile drive and ended up

spending hours in line for more gasoline.

Before Katrina, members of the media were present in the threatened area but not overwhelmingly. But as Hurricane Rita took aim at the Houston area

and southwestern Louisiana, you couldn't take one step without tripping over another reporter. During Rita, I spent time in Lake Charles, Baton Rouge and Cameron, La. Katrina had scared off the residents, so nearly the only people to talk to were other members of the media. They do not make good interviews.

But Katrina has set an enormous benchmark. In any other year, Hurricane Rita's damage would have been viewed as significant, though after the storm made landfall the headlines read "Rita not as bad as feared." Perhaps Katrina's massive destruction is skewing the perspectives of editors, reporters and readers alike.

Still, even as the shock waves from Katrina's massive destruction die down, it's likely that newspapers throughout the country will keep a close eye on the 2006 hurricane season. Hurricane coverage may be costly and time-consuming, but the destruction of an entire U.S. city — and one state's entire coastline — is too overwhelming to ignore. □



Photo courtesy Jill Zeman

ZEMAN

First rough draft not such accurate history

MISSISSIPPI RESIDENT is disappointed in the narrow way the media covered Katrina's wide swath of destruction

BY TOM WICKER

Tom Wicker is an attorney practicing in Tupelo, Miss. In addition to a law degree, he holds a B.A. in journalism and political science from the University of Mississippi. He is a member of the American Bar Association's Forum on Mass Communications and frequently represents and advises newspapers and other media outlets. He lived in Nebraska until moving to Mississippi in 1970.

Mississippi didn't "dodge the bullet." Following a weekend of evacuations and worry, at a little after 10 o'clock in the morning on August 29, Hurricane Katrina made its third landfall in Hancock County, Miss. With sustained winds of 125 miles per hour, the storm destroyed the towns and cities lining the Gulf Coast of Mississippi and then proceeded to carve a path northward through the state for the next 16 hours. By the following morning, more than 75 percent of Mississippians were without power, and

20 percent of the state's homes and businesses had been damaged or destroyed.

If you didn't live in Alabama, Florida, Louisiana or Mississippi, you could be forgiven for thinking that Hurricane Katrina came ashore at New Orleans, that the hurricane's storm surge breached the levees, that up to 10,000 people in New Orleans died as a result, that some casinos on the Mississippi Gulf Coast were destroyed and that a few branches were blown from trees in Alabama.

You could be forgiven and excused, but you'd be wrong.

There is no doubt that government at all levels has much to answer for and more to learn if the same mistakes are not to be repeated in future disasters. But the media need to do some soul-searching of their own for missing one of the >>> 15

Displaced student from page 13

broken out by wind.

Gottwald said, "I never expected it would be something so big."

The telecommunication networks were all clogged by the evening of Saturday, Aug. 27, and the university turned off the Internet. When the university provided an evacuation bus for those students who did not have cars, Gottwald and other international students boarded early Sunday morning. The bus was destined for a shelter in Baker, La., near Baton Rouge.

The bus was one of hundreds of vehicles evacuating the area. Traffic was backed up for miles, and vehicles slowed to a crawl.

"It looked like a school trip — only we were only moving five miles per hour," Gottwald said.

Gottwald became worried late Sunday afternoon. He remembers that the bus still had to travel between 40 and 50 miles to reach Baker, and the rain was coming down in torrents. Fortunately, the bus arrived at the shelter late Sunday night, and the evacuees were in shelters eight or nine hours before the storm hit that area.

The electricity went out on Monday morning, and even though most of the people had flashlights, the batteries were dead by evening. Candles illuminated the building that housed close to 120 people. Despite the number of people, Gottwald said he felt safe in the crowd of young adults. His only concern was that the shelter had just one bathroom for men and one bathroom for women.

The evacuees in the shelter learned about the thousands of people who were evacuated to the Super Dome in New Orleans where conditions quickly became dangerous and unsanitary. Gottwald was grateful he was at the shelter in Baker.

"The Superdome was unbelievably unsafe. ... I'm definitely not complaining about anything," Gottwald said.

After a few days, the weather cleared, and the evacuees were able to leave the shelter only to discover that the levees had broken, New Orleans was flooded and they couldn't return to school. Gottwald had to begin searching for a university that would accept him so he could continue his education.

Gottwald contacted Don Sparling, Masaryk University's director of international studies, who provided Gottwald with several alternative universities. Gottwald said he likes to follow paths few people choose, so he decided to attend the University of Nebraska—Lincoln.

Gottwald said he is grateful that UNL accepted him. The students have been kind to him since he enrolled as an advertising major after his arrival on Sept. 9. He said UNL is more academically challenging than University of New Orleans, but he said that was a good thing.

Gottwald immersed himself in life at UNL. He worked in the kitchen of the cafeteria in the Selleck dorm and was hired as a photojournalist at the *Daily Nebraskan*. One of Gottwald's fall semester goals was to complete at least three assignments for the *DN*.

Gottwald also entered one poster and two magazine ads in the ADDY's, an annual advertising competition. He is also a major contributor in the classroom.

Jason Huwe, the graduate assistant in Gottwald's advertising campaigns class, said, "Lukas is always eager to share his thoughts and ideas with the group. While he can be relied upon to get his tasks done, his moments of random comedy keep the mood light and always prompt a laugh. He is very well rounded and is willing to help no matter what the task. Overall, our group has really enjoyed getting to know Lukas this semester."

Gottwald's exchange program was finished at the end of the fall semester, but he didn't plan to return to the Czech Republic immediately. He planned to spend spring semester working at a ski resort in Utah. He also wanted to do more traveling in the United States.

"This country is very beautiful," Gottwald said.

Gottwald will return to the Czech Republic to earn a master's degree after his semester in Utah. He said that he does not have one specific plan for his life. He could see himself doing any one of several things: owning a guerrilla marketing firm, working for a firm like Boston Consulting Group or owning a speed boat rental operation in Greece. He would like to return to the United States in the future.

What I try to do in my life is see the opportunities and take advantage of them," Gottwald said. □

biggest stories of the new century and for failing to perform their essential function of informing the public about the true nature and extent of Katrina.

The hurricane was extremely powerful, much more destructive than other hurricanes in recent years.

At landfall the barometric pressure was 920 millibars, making Katrina the third strongest hurricane in U.S. history after Hurricane Camille in 1969 and the Labor Day Hurricane that hit the Florida Keys in 1935. Katrina's second landfall (the first was when it crossed southern Florida) was at the mouth of the Pearl River, east of New Orleans, prompting most officials and reporters to initially state that the Crescent City had "dodged the bullet." Approximately four hours later, the brunt of the storm, which was

contained in the winds and storm surge on the east side of the eye, struck the coastline of Mississippi head-on.

The storm surge along the Mississippi coastline was between 25 and 30 feet, higher than the surge from Hurricane Camille. It destroyed casinos, yes, but also homes, businesses, bridges and roads. More than 200 lives were lost along the Mississippi coast before the first "live-shots" were broadcast from the French Quarter later that morning.

At landfall, the Louisiana Parishes to the southeast of New Orleans were hit by sustained winds of 140 mile per hour. Along the Mississippi Gulf Coast, winds exceeded 125 mph. New Orleans experienced hurricane strength winds as well, with gusts of 100 mph, but the storm's power was concentrated >> 16

Storm facts

Hattiesburg, Miss., more than 100 miles from the second landfall in Louisiana, experienced wind speeds peaking at 100 mph. More than 80 percent of the homes and businesses in that city of more than 46,000 were damaged or destroyed. Just to the north of Hattiesburg, in Laurel, Miss., the winds topped out at 110 mph.

In Meridian, Miss., a city of 40,000, the sustained winds reached 90 mph, and in Jackson, the state capitol, the winds reached 75 mph. By that time, Katrina was nearly 200 miles inland.

In Starkville, Miss., the home of the state's largest university, Mississippi State, Katrina was more than 250 miles

▼ First rough draft from page 15

to the east.

Unlike Rita, which caused extensive but not total damage to coastal communities some three-and-a-half weeks later, Katrina virtually demolished Biloxi, Bay St. Louis, Gulfport, Long Beach, Pascagoula, Pass Christian, Ocean Springs and Waveland, Miss. There weren't many homes without roofs or downed signs or buildings with missing walls for the cameras to record — just foundation slabs where houses and buildings had once stood.

The hurricane was immense and continued to wreak havoc well inland.

Hurricane Katrina resulted in disaster declarations in four states and destroyed 10 times more homes than 2004's Hurricanes Jeanne, Ivan, Frances and Charley combined.

But news coverage was limited almost exclusively to New Orleans. More than 95 percent of the area damaged by the hurri-

Miserably.

During the first 10 days after Katrina struck, the coverage centered almost exclusively on New Orleans. Granted, New Orleans was a compelling story — perhaps even *the* compelling story to come out of the storm. It is the largest city in the affected area. The death toll was higher in New Orleans than elsewhere. It offered story lines that were irresistible: government ineptitude and corruption; warnings of disaster foretold and fulfilled; individual tragedy and group mayhem played out within easy camera range.

But what rationale can be offered for failing to convey to the rest of the world the true magnitude of a disaster of this scale? How do reporters, correspondents, producers and editors respond to millions — *millions* — of people who were not only devastated but also ignored?

By the time a week had passed, people had largely been evacuated from New

In addition, reporters fell prey to the temptation to participate in “herd” journalism, which inevitably leads to the sort of tunnel vision that allowed a newsreader to misstate the number of people without power by an order of magnitude. More than 300,000 people sweltering in 90 plus degree heat in Mississippi didn't even make the media's radar screens.

By the end of the first week of coverage, the media appeared to be engaged in a parody of itself. In one “stand-up” report, a correspondent was shown in hip-waders standing in knee deep water. In the background was a sidewalk that was clearly dry and above water.

Before the awards are bestowed for the storm coverage emanating from New Orleans following Hurricane Katrina, questions need to be raised and answered.

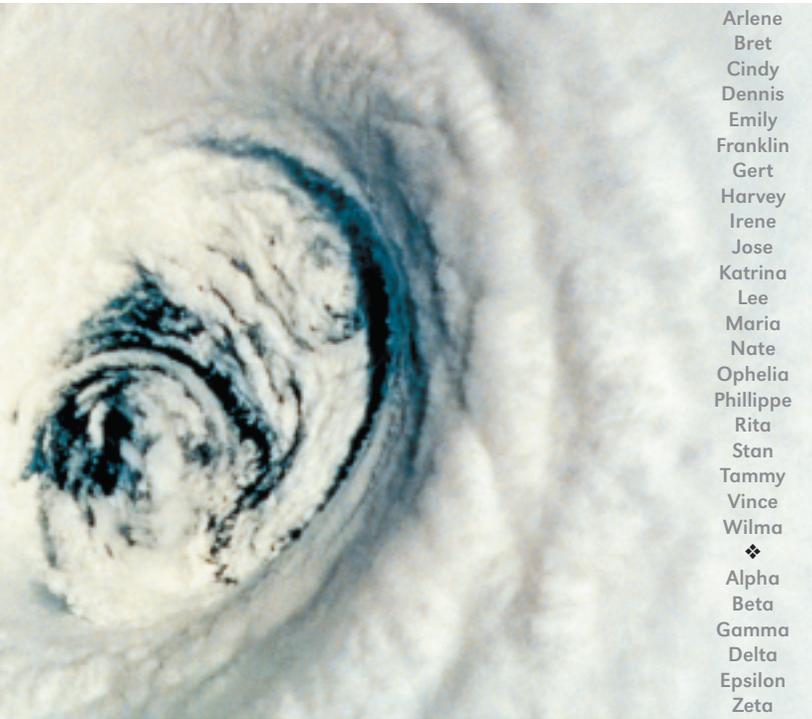
Do we measure achievement by the conviction of emotion conveyed by cable news anchors or by their ability to com-

2005 HURRICANE SEASON SETS RECORDS

The hurricane season officially runs from June 1 to Nov. 30, but in 2005:

- Tropical Storm Epsilon formed in the central Atlantic Nov. 29 and strengthened to a hurricane in December.
- Tropical Storm Zeta formed on Dec. 30 in the Atlantic Ocean.
- 2005's 27 named storms surpassed the previous record of 21 set in 1933.
- Thirteen of the named storms were hurricanes, edging by one the previous record set in 1969.
- 2005 was the first time there were three Category 5 storms in one season.
- The normal seasonal average is 10 named storms, six hurricanes, according to the National Hurricane Center.

National Hurricane Center: <http://www.nhc.noaa.gov/>



- Arlene
- Bret
- Cindy
- Dennis
- Emily
- Franklin
- Gert
- Harvey
- Irene
- Jose
- Katrina
- Lee
- Maria
- Nate
- Ophelia
- Phillippe
- Rita
- Stan
- Tammy
- Vince
- Wilma
- ❖
- Alpha
- Beta
- Gamma
- Delta
- Epsilon
- Zeta

cane received little or no coverage. The storm certainly had an impact on the nearly 500,000 residents of New Orleans, but it also had an impact on another 12 million people in Louisiana and in Alabama, Florida and Mississippi. (See “Storm facts.”)

How did the media manage the coverage of the greatest natural disaster to strike the country in the last hundred years?

Orleans. The press, however, was still basically ignoring the devastation contained in some 85,000 square miles in favor of reporting the reunion of people and their pets from an area of less than 5,000 square miles.

The fact is that journalists were too busy chasing after easy pictures, ratings, cheap shot analysis and “over the top” emotional reporting rather than striving to practice the profession of journalism.

municate the scope of a disaster that beggars description?

Do we reward producers for their ability to splice together the best “action shots” of housetop rescues or for their innovation and expertise in creating a coherent story out of chaos?

Do we praise reporters for the depth of their compassion and the compelling nature of their outrage or the depth of their understanding >> 17

✓ **First rough draft from page 16**

and the compelling manner in which they are able to communicate the story?

Do we determine excellence based on ratings and readership or on accuracy and comprehensive reporting?

If the coverage after Katrina is the benchmark, then it appears that on-camera emotions, rescue footage, outrage and ratings will govern what passes for professional journalism in the future.

The tragedy that struck the Gulf Coast states will be overcome. It remains to be seen whether the tragedy that struck the media will be recognized — much less addressed. The coverage — dismal and shameful — was a tragedy for the American media. It was a tragedy in the sense that it swelled the ranks of those who have lost faith in the ability of media to provide accurate and timely coverage of events. And it was a tragedy in the sense that it was a lost opportunity for journalists who, quite simply, missed the story.



In addition to the raw facts and figures cited in this essay, there was a story in the haunting exhaustion and confusion evident in the voices of local newscasters and disc-jockeys broadcasting with transmitters operating on generators and jury-rigged antennas.

There was a story in the courage of National Guard units that emerged from Camp Shelby in Mississippi to cut their way through 40 miles of downed trees

blocking U.S. Highway 49 in order to reach the devastated Gulf Coast.

There was a story in the almost organic response of thousands of citizens who spontaneously emerged from their own storm-damaged homes in the north part of the state, calmly loaded trucks and trailers with fuel, water and equipment and headed south with no more plan than to start helping at the first opportunity.

And for every story about looting and racism, there were dozens more involving people reaching across lines of class and race to offer assistance. Very few of the latter made the cut.

Photos and video of the flooded Ninth Precinct in New Orleans dominated the news day after day, but the true scope of the Katrina disaster also could have been communicated by showing satellite images of the nighttime Gulf States before and after Katrina struck. Producers and editors lost an opportunity when they

chose stereotypes over innovation in telling the story of Katrina.

In striving for that “first rough draft of history,” a journalist should be expected to eschew rumors and sensationalism in favor of reporting the facts and making the first faltering attempt to place those facts in some sort of perspective. In the wake of Katrina, historians will find little in the efforts of the national media to build upon.

Rough draft, indeed. □

✓ **Storm facts from page 15**

and some 17 hours from its landfall in Plaquemines Parish, La., and was still rated as a hurricane, with sustained winds of 76 mph. North of Starkville, Katrina remained a tropical storm well into Tennessee, more than 300 miles from landfall, continuing to destroy homes with winds peaking in excess of 50 mph.

The same was true in Alabama, where Mobile recorded winds that peaked at 90 mph. In Sumter County, more than 200 miles from the storm’s landfall, winds peaked at 80 mph; in Tuscaloosa at near 70 mph; in Birmingham at more than 50 mph. In the small town of Guin, in northwest Alabama, more than 300 miles inland, sustained winds of 47 mph were recorded. Hurricane and tropical storm force winds were recorded across the eastern half of Louisiana as well. Tornadoes were responsible for deaths and property damage across all four states in the disaster declaration area. (Ironically, one of the first deaths attributed to Hurricane Rita was in Humphreys County, Miss., as a result of a tornado spawned by that storm.)

Outside the “official” disaster area, the damage didn’t stop. In Georgia, the hurricane’s rain bands spun off 14 tornadoes, resulting in at least one death and extensive damage. The small town of Helen, in the northeast corner of the state, was virtually destroyed by an F2 tornado. That damage occurred more than 500 miles from where the storm came ashore. According to the National Weather Service, Katrina didn’t lose its “tropical characteristics” until it reached northern Pennsylvania.

In the immediate aftermath of the storm, almost 3 million people were without power. Three weeks after the hurricane, initial estimates by the American Red Cross were that more than 275,000 homes had been destroyed and another 200,000 damaged — most of them outside of New Orleans. By comparison, Hurricane Andrew, previously the costliest storm in U.S. history, destroyed 28,000 homes.

Drath's Honors & Accomplishments

CURRICULUM VITAE

Member of the executive committee, board of trustees and project director, The Cyprus Initiative; National Committee on American Foreign Policy, George F. Kennan, honorary chairman, Paul A. Volcker, honorary vice chairman; recipient of the William J. Flynn Peace Initiative Award.

JOURNALISTIC EXPERIENCE

Editorial writer, HANDELSBLATT (Germany's leading economic and financial daily); intermittent columnist, Washington Times, UPI; author of numerous articles, commentaries, reviews and essays in Harper's, Commentary, Global Affairs, Chicago Tribune, Business Week, American Foreign Policy Interests, Christian Science Monitor, Journal of Commerce, Dossier, Vorwaerts, Das Parlament, Frankfurter Allgemeine Zeitung, Deutsche Zeitung, Zuercher Zeitung, Spiegel and others.

TV and radio appearances: CNN, BBC, "John McLaughlin's Radio Hour," "The Barry Farber Show," "Bob Cromie's TV Roundtable," "Rosenthal Radio Hour"

Moderator, KUON-TV programs on foreign policy for National Educational TV, University of Nebraska, Radio America, Radio Free Europe, Voice of America.

ACADEMIC EXPERIENCE

Adjunct professor, American University; lecturer, University of Southern California, University of Nebraska, the Air War College, Foreign Policy Association, Washington College, Council of the Americas, the International Security Council

DIPLOMATIC EXPERIENCE

Special adviser to the U.S. Delegation to the OAS; member, U.S. Delegation to

V 20 V

Viola Herms Drath, international difference-maker

SHE EARNED AN M.A. AT NEBRASKA before finding success in journalism and in foreign policy

BY LIZ STINSON

Life is defined by chance and taking chances. Viola Herms Drath knows this from experience. Not one to sit back and let life come to her, Drath pursued success early on. And with determination and a bit of help from fate, she found it.

Growing up in pre-war Berlin and Halle in Eastern Germany, Viola Herms became acquainted with politics at a young age. Her uncle, Ambassador Freddie Horstmann, encouraged her to read the newspaper and mark the articles she thought were significant. He would later question his young niece on the news, instilling a lasting interest in politics and foreign affairs that would serve her well later in life.

"My uncle would tell me, 'You should read this one and that one,'" Drath said. "After a while it became fasci-

that paved the way for German reunification in 1990.

On Sept. 7, 2005, Drath received the William J. Flynn Initiative for Peace award for public diplomacy for her work in promoting U.S.-German relations for more than 30 years. To date, only six people have received this prestigious award, which recognizes those who have worked to resolve a conflict that has affected the United States.

Dr. George Schwab, the president of the National Committee on American Foreign Policy, said the award has often been given to people who work with conflicts in Northern Ireland, but Drath is an exception because of the impact of her work on German-American relations.

Her hard work hasn't gone unnoticed by the big names in politics. The awards dinner, under the patronage of former President Gerald R. Ford and former Vice President Walter F. Mondale



Dean Norton at Initiative for Peace Award dinner.



