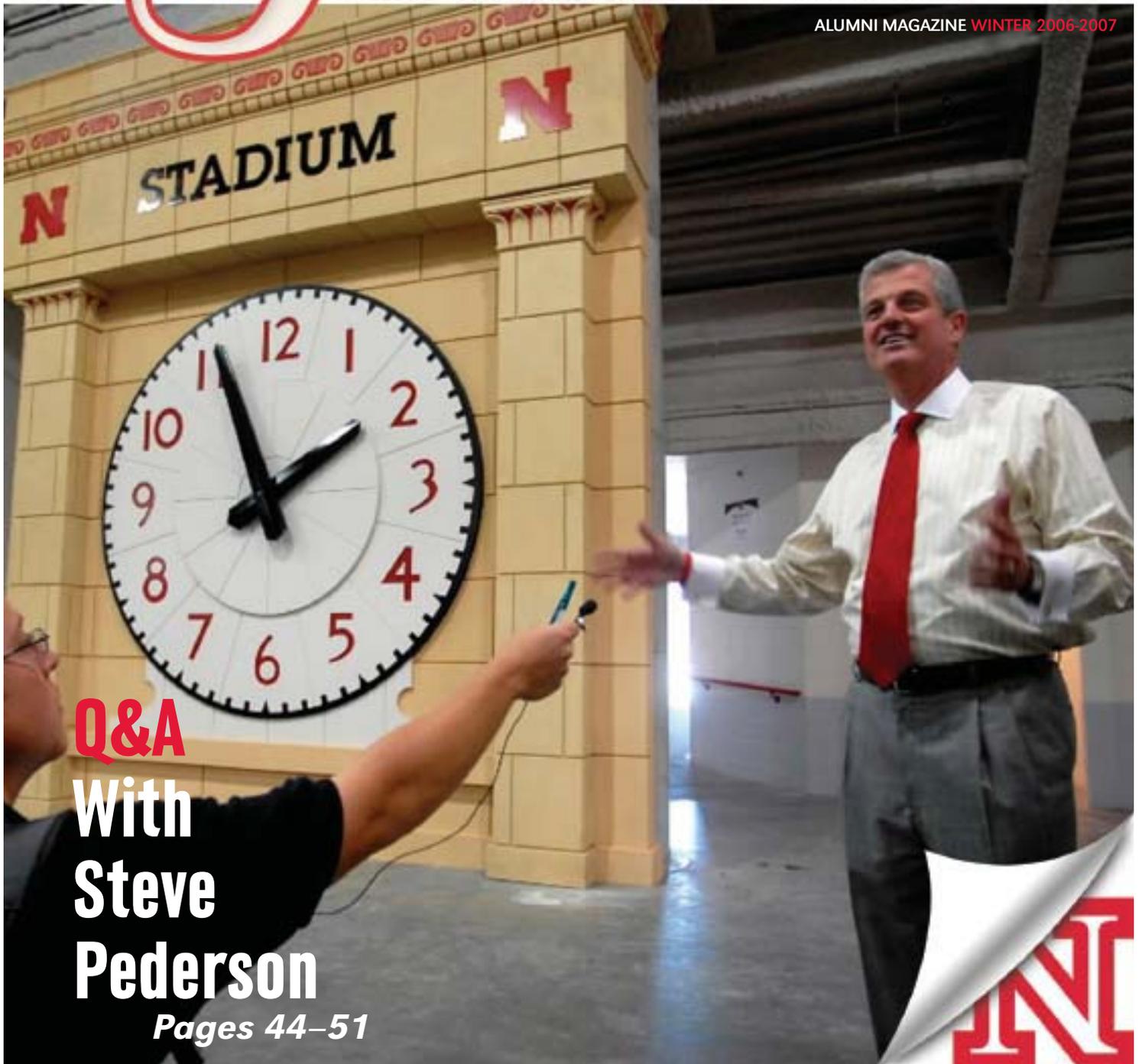


# Jnews

UNIVERSITY OF NEBRASKA-LINCOLN

COLLEGE OF JOURNALISM AND MASS COMMUNICATIONS

ALUMNI MAGAZINE WINTER 2006-2007



**Q&A**

**With  
Steve  
Pederson**

*Pages 44-51*

Wesley G. Pippert

# ‘JUST POLITICS’

The nation has been reminded in recent days of the quality of President Gerald R. Ford’s life and the easy, comfortable relationship he had with members of the press corps.

In many ways, this relationship was another demonstration of Ford’s general friendliness with everyone. And it seems to me that it also was the result of his having worked on a frequent, daily basis with reporters during a quarter of a century in Congress.

In times past, reporters gathered on the floor of the Senate a few minutes before the start of the session for what was called “dugout chatter,” a time when the majority leader would answer questions. On the House side of the Capitol, the speaker met with “pen and pad” reporters 15 minutes before the start of the session.

Since Congress was controlled by the Democrats for most of those years, the Republicans responded with what became affectionately known as the “Ev and Charley show,” named for Senate Republican leader Everett Dirksen and House GOP leader Charley Halleck.

When Ford became Republican leader in 1965, it became known as the “Ev and Jerry show.” These sessions were held weekly in various parts of the Capitol. And thus Ford met on a regular, frequent basis with the congressional press corps. By the time he became president, he knew very well how to deal with the press.

During the two years plus of the Ford presidency, he held 39 formal news conferences, meeting considerably more often than most recent presidents and especially so in the wake of the hostile environment of the White House Press Room during the Nixon presidency. In addition, Ford had numerous informal chats that the White House referred to as “exchanges” with the press corps. Transcripts of these exchanges often show a lot of bantering and just plain chatting.

Deputy House Historian Fred Beuttler recalled that in 1968 the rising young Congressman Ford spoke to the Gridiron dinner, a gathering of the most elite of the Washington press corps, teasing them and poking fun at them in his usual good-natured way.

There had been jokes that Ford had played football too long without a helmet, making light of his presumed lack of wit — even though he finished in the top third of his class both at Michigan and the Yale law school. So during the speech Ford tried to put on an old helmet he had worn — but it wouldn’t fit. “Heads tend to swell in Washington,” he said, a remark that brought down the house.

It was something of a surprise, then, when in 1974 Ford vetoed a bill that would have strengthened the 1966 Freedom of Information Act. (FOIA gives any citizen the right to gain access to government documents, with certain exceptions such as papers involving national security, personnel matters or commercial secrets. Reporters use FOIA frequently.) According to the National Security Archive, a private organization, Ford’s chief of staff, Donald Rumsfeld, his deputy Dick Cheney and government lawyer Antonin Scalia persuaded Ford to veto the bill on grounds that it was unconstitutional and would lead to leaks.

According to the National Security Archive, Ford had said in a handwritten notation that a veto would present problems and asked, “How serious are our objections?” Ford also had the support of his long-time aide, White House Counsel Philip Buchen. But Rumsfeld, later defense secretary, and Cheney, now vice president, and Scalia, now a Supreme Court justice, prevailed.

In the end, though, Congress voted to override the veto and FOIA was strengthened.

I covered Ford for about six

months during his presidency. I was the UPI reporter in the press pool on Air Force One when Ford was returning from a weekend in Michigan. It was April or May 1975 and Ford was vetoing bill after bill the Democratic Congress sent him. Ford, wearing golfing clothes — a knit shirt and slacks — and with a stubble on his chin, came aft to chat with the pool. At one point I asked him how all those vetoes were affecting his relationships in the House where he had served so long. I’ll never forget his reply. It spoke of a healthy and good man.

“Oh, those vetoes are just politics,” he said. “They don’t have anything to do with my friendships.” ■



Photo courtesy Wesley Pippert

Pippert is director of the Washington Program at the University of Missouri School of Journalism

▶ More Ford coverage on page 75

# 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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■ Cover Photo: The Schulte clock, in the north stadium, was converted from a game clock to a regular time piece

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# Time Travel

by Will Norton Jr.

Ethiopia is nine hours ahead of Central Standard Time. It is 11:15 p.m., approaching the end of Thanksgiving Day, as I begin this piece. It is 2:15 p.m. in Lincoln. Many Nebraskans have finished their turkey or ham dinners as I try to summarize the emotions of today when we visited Lalibela, Ethiopia, the site of historic rock-hewn churches for which the area is known worldwide.



Lalibela was the capital of the Zaguwe dynasty during the 12th and 13th centuries. This town is well-known among those who know early church history and/or the history of Ethiopia. King Lalibela visited Jerusalem and returned home determined to make his city a new Jerusalem. As a result, Lalibela is most famous for its churches that have been carved out of stone and for other sites named after biblical figures.

Dr. Barbara Couture, UNL's senior vice chancellor for academic affairs, and her spouse, Paul Couture, and I were traveling with Dr. Oyvind Aadland, director of international studies at the Gimlekollen School of Journalism and Communication in Kristiansand, Norway.

About 4 p.m. we walked from a cluster of churches toward the classic St. George church. We passed through a community of dwellings, past a weaver and a bread maker, before reaching the clearing near the church.

Beggars were sitting on both sides of the path. They held their hands out toward us and murmured in Amharic. Some said, "Sele Lalibela." Others said, "Sele Kristos."

Aadland later told me the phrases meant, "for the sake of St. Lalibela," and, "for the sake of Christ."

I saw their poverty and their poor health, and I tried to look straight ahead as I shuffled down the dusty path.

I had seen dozens and dozens of blind or lame persons who begged for a gift or tried to sell some trinket, and I had been urged not to make donations because that only complicated dealing with the problems of the people of this poverty-stricken land.

However, as I walked between the rows of beggars that day,

I found it difficult to understand why millions of Americans would be enjoying plentiful meals while these people were in such a helpless situation.

This was the first Thanksgiving that I had been away from family. We had flown to Addis Ababa for meetings with Dr. Andreas Eshete, president of Addis Ababa University, and his colleagues. Our discussions concerned cooperative programs between their university and the University of Nebraska-Lincoln.

We also had met with Vicky Huddleston, charge d'affaires at the U.S. Embassy in Addis Ababa, and Steven Smith at the office of USAID. We had talked about Nebraska's partnership with Gimlekollen and our increasing international profile.

When we arrived at the Hotel Roha Lalibela about 12:30 p.m. on Thanksgiving Day, the television in the lobby was showing the funeral of Pierre Gemayal in Beirut, Lebanon. He was the latest of five (or six) prominent Lebanese to be assassinated after making remarks critical of Syria. Syrian officials denied involvement in the assassination. Meanwhile, the United Nations Security Council announced an investigation into the 2005 assassination of Prime Minister Rafik Harriri.

We checked into the hotel and then toured the churches of Lalibela during the afternoon before enjoying a traditional Ethiopian dinner hosted by Dr. Aadland. This was our Thanksgiving dinner. As I ate, I was thankful for the good things I enjoy: the food, the clothing, the freedom of expression, a government under law and so many other blessings.

When we had finished dinner, we walked out on the hotel lawn to watch an Amharic group perform. Despite the festivi-



◀ **University of Nebraska–Lincoln faculty pose for picture at Addis Ababa University. From left, Paul Couture, Dean Will Norton Jr., Andreas Eshete, president, Addis Ababa University, Senior Vice Chancellor**

**Barbara Couture, Abi Tasse, AAU international affairs, and Oyvind Aadland, Gimlekollen journalism school and the Stromme Foundation secretary general**

▼ **First graduate class of AAU, Aug. 1, 2006**



Photos courtesy Addis Ababa University

ties, my thoughts were of my family at home in Lincoln, of the quiet dinner they would enjoy without me and the conversations they would have and of the Colorado game the next day.

I thought of the funeral in Beirut and the increasing religious clashes between Muslim radicals and Christians in Ethiopia. For centuries Ethiopia has been a place of peaceful acceptance of religious differences. More recently, there have been reports of religious conflicts, and I longed to be safely at home in Lincoln with my family. Even more, I longed for a world in which people could tolerate criticism. We desperately need more people and more governments to encourage different points of view.

In a tense world, this college has an opportunity to help prepare bright young Ethiopian men and women to bring freedom of expression and economic growth to a land that includes thousands of beggars.

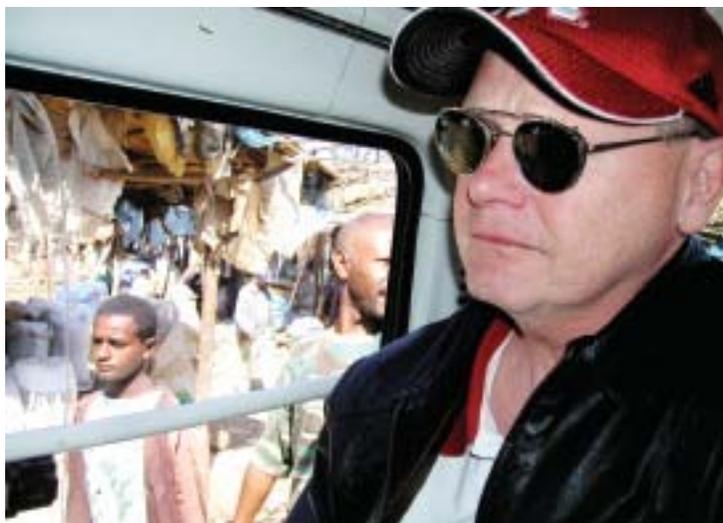


Photo by Barbara Couture

**Norton and other Nebraskans travel through the market in Bahir Dar**

On our last full day, we drove through the market in Bahir Dar near Lake Tana, from which the Blue Nile flows. A young man walked beside our van, talking to me through the window.

“Where are you from?” he asked.

“The United States,” I said.

“Oh. You’re from heaven,” he said.

“Well we have places that need improvement just like some places in Ethiopia,” I said. “And you have a beautiful country.”

“But you have freedom,” he said. He thought for several seconds, and then he said. “Some day we will have freedom, but it will take a long time. Now the only place we have

freedom is in heaven.”

With his comments, he summarized my observations of his nation and my conclusion that the difference between Lincoln and Ethiopia is more than a difference of nine hours. It is a difference of decades, perhaps centuries in the development of freedom, and we must help our Ethiopian colleagues to make up the time. ■

**Paley, Murrow, Cronkite**

# Add Grossman to the list of those who made an impact on TV news

by **ASHLEY LOUDD**

Larry Grossman is a pioneer in the history of television news. Grossman was president of PBS when the network became the first to distribute programming by satellite. He was president of NBC News when it was the dominant broadcast news organization in the country. Now Grossman's pioneering continues with a project to make the tools of the digital age more available in education and training.

During a September visit to UNL, Grossman told his success story to J school students and described his current efforts to expand access

to information technology.

Grossman said he always knew that one "must be able to face a changing field by being adaptable because the news is changing."

Grossman's success story began when he was a student at Columbia University. He was originally a political science major, but after working on his college newspaper, *The Daily Spectator*, Grossman decided to study journalism.

Grossman's early jobs included promotional work at *Look* magazine, CBS and NBC. It was only when he was offered the presidency of PBS and then of NBC News that he finally achieved his long-time dream of working on the edi-

## Information technology helps learners DO IT

by **LAWRENCE GROSSMAN**

I end with the comments of Republican Thomas Bliley, former House Commerce Committee chairman, in an op ed piece he wrote for the Congressional publication *The Hill*: "Soon, I predict, every inner-city school will have ... the resources of our greatest universities, and every rural clinic will be able

to draw on the latest discoveries at the Mayo Clinic and Memorial Sloan-Kettering Cancer Center. ... Imagine using the Internet to teach first responders — police, fire and emergency medical technicians — how better to respond to emergencies. ...

"That same technology could teach unemployed workers new job skills — on their own time, at their own pace and in their own homes. ... Congress and the White House must act — and soon. Happily, there's a solution on the horizon. ... It's called the Digital Opportunity Investment Trust. DO IT."

Thanks in large part to the work of DO IT supporters, Congress and several federal agencies have funded the development of three proto-

Photo by David Story

types of educational games. Their purpose: to demonstrate what DO IT can accomplish. You'll find sam-

ples from them on our Web site: [digitalpromise.org](http://digitalpromise.org).

One game in science is "ImmuneAttack," a fascinat-





torial side of the business. From his long experience in broadcasting, Grossman had solid advice for students.

When asked what he considers to be the most important attributes of a journalist today, Grossman said, "There are five lodestars: accuracy, clarity, fairness, persistence and curiosity. It is disgraceful to be inaccurate. One must achieve fairness in all comments. One must broadcast in a way that lets people know what you are saying and communicate effectively. Be stubborn and get at the truth because you will often hear things that are untrue. And ask why things work and what's going on because this opens new avenues."

He told students, "When not satisfied with an answer, pursue that answer."

Dr. Charlyne Berens, who teaches one of the classes Larry Grossman spoke to, said speakers like him have a significant impact on journalism students.

"Visitors like Larry Grossman bring an enormous level of experience and expertise to our students," she said. "How often do any of us get to talk to a former president of NBC News and PBS, for instance? How often do we get to hear a point of view that has been shaped by those experiences? The opportunity to hear from someone like Larry Grossman gives our students an extra insight into the workings of the media of which they are preparing to be a part."

Grossman has moved on from the broadcast industry to a pro-bono position with the Digital Promise project, which he co-chairs with former FCC chairman Newt Minow. The project, which was started in 1999, aims to increase the quality of education in schools and workplaces by using and expanding the information technology now used largely for commercial and military purposes.

In a speech at a UNL humanities conference on the

day he visited the J school, Grossman said, "Never have education, training and lifelong learning been more essential. The commercial world is racing ahead at breakneck speed, embracing the new information technologies. ... Together, we must take on the challenge to ensure that these stunning new digital information technology advances will also be used to serve the public interest."

Currently, Grossman and Minow are leading an effort to pass bills in Congress that would set up the Digital Opportunity Investment Trust (DO IT) to provide funding for Digital Promise goals.

DO IT would be supported by revenues from a portion of the congressionally mandated auctions of publicly owned telecommunications spectrum or other federal sources. For information on Digital Promise, see <http://www.digitalpromise.org>. ■



embedding the student players in an army of white corpuscles mobilizing to fend off attacks by infectious agents.

One game in the humanities: "Discover Babylon," demonstrates how archeologists searched for and uncovered the origins of writing, numbers and geometry in ancient Mesopotamia, the ancient civilization that existed where Iraq is today.

And the third game, for training, "Mass Casualty Incident," produced in cooperation with the NYC Fire Department, enables responders anywhere in the world to train to respond to high-rise fires. All this content, this software, will be available to everyone in the United States and beyond after it has been completed and tested.

Imagine beyond your Blackberries, beyond your iPods, beyond your computer screens, even beyond the Internet. Imagine a virtual reality of the Constitutional Convention that would allow the young viewer to "talk" to our founding fathers and to see how their decisions affected American history. Imagine technology that will add a sense of touch to virtual reality. Imagine how much that will mean for workforce training, medical science and surgical practice. Imagine a digital human body that will allow medical students to explore the course of diseases and their cures.

To learn more, to take an active role in this moment of history and to follow the Digital Trust's progress, visit

our Web site: DigitalPromise.org. On the site's "Take Action" and "Contact Congress" pages you will find draft letters to your own members of Congress and easy-to-follow information about how you can reach out to them. They're just a few clicks away. Nebraska's Sen. Ben Nelson is on the key Commerce Committee, and Sen. Chuck Hagel is one of Congress's leaders. With your support, we'll earn theirs.

Together, we can DO IT.

**Lawrence K. Grossman, former president of PBS and of NBC News, spoke at UNL's History in the Digital Age conference on Sept. 22 and also visited journalism classes that day. This is an excerpt from his speech.**

ing educational game that shows high school and college biology students how the immune system works by

# Giving **voice** to the voiceless

## Agnew's work as a newspaper editor in Mississippi lets him help direct the community conversation

by **BRENDAN WELLS and KATIE STEINER**

Ronnie Agnew sees journalism as more than just a job.

"I believe there is no higher calling than journalism," Agnew said. "Journalists speak for the people, and they tell the stories of those phenomenal people."

Agnew, the executive editor of the *Jackson* (Miss.) *Clarion-Ledger*, visited the J school in October at the invitation of Dean Will Norton, a friend and Agnew's former teacher. Agnew, the son of sharecroppers, was invited to share with students his interesting perspectives on journalism — and life.

Agnew has been working in journalism since his graduation from the University of Mississippi in 1984, following the calling he still sees as his mission. But his career was not always aimed towards newspapers.

"I wanted to be the next Bryant Gumble," Agnew jokingly told a UNL media law class during his visit to the J school.

To fill a graduation requirement his sophomore year at Ole Miss, Agnew took a public opinion class with Will Norton, then a journalism professor there. Recognizing Agnew's talent, Norton singled Agnew out and advised him.

"He sat me down and said, 'You're going to be a journalism major,'" Agnew said. Norton kept the pressure on. "When he saw me in the hallway of the journalism school, he would prod me to make sure I was doing more than



Photo courtesy Ronnie Agnew

attending class and learning the academic side of journalism. He wanted me to also know the practical side," Agnew said.

Norton invited Agnew and a group of other students to accompany him on a week-long trip along Mississippi's Gulf Coast to write freelance articles for newspapers in the towns they visited. During the trip, Agnew discovered his passion for print journalism. "After that visit," he said, "I realized that, although I would graduate in broadcasting, my real love was for the craft of writing."

Norton recalled the experience: "Of the eight to 10 students I brought with me, Ronnie Agnew was the best by far."

Impressed by Agnew's work with him that week, Norton recommended Agnew for a reporting position at Mississippi's *Greenwood Commonwealth* newspaper. Thanks to Norton, Agnew began his professional career on the *Commonwealth* staff.

and a half, he was named the first African-American executive editor of the *Clarion-Ledger* — a newspaper that had once been considered one of 10 worst in the country because it advocated segregation.

"He's considered one of the best young editors in the country," Norton said of 44-year-old Agnew.

As managing editor of one of the few remaining newspapers that cater to a statewide audience, Agnew is known for demanding a lot of the *Clarion-Ledger's* staff.

"He pushes us to go beyond our limits in the areas of story development and presentation," said Earnest Hart, *Clarion-Ledger* assistant managing editor. "We might think we're done, but we're not. Ronnie always sees more potential in whatever we're doing."

During his J school visit, Agnew said he will do anything to encourage people to pursue journalism. "If you really want to do this, I'll help you every step along the way," he said.

"To be a journalist is an admirable profession," Agnew said, but it is not easy. Journalists need specific skills, the most important of which are flexibility and basic people skills.

"You have to be able to make a connection on any level," he said. "You have to be able to talk to the blue-collar man on the street in the morning and then your congressman in the afternoon. You have to be able to make everyone feel important."

Agnew said journalists have an important responsibility in society.

"Journalists fight for the people who have no voice," Agnew said. "Journalism has the responsibility to be the agenda setter for the community, to direct the community conversation."

Agnew had some advice

"The Mississippi Delta is one of the most economically challenged regions in the country. That was new to me, seeing such poverty," Agnew said. "It was the first time that I had seen just how vicious the cycle of poverty could be."

Agnew said the stories made a big impact on his career. "They still stick with me today," he said. "They've taught me that one of my newspaper's primary roles has to be to provide a voice for people who feel their voice doesn't matter."

From Greenwood, Agnew went on to report for the *Biloxi* (Miss.) *Sun Herald*, and then the *Cincinnati Enquirer*, where he became assistant city editor in 1988. In 1993 Agnew returned to Mississippi to work as managing editor at the *Hattiesburg American*. In 1997, he took the position of editor at the *Dothan Eagle* in Alabama.

Agnew moved back to Mississippi in 2001 to become managing editor of the *Clarion-Ledger*. After a year

for UNL journalism students, too. First, he advised them to get a broader view of their world by reading the newspaper every day.

“You must be willing to expand your mind and take yourself out of your comfort zone,” Agnew said. Recalling Hurricane Katrina, he said, “It’s hard to be comfortable while interviewing Katrina victims who have lost everything.”

He also encouraged students to expand their horizons outside their own world.

“You need to realize you have a responsibility to get outside yourself,” he said. “You need to go out, meet someone new and realize that it’s not always about you.”

Many journalists do not fully understand the power they have to affect people’s lives at the local, regional, national and global level, he said.

“You need to always ask yourself, ‘What can I do to make this place better?’”

In an interview, Agnew also advised students to keep an open mind: “Embrace all technology, because it is changing everything. You can’t leave school without training in new technology.”

He said technology offers enormous possibilities for growth. The *Clarion-Ledger’s* Web site set a record with 10.5 million views during Hurricane Katrina in 2005. That record was surpassed in 2006, and the numbers continue to grow.

“We can’t underestimate the growth of the Internet,” Agnew said.

Newspapers used to be the main source for scoops, he said, but now it is the Internet that often provides the breaking news. Readers, however, don’t care where they get their information, just as long as they get it quickly, he said.

“We can get the information right now, and that’s what people expect,” he said. “It used to be that we would have

evening deadlines; now we have deadlines as soon as we walk in the door (in the morning).”

Despite the importance of embracing technology, Agnew also stressed learning the fundamentals of journalism.

“When all is said and done, you must be a good writer,” he said. “You must be able to make compelling stories, you must be accurate in your writing, and you must challenge the reader.”

But the readers aren’t the only people who will be challenged by journalism.

“You will be challenged,” Agnew warned students. He added, “It’s fun when you’ve seen a difference you’ve made; it’s a good feeling. It’s what keeps me going back to work every day.”

“(In the newspaper business) there are never two days in a row (that are the same). It’s a very complicated process,” he said. “I spend a lot of days wondering, ‘Is this going to work?’ But it always comes together in the end.”

Life has not always come together so nicely for Agnew.

“I come from very humble beginnings,” he said. “My family has had to overcome bad situations. It really is a great American story.”

Agnew was the seventh of nine children born into poverty in Lee County, Miss. As sharecroppers, his parents hardly earned enough to raise their family, he said.

Not wanting their children to do what they did for a living, Agnew’s parents worked hard and scraped enough

money together to send eight of their nine children to college.

Unfortunately, Agnew’s mother did not get to see all her children graduate; she died in 1986, he said. His father is still going strong at 78.

“I wouldn’t change anything (about my career),” Agnew said. “Everything has been a building block for the next step.”

He has worked in prosperous areas and poor ones, but he said he learned the most from working in the poorer areas.

“There are people, because of different factors, who can’t speak for themselves,” he said. “Newspapers can speak for them. Newspapers can fill that void for them.” ■

### Advice to journalists

## ‘Don’t drop the ball’

by RODSON RIGGS

About mass communication ...

As a consumer of news reporting, I am distracted and annoyed by poor quality writing in much of what I read, hear and see.

The degree holders who are today’s staff writers must have been exposed to subject-verb-object sentence construction at some time in their education. Yet, I am delivered flabby sentences that include multiple subjects and diversion into irrelevant subjects.

I am annoyed by lead paragraphs that do not summarize the story that follows,

yet run on for upwards of 100 words. I am annoyed by sports stories that do not report a game score until the third or fourth paragraph.

I am annoyed when writers sprinkle adverbs indiscriminately throughout their copy. I am annoyed when editors allow publication of phrases such as “John Doe yesterday said ...”

I’m annoyed and amused when I find homophones — words that sound alike — used incorrectly in print media. I have read “diffuse” instead of “de-fuse” (a controversy), “except” for “accept,” “peak” for “peek” (of a lake), “breaking” for “braking” (in an accident report) and — my current favorite — “isle” for “aisle” in the description of a ceremony. These suggest a vocabulary generated not from reading but from listening.

Many sports stories get

involved in verbal posturing and do not report a game score until the third or fourth paragraph of a print dispatch or minutes into a radio or television item. Some stories fail to identify the sport. Team names or nicknames may not help. Many games can end with a 3-2 score, and many teams are named “Warriors” or “Chiefs.”

Communication, like many human activities, requires a pitcher and a catcher. When one fumbles, both suffer. I am a news consumer. I want it to be easy to be a catcher. It should not be hard work to read, listen to or view news reports.

The English language is rich in words that describe human activity. To write clearly takes dedication, discipline and practice. To do less is no service to the media or to the consumer of the news product. ■

Rod Riggs was on the *Daily Nebraskan* staff and Student Union Board before graduating in 1951 with a B.A. and certificate in journalism. He served in the U.S. Army as public information NCO, then held various positions at the *Kearney Daily Hub*, the *Ames (Iowa) Daily Tribune*, the *San Diego Daily Transcript* and the *San Diego Union-Tribune*. He retired to Lake Arrowhead, Calif., in 1997 and served as business editor of the weekly *Mountain News* until 2002. Now, he lives with his wife, Mary, in a high rise condo in downtown Los Angeles, writes books for children, freelances and tries to find Nebraska sports information in the local daily.



▲ CARNEY

NELSON ▼



Photos by Marilyn Hahn

## THE FUTURE of MEDIA

From left, Rod Bates, Dave Nuckolls, Michelle Hassler

**C**ustomized media. “Pull” media, not “push” media. Media on demand. Blurred line between news and entertainment, between citizen journalism and traditional journalism. Those were some of the themes that surfaced during a conversation at Andersen Hall in August to discuss the future of the media and how the college can react to and help shape that future.

The group included: Rod Bates, director of University Television at Nebraska Educational Telecommunications; Jeff Carney, J school grad, now assistant managing editor for graphics and photos at *The Omaha World-Herald*; Michelle Hassler, J school grad, former reporter and now an adjunct faculty member at the J school; Jane Hirt, J school grad, now co-editor of the *Chicago Tribune's* publication *RedEye*; O.J. Nelson, another J school grad, now assistant managing editor at the *Kansas City Star*; Dave Nuckolls, yet another J school grad and now a senior executive producer at CNN in Atlanta; and Kevin Smith, former journalist, now professor of political science at UNL.

The insights and ideas below are excerpts from the conversation.

**NUCKOLLS:** Young people expect to get information via the medium they choose and on the schedule they choose. CNN has begun to provide content in multiple platforms to meet those demands.

**HIRT:** As digital communication becomes more commonplace, the public wants its media to adapt. “Everyone can customize,” she said — and expects to.

**NELSON:** Part of that is driven by convenience. People want to be able to do two or more things at once, he said, and they expect their media to meet those demands.

**HASSLER:** But as media become more pervasive, the lines are blurring between news and entertainment. Many young people, she noted, get their news from the “Daily Show” on Comedy Central.

Furthermore, she said the lines are blurring between blogs, citizen journalists and traditional journalists. She said the public needs to understand that trained journalists bring added value to the information presented in any medium.

**NELSON:** Citizen journalists are changing the way the media work. In the 2005 London bombings, for example, people trapped in the underground tunnels took pictures with their cell phone cameras and reported what was happening in places that rescue crews — and journalists — couldn’t get to.

**BATES:** Lots of solid information is available on blogs, and online bloggers and citizen journalists have made a fundamental change in the media scene.

“We’re moving away from ‘push’ media to ‘pull’ media,” he said. People want information on their own schedule and their own preferred platform.

**NUCKOLLS:** Besides that, people really want to be able to interact with the media. CNN has a popular spot on its Web site where it invites people to contribute their own news accounts, video and still photos for possible use on the network. Those contributors, he said, are citizen journalists.

The conversation turned to how much citizen journalism, which often involves little or no traditional “gatekeeping,” contributes to the democratic conversation and how to be sure it meets the same standards of fairness and accuracy that traditional journalism demands.

**HIRT:** Maybe journalists should widely publicize traditional journalism’s ethics and standards and then let citizen journalists police themselves online the way eBay or Wikipedia does. Other users would then rate the citizen journalists’ standards and reliability.

She blamed the perception that some blogs have become “artificial” on the fact that traditional gatekeepers are getting involved, deciding what is and is not OK to be posted online.

**BATES:** That kind of interference will not serve the media well long-term. “We can’t give people a voice and then take it away,” he said. Whose needs are the media trying to meet and how?

**NUCKOLLS:** It’s a moving target that changes as technology changes. Rather than running from change, media should embrace it and work with it.

The question “What is news?” drew various responses:  
 —News is information about things that affect people’s lives — even if they may not realize it.  
 —News is different for every reader or viewer.  
 —News may include “bad” stuff. It may also include entertainment.  
 —News is “new” information about anything.

All the participants agreed that journalism has a role in the democratic system. Journalists should give people both what they want and what they need, should tell the stories well and should be sure to include what effect something will have on people.

Furthermore, Bates said, print journalism won’t go away; it will just change its function and presentation. It’s all about convergence, he said.

The group agreed the lines among the media are blurring. Bates said media moved from the general to the specific — the niche — and may now be moving back again to general. He said all media need to start thinking about producing news for multiple platforms. ■



Photo by Marilyn Hahn

HIRT

## 10 that do it right

# RedEye Chicago

by MARK FITZGERALD

When the *Chicago Tribune* launched *RedEye* in the fall of 2002, media critics — including this *E&P* writer — beat up pretty badly on the would-be youth tab. We jeered that the content was either yesterday’s celebrity news or severely shortened versions of articles right out of that morning’s *Tribune*. It wasn’t really cool, it was condescending. And it was ugly, too.

It didn’t help that *Red Streak* — created out of thin air in six days by a panicked competing *Chicago Sun-Times* just to confuse the market — seemed more like the real thing: a sparkly mix of snarky celebrity dish, sports, and plenty of cheesecake for the boys.

Nearly four years later, though, it’s time to give *RedEye* some props, as I understand the kids used to say.

*RedEye* — which these days distributes 100,000 free copies — is a mostly smart and good-looking newspaper with a laser focus on serving its target audience’s eclectic appetite for news and information about sex, mass transit, drink specials, and Jennifer Aniston. It’s a quick-read paper with some positively addicting aspects that could teach mainstream newspapers a thing or two about connecting deeply with readers.

For one thing, *RedEye* gets humor right — not exactly something the newspaper industry has in its DNA. *RedEye*’s sports section, for instance, pulls off a hat trick every morning by combining a soupcon of actual sports news, like game scores and summaries, with out-of-left-field humor and running gags. Like any good sports talk show, *RedEye*’s staff knows that the important thing isn’t the game but the interplay of its yakkers.

And you don’t need to be a sports fan to laugh out loud at “Five on Five,” a daily feature in which five writers — joined occasionally by creations like an evil supercomputer — smart-aleck their way through five topics. “Wearwolves” does the same thing for fashion, as four fashionistas meow about the outfits of people photographed at clubs.

“We’ve found our voice and personality,” says editor Jane Hirt. *RedEye* also found something else that’s eluded other quick-read tabs: money. The offshoot has been profitable every quarter since last fall, with ad revenues running about 50 percent above 2005, says general manager Brad Moore, who won’t disclose specific figures.

*RedEye* buried *Red Streak* long before *Sun-Times* publisher John Cruickshank did. It outlasted a blog dedicated to documenting its daily faults. And it’s still going months after *The Quad-City Times* pulled the plug on the more audaciously original mini-tab *Your Mom*.

So *RedEye*, no hard feelings, eh? As Ali G says, “Respect!” ■

Reprinted with permission from *Editor & Publisher*, July 2006.

# NPA v. Stuart retrospective

by JOHN R. BENDER

Light the candles! Today, the U.S. Supreme Court's decision in *Nebraska Press Association v. Stuart* is 30 years old.

And for such a youngster, it has distinguished itself as one of the strongest defenders of the First Amendment, guaranteeing the public can know what happens in criminal cases.

The *NPA* decision emerged from the prosecution of Erwin Charles Simants for killing six members of the Henry Kellie family in Sutherland near North Platte. Simants committed the killings on a Saturday night in mid-October 1975, plunging the town and Lincoln County into a night of terror. Radio and television stations broadcast news of the killings along with a description of Simants as the suspect and official warnings that residents should stay home and lock their doors.

Simants was arrested the next day and eventually charged with six counts of first-degree murder in the course of perpetrating sexual assaults. In the meantime, the case had attracted national as well as state and local news coverage. County Judge Ronald Ruff, fearing the news coverage would jeopardize Simants' right to a fair trial, ordered that no one publish in the mass media any but the most basic facts about the case. Ruff's order applied even to information disclosed in Simants' preliminary hearing, which was open to the press and the public.

Lawyers call these kinds of orders protective orders; journalists call them gag orders.

District Judge Hugh Stuart modified the order a few days later. The Nebraska Supreme Court modified it further. But even as modified, the order barred the reporting of information about confessions or admissions Simants had made to police or others and any other information "strongly implicative" of his guilt. The *NPA* and other Nebraska news organizations asked the U.S. Supreme Court to declare the orders unconstitutional.

So this is the question the court faced in the spring of 1976 when it heard arguments in *NPA v. Stuart*: Can courts impose gag orders without violating the First Amendment? Chief Justice Warren Burger, who wrote the majority opinion, said gag orders are prior restraints — essentially censorship — and are almost always unconstitutional. Nevertheless, Burger said, a trial judge may



**Bender is an associate professor of journalism at the University of Nebraska–Lincoln, where he teaches mass media law and news reporting courses. He is working on a book about the *NPA v. Stuart* case.**

Column reprinted with permission from *Lincoln Journal Star*, June 30, 2006

impose a gag order if the nature and extent of the news coverage threatens to prejudice the trial, if alternatives to a prior restraint cannot prevent the prejudice and if the prior restraint can prevent the prejudice.

Burger said the Nebraska gag failed this test because the judges had not con-



Illustration courtesy Nebraska Press Association

sidered alternatives steps for protecting Simants' fair trial rights. Judges can change the venue of the case, postpone it, question potential jurors about their opinions on the case, sequester jurors and admonish jurors to ignore news reports. Individually or in combination, these measures can protect the fairness of a trial. Furthermore, Burger said, a gag order on the media was ineffective in this

case. Many news organizations were not subject to the Lincoln County District Court's jurisdiction, and much of the information was already circulating in the community.

Since 1976, dozens of cases have arisen in which trial judges have issued gag orders to protect fair trial rights. In all but a few, the orders have been reversed on appeal or abandoned by the trial courts

on further reflection.

Some judges dislike the *NPA* precedent. In a South Carolina case, one of the few where a gag order was upheld on appeal, a state Supreme Court justice said the *NPA* guidelines were too rigid and should be modified.

But Chief Justice Burger's opinion and the opinions of the other justices (all of whom agreed the gag order was unconstitutional) show they fully understood how demanding the *NPA* test would be. Prior restraints are the most severe limitations on speech, Burger noted, and the barrier to their use must remain high if the First Amendment is to survive. If judges can easily impose prior restraints, the extraordinary remedy may become ordinary.

The *NPA* decision did not settle all questions regarding news coverage of criminal cases. The use of media gag orders has diminished. Instead, judges have tried to close trials and pre-trial hearings to the press and public, gag prosecuting and defense attorneys and curtail access to documents, evidence, witnesses and jurors. But the Supreme Court has placed limits on most of these tactics, too. The criminal justice process, the court has said, functions best when the public knows as much as possible about what's going on.

Although the *NPA* decision frees news organizations

to decide how to cover crime, it doesn't guarantee they will cover it well or wisely. The obsession with sex and celebrity dominates too much of the crime news Americans see and hear. But without protection from gag orders, the information Americans receive about criminal cases would be limited, late and largely ignored.

So happy birthday, *NPA v. Stuart!*  
And may you have many more. ■

# COLLABORATIVE PROJECT

## Students survey newspaper readers

by ANDREW GUINEY

Extra! Extra! Read all about it! Fewer people are reading the newspaper.

That was one of the findings of a survey conducted by a group of University of Nebraska–Lincoln journalism students. Their survey confirmed what recent studies have shown: Fewer people are choosing the newspaper as their medium of choice, and the average age of newspaper readers is climbing.

“I’m an alum, and I know what the J school does. I know they do great work,” Kennedy said.

A team of *Journal Star* reporters developed the six questions for the survey. Each student interviewed two people who were reading the *Lincoln Journal Star*. The students were asked to find out specific information about the readers and the stories they were reading.

“The interview was very unscientific and informal,” Struthers said, “but it did give our students, first of all, the news side of trying to tune in to an audience. Advertising has thought about that (audience) forever, but news is now coming to the realization that readers have a lot of choices about where they get their info. So the papers have to do a better job of understanding what people want to hear.”

Struthers, who started teaching in the J school in January 2003,

said she enjoyed having the *Lincoln Journal Star* staff come into the classroom and work with the students first hand.

“It was a great opportunity for the students; however, sometimes it’s hard for them to see the value in their work if they don’t get credit for it.”

Students were given two weeks to interview at least two people. After the two weeks, class members came together to compile the data from about 300 responses.

“What took a lot longer was getting all the information into an Excel spreadsheet in any way that was remotely useable,” Struthers said. “Analyzing data is at least as difficult as collecting it.”

The students reviewed their results and handed over their data to the newspaper. The information was to be used internally to help the newspaper staff find insights and trends among readership.

Struthers said that what her students found didn’t surprise them.

“We found what completely reinforced what the NAA (Newspaper Association of America) has been studying much more scientifically: People are reading less and skimming more. The newspaper audience is getting older.”

Struthers said one interesting pattern the students discovered was that the people who get their news from the newspaper are the same people who are logging on to the Internet to find their

news.

Struthers and Kennedy agreed that the project brought benefits to both the *Journal Star* and the students. Struthers appreciated the opportunity to help her students receive some real-world experience; Kennedy said she enjoyed working with the students.

“It helped us analyze our readership and gave them great experience,” Kennedy said. “It was a win-win.” ■



Photo courtesy Lincoln Journal Star

Students in Amy Struthers’ Information Gathering class conducted a survey on readership habits in cooperation with the *Lincoln Journal Star* last fall. Jessica Kennedy, a marketing manager with the newspaper, had asked Struthers if her students would help with the project. The newspaper wanted to get a better feel for which sections of the newspaper people found interesting and how the *Journal Star* could improve its coverage for its audience, Kennedy said.

Kennedy and Struthers teamed up for the survey, turning the project into something that would benefit both the newspaper and J school students.

**Jessica Kennedy, who graduated in 1997, was an advertising major at the J school.**

**She is an account executive at the Lincoln Journal Star**

# ‘End of an era’

Dick Wagner departed for the Big Sports Venue last week, and I hope he found everything shipshape. If not, Old Fox will bet “Daddy Wags” is in high gear improving the situation. Dick was general manager of the Lincoln Chiefs (1955-1958), and he moved on to the highest level of baseball administration.

Wagner, 78, passed away in Phoenix, and funeral services are planned for Saturday in Beatrice. A native of Central City, Dick left the U.S. Navy with a love for baseball and a determination to make a difference as a businessman and a promoter. He succeeded in a big-time way.

years thanks to great pitching, solid defense and Dick Stuart’s home runs. Larry took care of the on-field activities, and Dick led successful season-ticket drives and kept Sherman Field in sparkling shape.

Wagner was a stickler for first-class operations for the fans at every stop on his career. Following his GM spot with the Chiefs — he was named 1958 Minor League Executive of the Year by the Sporting News — Dick managed Pershing Auditorium and the Ice Capades before his love for baseball took him to St. Louis with Bob Howsam, former general manager of Western League and the Denver Bears. When Howsam moved to Cincinnati to lead the Reds, Wagner followed, and Dick became the president/general manager.

Dick left the Reds after the Reds’ great years with manager Sparky Anderson and catcher Johnny Bench, Pete Rose and many other superstars. He also served as general manager of the Houston Astros, then moved on to become assistant to Commissioner Peter Ueberroth and American League president Bobby Brown.

What fun the media had during the Wagner era with the Chiefs. Fellow scribe Dick Becker and I covered spring training in 1955 at the Chiefs’ camp in Huntsville, Texas, the minor league headquarters for the Pittsburgh farm. The camp had been built for German prisoners of war during World War II and consisted of clapboard barracks and huts, located far from civilization and near the state penitentiary. After living in our “hut” for a week and eating mess hall food (and becoming very thirsty in the heat), Wagner called to brighten our spirits.

“I’m on the way down, guys,” he said. “Hang on. I’m bringing some great refreshments and food for you!” Wags arrived on schedule and presented us with a six-pack of hot beer and a sack of chips, gaining great pleasure at our disappointment.

We got even with Dick during the season when a foul ball blasted through the wire covering the press box windows. A boy assigned to the roof to retrieve foul balls came in and asked for the ball. Becker, PA announcer Phil Sprague and I refused to surrender the ball, and the boy reported us to Dick. Wags sent a police officer up to get the ball, and after a brief standoff, we agreed to give the ball to the cop for delivery to Dick — but not before we all autographed the ball with a suggestion on what he should do with it.

All of us became great friends through our days in baseball, and the memories of the fun-loving Wags will no doubt flow at the memorial service on Saturday. Every time I walk into the Haymarket Park for a Saltdogs game, I think about Sherman Field days. Those fun times after the war built great interest in minor league baseball. Lincoln had some great teams and some great players, and many fans missed baseball long after the Chiefs departed.

But the flames provided by Dick Wagner, Larry Shepard, Nellie Fox, Bobby Shantz, Dick Stuart and many more kept hopes alive. Thanks to Jim Abel, Charley Meyer, the University of Nebraska and the City of Lincoln, the flames are once again bright.

I know the spirit of “Daddy Wags,” together with the others of the present and past, continues to thrive in Lincoln’s Haymarket Park. I know, also, that Dick’s love of baseball was surpassed only by the love for his wife, Gloria, son, Randy, daughter Cynthia, and all the members of his family. Grandma and I join in extending deepest sympathy to them. ■ *The Hickman Voice News*, 10/06

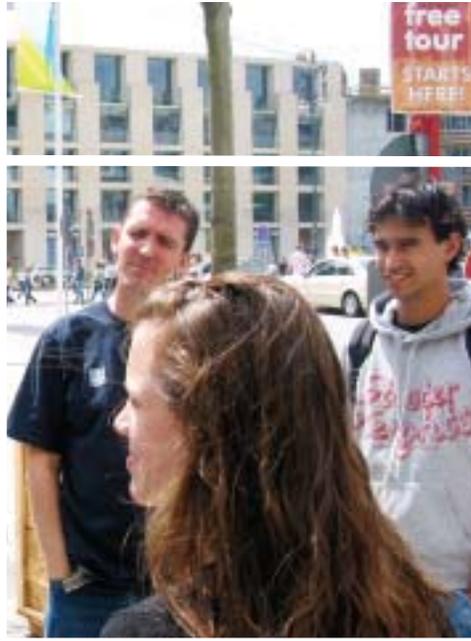
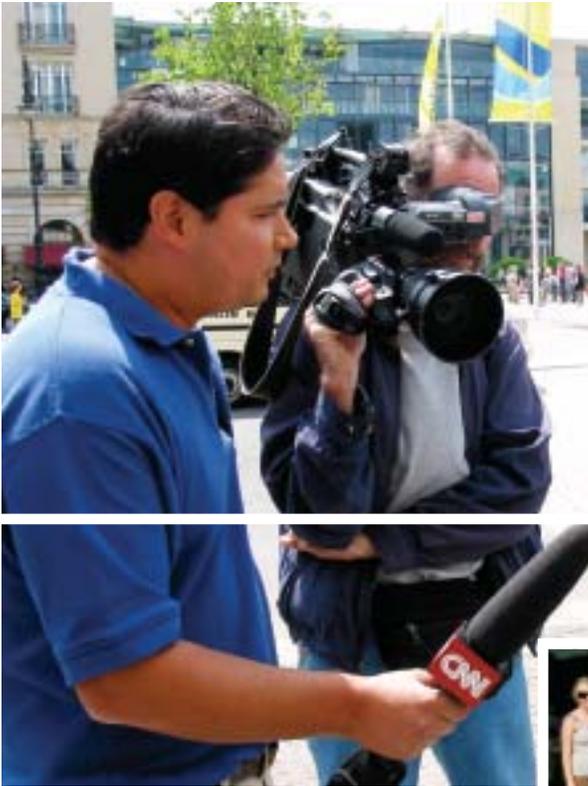


Photo CoJMC archives

After a rookie start in Class D Thomasville, Ga., Dick was general manager of Class C Hutchinson (Kansas) before moving to Lincoln to take the reins of the Class A Western League Chiefs. Lincoln had just signed a working agreement as a farm team in the Pittsburgh Pirates’ organization led by the father of the minor leagues, Branch Rickey Sr.

Dick’s first manager was former major league pitcher Bill Burwell, but pennant hopes in 1955 were dashed when the Pirates summoned pitcher-outfielder Dick Hall to Pittsburgh in mid-season. Hall was Lincoln’s top pitcher and was hitting over .300 as the left-fielder in off days. The Chiefs never recovered and skidded to the bottom of the league.

Enter Larry Shepard to join Wags, and the team took Lincoln baseball to a new level with WL pennants the next two



Cory Carlson is interviewed by CNN on the streets of Berlin as bystanders watch. **At right:** Class takes a field trip to a Volkswagen plant.

## Smashing Stereotypes

*Global advertising class finds out what Germans — and global advertising — are really like*

by **CASSIE FLEMING**

A man walked into a bar. The bar was an Irish pub. The pub was in Germany, and Germans were singing. They were singing American songs. And the man was surrounded by other men, most of whom were named Dave: Dave from Wales; Dave from Ireland; Dave from Liverpool; and Dave from Hastings, Neb.

No punch line here. This was simply the scene that Nels Sorensen Jr., a senior advertising major, said was the most surreal aspect of his trip to Germany with the J school's global advertising class last summer.

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"It was sure a good way to end the trip," Sorensen said of the experience on the last day J school students and advertising assistant professor Frauke Hachtmann spent in Germany.

The summer global advertising course has been offered at the University of Nebraska-Lincoln as a five-week summer course the past several years. But Hachtmann said teaching about different cultures through books and videos did not have the same impact as actually immersing a person in that culture, so last summer she took her class to Germany.

"There are a lot of American ads in Germany and vice versa, so I thought Germany would be a good country to go to," said Hachtmann, who attended UNL after growing up in Germany.