Viola Herms Drath and German Chancellor Willy Brandt, 1972.

nating. He really piqued my interest in foreign affairs early on."

Her early interest in politics paved the road for her later roles as a foreign policy adviser during the 1988 Bush/Quayle presidential campaign and as an executive member of the National Committee on American Foreign Policy. She laid the groundwork for the "2+4" negotiating process that called for the four World War Two allies and the two German states to conclude a peace treaty

and co-chaired by Senators Richard G. Lugar and Joseph E. Biden, drew 20 ambassadors, 10 Congressmen, two U.S. Senators, an Undersecretary of State, a Justice of the U.S. Supreme Court, two U.S. generals and a host of distinguished Nebraskans. And for her birthday a few months earlier, Drath received greetings from the likes of President George W. Bush and his wife as well as former Under Secretary of State Thomas R. Pickering.

But don't ask Drath her age — she won't tell.

"There is a discrimination against age," Drath said. "If you don't name numbers, it isn't there. As soon as you name a number, it hits you. And people tend to relate to you on the basis of age. If you're smart, you keep quiet about it."

Drath has never let age hold her back. By age 17, when her friends were daydreaming about boys and obsessing over the latest shade of lipstick, she was securing her position among the elite of German writers, who served as her guides and mentors.

"They didn't know I was that young," Drath said. "I was 17 years old, but I pretended to be 20."

Age didn't hinder Drath's ability to become a prominent German playwright. Her first play titled, "Farewell Isabella," was a success in postwar Germany and gave her immediate notoriety as a playwright. But her thriving career came to a halt when she met her future husband, Colonel Francis Drath, then the deputy military governor of Bavaria.

"I met him by chance on a boat ride," Drath said, a few months after the end of World War II. "He told me he could use an interpreter, and my English was good, so I became an interpreter for the (American) military government."

in literature and philosophy and working with KUON-TV to prepare herself for a career in mass media. She was to become what Dr. Will Norton, dean of the College of Journalism and Mass Communications, called "one of the most distinguished graduates of the university."

Nebraska Gov. Dave Heinemann said, "Nebraska is indeed fortunate to count Viola as one of the great Nebraskans of our time."

Drath said her opportunity to do graduate work at Nebraska was important. "Having come out from under Nazi oppression I yearned for the freedom to explore my intellectual and spiritual awakening and found it on the thriving campus of UNL," Drath said. Her uncle and mentor, Ambassador Horstmann, had been forced out of the German foreign service because of his marriage to the scion of a Jewish banking family. He had died in a Soviet concentration camp.

At Nebraska, Drath said, "I felt invigorated being surrounded by some of the great minds of our time, allowed to explore on my own the road to discovery."

While at NU, Drath ran a foreign policy program for KUON-TV and, upon graduation in 1952, she worked for *Die Welt Post*, the German-language weekly published in Omaha. Allen Beermann, executive director of the Nebraska Press

Drath asked the writer if *Madame* needed an American correspondent, and — just her luck — they decided they could use one. Drath made monthly trips to the Big Apple to cover the arts scene and the fashion world.

Her degree in art history and her role as the president of Lincoln's Artist Guild made the job a perfect fit.

In 1968, Drath's husband was appointed deputy director of the U.S. Selective Service System, and the family moved to Washington, D.C. While there, Drath was recruited to be the first political correspondent for *Handelsblatt*, the German equivalent of *The Wall Street Journal*. During her 26-year stint with *Handelsblatt*, she wrote articles not only on foreign policy and foreign relations but also on art and culture.

"Again, timing was right," Drath said. "*Handelsblatt* didn't have a political person, so I was their first political correspondent."

Drath's keen ability to analyze political affairs and her experience with writing made her one of the leading female journalists of her time. Albrecht Muth, deputy executive director of the Eminent Persons Group and a special adviser to the U.N. Secretary-General, believes that, in addition to Drath's journalistic skills, she brought a fresh view to Washington, D.C.



Drath and Dr. Henry Kissinger.



President George H.W. Bush and Drath in Oval Office, 1990.

Photos courtesy Viola Herms Drath

Drath proposed three months later, and when his tour of duty was over, the two were married. Soon thereafter, they were on their way to Lincoln, Neb., where he was to serve as deputy director of the state's Selective Service system. Inevitably, people questioned Viola Herms Drath's decision to leave her promising career behind, but she said she didn't worry about starting over.

She started over at the University of Nebraska, enrolling in a master's program

Association, said at the time of the September award ceremony, "We are proud that so eminent a journalist on both the national and international stages has her professional roots with the Nebraska press."

On a routine flight back to Munich for a visit after she finished her degree in 1952, Drath happened to meet the editor of *Madame Magazine*, the German equivalent of *Vogue*.

"I think really the exposure to the Nebraskan way of life, this whole notion of the prairie land and open skies in terms of widening the horizons, helped her to bring a different perspective to Washington," Muth said.

Drath herself seems to agree. At the award ceremony in September, she told those present that Nebraska is where she found America, "... a place of independence and freedom, neighborliness, help and understanding." >> 20

✓ Drath's honors from page 18

the 17th General Assembly of the OAS; observer, 4th UN Meeting of the International Commission on Verification and Security

AUTHOR AND EDITOR

10 books, among them "Willy Brandt: Prisoner of his Past," "Engagement and Provocation," "What Do the Germans Want?" "Foreign Policy of the Greens," "Power and Policy in Transition," "Germany in World Politics"

EDUCATION

M.A., University of Nebraska, 1952

HONORS

Who's Who of American Women; Who's Who in the World; Who's Who of International Women; Personalities of the West and Midwest; awarded honorable mention for writing by the Association of American University Women; Honorary Citizen of Dallas.



✓ Drath from page 19

Drath furthered her writing career with her acclaimed biography of Germany's former chancellor titled *Willy Brandt: Prisoner of His Past*. The book explored Brandt's private life as well as official life, something that was uncommon in 1975 when the book was released.

"It was groundbreaking," Muth said. "One would not go into the private lives of German leaders. She was the first to say there's a story, and it's important."

Drath added, "My theory is that your private life and official life are somewhat linked. You're all one person, after all. Whatever you do in private reflects in your professional life."

The book has just been re-issued by Hamilton Books in conjunction with the Broadway run of Michael Frayn's play on the former Chancellor.

And Drath's professional life has made an impact on both sides of the Atlantic. In 1988, she wrote "The Reemergence of the German Question," an article that was published in the October 1988 edition of the National Committee's newsletter. That piece argued that the two Germanys could not wait a decade to unify and that the United States must help lead the way.

With her good friend, General Vernon A. Walters, then U.S. Ambassador to Germany, she worked hard to convince

a reluctant Helmut Kohl, then Germany's chancellor, and George H.W. Bush, America's president, to move forward toward German reunification. At the September awards ceremony, Karsten D. Voigt, coordinator of German-American cooperation in the German Federal Foreign Office, said, "Viola has always had a clear sense of the decisive moments of history."

"Viola could have invented the saying: 'What location is for real estate, timing is for diplomacy.'"

Drath continues to be active in journalism as a commentator for both United Press International and the *Washington Times*. Her biography of Willy Brandt was re-released last fall. As Will Ebel, former director of the National Selective Service System, said at the close of the September award dinner, "Viola Drath is an international difference-maker."

Drath has demonstrated her ability to make lasting connections with the people she meets and to take advantage of the situations in which she finds herself.

"Lots of things in life are circumstance," Drath said, "but you have to make your own fate. And if you're lucky, you're always in the right place at the right time."



Photo courtesy Nebraska Press Association

Rev. Father Dan Coughlin, U.S. House of Representatives chaplain; Drath; Karsten D. Voigt, Coordinator of German-American Cooperation, German Federal Ministry of Foreign Affairs; Antonin Scalia, Supreme Court justice; and Allen Beermann, executive director of the Nebraska Press Association, at the Initiative for Peace Award dinner Sept. 7, 2005.

Building lives

TOM GETMAN tells journalism students how World Vision works to meet the dire needs of the world's poorest and most bereft

BY ADAM WATTENBARGER

To describe the work that he does, Tom Getman quotes Mother Theresa: "We don't need to do great things to change the world; we need to do small things with great love."

Getman is the director for humanitarian affairs and international relations of World Vision, and he visited UNL this past November. Through World Vision, he is part of a large effort to bring peace, relief and love to people in need all over the world.

It is simply by chance that Getman ended up being invited to Lincoln. In October 2004, journalism Dean Will Norton visited Ethiopia. While there, he happened to have some computer problems. Someone at his hotel directed him to a man who might be able assist him.

"I asked him if he could help me," Norton said, "and he said, 'Hi, Will, I'm Tom Getman.' I hadn't seen him in 41 years." Getman and Norton were classmates at Wheaton College in the early 1960s, and Getman was the class president.

Norton asked Getman to come to UNL, and he visited from Nov. 20-22. He spoke to journalism classes about topics such as the role of the media in dealing with world crises.

Lincoln was not entirely new to Getman. Born and raised in the country town of Luverne, Minn., he often stopped at Lincoln with his family during summer trips to Colorado.

As he was growing up, Getman played baseball and at one time aspired to become a professional baseball player. He was not very active in the church, but a youth organization called Young Life helped him find his faith and started him down the path he eventually followed. He earned a bachelor's degree from Wheaton and a master's in theology from Fuller Theological Seminary.

After working 14 years with Young Life, Getman decided to move into the realm of politics.

"I found that the tools I had sharpened as a youth worker to share my core values suited me for doing this work with politicians," he said. He became a speechwriter for President Gerald Ford, whom he had known before Ford became vice president.

In 1977, Getman continued his political work as a Congressional staff member when Oregon Sen. Mark Hatfield offered him a nine-month fellowship. Two months later, he became Hatfield's legislative director. He stayed for nine years and loved the experience.

"It was great for my family," he said, "... and a wonderful opportunity for me to learn the system."

Working for Sen. Hatfield eventually led Getman to World Vision. Hatfield was on the World Vision board of directors, so Getman was involved with its projects. When Hatfield contemplated not running for reelection in 1984, Getman began looking at his options. World Vision asked Getman to open its governmental relations office, and his tenure there began.

World Vision is a faith-based, non-government development and relief organization that is active all over the world, according to its Web site. It focuses on early child development and health with the belief that changing the lives of children is most important to improve a society.

"We have focused on building child-friendly spaces," Getman said. "We set up winterized tents and places where kids can get their innocence back and relieve some of the trauma (from disasters, wars and



Photo courtesy: Tom Getman

TOM GETMAN

oppression)."

World Vision also focuses on public awareness; according to the Web site, the agency believes it is important that citizens understand the causes of poverty and dissension within the community and participate in its recovery in order for the change to have long-term success. World Vision is active in more than 100 countries and employs more than 25,000 people.

Though the majority of the organization's efforts go toward long-term, sustainable development, about 30-40 percent of its intervention is focused on emergency relief. World Vision has provided aid for victims of events such as last fall's earthquake in Pakistan and the 2004 tsunami in Asia, as well as other less profound disasters.

While World Vision is a Christian organization that wants to spread the gospel, it does not use evangelism and preaching as a condition for relief aid.

"We are required by Biblical principle and by the Red Cross code of conduct to not use relief aid conditionally to get people to believe like us," Getman said. "As St. Frances said, 'I preach always, but I use words only when necessary.'"

"The best way to bear witness, as it says in Isaiah, is by feeding the hungry, clothing the poor — getting in there and doing good works has much more theological impact. Frankly, we fire people if they try to use our assets to get

BY DON RANLY, PH.D./
PROFESSOR EMERITUS
University of Missouri
School of Journalism

For nearly three decades I taught a magazine editing class to juniors, seniors and graduate students at the Missouri School of Journalism. When I began teaching it, I had no idea how much time I would be spending thinking, writing and teaching about grammar. I learned quickly that I could take absolutely nothing for granted regarding how much grammar the students knew and could apply.

As a result, over the years — as of Sept. 1 of 2005, I am emeritus — I have discovered all kinds of myths about people and grammar. Here are seven of them.

1. PEOPLE USED TO KNOW IT.

What people? How many people? If they did once know it, a great many of them have forgotten it. I have taught adults (writers and editors) grammar and punctuation at professional seminars for years, and I still am surprised at how few of them know basic rules of grammar.

2. THEY DON'T TEACH IT ANY MORE.

These same people at these seminars tell me this all the time. I've not made a study of this, but I have had stepchildren and grandchildren in public schools, and I was always pleasantly surprised by the kind and amount of grammar training they received.

I admit that in later years, high school and beyond, there's little evidence that grammar is taught in any formal or even informal way. There seems to be lit-

CONTRARY TO
POPULAR BELIEF



Photo courtesy/ Don Ranly

RANLY

7 MYTHS

Veteran journalism teacher
takes on myths about
people and grammar

tle review or follow-up, and much, if not all, is lost. I also hear that teachers are afraid of stifling creativity by talking

about grammar rules. I won't touch that argument.

3. ONLY SNOBS OR ELITISTS

CARE ABOUT IT. This one really gets to me. I admit that perhaps few people care about it as much as writers and editors, but whenever I told people that I taught editing, they told me about all of the grammatical errors they hear people make and all of the errors they see in print publications. Some people may have just one mistake that bothers them no end (for example, the use of "like" for "as" or "as if"), but they really become enraged over it.

4. THE MEDIA ARE THE REASON THAT ENGLISH HAS GONE DOWN THE TOILET.

Whenever people tell me that broadcasters regularly slaughter the English language, I tell them to write down the examples and to send them to me. I've not received one. I have argued that in most cases, television has uplifted the language. Certainly, the paid personnel speak better than the general population. I am not speaking of guests and people interviewed.

Similarly, people tell me (On planes I tell people that I sell life insurance — then they leave me alone.) their newspaper is just littered with errors. Obviously, I can't speak for small newspapers across the country, but at workshops I have challenged those attending to find one grammatical error or one punctuation error in *USA TODAY* or in the city's paper that day. As a matter of fact, I tell them I will give them \$5 for each error they find. I have never paid anyone.

Of course, the truth is, when some

Building lives from page 21

people to believe like we believe. ... It was people who cared for me, not preached to me, that helped me understand what faith was all about."

After serving 12 years as director of government relations and special assistant to the president of World Vision United States, Getman went into the field. From 1997 to 2001, he spent a lot of time in the Middle East, directing World Vision's programs in Jerusalem, the West Bank and the Gaza Strip. The experience was not a pleasant one.

"The cruelty was overwhelming," Getman recalled. "The vast majority would like to have peace, but there are lots of reasons [the conflict] is perpetuated.

I'm afraid if it continues, Israel is poisoning its own well."

In his current position, Getman acts as World Vision's liaison officer to the United Nations. He helps with all kinds of international issues and works closely with the Inter-Agency Standing Committee. He attends and helps write resolutions at all the assemblies of the major U.N. agencies. He also stays in close touch with World Vision's diplomatic missions around the world. He is based in Geneva, Switzerland, though he travels frequently.

Though it may seem strange that someone like Tom Getman would visit and speak at a journalism college, World Vision is actually closely attuned to

journalism.

"We work very closely with journalists," Getman said. "When BBC went to Pakistan, we helped give their reporters questions to ask to government people about coordination issues." This helped the journalists get good material and also got World Vision the information it needed.

In fact, Getman said, journalists are largely responsible for much of World Vision's growth. In 1984 and '85, video photographer Mohammed Amin filmed the worst of the famine in Ethiopia and gave it to the BBC. The BBC alerted the world to the famine, and World Vision was launched into a "whole new realm of operations." >>>

people complain about the decline of grammar, especially in the media, they really aren't sure what they mean by "grammar." Misspelled words are nasty, but they are not ungrammatical. Misuse of words can be most misleading and embarrassing, but it is not ungrammatical. I have ranted, for example, about how often I see "rein" or "reins" spelled "reign" or "reigns." There's quite a difference between those two words. But ungrammatical?

The same can be true of incorrect punctuation. Is it ungrammatical not to place a comma after an introductory dependent clause in a complex sentence? Well, it just might be. I don't know.

5. IT JUST DON'T MATTER; THERE REALLY AREN'T ANY RULES FOR GRAMMAR. Well, I'm not going to argue with linguistic folks and English professors about this. Not for one second. But anyone who has ever worked on any publication knows that unless there are rules, even for what one capitalizes and what one abbreviates, editors will go crazy. The word is "consistency."

A publication is passed from editor to editor before it reaches the public. You just can't have everyone deciding what is OK, or what is correct, or whatever. A publication that is edited inconsistently distracts readers and often has the appearance of being incorrect and untrustworthy. There are rules for what has been called Standard American

Written English. That's all I have ever tried to teach.

6. THE RULES HAVE ALL CHANGED. I hear this all the time.

✓ Building lives from page 21

"I don't think we would have been there if it hadn't been for the help of journalists promoting the needs on the ground," Getman said. "Collaboration is the key. We cannot function without strategic alliances; nobody can do the work alone. So journalists and communication officers are the people who get the story out."

One of the major, overarching problems that Getman still wants to see addressed is the "devolution of respect for America because of American belligerence and lack of respect for human rights. We've become a laughingstock in the world."

Getman and his wife have three grown children and three grandchildren. When he's not working, he enjoys playing

I always ask for an example. Sometimes people are talking about how the meanings of words have changed. Yes, indeed, language evolves. In a general-semantics sense, words mean what people think they mean. But will "between you and I" ever be correct?

7. NO ONE WANTS TO LEARN CORRECT GRAMMAR. Granted, I work primarily with communicators, journalists and writers. But when I suggested to a national convention that I do a session on grammar, style and punctuation, those in charge said, "Who would come? Who would admit that they don't know this stuff?"

Well, when they and others schedule such sessions, dozens and even hundreds come. Those who attend are most eager to have their questions answered and to go home feeling better about their use of the language. The most frequent complaint I receive is that the sessions should be longer.

How many people are held back from more promising employment by their use of language? I come from a part of Ohio that I used to think did not know the word "saw." Many people there say, "I seen that." Then I heard a man say, "I had saw that many times." So I knew he knew the word.

"I done that" might be colorful, but it's also embarrassing to some folks. There are more important things in life than "getting ahead," but one thing's for sure: Using incorrect English can hold a person back.

And whether it's fair or not, it will keep most people from top-paying jobs and most certainly from working in the media.

We do a terrible disservice to young people especially and to the public in general by not dispelling the myths people have about grammar. □

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Photo by Luis Peon-Casanova

tennis and visiting interesting attractions in the places he visits. He also enjoys cross country skiing, hiking and bicycling.

He also loves the work he gets to do, largely because the people he helps also have an impact on him.

"The more I get out there, the more my own life is changed. The people we go to are always more hospitable and giving than we are."

Then Getman told a story. He arrived at a house that had been knocked down in Hebron in the West Bank. A Palestinian boy had thrown a rock at an Israeli Jeep, and the Israeli Defense Force bulldozed his family's house as punishment.

"The mother was crying, and the children were going through the rubble,

trying to salvage some of their books and toys.

"Then, very dignified, the father approached us and said, 'Please, come into our shelter out of the cold.' As we walked into the shelter, one of the children was holding a beautiful tray of cookies and coffee.

I said, 'How can you, in your nothing, give to us?'

And the man said, 'Thank God for your beautiful faces. Il' hum dil Allah — God gives us everything we need.' There was no hostility in him; he took it in stride and said we must forgive. We must build a life together."

"And that," Getman said, "is what we're here to help with." □

Photo courtesy Nebraska Printing Center



Honoring Kuroki

MORE THAN HALF a century after the fact, the United States recognizes a war hero — and UNL adds its plaudits to the occasion

BY BRIAN HERNANDEZ *and* JOEL GEHRINGER

Kuroki receives honorary degree from UNL Chancellor Perlman at commencement Aug. 13.