The distance-learning class consisted of 11 students, one of whom took the class

from Boston. The first two weeks, the class met at UNL and learned advertising principles and German culture. Then they all — including the student from Boston — spent one week in Berlin and one week in Dresden, returning to the United States at the start of the fifth week of the summer term to complete projects and write stories for NewsNet-Nebraska, a Web site produced by J school students.

In Berlin, the class visited two advertising agencies: U.S.-based McCann-Erickson and the French, globally known Publicis.

Hachtmann said when she contacted Publicis, the agency was willing to meet with the class, but they wanted students to do something for them as well.

Each student wrote an essay about his or her preconceptions of the German culture. Publicis then had the students interview Germans on the street in an attempt to defy stereotypes they may have had before arriving in Germany. To showcase what the students had experienced, Publicis held a press conference where reporters from newspapers, magazines, television stations and Internet news outlets listened to the students present their reports and answer questions about their before and after perceptions of Germany.

Many students held traditional stereotypes of Germans — that they ate bratwurst and sauerkraut and were cold people, Hachtmann said. But when they visited the nation, the students found many Germans were happy to talk to them.

"My views were completely different after talking to Germans," said Julie Bohuslavsky, an advertising major who graduated in December. "They were really welcoming toward us, and they are not rushed like us. They

encourage you to take your time when eating.”

Hachtmann said the students were featured in several newspaper articles and a three-minute segment on TVBerlin.

The students completed the academic aspect of the trip by attending the prestigious International Communication Association conference in Dresden the second week of the trip.

Before returning to the United States, the students traveled by train from Dresden to Berlin and had the opportunity to form one last image of the German culture.

“The one memory that stands out is the last day of the trip when Germany was playing Argentina in the quarter finals of the World Cup,” Sorensen said. “In the morning we got decked out in red, black and gold clothes and face paint and went to ‘fan mile.’”

“Fan mile” stretched for two kilometers through the heart of Berlin. It was where one million people from around the world gathered to watch the game on several giant screens.

Bohuslavsky said everything she saw was related to soccer: “Bushes were shaped and spray painted as soccer balls.”

It was at “fan mile” that Sorensen experienced his most surreal aspect of the trip.

“I guess Dave from our class started talking to Dave from Wales. The other Daves heard the conversation and joined in. They exchanged cell phone numbers, and after the game, we all met at that Irish pub to listen to the Germans sing American oldies,” Sorensen said.

Hachtmann said the students were amazed at the intense atmosphere of the World Cup games, even when compared to Nebraska football or the Super Bowl.

“It was the magical summer to be in Germany,” Hachtmann said. ■

# Students see the light in the City of Light

by KATIE SORENSEN

Their destination was Paris, the most romantic city in the world. And while the summer 2006 trip to the City of Light didn’t necessarily guarantee romance for 14 journalism students, it did provide an unforgettable educational experience.

For five weeks, the students took classes, toured advertising agencies and newspapers and worked on news stories — all while soaking up the French experience.

Most of the students studied French, while two news-editorial and two advertising majors took a course in international media. Both courses were taught by advertising faculty member Amy Struthers. The group of UNL students was joined by a student from the University of Nebraska–Kearney and another from Boston College. The classes met in a classroom at a dental college, which was only a 15-minute walk from their hotel in the center of Paris.

“I loved going to a café and having chocolate, and then we would just sit and talk about the readings and stories. It was a cute little setting,” said Linsey Marshall, a junior news-ed major.

The media course dealt with two texts, “Seducing the French” by Richard F. Kuisel and “The United States of Europe” by T.R. Reid. Kuisel’s book, recommended to Struthers by UNL history professor Patrice Berger, who also chairs the University Honors Program, chronicles the Americanization of French culture from the late 1940s through the 1980s. Struthers chose the second book because T.R. Reid had visited and spoken on campus. Students were able to view Reid’s archived presentation on the UNL Web site.

Outside of class, the international media students wrote stories, researching topics ranging from the French people’s opinions of President Bush to the prevalence of dogs in every Paris location except the grocery stores.

“It was interesting doing interviews in France because it was hard to know where to go to find sources and if they could speak English,” explained Tessa Lorenzen, a junior advertising and public relations major.

Marshall edited the stories as well as writing her own. Stories were posted on NewsNet-Nebraska.org, the multi-media news and information service of the College of Journalism and Mass Communications. Students from both classes also participated in online blogs throughout the trip, but the work didn’t stop there.

“One woman was writing about new museums opening in Paris for ‘L’ magazine, and another was working on her honors thesis focusing on mens magazines while we were there,” Lorenzen said.

The trip also included tours of newspapers and advertising agencies. Lorenzen said she enjoyed the opportunity to see advertising in a new light.

“As an ad major, I loved looking at how advertisements varied. In France, advertising is sophisticated and admired — so they cannot market things the same way they do in the U.S. even for American products. London’s advertisements were also very different. It was incredible to see how different ads are in different countries.”

The group tried to average at least one media-related visit a week, Struthers said. Her favorite was a tour of a RSCG, the world’s fifth largest global agency network. >> 18



Photo courtesy Amy Struthers’ class members

## &gt;&gt; Paris study from 17

“EURO RSCG was a huge agency that took an old decrepit building in a rundown Paris neighborhood and renovated it into something modern yet historic,” Struthers said. “The renovation even helped to clean up the area around it. Our tour guide took us to the roof, and you could see all of Paris, including Sacre Coeur and the Eiffel Tower. They even had lawn chairs up on the roof.”

While students enjoyed the tours and class time, nothing could take the place of the pure French experience.

“The best part was our picnics under the Eiffel Tower as a group,” Marshall said. “We bought baguettes and wine and cheese; we’d all chip in and pass it around. It was fun to see the French people at ease, and there would always be people juggling.”

The students learned the nuances of French culture, including body language.

“If you smile and say ‘Hi,’ they think you want them,” Marshall said of the French men. “French women don’t look men in the eye; they ignore the man if they are not interested. We learned to be mean and stare at the ground. It’s not rude. It just means ‘not interested.’”

The group gained a clearer perspective of French culture not only through day-to-day life but also through special visits, including one that became Struthers’ favorite part of the trip.

“Harriet Welty Rochefort invited all of us into her home for a wine and cheese party. She is an American journalist married to a French man and author of a number of books, including “French Toast.” She writes about being an outsider to the culture and how to understand. We were able to talk about the issues of cross-cultural communication. One of the simple differences we talked about was wine as food. In France you don’t drink to get drunk. It is about small samples to enjoy.”

The trip helped break down stereotypes, Struthers said.

“There is the myth that French people are lazy, which is completely untrue,” Struthers explained. “They have five vacation weeks required by law, but their productivity per hour exceeds ours. We just stretch the work out over more hours.”

Marshall said the biggest thing she learned was that students have plenty of opportunities beyond Lincoln and the United States. It may sound like a cliché, she said, but the trip showed her how true it really is. “You’re not limited; there are so many things you can do.”

Students can benefit in many ways from such trips abroad.

“Students can differentiate themselves in the job market,” Struthers said. “Instead of saying ‘I took this foreign language in college or I fulfilled the high school requirements,’ you can say you have actually been there.”

She thought Mohammed put it best: “Don’t tell me how educated you are; tell me how much you traveled.”

“It was the trip of a lifetime,” said Lorenzen. “I’ve been on spring breaks and many trips before, but actually being able to immerse yourself in a culture is an incredible experience.”

“It is life-changing,” Struthers said. “I had a student from western Nebraska who had never been on an airplane, and all of a sudden she is in one of the biggest cities in the world. It is so vital to see that so many views exist outside of here.”

The J school plans to continue its study abroad program in summer 2007, said Struthers, who encourages students to sign up. “The lived experience of travel — there’s nothing like it.” ■

# a complicated & complex . opportunity

by KELLI LANGDON

Sean Hagewood was asked to play with the Clinton Elementary School band. The trumpet player was missing, and someone had to fill that small yet crucial role.

Sean timidly accepted the assignment and, with the anxiety of any young person who has just been called upon, sat down in the hard, plastic seat. He attempted to harmonize with the rest of the musicians and their instruments, but the trumpet valves weren’t oiled well enough.

“I ended up sounding like a fifth grader,” Hagewood said, chuckling.

Hagewood isn’t in fifth grade. He’s not in middle school; he’s not even in high school. Hagewood graduated from the J school in December. He was at Clinton Elementary School last spring observing a music class for a depth report. And one of his assignments, this one from a Clinton teacher, was to be the band’s trumpet player for the day.

But Hagewood did more than help out in the brass section; he and his fellow J school classmates used their journalism skills to paint a picture of one of Lincoln’s most diverse elementary schools and, in the process, found many touching stories close to home.

“There are stories that need to be told in the community,” Hagewood said. “You just need to find them.”

The journalism students turned the many interesting

stories they found at and around Clinton into an in-depth look at the school and its neighborhood.

The J school’s depth reports are typically large-scale, time-intensive creations of articles and pictures for a glossy magazine. Although depth reports are sometimes stressful to produce, students and faculty involved say they are well worth the time and effort. They allow students to get useful experience and to reveal interesting issues.

Mary Kay Quinlan, a J school faculty member and teacher for the Clinton report, said, “The depth reports give students the opportunity to learn about the process of writing and reporting about a complex topic.”

Getting into the community was a main goal of this report about an elementary school on the north side of town, not too far from the university. In addition to giving readers a look into the school, the project allowed everyone involved to gain a better understanding of the influence of local journalism.

“You get into journalism by doing things like this,” said Joel Gehringer, a news-ed major who worked on editing the report. “Part of the magazine was to get these stories out there and be involved in

# ONE BIG FAMILY

AN IN-DEPTH LOOK AT LINCOLN'S CLINTON ELEMENTARY SCHOOL

# ONE BIG HOUSE



Clinton depth report cover, photo by David Story

the community.”

The seed of the project was planted in November 2006 when Quinlan agreed to teach a depth-reporting class. She said she looked for a topic that would captivate readers, explore unknown problems and have interesting stories with a proximity to local readers.

“I hope these projects provide insights into the community that it might not otherwise get,” Quinlan said.

Quinlan wanted to give insight to UNL’s own Lincoln community and teach journalism students that stories can be found right here at home. This approach differed from other depth reports about far-off places such as Cuba, Sri Lanka and France.

“Although international stories are important,” Quinlan said, “the depth reports are also a place to show students the number of stories at home.”

When thinking of possible homegrown stories, Quinlan’s interest in education led her quickly to a decision to report about a school.

Quinlan contacted Mona Manley, a former principal at her sons’ school, who had become the principal of Clinton Elementary School. Manley was instantly enthusiastic about the proposal, and the project officially began at Clinton, a school that may often have been largely invisible to the drivers on 27th street, the busy roadway only a few blocks from the unique school.

Many of the school’s students are from families below the poverty level and, in the past, had poor test scores. Ninety three percent of the students receive free or reduced-price lunches. Despite the many challenges, Clinton has accomplished many things, and the teacher turnover rate is extremely low.

The school differs from many other elementary schools in Lincoln, and Quinlan wanted to give the community a look at this special and diverse school.

“It’s easy for people in Lincoln to ignore poverty,” she said. “People can live their whole lives in Lincoln thinking everyone else is just like them.”

Quinlan and her six students set out to show citizens in Lincoln that diversity exists even within their own city limits. The journalism students toured the school and heard from guest speakers in their depth reporting class. The combination of seeing and hearing about the school gave them the information they needed to create the report and to begin telling the many stories found at the school.

Then the student editors went to work in a class taught during summer school by Nancy Anderson, another of the J school’s faculty. The resulting magazine, “One Big

Family One Big House, an in depth look at Lincoln’s Clinton Elementary School,” is divided into three sections: the people, the school and the neighborhood. The magazine’s 18 articles include stories about the teachers, the students, the families and the church next door along with profiles of the school nurse, the family-care coordinator and the police officer who is a liaison between the school and the Lincoln police. A culminating story describes “A day in the life at Clinton Elementary School.”

Each of the stories reflects the sense of cohesiveness between the home and the school that is vital to Clinton.

In the report, Jo Theis, the assistant principal said, “Trust must be established between school and home, and that trust is built one contact at a time.”

The report describes the structure of Clinton, its performance on tests, the importance of the school nurses, the

English Language Learners program, the idea of art as an outlet and the families living in the unique Clinton neighborhood. Each story and page reflects the accomplishments of students at Clinton and showcases the progress this school has made. The report lets people view the education system in Lincoln differently.

As with any complicated task, the Clinton project hit some bumps; Quinlan said at times the project was overwhelming, but she said complexity is always part of a big project.

“It will always turn out more complicated than you think,” she said. “There will be more twists and turns than you anticipate, it’s always more time consuming than you think and you always know that the sum is greater than the total of the parts.”

The students also sometimes felt the heat.

“It was a lot of work, no doubt about that. I filled two-

>> Clinton from 19

and-a-half reporter's notebooks and at least four 90-minute mini-cassettes and sent out more than 100 e-mails during the spring semester," Hagewood said about the workload.

As the stress mounted, though, Quinlan guided her students through the taxing process.

"Dr. Quinlan worked closely with students on story drafts, offering a lot of advice and encouragement," Hagewood said.

This encouragement helped make the depth report investigative and enlightening. The report shed light on the challenges the school faces but also put its accomplishments in the spotlight — and helped attract volunteers to the health office.

"This article let our community know that there are families and community members that need support, not just in the Clinton area but in many areas of Lincoln," principal Manley said.

The Clinton depth report also helped J school students by giving them experience and knowledge they can take with them into their future careers.

"It's a First Amendment responsibility to give the reader a better understanding of the community to make educated decisions as voters," Quinlan said about the importance of the reports.

She said everyone involved in the project gained something. The students and faculty at Clinton had their school shown to the public; the J school's student reporters and editors acquired knowledge and experience as well as a great showcase for their work.

"So far we've had nothing but positive feedback," Quinlan said, "and there's gratification in that. We've accomplished what we set out to." ■

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# Ghanaians adapt to life's limitatons

by KAREN SCHMIDT

When I arrived in Accra, Ghana, on August 1 for a year of study at the University of Ghana, I was greeted by young girls trying to sell me yams, watches, bags of water — whatever they could carry on their heads. People call them the kayayoo girls. This is just the way I pictured Africa, I thought. That was all the thought I gave to them at the time.

Accra, a West African city of 3 million people, seemed like a good place to spend a year. It's big, it's on the coast and it's chaotic. When I left my room on campus to run errands, do volunteer work at an orphanage or visit friends and their families, I found streets full of bad drivers and persistent street hawkers — not a good combination. I watched the kayayoo girls dodge traffic under the strong African sun (which was even stronger than I'd expected it to be), and I found it a little entertaining.

A few weeks after my arrival, I went to a wedding and met my friend Anastasia, who was once one of those kayayoo girls. During Anastasia's elementary school days, she sold food on the streets just to pay for school fees and a meal before bed. "You see the kids selling things and laugh," she said. "But it's not funny. It's quite painful."

Although Ghana's public schools provide free tuition for elementary and junior high schools, they don't provide money for school fees, books or uniforms. Many children are expected to pay these fees themselves, as Anastasia was. In the morning, she went to school. In the afternoon, she was selling on the streets. By the time she arrived home at night, she was exhausted. She didn't even think about studying for school the next morning.

"Education in Ghana is difficult," she said. "When you're worrying about fees, how can you have a sound mind to study?"

Anastasia asked me questions about my childhood and education. I told her that, yes, all my friends and I went to elementary school. No, we didn't worry about money at the time. Yes, our teachers showed up to class each day. No, making it to high



News-ed major Karen Schmidt is surrounded by friends in Ghana

school wasn't a problem. Neither was college.

I told her about the jobs I'd worked. I told her that jobs were easy to find, and if I didn't like my job, I could quit and find another. It was then that I began to realize how many choices I'd been given as an American.

Anastasia's education ended after junior high. Her family couldn't pay for her high school tuition as they had for her older brother. She works at home as a seamstress. There's not enough room in her small house for a sewing machine, so she sews outside.

"I would love to go to school again, but the money is keeping me from it," Anastasia said. So she reads storybooks, the dictionary, anything she can get her hands on. "I do my



Photo courtesy Karen Schmidt

own learning at home so I can polish my English,” she said.

Compared to others, Anastasia was lucky. She was working only half days. At least she had some education.

In the mornings, I buy eggs from young girls at the market. They work all day; they don’t go to school. In the afternoons, I ride tro-tros (mini-buses) to town and pay the bus fare to the young boys working. More children come up to my bus window, trying to sell me newspapers, toilet paper, even copies of Ghana’s constitution. They don’t go to school, either.

I spent two weeks traveling through Ghana with another American student. We spent time in villages, where I never saw kids working like they do in Accra. Those villages, quiet during the day, came alive when the school day ended and

children began playing, not working, in the streets.

Justice, a man I met in one of those villages, said that an assembly man oversees each village and doesn’t allow children to work during the school day. He laughed at the thought of children selling in the streets of his village as they do in the streets of Accra.

But a growing number of Ghanaians are leaving their villages in hopes of finding jobs and new lives in the city. They arrive in Accra, don’t find jobs and join the kayayoo girls and hawkers on the streets.

Hawa, a woman from northern Ghana, noticed that young women were leaving the north to find jobs in the south. “I was in Accra,” she said. “I saw the kayayoo girls, but they were speaking northern languages.” Hawa said it made her sad to see that girls were leav-

ing the north for the life of a kayayoo girl in Accra.

Today Hawa is the director of Northern Friends for Development: Kayayoo Activities Project, a program in Tamale, the capital of Ghana’s northern region, that aims to keep girls from leaving the north by helping them start their own small businesses. The project, which has operated since September 2005, receives funding and volunteer teachers from the Netherlands and Canada.

The girls learn practical skills such as hairdressing and weaving in the morning and subjects such as math, English and French in the afternoon. Hawa hopes to prepare the girls to open their own hair salons or weaving shops, so volunteers also teach them business principles.

“You have to push them,” said Hawa, who visits neighborhoods to convince these girls to come to learn at her school. “You have to teach them everything. At home, they don’t get any teaching.”

I wondered what those girls were doing all day before Hawa found them. I wondered if they liked their simple lives, and I wondered if they even considered their lives simple.

Fourteen girls are in the program. Ten of those girls never received any schooling. The other four received part of an elementary school education. The youngest girls are 10 years old (although most of the girls don’t know their exact age), and the program lasts two years. That means some girls will begin their life-long careers at the age of 12.

I was happy for the girls. I was happy that Hawa found them, and I was happy that they accepted her offer and came to her school. But I was

also happy that I was not one of them.

I love to make plans. When I was in high school, I was looking forward to college. When I was at UNL last year, I was looking forward to my year abroad. Now that I’m in Africa, I sometimes find myself looking forward to returning home at the end of the year. Would I have been too restless to begin a career at the age of 12 and stick with it, year after year? Probably.

Even some of my friends at the University of Ghana, the fortunate and educated Ghanaians, didn’t get to make plans the way I did. My roommate, Irene, wanted to study business, but her father said she would study home sciences instead. “It depends on families, but normally they dictate for girls what they will study,” Irene said. “Guys can choose what they want to do.”

I got to pick my own course of study. And if I want to, I can change my mind and study something else.

This is Irene’s fourth year of studying something she’s not even interested in. Her aunt, a lecturer in home sciences at the University of Ghana, would like Irene to take her place as a lecturer one day. Irene, soft spoken and shy, doesn’t want to be a lecturer. She still wants to study business.

Maybe Irene will never study business. Maybe Anastasia will never get the money to go back to school. Maybe the kayayoo girls will never leave the streets. But maybe they’ll be happy anyway. Maybe they’ve learned to be happy with decisions they didn’t make and lives they didn’t choose.

I wonder if I would be. ■

# Covering the aftermath OF TWIN DISASTERS affects students' views

by JENNIFER OLSON

At first, the boy was grateful.

“Finally, some water,” a Sri Lankan boy thought as he watched a giant wave rushing to shore. “The chicks have been thirsty.”

“Such an innocent thought,” said Krystal Overmyer, a UNL journalism student who interviewed the boy a year after a tsunami destroyed his home. It was one of many poignant moments that remain with Overmyer, one of 10 students from the journalism college who traveled to Sri Lanka in late 2005 to document the Christmas 2004 devastation. The students’ journey ultimately would change the way they looked at themselves and the world.

The group had a unique opportunity to research an international story in post-tsunami Sri Lanka and post-Katrina New Orleans as part of a depth reporting class. Faculty members Joe Starita and Jerry Renaud accompanied the group, whose mission was to answer the question: “What can we learn from these horrific events?”

The original focus of the report was Sri Lanka, and the class prepared to travel there with the help of Sriyani and Tom Tidball, old friends of the college, Renaud said. The Tidballs live part of the year in Nebraska and the rest in Sriyani’s native Sri Lanka where they operate the Community Concern Society. They recommended that students study the ethnic conflicts and culture of Sri Lanka in addition to the aftermath of the tsunami.

As the planning for the Sri Lanka trip was in progress, Hurricane Katrina hit New Orleans in August 2005. The students saw graphic pictures all over the news.

“New Orleans looked like a Third World country here in America,” Renaud said.

College officials saw a unique opportunity for students to compare and contrast the situations in Sri Lanka and New Orleans, so they set up travel arrangements to Louisiana for two broadcasting students and a faculty member.

“The utter destruction was very much the same with half a world in between the disasters,” said Kelly Mosier, one of the broadcasting students who traveled to both areas.

To prepare to write a magazine and produce a documentary, the students participated in a year-long depth reporting class.

“These were some of our best and brightest students,” Starita said.

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## REALITY

Students each received three story assignments months in advance. They spent the first semester of the class researching Sri Lankan history, politics and the ethnic conflicts there. They generated lengthy source lists and contacted their sources for interviews. Later, they sifted through hundreds of U.S. government documents from the House and Senate that were released six months after Katrina hit New Orleans.

In addition to the extensive research, the students talked to dozens of people in Sri Lanka during their visit there. Students who were not able to set up interviews before arriving in Sri Lanka started scheduling interviews as soon as they got to the hotel, some for as early as the next day, Starita said. During their two-week stay in Sri Lanka, the students interviewed more than 50 people.

The poverty students encountered was shocking, especially in Sri Lanka. Renaud, gesturing around his desk in his 12-foot square office, said people in Sri Lanka would divide a similarly sized room in half, with a family of five living on each side.

The most powerful image, Renaud said, was that of a train where 3,000 Sri Lankans who could not swim tried to climb on top of the cars to escape the massive wall of water rushing toward them. There was no escape for them. They all died.

Perspective-altering experiences are important for budding journalists. Exposing students to an experience such as the Sri Lanka/New Orleans project is a great stepping stone to success, Starita said.

“It’s hard to take Donald Trump or Paris Hilton seriously after seeing a tsunami refugee camp,” Starita said.

And the students had an opportunity to write about things that profoundly affect themselves and others.



■ Sri Lankan villagers attempt to salvage debris in the aftermath of the tsunami.

Photo courtesy Tom and Sriyani Tidball

## Students collaborate on Election Night coverage

by BRADY JONES

College is all about experiences. It's the bridge between a student's dependence on parents and the greener-grass side of adulthood. Here, in a comfortable middle ground, one can breathe life into the words of that frizzy-haired elementary teacher with the magic school bus: Take chances. Make mistakes. For students at the journalism college, this year's mid-term elections offered a chance to make Ms. Frizzle proud.



Photo by UNL Publications & Photography

CREIGHTON

Trina Creighton, the broadcasting faculty member who taught the news videography class during fall semester, worked with a flock of journalism students to manage the production of a four-hour election coverage program produced by students, broadcast live from the college via the public access channel and streamed on the NewsNet Web site, making it available across the globe.

"I just wanted to do it big and make it look like the commercial TV stations," Creighton said. "It was the highlight of my semester."

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"The students are going to inherit a small, complex interconnected world unlike anything else that has ever existed," Starita said. "We need to prepare them for that."

This is the J school's third group of students to set out on investigative journeys outside U.S. borders. Past reports focused on Cuba and France. In January 2007, a group traveled to Germany; that magazine and documentary will be released in late summer.

The Sri Lanka/New Orleans depth report premiered its magazine and documentary "In The Wake of Catastrophe" in The Mary Riepma Ross Media Arts Center in Lincoln on the one-year anniversary of Hurricane Katrina. The event left the Ross with standing room only, Starita said, so the J college held another event two nights later.

The documentary and magazine were sold at the event with great success. The *Lincoln Journal Star* ran excerpts from the magazine as a three-day fea-

ture. Most recently, Starita said, Kansas State University asked the UNL students to visit and share their expertise on international reporting.

"I learned more on this trip than in any other class," Overmyer said. "It was the capstone of my work in the journalism college."

The devastating images of Hurricane Katrina and the tsunami that racked Sri Lanka will haunt the world for years to come. The disasters and their aftermath profoundly affected the student journalists who covered them — both in how they view their work and how they view themselves.

"This project was so much bigger than those of us who worked on it," Mosier said.

Overmyer said she realized the importance of the project because people still needed help.

"We gave a voice to voiceless people," she said, "and maybe this report will help the victims now and help prepare for any future disasters." ■

## &gt;&gt; Election night coverage from 23

Creighton said the whole thing started when she changed an assignment for the 15 students in her videography class to a political coverage piece, generating some material for the show. But as word about the coverage spread around the college, students from all three disciplines volunteered to help with the project.

"Anyone who wanted could be involved," Creighton said. "That was what was so cool about it."

The students produced multiple packages, including coverage of President Bush's pre-election visit to Nebraska, a few pieces on the proposed spending cap and a spot on Third District Democratic congressional candidate Scott Kleeb; they were the only news outlet to do a piece on Kleeb.

As election returns started coming in, the J school newsroom was hopping. Students wrote out scripts, manned the studio equipment and hammered out the technical and aesthetic aspects of the broadcast. They went out to election events and brought back coverage of victory and concession speeches and taped live interviews with political science professor John Hibbing and J school faculty members John Bender and Charlyne Berens about the different aspects of the political process.

"We covered everything the commercial reporters covered," Creighton said, "and you know what the students said? 'Oh, my goodness! They were treating us like we were journalists.' And I said, 'You are!' They liked the feeling of being in the mix, and that's what we wanted."

Megan Carrick, a senior broadcasting major and producer of the election program, said she was really glad to be a part of the coverage. She said her favorite part of the experience was working with her friends on the project while learning a lot about the process.

"The faculty thought it would be a great learning experience for all the students involved, as well as another bragging right for the college," Carrick said. "Not only did I learn more about the technical aspects of television production, but I also learned the importance of staying calm, being patient and being a team player. ... This was a huge production with more than 50 students volunteering their time to help, and I was expected to tell them what they needed to do and when they needed to do it."

At the end of the night, when all of the excitement had died down and elections had been decided, knowledge and experience were the real winners.

"I think these kinds of experiences are imperative to journalism students, especially broadcasting majors," Carrick said. "Everyone involved learned so much about television production. ... Also, taking risks like election coverage is an important step in keeping the J school competitive and increasing the educational level of all students."

Creighton was really energized by the entire experience and is ready to work on the next big project.

"I think we've just touched the very surface here," she said. "I think it shows us what we are capable of, and I think with a little planning, the students in this college will blow away the community with what they are capable of doing." ■

# Estrogen

and a

## sportswriters' tale

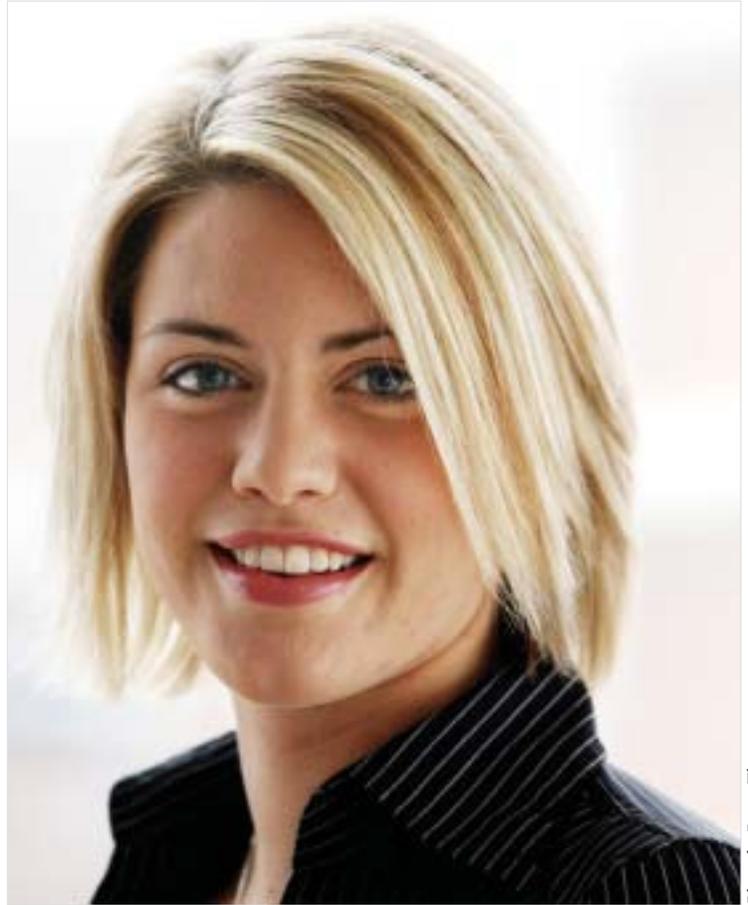


Photo by Bruce Thorson

by **KATELYN KERKHOVE** | Junior news-editorial major

Walking into a Memorial Stadium press room full of middle-aged men spouting football trivia would seem intimidating to most females.

That's because, well, it is.

The way I've learned to handle being one of the lone female football writers is: Don't show up in a dress, high heels or with your nose pierced, especially at the same time. It just doesn't make for good conversation.

Nonetheless, this atmosphere, with all of its male-bonding, is my job, and I've embraced it.

Putting aside the many differences between my life and the lives of these male writers — no wife, no kids, no high school football past — I've come to the simple conclusion that picking their brains is quite beneficial.

After two severe blisters turned to scars following a two-hour tromp around the new Nebraska athletic facilities at the beginning of the season, I took the obvious advice from a veteran male writer and have opted to don less trendy shoes in the hopes of saving my feet.

Two months later, I'm happy to say I've moved on to more professional lessons: Nebraska football oddities, lingo and history.

What I've come up with, I pass along to you in hopes of transforming our generation into male and female football experts.

Dumbing it down is not an option. Just because I'm a female doesn't mean I don't know football. Seriously, it's been my life since April.

So here's the real deal.

If you want to get into the nitty gritty, you have to focus on the game: every alignment, every play, every movement. Pick out a position and watch that guy, just that guy.

My bread and butter is the offensive line. While it is not the most glorious position to follow, it has allowed me to learn the offense as a whole rather than bit by bit.

Think about it this way: The O-line blocks for the quarterback and the running backs, so if you learn everything about these guards and tackles, you are also learning these scoring positions.

To dig deeper, find out about their different handgrips, schemes and shuffles.

As a side note, this is a good time to wear heels. That way, you can look these big men in the eye.

During the spring, I didn't realize this trick and attempted to

fit in with my writing peers by sporting baseball caps. However, I found that my favorite Duke hat covered my eyes and let coaches and players escape more complex questions because of the lack of eye contact.

Conclusion: No hat. Wear wedges. Stilettos sink into the turf.

Next, ask questions. I never understand why some people assume they know everything about football.

I don't.

Whether it's asking what a touchback is — please tell me you know that — or whether or not NU coach Bill Callahan chose the right blitz pickup information, ask.

At the weekly Tuesday press conference following Nebraska's 28-10 loss to Southern California on Sept. 16, I pushed my way into the huddle of tape recorders and asked junior running back Kenny Wilson the following:

"What did you take away from the USC game?"

His answer: "I don't know; nothing really."

OK, so my plan backfired. Blushing a little and glancing over to my *Daily Nebraskan* writing partners who laughed at me unmercifully, I walked away from the experience thinking, 'He looked worse than I did, right?'

Hope so.

But for the most part, the Nebraska coaching staff has been fairly welcoming to my attempts.

For at least the next six weeks, Husker Nation will continue to follow the arm of senior quarterback Zac Taylor, and those of us in the sixth floor skyboxes will continue to write about it.

By Nebraska's Nov. 24 game against Colorado, I guarantee to have used my professional male counterparts for better advice than what shoes to wear. ■

This column appeared in the Oct. 11, 2006, edition of the *Daily Nebraskan* and is reprinted by permission.

## UNL WRITERS LOOK AT STATE

# Small-town, rural issues illuminated in series by journalism students

Thanks to seven journalists-in-training at the University of Nebraska-Lincoln, central and western Nebraskans have received a timely primer on key rural and small-town issues as the Legislature begins a new session.

The *Kearney Hub*, the *North Platte Telegraph* and the *Scottsbluff Star-Herald* (three newspapers owned by *The World-Herald*) recently ran a 15-part series written by members of last fall's class in depth reporting at UNL's College of Journalism and Mass Communications.

Professors John Bender, Mary Kay Quinlan and Carolyn Johnsen guided the project, in which student journalists interviewed residents and officials in the three papers' coverage areas, plus state leaders and UNL experts on rural issues.

The series' major focus was on Nebraska's 93 counties, but some stories explored other vital issues: discontent over state and local taxes, the future of small towns and schools, Latino immigration, "brain drain" and job-growing strategies such as value-added agriculture.

It is encouraging to see these Nebraska journalism students directing their energies toward issues of such fundamental importance to the state. Among the notable findings presented in the UNL series:

■ Eighty-six counties have a county clerk doing the jobs that are handled elsewhere by two to five elected officials.

■ A 2004 survey found that 98 percent of counties and 80 percent of cities and villages share services through interlocal agreements.

■ Law enforcement and road needs drive up county budgets. "It doesn't matter if there are five guys farming (land) or 500," said Perkins County Commissioner James Deaver. "You still have to have the roads."

■ Despite perceptions of ever-rising property taxes (which, in fact, do regularly rise in dollars unadjusted for inflation), since 1968 the combined state and local tax bite into personal income has hovered around 10 percent, says Tom Bergquist, deputy director of the Legislative Fiscal Office.

■ Former Gov. Norbert Tiemann, defeated for re-election in 1970 after securing the state's first income and sales taxes, said "a lot of the people who had supported me (in 1966) were now against me. So when I asked them, 'What did you go and vote against me for? I told you what I was going to do,' they said to me, 'We didn't think that you'd get it done.' People really resent change."

Many reporters and editors across the Midlands, not to mention some at the nation's largest papers, first learned their craft at the UNL journalism college. It's good to see the school sharing the talents of its budding writers with the Nebraskans who help give them their start through the state university. ■

The UNL series may be read on the *North Platte Telegraph* Web site ([www.nptelegraph.com](http://www.nptelegraph.com)). Click on "Advanced Search," type "UNL" in the byline search box and choose "last 30 days." This editorial appeared in the Jan. 17, 2007, *Omaha World-Herald*.



Nebraska  
natives  
a  
fashion  
HIT

Photo courtesy: Lincoln Journal Star

by **MATT OLBERDING**  
*Lincoln Journal Star*

Scott and Susan Kuhlman didn't necessarily set out to open their own clothing store.

The western Nebraska natives and former Lincoln residents were perfectly happy running a wholesale business out of Minneapolis that provided clothing for large retailers.

The work meant frequent business trips to Europe. While there, they noticed a trend: shops on virtually every corner were selling brightly colored woven shirts for men.

Thinking that was an idea that might appeal to shoppers in the United States — a sort of Starbucks model for clothing stores — they pitched it to their clients, to no avail.

"In our frustration, we decided to get our own shirts together," Susan Kuhlman said.

They opened a store. The result: a nearly overnight success story.

That first store, in Minneapolis, was almost immediately profitable, and in less than three years, the company has grown to about 50 stores in 19 states and the District of Columbia.

While profitability has eluded the company — it posted a nearly \$9 million loss in 2005, and its stock, which is publicly traded on the American Stock Exchange, is hovering near a 52-week low — its prospects seem bright.

Sales more than doubled in the first quarter of this year.

The Kuhlman Company recently recruited a former Sears executive to be its part-time chief executive officer, and the company has an ambitious growth plan that aims at doubling the number of stores within a year.

What began as a men's shirt company now has men's suits and a women's line of clothing, which Susan Kuhlman

oversees.

Kuhlman's most recent addition opened in Lincoln's SouthPointe Pavilions on May 12. It's what's called a flagship store, meaning it has both the men's and women's lines.

If the experiences of Kuhlman's two other Nebraska stores are any indication, the SouthPointe store should be well received and successful.

"The store has done real well, and we're real happy to have them," said Rich Warren, general manager of One Pacific Place in Omaha, where Kuhlman opened its first Nebraska store last June.

The company's second Nebraska store opened at Omaha's Village Pointe shopping center in October.

Kim Jones, Village Pointe's marketing director, said Kuhlman "fits very well" in the mall's lineup of stores.

"Their unique mix of apparel is unlike anything we have here at Village Pointe, so it was a nice complement," Jones said.

That unique mix includes brightly colored woven shirts with European styling and has been referred to as "luxury for the masses."

While Kuhlman caters to young professionals, its clothes are appealing to a wide demographic.

"My dad (who's in his 70s) wears it from head to toe," Susan Kuhlman said.

Warren said he owns two Kuhlman shirts, "and whenever I wear them, people always ask me, 'Where'd you get that?'"

Rob Simon, a retail veteran and lecturer on the subject at the University of Nebraska-Lincoln, said Kuhlman fills a couple of different niches.

One, its clothing is very colorful, which is different from most of its competitors, and two, everything is priced in the midrange.

Men's shirts are \$55-\$75, and ties are \$45. Suits for both men and women run about \$400-\$500.

Simon said Kuhlman also is in position to benefit from a corporate culture that is becoming a little more formal than the days of the '90s Internet craze, but not quite as buttoned-down as the '80s Wall Street days.

"I think the kind of merchandise they carry fits very well in that niche," Simon said.

**GETTING THEIR START**

So how did two people from small-town Nebraska wind up starting a hip cutting-edge clothing chain?

For Scott Kuhlman, now 42, the call-

ing came early — in seventh grade, actually.

That's when his science teacher in Ogallala quit to open a clothing store and Scott began working there after school.

Susan Kuhlman said Scott has been in the clothing business ever since, except for a short stint around 1989 or '90 when he managed Lincoln's Prairie Life Center at 70th and A streets.

Before beginning his own business, Scott worked for various clothing companies, including the upscale Joseph Abboud.

He also worked as a buyer at Ben Simon's in Lincoln, which was owned by Simon's family.

Simon said Kuhlman's clothing "kind of reflects the taste I remember Scott had as a buyer."

Susan's road to the clothing business was a little more winding.

She graduated from UNL, where she met Scott, with a degree in broadcasting in 1986 and then did stints at "Backyard Farmer" and a cable TV gardening show.

But when she and Scott moved to Minneapolis, she found it difficult to break into the local TV scene.

So she got a job as a manufacturer's representative for a neckwear company and later became involved with Scott's wholesaling business.

Susan, also 42, who is from Cozad, said Midwestern upbringing has a lot to do with their drive to succeed.

"I was raised to work hard and make something succeed," she said.

#### OPPORTUNITY FOR SUCCESS

Long-term success for the company is still to be determined.

But the Kuhlman's believe in their product and believe there is a market out there for it.

"We continue to believe that we have a national market opportunity, and we are determined to be prepared, both operationally and strategically, to execute on a growth plan that will flow strong returns and value to our shareholders for many years to come," Scott Kuhlman said in April when the company announced its 2005 financial results.

Susan Kuhlman said that national opportunity is evident in Web site sales and the fact that residents of her hometown of Cozad have been wearing the brand almost since it debuted.

"We haven't even begun to tap the surface," she said. **J**

This story appeared in the May 21, 2006, edition of the *Lincoln Journal Star* and is reprinted by permission.

Darren and Cassie Ivy, '00

## It's a Family Affair



Photo courtesy Darren & Cassie Ivy

by SARAH BAKER, '01

It's 18 miles south to Sutton, Neb., from the town closest to Interstate 80, Henderson. The land in between is flat, covered with corn and soybeans, and the only sound is of late summer cicadas and crickets singing in the sun.

Darren Ivy and his wife, Cassie, drove down this stretch many times before making the town at the southern end their home.

When they first visited, Darren, a sportswriter, published book author and newspaper man and UNL journalism graduate, didn't think enough could ever happen here to sustain a newspaper, even a weekly. What would there be to write about? His wife, Cassie, also a journalist, didn't think he'd ever want to stay in such a sleepy place.

The weekly newspaper they'd begun to think of buying — the *Clay County News* — had a devoted readership but needed a major aesthetic overhaul. The Ivys saw a small town — Darren hadn't ever lived in a place with fewer than 20,000 residents — but the town had well-kept homes, a pool that their two daughters, Josie, 3-1/2, and Brooklyn, now almost 14 months — would love. The people in Sutton made it known to the couple that if they did move to town,

they'd be welcomed. But it took eight or nine trips to the town before Darren was convinced.

"Owning a paper versus working as a reporter at a daily — it's a perpendicular turn," Ivy said. "It's actually a completely new path." After graduating from UNL's journalism program in May 2000, the Ivys moved around the country: four months in Omaha, four years in Little Rock, Ark., where their first daughter was born, and then a short stint in Bentonville, Ark.

The Ivys' home in Bentonville had a lot of the same traits they loved about Nebraska: miles of open pasture, cows and a small-town feel. Soon after they arrived, most of that land fell prey to urban sprawl, and they found their once secluded home in the midst of thousands of new homes and a Wal-Mart. They decided to do what they had to do to get back to Nebraska.

Darren began applying for sports-writing jobs in and around **>>> 28**

&gt;&gt; Ivys from 27

the Midwest. Cassie continued to work at a legal job she'd started in Bentonville, all the while learning a lot about the financial world. Darren didn't have much luck with the sports jobs, and so when the opportunity to purchase a paper in Nebraska came their way, the couple checked it out. The more times they visited Sutton, the more they liked it. Cassie's newfound financial knowledge, along with parents and grandparents still living in Nebraska, made the Ivys decide to become a newspaper family once and for all. They started negotiating to buy the *Clay County News* in July 2004; they would be the sole owners by March 2005.

The Ivys moved to Sutton in September 2004 and began working at the paper. Things were definitely old school: The paper's production department worked in the cut-and-paste method, something most papers abandoned for computer programs decades ago. Darren became the news reporter, sports reporter and design director, and Cassie sold ads, learning the ropes from the community's old hands in the business.

They finally took over a few months before the original turnover date and immediately began to make changes: The first thing Darren did was take the pasteboards out back and toss them while installing design software on the computers. They added color to the front page of the paper and made a number of other simple changes that added up to a sizably different look and feel for the paper.

It's been challenging covering the *Clay County News'* community, which includes 10 towns. Ten towns means 10 city council meetings and five school board meetings. National and international news, too, is a priority at the paper: two soldiers from the 10 towns the *Clay County News* covers have died in the war in Iraq.

"Big cities laugh at what we do out here," Darren said. "But this is 100 percent pure local news. We don't rely on wire services for our content. Every story we have is a

story we go out and get."

The changes in staff have been as numerous as those in design: It's been no small feat for the Ivys to maintain a solid team. Darren's goal is to write about what the people in the town want to know about, and he currently has a staff of three (himself, Cassie and a news reporter) — to do that job.

Cassie has focused on sustaining the paper's relationships with long-time advertisers and working to garner new ones, all the while taking care of the couple's two daughters.

Another one of the modifications the Ivys made was converting an old darkroom into a "kids' room." The room is just off Darren's office and has a number of toys as well as a crib, which has come in handy many a late night or weekend. At first, Darren would work anywhere from 60- to 100-hour weeks. Now, his average is about 50 hours, but that can change if a story breaks.

"It's going to take a community for us to raise our kids," Cassie said, laughing. "Community journalism is a different ball game. It's a different way of thinking, a different way of living. The challenges aren't the ones we foresaw."

As for Darren, he's got his eye on the future, both for his family and his business. He sees them as one: a family business.

Earlier this year, the Ivys purchased a second community newspaper, *The Doniphan Herald*, and Ivy wants to purchase more.

"When we bought (the *Clay County News*) the owner sold it to us because we would keep it a family paper," Darren said. "If I had the capital, I'd buy five, six, seven, eight more papers, run them the way they should be run and save the towns from being bled dry. And I know there's going to be enough news for my daughters to someday run these papers for themselves." **J**

This story appeared in the Winter 2006 edition of the *Nebraska Magazine* and is reprinted by permission.



Photo courtesy Kevin Kugler

## FORGET THE SUIT

Kugler does sports in blue jeans

by JORDAN PASCALE

When radio personality Kevin Kugler was a teenager, he discovered he was not athletic enough to play varsity sports, but he still wanted to be a part of the sports world. So in 1990, Kugler enrolled at the University of Nebraska–Lincoln's College of Business Administration, intent on becoming a sports agent.

Kugler soon stumbled upon another unfortunate discovery: It seemed as if every student in the business college was wearing a suit and carrying a briefcase to class. And that just was not Kugler's style. Yet the sports bug was still biting. Reinventing his dream, Kugler turned to Avery Hall and the journalism program to pursue a degree in broadcasting.

"My mom always told me that I should go into broadcasting," Kugler said. "She noticed that I had a knack for it because I would always pre-empt what the TV announcer would say during the games. She always encouraged me to pursue my dreams, and I'm still thankful for her support."

Now 34, Kugler is living his dream of working with sports — and he gets to wear jeans to work.

“My friends are still convinced that I don’t have a job,” Kugler said.

This summer, Kugler was offered the opportunity to call nationally broadcast college football games for Westwood One, the radio network where he had been calling College World Series games for the past three years. He expected to fill in maybe once or twice in the season when the network needed help, but when he got the call in July, Westwood One offered Kugler the primary play-by-play position for national broadcast each week alongside Terry Bowden, ex-college football coach turned color commentator.

“Doing play-by-play is hard to beat,” Kugler said. “Attempting to paint a picture of what’s in front of me and flying by the seat of my pants is the best. The atmosphere at games is so electric.”

“And working with Terry is great. He’s an easy guy to work with, and he’s down to earth and most of all, he’s very knowledgeable.”

The pair travels to the “game of the week” each Saturday. They’ve called the Ohio State-Texas match up, the Texas-Nebraska game and USC vs. Oregon. After the USC game, the Lincoln native found himself rubbing elbows with Hollywood stars, including comedian Andy Dick.

“The producer of my show also produces Andy’s radio show, and he was at an after-party that my producer was hosting,” Kugler said. “Hanging out with celebrities is definitely not my forte, but at least it creates good stories for Monday’s show.”

On weekdays, Kugler co-hosts Unsportsmanlike Conduct, a sports talk show, with Mike’l Severe on Omaha’s 1620 the Zone. The show is “different from any other sports talk show in that we don’t do just boring facts

and issues,” said Kugler, adding that he’s had a lot of fun interacting with Nebraska sports fans, whether they are talking about Husker football or just engaging in “guy talk.”

“Nebraska has a passion for sports. I remember celebrating the national championship that Nebraska won in ’94. The streets of Lincoln were flooded with people,” Kugler said. “Nebraskans are excited if we win, but if we lose, they are depressed or mad, but either way it turns into great sports talk, and it makes my job easy and enjoyable.”

Kugler said he loves his jobs equally but each has its own unique aspects.

“I like how I can have fun and be goofy on weekdays, and then on weekends, I can be serious for the commentating,” Kugler said. “I get the best of both worlds.”

This fall, Unsportsmanlike Conduct sponsored a contest involving one of Kugler’s favorite pastimes — NCAA Football 2007 on XBOX 360. Each week, Kugler played Nebraska’s opponent, and the listener who guessed the correct score of the game had a chance to win an XBOX 360. While Kugler is still “stellar” at the video game, the weekend job takes away from his playing time, so he admits he is not as good as he used to be.

“My friends say to me, ‘Ya know, you’re 34 years old. Isn’t it time you stop playing video games?’” Kugler said. “I tell them that I’m not gonna stop until arthritis kicks in and I can’t hold the controller anymore.”

However, his hobby isn’t all fun and games. Early on in his career, Kugler used the video game as a practice tool for calling play-by-play.

“I’ve played the game so much I have the commentary engrained into my brain. At times, I’m afraid that I might lapse into a Lee Corso or Brad

Nessler routine while calling a live game,” Kugler said, laughing.

From doing Husker football’s “Big Red Wrap Up” on NETV to calling basketball, football, soccer and even rodeo, it appears there is nothing Kugler hasn’t done. One stone he has left unturned, however, is calling play-by-play for a video game.

“That’s one thing that I have always wanted to do — play-by-play for video games,” Kugler said. “Heck, I think I’d even do it for a bad video game — I think it would be so much fun.”

Kugler attributes much of his broadcasting success to his opportunities at UNL. In college, he said, he “definitely wasn’t the kind of guy to be involved in the chess club” but participated in nearly every available broadcasting opportunity. He remembers doing an internship for KKAR in Omaha that wasn’t the best for his social life. Every Friday and Saturday night from midnight to six in the morning, all he did was announce the time and temperature every hour.

But a more glamorous and fun memory of his college career was his first sports talk show, Monday Night Sports Live, on UNL’s radio station KRNU.

“That show gave me a head start to my career,” said Kugler, a 1994 graduate. “I don’t know about other schools, but UNL gave me the opportunities to get ahead and succeed early in life. I wouldn’t be where I am now without the help of the J school, and I’m forever grateful for it.”