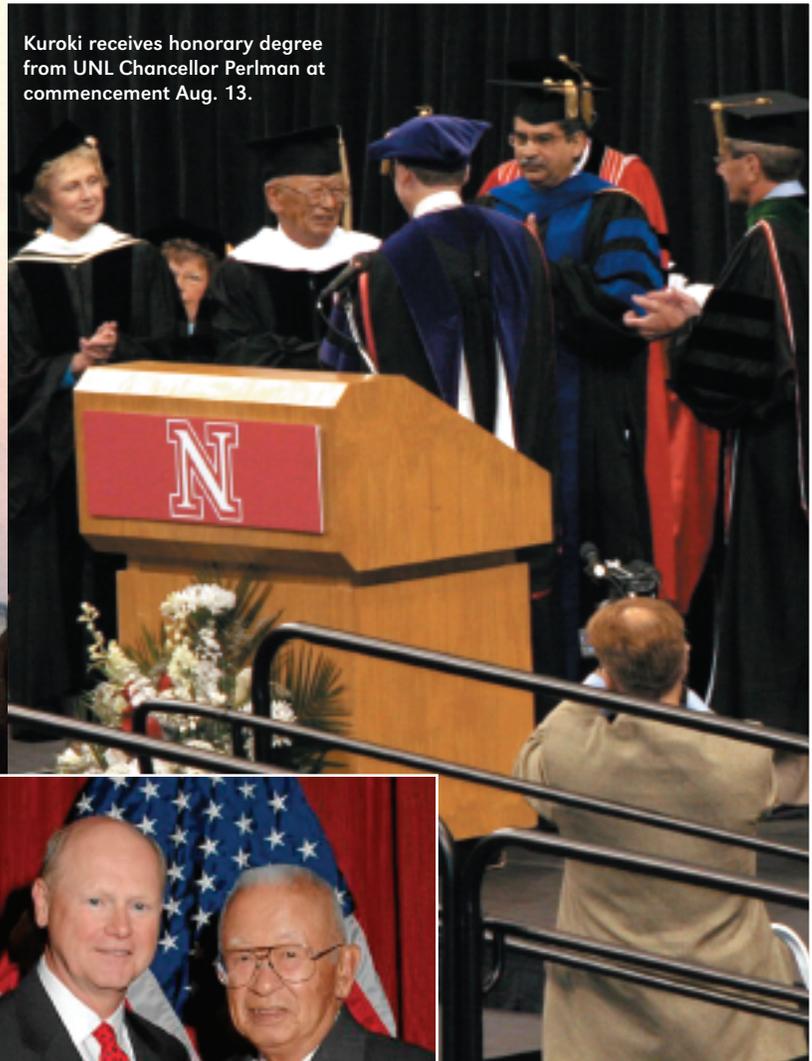


Photo by Marilyn Hahn

Ben Kuroki's been called many things. Some once called him an idiot, unprepared and unfit to earn a college education. Others wrote him off as a second-class citizen, branding him not a true American but a "Jap." But an overwhelming majority of those who know him would call him nothing less than a hero.

They also can call him patient. In August, Kuroki proved his supporters right as he accepted two distinguished awards he's waited more than 50 years to receive.

Now, admirers and critics alike can call him an honorary doctor and a Distinguished Service Medal recipient.

The United States armed forces awarded Kuroki, a Japanese-American World War II veteran, the Distinguished



Photo courtesy UNL

LEFT: Dean Norton and Ben Kuroki have their photo taken at the Devaney Center after commencement.

Service Medal, the country's third highest honor, in an Aug. 12 banquet in Lincoln. The next morning, Kuroki received an honorary doctor of letters degree from the University of Nebraska–Lincoln during summer commencement ceremonies.

"I'm the luckiest dude on the planet," Kuroki said the morning before he

received his medal.

But luck wasn't what earned Kuroki his honors. The 88-year-old can credit his awards to a life of courage and service — and a few dedicated friends.

Born in 1917 in Gothenburg, Neb., to Japanese immigrants, Kuroki spent his childhood working on the family farm. Kuroki said his family never encountered prejudice from hometown residents, but

he said they never quite fit in, either.

“We knew we were different,” he said.

After Japanese forces attacked Pearl Harbor in 1942, Kuroki’s father encouraged him to join the military. At first, enlistment officials refused to let Kuroki sign up because of his ethnicity. Eventually, he found recruiters who let him enlist as a technical sergeant.

Through determination and dedication, Kuroki earned a position on a



Photo courtesy: Kent Inauchi

bomber crew, the 409th Squadron of the 93rd Bombardment Group. In the squadron, he met Carroll “Cal” Stewart, who would become a lifelong friend.

“He’s done more for me than anyone in the world,” Kuroki said.

After flying his required 25 missions over Europe, Kuroki was eligible to return home. Instead, he volunteered for five more flights. By the end of the war, he had flown 58 missions: 30 over Europe and 28 in the Pacific theatre.

Upon returning to the United States, Kuroki was both celebrated and degraded. While *The New York Times* and *Time* magazine ran profiles of Kuroki, radio producers for NBC’s “Ginny Simms Show” cancelled his appearance on the program because of his race.

In 1947, Kuroki decided to enroll at UNL — 11 years after graduating from high school. He flunked his English entrance exam, and his advisers sneered when he informed them he wanted to

pursue a journalism degree. But Kuroki never relented, and the university placed him in what he called “bonehead English,” a class he eventually passed with an “A.”

Kuroki earned his degree in three years, then went to work for *The Frontier*, a weekly newspaper in O’Neill. He left O’Neill when he bought a weekly paper in York. There he earned enough money to buy the *Williamston Enterprise* in Williamston, Mich. After 10 years as the *Enterprise’s* owner, editor and publisher, Kuroki moved again, this time to California to work for the *Ventura Star Free-Press*, where he was a reporter, a copy editor and news editor until 1984.

In 2003, Stewart, his son Scott and Fernley Smith, president of the 93rd Bombardment Group Association, began efforts to get Kuroki the Distinguished Service Medal.

Stewart spearheaded the efforts and asked Smith, an Arizona resident, to contact U.S. Sen. John McCain about recognizing Kuroki.

“Cal told me, ‘You’ve got to help get Ben his medal,’” Smith said.

He contacted McCain, who, along with Sens. Ben Nelson, Barbara Boxer and Orrin Hatch, asked the Army Decorations Board to review Kuroki’s case.

Three years later, Stewart, Smith and Kuroki had not heard back from the review board. Smith said he felt so defeated, he wanted to give up on the award.

“I got very close to it, but Cal Stewart wouldn’t let me,” he said.

Even on the morning of the banquet, Kuroki was not sure he would receive the medal.

“It’s been one hell of a battle with the war department,” he said. “I was so discouraged. I wanted to throw in the towel. . . . I was afraid the thing wouldn’t go through.”

Stewart and fellow World War II veteran John Doyle also nominated Kuroki for the honorary degree from UNL, and during the second weekend of August, Kuroki received both honors. He said he was pleased with and grateful for both awards.

“I’m going to put (the medal) in my bedroom under my pillow,” he said jokingly. “I’m not going to show it off. . . . I’m modest.”

And Kuroki assured his family and dedicated friends that, above all, he’s thankful.

“It’s very incredible that after so many decades, I have so many people going to bat for me,” he said. “Nebraska friends mean more to me than the medal itself.” □



Photo by Marilyn Hahn

LEFT: Kuroki holds a replica of the Distinguished Service Medal at a press conference in Andersen Hall.

BELOW: The Kuroki family attend a luncheon at the Van Brunt Visitor Center following commencement exercises.

From left, Stephanie Turman, Paul Jarrett and Breanna Gabehart.



Licensed to fish

It used to be a strip joint, and if you look carefully at the hardwood floors you can still see where the poles were. An eclectic collection of paintings, fishing supplies and a life-size game of Operation are carefully spaced along the walls and ceiling. A pool table doubles as a conference room table during the week. Offices are separated by makeshift walls, and the large open area by the entrance is used as a kind of graphic design space.

It's the home of the minnow PROJECT, an advertising agency in Lincoln's Haymarket where the employees have business cards that look like fishing permits and titles with an aquatic theme.

J-school alum Stephanie Turman and J-school students Paul Jarrett and Breanna Gabehart have recently been hired by this new, unique firm. Turman works full-time, as does Jarrett, and Gabehart planned to be full-time after she graduated in December. So how did three journalism students all get jobs at the same advertising firm? Contacts, contacts, contacts.

Jarrett heard about the firm from classmate Coco Shrader, who encouraged him to check it out. Turman knew Jarrett from Ad Club, and he suggested the firm

UNL GRADS HELP the minnow PROJECT break the surface

BY PAULETTE LOPEZ

to her. Gabehart was Turman's roommate but had also worked for Marty Hager's wife. Hager is one of three owners of the minnow PROJECT.

Coincidence, or not? Most professors agree that networking can play an important part in helping one find a job, and they encourage students to become involved with organizations like Ad Club and the Public Relations Student Society of America so they can learn about the career fields and learn how to network and make contacts.

So what else has been drilled into ad students that has proven to be true? Turman and Jarrett believe their advertising classes have sufficiently prepared them for the real world, and while Gabehart said she wished the J school had pushed her more, she does believe the school has improved and can compete with other colleges of journalism.

Turman thinks the senior campaigns class, in which students are placed into groups and must formulate an ad campaign for an organization, has real life application and said she has used the theories and ideas taught in her classes now that she is in the "real world."

All three students agree their fellow classmates would do well to become involved in as much as they can through Ad Club and/or the PRSSA. Jarrett suggests students pay close attention to the fliers posted on bulletin boards so they will be aware of opportunities, and Gabehart encourages applying for contests like the Addy's.

the minnow PROJECT isn't the first experience these three students have had with advertising. Jarrett worked for a short time at a firm in New York. Turman entered the National Advertising Student Competition with Yahoo! as the client, and her group won second place regionally. Gabehart did some Web site design assistance at Nebraska Press and also worked on the design staff for Dinger and Associates, a small advertising firm in Nebraska.

Now, the three have titles like master caster (account executive) and hydropow-

Nailing the perfect job

AD GRAD'S experiences help her land where she never expected to be

BY NICCI BOOTS

Experience has taught Elyce deBrown that life plans can easily change.

Her first lesson came while she was seeking an advertising degree at the University of Nebraska-Lincoln in the early '90s, but the experience that brought the lesson home came at an internship she took at *The Omaha World-Herald* while she was in school, she said. What she learned there helped shape her future.

"It was obviously experience in the field, which was really important," she said.

"It was not just something to put on my resume, though, but also something to help me decide if it was what I wanted to do with my life."

Directly after her graduation from UNL in 1995, deBrown worked for *The Omaha World-Herald* in the retail advertising department. She knew advertising was something she wanted to stick with, but she said her experience with the *World-Herald* and multiple internships had left her thinking she might want something more.

Born and raised in Lincoln, deBrown said she wanted to take her career out-of-state, and she soon accepted a position with the Resource and Development Group in Kansas City.

She served as account manager for three years, working on in-house creative design and designing mailings for the agency. She made no plans to extend her stay, however, and jumped at an opportunity to relocate and work for an ad agency in San Diego, she said.

"I viewed Kansas City as a stepping stone, because I knew there was more I wanted to do than just that," she said.

At the California-based Townsend Agency, which specializes in high-tech start-up companies, deBrown had a chance to work directly with clients. She was an account exec-

utive for the agency for a year but then discovered the job that made her feel she had found what she was looking for, she said.

The job with Creative Nail Design almost fell into her lap, deBrown said. She is now director of marketing for retail brands at the firm. Her job includes managing five brands of product lines. That means deBrown is involved in every aspect of marketing, from product development to packaging. It's very different from previous work she's done.

"Here I'm not on the client side but am actually the client," she said.

deBrown said Creative Nail Design continues to evolve as a company. Its international success has made it possible for her to travel around the world.

Taking business trips to such places as Germany, Spain and Asia has given her a new and refreshing perspective on how advertising can be done, deBrown said, and shows her she can continue to learn — wherever her job may take her.

Broadcasting Professor Stacy James said she is happy when any of her former students succeed. She said she is proud of deBrown, whom she remembers as upbeat and industrious.

James said students always surprise her with what they're able to achieve, but when it's conscientious students like deBrown, she isn't nearly so surprised.

"We really are very excited when we hear of the successes and accomplishments of our graduates," James said. "We send you out with lots of good stuff from the classroom, so it's very gratifying to hear when you've succeeded with what we've given you."

James also agreed that internships and early on-the-job experience can leave a lasting impression on students and influence their career choices.

"If we could put something on their (students) forehead, it would be 'Get an internship,'" she said. "The internship experience helps them understand what their strengths are and what they want, or don't want, to do. It also makes those who have done internships look far more attractive to employers."

Now that deBrown has had a number of varied experiences in the advertising world, she encourages those still in school to remember to be prepared to accept change as they try out jobs in their field.

"My dream was to work in an ad agency, and after I did that, I was ready to try something new," deBrown said. "Whether a job works or not is irrelevant, because it's more about the experience. You have to keep your mind open out here to any and all experiences and opportunities."



Photo courtesy: Elyce deBrown

ELYCE deBROWN

er specialist (account manager). As an account executive, it is Jarrett's duty to generate business, but he has been cross-trained to be an account manager, which is what Turman and Gabehart are. And just as Jarrett can act as a liaison between the company and the client, Turman and Gabehart are both comfortable in helping out the graphic design artists. There is a definite team atmosphere at the minnow PROJECT.

Hager said he knew exactly what he was doing when he hired employees fresh out of college. He wanted people with drive and passion, and he gets that vibe most strongly from young, ambitious graduates. Hager encourages creativity from all his employees, hence the laid back atmosphere and strange job titles.

He and his partners agreed on a fishing theme for their year-and-a-half old company because, Hager said, "The principles of advertising and fishing are nearly the same." Fishermen use bait to catch fish, and advertisers use their creativity to catch clients. Among the minnow PROJECT's clients are MBA Poultry, with its product Smart Chicken, MDS Pharma Services and Encore Serious Red Mowing Machines.

Hager looks to his recent hires when checking out soon-to-be graduates from the university. He values his employees' opinions and will sometimes find out from them whom he should take a look at from the university. His wife has even helped him scout out potential employees.

As of yet he hasn't been disappointed. Turman was even described as the company's "lucky charm" by Carol Jess, the lure sharpness consultant (an account executive). So the "who you know" advice is definitely working for several students.

the minnow PROJECT is like a small creative hole in the wall that doesn't seem to quite fit the conservative streets of Lincoln, Nebraska. It seems almost fitting that the company is located in a former strip joint, another venue that isn't too common in Lincoln. But it isn't surprising to be reminded of a popular advertising quote Jarrett appreciates:

"Advertising is the most fun you can have with your clothes on."



Shot on goal

ADVERTISING GRAD and hockey fan lands a job with USHL's Sioux Falls Stampede

BY WILL HARMAN

Hockey has been a part of Dane Lenhard's life since he was a little boy. He played from age 7 through high school. Growing up, he was a stick boy for the Omaha Lancers. His family even hosted Lancers players. And now Lenhard has a job working behind the scenes in his favorite sport.



Photo courtesy Dane Lenhard

LENHARD

Lenhard, a 2005 UNL College of Journalism and Mass Communications graduate, jumped at the chance to work for the Sioux Falls Stampede, a United States Hockey League team. Although he originally applied for a job with the new minor league Omaha hockey team, the Ak-Sar-Ben Knights, Lenhard's name got passed to the Sioux Falls team, and he was offered an interview in August 2005.

After that, things happened fast. Lenhard said he was interviewed on a Monday and permanently moved in to Sioux Falls on Thursday.

"It was pretty crazy how fast it happened," Lenhard said. "I didn't have any job prospects before this; I was still waiting tables. I had to jump at the chance to get involved with sports, especially hockey. And in sports, names get passed around a lot, so there's always an opportunity somewhere."

Lenhard's official title is sales executive/game operations director. The slash means he has a lot of responsibilities to juggle.

As a sales executive, Lenhard's responsibilities include selling season tickets, putting together group outings

and lining up sponsorships. He spends a lot of time on the phone organizing different events or dealing with sponsor companies. He said it isn't so hard because he is selling sports. He isn't on the phone trying to tell people "how great this trash can could be for them."

But not all of his job is spent in an office.

"There is a lot of freedom, because they want us to get out and meet people," Lenhard said. "So anytime during the day, I can get up and go out and talk to people. I can just walk down the street and stop in a business and talk hockey for a while."

The other part of his job is game operations director. Lenhard is responsible for just about everything on game day except for the playing. He puts together the public address script the announcer will read, runs the promotions between periods, makes sure the right music is being played at the right time, arranges for the National Anthem singer and does pretty much anything else that needs to be done on game day. If anything goes wrong, Lenhard is in charge of fixing it.

"I'd have to say that (game operations director) is my favorite part of the job and is what I would really like to pursue for a career," Lenhard said. "Game days are the most fun because I'm a big hockey fan, and it's cool being behind the scenes, being out on the ice between periods and getting to know the players."

Lenhard says the hardest part of the job is budgeting his time. Because he's both a sales executive and game operations director, his main job is to sell, and he must take care of his other responsibilities on his own time. He said it is sometimes tough to have a whole day of selling and then go home and prepare for game day, but he is taking the extra work as a personal challenge. He has also earned praise from his boss, team president Jim Loria.

"Dane has a thirst to be involved in the sports industry, especially in the sport of hockey, which he grew up playing," Loria said. "Most young people that we

look to hire do not always come ready-made with a hockey background. Dane is very eager to learn and wants to be involved, and he'll eventually take on a bigger load once he develops himself further and gains more business savvy."

Being in sales, Lenhard rarely gets the opportunity to use a lot of his creative advertising knowledge, but he said the strategies he learned at UNL have really helped.

"The strategy of knowing who you are trying to reach is important," Lenhard said. "I try to know the demographics of the people and why they want to buy what I'm selling. I try to research a person so I know as much as I can before I talk to them."

Sometimes he gets the opportunity to help put together ads for the arena, and Lenhard credits his experience and training at UNL with giving him an advantage in that area. He also said that training helps with writing the P.A. scripts, because his writing is much better than if he had no formal training.

Even though his current job isn't all advertising, Lenhard said he took a lot more from the J school than just what he learned in class.

"I loved the atmosphere at Andersen (the journalism building). It was a place you could go and just hang out," Lenhard said. "I think I got more out of that than anything else at college. Up on the third floor where most of the advertising professors are, the doors were almost always open, and you could go up there and B.S. with the professors. It was such an accessible and fun place."

Lenhard said his ultimate goal is to end up in the National Hockey League, and his professors at UNL knew that he had key characteristics that would allow him to fit in with this line of work.

"Dane (had) a lot of enthusiasm and a fantastic attitude," professor Amy Struthers said. "It was clear that he knew how to develop strong relationships with people and how to communicate effectively, and he loved hockey. So his current position seems like a wonderful fit."

"I expect to see Dane working with the NHL in a leading role as his career advances."



Up the ladder

JERRY WATSON worked his way from an entry-level job to executive positions with broadcasting firms

BY DANA BARNES

It's an average Friday afternoon, and Jerry Watson is on the much-traveled route from Sioux City, Iowa, to Rochester, Minn. After his business appointments and office visits, Watson's finally heading northward on his way home.

Don't be fooled: Home is not time off. In Rochester, his job is just as time-consuming. His community and business involvement engulf much of his free time. He has a wife, two teenage sons at home and two daughters in post-graduate professional schools. Even Watson himself asks what this notion of "free time" is.

But that's the way it's always been for Watson. From his childhood to his college years to his climb up the corporate ladder, Watson has started from the bottom rung and worked his way to the top.

The University of Nebraska–Lincoln J school alumnus is currently the vice president and general manager of KTTC Television Inc., which owns the NBC, WB and FOX affiliates in Rochester, and is the vice president of KTIV-TV Television Inc., which owns the NBC and WB affiliates in Sioux City.

Although it's tempting to get swept up in the hype of corporate executive life, Watson has his feet firmly rooted in his Midwest foundations.

"I've never forgotten where I came from," Watson said. "I was fortunate enough to make it, and I'd like to see others have that same opportunity."

Watson, the fifth oldest of 10 siblings, was raised as a part of "a very blue-collar family" in Omaha. Watson's father juggled his two jobs at Union Pacific and Nebraska Furniture Mart, and his mother stayed at home with the children.

Watson's parents couldn't help their children pay for college. The two fervently encouraged their kids to get a higher education, but the students would have to work to pay their own tuition.

"My parents never went to college," Watson said, "but they dreamed for all of us to go."

>> 30



Photo courtesy: Jerry Watson

Jerry and Sherrie Watson are surrounded by their children, from top: Dan, Jennie, Michelle and Jim.

Selected Affiliations and Awards

- Chairman of the Board, Minnesota Broadcasters Association: 1999-2000, 2003-2004
- Committee Member, Minnesota Broadcasters Association: 1993-present
- Chairman of the Rochester Area Chamber Foundation: 2000-2002
- Chairman of the Board Rochester Area Chamber of Commerce: 1998-1999
- Chamber Government Affairs Committee: 1993-present
- Founder and Chair, Rochester Safe City: 1997-present
- Rochester Volunteer of the Year: 2000
- Rochester Hometown Hero Award: 1999
- Champion of Diversity Award: 1998
- First Degree Black Belt, Tae Kwon Do: 1997
- United Way Campaign Chair: 1996
- President, Pi Kappa Alpha fraternity: 1974

✓ Up the ladder from page 29

Overcoming their circumstance, all the Watson kids graduated from college. Each sibling pursued a unique path, some even attending such top-notch institutions as Harvard Medical School and Northwestern University. They found themselves in professions such as architecture, medicine, nursing and finance; Watson found himself in advertising.

Just like his four siblings before him, Watson stayed in his aunt and uncle's house in Lincoln his freshman year to save money while attending the university. Watson later lived in his fraternity house, Pi Kappa Alpha.

Watson graduated from the College of Journalism in 1974 with majors in broadcasting, advertising and marketing. He found he had a "natural knack" for working with prospective advertisers when he was a staffer at the *Daily Nebraskan*, UNL's independent student newspaper.

"The only obstacle I had in school was being broke all the time," Watson said. "From the background that I came from, [graduating] was a heck of an achievement."

When he was a senior, Watson said he remembers a professor asking her journalism students what they were going to do after college. His classmates spouted dreams of starting off at renowned publications and earning generous incomes. Watson stood up and humbly declared that he intended to find an entry-level job selling radio advertising and work his way up.

"I was smart enough to know what I didn't know," Watson said. "In any business, you've got to pay your dues. You've got to get out there and network. I knew that sooner or later, if I was worth my salt, other companies would see that I was a talented kid."

So Watson marched straight to the general manager, Roger Larson, at Lincoln radio station KFOR — and he didn't leave the man alone until he walked out with a job as an account executive.

And from then on, Watson let the job offers pour in.

"I've never applied for a job since [the KFOR job]; I've always been recruited," Watson said. "I think that's the secret. If you're good enough and people know who you are, they'll find you."

Watson landed his current job at KTTC 16 years ago, after he accrued experience at stints in Lincoln, Omaha and Wichita. He paid his dues and started

from the bottom. Now he's sitting pretty, a couple rungs from the top.

"It's certainly challenging," Watson said. "But I am as visible as I possibly can be in all departments in all our stations, because if one of the cogs in your wheel breaks, it can shut you down."

Liz Dahlen, station manager at KTTC, has worked alongside Watson for the past 12 years.

"Jerry is a broadcaster in every sense of the word; he breathes this stuff," Dahlen said.

She added, however, that Watson's not an all-work-and-no-play kind of manager. He keeps the employees sane in an exhausting industry by allowing room for laughter.

"He's a screwball," Dahlen said. "He has a million stories that will drop your jaw, make you laugh and shake your head, wondering how somebody gets away with what he has in his past."

And as if his career weren't time-consuming enough, Watson has a wife and four kids, is avidly involved in broadcasting organizations and even pencils in time for community and charity associations.

"He spends an enormous amount of time and energy at work and is a formidable businessman," Dahlen said, "but he has a soft spot the size of Nebraska for his family."

Meeting his wife, Sherrie, at UNL was the best thing about college, Watson said.

"Forget the diploma," he said. "I met this wonderful woman."

Even though Watson often finds his calendar packed with meetings and business trips, he doesn't hesitate to take time off to see his sons play on their high school football team or to take the wife and kids to their lakeside condo at Iowa's Lake Okoboji.

Next year, the last of the Watsons' four kids — their identical twin boys, Jim and Dan — will be moving out to attend college. Their oldest daughter, Jennie, is in her third year of veterinary school; their second oldest, Michelle, is in her first year of optometry school.

Despite his meager resources when he was a hopeful high school senior with a wish to simply graduate from college, Watson has climbed his way to the top few rungs of the broadcasting career ladder. But he never waited for fate to propel his ascent. He simply worked hard and let the pieces connect themselves.

"It may sound corny," Watson said, "but I just do what I do." □



J school grads leave their mark at NU Alumni Association

BY WHITNEY BRUHN

Most graduates might not think of their alma mater as the ideal post-collegiate employer. But Andrea Cranford, Shelley Zaborowski, Andy Washburn and Lisa Trimble, all graduates of the UNL College of Journalism and Mass Communication, aren't most graduates.

They work for the alumni association of their alma mater and have contributed to its continued success.

Founded in 1874 by the first five graduates of the university, the university's alumni association has evolved into a large organization that provides members with many benefits, including alumni-focused publications and class reunions.

Andrea Cranford has seen many changes through the years, both in the J school and the alumni association. When



Photo by Steve Hermann

From left, Andrew Washburn, Andrea Cranford, Lisa Trimble and Shelley Zaborowski.

Cranford, class of 1971, began working for the association, she said there was little more to it than an alumni records department and a magazine.

About four months after her graduation, Cranford was selling ads on commission for the alumni magazine, then titled *Nebraska Alumnus*, when she was offered the position of editor at the magazine. She jumped at the chance to get back into writing.

"I liked the idea of a magazine because you could keep refining your work," Cranford said. "Boy, when I got that opportunity, I grabbed it."

Cranford, a Lincoln native, said she has been interested in journalism and writing since fifth grade, and although she graduated with a degree in advertising, said she has always preferred writing and

editing to promoting.

Today, as associate executive director for communications, Cranford oversees all the association's printed and online pieces, including the magazine. She also acts as a media liaison for the association, writing press releases and working closely with other university entities.

A third generation graduate of UNL, Cranford said she was attracted to the J school's broad-based, hands-on education. Her graduating class was fairly small and allowed her to develop a sense of teamwork and camaraderie.

"The college became almost more like a home," Cranford said.

Despite the numerous moves the college has made over the years and the technological advances it has made since Cranford graduated, she said that she is

more impressed by what stays the same in the J school.

"I think that it is more remarkable the things that are still being done — how hands-on the classes are," Cranford said. "It makes me realize that some of what we learned was ageless."

Shelley Zaborowski, now the director of student programs and reunions at the association, is another J school advertising grad. Zaborowski worked for UNL's Admissions Office while she was a student and said she "fell in love with being

on campus." She knew she wanted to work with the university in some capacity.

So, after earning her degree in 1996, Zaborowski took a position as director of student programs at the alumni association. She supervised the Student Alumni Association and worked to educate students about the "value of maintaining a lifelong relationship with the university," she said.

In October 2004, she was promoted to be executive director for programs. In that position, she supervises six program directors and three support staff. She is responsible for the Cather Circle, a women's mentoring and networking program designed to bring outstanding UNL alumnae together with current women students.

She is also in charge of the Nebraska Legacy program, which sends a remembrance to children and grandchildren of alumni association >> 32

Eager to give back

BY AUDREY PRIBNOW

▼ J school grads from page 31

members during the month of their birthday each year. And she works with the Huskers Away from Home program that matches out-of-state freshmen with local alumni host families.

Zaborowski said the things she learned as an advertising major have been “really useful for me.” For one thing, she appreciates the emphasis on writing skills that she learned at the J school. And she likes being able to do a little layout and design work on brochures and other alumni association publications.

Just as the J school has evolved, the alumni association has expanded as well. What started as a simple association of graduates looking to stay in touch has become an extensive, varied program employing more than 30 people and reaching all 50 states.

As time passes, the alumni association adds to its programming and finds new ways to include alumni in the current affairs of the university.

The Student Alumni Association was established in the 1970s to create a link to current students on campus. Lisa Trimble got her start with the alumni association as a student member and said she learned a lot about the alumni association from her involvement as a student and an internship she had her senior year.

Although Trimble was editor of the sports page of her high school newspaper, she never had a specific interest in print journalism. She had more of an interest in public relations, and she found the J school fit her interests in that regard.

Trimble said her years in the J school were beneficial for developing teamwork skills, and she found the faculty to be helpful and willing to work with students.

“I felt like a student more than a number in their classes,” Trimble said, adding that she really enjoyed the flexibility of the program that allowed her to pursue her interests.

Now, as director of special events at the alumni association, Trimble coordinates many activities, including pre-game, homecoming and reunion festivities. Trimble took her position at the association after her graduation in 2000

and said she enjoys the job because it has allowed her to grow and develop.

“It’s unique for a new person,” she said. “I thoroughly enjoy the people I work with and the people on campus I get to work with.”

As it has developed, the alumni association has gained many corporate sponsors, and Andy Washburn manages these sponsors and the marketing campaign each year for the association.

Washburn worked for his high school newspaper in Gretna, Neb., and won a state high school journalism championship there. However, he was later convinced that he was more of a persuader than a reporter, and he graduated in 2000 with a degree in advertising.

During his senior year, Washburn began an internship at the association, working for Andrea Cranford and selling ads for the renamed alumni magazine, *Nebraska Magazine*. He now works with more than 50 companies around the country.

Washburn was heavily involved in the university as an undergraduate, working on the student advisory board of the J school and serving as its president one year. He was able to see Andersen Hall when it was nothing more than a blueprint and to be part of the planning for the new building, which he said is one of his favorite memories of being an undergrad.

Washburn said the J school prepared him for his future career by teaching him how to think creatively and strategically.

“It’s almost more of an art than a skill,” he said, “and they (the J school) do a very good job teaching the fundamentals.”

These four J school graduates are finding each day how diverse and flexible their degrees are.

So why stay at the university and the association? For Washburn and his fellow J school graduates, it’s simple. It’s a great environment with great people who are passionate about the university.

“It is neat to see that loyalty doesn’t end when you’re a student,” Washburn said. “It’s really neat to know that there is a nationwide network of Huskers anywhere you go.”



Talk about embracing change. Kelly Johnson was a senior English major at the University of Nebraska–Lincoln when she decided to opt for Plan B.

“I woke up on a Friday morning in September and realized I didn’t have any skills I could market in the real world,” Johnson said.

She didn’t wait long to act. That Friday, Johnson woke up as an English major and went to bed newly enrolled in the College of Journalism and Mass Communication. Never mind that her college years were immediately prolonged. Never mind that she hadn’t written a newspaper article in her life. Johnson decided she needed the change, and she didn’t hesitate for a minute.

Journalism was not completely foreign to Johnson, though. Her grandfather had been a journalist. Apparently, his example affected her more than she knew, and she began following his footsteps down the path to the newsroom. After completing her undergraduate degrees in both English and journalism in 1996, Johnson earned a master’s degree in journalism at UNL, too, finishing in 1998.

Once she had finally bid UNL farewell, Johnson took a position as a copy editor for *The Oregonian*. But that wasn’t the end of the changes in her life. As her view of the journalism world — its workforce and opportunities — expanded, Johnson heard talk of a certain journalism institution, and she wanted to get involved. Enter the American Indian Journalism Institute.

Described by Johnson as a “journalism boot camp for Native American students,” the American Indian Journalism Institute had found a new believer in Kelly Johnson. AIJI is a three-week, four-credit college class held during the summer at the Al Neuharth Media Center on the University of South Dakota campus. Accepted Native American students live on campus for three weeks and spend their days attending classes, writing

news stories and learning what it takes to be a journalist in today's world.

Students hail from all over the United States and even Canada, and they range in age from 19 to 60. Numerous tribes are also represented.

AIJI is the “largest single effort in the country to bring natives into journalism,” according to Jack Marsh, executive director of the Al Neuharth Media Center.

“It’s just a wonderful constellation of people and personalities ... and every possible background you can imagine,” Johnson said. No matter where they’re from, though, all the students want to be journalists, and they all come to the institute to start from square one.

Johnson’s specific roles through the three-week session include teaching language in the classroom and serving as a “writing coach” in the newsroom. Though she admits that her grammar classes don’t feature the most exhilarating part of journalism, Johnson finds ways to get students excited about the “nuts and bolts.”

“By the end of the summer I had them saying, ‘Grammar rocks,’” Johnson said.

Two-time AIJI participant Jordan Dresser appreciated Johnson’s ability to make learning grammar more pleasant. Dresser remembers not only the “grammar rocks” cheer but also the “grammar rocks” T-shirt Johnson gave him.

Dresser said Johnson’s stress on the importance of details and double-checking stories has stayed with him. Perhaps it was her “easy to work with” demeanor that encouraged Dresser to take Johnson’s suggestions to heart.

“I just got a feeling from her that you could be a nice person and still make it in a hard industry,” Dresser said.

Marsh also speaks highly of Johnson’s teaching style.

“Kelly has a love of the language that is contagious, and she has a great ability to connect with students and instill her passion for the language in them,” Marsh said.

When Johnson reflects on her first day of teaching at AIJI, she credits her success to memorable UNL professors.

“I had never taught formally before, and standing in front of all their pleasant faces — well, you could see that they were expecting something pretty good. As I was standing there explaining, I could actually hear different voices of professors in my head. They were kind of guiding me through what I needed to do,” Johnson said.



Photo courtesy Kelly Johnson

KELLY JOHNSON uses the skills she learned at the J school to teach Native Americans how to do journalism

Following the completion of AIJI’s summer program, students are often placed directly into internship programs. In addition, a growing number land full-time jobs in mainstream newsrooms across the country. Some students even contribute to Rezneta, an award-winning online newspaper for Native Americans, which can be found at www.rezneta.org.

Following his second year with AIJI, Dresser was placed in an internship with the *Lincoln Journal Star*. Throughout his time there, Dresser said that Johnson called him periodically just to see how he was doing. Dresser continues writing for Rezneta, too.

Just as Johnson embraced a significant change on that Friday in September so many years ago, for the past three years she has cherished the opportunity to witness and contribute to an “almost miraculous transformation” in Native American journalism students.

“They get down to business and amaze us — and end up teaching us more than we teach them,” Johnson said.

It seems that AIJI values Johnson’s gift of time just as much as Johnson values her annual experience with AIJI.

“She’s a fine editor, a gifted teacher, and she has tremendous passion for improving diversity in the newspaper industry. So this was an ideal fit, and we welcomed Kelly as a teacher, and we value her as a faculty member,” Marsh said.

Another, more recent, change in Johnson’s life is her new job as a *Washington Post* copy editor on the foreign and metro desks. Johnson began this new position in January of 2006.

Though she’s no stranger to change, the time Kelly Johnson spends with AIJI each summer is one part of her life that’s not likely to change any time soon.

“It’s just, now, a part of what I do and who I am.”



Writing as the process of discovery

BY WADE LARSON

For H.J. Cummins, journalism is more than just a career. It's an integral part of life.

Cummins, a staff reporter for the *Star Tribune* in Minneapolis, Minn., and a UNL graduate, has used her journalism skills to write a book that helps close an important chapter in her life: the death of her mother.

Cummins' book, titled *My Mother's Daughter*, is primarily about the author's relationship with her mother, Rosemarie Näther, who was born and raised in Germany and came of age during World War II. Näther married Hal Cummins, an American soldier, after the war.

Cummins decided to write the book after her mother died of lung cancer in 2000.

"The beginning of the book and book project was this feeling that I had growing up and it sounds strange, I know, but I mostly had this feeling that she didn't like me." She said that Cummins was a great mother, but she seemed incapable of expressing her emotions.

Cummins cited research from Germany that studied how people who experienced the war first-hand were affected emotionally.

"A big part is they have to ignore their feelings [during the war], and so that kind of played out with her as a mother, and that's a big theme through the book — as well as the amazing life and the closeness we had in many ways," Cummins said.

Cummins said her mother's death was the impetus for her to finally learn more about her mother's life.

Cummins took three months off work to travel to Germany and learn more about her mother's life. At first, she was not even sure she wanted to write the book.

During her time in Germany, she studied the writings of German psychologists who had done studies on the traumatic effects of war. "It was helpful to be in a place where people had researched this specifically about Germans," Cummins said.

She spent time interviewing scientists and historians about Germany and its people during that volatile era, as well as

researching her mother's early years.

"Part of what helped me with that was that Grandfather had written his memoirs, so he had a lot of history and stories about her and her school and her boyfriends." Cummins said.



Photos courtesy: H.J. Cummins



H.J. CUMMINS
investigates her
relationship with her
mother through a book
published in March 2006

When Cummins returned home, she had the few stories her mother had shared with her combined with her research in Germany and her personal memories from her relationship with her mother.

She put it all on paper.

"Because I'm a writer, I tend to process information by writing," Cummins said.

Cummins spent most of the year following her trip to Germany working on the book, mostly on weekends. It took her about a year to complete the entire process.

Cummins said she was trying to understand what her mother had gone through growing up in one of the most devastating times in European history. "The war years ... were incredible for my mother. I can't believe how she survived." Cummins said.

By the end of the war, Näther had become seriously ill from malnutrition and typhoid fever.

That was when she met her future husband.

"They met over a can of meat," Cummins said.

While Näther was in a U.S. hospital in Coburg, in western Germany, Hal Cummins brought her a can of Spam. "That made a very good impression," Cummins said.

Because Näther spoke English, she was soon working for the United States as an interpreter. Later, she and her husband moved to the United States.

Hal Cummins continued a 20-year military career, during which the family moved all over the country. They eventually settled in Seward, Neb., — Hal Cummins' hometown — where he served as the Seward County Veterans Service Officer until his retirement.

H. J. Cummins attended high school in Seward, and the summer after her graduation she worked at the *Seward County Independent*. It was her experience there that led her to a career in journalism.

The choice of which college to attend was easy.

"I knew UNL had one of the top programs in the country," Cummins said. She was not disappointed.

"The study at UNL was really good, and I got the chance while I was there to go with a photographer >> 35

✓ Writing from page 34

up to Wounded Knee (in 1973) when A.I.M. took over Wounded Knee again, and that was just an amazing opportunity.”

Cummins worked a pair of internships during her college years, one at an American Indian newspaper and another at *The Omaha World-Herald*, during the summers after her sophomore and junior years, respectively.

She graduated from the J school in 1974 and went to work at the Lincoln paper, where she had also worked part-time during college.

Since then, Cummins has worked on a wide variety of publications across the country.

She spent time at the *Fort Myers News Press* in Florida; she did freelance work for the *Rochester Democrat & Chronicle* in New York; she was a travel writer for both *Tour and Travel News* and *Travel Holiday* magazines; and she spent seven years working as a copy editor/workplace reporter/personal finance writer for *Newsday*, also in New York.

Cummins has worked as a staff

reporter at the *Star Tribune* in Minneapolis since 1996 and also writes a weekly column called “Workandlife” which runs every Thursday.

Eric Wieffering, deputy business editor at the *Star Tribune*, said, “She is incredibly conscientious and fair.” Wieffering added that Cummins works hard and usually has three stories on her desk at a given time in addition to her weekly column.

“She’s often one of the first people at her desk in the morning,” Wieffering said.

“I enjoy doing a variety of things,” Cummins said. “It’s something you’re able to do in journalism — try new and different things — and that’s what keeps so many of us interested in the work and the profession.”

“She works really hard to bring a human voice to her stories,” Wieffering said. He explained that her gentle voice and compassionate nature make people feel comfortable around her. But that doesn’t stop her from asking the tough questions. “She’s just a thoroughgoing professional. She’s very dogged; she doesn’t let up on anything.”

Cummins said her years of journalism experience helped her greatly in the process of writing her book.

“Absolutely,” she said. “It was a process of reporting and cross-checking facts, because so much of it happened so long ago.”

Her career also helped in that it has supplied her with many contacts at publications across the country. Once the book is published — by Cathedral Hill Press in St. Paul — she plans to spread the word through those contacts. She also plans to do readings locally in Minnesota.

Cummins said she hopes the book will garner an audience among psychologists and historians as well as World War II buffs.

What started as a journey to discover her mother’s past evolved into a book, due largely in part to Cummins’ tendency to organize her thoughts by writing them down.

Cummins’ sister, Trisch Unger, said it best: “For her it was very cathartic. Everyone works through things their own way, and that is her way of working through things.” □

Journalism: What the doctor ordered

STRATBUCKER was pre-med and news-ed at UNL, and the two majors have worked together effectively in his career as a physician

BY SARAH C. DAVIS

Thirteen years ago William Stratbucker graduated from the University of Nebraska–Lincoln with a major in news-editorial. Today he is William Stratbucker, M.D.