Broadcasting faculty member and KRNU station director Rick Alloway remembers being impressed with Kugler’s abilities at the college level.

“Kevin was a hardworking student and put a lot into everything he did. Whenever I would ask him to do some

thing, he would do more,” Alloway said. “He had a good grasp on play-by-play in college, and he understood the two things you need to succeed in that: He had the technical delivery aspect as well as a great command of the game, and I think that demonstrates why he has risen on the Westwood One ladder and done so well in his career.”

Others in broadcasting apparently agree. For the past three years, Kugler has been voted “Nebraska Sportscaster of the Year.” Kugler said it’s a great honor because the award came from his peers in the business.

“It’s a great note of respect for me, and I’m really fortunate to work in this business,” Kugler said. “I’ve had the privilege of meeting some fun people and doing great things over the years. It’s amazing. If someone told me 12 years ago that I would be where I’m at right now, I’d call ‘em crazy.”

Kugler lives in Omaha with his wife, Michelle, of 12 years and his two young daughters.

“My family is great; they are so understanding. It’s difficult because I am gone on the weekends but they know that I’m doing what I love,” Kugler said. “They are so supportive and loving, and so far it has been working out. Hopefully, they won’t get fed up with me and my career anytime soon.”

As far as future endeavors go, Kugler is taking it step by step. While he is always jumping at new opportunities, he said that he is happy with his current situation.

“I’m very satisfied with the moment. I enjoy what I do and I’m living a dream — going to the biggest games every weekend, going to great cities, working with great people. It’s a great gig,” Kugler said. “I’m fortunate to be blessed with the opportunities I’ve received. It’s everything beyond my wildest dreams.” J



Photo by Luis Peon-Casanova

Cari Dinneen met Dean Norton while on a tour of Andersen Hall

## Success comes in all sizes

*Tom, Dick and Harry is a small company in a big city*

by JESSICA WILLIAMS

Life has taught 1989 J school graduate Cari Dinneen that bigger isn't always better.

She was born in Minneapolis, the biggest city in Minnesota, but moved frequently throughout her childhood. From kindergarten to 12th grade, Dinneen attended schools in Minnesota, South Dakota, Michigan, Illinois and Nebraska.

When it came time for college, Dinneen was unsure of her direction. After much debate, she chose the good-sized University of Nebraska — located in the small city of Lincoln.

"There was something about the environment, the people and the culture at UNL," Dinneen said.

In the past 16 years, she has worked at large, prestigious agencies such as Cramer-Krasselt, Tracey-Locke, Frankel & Company and Ogilvy Mather. Dinneen now is vice president of integrated marketing and promotion at Tom, Dick and Harry Advertising (TDH) in Chicago. The agency is home to 15 employees, and Dinneen has come to love the small, tight-knit workplace.

"Everyone from the four managing partners to the junior designers is involved in new business and day-to-day management," Dinneen said. "You truly feel as if you are making a difference."

Dinneen didn't enroll in college with advertising aspirations. During her freshman year, Dinneen focused on art classes until a teacher suggested she look into advertising. After one class, she was sold.

"She was really into her major, especially the creative side," said advertising faculty member Stacy James.

UNL prepared Dinneen for all the facets of advertising. She said she believes the classes she took in layout and design, public relations and copywriting helped foster respect for the importance and difficulty of the jobs done by her co-workers.

When Dinneen attended UNL in the late 1980s, technology was not as advanced as it is now.

"In Cari's day creative work had a look all its own," James said. "Students hand-sketched visuals, traced headlines and executed their layouts with markers or colored pencils."

Dinneen studied diligently and participated in many events on campus. She was appointed rush chair and president in her sorority, Pi Beta Phi. She said her time in the sorority taught her how to deal with all types of personalities — and gave her excellent training for her future with many different types of clients.

As vice president of integrated marketing and promotion, Dinneen works to "evolve the client's communication plans beyond the status quo." Dinneen believes that advances in technology have made it harder for traditional advertising to reach its projected audience.

Since her time at UNL, advertising has come to rely almost exclusively on computers. She says she has been lucky to receive "an ongoing tutorial" of technology by her employers.

"They present new opportunities," she said.

Dinneen works to provide clients with "ideas, strategies and tactics that reach consumers in a fresh way." She says TDH offers more than just print, radio, television and Internet advertising. For example, Dinneen herself rode on Moosehead beer trucks in order to promote the product.

From big agencies to small agencies, Dinneen says she couldn't be happier than she is at TDH. The company works to find the best creative solution for the client and takes time to learn about each business.

"You have to learn their idiosyncrasies," Dinneen said. "You have to get your hands dirty."

Dinneen's achievements in the advertising business are obvious. With her help, Moosehead beer has raised its sales in targeted areas by 25 percent.

"I'm not surprised she has been so successful in her post-college life," James said.

Even though the work can be long and hard, Dinneen says her job is fun.

"I feel so blessed because I work with people I respect and admire," she said.

Last fall, she applied the intimacy and involvement of the TDH workplace to her small wedding. In October, Dinneen and Vince Griffin were married on the coast of Ireland in the presence of 26 friends and family members.

"We wanted something different, something small and something that celebrated our Irish heritage," Dinneen said.

Just as Dinneen was essential to the ceremony, each of the TDH employees is essential to the business.

"We have a small, experienced team that thoroughly loves the craft of advertising and marketing," Dinneen said. "There are fewer 'layers' than you would typically have at a larger agency; thus an individual's contributions are greater."

While Dinneen has accomplished many great things, she's relishing where she is now.

"I have never felt so involved," she said. "The highlight of my career is now!"

J

# Leary's interest in science translates into lifelong career

by AMBER JOHNSON

For Warren Leary, science is more than an important writing specialty in journalism — it's an unavoidable issue that affects everyone's life.

Leary, an award-winning science reporter for *The New York Times*, has had a lifelong interest in far-reaching science and technology issues. Born and raised in Omaha, he initially enrolled at Iowa State to study aerospace engineering. Although he gave up his quest to become an engineer, he continued to be interested in science.

"Because of my writing ability, some advisers suggested I look into journalism as a way of not only making a living but also exploring other things that interested me, such as writing," Leary said in an e-mail interview. "Finding out that UNL had one of the best journalism schools in the Midwest, I applied there and was accepted."

Leary graduated from UNL in 1969 with a degree in journalism and liberal arts and earned a master's degree in journalism from the Columbia University Graduate School of Journalism in 1971. He has spent the past 18 years in the *Times'* Washington bureau as a science reporter.

"At first I primarily covered developments in health and medicine, covering such agencies as the National Institutes of Health and the Food and Drug Administration," Leary said. "Then I broadened my beat to include more science, engineering and technology, moving on to cover science news involving Congress and the White House and agencies such as the National Science Foundation, the White House Office of

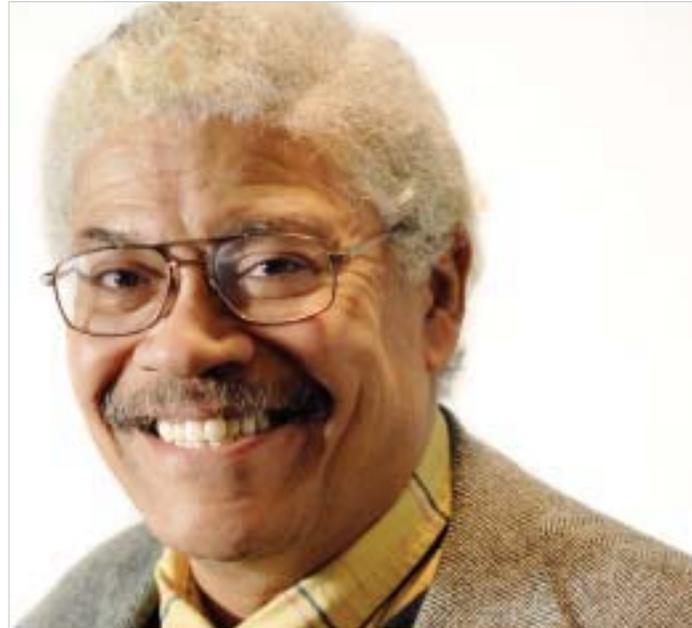


Photo courtesy Warren Leary

Science and Technology Policy, the old National Bureau of Standards and the U.S. Geological Survey."

For the past decade, Leary has focused his coverage on the affairs of the National Aeronautics and Space Administration (NASA), including reporting on dozens of human and unmanned space flights.

In his 19-year career at *The New York Times*, Leary has had the opportunity to cover diverse science topics. For example, his recent stories include a piece about NASA's plans to upgrade the Hubble Space Telescope and another about the man who found the cause of sickle cell anemia.

Although Leary has "never put much stock in awards," he has received state, regional and national awards from The Associated Press, the New York State Press Association and the National Association of Black Journalists.

Besides his work with *The New York Times* and previous work with The Associated Press, Leary has been a longtime

member of the National Association of Science Writers, where he served on various recruitment and membership committees and judged writing awards. Activities of the group include publishing a "Guide to Science Writing" for young journalists and sponsoring writers to attend medical and science conferences they otherwise could not afford.

"For years I have tried to encourage young journalists to consider becoming science writers, or to at least consider getting some science writing training even if they focus on other journalism specialties," Leary said. "Interested or not, these issues will unavoidably affect your life, and you will have to face them in one way or another."

Carolyn Johnsen, a UNL J school faculty member who teaches a science writing class, agrees. Johnsen insists that a successful journalism student must be able to cover any beat, including science.

"I came to science journalism because it was so interesting," Johnsen said. "Everything

we do, all aspects of our lives are made up by science — the makeup we wear, the cars we drive, the food we eat and the water we drink. I was able to find the connections."

The fact that thousands of reporters write science stories shows that the role of science in journalism is promising and will only continue to grow, she said.

As for Leary, his current career goals are to continue science journalism and do more teaching and lecturing. He said he sees a need for more science education because the news is full of subjects like global warming, stem cell research, weight-loss concerns and "miracle cures" making it difficult for people to sort out fact and fiction while drawing their own conclusions.

"The public is being asked to make decisions, either individually or at the ballot box, on issues that affect their lives and those of future generations. How can people sort through all of this and make any sense of it without help?" Leary asked.

Whether one is talking about newspapers, traditional broadcast or so-called new media, Leary sees an important role for science writing in journalism.

"Someone should act as an objective, honest broker in analyzing this information and presenting it to the public, even if it's a reluctant public that doesn't think it is interested in science and other technical things."

Leary, out of career and personal interest, is and has been that "someone" for the past 30 years.

"It makes no difference what you write about — politics, national security, sports, business, food, entertainment — the world has made science and technology a part of it," Leary said. "If the future continues to have a role for journalism, in whatever form, science journalism will be an intricate part of it." J



Photo CoJMC archives

## She got a real kick out of the Huskers

by **MICHAEL KELLY**  
*World-Herald* columnist

Even though Beanie Barnes sports a memorable name, you may not remember her footnote in Husker history — truly a foot note.

After working out with the team for months as a punter, she donned Nebraska football uniform No. 16 for the Red-White spring game of 2000. With nine minutes left, a coach told her: “All right, you’re in.”

That was a magical moment for KaLena “Beanie” Barnes, who didn’t give interviews leading up to the game because she didn’t want the team to think it was a publicity stunt — the first woman to play Nebraska football in a competitive atmosphere.

“I really wanted to be taken seriously,” she said. “I wanted the guys to respect me.”

Since then, a lot has happened. She graduated with a degree in broadcast journalism, worked behind the camera on Hollywood films and traveled to nine countries.

Now she is studying for a master’s degree at Yale University’s renowned School of Management.

This week, she returns to attend one of Omaha investor Warren Buffett’s sessions with students, and to speak at the University of Nebraska–Lincoln.

A native of Mississippi who grew up in the Los Angeles area, Beanie came to Nebraska as an indoor-track sprinter. At 28, she is still running hard through life.

“I’m a storyteller,” she said. “I didn’t want to stay in the bubble in L.A. Going to Nebraska — and anything else to get out of a mold — is a blessing and enriching as a storyteller.”

She hopes to start her own film company.

“I have a friend from high school who graduated from Harvard Medical School,” she said. “I told him I realize what he does is important, but what I do is important, too.

“Film has the capacity to save lives, to affect people and make them smile or think. It’s a very powerful tool, telling the

human story from generation to generation.”

Famed reviewer Roger Ebert met her at a Cannes Film Festival in France, and wrote in his *Chicago Sun-Times* column that her story would make a good movie, “Beanie Goes to Nebraska.”

Beanie has written an unpublished novel and was an associate producer on “Lords of Dogtown,” featuring Heath Ledger.

After Hurricane Katrina struck, she spent a month helping relatives near Biloxi, Miss., and gaining perspective.

“That had a profound effect on me,” she said. “When you’re around people who lose everything, you find out what means the most to you.”

But back to her punt:

As a student-athlete, she had imagined how amazing it would be to run out of the stadium tunnel onto the field, which led her to try out as a kicker, go through winter conditioning and to practice incessantly.

In warm-ups before the Red-White game, the 5-foot-4 Beanie kicked some nice spirals but didn’t know if she would get into the game.

When she got the fourth-quarter call from then-assistant coach Dan Young, she ran onto the field and felt nervous.

“My long snapper said, ‘Don’t worry, I’ll get you the ball.’ I just thought to myself, ‘Don’t drop it.’”

She didn’t, and got the punt off. It wasn’t her best kick, 35 yards, but there was no return. Teammates slapped her helmet in congratulations.

Beanie credited Frank Solich, head coach at the time, with making her feel part of the team. “He treated me like a player, even though he knew the situation was a little awkward for me.”

Players saw that she was serious about her training. Some even confided in her about girlfriend problems.

"One thing I can say about our team," she said, "is that we have gentlemen."

She recalled with a chuckle that Husker defender Keyuo Craver, on the other team in that Red-White game, got to her just as the ball left her foot.

"Push me!" he shouted.

She pushed him, and he fell over backward.

"It was a playful moment," she said. "He gave me a memory."

Beanie didn't make the team as a punter and then wanted to become a receiver. She worked out over the summer and gained weight.

But her 4.8-second time in the 40-yard dash fell to 5.1, and she was cut. She was disappointed, but says she wouldn't trade the experience.

"It taught me a lot about myself, my drive," Beanie said. "I don't let obstacles get in my way."

KaLena Barnes got her lifelong nickname from her mother's love of the 1960s "Beany and Cecil" cartoons. (Beany's uncle was captain of the good ship "Leakin' Lena.")

After she and her Yale classmates meet Friday with Buffett — a big Husker fan — Beanie will go to Lincoln to speak at 4 p.m. at the Student Union.

You get the impression that she is going places, but Beanie won't forget a place that was special to her, Nebraska.

"I often tell people," she said, "that spending nearly a year on the field with those boys was the most fun thing I've ever done, the accomplishment that I am most proud of and the key event that allowed me to learn so much about myself as a person." J

This column appeared in the Nov. 7, 2006, edition of *The Omaha World-Herald* and is reprinted by permission.

# Asbaty launches clothing line

by **LORI GRIFFIN**  
*Lincoln Journal Star*

Diandra (Hyman) Asbaty has more than just bowling on her mind these days. Asbaty, the current U.S. Amateur Champion, recently won her first World Cup title after a weeklong adventure in Caracas, Venezuela.

But the security guards with machine guns and swords and the other top bowlers of the world were the least of her worries.

The spokeswoman for youth bowling was beginning yet another career.

The 26-year-old launched a new line of athletic apparel.

"It's something I've always wanted to do," Asbaty said. "I've always thought the bowling clothes were kind of blah, so I just did it."

The first line of clothing is known as The Bogota Collection, named after the capital of Colombia.

Asbaty hopes to capture the "essence and characteristics of each city," according to a company press release.

The line was released a day before the World Cup finals.

"It was good timing that it came out the day before I won," Asbaty said. "We've (Asbaty and her partner Joe Scarlato) been (working) since June and finally, I made a company. It really feels like it now."

The orders have been flowing, Asbaty said. And the Web site, [www.kaizenbydiandra.com](http://www.kaizenbydiandra.com), has been getting several hits since its inception.

"There's been a lot of interest," Asbaty said.



Photo courtesy Husker Athletics

Capping her week was her championship win against Lisa John of England in the World Cup. Asbaty earned the best-of-three championship with 232-214, 226-199 wins in the first two games.

It was the third straight year an American has won the women's title and the fourth time in five years.

"This year has been busy," Asbaty said.

"Venezuela was great. To be there, it wasn't the safest place we could have been. But they kept us safe. There was really nothing to do but bowl.

"But bowling was good and having my parents and (husband) John there really made it special," Asbaty said.

"I can't put it into words. It was a dream come true. This title wouldn't be possible without all the great coaches I have had in

my life. So many people have believed in me from my family and husband to all my coaches along the way."

"I feel fortunate to have had such great people in my life — and for that — this World Cup is for them," Asbaty added.

Asbaty will continue to compete with Team USA and remain the United States Bowling Congress youth spokeswoman as well as coach bowlers of all ages when she is home.

"I have a lot of energy and passion for what I do," Asbaty said. "I always like to be busy." J

This story appeared in the Nov. 20, 2006, edition of the *Lincoln Journal Star* and is reprinted by permission.

## MAKING CONNECTIONS

# Networking helps grads land careers

by **CHELSEY MANHART**

Dave Kortum is living his dream. Fresh out of the UNL J school in May 2006, he packed his bags and left Nebraska for bustling New York City. He was hunting a big-city job in advertising and needed connections to help him capture it.

Kortum is now an account coordinator for Renegade Marketing Group in the Chelsea neighborhood of Manhattan where he works with big-time companies like Panasonic. The Grand Island native said he owes landing his dream job to networking.

"It's all about finding someone you know and not being afraid to make a few phone calls," Kortum said. He was talking about networking, a technique that has helped more than one advertising grad land a job. >> 34

## >> Networking from 33

"I've always wanted to live in New York, so I started to ask everyone I knew if they knew anybody there, and I ended up getting two or three names and numbers," Kortum said.

One of those names turned out to be just enough. Paul Jarrett, who now works at the minnow PROJECT in Lincoln, connected Kortum to a woman Jarrett once worked with during an internship. Kortum contacted her when he got to New York.

"I just called her up and showed her my resume over a cup of coffee," Kortum said.

Kortum's resume made its way to the hiring committee of Renegade Marketing Group. After passing his first round of meeting and greeting, Kortum landed an interview and eventually a job.

Many other UNL advertising graduates are using networking to make connections and expand their careers. The J school faculty emphasize the importance of networking and encourage students to put themselves out there to obtain jobs, said Amy Struthers, an advertising faculty member.

"The faculty all agree that the prime measure of our success is our students' getting great jobs," Struthers said, "and networking is key."

Megan Bergman, a 2005 graduate, formed connections that helped her stand out. In her junior and senior years at UNL, Bergman volunteered at the Sheldon Art Gallery, where she got to know her coworker Jessica Kennedy. When Bergman applied for a position at the *Lincoln Journal Star* after graduating, Kennedy was one of her interviewers and eventually became her new boss.

"Coming into the interview and knowing her from Sheldon probably helped me distinguish myself from others," Bergman said.

Bergman was hired and is now a marketing coordinator for the Lincoln paper. She is

one of three people in charge of promoting readership for the newspaper and heading campaigns such as "Millionaire Mania" and "Six in the City."

"Get involved in anything that is going to positively reflect your interests and who you are," Bergman said. "That is how you are going to put

was really good friends with the owner," Cooper said. "I had them put a good word in for me."

Because coincidental connections aren't always easy to find, Cooper recommends that journalism students get started networking as early as possible.

"I really waited till the last

foot in the door."

At the semiannual gatherings of Cather Circle, Klein met many distinguished UNL alumnae. One of her mentors was Celia Swanson, an executive vice president at Wal-Mart Stores Inc., who offered Klein an internship at SAM'S Club for a summer and introduced



STRUTHERS & KORTUM

Photo courtesy Dave Kortum

yourself out there."

Josie Cooper, who graduated in May 2006, also set herself apart from the competition through internships and connections. She landed a summer internship at Dinger Associates while attending a practice interview and resume review sponsored by the Ad Club.

"I knew one of the guys that worked there from a class we had together, and their account executive was in a sorority with a girl that was in my campaigns (class) group," Cooper said. "I am sure that helped me stand out."

Associations that Cooper discovered after a job interview may have helped secure her current position as a graphic designer at Brite Ideas Inc. in Omaha.

"I found out my dad had a friend who knew the owner, and my brother's wife's uncle

minute to start networking," said Cooper. "I can't imagine how much further ahead I would be if I had started my freshman year."

While links through family and friends helped Cooper stand out, many J school students form links through college groups to get an edge after graduation. Angie Klein, a 2000 graduate, benefited from relationships she developed in Cather Circle, which was established during her senior year at UNL.

"Cather Circle is a mentoring and networking organization that brings together outstanding female alumni and current women students," said Shelley Zaborowski, associate executive director for programs for the Nebraska Alumni Association. "It is a great way to meet other successful women and to help get your

her to the corporate world.

"The internship at SAM'S Club opened a number of doors for me when I was making my career decision," Klein said, "and the strength of that experience made my resume stand out."

Another UNL connection helped Klein obtain her current job when an alumna and sorority sister recommended her for Verizon in 2001.

Now, as the director of broadband customer experience at Verizon in Basking Ridge, N.J., Klein is working on deploying FiOS, a fiber-optic network for customers' homes and businesses.

"This project is one of the largest capital projects in the U.S. right now — with \$22 billion being spent on the FiOS network through 2010," Klein said.

Klein advises other adver-

tising graduates seeking success to take the same route she did.

“Take advantage of every opportunity to meet those people who can provide advice or open doors for you,” Klein said.

Emily DeCamp also recognizes the importance of keeping contact with others in the industry. She used networking to land a job at Universal McCann in New York City and continues to apply networking to advance her career.

“You are not just networking when you are trying to get a job. You network all throughout your career,” DeCamp said. “I’m always meeting people and maintaining contact with them.”

DeCamp, who graduated in 2005, now works as a media planner with a team who decides when and where ads run for L’Oreal Paris. Because she works in national print advertising, she also enjoys occasional invitations to high-profile parties hosted by major magazines such as *Rolling Stone*.

Networking is so vital to success, said Decamp, that she wants to help other UNL advertising graduates connect more easily through a peer-to-peer network.

“I would like to get a group of UNL journalism alumni together in a database with phone numbers and e-mail addresses so recent graduates could contact them for advice,” DeCamp said.

DeCamp hopes a network of alumni contacts would open more opportunities for J school graduates — even those with big-city aspirations — to get their dream jobs: “I think it would be a lot easier for students to talk to big people in the industry if they knew they came from Nebraska, too.” J

# Investigative reporting garners major awards

‘Olsen went into journalism for the right reason — to help others’

by MOLLY MULLEN

Getting 100 people freed from jail was a big deal for UNL J school alum Lise Olsen.

“This was a time when one of my investigative stories had a big impact,” Olsen said about the story she wrote while working at the *Seattle Post-Intelligencer*.

In both Seattle and Houston, where she now reports for the *Chronicle*, Olsen’s investigative reporting has won many awards, and, more importantly, it has changed the lives of the people she wrote about and the lives of her readers.

Olsen’s *Post-Intelligencer* story focused on a series of detentions of immigrants who had been arrested on a variety of charges, such as driving without a license. The immigrants were held in jail indefinitely and essentially forgotten, she said.

Because of interest generated by her story, the case went to the U.S. Supreme Court, where the detentions without trial were ruled unconstitutional and more than 100 immigrants were subsequently freed from custody. Unfortunately, she said, since 9/11, the trend toward indefinite detentions has increased, and now places like Guantanamo Bay hold prisoners for years at a time.

The immigrant story was only one of many Olsen said she is proud to have written during her 20-year career. And this past year, she had something else to be proud of: winning the Headliners Star Reporter of the Year from the



Photo courtesy Lise Olsen

Texas Associated Press for three stories she wrote in the *Houston Chronicle*.

The award-winning stories covered a variety of topics: the possible wrongful execution of a man accused of committing murder at 17; the failures of Louisiana’s local government after Hurricane Katrina; and an explosion at a Texas BP oil refinery.

At first, Olsen said she was hesitant to pursue the execution story for time and location reasons. The execution happened more than a decade ago, and the crime was committed in San Antonio, outside the *Houston Chronicle*’s usual coverage area, she said.

In 1993 Ruben Cantu of San Antonio was executed after being found guilty of murder when he was 17. But now, the only witness to this murder maintains Cantu was innocent.

It wasn’t until after she talked to the witness that Olsen decided to commit to the story.

“I approached him and his wife at lunch,” she said. “At the end of the conversation, I brought up the case. He said he was pressured by the police to lie. He said the wrong guy was executed.”

The lead on her award-winning story read: “Texas executed its fifth teenage offender at 22 minutes after midnight on Aug. 24, 1993, after his last request for bubble gum had been refused and his final claim of innocence had been forever silenced.”