When Stratbucker entered UNL as a freshman majoring in biology, he had no idea he would end up in the College of Journalism and Mass Communications. However, because of some uncertainties and missed paperwork, Stratbucker landed in an academic area rarely pursued by future doctors.

Stratbucker is pleased with the decision he made to major in news-editorial.

He said the skills he acquired as a communicator and a writer have had an

impact on every facet of his career. Although his transition from journalism to medicine was one that few make, Stratbucker says the ways he has been affected by and benefited from journalism are innumerable.

Stratbucker, the eldest of four children, grew up in Omaha, Neb. His father was a doctor, and Stratbucker became familiar with the medical profession at a young age. In high school his interest in medicine grew because of his fascination with biology. When it came time for Stratbucker to go to college, it was UNL’s proximity to his home that won him over.

As he prepared for college, Stratbucker figured that if he wanted to



Photo courtesy: William Stratbucker

STRATBUCKER

have a future in medicine, biology would be the best major to take. He thought people intending to go to med school had to major in the sciences. He was wrong.

As Stratbucker began his sophomore year, he was having reservations about his choice of major. Although he enjoyed some of his biology classes, he noticed that others were less fulfilling. He began searching for something more.

“I had a friend in broadcasting who thought it might be something I could try,” Stratbucker said. “I found the idea fun and different.”

Because Stratbucker was not a declared journalism major, he was not technically allowed to take broadcasting classes. However, somehow when he enrolled, this fact was overlooked. No one asked any questions. Stratbucker sneaked into the class unnoticed. Much to his surprise, he enjoyed the class and ended up getting a job as one of the student managers of the KRNU radio station under professor Rick Alloway.

“He (Stratbucker) was very passionate about music and the radio station,” Alloway said. “He was very personable and worked well with people in other stations. Working with record labels can be challenging, but he was diplomatic and got along really well with people.”

>> 36

What the doctor ordered from page 34

Much as he loved broadcasting, Stratbucker said, he realized he still had a strong interest in med school. He thought news-editorial would be a more practical major, and he began taking those classes the second semester of his sophomore year.

“Probably the first day of news-editorial class I knew I was outside of my element. We were sitting in front of typewriters, and I had a sense that most of the students had some experience — I was probably wrong in thinking that — and I had no experience at all doing any formal writing. I definitely had doubts from the very beginning. My grades were worse than they had ever been before, and I had a lot to learn,” Stratbucker said.

During his junior and senior years, Stratbucker found that he was getting more and more pressure to develop his portfolio of writing and to work on his interviewing skills so he could get a job in the field.

“When people brought up the subject of getting a job, I always bit my tongue because I still wanted to apply to med school,” Stratbucker said.

He had never fully left the sciences because he was aware of the requirements for med school. Along with his news editorial major, he had minored in math, physics, biology and history. Also, because he had gotten a late start in the journalism college, he ended up graduating a semester later than expected.

The following year he enrolled in the University of Nebraska Medical Center in Omaha, where he also spent his residency in pediatrics. His transition to medical school was not any more difficult than anyone else’s. In fact, he said it might have been easier because he had had to take more advanced courses in the subjects he minored in.

Today Stratbucker and his wife, Amy, live in Chicago. They are the parents of 18-month-old twins: a boy, Brayden, and a girl, Zella. Stratbucker is an assistant professor of pediatrics at Rush University Medical Center in Chicago. He has his own general pediatric practice and also teaches pediatric residents and medical students.

Stratbucker has never given up his passion for journalism. He is the chair of a committee on media relations for the Illinois chapter of the American Academy of Pediatrics. The committee works with print and broadcast media,

trying to get accurate messages into the media regarding child health.

In addition to this, Stratbucker has written for the *Chicago Parent* magazine and has been interviewed by NBC and ABC affiliates, CNN and the *Chicago Tribune*.

Stratbucker not only contributes to journalism but also uses it every day in his career. He spends a great deal of his time teaching medical students how to successfully communicate not only in writing but also over the phone with other health care specialists.

Brian Dixon, a close friend of Stratbucker’s, said many doctors have the ability to write only for other doctors. But Stratbucker’s experience in journalism has given him the ability to write and communicate in a way that the majority of people can follow and understand.

“I try to teach residents how to communicate in an effective way by being both thorough and concise,” Stratbucker said.

However, he uses the skill on more than the students. Alloway said one of the qualities people look for in a pediatrician is his or her ability to speak with children and parents. Journalism helped Stratbucker with this skill.

Stratbucker said, “I spent time with people, interviewing and talking to them. I really enjoyed that part of journalism.”

Every day Stratbucker uses his skill in journalism to do his job as a pediatrician and professor. Every day he is glad he took the road less traveled. Every day Stratbucker is different because of the one decision he made more than 13 years ago. That one choice affected the rest of his life.

“I would encourage everyone to consider journalism as a major, especially if they are uncertain as to what they want to do. I’m happy to see that there is a philosophy that didn’t exist when I was there (UNL): You don’t necessarily have to go into a career in journalism,” Stratbucker said.

Although Stratbucker is not a journalist, he uses the skills he learned in journalism every day. Stratbucker credits his journalism education with providing him skills not only for a career but also for life.



The joy of serving

BARBARA BURBACH
uses her skills as a lawyer
and a reporter to explain
the law to Nebraskans

BY THERESA HORSCH

Barbara Burbach has friends in high places. She has met senators, governors and presidential staff. She has attended prestigious universities. And she has survived disabling injuries that may have sent many people into lethargy. Despite both the honors and the trials that life has dealt her, Burbach has found satisfaction in using her skills to help her fellow Nebraskans understand the law.



Photo courtesy Barbara Burbach

BURBACH

Burbach has always been a writer. While growing up on a farm in Wynot, Neb., she spent much of her time reading and writing. “(Writing) came very easily to me,” Burbach said.

That talent led her to Creighton University in Omaha, where she earned a B.S. in journalism. While there, Burbach met Dr. Dave Haberman, a reporting professor, who would serve as a mentor for the rest of her educational experience.

After graduating from Creighton, Burbach began her professional career in communications at Northwestern Bell in Omaha (now U.S. West).

“I would deal with the press ... write speeches for the executives and place ads (for the company),” Burbach said.

But after about six years, she decided that she had not found her calling in life.

“I was anxious to write something outstanding ... and just become one of the best reporters,” Burbach said. “I went back to Dr. Haberman, and I asked him what he thought I might look into, and he said, ‘Barbara, go to law school.’”

“(Earning another degree) specializes you in a way that sets you apart from the (other journalists),” Burbach said.



Aware of her abilities, she applied to the top 10 law schools in the United States.

“And I got into all 10,” she said with a hint of pride.

Despite this accomplishment, Burbach still felt unsure about where to pursue her education, so she discussed it with the attorney for U.S. West.

“He had gone to Yale, and he said, ‘You can’t make a bad decision here, but go to Yale. They don’t accept many, and it’s the best school, so go,’” Burbach said.

Even with the assurance that she would receive the finest education available, she was hesitant to move so far away from Nebraska; however, in the end, she decided to head east.

“I had spent my whole life in Nebraska, and although Nebraska would always be my home, I felt that I would learn a lot (if I) moved to another part of the country,” Burbach said. “Yale is the home of a lot of judges and presidents. I didn’t think I’d ever be a president or a judge, but I thought it must be an awful good place to go.”

In 1989, she graduated from Yale Law School with a J.D. — juris doctorate — and applied for a job with Paul, Weiss, Rifkind, Wharton and Garrison, a law firm in New York City.

Her first interview was with Ted Sorensen. Sorensen was also a native of Nebraska, the former legal counsel for President Kennedy and the author of famous lines such as: “Ask not what your country can do for you; ask what you can do for your country.”

“I didn’t even know who he was,” Burbach said, laughing. “He said, ‘Oh, you’re from Nebraska. You know, Barbara, we Cornhuskers stick together.’”

It was that sudden connection to her home that immediately convinced Burbach that she wanted to work for that law firm.

“Before, I felt like a fish out of water (in New England) ... and (then) I found this man who was from Nebraska,” Burbach said.

She did not learn who Sorensen was until she spoke with the dean of the law school about her potential job. She was still excited to have met someone else from Nebraska and was surprised when the dean told her about Sorensen’s accomplishments.

“I was a little sheepish when I found out who he was,” Burbach said, still chuckling. “Now Ted and I keep in touch; we’re friends.”

She said Sorensen’s work influenced her always to behave professionally and to hold herself to high standards. These ideals are evident in her work.

“She has a professional journalist’s ability to focus her attention on the moment — the physical details, the exact wording of the conversation,” said Mike Stricklin, who was her graduate adviser at UNL. “It’s a talent, sure, but she works hard to maintain a high level of competence.”

She spent her time at the law firm researching legal information for the attorneys.

“I would be given a legal question, (and) then I would search for the laws involved and advise the lawyers as to what the answer should be,” Burbach said.

But her career in New York was cut short. In 1990, the driver of the taxi in which she was riding lost control of the car, veered off the street and hit a telephone booth. Burbach’s injuries meant she would be hospitalized for almost a year and would live with physical disabilities the rest of her life.

Believing her daughter would heal more quickly if she were closer to home, Burbach’s mother had her brought to a hospital in Omaha.

“I had always planned on coming back,” Burbach said, “(but) it happened much more quickly than I had planned.”

When the doctors released her from the hospital, Burbach realized that she had reached a crossroads in her life. With degrees in journalism and law under her belt, she returned to Haberman for advice.

She recalled Haberman’s saying, “Barbara, report the law.” He then suggested that she earn a master’s degree in journalism.

In 1996, following Haberman’s advice, Burbach decided to apply to the J school’s master’s program. Once she visited the university and spoke with some professors, she knew it was the place for her.

“I was impressed,” she said. “I thought that (if) I was going to spend a few years someplace, studying for my career, (the professors at UNL) were the people I wanted to learn from.”

The faculty at UNL was equally impressed by Burbach. Stricklin praised her abilities as a legal researcher.

“I mentioned in passing that somebody should trace the legislative history of then Sen. Jim Exon’s anti-pornography bill in the U.S. Congress. ... Well, Barbara went to the law library and within a week she provided me with a three-inch-thick

loose-leaf notebook containing all the pertinent information. Very authoritative; perfectly documented,” Stricklin said.

Even before she completed the master’s at UNL, Burbach began writing a legal column for Nebraska’s newspapers.

“The papers loved it,” she said.

She decided to write the column — now published as a weekly feature in five newspapers in northeastern Nebraska — because she wanted her work to help others.

The columns teach the readers about the laws, Burbach said. “(It’s) stuff they don’t understand when they hear it on the news. (People) have to abide by the law, so they have to understand it.

“I tell the law in English so non-lawyers can understand,” she continued. “A lot of times when you listen to the news, you hear politicians telling you what they want you to know instead of (how things) really are. So I tell people what the law is, and how it affects them.”

Writing the column allows Burbach to stay well-informed about current local, state and national issues concerning legal cases, educational and agricultural issues and governmental news. It has also allowed her to meet many inspiring individuals.

While she does enjoy the excitement of meeting political celebrities, above all else, Burbach strives to work for the benefit of others.

As she completed her degree, she remembers thinking, “I’ve got all of this education, so what am I going to do with it?”

“Thanks to a couple of outstanding educators — (Haberman, who) told me to report the law — and Stricklin, who made me believe in myself, I have the ability to educate and inform the people back home.”

Burbach’s work does not go unnoticed.

“I get letters and phone calls from people who say how much they appreciate the column,” Burbach said. Because the newspapers that publish her column are all distributed in the part of Nebraska that she’s from, she said, “I feel like I’m serving the people where I grew up. It’s very rewarding.”

Stricklin said, “I don’t know a person more determined than she. She touches the lives of so many people.

“I admire her simple mannerisms and determination to accomplish her goals. She is a model of the phrase, ‘good daughter of Nebraska.’” □



Photo by Steve Hermann

Although he retired as *The Washington Post's* recruiter in March 2004, Bill Elsen never stopped working in the news industry. He also never stopped staying in touch with young adults; he still watches all of MTV's "Real World" episodes.

Today, Elsen is still sharing his life and knowledge with students around the nation, including those at the University of Nebraska–Lincoln, where he spent a week in September. Elsen has remarkable career experience and advice to share.

Before joining *The Post*, he was a reporter in Saigon, Vietnam, for *Stars and Stripes*; a reporter and copy editor for the *Nashville (Tenn.) Banner*; a sports copy editor for the *Tennessean* in Nashville; and a sports writer/editor for the *Washington (D.C.) Daily News*.

"My first time in newsroom was in 1957 for the high school sports section of *The Washington Daily News*," Elsen said. "I had to write a sports article."

He said it was a little scary when he realized he had to type the story he was expected to produce. He had never learned to type and today still uses only two fingers at the keyboard.

"But I can go really fast," he said.

At *The Post*, Elsen started in sports as a copy editor in 1970, then moved to executive sports editor, metro staff writer, assistant foreign editor and night city editor. He spent a month shy of 13 years as a night editor and assignment editor on the national desk and finished on the Metro Tab Desk. From January 1994 to May >>

ture story that went far beyond the athlete's performance on the field.

As for advice, Keown told students to take chances, to stretch their talents and take advantage of every opportunity to practice their craft. When he worked for a small paper in California, Keown bought season tickets for the San Francisco Kings' home basketball games and wrote game stories for the paper on his own time. The paper was too small to have covered the Kings regularly, but Keown's willingness to help on his own was something that got noticed.

Furthermore, every writer must read and read a lot, he said. Not only does reading help a writer find his or her own voice and style, but it also expands the writer's background.

"Some of the best interviews I've had (with athletes) were not about sports," >>

The news business, teaching still flow through Elsen's blood

AWARDS

In June 2003, he was given the Kay Phillips Distinguished Service Award by the North Carolina Scholastic Media Association at the University of North Carolina. In March 2002, Elsen was presented the Charles R. O'Malley Award for Excellence in Teaching by the Columbia Scholastic Press Association at Columbia University. In 1979, he was awarded CSPA's Gold Key.

LONGTIME REPORTER visits J school to work with groups, individuals

MEMBERSHIPS

He is a member of College Media Advisers, the American Copy Editors Society, the Native American Journalists Association, the National Association of Hispanic Journalists and the Asian American Journalists Association.

BY KARLA BAUMERT

TIM KEOWN shares amazing facts, career advice

BY CHARLYNE BERENS

Flamboyant basketball star Dennis Rodman is actually quiet and shy. Pro-footballer Randy Moss is afraid of germs. And basketball coach Bobby Knight sometimes conducts interviews in the nude.

Tim Keown, senior writer for *ESPN The Magazine* told stories about athletes he's come to know and offered advice for aspiring sports writers and other journalists when he visited the college Sept. 15 and 16.

Keown, who wrote *Bad as I Wanna Be* with Rodman, told students the athlete

known for his outlandish behavior in public is very different in private. In fact, Rodman was nearly impossible to interview for the "autobiography" Keown hoped to get down on paper. Eventually, the basketball player told Keown just to put down what he thought Rodman would say, and he'd comment after the fact. And that's what they did.

Keown found out about wide receiver Moss's fear of germs when he walked with Moss from the locker room to the cafeteria in the Vikings' stadium. At each door, Moss put his hand under his shirt before taking hold of the doorknob. Keown's inquiry about the habit led to a long conversation about Moss' phobia and a fea-

✓ News business from page 34

2001, he was director of recruiting and hiring for the newsroom. He retired from *The Post* in March 2004.

Now Elsen is a contributing editor at *presstime*, the magazine of the Newspaper Association of America, and is career development director and editor for *reznetnews.org*, an online paper produced by Native American college students.

"He is a great mentor," said Dalton Walker, a *reznetnews* writer and junior news-editorial major at UNL. "He is always trying to help people. That's what I like about him most of all," Walker said. "I consider him a friend before anything."

Elsen is also a consultant, traveling to universities and conventions to work with student journalists. He got involved with minority students by going to conventions to recruit.

Elsen has taught in programs for minority journalists in Arizona, South Dakota and Oklahoma and has also taught at the University of Maryland. In recent years, Elsen has consulted at DePaul, Vanderbilt, Iowa State and Kansas State universities and the University of South Dakota.

Elsen also conducted workshops at the American Press Institute, a National Writers Workshop and conventions of the American Copy Editors Society. He teaches journalism workshops for high school and college students, including those at state and national scholastic press conventions.

Elsen probably gets his love of teaching from his family's tradition. His father was a university professor, and the young Elsen grew up around three different universities, the last one being Notre Dame. Elsen attributes part of his success in media to this scholarly upbringing. He also said that studying Latin and Greek really helped him because much of the English vocabulary originates in these two languages.

"Read a lot," Elsen advises. "It doesn't matter what you read, just read. When you read you are exposed to new ideas."

Elsen has seen many changes in media with the advent of computers and Internet technology being the largest. Going from typewriters and "cut and paste" to computers and the Internet is astounding, he said.

"It makes me think, 'How did I ever do this before?'"

Research is also very different for journalists, he said. "We used to have reference books in the newsroom, and newspapers had librarians. Now you can just go on the Internet and research almost anything, work anywhere — and in a lot less time."

But Elsen sees a downside to accompany all the benefits. The Internet has made it easier to make things up and plagiarize or simply to do sloppy reporting.

Elsen said another big change he's seen is the explosion in television, particularly television entertainment. Elsen

thinks that some real news is missing here. There is a lot of international and political news that gets passed over by the younger audience that wants to be entertained.

"The younger generations are watching a lot of cable" for entertainment and, largely, seeing no reason to keep up with the news, he said.

During his week at UNL, Elsen spoke to seven different classes. Topics varied from Watergate, which occurred while he was on the staff at *The Post*, and Hurricane Katrina coverage to changes in society and media.

Besides speaking to classes, Elsen met with individual students, helping them prepare for job interviews and talking about how they could reach their long-term goals.

"The brunt of our conversation revolved around my future and my goals," said sophomore news-editorial major Brian Hernandez, who met one-on-one with Elsen for about an hour. "I told him my goal after graduation is to work for *The Washington Post* as a page designer, copy editor or a reporter — or all three."

Hernandez said students enjoy meeting and interacting with media professionals like Elsen and others who visit UNL. "Last year, I met Pulitzer-Prize winning Samantha Powers here at Andersen Hall," Hernandez said. "This year I met Bill Elsen. Who knows what the college has up its sleeve for next year? Maybe, I'll meet Bob Woodward and Carl Bernstein."



Tim Keown talks with a student after class in Andersen Hall.

Keown said. Because he has read broadly, he was able to draw on athletes' other interests and find out what makes them

who they are.

Rick Alloway, broadcasting faculty member, teaches one of the classes to

which Keown spoke. Alloway said Keown kept the students interested with his stories and also gave them good advice for their future careers.

Keown told students versatility is a valuable asset for a journalist. While writing for the magazine is his primary job, Keown also writes a weekly column for *espn.com*, does five appearances a year on ESPN television and occasionally does commentary on ESPN radio.

As for Bobby Knight in the nude, Keown still marvels that the coach, who was just getting out of the shower when the reporter was escorted into the locker room, simply sat down and did a 90-minute interview without bothering to get dressed.

Even for a veteran reporter, it was an amazing moment. □

Need advice?

J SCHOOL faculty have it

BY MEGAN BECKWITH

Approximately 900 students are enrolled in the College of Journalism and Mass Communications, and new advising coordinator Michael Goff intends to meet with every single one of them throughout the course of the year.

Add Goff's special attention to the advising already done by every faculty member, and you have a service



Photo CoJMC archive

GOFF

that sets the CoJMC apart from many other colleges on UNL's campus.

Students at the college say they feel at ease seeking advice from their professors. Quinn Cockerill, a senior news editorial major, said, "My adviser always has his door open and is willing to answer and discuss any questions I may have concerning my education here at UNL as well as options pertaining to my future career."

Cockerill is not the only student who feels this sense of comfort when knocking on her adviser's door; in fact the professors at the college bring a certain feeling of reassurance and belonging into the building.

The professors get to know their students as individuals and truly listen to the concerns that arise throughout the year. Advertising professor Amy Struthers not only learns her advisee's names but also learns their future goals, interests and strengths.

Knowing this information helps her

to assist her students in the search for internships, jobs, scholarships and many other opportunities that may arise in the future. "I need to know who they are and what they want to become," said Struthers.

At the J school, many of the professors know a majority of students on a first-name basis.

By the time students are seniors, Goff said, many of the professors know who they are or at least recognize their names in connection with their work.

In fact, recent data show that professors at the J school have more one-on-one contact hours per week with students than faculty in any other college on UNL's campus.

And journalism advisers say they will not stop improving their advising techniques.

"We intend to monitor advising closely to make certain that students are following the advice the professors provide," said Dean Will Norton. "We also intend to solicit feedback from students on how we can improve our advising."



Alumni board significant to J school

BY WHITNEY SCHWENKA

UNL

students who watch a football game in Lincoln's Memorial Stadium may never want to leave that sea of red behind. "Once you're a Husker, you're always gonna be a Husker,"

said Dara Troutman, the president of the Alumni Board of the College of Journalism



Photo courtesy Dara Troutman

TROUTMAN

and Mass Communications. And the board wants to make sure that the sound of "Go Big Red" rings in the ears of the UNL alumni beyond their graduation day.

The College of Journalism and Mass Communications Alumni Board has become an organization with structure and focus, it has defeated financial obstacles to keep alumni recognized and involved and it has a few pending ideas for the future. The board does its best to make a difference in the lives of alumni of the college.

The Alumni Board consists of 12 members — eight regular members and four ex officio representatives. Each regular member can hold two three-year terms, but all must be graduates of the UNL College of Journalism and Mass Communications.

Meetings are usually held once a month at the college from the fall through the spring, but they have also occurred in Omaha and via telephone conference calls. The objective of these meetings is to discuss how to engage graduates of the J school to continue their participation with the college.

"The Alumni Board should work to promote the goals and objectives of the college it serves," said Peggy Rupprecht,

an Alumni Board member who grew up in Omaha. Rupprecht graduated from UNL in 1990 with a bachelor's degree in broadcasting and earned a master's degree in journalism in 2000. She also has a Nebraska Secondary Education Teaching Certificate in the social sciences.

Rupprecht points out that, through the alumni association, graduates get to extend relationships and learning experiences beyond graduation day and also are given opportunities to offer employment and internships to younger alumni. Students and professors also benefit from the feedback that graduates provide for improvements on portfolios and internships.

"Everyone involved on the board wants to ensure the future success of the J school," Rupprecht said.

The Alumni Board has faced a few challenges. Initially, each college's board received financial and other aid from the Nebraska Alumni Association, but in recent years the large association had to reduce its support for each individual group. In the process of breaking away, the College of Journalism Alumni Board was forced to change its structure, and it lost momentum and members. However,

Alumni affirmation

MANY OF THE THINGS survey respondents said they would have liked when they were in school are reflected in the college's new curriculum.

BY CHARLYNE BERENS

It looks as if J school alumni would love the college's new undergraduate curriculum.

The new curriculum, which went into effect in fall 2004, includes changes that reflect the kinds of things alumni say they would like to have had when they were in school.

For instance, a number of the 100 alumni who responded to a 2005 survey said they thought the college should provide more emphasis on grammar, usage and writing. The new art of writing class was designed to give all journalism majors exactly that emphasis.

The new freshman-level course

"reflects our commitment to teaching fundamental writing skills," said Nancy Mitchell, head of the advertising sequence. "We think of writing as a major building block."

Jerry Renaud, head of broadcasting, agreed. Being able to write correctly and well "will set people up for a lifetime of success. There's almost nothing you do that doesn't require some kind of writing."

The class emphasizes the basics: correct usage, spelling and punctuation as well as the ability to focus and structure a piece. It is not a reporting class, nor does it push Associated Press style, although the instruction does emphasize a journalistic approach to writing and style.

working directly with Dean Will Norton, the board got back on its feet with more ideas than ever.

Even with a small budget, Norton felt it was important to recognize successful alumni. He praised the Alumni Awards, presented during the college's annual J Days each spring, to honor graduates for their diverse achievements and for their contributions to the school.

Dara Troutman graduated in 1988 with a bachelor's degree in broadcasting and earned a master's degree in journalism in 1998. She currently serves as University of Nebraska President J.B. Milliken's principal assistant and chief of staff as well as the president of the Alumni Board. Troutman pointed out a recent event the board organized simply to help keep alumni involved with the college.

The board sponsored an all-college reunion for anyone who graduated from the 1940s through the 2000s. The night was filled with great speakers, a lot of catching up and, as Troutman added with a laugh, "photographs by decade." She found it humorous that people who graduated a decade apart would be recognized in a single photograph.

Before Troutman could finish discussing ideas that had already been put into practice, she demonstrated how fast new ideas come up. "Well, I have two pending requests at this very moment," she said, glancing at her computer. J school faculty had suggestions for further alumni involvement.

Nancy Mitchell, a professor in the advertising department, asked that alumni consider assessing student work. She wants the board to help review the work to help the college ensure that students are learning all they will need for their careers.

Mike Goff, a lecturer and chief adviser at the college, wants to see the rate of dropouts reduced. He believes the Alumni Board can be helpful in aligning first-year freshmen with alumni so that students feel more comfortable and make a smooth transition into college.

Even if the alumni of UNL don't constantly wear red and consider Memorial Stadium home on Saturday afternoons, Troutman believes that the board has been successful. She said the board has been able to enhance opportunities for students — who will be tomorrow's alumni — and for graduates who want to stay close to their alma mater.

Alumni survey respondents said the strong writing background they got at the J school was helpful in things like graduate school and everyday life as well as in their specific careers. The new writing class is designed to make that background even stronger and more valuable.

Some alumni who responded to the survey said they would have liked more instruction in graphics — not only how to create good graphics but also how to think visually.

The new curriculum installed a basic visual literacy class required of all majors that addresses the concepts behind delivering messages visually. A second visual literacy class provides hands-on instruction in still photography, videography and graphic design.

In addition, advertising majors may take up to three classes that deal with communication graphics, and the news-editorial department will offer a regularly scheduled advanced graphics course beginning in fall 2006.

Closely related to instruction in graphics is instruction in the kinds of technology that make computer graphics possible. A number of survey respondents said they wished they had learned more computer skills.

This is an issue that faculty hear about from current students, too. One solution has been to institute "Technology Tuesdays," funded by a technology grant from UNL. The money has been used to hire a computer whiz to run an open lab on Tuesday evenings where students can come and get one-on-one instruction in whatever software they need to use.

Mitchell said the college has made a conscious decision not to spend a lot of class time teaching computer technology. "We want to keep most of the class time not for teaching which buttons to push on the computer but for teaching concepts and ideas and communication," she said.

Renaud said things are a bit different in the broadcasting sequence because being able to operate equipment, including computer programs, is such an integral part of what broadcasters must do.

Both faculty members pointed out that Dean Will Norton is committed to expanding the kinds of equipment

▼ go to page 43

Painting the news red

REDWEEK, the college's new lab newspaper, goes in-depth on topics and issues of interest to Nebraska students

BY ALEX HAUETER

Thursday's lab was supposed to end more than half an hour ago, but no one seems to be complaining. Despite another late evening in the Andersen Hall newsroom, the editors of *Redweek*, the College of Journalism and Mass Communications' new lab newspaper, find time for a joke, and laughter fills the otherwise deserted second floor.

"It's a lot of fun," Susan Gage, one of *Redweek's* teachers, said about the newspaper class.

Redweek began publishing in spring 2005 to replace *The Journalist*, the college's old lab newspaper. The paper publishes weekly, coming out on Friday mornings alongside the *Daily Nebraskan*, presenting UNL students and faculty with an in-depth perspective that is different from the *DN's* emphasis.

"We want to step back from breaking news and look at issues," said Tim



From left, Vicky Kelty, professor Joe Starita and Michelle Brown in *Redweek* lab.

Photo by Steve Herrmann

Anderson, the faculty member who oversaw the *Redweek* photographers during the fall semester. "We wanted a high quality weekly newspaper to highlight student work."

Anderson is one of three faculty advisers who help with production of the lab newspaper. Gage and Joe Starita supervised the paper's reporters during the fall semester, and all three faculty

members worked with the editors.

Starita listed the goals: "More depth, more perspective, more context." He added that *Redweek* provides students with a deeper look into the news, much the same way *Time* and *Newsweek* complement daily newspapers. "We want to go deeper into the story."

Both *Redweek* and the defunct *Journalist* were designed to showcase >>

The politics of art and media

NEW COURSE

brings J school, Fine and Performing Arts together

BY ANGELA GARBACZ

The culture of the 21st century brings together art, media and politics every day. At the University of Nebraska—Lincoln, that combination has been given its own title.

The course — which is being offered for the first time in the spring 2006 semester — is the result of a collaborative

relationship between the College of Journalism and Mass Communications and the Hixson-Lied College of Fine and Performing Arts. Dean Jack Oliva in the College of Fine and Performing Arts took his idea to Will Norton, dean of the College of Journalism and Mass Communications.

"Our goal is to integrate with other colleges that have similar interests," Norton said. "We will bring our strengths to benefit them, and they will bring their strengths to benefit us. (The College of Journalism) is grateful to Fine and Performing Arts for its enthusiasm and aggressiveness to make this happen."

The students who enroll in the course, a number that will not exceed 12, must be in junior-level standing in the Honors Program. The course will begin with study of the First Amendment, which protects freedom of speech. The students read articles dealing with the arts, lead class discussions and write

reviews of performances and exhibits they see. Many of the classes meet in Andersen Hall, but some are held in Sheldon Memorial Art Gallery. The instructors are planning a three-day trip to Kansas City with the students to visit galleries and attend a performance or two.

Dan Siedell, is one of the instructors for the course, is also curator at the Sheldon. He believes the relationship among the arts, media and politics is forged in museums, that museums are >>



DAN SIEDELL

Photo courtesy: Dan Siedell

✓ Painting the news from page 34

student work, but with *Redweek* the college has found a way to streamline the process. *The Journalist* was created by several different classes — an editing class, a reporting class and a photography class — often with little collaboration among the three.

Redweek is created by NEWS 306 students who see each other regularly and build a working relationship over the course of the semester. The editors, reporters and photographers meet every Monday with the faculty supervisors to review the previous week's issue and discuss story ideas for coming papers.

Reporters have to file drafts of their stories by Tuesday afternoon for review and editing by the teachers. They get their stories back the next day during one-on-one meetings with the faculty. Thursday at noon, final copies are due for polishing by faculty to prepare the stories for the student editors later that afternoon. In addition to their final copies, reporters' first drafts of the next week's stories are also due.

Photographers meet with Anderson Wednesdays to discuss photo ideas and progress and to prepare their photos for publication.

Editors meet Thursday afternoons to prepare the final copy of the paper. *Redweek* had six editors last fall. Two of them worked almost exclusively with layout, and four did mostly word editing.

Greg Walklin, a senior news-editorial

major from Lincoln and an editor for the fall 2005 semester, said editing had been a great experience. Thursday overtime, which often kept students and faculty in the newsroom for an extra two hours, was challenging, but the diverse group, newsroom experience, personal relationship with faculty and collaboration make it all worthwhile, he said.

He attributes *Redweek's* success to its staff members doing their jobs. He said reporters had been writing good, long stories, and photographers had been taking and editing excellent photos.

"We were lucky to have some really good people," Walklin said. He added that as the semester went on and students became more familiar with each other, collaboration increased.

Gage noticed the changes, too.

"We've been able to see the evolution of their talents. We get to know them as journalists and people," she said of her students. "It's great to just see the light bulbs go off."

Starita agreed and was optimistic about the changes in the lab newspaper format. He's seen the students hone their skills as they gain experience working in the newsroom.

"The philosophy is to get students excited about journalism. They come into class with solid fundamental skills. We want to give them a bigger canvas to paint on," Starita said. And paint they have.



✓ Politics from page 41

where dialogue takes place and discussions are formed. "We want to explore how Sheldon can participate in instruction," he said.

Siedell said it is important for a person to be physically in front of a piece before talking about its message. "Many pundits have no idea what they are talking about when they refer to a piece of art that is deemed political; they have only seen photos or heard descriptions. These misconceptions affect what we think."

The other instructor is Charlyne Berens from the J school. "The goal of the course is to explore the way three major institutions — arts, politics and media — interact with each other. We're talking about politics in the broad sense," Berens said.

This class is also teaching art in the broad sense. Siedell thinks this class will "develop a critical view of what's at stake."

He says that when a political piece is misread, people get a skewed view of all art. "We will not teach arguments as right and left but as two sides of the same coin. We will look at the First Amendment and artistic creativity, where they meet and how they have limitations."

As politics and art are taught in the broad sense, so are media. "Media should be there trying to make things better when they are bad," Norton said. "[This course] exposes top level students to really good instruction and opens them up to the true role of media."

Arts, Politics and Media is a launching pad for new studies at the University of Nebraska-Lincoln. Dr. Patrice Berger, director of the Honors Program, said he is pleased the course is being offered. "I was taken by the vision in terms of achieving a better understanding of the arts in our society," he said. "Learning how the arts form an integral part of our culture is important." □

✓ Alumni affirmantion from page 41

available at UNL and to keeping it as updated as possible. "He's provided equipment I think is far superior to what I've seen in a lot of other university journalism programs," Mitchell said.

Convergence was another item on the minds of alumni who responded to the survey. Several said they wish they had had more exposure to skills in the other majors within the college. That ability to experience that kind of cross-platform exposure and learning was at the heart of many of the changes to the curriculum.

For example, students from all three majors take an introductory course in mass media together, learning not only about the area in which they plan to major but also about other parts of the media and how the different media interact with each other and with a democratic society.

All students take the Art of Writing course and the first visual literacy course together. Print and broadcast news students take beginning reporting together and work together on NewsNetNebraska, the college's online publication.

But students also continue to take plenty of courses specific to their own majors.

"The key is that we've gone at it slowly," Renaud said, "and that we continue to believe the person needs to be strong in one particular area. But we also understand that there are new sets of skills that people need to have — or at least an understanding of how that other system works."

Mitchell cited Dean Norton's support for pursuing convergence in a deliberate manner and for his efforts to hire faculty who can cross boundaries among media. "We think it's to our students' advantage and will make them more marketable," she said.

Other opinions expressed by survey respondents and the ways the college is addressing them include:

■ We need more hours in the major.

The college quickly adopted the accrediting body's guideline that decreased from 90 to 80 the number of hours its students must take outside journalism. That has enabled students

✓ go to page 45

ADVERTISING

FRAUKE HACHTMANN was part of a UNL faculty team of four that was invited by Sr. Vice Chancellor for Academic Affairs, Dr. Barbara Couture, to represent UNL's nationally acclaimed Peer Review of Teaching Project at the Conference of the International Society for the Scholarship of Teaching and Learning in Vancouver, Canada, in October.

Now in her third year as Peer Review of Teaching fellow, Hachtmann will lead a team of four UNL faculty to develop inquiry course portfolios in the spring. Hachtmann and former colleague Sloane Signal wrote an article about how critical thinking is measured in two core courses in the UNL advertising program titled "The Peer Review of Teaching Portfolio as Scholarship Assessment in Higher Education: An Advertising Curriculum Example," which will be published in the *International Journal of Learning* in the spring.

Hachtmann also presented a paper titled "Generation Golf — What Advertisers Need to Know when Targeting German Thirty-Somethings" at the 30th Annual European Studies Conference in Omaha. In addition, her book review of Marieke de Mooij's "Consumer Behavior and Culture: Consequences for Global Marketing and Advertising" appeared in the *Journal of Advertising Education*.

PHYLLIS LARSEN was honored by the Black Masque Chapter of Mortar Board at the 11th annual "People Who Inspire" celebration. Larsen continues to advise UNL's Public Relations Student Society of America, which won Best of Show in the student division for a communication program entry in the PRSA Nebraska Paper Anvil Awards. She taught an NU Skills seminar series on public relations delivered via distance education to communication professionals across the state and beyond. She gave a number of presentations to PRSA Nebraska and was also invited to speak at the international conference in Miami in October (which was canceled due to Hurricane Wilma). Larsen's advertising students collaborated with **LAURIE THOMAS LEE**'s broadcasting students to produce television public service announcements for the Capital Humane Society.

NANCY MITCHELL served on the site team for the accrediting visit at Virginia Commonwealth University in Richmond in November. She has been selected to be a co-author with Sandra Moriarty on a Prentice Hall text, *Advertising Principles and Practices*, 8th edition. She currently serves as chair of the UNL Academic Planning Committee.

BROADCASTING

RICK ALLOWAY joined Deb Collins as MC for the Nebraska Broadcasters

Association "Awards of Excellence" banquet on Aug. 11 and was MC for the UNL Employee Service Awards ceremony at the Lied Center on Sept. 9. He was elected to the executive committee of the UNL Academic Senate in September. He is working on a radio documentary version of the France project as well as a radio documentary on the men who have called Nebraska football play-by-play from the Devaney years through today. His a cappella radio show, "Vocal Chords," celebrated 10 years on the air last fall.

TRINA CREIGHTON worked with broadcasting students to develop entries for the Hearst contest. Three students entered the first round of competition in fall. She spent three weeks in Ethiopia, participating in the college's international program with Addis Ababa University. She worked with students in the Addis master's program. She is working on a promotional video and then will produce a documentary about her Ethiopia experience.

LAURIE THOMAS LEE wrote a book chapter on Privacy for "Communication Technology and Social Change," edited by Carolyn Lyn and David Atkin, published by LEA. She also served as chairperson for Banned Books Week 2005, Sept. 24-Oct. 1, an event promoting the freedom to read, featuring panel presentations, displays and performance readings, spon-



Photo by Bruce Mitchell

Mortar Board honors Larsen

Four black-masked and robed figures walked silently into the Advertising 451 lab just as Phyllis Larsen was beginning class.

Remembering a similar scene from her own undergraduate years, Larsen assumed their mission was to tap a senior for membership in an honorary focusing on scholarship, leadership and service.

Instead, the Black Masque chapter of Mortar Board tapped Larsen, naming her one of the "people who inspire."

Senior advertising major and Mortar Board member Crystal Weaver nominated Larsen and wrote the essay

she read at the celebration reception on Nov. 4.

"I admire her for shaping PR classes for both undergrad-

uate and graduate students and for demonstrating what an excellent professor is: organized, accessible, challenging and real," Weaver wrote. "I'm proud to call her my mentor and friend."

The 11th annual "People Who Inspire" Celebration took place Nov. 4, honoring 22

people including UNL faculty, staff and a housemother.



sored by the Academic Freedom Coalition of Nebraska, the Nebraska Library Association, and ACLU Nebraska. Lee also spoke on a panel at the Nebraska High School Press Association, helped judge Alaska Broadcasters Association contest entries and was appointed to the Academic Seminar planning committee of the National Cable Telecommunications Association. She was recognized by ACLU Nebraska for her work on reform of the USA PATRIOT Act and serves on the AFCON speakers bureau on that topic.

JERRY RENAUD worked with students Carrie Johnson and Kristen Hansen to complete the documentary “I Love You; I Hate You, Too” about the United States’ relationship with France. The film premiered at the Ross Theater in November. It also aired on Nebraska NET2 in January. Renaud and Joe Starita took nine students to Sri Lanka in December and January and will take the students to New Orleans in spring to examine how the two nations handled a natural disaster through the eyes of the government, the media and the people. Their findings will be showcased in another documentary and magazine.

LARRY WALKLIN serves on the university’s Honorary Degrees Committee and the General Education Advisory Committee. He continues to be the college’s representative to the University Curriculum Committee.

NEWS-EDITORIAL

CHARLYNE BERENS hosted a “salon” focusing on her book *One House: the Unicameral’s Progressive Vision for Nebraska* at the Nebraska Capitol in November. She continues for a second year on the UNL Speakers Bureau. She was a member of a panel that discussed an apparent return to a partisan press at the AEJMC convention in August. She worked with Dan Siedell, the curator at UNL’s Sheldon Gallery, to develop a junior-level honors course for spring semester titled Arts, Politics and Media.

To keep in touch with emerging science and environmental issues and to make contacts with science-writing teachers from other universities, **CAROLYN JOHNSEN** attended two national conferences this fall. At the Austin, Texas, meeting of the Society of Environmental Journalists, featured speakers were Molly

Ivins and Bill Moyers. At the annual meeting of the National Association of Science Writers in Pittsburgh, Pa., she attended a three-hour session where Lee Gutkind — the guru of “creative non-fiction” — explained why science writers should explore the genre. She came back to Lincoln from both conferences with notebooks and satchels full of ideas.