The story was widely carried throughout the United States over the past year, and Olsen was interviewed on CNN and PBS about the subject. Now, due to public pressure

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## &gt;&gt; Investigative from from 35

from her story, she said, the district attorney's office has reopened the case.

During nearly two decades as a reporter, Olsen, a 1988 UNL graduate, said she has worked hard on fine-tuning her interviewing skills. When talking to people like the parents of Ruben Cantu, she said she has to be careful about what questions she asks and how she approaches the interview.

"The parents were pretty upset the case was getting reopened," she said. "Absolutely nothing can ever make it right for them. After 13 years, they are still very bitter about the whole thing."

The execution story was not the only hard-hitting piece of journalism Olsen wrote this past year. In August, she became the first journalist to look at the failings of New Orleans Mayor Ray Nagin after Hurricane Katrina hit the Gulf Coast.

The story, which attracted national attention, came about after Olsen saw Associated Press photos of flooded city buses and wondered why they weren't used in a citywide evacuation plan.

"We were all doing stories on Katrina," she said, "but I came up with that one. I love doing stories that are investigative by nature."

Olsen discovered that city officials had 550 municipal buses and hundreds of additional school buses at their disposal but made no plans to use them to evacuate residents before the storm. The story also found fault with the city's overall evacuation plan.

"The mayor's mandatory evacuation order was issued 20 hours before the storm struck the Louisiana coast, less than half the time researchers determined would be needed to get everyone out," an excerpt from the story read.

"Everyone else was looking at the failures of FEMA," Olsen

said. "No one wanted to look at the failures of the city; no one wanted to blame New Orleans."

Because hers was the first story to pursue Hurricane Katrina from that angle, she said she was the first to inform the public that many more lives could have been saved by local government.

In addition to Olsen's award, the Texas Associated Press also honored the *Houston Chronicle* with first place among large newspapers in the Community Service category and Team Effort for its coverage of both Hurricanes Katrina and Rita, according to a press release. Olsen worked on coverage of both storms.

In honoring Olsen with the Headliners Star Reporter of the Year award, the judges praised her diligence.

"Lise's work stands out as classic investigative spade work at its best," they said in a press release.

Her award came as no surprise to Bud Pagel, an emeritus faculty member at the J school, who had Olsen as a student in depth reporting and advanced reporting classes.

"She is one of my favorite students," Pagel said. "I have 70 or so favorite students, though. She was just such an easy teach, so curious."

Olsen's award-winning story about the minor who was executed shows how great she is as a reporter, Pagel said. "She is just so dogged," he said. "A lot of other journalists would think, 'Well, he's dead. He'll be just as dead whether or not I do a story on it.' But Lise kept after it because she gets what she wants."

Pagel said Olsen went into journalism for the right reason — to help others through writing.

"That's why everyone should go into it," he said, "to do good for people who have no one to do good for them. She's done that." **J**

# Get out another sheet of paper Juhl is setting new goals

by ALINA SELYUKH

It was a task that would put many freshmen into a stupor. But not Katie Juhl. In a Media Today class during the fall of 1998, she was among the journalism newbies whom the teacher, Nancy Mitchell, confronted with this assignment: Write down on a piece of paper your goals for the next five to 10 years.

Juhl didn't have to scratch her head and ponder her goals. She knew them all: Be a reporter by 23, a field producer by 25 and a network producer by 27.

She says it's not in her nature to abandon her goals. If she says she's going to do something, she does it.

As a 20-year-old junior, Juhl was reporting for KLKN-TV (ABC) in Lincoln. At 23, she was a production coordinator for ABC NewsOne Washington. By 26, she was working as a network producer/reporter for Reuters in Washington, D.C.

Everything happened just the way she wrote it down but more quickly.

"Katie was one of those people that you knew was going to have success," said Jerry Renaud, who was co-teaching the Media Today class that semester. "She had this drive, this desire, this energy."

Juhl was never afraid of challenges, never questioned her own abilities.

"You can't let yourself be scared," she says. "You have to have a strong backbone. You have to have tough skin, stay true to who you are. Everything that you do will eventually lead you to where you're going."

As a sophomore, Juhl interned at KLKN-TV. Only a month into the internship, she was offered a part-time job as a photographer who would shoot, write and edit.

"Could you do this, Katie?" the KLKN staff wondered.

Juhl hadn't taken any broadcasting production classes. She had no idea. Still, she answered, "I guess so. I can do this."

A year later, she was asked the same question. Only this time, she was offered an on-air job.

Juhl had no clue about stand-ups or tracking. So she had to learn — fast — because she never says “no” to an opportunity.

“Katie was one of those people who are ready to take on whatever task,” said Mark

However, while Juhl’s practical experience was thriving, she began to think the general ed courses she still had to take seemed irrelevant. But a solution soon emerged: graduate a semester early. A course load of 19 to 20 hours

answered. “And I’m going to get a job in D.C.”

And she did. With the help of a professor at Syracuse, she made a connection with the NewsHour with Jim Lehrer on PBS. After the six-month position ended, she

heard of job openings at ABC News, sent in her resume, had an interview and was offered a job that very day. A few months later, she was offered a job as production coordinator for ABC NewsOne. Her duties were to coordinate live feeds, live shots and video

services to ABC affiliates and both domestic and international clients.

Nearly two years after that, however, there wasn’t anywhere at ABC for Juhl to move up. A tip from a correspondent about a job posting at Reuters relieved her from “being stuck,” she said. Juhl thought about it for a second: Yes, it would be a stretch, but it was too good to refuse.

Now Juhl is a reporter and producer covering domestic, Latin American, early breaking European and Asian news for “Reuters Reports,” an international satellite syndicated news service for the world’s largest news organization. Her voice can be heard all over the world on the English-speaking channels, as well as online on Reuters’ Web site.

“I don’t think anybody is surprised at all by the success that she’s had and where she’s ended up,” Renaud said.

But Juhl is not about to stop moving forward. This

spring she plans to start her distance MBA program at UNL. She says business education will help her avoid dead ends in her career and boost her chances of reaching the executive level of the broadcasting industry where only a few women survive. Besides, it will be a “nice bookend” to her non-doctorate degrees, she said, so that some day she can get a Ph.D. and become a professor.

Juhl is undeterred about combining a demanding job at Reuters with pursuit of a business degree; she’s used to being busy. She is a board member for the National Capital Cornhuskers in Washington, D.C., a life member of the Nebraska Alumni Association and a vice president for the Nebraska Society in Washington, D.C. Every weekend she teaches private piano lessons to 10 students. Once or twice a month she travels to South Carolina to visit her boyfriend. And she always finds time to go to events and network. She works 4 p.m. to midnight but makes sure to get a healthy eight hours of sleep. She tries to never skip a breakfast or a daily work out session.

It’s all just a matter of organization, planning and setting priorities, she said. It’s all about setting goals and being devoted to them.

Juhl now has worked her way through everything she wrote down as a freshman. She says she’s arrived where she is now “through luck and will” — mostly, will.

“I’ve accomplished those goals that I set for myself when I was 18. Now it’s eight years later, and I’m in the process of setting new goals for myself. Yes, I’m happy where I’m at now, and I’m proud of where I’ve gotten. But now I want to keep moving forward. Now I need to get out a new sheet of paper.” J



Photo courtesy Katie Juhl

Haggar, news director at KLNK-TV. “She was always ready to step up and handle anything.”

That’s why Juhl couldn’t help but join the team working on national PBS documentaries that later received Emmy awards. That’s why she found herself reporting 20 to 24 hours a week. That’s why she took on two, three, even four jobs at a time.

“Through school and even after that,” Juhl says, “people tell you, ‘This is tough; you won’t be able to do it.’ I take that and I say, ‘Let’s see if I can.’”

That aggressive pursuit of her goals and projects is why she stood out to Joel Geyer, an executive producer at KUON-TV, Nebraska’s public television station. Geyer knew Juhl through his documentary class at UNL and her internship at KUON-TV. He recalls her as an outstanding student, a thorough and competent researcher and a great manager and organizer.

didn’t frighten her; she was determined.

Juhl’s UNL adviser, professor Larry Walklin, didn’t try to stop her.

“Katie is a person who has excellent judgment,” he said. “She knows what she is able to do and manages herself pretty well.”

Juhl proudly wore her graduation gown in December 2001. She was armed with a National Broadcasting Society presidency, memberships in five other national broadcasting associations and honors societies, three awards for outstanding promise and superior initiative in pursuit of broadcast journalism career and three first-place and one grand-prize victories in reporting and scriptwriting competitions. She was ready to attend graduate school at Syracuse University.

“Katie, it’s the number one school in the country. Do you think you can do this?” her parents asked her.

“Yeah, I do,” she

# Green Thumb Creative grows ideas, grows business

by BREANNA HUFF

Green thumb: an extraordinary ability to make plants grow; a knack for productivity. A Lincoln advertising firm?

UNL J school graduate Babar Khan had the phrase's definitions in mind when he chose the name Green Thumb Creative for the advertising agency that he and his classmates Dan Gibson and Nate Custard created the summer after their senior year.

"We wanted to poke fun at and acknowledge the fact that we were a design agency from Nebraska as well as portray an image that denoted friendliness," Khan said.

As Green Thumb's creative director, Khan wanted customers to know that the agency feels the same way about advertising and design that someone with a "green thumb" feels about growing plants.

"It's a hobby but something we're good at," Custard said, "something we're good at but like to do."

Custard and Gibson met each other in the J school's Ad Club. They later teamed up with Khan their senior year and approached Ad Club adviser Amy Struthers in January of 2005 about working on an entry for the National Student Advertising Competition.

"We got along ridiculously well and bounced a lot of creative ideas off of each other," Khan said. He had found his match in Custard and Gibson. "The thing that attracted me the most to them was that both of them were extremely intelligent people who weren't shy about working hard," Khan



Photo courtesy Green Thumb

## CUSTARD & GIBSON

said.

The team faced the task of creating a campaign for Yahoo.com that would encourage teens to use the site more often. They produced several templates for Yahoo's home page, including a graffiti-inspired hip hop theme, a pastel-pink-and-purple fashion theme and a 3D graphic-driven video-game theme.

"They distinguished themselves right away in front of a huge crowd," Struthers said.

After placing second in the competition, Custard, Gibson and Khan were approached by Green Valley Ranch in Aubrey, Texas, to create a new advertising campaign. When more work started coming in, they decided they should incorporate and become a business. In May of 2005, Green Thumb Creative was born.

"We wanted a bigger challenge than taking an entry-level position for some other agency," Custard said.

Kahn moved back to his home in Karachi, Pakistan, on July 4, 2005, to work with designers the company already had based there as well as to gather new Middle-Eastern clients.

"The exciting thing about Pakistan is that there are a lot of corporations looking for quality advertising, but only a few agencies are capable of delivering," Kahn said. "The potential for expansion is pretty huge."

Kahn finds it easier to work in Pakistan because he is able to co-ordinate the Pakistani designers more efficiently and is still able to keep in contact with the American office through e-mails and online chats.

Custard said he believes it was the professors more than actual classes at the J school that helped the trio become a success.

"They really made us realize that there is a lot more than what is in the textbook,"

Custard said. "It is not just about grades. It's about being involved."

J school advertising professors encourage students to be involved in things like the *Daily Nebraskan*, Ad Club and The Ad Federation of Lincoln.

"It's the work outside of class that makes the difference," Struthers said. "Sure, it's important to do well and work hard in the classes, but to be successful you have to go above and beyond and grab the opportunities that are out there."

Struthers believes that the men of Green Thumb really did their best to take advantage of the resources that the J school offers.

"They were involved because they wanted to be, not because they had to," Struthers said. "They made their own opportunities and their own luck."

Green Thumb specializes in creating strong brands. That means it doesn't just create ads for a company, but it has a hand in almost everything that has to do with how the public sees that company. Letterheads, business cards, Web sites and even the type of music played in a restaurant or the drinks on the menu — Green Thumb does it all.

"We truly care about our clients," Gibson said. "If they aren't happy, we'll go back and redo it all."

The company's design style is as varied as the customers they cater to. They can offer stylistic and wild photo illustrations or clean-cut, classic designs. Green Thumb accents what is important to each client.

For the Wasabi! sushi bar menu, the designers used red-and-yellow-toned illustrations of men and women in kimonos on a black background to match the color tones of the sushi pictured in the menu. This technique resulted in a

bold, classy look that is both eye-catching and appetizing. On the other hand, for the Habitat for Humanity Annual Report, they used a floral, lace-like pattern with a simple black-on-white theme to produce an elegant but sleek pamphlet.

The employees of Green Thumb also use their talent to serve the community. The company works with non-profit organizations and has made a promise to do one pro bono job a month.

"We realize there are organizations out there that require our services and may or may not have the money necessary to pay for them," Gibson said. "It's easy for us to give them pro bono work because of the great causes the organizations often support."

Though the trio loves a challenge, Custard finds that working in advertising can be frustrating when it comes to meeting a client's expectations. He believes the main challenge for a designer is finding a happy medium between making the customer happy and maintaining the company's standards.

"There are times when you put a lot of work into something, and you think it's a really good idea and it's going to be really effective," Custard said. "Then you go and present it, and they immediately don't like it, because of something really small."

Though the job can be frustrating at times, the employees of Green Thumb Creative love what they do.

"Where else can traveling to other cities, taking photographs, goofing around at a conference table and immersing yourself in pop culture be considered work?" Gibson asked. "It's fun, it's hip and every day presents a new, exciting challenge." J

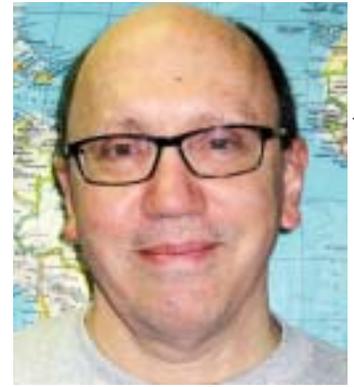
#### SHARING NEBRASKA VALUES

## J school alums part of CUNY grad school faculty

by **JOHNNA HJERSMAN**



LIEBERMAN



STRASSER

Photos courtesy: Lieberman/Strasser

Trudy Lieberman and Steve Strasser, two alumni of the University of Nebraska–Lincoln's College of Journalism, are involved in an exciting development at the City University of New York: the premiere of a graduate program in journalism.

Last fall, thanks to increased funding from the New York Legislature, CUNY launched its new Graduate School of Journalism, where the two UNL alums are faculty members. The school features a three-semester program with four concentrations: urban, business and economics, arts and culture, and health and medicine.

Because this is the CUNY J school's first year, only 54 students are enrolled for what Strasser called a "shakedown cruise."

"When we're fully ramped up, we will have as many as 300 students here at a time," Strasser said.

With successful careers behind them, Lieberman and Strasser offer students stellar journalism credentials.

Lieberman, a 1968 graduate, has received numerous awards, including two National Magazine Awards, 10 National Press Club awards, an honorary doctorate from UNL and a Fulbright Scholarship. She has written five books, wrote a monthly column for the *Los Angeles Times* and recently brought her 29-year career at *Consumer Reports* and Consumers Union to a close.

Strasser effortlessly transitioned from Midwest student to big-city professional after graduation in 1973, going straight from UNL to the *Miami Herald*, where he worked for four years. After spending a year at Columbia University earning a master's degree in journalism, he joined *Newsweek*. He spent three years as a correspondent in Moscow and later lived in Hong Kong as the first Asia regional editor to be stationed on the continent rather than in New York. He won a National Headliner Award and three Overseas Press Club Awards for his work

in Moscow and Hong Kong. Back in New York, he served as national affairs editor of *Newsweek* and as managing editor of *Newsweek International*. He has written or co-authored four books.

Both Lieberman and Strasser are excited to have the opportunity to be building a program from the ground up and hope to help make it a leading program in the nation.

Lieberman's experiences as a student at UNL are reflected as she teaches her own students at CUNY. She will teach two courses on health and medical reporting and is the director of the health and medicine concentration reporting program.

At UNL, Lieberman double majored in home economics and journalism. Initially, she intended to be a food writer, but by the time she was a senior, Lieberman had fallen into consumer reporting. After graduation she moved to Detroit and began working as the first consumer reporter for the *Detroit Free Press* and one of the first in the nation.

After eight years in Detroit, Lieberman received a Knight-Bagehot Fellowship and moved to New York City to study at Columbia University.

A native of Scottsbluff, Lieberman had always wanted to leave Nebraska and pursue her career in the big city. She remembers receiving great support from neighbors and people in her hometown, but she also credits much of her success to the experiences she had at UNL.

"The program at UNL was fabulous," Lieberman said. "I was able to immediately work in a large city like Detroit and become an in-depth reporter."

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&gt;&gt; CUNY from 39

When asked to give advice to journalism students or those considering a career in journalism, she paused before answering.

"It's a lot of hard work," she began. "Being a good journalist requires a lot of hard work. [But] it's a wonderful profession, and it's lots of fun."

Like Lieberman, Strasser credits much of his success to his experience at UNL.

"UNL was the most important thing that happened in my professional life. I was really lucky to go there," he said. "The Midwest has the best journalistic values in the country. They care about the story and about getting the story and the facts right. It's much less personality driven than it is on the coasts."

Strasser, described his father as a corporate nomad and said he lived in several states in the Midwest when he was growing up. After high school he enlisted in the Navy. By the time he was 22, Strasser wanted to "see dry land" again and enrolled at Nebraska's J school.

At CUNY, Strasser is an associate professor and is currently teaching the foundation course, Craft of Journalism, which he describes as a sort of "boot camp course" for journalism students. It combines basic and advanced skills and techniques. In future semesters he will teach feature writing and editing.

Strasser has high hopes for the budding school and its students.

"These are exciting times in journalism," he said. "The rules are changing; how we deliver stories is changing. Our goal is to produce journalists who have traditional skills and traditional values, yet journalists who can work in the communication age and invent the new ways of delivering the stories." J



## *Fusebox Brand Communications wins international competition*

by RYAN KAUP

Using an off-beat Nebraska tourist attraction as inspiration, a Lincoln, Neb., advertising firm recently beat out 600 competitors to become the first Americans to win a worldwide contest.

Fusebox Brand Communications was featured in the Jan. 31, 2006, issue of London's *Financial Times* for winning "World's Toughest Briefs," a contest that the publication and OpenAd.net has held every other month since March 2005. The competition places the focus on the idea and the idea alone.

It all started during Christmas vacation 2005, when Fusebox co-founders, Tim Siedell and Yayne Roncka, closed down the studio as they do each year to allow their six employees to spend time with their families. Wanting to find some kind of creative endeavor to keep themselves busy, they came upon the contest in the *Financial Times*.

The publication's challenge was an advertising campaign to sell hybrid cars outside the environmental market. Using Carhenge as their inspi-

ration, Siedell and Roncka developed their idea, which used a picture of Carhenge along with the headline "Every idea has its [time.gohybrid.com](http://time.gohybrid.com)." Soon after, they learned they had won the contest and its \$1,800 prize.

The award reflects Fusebox's emphasis on creative ideas. The firm is a brand communications studio, not a traditional ad agency, Siedell said. The staff focuses on the brand and goes wherever it takes them. The décor of the Fusebox studio, located in a loft at the corner of Eighth and O streets, reflects the nontraditional. Giant wooden spools rest in the middle of the showroom, posters of unique ad campaigns cover the walls and scooters stand near the doorway. There are no cubicles. No secretaries. Only desks and a room filled with ideas.

Siedell, a Lincoln native, and Roncka co-founded Fusebox in August 2000. After holding senior positions at Swanson Russell, Bailey Lauerman and Ayres, the pair decided to start their own company.

"We saw a lot of stuff happening in the advertising

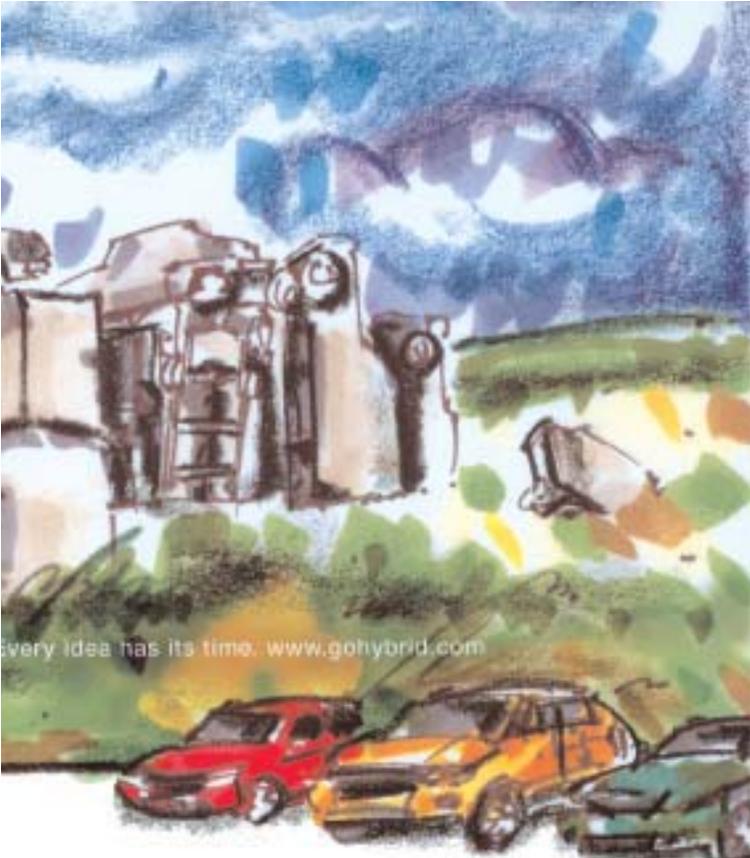
world, and traditional ad agencies were slow to react," Siedell said. "We wanted to be able to follow new trends more quickly."

The company's name — Fusebox — comes from the idea of fusing strategy and creativity in one place. Siedell and Roncka knew they didn't want to name the company after themselves, and "Fusebox" let them demonstrate their philosophy in an interesting way.

Stacy James, who was one of Siedell's teachers at the J school in the early 1990s, said she remembers him as a great student. Now, she sometimes takes her current students to visit Fusebox where Siedell talks to them about how he and his colleagues develop a creative idea and the accompanying strategy. One thing he stresses, James said, is that creativity requires a lot of homework.

"It's not OK to just come up with a cool idea. The hard part is to come up with a cool idea within the framework of your target clients and the campaign itself," she said. That's what Fusebox does.

Siedell got interested in advertising while he was work-



Every idea has its time. www.gohybrid.com

Illustration courtesy Fusebox

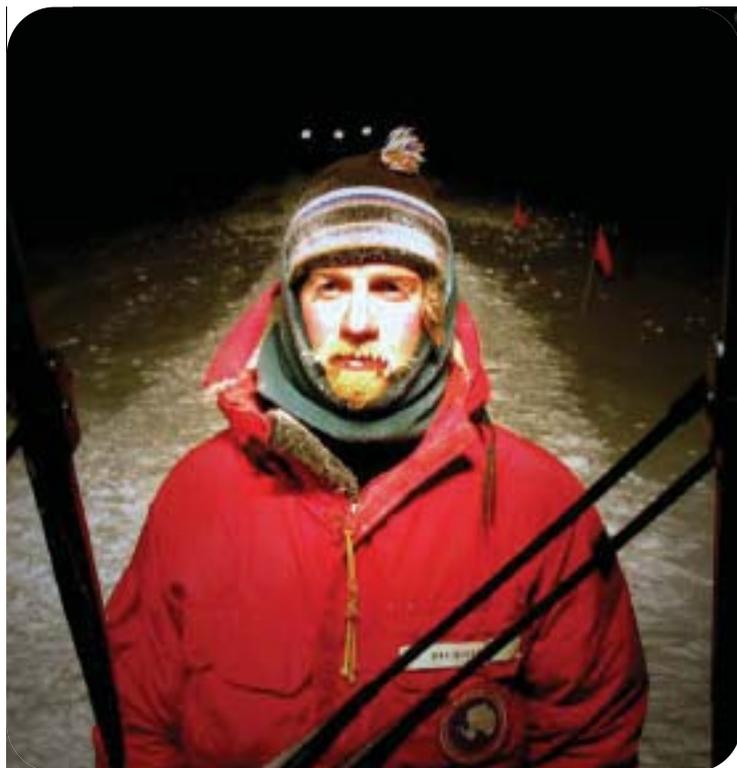


Photo courtesy David Story

ing for his high school newspaper at Lincoln Southeast. At first he wanted to be a sports writer, but he had some reservations about the career.

“I didn’t want to work crazy hours and have to drive to watch some C-2 volleyball game and miss out on time with my family. I wanted a more structured ‘8 to 5’ kind of job,” Siedell explained.

His search for a more structured occupation led him to advertising. He graduated from the J school in 1991. The best thing about the program for him was how well-rounded his journalism education was, he said.

“It’s a liberal arts education, and students study political science and history and lots of other things, which make them better employees in the future. I believe that input makes for a good output. When you’re well-rounded, you come up with better ideas. UNL makes you do that.”