LUIS PEON-CASANOVA produced a 10-minute promotional videotape for the 4-H Nebraska chapter for national distribution last summer. He also produced an orientation videotape and 15 public service announcements for the National Arbor Day Foundation. He received a \$15,000 grant for the production of the pilot video, “Battlefields of Conflict,” in conjunction with the College of Arts and Sciences. He conducted two Photoshop workshops for the Nebraska High School Photographers Association in the fall and has a contract to produce an educational tape for a Lincoln church this winter. He continues to take graduate classes in education.

MARY KAY QUINLAN and her oral history colleague Barbara Sommer, presented an oral history planning workshop at an international oral history conference in August at the University of Winnipeg, Manitoba, Canada. The workshop was the opening session at a three-day conference that drew participants from North and South America and Europe. Quinlan and Sommer also presented a day-long oral history workshop for teachers at the annual Oral History Association meeting in Providence, R.I. And they conducted two training workshops for Nebraska National Guard unit historians who document the experiences of Nebraska soldiers deployed to Afghanistan and Iraq. Quinlan also served on the Lincoln Public Schools Student Housing Task Force, which examined school needs in the district for the next 10 years. She wrote the task force’s final report to the superintendent and school board.

JOE STARITA spent the fall organizing a depth reporting project that took 10 UNL journalism students to Sri Lanka during the winter break. The group will produce a magazine comparing the effects of the tsunami in Sri Lanka with those of Hurricane Katrina in New Orleans. He also is finishing a book on the Ponca Chief Standing Bear.

✓ **Alumni affirmation from page 43**
✓

to take more courses in their own majors and in the other majors within the college.

Renaud said, though, that the college still endorses the idea that students must have a strong liberal arts background. “Everything we deal with includes another subject,” he pointed out.

■ Students should be able to learn computer-assisted reporting.

The college gained a faculty member in January with a background in CAR. He will offer a class in computer-assisted reporting on a regular basis, beginning in fall 2006.

■ Students should be able to learn beat reporting.

Under the new curriculum, all news-editorial students are required to take a course called beat reporting. It replaced the old advanced reporting course when the college made the lab newspaper a separate course.

The survey was sent to people who graduated in 1993, 1998 and 2003.

Many respondents said they appreciated having been taught by people who had been professionals in the news or advertising business. “I am impressed with the ‘real world’ work and education my professors gave me at the J school,” one alumnus wrote.

Given that recent hires have all been people with extensive media experience, that kind of advantage should continue to be available.

Perhaps the college’s emphasis on reinforcing what works while adopting new ideas and techniques to meet changing needs may make alumni want to come back to school and take a few more classes. Who knows?



CORRECTION

A story in the summer issue of *J Alumni News* failed to identify one of the groups that sponsored the Journalism Administrator of the Year Award that Dean Will Norton received in April 2005. He received the Charles E. Scripps Award, given in cooperation with the Association for Education in Journalism and Mass Communication, the Knight Foundation and The Freedom Forum.

Who needs instruments?

ALLOWAY'S a cappella show reaches the decade mark.

BY ARITY DICKERSON

“Don’t persuade, please serenade,” chimes an a cappella song. Rick Alloway, assistant professor of broadcasting and producer and host of the radio show “Vocal Chords” does just that.

For two hours every Friday morning, Alloway sends unaccompanied music through the airwaves via KRNU-FM, the university’s student-run radio station. His show broadcasts solely a cappella music — songs in which only human voices form the tune. Celebrating its 10th year on the air, the show features local, national and even international groups.

Alloway has had an interest in a cappella music since he was a little kid. Hearing his parents’ soundtrack of “The Music Man,” he fell in love with the barbershop quartet.

“I remember thinking it was cool there was music without any other instruments than the four guys’ voices,” he said.

However, he doesn’t limit himself to simply playing recorded music. Having been a singer for as long as he remembers, Alloway sang in school and in a men’s a cappella group at his church. Though it’s been a while since he’s been able to stretch his own vocal cords, he is still able to experience the music he loves.

His show covers a variety of styles of music, but all are a cappella. One of his favorite acts is The Bobs (writers of the “serenade” lyrics), a comedic singing group.

“I would describe them as what George Carlin would sound like if you set his comedy to music,” Alloway said.

Other favorites range from individual acts to groups comprised of 12 singers to full choirs. Alloway listens to — and plays over the airwaves — female artists, male artists, young singers, old singers, Americans, Swedes — the variety is astonishing. A German artist he once featured, Martin Carbow, still listens to the show online every Friday. Reading a review of Carbow’s work, Alloway wrote to the German singer and requested a copy of his CD.



Photo by Steve Henneman

ALLOWAY

Alloway has played Carbow’s music quite often, “And I’m thankful for that,” Carbow said in an e-mail.

Carbow noted that he savors Alloway’s show because he simply cannot get anything like it at his home in Hamburg, Germany.

And though it is not one of a kind (there is another show in the Midwest that has Alloway’s 10 years beat by a year) Vocal Chords is still an unexpected source of innovative music.

“It’s a great thing he does,” Carbow said.

Though his tastes obviously include some of everything, Alloway claims his favorite genre of music is jazz, vocal or instrumental. More than that, though, he

loves holiday music. He looks forward to playing both sacred and secular music, personally and on his show.

“It just evokes so many warm memories,” he said.

And warm memories are exactly what keep Alloway going. Over its 10 years, Vocal Chords has been able to showcase groups as regulars, like the Lincoln-based women’s trio Baby Needs Shoes. The show has also been able to follow youthful singers like those who make up No Better Cause into their careers as refined recording artists. No Better Cause began in April 2002, when the members were still in high school at Lincoln Southeast. Now they’ve grown up and have four albums under their belts.

Alloway also has a chance to hear familiar voices on his show. The Bathtub Dogs is UNL’s very own a cappella group, and some members have even been journalism students.

“It’s been fun to have some of my own students’ music on the show,” he said.

But it’s not only the host who enjoys Vocal Chords. Alloway’s listeners tune in for the music but keep listening for the show. He introduces new artists and sparks or rekindles interests in established singers. He also knows plenty of background information for everything he showcases. Alloway is open to answer any questions listeners may have.

“I write to him whenever I hear something on his show that moves me,” Carbow said.

The Bobs ask, “Can’t he sing a song?” In Richard Alloway’s case, he can, and every Friday morning, he does. □

2005

MEGAN BERGMAN became marketing coordinator at the *Lincoln Journal Star* in October 2005. She had a graphic design internship at Lamar Outdoor Advertising and was a project team member at ArchRival before joining the newspaper.

STACY CERVANTES is doing marketing and public relations for a Chrysler-Jeep dealer in Kingwood, Texas. She handles general events and sponsorships and works especially to reach out to the Hispanic and Asian communities.

RACHEL ENGLAND is working for the Accrediting Council for Independent Colleges and Schools (ACICS) in Washington D.C. Her job is a mix of administrative duties and some publications layout and design.

CHELSEA FITCH is an assistant media buyer for Bernstein-Rein Advertising, Inc., in Kansas City.

ERYNN HERMAN works for Starcom, a media agency in Chicago.

SARAH HERMSMEIER is enrolled in Michigan State University's student affairs administration program, a two-year master's degree program. She is a graduate assistant, working as an assistant hall director for MSU's Department of Residence Life. She is responsible for staff supervision and training, student organization advising and group development and student contact and individual student development.

LINDSAY SLAMA is advertising coordinator for The Knot Inc., in Omaha.

JILL MUSSACK TALMAN and **J.C. TALMAN** are in Nashville, Tenn., where he is a sport reporter with Rivals.com. She is a sales representative for Mercedes Benz but plans to attend graduate school at Middle Tennessee State

University to earn a master's in mass communication.

2004

LEYNA ARELLANO, Lincoln, is a weekend assignment editor for KPTM-TV Fox 42 in Omaha.

MICHELLE ERET has joined Design Data of Lincoln as a marketing and sales representative. Design Data Corporation is a software development company with products focused toward the structural steel industry.

2003

DIANDRA HYMAN ASBATY, Chicago, was featured in a *USA TODAY* story about professional bowlers on Nov. 15. She was a member of the Huskers' 1999 and 2001 bowling teams that won the national championships.

MEREDITH COLEMAN is outreach coordinator for Back to the Bible in Lincoln.

MOLLIE BUCHANAN FEIT does Web maintenance and design for Three Eagles Communications in Lincoln.

SARAH FOX is international programs coordinator at Benedictine College in Atchison, Kan.

LINDSEY GILL, Albany, Calif., is a graduate student at the University of California, Berkeley.

KATIE HASSLER is a project manager with Bailey Lauerman marketing communications in Lincoln. She previously worked in the UNL College of Business Administration office as a project associate with the Gallup Leadership Institute.

RICH KLUVER took a job in summer 2005 as junior art director for Grabarz & Partner, Hamburg, Germany. The firm's clients include Volkswagen of Germany and Gruner + Jahr Publishing.

RACHEL KLEMME LARSON is a graduate assistant at UNL's Career Services office. She

hopes to graduate in May with a master of arts in educational administration degree with an emphasis in student affairs.

CHRISTINA FECHNER LEACH is assistant to the parking manager for the City of Lincoln.

RENAE NOVAK RICH is lead traffic assistant at KPTM Fox 42, KSVQ WB 15 and KAXO Azteca in Omaha.

WHITNEY SAHLING, Dallas, Texas, is a field marketing representative for Sanford Corporation, headquartered in Oakbrook, Ill.

JEAN SCHUMACHER is a senior specialist for Fleishman-Hillard, Inc., in St. Louis. She earned a master's degree in public administration from the University of Missouri in May 2005.

MARGARET BEHM STAMP is the first executive director of Habitat for Humanity of Sarpy County. Stamp began work at the Habitat office, located at 119 W. Mission Ave., on July 25. Her duties include office management, resource development and marketing and publicity. This is a new position that was created with federal money from a Housing and Urban Development Capacity Building Grant. The three-year grant is designed to help Habitat affiliates increase the number of homes they are able to provide families in their respective communities.

MARGARET BUCHANAN WIEGERT is e-commerce coordinator for HomeServices of Nebraska, Inc., in Lincoln.

2002

IEVA AUGUSTUMS joined *The Dallas Morning News* right after graduation as an intern on the business desk and was hired full-time that August. She covered general assignment business news, helping primarily with technology and telecom coverage. In April 2004, she took on the banking

and financial services beat. In September, she launched *Starting Out*, a beat aimed at young workers. She is writing about career, workplace, personal-finance and other issues affecting the so-called Gen Y/Millennials in North Texas. She has continued to cover the banking industry, too.

WENDY KOCH DODSON is an anchor/producer/reporter for KNOP-TV in North Platte. She participated in the RTNDF/UN Foundation Forum for Electronic Journalists at the United Nations in New York City in September 2005.

JESSICA KENNEDY began work in June 2005 as marketing manager at the *Lincoln Journal Star*.

AMANDA MCGILL is communications director for the Nebraska Democratic Party in Lincoln.

VERONICA DAEHN STICKNEY and **DANE STICKNEY** have moved to *The Omaha World-Herald* from the Grand Junction (Colo.) *Free Press*, where they had worked for two years. Veronica is now an education reporter at the *World-Herald*, covering Millard, Ralston and Omaha Westside school districts. Dane is a reporter for the features team. The couple's son, Rye Watson Stickney, was born on May 17, 2005.

2001

MIKE BOHUSLAVSKY founded his own company, Unique Streak, which works with artists in all parts of the entertainment business. Unique Streak provides Web site design, development and marketing for a wide variety of clients. The company has offices in Lincoln and in Detroit.

LESLEY OWUSU, who earned the M.A. in journalism in 2003, has been back in the United Kingdom since 2004. She has completed classes for

teacher certification in the United Kingdom and is teaching media studies and English to 16- to 18-year-olds at Windsor Boys' School in Windsor, Berkshire. She is also head of the media studies department and says a highlight of her time at the school came when Prince Edward visited her media studies class in December 2004. She continues her running career and began competing in January. She plans to compete in the World Indoor Championships in Moscow in March and the European championships in summer 2006.

COURTNEY RUSSELL is an account service representative for Turner Broadcasting in New York City.

DANIEL SLAUGHTER is an associate with the law firm Wolfe, Snowden, Hurd, Luers and Ahl LLP in Lincoln. He earned his juris doctor degree from the UNL College of Law in 2005.

AIMEE SPEAR, Lincoln, is a constituent services representative for Nebraska U.S. Sen. Chuck Hagel.

2000

JOSEPH ANDREASEN, Brooklyn, N.Y., has been doing freelance production work in New York City for the last five years. He's worked for ESPN, MTV and Google.

JEAN WALKER HARVEY, a 1936 J school graduate, died Nov. 30, 2005. She worked for newspapers, radio stations, advertising firms, the civil service and the military during her long career.

She was the widow of Barry Harvey and the sister of Gayle Walker, a director of the Nebraska journalism program in the 1930s. She had lived in Adams, Neb., since her retirement. Survivors include a son, a daughter and six grandchildren.

KELLI LACEY FUNK is a video producer for the Wichita Public Schools in Wichita, Kan.

JOSH KRAUTER recently left his job of four years as a proofreader for the Texas Legislature to spend some time writing. He is currently looking for a new job and preparing to apply for graduate school in the fall of 2006. He lives in Austin, Texas.

BRIAN POPE is a print administrator for The Gallup Organization in Omaha.

1998

ANGELA HEYWOOD BIBLE and her husband, Chris, are the parents of Isabelle Marie Bible, born Friday, Nov. 25, "just in time," her mother said, "to see Nebraska pummel Colorado on the gridiron.

DAWN DIETRICH is a photographer for *The Aberdeen American News* in Aberdeen, S.D.

MOLLY ENCK is a resident manager for Commercial Investment Properties in Lincoln.

MELISSA WILSON OTERO is a campaign manager for The Advertising Council in Washington, D.C. She lives in Rockville, Md.

TED TAYLOR is the assistant golf professional at Widgi Creek Golf Club in Bend, Ore., and an apprentice with the PGA of America. He helps run the pro shop, teaches junior clinics and is working toward becoming a head teaching professional. His wife, Shannon, is the wastewater facility manager for the City of Redmond. They have a 2-year-old son, Tanner.

SARAH WILLNERD is a public relations associate at Swanson Russell Associates in Lincoln.

ROBERT WUCHER has been a graphic artist for FireStar Communications in Chicago since 2002.

1997

CHARLES ISOM is communications director for U.S. Rep. Chris Cannon of Utah in Washington, D.C.

ANTONE OSEKA, Sidney, Neb., is a copywriter for Cabela's, the outdoor gear company.

1996

WILLIAM HARRINGTON, Tolleson, Ariz., is a sports photojournalist/producer for KPNX-TV in Phoenix.

JAMIE KARL began work as assistant director of the Nebraska Department of Agriculture in June 2005. He had been legislative director for 2nd District Rep. Lee Terry since 2003. Before that, he was part of the Washington staff of U.S. Sen. Chuck Hagel. Karl served in the U.S. Army from 1997-99.

JIM ROSE is a video specialist with the Las Vegas Convention and Visitors Authority in Las Vegas, Nev. He previously worked for Conus Communications in Minneapolis, for KMTV in Omaha and for KLAS in Las Vegas. He is working toward a master's in journalism from the J school and writes columns for several Internet news sites.

1995

NATHAN HUNTER, St. Paul, Minn., is studio coordinator at WCCO Radio in Minneapolis.

SHERI CROSS SALLEE, Folsom, Calif., is vice president of Perry Communications Group in Sacramento. She had previously assisted with service line planning, physician relations and clinical/service quality issues for a preferred health system in the Midwest. She began her career managing corporate communications and media relations

for a healthcare performance measurement company.

1994

JENNIFER VOGELSBERG BARBER, Goodyear, Ariz., worked at KMGH-TV in Denver, Colo., until retiring from the news business when her daughter was born in 2003. At KMGH, she started a consumer unit, "Call 7 for Help." In May 2005, she was recognized as an Outstanding Journalist by the Internal Revenue Service and Department of Justice. Her stories had helped put behind bars a woman who was found guilty of cheating scores of consumers out of money.

SHAUN SARTIN, Aurora, Ill., is central editorial photo editor at the Chicago Sun Times Newsgroup.

1993

DEE ADKINS is a trade show manager for global marketing for MDS Pharma Services in Lincoln.

JASON BRAUN is a senior seminar leader for The Gallup Organization in Omaha.

COREY HURLBERT is an executive producer for WFOR-TV in Miami, Fla.

SCOTT MAURER, Denver, Colo., has his own company, Maurer Design, that does furniture design and custom metal fabrication. He spent several summers in the San Francisco Bay area as a bicycle mechanic, and his passion for bicycling led him to see the Tour de France in person and to enroll in the United Bicycle Institute in Ashland, Ore. He founded Maurer Custom Bicycles in 1996, specializing in custom-built steel bicycles. After mastering welding and design through bicycles, he expanded to designing and fabricating furniture. (www.mauerdesign.com)

CARTER VAN PELT is a development associate for Jazz

at Lincoln Center, Inc., in New York City. He is working on a master's degree in arts administration.

1992

KATHY KIRSTINE, Omaha, is marketing communications supervisor for Valmont Industries in Valley, Neb.

NELLE WOODS JAMISON was elected in October 2005 to the board of the Woods Charitable Fund, Inc., a private grant-making foundation. She has served as director of membership for the Minnesota Museum of American Art in St. Paul and as an art assistant for Creating Pride, a Chicago-based organization that supports art programs in schools. She is also a member of the Nebraska Art Association Board.

DALE WARD, Bloomfield Hills, Mich., is an attorney. He earned an M.A. in journalism at UNL in 1996.

1989

MIKE REILLEY was named in October to the board of directors of Special Olympics Nebraska. He is director of sports marketing and consulting at Bailey Lauerman marketing communications in Lincoln.

1988

SHIRLEY TROUT is owner of Trout Communications in Waverly. She earned a Ph.D. in December 2004 in leadership studies from the UNL Department of Agricultural Leadership, Education and Communications.

1987

MICHAEL HOOPER, Topeka, Kan., has been business editor at *The Topeka Capital-Journal* since 2000. He worked nine years at *The Grand Island Independent* and then ran a

staffing firm in Kearney. He joined the Topeka paper in 1999 as assistant business editor. He received an honorable mention in editorial writing in the 2005 Heart of America Society of Professional Journalists competition. He took a second for investigative writing in the Kansas Press Association Awards in 2003. He and Arlen Lazaroff of Craig, Neb., wrote and published *Shattered on the Plains*, a book of folklore, poetry and short stories about the Great Plains. Hooper and his wife, Heather, have two children: Reid, 10, and Hannah 7.

1983

RICK SELAH sold his 10-year-old Dallas ad agency in 2005 and returned to broadcasting in July, working in national sales for Westwood One Radio. During his "free" time, he continues to oversee the publication of *Youth Sports Today*, a monthly photo magazine promoting the positive athletic achievements of youth via four community-specific editions in the Dallas suburbs. He is a director of the KebbSmiles Foundation, a non-profit organization formed after the death of his 15-year-old daughter in 2004 and devoted to helping teens make the right choices. More information on the foundation is available at <http://www.kebbsmiles.com/>.

1982

MELANIE GRAY was named managing editor of the *Montgomery* (Ala.) *Advertiser* in November 2005. She had been with the Associated Press for the past three years and had been a news editor for the Knight Ridder/Tribune News Service in Washington, D.C., before that. She began her newspaper career as a city hall reporter for the *Lincoln Journal* and later spent 15

years at *The Kansas City Star*, working in several writing and editing positions.

1981

MARY KEMPKE BAUER is a reporter at the *St. Paul Pioneer Press* in St. Paul, Minn. She lives in River Falls, Wis.

1973

JANET WHITE was named executive editor of *California Agriculture* in 1991. Since then she has reshaped and refocused the academic journal by strengthening the peer review process and making its content clearer and more meaningful to its 15,000-plus readers through enriched content and format. White was responsible for overseeing production of the four special issue *California Agriculture* Year 2000 series, where UC authors analyzed the impact of projected change in California's demographics, natural resources, food production and food security over the next 25 years in California. White worked previously as a principal analyst and senior public information representative for the College of Natural and Agricultural Sciences at the University of California Riverside. There she handled the full gamut of science news and media relations and produced science publications targeted to key audiences. White began her career as a reporter for two daily newspapers in the Bay Area.

1972

PAUL H. VIRTIS is senior vice president for media at Northwestern College in Minneapolis. After graduating from UNL, he worked for a couple of years on the editorial staff of *Back to the Bible Broadcast* before attending Wheaton College where he earned a master's degree in

communication. He and his wife spent a couple of years at Daystar Communications/University in Nairobi, Kenya, then returned to the States where he earned a doctorate in mass communication and theory in the speech communication department at the University of Iowa. He taught at a number of Christian colleges and worked for several broadcast ministries before accepting his position at Northwestern College in 2002. The college owns 15 radio stations and two satellite radio networks.

1940

ELLSWORTH STEELE is retired from a career in higher education and labor arbitration. He married Lilah Jensen in 1941 and earned a Ph.D. in economics from Ohio State University. After a stint with the Cleveland Regional War Labor Board during World War II, he taught at the University of Toledo until the fall of 1949 when he joined the staff of Alabama Polytechnic Institute in Auburn, Ala. API became Auburn University in 1960, and he continued there as a teacher and then administrator in the business program. In 1982, he took early retirement and concentrated on labor arbitration, which he had done since 1952. He and his wife, who died in 2000, had three children: Karen, who is an administrator at Queensboro Community College in New York; Eric, who is a lawyer working as a public defender in Milwaukee; and Lauren, who is vice president for corporate affairs with Coca Cola Consolidated of Charlotte, N.C. He has written several family histories and is now studying the Indian influences along Alabama Highway 14.



I love you — most of the time

DOCUMENTARY about Franco-American relations makes its debut

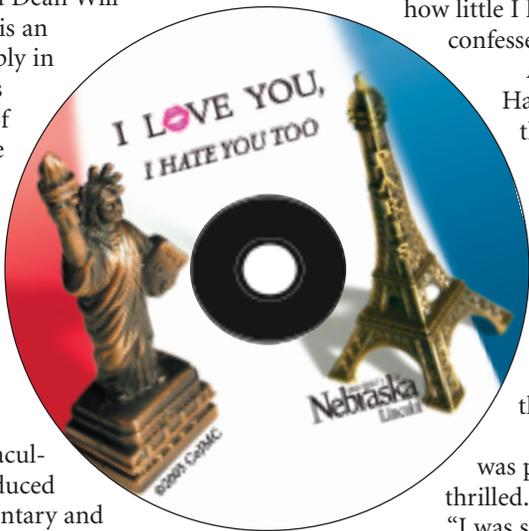
It was a dark and stormy night in Lincoln on Nov. 30, but more than 100 people traipsed through the snow and cold to UNL's Ross Film Theater for the premiere of "I Love You; I Hate You, Too." The student-produced documentary and the coordinating depth reporting magazine, "I Love You — Neither Do I," examine the love-hate relationship that France and the United States have developed over the centuries.

Three faculty members and a group of news-editorial and broadcasting students and one advertising major traveled to Paris in September 2004 to document the status of Franco-American relations and the state of French culture. The fruits of their efforts were an hour-long documentary and a 68-page, full-color magazine.

Both works explore the thin line between love and hate that the United States and France have danced across for more than 200 years.

"This is a project crossing the three disciplines in the college. Students from advertising, broadcasting and news-editorial are all represented," said Dean Will Norton. "It is an effort to apply in our projects the reality of convergence of media."

The showing on Nov. 30 was followed by a reception honoring the students and faculty who produced the documentary and magazine. The documentary had its public debut the following night at the Ross. □



When Kim Hansen had her first article published in the *Lincoln Journal Star*, she bought five copies of the newspaper, each for a different family member. For a UNL alumna who holds a doctorate in physiology and who went back to school to explore a new career path, seeing her name in the byline of a newspaper article was an exciting phenomenon.

Platte

River project

brings scientists, journalists the public together

"I have a scientific background not a journalistic one. This was the first time I'd ever done anything like this, and I loved it," Hansen said.

Hansen can attribute this opportunity to the partnership between the *Lincoln Journal Star* and her science-writing course, taught by professor Carolyn Johnsen. Students in the course wrote approximately 25 articles about topics relating to water issues in the Platte River valley. The *Journal Star* published most of the students' work, collectively titled "Platte River Odyssey," allowing the newspaper's readers to learn more about water issues that affect all of Nebraska.

Peter Salter, city editor at the paper, emphasized that everyone involved benefited from the project.

"It made a lot of sense because we got interesting and important stories. The students in the science writing courses got to see their stories in print, and the readers got to read about an important topic," Salter said.

Hansen learned about the important water issues as she wrote her articles.

"I considered myself to be on top of environmental issues, and it surprised me how little I knew about this," Hansen confessed.

Along with the education Hansen received in the field through research for the project, she also honed a love of writing and a sense of pride in her accomplishment.

"Before this, I was inspired by other things that I read, and I thought, 'I could do that,'" Hansen said.

When her first piece was published, she was thrilled.

"I was so proud. It was equal to seeing my name on my dissertation," Hansen said.

Hansen attributed much of the success

BY EMILY INGRAM
J Alumni News staff

of the project to her professor, Carolyn Johnsen. Besides planning the project and working with the *Journal Star*, Johnsen also helped students brainstorm for story ideas and critiqued their work as they produced it.

Johnsen led a mix of 20 undergraduate and graduate students during the spring, summer and fall semesters to produce the project. She said she hopes the stories will help educate readers. She came into the project with some background in the field after completing a series of radio stories and a documentary for NPRN about Nebraska's water supply. Johnsen thought water issues deserved the students' and readers' attention.

"I was looking for something meaningful. It was a way to deal with a real story and, at the same time, my students could gain valuable writing experience," Johnsen



Photo by Brian Lehmann

Voyage

of the 'Platte River Odyssey'

"Platte River Odyssey" addressed a variety of water issues through a series of articles published in the *Lincoln Journal Star* beginning on March 16, 2005.

- ☐ Platte River's role in spring migration.
- ☐ Importance of underground aquifer.
- ☐ Court battles over the Platte's water.
- ☐ Science of the Platte River basin.
- ☐ Water's connection to the state's corn production.
- ☐ How farmers are coping with the drought.
- ☐ Analysis of LB962, the state's newest water law.
- ☐ Platte River's endangered and threatened wildlife.
- ☐ Metropolitan area's dependence on the Platte.
- ☐ Recreational activities and the Platte River.
- ☐ How the Platte River situation reflects regional and world water issues.
- ☐ Irrigation: its history and uses.

To read past articles from the "Platte River Odyssey" series, visit: http://www.journal-star.com/special_section/platte_river

concluded.

Salter added that water issues are important, complex issues that are "becoming more relevant to all Nebraskans with the legislation dealing with groundwater use."

The articles covered various issues including water law, irrigation practices and the drought. Hansen even wrote an article describing how the Platte River affected the work of a scientist and a poet. This series gave *Journal Star* readers the unusual opportunity to learn about many sides of a single issue.

Salter said *Journal Star* also benefited by drawing attention to such an important issue in Nebraska.

"The water issue in Nebraska is heating up. ... There was no downside to us

doing this series," Salter said.

Though the newspaper has not received a flood of feedback about "Platte River Odyssey," Salter does not consider this to be a fault of the series. Readers are more likely to give feedback about a story they don't like rather than about one they do.

"Sometimes no news is good news," Salter said.

The journey of "Platte River Odyssey" will not end with the *Journal Star* publications. The articles will be published in a glossy magazine at the end of March 2006 along with extra photos and information that the *Journal Star* did not have room to print. "Platte River Odyssey" will feature photographs taken by photo student Brian Lehmann specifically for the project.

Johnsen said the photos will add to the overall quality of the magazine.

The J school will distribute copies of the magazine to Nebraska farmers and environmental experts and to major national, regional and state newspapers. Faculty members, public officials, state government agencies and congressional officials will also receive copies of the magazine.

Through this collaboration, Nebraskans have been informed about the issues affecting the state's water, the students got the opportunity to write about one of Nebraska's major current concerns and the *Journal Star* gave these students an outlet to publish the series.

Everyone's thirst for success was quenched. ☐

Living in the 'Real World'

ADVERTISING STUDENT Dave Kortum works for MTV during its visit to UNL

BY RILEY ROBERTS

Dave Kortum's "to-do" list is extensive. He wants to learn how to skateboard and play the guitar. He wants to live in England. He even wants to start his own college for advertising that would provide students with hands-on, real world experience. Speaking of the real world, this University of Nebraska-Lincoln senior may have received the biggest break of his career so far when he was selected to help MTV with the casting call for its newest "Real World" reality television show.

The fifth-year advertising major from Grand Island was hired last fall as a production assistant to MTV when it held a casting call for the popular television show "The Real World" at the University

of Nebraska-Lincoln. Most students would kill for a chance to work for MTV, so how did Kortum get so lucky?

"Out of the blue one day, I had a voice mail from someone at MTV," Kortum said. "I thought it was a joke at first, but I called the lady back anyway. I hadn't even heard about the casting call at UNL yet."

MTV was looking for a hardworking advertising major who would be comfortable working with and talking to large



Photo courtesy Lincoln Journal Star

David Kortum, center, referees for the Nebraska Bookstore's Rock, Paper, Scissors competition. Trevor Schmidt, left, beat Tyler Molacek to win an iShuffle.

groups of people. They found Kortum through his links to the Advertising Club at UNL.

"It turned out that they found my number because I was president of Ad Club," he said. "So they just called me up and asked if I was interested."

The job was a paid position for the

Husker ties that bind

ALUMNI NETWORKING helps 2005 grad land a job with ABC Family

BY ERIN ASH

We've all heard the quote: "It's not what you know but who you know that matters." When students branch out into a new world filled with suits and briefcases, power lunches and water cooler talks, they soon find out how true that quote can be.

The faculty and staff within the College of Journalism and Mass Communications take great pride in the education they provide for their students. But they also know that textbooks and term papers aren't the only ways to prepare students for the next phase in their lives. It is through career fairs, networking luncheons and professional speakers that students become exposed to possible contacts who may become the "who you



Photo by Steve Hermann

WALENZ AND HANSEN

know" in their lives. That's just what happened to recent UNL graduate Danette Hansen.

Hansen graduated from UNL with a degree in advertising in May of 2005. Today, she is a production coordinator with ABC Family television network in Burbank, Calif. As she prepared herself for

her last semester as a college student, she also began to prepare herself for the career world. She attended guest speaker presentations, polished her resume, talked to professors and contacted those she felt would be beneficial to her success.

Soon enough, an opportunity arose through which she would make a very

duration of the casting call for “The Real World” while MTV was on location at UNL. As a production assistant, Kortum helped set up group interviews of students auditioning for a spot on the next “The Real World” show. In each interview, a casting director talked with 10 students about everything from Hurricane Katrina to cheating in relationships. Directors were looking for individuals who had a lot of spunk — anyone who would add interest and drama to the show. Those who demonstrated “Real World” potential were sent to Kortum.

Kortum took head shots of all the candidates, gave them an extensive application to fill out and explained to them the next steps of the process. He also went over all the candidates’ applications with the MTV crew each night, discussing which “Real World” hopefuls might make the cut for the next round of auditions.

“It was really cool to see how everything worked and to be in on the process,” Kortum said.

Lindsay Drucker, part of the MTV production crew, is the one who contact-

ed Kortum. She explained that MTV crews travel all over the United States to do open casting calls for the reality shows, and in each city they hire production assistants to help the casting directors during the chaos of the event.

“I found Dave by going to (UNL’s) Web site and looking at all the different clubs and organizations offered for UNL students. Since Dave is part of the advertising club, I thought that he would enjoy and maybe be interested in helping us out,” she said.

Drucker said that the position Kortum was hired for requires “so much interaction with the students as well as with the casting directors of the show. All the production assistants work hard and have a fun experience.”

Kortum’s position with MTV ended when the casting call came to a close, but he still has plenty to keep him busy. Besides serving as the president of Advertising Club, Kortum’s responsibilities include a marketing internship at the Nebraska Bookstore, working at Knickerbockers and attending classes as

a full-time student in order to graduate in May.

His plans after graduation are, as of yet, a mystery. Over Christmas break, he began applying for any job in advertising outside of Nebraska.

“I would really like to work in New York or Los Angeles,” he said. “I would love to be an account planner at a big advertising agency.”

Kortum will graduate in May from the College of Journalism and Mass Communications with a degree in advertising and emphases in English, history and graphic design. He says he loves the creative aspect of advertising, especially graphic design.

Kortum’s experience working for MTV this year may not assist him in learning to skateboard or play the guitar, but someday when he is working in New York or L.A. at that big advertising firm of his dreams, he might look back on this unique opportunity as the springboard to his success.



important contact. Professor Phyllis Larsen knew Hansen planned to move to California and asked her to give a tour of Andersen Hall to UNL alum Michelle Walenz.

Walenz graduated in 1987 with a degree in broadcasting and had worked for NBC Entertainment and The WB Television Network, and currently is with the ABC Family Network. Walenz was impressed with Hansen’s ambition and was more than willing to act as a mentor to her fellow Husker.

Throughout the semester, Hansen kept in contact with Walenz, and when Hansen made her move to California, she called Walenz.

“I just kept her informed as to what I was doing and would ask her advice with situations I was unsure of,” Hansen said. “The fact that we were both Nebraska alums had a big impact on our relationship. It was the tie that formed an instant connection.”

Hansen began applying and interviewing for positions. To her surprise, Walenz called her.

“There was a position open, and she instantly thought of me,” Hansen said. “I ended up accepting it and couldn’t be happier.”

“I didn’t plan on meeting a student that I would eventually hire to work with

me here at ABC Family,” Walenz said. “But that’s exactly what happened, and I haven’t been disappointed. It’s been a wonderful match, and every day I’m proud that I have a fellow Nebraskan working with me who represents UNL so well.”

At ABC Family, Hansen helps with writing, producing and working on on-air promotions.

“If I weren’t a Nebraska alum, I wouldn’t be where I am today,” Hansen said.

Hansen’s story is not an uncommon one. Bob Stelter, director of recent graduate relations says, “Networking generates nearly 80 percent of jobs out there, and the ability to network with someone you already have something in common with is advantageous.”

Those who want to network can explore many different avenues. The university has established alumni chapters located in numerous cities across the country. Another program that brings students and alumni together is Cather Circle, a women’s mentoring and networking program. The goal is for women of all ages to develop personal and professional relationships of mutual benefit. In addition to the meetings, alumnae members provide internships and job-shadowing opportunities for student members. Currently, 22 of the active alumnae mem-

bers have degrees from the College of Journalism, and 16 student members are journalism majors. Alumnae membership is by invitation only, and students may apply in the spring for membership in the fall of that year.

As students prepare themselves for the next phase in their lives it is apparent that making the effort to network will pay off.

Alumni are eager to help students, Stelter said. “The interest is there. It’s just a matter of making the effort.”

Walenz agreed. “Networking is invaluable,” she said. “I would encourage every current student to join professional journalism, communications, advertising or marketing organizations as student members and take advantage of the opportunities that those organizations provide.

“Whether it’s a luncheon with a guest speaker, a lecture, a mixer or anything of this sort, it’s an opportunity to extend your hand, introduce yourself and make a connection that could benefit you for the rest of your life.”

Hansen said she’d be more than happy to return the favor Walenz did for her: “I would help out a Nebraska graduate if I had a chance,” she said. Knowing a fellow Husker out in the field can be a big help. □

Rookie reporters shine

BEGINNING REPORTING STUDENTS take a turn at Nebraska newspapers, gaining experience and delighting editors

BY NICCI BOOTS

At the beginning, Professor Bud Pagel wasn't so sure it would work.

During the 2005 spring semester, Dean Will Norton proposed the idea of taking groups of beginning reporting students to area newspapers for a long weekend to give the students firsthand experience on the job. Pagel said he

wasn't so sure it would work.

Norton had said it seemed all journalism students at the University of Nebraska—Lincoln had opportunities to get professional experience while in school except those in the introductory class, and something needed to be done to find a way to change this.

The first suggestion was to select half a dozen top students from the 200-level course, then travel to the *Norfolk Daily*

News and spend a few days working on assignment for the newspaper, Pagel said.

These were students who had barely gotten their feet wet in the reporting class, though, and Pagel wasn't sure they were ready to take such a big step.

A news-editorial emeritus professor, Pagel ended up agreeing to mentor the students who spend Thursday night through Saturday afternoon in the chosen communities, helping them focus their stories and critiquing their work—and their rewrites. Pagel says the experience couldn't have turned out any better.

"It worked wonderfully well — so well that the newspaper wants the students back already," Pagel said.

Norfolk Daily News editor Kent Warneke said he would like to ask the



PRSSA Students Win Best in Show

UNL's chapter of the Public Relations Student Society of America won best in show in the student division and an award of excellence at the 2005 Public Relations Society of America Paper Anvil Awards. The honor was given at the state competition of the professional PRSA chapter in Omaha on Dec. 6.

Students received the award for the communication program they created to help leaders in campus fraternities and sororities improve their public relations. The program, called the All Greek PR Summit, was held in February 2005. PRSSA faculty adviser is Phyllis Larsen from CoJMC's advertising sequence.

Accepting the award are, from left, advertising majors Brandon Curtis, Becky Jolly, Ryan Trump and Laura Engelhardt, faculty adviser Phyllis Larsen, Dean Will Norton and advertising major Megan Weil.

Other students who helped with the PR Summit were communications studies major Tara Erlandson and

students to return for internships in the future because he was impressed with what they accomplished while working for the paper.

“It’s always fun, kind of invigorating and refreshing, to have new faces and talents in the newsroom,” Warneke said. “They handled their assignments well and did an excellent job writing up the interviews they had done.”

Warneke also thought the students’ work was beneficial for the newspaper.

“Just by exposing the students to us, who knows the kind of work relationship we’ll have in the future?” he said.

After the success of his first outing with the beginning reporting students, Pagel took some of their classmates to the *Aurora News-Register* during spring

semester and the *Hastings Tribune* in the fall.

In Norfolk, the students had written profiles of people from northeast Nebraska who had left the state as young people but then returned to the area. In Aurora, the student journalists had written “day in the life” features on members of the community.

For the trip to Hastings, students focused their stories on the effect a huge World War II-era Army ammunition dump has had on the residents of the town, Pagel said.

Sophomore news-editorial major Kyle Harpster said he was chosen by his reporting professor, Tim Anderson, to be part of the Hastings group. Harpster said he thought it was a good idea before he even left to begin reporting.

Prior to the trip, Harpster said his only published work had been one story in the *Daily Nebraskan*, so he knew his journalism experience was limited.

“It was kind of just a new experience for me to be in the newsroom, making contacts,” he said. “It was a lot of fun, and I learned quite a bit while I was there.”

Another group of students worked at Geneva, Neb., in November, and Pagel said the college plans to send more beginning reporting students out on the job in the future.

Pagel said he was proud of the way the students had represented the J school and the university. When they were in Hastings, the group stayed at a hotel with an adjacent restaurant. On Friday morning, Pagel was nearly finished with his own breakfast when the students came in and took a corner booth. He greeted them and then went off on his own, meeting them later for their trip to the paper.

On Saturday morning, Pagel again beat the students to the restaurant. The same waitress who had been on duty the

morning before asked him if he had some connection to the group of young people who had been in the corner booth the previous morning. Pagel admitted he did.

“I just want you to know,” the waitress said, “that they were the nicest kids I’ve ever seen — so polite and well-behaved.”

Proudly, Pagel told her, “They’re here from the University of Nebraska journalism college, and they’re here to work for the *Hastings Tribune*.”

Pagel said he is happy the students have been so well-received in the newsrooms they have visited and is pleased with the way their work reflects what they are being taught at the university.

“It was meant to work in a variety of ways,” he said of the weekend program.

“It helps build ties, improve skills of the students and lets people know we’ve got something more down here than football.”



Photo courtesy PRSSA

former PRSSA president Erynn Herman, who accepted a position with Draft Worldwide, an integrated marketing agency in Chicago, following her graduation in May 2005.





Photo by Brian Lehmann

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