James said what makes Siedell and his company successful is that “he loves what he’s doing, and it shows. He

is passionate about advertising, and he takes it very seriously.”

As for the future of Fusebox, brand communication will remain its focus. Siedell and Roncka are always brainstorming and approaching companies with brand ideas.

“We try and think of new things like video game concepts and TV show ideas,” Siedell said.

But as for awards, it’s unlikely Fusebox will seek more for its trophy case. In fact, the “World’s Toughest Briefs” was the only contest the company has entered.

“Fusebox is not about awards,” Roncka said. “Clients hire us to get a job done, not to focus on awards.”

“We feel that sometimes it (winning awards) becomes a company’s focus,” Siedell said. “That’s not what we’re about. This contest was different. It was a competition where everyone was using the same creative brief. It was an opportunity to flex our creative muscles.” J

## Penguins and seals and feldspar — oh, my!

Story takes camera to the ends of the earth

by MATTHEW BUXTON

Once students learn how to use a camera, UNL’s photojournalism professors have always expected them to come up with some interesting subjects for their work. But not many students can top David Story’s interesting subjects.

A world traveler, Story has seen Greenland, Antarctica, Thailand, Australia, New Zealand and many other places. And he’s brought back pictures from all those places. How many J school students can include photos of penguins and seals in their portfolios?

Story has always been involved with the outdoors; he hikes, mountain bikes, camps and rafts. He works at the UNL Rec Center and has organized and been involved with many of the activities the center sponsors.

And he grew up with photography. His mother was a nontraditional journalism student at UNL, and she always encouraged Story’s interest in art and journalism.

“I had an affinity for it, especially spending time in photo labs” Story said. “It always just seemed like a natural thing.”

When he started at UNL, though, Story wasn’t quite as interested in academics as he might have been. “He was more interested in being an outdoorsman and spending his time exploring.” >> 42

&gt;&gt; David Story from 41

said professor emeritus George Tuck.

Story did put out some good work when he was interested in the material.

“The more it had to do with the outdoors, the more he liked it,” Tuck said.

In 2000, Story took a break from school and went to Greenland to work with UNL’s Polar Ice Coring Office as a general field assistant. He returned to Lincoln for a year of school at UNL, then traveled to Antarctica to work with the United States Antarctic Program where he moved from general assistant to carpenter helper and carpenter apprentice.

In his travels to the Antarctic, in particular, he has seen and photographed many wild animals. A fair share of his collection of Antarctic photographs is filled with penguins and seals.

Once, while working with the USAP at McMurdo station in Antarctica, the crew and Story were packing up a seal-research camp. After they finished, they had some time to sit and watch the seals for a while. He captured a picture of a curious seal poking through the ice to look at the machinery.

“Animals are always a hit. I have been fairly close to seals and penguins. The Antarctic Treaty prohibits interacting with them ... but is not meant to prohibit you from seeing them,” Story said. “In Antarctica or otherwise, my favorite way to see wildlife is sitting quietly on the periphery.”

During a year spent in Antarctica, Story volunteered with the Search and Rescue team. He never had to deal with any real rescues; most of the calls the team got were to escort maintenance workers to their destination during storms.

To train for the team, Story had to rescue someone during a simulated emergency. The process took nearly three hours on a clear day. Later in the season, Story participated in the same practice exercise during whiteout conditions and a wind chill of 75 below zero. Story said that working with the crew under whiteout conditions taught him how to work with a team.

“We nearly halved our time. We were all pretty proud and a lot more comfortable with our responsibility, knowing how well we had learned to work with each other,” Story said.

Story returned to UNL in 2004 to finish his degree.

“I had a \$17,000 debt with nothing to show for it,” Story said.

“Some students are more ready for college when they’re 14 and some when they’re 60,” said Tuck. “David found what worked best for him ... he’s making his own path.”

Story found that returning as a nontraditional student gave him better focus for his studies. “It gave me a new clarity that I hadn’t had before,” he said. Without the peripheral clutter of living on campus he was able to find new depth and meaning in his classes.

## PLAYING THE FIELD

## J school freshman turns her attention to journalism and pre-law

by BILL CITRO

**S**ure, quite a few journalism students played football when they were in high school. But only one of them is a woman.

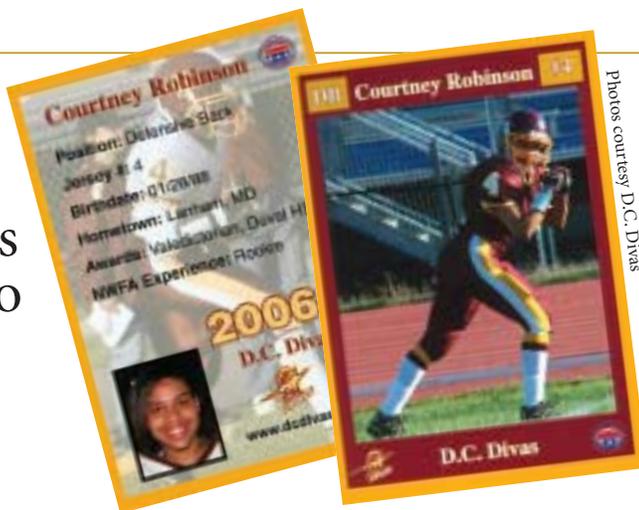
Courtney Robinson, a Lanham, Md., native has the trading card to prove it. There she is, in full football regalia, ready to play with the boys.

But Robinson has more on her mind these days than pads and practice. She wants to become a civil and domestic lawyer to help women around the world, and she’s relying on the UNL J school to help her make that goal a reality.

“You have to learn to communicate well,” Robinson said, explaining why she chose majors in news-editorial and women’s studies with pre-law as a minor.

Robinson’s combination of academic and athletic accomplishments set her apart. But with football behind her — at least for the present — her college studies are now her focus. She said law is a natural for her.

“I used to get into arguments with my dad when I was little,” Robinson said. “I always won ... most of the time.”



of sleep in a week,” Robinson said. “That’s like about 30 minutes a day!”

In addition to her impressive academic achievements, Robinson also played football in high school — with the boys.

She said she grew up playing with the boys and, in high school, decided to try out for the football team. She played a lot on the junior varsity team her sophomore and junior years and sparingly on the varsity team her senior year.

Athletic ability, attitude and spunk helped Robinson succeed. For example, her JV football coach doubled as her wrestling coach, and she was on good enough terms with him that he suggested she try embarrassing his own brother.

“I put my hand out as though I was going to shake [the brother’s] hand, and then, without warning, I flipped him,” said Robinson. “He was so shocked and amazed. He said I did a very good job, and he was dizzy and laughing.”

Football was only the flashiest part of Robinson’s high school athletic endeavors. She

Robinson, 18, said her dad told her she never “yelled or fussed but proved my point like a lawyer does.” Together, they decided she’d make a great lawyer, and she hasn’t looked back.

She hasn’t had time.

Some of Robinson’s accomplishments at Duvall High School include: valedictorian in a graduating class of 256, president of the National Honor Society, editor-in-chief of *The Duvallian* newspaper and recipient of the State of Maryland Scholastic Award in recognition of scholastic achievement.

“I once got only five hours

During his four years away, Story took many pictures, and his ability as a photographer vastly improved, but he didn't feel as comfortable taking pictures of people as he would have liked.

In spring of 2006, Story worked with the CoJMC's weekly newspaper, *Redweek*. As a student of photojournalism professor Bruce Thorson, Story learned about the styles and techniques of journalistic photography.

"I saw potential in David, but he needed the experience that working in a journalistic environment can offer," said Thorson.

Story learned both the ins and outs of photojournalism and the legal boundaries that surround it. While shooting at the Union for *Redweek*, he was confronted by a student who claimed to be a photojournalism major at UNL (a degree not offered). The student told Story he couldn't take pictures without a waiver. Before Story could explain that it was a public place and his assignment was not for private sale, the student called the police. Feeling frustrated, Story decided to stay and wait for them to arrive.

"If I left, I would have secured this individual's beliefs and, of course, appeared more suspicious," said Story. "If I had left, however, I certainly wouldn't have been able to hear the policeman say, 'As far as I know, there is nothing wrong with taking pictures in a public place.'"

Story has always been dedicated to taking good pictures. In Los Glaciares, Argentina, Story and his wife, Martha, once set out

at 4 a.m. and hiked throughout the morning so he could take advantage of the morning light to capture the reflection of a mountain in the lake below.

His motivation and dedication in photography have served him well, and Thorson said Story's technological abilities help him adapt well to the evolving world of journalism.

"He embraces technology," said Thorson, "and that's important in a world that is increasingly more visual."

Story looks forward to creating an Internet publication that would be a collaborative work between him and his travel partners. Publishing on the Internet would help Story reach more people, and he could add photos to his Web site from anywhere in the world.

"I don't ever really see myself having consistent access to printers," Story said.

He currently maintains a Web site and blog of his photography and adventures at <http://www.mombok.com>. The site has allowed him to experiment and is similar to what he would eventually like to do.

The name "mombok" came from a feldspar crystal formation that is considered an oddity. In fact, Story considers himself something of an oddity. He finished his degree in December and is looking for a photojournalism job. Those pictures from Antarctica make his a portfolio that will stand out from the usual work. Being an oddity may turn out to be a real advantage. **J**

also ran track, has a black belt after eight years in karate and practiced with the wrestling team, though she didn't participate in the meets. In those high school years, Robinson effectively balanced athletics with academics.

In her graduation speech as valedictorian, Robinson offered some advice for other students. She said, "You need attitude to succeed. Attitude is one of the few things you own."

Robinson used her talents and her winning attitude last summer while playing for the D.C. Divas professional women's football squad. The Divas had an undefeated season and won the National Women's Football Association Super Bowl in August.

Playing mostly defensive back and some wide receiver, Robinson was the youngest among team members who averaged in the mid-to-late 20s. Football movies show how football can shape men, but Robinson said the sport can help women to grow, too.

"We're not just playing the sport and getting by," said

Robinson.

Jamie Dilla, an assistant defensive coach for the Divas for the past six years, said football builds character and true love of competition. But women start out at a distinct disadvantage compared to men, Dilla said, because they simply don't have the understanding of the game that so many boys grow up with.

Robinson's high-school experiences in football gave her a head start over other Divas rookies.

"They hadn't played on a high school team," she said. "They weren't used to the concepts, like teamwork."

More than playing goes into women's football. Because it isn't as popular as the men's game, the women have to make an effort just to be in a position to play. For example, the Divas have to raise money to pay for their own lodging, travel and equipment. Imagine the Cornhusker football team having to do that.

Dilla, who lives in Grand Island and often wears Husker apparel to Divas practices, was

astonished when Robinson first told him she was going to college in Lincoln.

He remembers thinking, "It's such a small world" and being excited that someone of Robinson's caliber chose Nebraska.

Her head coach, Ezra Cooper, said, "She will work with the students to help bring energy and fire to the community."

Although Robinson hasn't had the time or will to participate in college athletics — because she's "too tired" — she has kept busy with her two part-time jobs, one of which she is still getting used to. She said writing stories for the *Daily Nebraskan* is very different from being the editor-in-chief for her high-school paper, where she ran things her way.

In writing for both the sports and news departments of the paper, she said she has learned a lot about Husker passion and pride. Robinson had never heard of the Big 12 before she came to Nebraska, and she quickly learned that fans around here know their

football.

Robinson said she made the right choice in coming to Nebraska.

"It has a lot more opportunities than back home in D.C.," she said. "If I never left for college, I might have never left the area. I broadened my horizons."

Robinson said that becoming a beat writer covering the rifle team and working on agricultural stories are experiences unique to Nebraska.

Robinson said she thought Nebraska would give her the best chance to attend her dream law school, Harvard. She hopes to use her desire, attitude and determination to make an impact on many lives by being a lawyer.

"Being a lawyer is obviously the choice for me. I don't have a passion for anything else," Robinson said.

Knowing what Robinson is capable of when performing with passion, Cooper said, "Any college would be grateful to have her."

*NU athletic director Steve Pederson has devoted most of his career to Husker athletics. Now he sees great days ahead.*

Steve Pederson became athletic director at NU in 2003. He sat down in November with Will Norton and Rick Alloway to talk about his career and his observations on college athletics, his job at NU and the media. This is an edited version of the interview.

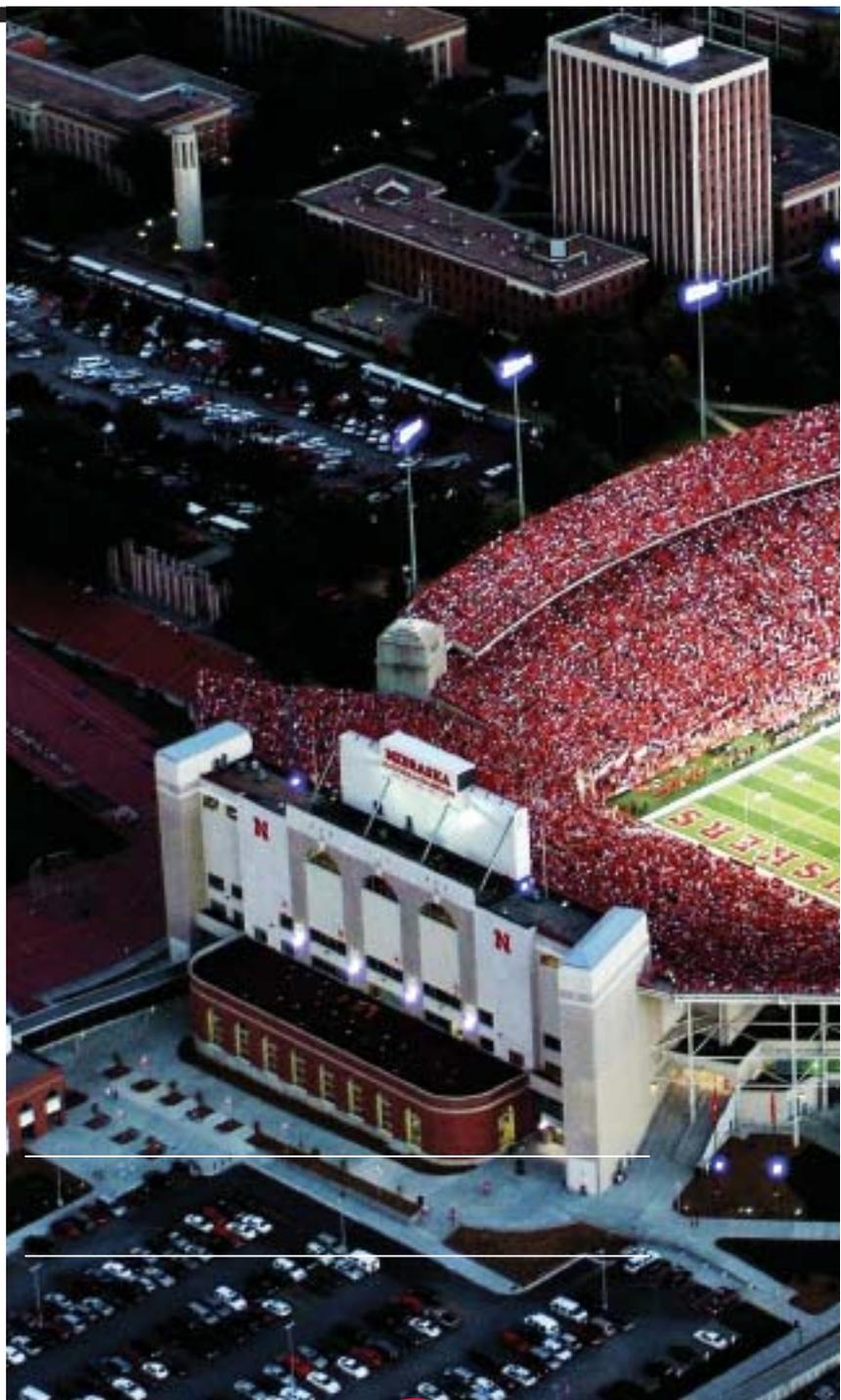
**WILL NORTON JR.:** Steve, you've had a long career in athletics. Would you briefly recount the major milestones, going back as far back as you want to go? (As a UNL student, he asked Don Bryant, then sports information director,

for a job.) I said, "I'll volunteer. I'll do anything you want. It would just be exciting to be involved here in some way."

I got so I couldn't wait to get to work.

Probably the next kind of unusual thing that happened was Tom Osborne hired a recruiting coordinator by the name of Jerry Pettibone . . . He was interested in doing this and interested in doing that, and we didn't have a very big staff. I would see Bill Bennett, who was the assistant coach, say, "I apologize. We just don't have time to help you."

So one day I wandered upstairs and said, "Coach, I'm just a student here, but I'd be glad to do anything you want me to do." And so that's really how I got kind of involved in recruiting. And then when Jerry left to go to Texas A&M, that's when Tom (Osborne) came and asked me to come back as administrative assistant and recruiting coordinator (in 1982)."



## of ONE

### ● The Sea of Red

**"Through these gates pass the greatest fans in college football."**

Nebraska football fans have packed Memorial Stadium for every game since 1962. The addition of 6,000 seats in 2006 brought the capacity of the stadium to more than 80,000.



\$12,000 a year.

And I said, “Well, coach, I’ve been offered a job at Missouri making 18 five.”

And he said, “You greedy son of a gun!”

He just absolutely berated me for about the next 15 minutes — told me how selfish I was and if I couldn’t live on \$12,000 a year I needed to adjust my lifestyle and that he didn’t need a bunch of arrogant spoiled brats working around here.

I stood up and I said, “Coach, I’ll take the job. Thank you,” shook his hand and walked out and told my fiancé, Tammy, now my wife, that I just dropped \$6,500 at a moment’s notice, and ... it was great.

So I worked at sports information for a period of time and then was offered the job as director of public relations and advertising at Ak-Sar-Ben in Omaha, and that was when Ak-Sar-Ben was running top 10 thoroughbred racing, and it was a pretty neat time. And then that’s when Tom hired me back.

■ **WN: You must’ve learned some terrific things from coach Devaney.** He was an unusual administrator in so many ways because he could absolutely go right to the core, and you felt like you’d just absolutely been annihilated. And the next day he’d see you and thought you were the best hire he’d ever made.

He had a great personality. He was always straightforward and honest with people, and that’s probably the thing that I appreciated the most.

Even in the story about offering the job, he was basically saying at Nebraska this job pays \$12,000, and if you don’t want it, then you ought to go somewhere else. If what you’re looking for is a certain amount of money, it’s probably not the right place for you. We don’t work for that.

I’ve always remembered that, and I never did take a job for money after that. Every job I took was because I thought the job was a great job.

Devaney had a great way with people. I don’t think anybody that worked for him ever wondered where they stood with him. I’ve tried to operate in the same way — to make sure people know what the expectations are and that we’ll do anything we can to help them, but at the same time we want them to be straightforward with us.

You know, we laugh because the way that everything functions now is so different than it was when Devaney was athletic director. It’s just a different day and age.



Photos courtesy Husker Athletics

■ **WN: So where had you been working when you got the call?** I was at Ak-Sar-Ben. When I got ready to graduate, Tom Osborne and Jerry Pettibone had gone to coach Devaney and said, “We can’t let this guy leave; he’s graduating in a month, and he’s got a job offer from the University of Missouri.” I had a job offer in their sports information office ... making \$18,500 a year.

So coach Devaney called me into his office and said, “You’re doing a good job around here, and we’d like to have you stay full time at Nebraska, and we’ll pay you

We had one all-staff meeting in the time that I worked for coach Devaney, and he only really called it because the chancellor told him he should start having staff meetings.

We were all waiting in the room for the staff meeting. It was about 8:10, and then it was about 8:15, and finally his secretary poked her head in the door and said, "Coach Devaney is running late; staff meeting cancelled."

**■ RICK ALLOWAY: How has athletic administration changed from the days of Bob Devaney and his compatriots in terms of the focus on the job and the budgets and staff and all those sorts of things?** Well, you know, we had fewer things that we dealt with on a day-to-day basis. The size of the department was much smaller, the number of sports was fewer and you didn't have compliance offices.

For instance, if we had a question about the NCAA rules, we picked up the phone and called Prentice Gault at the Big 8 office and said, "Prentice, can I do this or can't I do this? Well, now we have six full-time people in our compliance department.

Our academic counseling center was Ursula Walsh; she worked with every one of our student athletes. And if you look at our training table, it was really built only for football and basketball players at that time. In 1983, we used the money from the Kickoff Classic to build that. We did not have a full-time fund-raiser; the money was raised through the foundation. So the business office was composed of three people.

All those things have just changed dramatically. A lot of it is the requirements, and a lot of it is the way you do business. The concessions manager was our business officer, and he ran concessions.

And think about where I started, in the sports information office. It was Don Bryant, his assistant Bill Bennett, secretary Susan Landon and two students. I was one of them, and we handled all the rest of everything. So it's grown dramatically and from a \$15 million budget to an almost \$68 million budget. So I think coach Devaney would be surprised at what it looks like today. I think that he would probably think that there's too much. That would be my guess.

**■ WN: Yeah, I would think he would hate all the paperwork.** Yeah. He loved the people parts of this. The one thing I've tried to remember is that this is a people-first department and not get so wrapped up in all those other things that we start to forget about the kids who play and the people who work here and coach here.

When I was at Pittsburgh I got a call from a New York newspaper who said, "We're doing a story on the new-age athletic director." And I said, "What's a new-age athletic director?" And they said, "Well, Rutgers is getting ready to hire an athletic director, and we're using you as a model of a new-age athletic director."

I said most of what I learned, I learned from a guy who was an athletic director in 1964, and I've been fortunate to work for a lot of great people during that time because everybody brought different strengths. But they aren't what I would call new-age athletic directors. The basics of this should, I hope, still remain the same.

**■ RA: Let's explore that a bit. Do we think that most athletic directors down the road are going to be more business people who have an interest in athletics and knowledge as opposed to moving in from coaching?** I hope that we stay with people who have been in the locker room. I think you have to have a business background, but I hope that you have some exposure to having been in the locker room. I made what was probably kind of an unusual decision in hiring our senior women's administrator and that was to ask Rhonda Revelle to also serve in that role.

The number one reason is that I think Rhonda is very smart, very talented. But, also, I thought nobody was talking about what our student athletes want, and I thought it would really benefit us to have someone who is with kids in the locker room every day in those meetings talking about how this really impacts coaches and student athletes.

And actually the senior women's administrators from the conference have loved it because Rhonda has a great perspective. I told her I also want somebody next to me who's continuing to think like a coach. You can't have people who are solely either business people or compliance people; they lose perspective on what's going on.

You do have to have a business background in this, though, too. I mean it is big



Photo courtesy Husker Athletics

**“ [Devaney] had a great personality and he had a great way with people and he was always straightforward and honest with people. ”**

business, and you're making decisions that can be multi-million dollar decisions, right or wrong, on a daily basis.

**■ RA: You mentioned that you'd had both business courses and journalism courses at UNL.** Yes, and, frankly, I viewed the journalism courses as the fun courses if you will. They weren't easy, but they were energizing — whether it was being on KRNU or writing for something or taking a public relations class or actually mocking up ads and so forth. All that stuff was energizing and fun. And I was fortunate in the fact that I was able to combine a lot of what I was doing at work with what I was turning in for classes. I was doing a press guide anyway, so that became part of my news writing things.

**■ RA: How do you feel about the quality of education you got in our college?** As I

came out of school, I felt like I was equipped to do anything that I could ever have the opportunity to do. When I was at Ohio State, we had a professor who met with recruits, and one time — he had taught at Yale for 15 years — he said you can get a great or a lousy education at Yale. You can get a great or lousy education at Ohio State. He said, “It’s all up to you.” And that’s the way I feel about Nebraska.

I think there’s everything in the world at the fingertips of the students. I tell recruits this in all of our sports. You have to take advantage of it, though. If you want to slide by anywhere in the country, you can probably slide by. If you want great things, you can get great of things here as well as anywhere in the United States.

It’s interesting when we recruit; we sell the University of Nebraska as much as we ever sell any of our football or volleyball success or anything else. We talk about what a great university this is.

The other thing I tell young people is that the faculty here are so engaged with our students. I think that’s a real advantage. At some schools you have famous people on the faculty who, during your four years, you will never actually see in person. That does not create a better environment.

What creates a better environment is sitting in the room with the real people. Think about your case, Rick, for instance — the time you spend with those kids like Larry Walklin did with me up in the booth at KRNU. That’s how they really learn; that doesn’t happen everywhere.

And so I would say, separate what’s real from what’s reputational, and find out what you’re really going to learn. Because ultimately when you’re out there in a job, it doesn’t matter where you went to school. It only matters what you know and what you’re willing to learn and how you’re willing to go about it. I think at Nebraska you can be equipped to do anything in the world that you want to do.

■ **RA: OK, back to that question: If you’re talking to a student who’s interested in doing what you’re doing now, where should somebody start — at an internship while they’re in school or their first job out of school?** I’d tell every young person who comes to see me, “Volunteer anywhere you can.” Get some experience and some exposure, because when I try to help young people with jobs, the first thing

everybody wants to know is what kind of experience level have they had.

I will say this, too, that because of this college, we have more young people in our sports information office than most places do. We have certainly way more talent in HuskerVision than we could probably ever afford if we were going out and trying to hire full-time people to do that.

■ **RA: Let me ask you what has changed about working with boosters from when you first got into the job? What are the expectations, the demands, the requests? And how much time do you spend doing it?** We spend a lot of time, certainly, dealing with our donors and boosters. Fortunately, those people have been great; they have not interfered; they have let us run the program. I credit coach Devaney with setting that tone a long time ago.

Now, that doesn’t happen everywhere, unfortunately; there are places where the boosters have tremendous influence. What’s happened here is that the numbers have grown dramatically; it used to be that we had the Extra Point Club and then the Touchdown Club, and that was the gist of it. We had a couple of meetings a year, and now obviously that’s grown. But I think Nebraska still has its priorities right. The people who help us with their donations know they’re helping educate people; they’re helping build good facilities for those people, and it’s for the right reasons.

■ **RA: How about working with the fans?** I think that that hasn’t changed a lot. I felt like maybe we’d become a little disconnected from our fans, which is one of the reasons we’ve started things like the Husker Nation Pavilion — to bring them back around the stadium and get them involved and be right there.

I think we’ve tried to reach out and do some events; we’ve gone around the state in the Husker Nation caravans. We go out to schools and talk to young people. Coach Callahan’s done a lot of events that bring young people in. Those kinds of things are fun and kind of a reconnection.

I’m afraid that the more success we had the more we maybe pulled away a little bit. I worried that when you get 5,000 people who want autographs and you can’t satisfy all 5,000 people you may slowly wean yourself away from doing any of them, and we probably pushed a little too far. I think we’ve tried to remedy that.

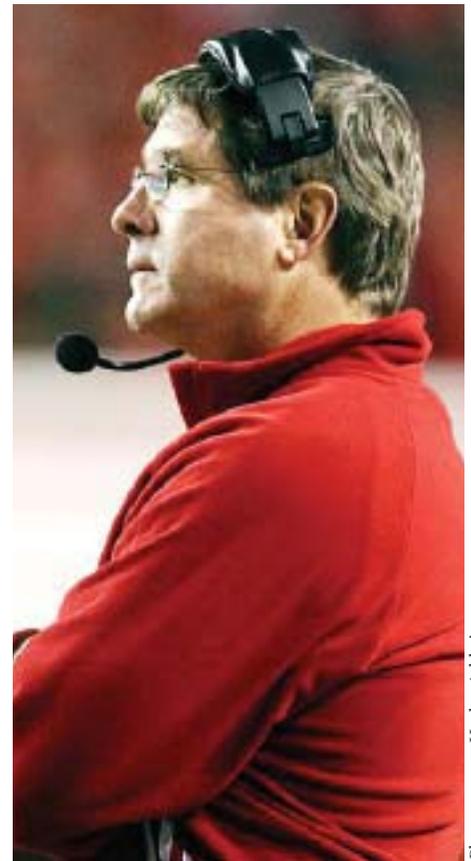


Photo courtesy Husker Athletics

“ Bill Callahan offered me a job making \$18,500 a year when he was a sports information director at the University of Missouri. ”

■ **RA: How about working with coaches and assistant coaches today compared to what it was like in the Devaney sort of boys’ club — the chumminess that existed back then?** I hope that we still have a great relationship. One of the things that I’ve tried to do is make sure that all of our coaches are interconnected, that they all know each other, that they work together. Our head coaches’ meetings are fascinating.

Now we’ve started some assistant coaches’ meetings, and they’re talking about recruiting. We’re doing some things that we’ve never done before. Coach Callahan welcomed the recruits from all sports into the pre-game recruiting luncheons. It’s a great atmosphere, and it’s what I believe in, too.

We all do this together. We all support each other. The coaches enjoy each other, they know each other and I think we’ve had more interaction with them than at

any other time. I think they've enjoyed that.

**■ RA: How about working with student athletes?** It's fabulous. The interesting part now is that we engage our student athletes a lot more than we ever did years ago. We get together, and we talk with groups of student athletes about what they feel about this or that or what they believe. We talk about NCAA legislative issues. We get their opinions on how they feel about how it will affect them. Before, we were making a lot of those decisions in a vacuum.

And the other thing is that the student athletes like being engaged. I don't know 25 years ago if they would've cared. I think we've built a culture where they know that we want to talk to them about things and encourage their input. I think that we must've done a good job of letting them know that it does get relayed on, what they say, and so they feel like it's valuable time for them to spend.

**■ RA: What's changed most about working with the media?** There are so many different forms of media out there. When I started in sports information, after practice every day there would be somebody from *The Omaha World-Herald*, somebody from the *Lincoln Journal Star*, somebody from the *Daily Nebraskan* and me or somebody else. We talked to coach Osborne about practice for a few minutes, and then I'd go back, and I'd call Associated Press, and I'd call UPI and tell them what happened at practice that day, and they'd put it on the wire and send it out. From time to time there would be some television people there but not regularly.

Now after practice there are 30 people crowded around the coach, and a number of them are from what I guess we're calling new media now. You don't know exactly who they're representing or what's happening.

You also have newspaper people who now appear on TV. Or they have a radio show that promotes their story the next day. So a lot of it has changed in that way from even just the few writers every day.

I'm not saying that it is bad. I think that the legitimacy of some of the Internet stuff bothers me because I don't know always what the motivation is. I don't know whether there is any monitoring of what they're doing or if anybody reads



anything. You can pretty much put up whatever you want, and then if it's wrong you just take it down, and it's as though it evaporated from the face of the earth. And that's just real life.

**■ WN: It seems to me that you almost have to give up on trying to control information in this world. Is that a wrong impression?** You would spend all day explaining that rumors were inaccurate. You would almost have to have a full-time person who spent all day — and I know that there are schools who actually have decided to hire somebody that goes on all these blogs and sets the record straight.

To me, if you do things the right way, that will eventually play itself out. If you start trying to answer everything that comes along the pipe, pretty soon you're just playing their game. You're not any different than they are in a lot of ways, and then I think you start to lose credibility of your program, and you get focused on the wrong things.

**■ WN: When you first came into town, you came in as a hero because you were Tom's (Osborne's) boy. And then you made a decision that most people who know football knew had to be made. (Pederson had been athletic director only a few months when football coach Frank Solich was fired.) There are still rumblings about that. Tell us how you dealt with the kinds of controversy that swirled around you. How were you going to let people know what was true?** I think first of all, my parents said you have to do what you believe is the right thing. Not everybody is always going to agree with that, and what we chose to do was not to respond to every rumor or innuendo or suggestion.

I believe the truth is a powerful thing, and over the course of time the truth eventually comes out. Now during that time you might get beat up for a while, but we tried not to justify too many decisions or too many things because sometimes it's not in everybody's best interest to know everything. People kept saying, "You need to tell us more," and I said, "I can't tell you more. It is what it is, and we're going to keep moving forward."

I wish in retrospect that, in the process of making the coaching change, we would've spelled out more clearly what the process was going to be. I think we did that in basketball (in 2006), and it seemed to be

much more effective. I know they reported that I talked for 25 minutes when we announced that we were looking for a new basketball coach, but I spelled out in detail how we were going to go about it, and I wish that we'd done that in football.

I think we did the basketball transition with a more orderly explanation, and maybe it helped in our working with the media a little bit because in those situations the media are telling your story for you. And when you're not talking, you have to understand that they're going to tell the story in whatever fashion they can get it.

■ **RA:** Does part of that whirlwind around the coaching situation stem from what we were just talking about: the immediacy of the new media and the 24-hour news cycle? Now we've got this vacuum to fill 24 hours a day, and if somebody sitting in a restaurant sees you having dinner with Rick Majerus (football coach at the University of Southern California), suddenly they could call a reporter, and that's all over the news. I think that's accurate, and I guess I hope the old-line media will continue to be the source of accurate information and not move towards competitiveness with that particular medium.

I think about the Monday after we made the football coaching change. There was a report that Steve Spurrier was in town and that I was driving him around and that I picked him up at Duncan Aviation. The one thing missing in that was that Steve Spurrier was at practice that day with the Washington Redskins, and I was in my office in South Stadium and they could've knocked on the door and asked me. But that rumor swirled like crazy.

■ **RA:** Do you think as Nebraska's athletic director that it's easier or tougher for you in dealing with these kinds of situations because you are a native Nebraskan yourself? What additional pressure or advantages does that give you? I hope I still think like a Nebraskan and look at things in the best interest of Nebraska. Often, when somebody accuses me of making changes, I've said what I believe we're doing is changing things back the way I know they have been when we've been successful, and to me that's the most important thing.

I was fortunate to be able to watch two



Photos courtesy Husker Athletics

great head coaches work with their teams in successful times at Nebraska — both Bob Devaney and Tom Osborne — and know what it looked like when they were winning championships. I hope that gives me some view of how that works and the things that were beneficial to us and the things that make Nebraska special.

We've got to think into the future, but we also have to stay with the baseline of how Nebraska has been successful for the past 40 years. I think coach Callahan understands those things. He understands what we have to be able to do. Somebody will say we need to run more, we need to throw more. Remember this: Good coaches do what they believe is the most successful way to win.

The first few years that Tom (Osborne) was the head coach he threw the heck out of the ball and then decided the best way for us to win was to run the ball more, so at that point we put in a different game. But then the games changed, and the conferences changed, and so you have to be able to respond to whatever that is.

I've never told a coach what he should do offensively, defensively. When I hired Ben Howland at Pittsburgh as a basketball coach, his theme was "recruit to shoot." He led the nation in three-point shooting and three-point percentages and shooting percentages at Northern Arizona, but when he came to Pittsburgh, he said, "That's not how we're going to win here. We're going to have to play defense, and we're going to knock people down, and we're going to be physical. So then all of a sudden we're winning 42-41. That's what great coaches do. They adjust the situation and do what they have to do to be successful.

■ **WN:** You had the advantage of following some legends and having a great tradition, but when you came, the regents had just turned down a chance to expand the stadium. The one thing I think is that in a state of 1.7 million people, everybody has to pull together on what's best for the institution. As for the stadium project, when I came back, fortunately Chancellor Perlman understood where we were and was agreeable to letting us move forward. Certainly, we wouldn't have done it if we didn't think financially we could handle it, but we had to get started differently from a normal fund-raising way where you would raise X- amount of dollars in hand. If we did that we would've put ourselves another

er two years behind in recruiting.

We had to start building the day we got here or we were going to be in big trouble. It wasn't until this August that we really saw the advantage of that. We haven't actually seen as many benefits yet from recruiting as we will into the future. Until young people can walk into the building and see it — you can show them all the graphics and pictures and sketches and walk them through a steel structure, but until they see it and they see that could be my locker, it's a tough sell. I think we're just now starting to see the advantages in recruiting.

**■ RA: You hear some people refer to the facilities situation as a facilities arms race among all the different schools. Is that a fair characterization, and if so, is there a point where a state like ours says that's all we can do? How does that challenge you?** I look at what we did for \$50 million, and we have people come in and say it's the finest facility they've ever been in — and these are people that travel all over the country. Other people spend a lot more than we have.

I think we've tried to do it prudently with the things that we need to make Nebraska competitive and successful, and we're not going to spend money just to spend it. However, the cost of getting out of the business is far greater than staying in it. That's really no different than it is in any other part of the university. The great things that are happening — whether it's the virology center or the new computer science center — those are essential in bringing the best and brightest students and the best and brightest faculty to our campus and making sure that they can practice their profession in the very best way they can and that students want to come study here.

Athletics is just another part of this. We're trying to keep pace with the great things that are happening, and it is the best way in Nebraska for us to train the next great century of Nebraskans.

I don't believe kids graduate from Harvard and come to Lincoln, Neb., to start a business. They graduate from Nebraska and stay in Lincoln or go to Omaha and start a business, and that's how success will come here. We have to grow our state right here on our campus.

**■ RA: Talk a bit about what you think the relationship is between athletics and the rest of the university. There are certainly a lot of places where they appear to be separate entities with just the same name on them. And I have never felt a great cohesion here.** I hope we've done our part in that. We know that what happens in athletics is just one part of making the university of Nebraska a special place. Our students first and foremost go to school here, and we want them to get a degree doing something that they love to do, so we always try to be respectful of our faculty and the university community.

We hope that shows and that the faculty and staff here know that we do prioritize education and we do expect our kids to toe the mark just like anybody else. We don't ask for any special favors — and wouldn't get them anyway, I don't believe. Our students know the day they get here that our expectation is they're going to do the same thing everybody else in their class is doing.

I also believe that a great university helps us get great people. We have to have a great university as part of our recruiting pitch. The student athletes are not just selecting us based on how many football games they think we'll win; they're saying, "I really want to study business, and how

does your business school stack up?" Or, "I want to study psychology, and I'd like to visit with people in the psychology department." They are measuring that just like they do football wins and losses.

**■ RA: What was the toughest lesson you had to learn on the job?** That, as much as you try, the world's not perfect, and everybody's not perfect and some of the people you have the highest expectations for and do the most for will disappoint you the most. But you can't let that get you down because there are so many wonderful people out there.

**■ WN: I wanted to ask one more question: The Big Twelve north really has taken a lot of criticism compared to the south. There are new great coaches in the north as well as in the south; great athletic directors have been added. This is a completely different conference than when it used to be either Nebraska and Missouri, or Colorado or Oklahoma. This is a tough conference now, and it's not as uneven as a lot of people say. How do you get that message across to the public when you have competition from the Big East, the Southeastern conference, the Pac10 and we're not in a media center?** I think what's happening to us is that we're beating ourselves up internally. I think some of the southern papers are writing that the north isn't that good, and then the northern papers are writing that they're not sure the north is that good, either.

Yet the last time I remember this discussion really heating up, Kansas State went down to the Big 12 championship game and just whacked Oklahoma. That was the year that the Big 12 north was just hideous in the minds of most people. So there's outstanding athletics going on in all 12 of these schools.

## HUSKERS

### ● Big 12 Conference

The Big 12 Conference began its second decade of competition in 2006-07. The league encompasses seven states, more than 42 million people and more than 18 million television households. The conference has distributed \$807.2 million to its 12 members.

### ● Strength training

Nebraska is known as the birthplace for strength and conditioning of collegiate athletics. Nebraska hired the first strength coach in 1969. The National Strength and Conditioning Association was founded in Lincoln in 1978.



George Flippin was one of the first African American players in NCAA football. He played at Nebraska in the late 1800s and early 1900s.



The HuskerVision video board was part of the North Stadium addition and made its debut in August for the 2006 football season.

I think what's happened is that everybody is better. I think the biggest change is that there are no "gimmies," and so everybody's better. So the appearance is sometimes that everybody's worse.

The strength of the conference will move in various directions, and there'll be periods of time where one side of the conference will dominate maybe more than the other, and then that'll come full circle. In the early years of this league, the north dominated, and now the south is stronger in a lot of ways.

We'll probably always be judged by our best teams, so whoever has the best team in the league at that point is going to be the apparent outstanding side of the conference. Nebraska was dominating when we first went in to this, then Oklahoma was dominating, and Texas is now in a more dominant role.

■ **WN:** Will we continue to have a championship game, or will we maybe drop it

like some other conferences have? I don't know. We're in that discussion right now. As we start to play 12 games like we are this year that may eventually change people's view of the championship game. The championship game was born more of revenue than it was of competitiveness, and so probably the next round of review of that game will make a big difference in what people think. If it ends up not being that much money, a lot of schools might say we don't need to keep doing this.

The reality is there aren't that many schools who have played in that game. If you do play in the game, sometimes it affects the overall outcome of where our conference ends up, and so I think there'll be more and more discussions about whether to keep the championship game.

■ **RA:** Is there some recruiting value in a championship game — for the two teams and for the conference? I think probably only for the two teams, and maybe only for

the winner.

■ **RA:** What's the future of athletic administration, both on this campus and as an industry? Well, it's exciting because you get to deal with great people. I get to deal with 220 of the greatest people and 550 of the greatest kids that there are in the world, and so I hope that the tougher parts of this job don't chase good people off from doing it. It's enjoyable, and there's never been one day where I've been discouraged by going to work.

■ **RA:** More specifically, what's in your future? Are you happy to stay here and ride it out or ... Yeah. We're trying to make this thing better every day, and it's fun to watch the progress not just in football but in all of it. We're enjoying what's going on. I'm proud of the University of Nebraska. It's as strong as it has been since I can remember, and I think great days are ahead as well. ■

## ● Academics

Nebraska student athletes from all teams and all sports combined to lead the nation with a total of 235 GTE/CoSIDA Academic All-Americans followed by second place Notre Dame with 178 honorees.

## ● Fan Day

A Husker tradition for more than 30 years attracts nearly 10,000 fans annually to Memorial Stadium during fall camp. Every Husker player and coach signs autographs and poses for pictures with fans.



## ADVERTISING

**FRAUKE HACHTMANN** led a group of advertising students to Berlin and Dresden, Germany, in summer 2006 to study global advertising practices. She also presented a paper at the 2006 International Communication Association Conference.

Hachtmann then traveled to Duke University to conduct research about how J. Walter Thompson, one of the leading global advertising agencies, promoted consumerism in Germany during the Cold War. She was one of two recipients of the J. Walter Thompson Research Fellowship.

In August, Hachtmann was elected to serve on the AEJMC advertising division's executive committee. She also presented two papers at the 2006 AEJMC Convention in San Francisco. One of them, titled "How to Improve Critical Thinking Skills in the Media Strategy Course Using Online Peer Collaborative Learning: A Mixed Methods Approach," will appear in the "Journal of Advertising Education" in the spring.

In the fall, Hachtmann was inducted into Phi Beta Delta, an honor society for international scholars. She also presented a paper at the 31st Annual European Studies Conference in Omaha. The paper was co-authored by three graduate students who were part of the study abroad group that traveled to Germany earlier in the summer.

Now in her fourth year as Peer Review of Teaching fellow, Hachtmann will again lead a six-member UNL faculty team to develop inquiry course portfolios. One of her previous course portfolios will be featured in "Inquiry into the Classroom: A Practical Guide for the Scholarship of Teaching and Learning" by Savory, Goodburn and Burnett (2007).

**PHYLLIS LARSEN** served as a paper reviewer for the International PRSA conference, an evaluator for UNL's Institute for International Teaching Assistants and a reviewer for the Department of Theatre Arts productions.

## BROADCASTING

**RICK ALLOWAY** moderated an August debate between Pete Ricketts and Ben

Nelson during the Nebraska Broadcasters Association convention. He began serving a term as one of two broadcasters representing Nebraska on the board of directors of the Northwest Broadcast News Association. In August, he began serving as secretary of the UNL Academic Senate; he continues on the Senate's executive committee. He interviewed George McGovern as part of the "Campus Voices" radio/podcast series for 90.3 KRNU and NewsNetNebraska. He was a contributor to a book on the a cappella music movement written by a German musician (and frequent contributor to Alloway's weekly KRNU show), which was released in Europe last fall.

**Laurie Thomas Lee** wrote a book chapter, "Digital Media Technology and Privacy," for a book titled "Communication Technology and Social Change," edited by Carolyn Lin and David Atkin and published by LEA, 2007. She presented a research paper, "Viewer Privacy over Cable, Satellite, the Internet and other MVPDs: The Need for Uniform Regulatory Protection," at the annual convention of AEJMC in San Francisco in August. She was appointed by the mayor to serve on the Cable Advisory Board for Lincoln for a three-year term starting in August. She spoke on a panel, "Security vs. Freedom: The 9/11 Age," as part of a week-long "Crimethink" symposium at the UNL Lied Center in October. She also judged contest entries for the Oregon Association of Broadcasters annual contest.

**Barney McCoy** worked with John Bender and Nancy Mitchell on a computer assisted campaign finance analysis report on the U.S. Senate race that was carried across the state by the Associated Press. The *Columbus Dispatch* carried a feature article that he wrote on the only survivor of a Great Lakes shipwreck. He also participated in CoJMC's partnership teaching project with the Kosovo Institute of Journalism and Communication by teaching students in Pristina, Kosovo, in December.

**Jerry Renaud** attended the Broadcast Education Association convention in Las

Vegas and was re-elected to the executive committee of the documentary division. He was executive producer of "In the Wake of Catastrophe," a 60-minute documentary comparing and contrasting the Tsunami in Sri Lanka to Hurricane Katrina. It debuted on Aug. 29, 2006, at the Mary Riepma Ross Media Arts Center and played again on Aug. 31. In January 2007 it aired on Nebraska NET. Along with Barney McCoy, he presented seminars to the UNL Athletic Department and the UNL communicators on writing and producing material for the Web. He made a presentation to high school students at the Mary Riepma Ross Media Arts Center about depth reports at the CoJMC and made a presentation at Kansas State University at a workshop titled "Community Readiness Communications: Accurate Messages in times of Crisis" in November. He and Amy Struthers wrote a grant proposal to produce a 60-minute informational video with supporting material on alternative energy sources.

## NEWS-EDITORIAL

**Nancy Anderson** went to Vietnam for three weeks in the summer as a graduate student in a class on contemporary Vietnam. She also taught a magazine editing class that edited and produced an in-depth report on Lincoln's Clinton Elementary School and an award-winning alumni magazine for the Hixson-Lied College of Fine and Performing Arts. She is the adviser for the student chapter of the American Copy Editors Society (ACES). This fall, members of the group have attended a regional workshop in Omaha and a chapter workshop on writing resumes and compiling portfolios.

**Charlyne Berens** participated during the fall in a number of events related to the launch of her book, "Chuck Hagel: Moving Forward," a biography of one of Nebraska's United States senators, published by the University of Nebraska Press. In May, she directed the two-week residency for 13 sports copy editors as part of the Dow Jones Newspaper Fund editing program. She spoke about the Nebraska Unicameral to newly elected state senators in November and wrote an

op-ed piece about the Legislature for *The Omaha World-Herald* in December.

CAROLYN JOHNSEN discussed the process of producing the depth report, “Platte River Odyssey,” on a panel of environmental and science journalism teachers at the annual meeting of the Society of Environmental Journalists in Burlington, Vt., in October. She is working on plans for the 2007 water conference and for another conference to bring prominent science writers to UNL in April.

LUIS PEON-CASANOVA judged more than 3,000 pictures for the Nebraska State Fair photo competition in September and the international students’ photo competition in November. He conducted two Photoshop workshops for high school students in October. His work was part of a J school photo exhibit in the Rotunda Gallery in the Union in December. He will serve as a consultant on the project LOOK: Sixties Survivors, funded by the Cooper Foundation in 2007.

GEORGE TUCK, news-ed professor emeritus, taught a seven-week study session on photography for UNL’s Osher Lifelong Learning Institute. “Photo WOW” was a soup-to-nuts course designed for anyone with a camera. The course covered the basis of camera operation and composition.

SCOTT WINTER has been selected for a writing fellowship at the Vermont Studio Center in May and June. He will finish his M.A. in English in May. He spoke at two national conventions in San Francisco and Nashville, state high school journalism conventions in Texas and Arkansas and five summer conventions at University of Kansas, University of Texas-Austin, Chapman University (Orange, Calif.), Dallas County and University of Nebraska. ■

WHAT’S NOT TO LOVE?

# Students learn French culture and improve their photo skills

by MARCUS SCHEER

With its ancient Roman ruins, Van Gogh-inspiring scenery and rich culture, Provence, France, is a photographer’s paradise. Nine UNL students were given the opportunity to learn and polish their photography skills there on an international academic journey last summer.

J school faculty member Luis Peon-

Casanova escorted the students to the south of France to help them gain an international perspective and capture the landscape, architecture and culture in pictures. The three-week trip in the summer of 2006 balanced academics, sight-seeing and multicultural experiences, he said.

In post-trip reviews they wrote for

Peon-Casanova, students discussed the unique learning opportunities the trip gave them.

“Taking this photography course overseas gave me a very different perspective than I would or ever could get in a classroom,” senior advertising major Veronica Peltz wrote. “What I was living, I was shooting.”

Peon-Casanova said he wanted students to share the same opportunities he had had when he traveled beyond the shores of the United States. During the

22 years he worked in film and television production in Texas and Nebraska, Peon-Casanova has traveled to Italy, Brazil, China, Ireland, Uruguay and Cuba. His adventures exposed him to different cultures as he used video and photography to capture special perspectives on those cultures.

At the young age of 6, Peon-Casanova took his first photograph using his father’s Olympus camera.

“I remember the sound of the shutter,” Peon-Casanova said. “Captivating.”

Students themselves were captivated by the French region’s quaint villages, historical cities and serene settings. And while the scenery was enchanting, the trip also was beneficial to students in other ways.

“I think traveling in general helps you grow as an individual because it makes you get out of that comfort zone and try new things,” Peltz wrote.

While the study abroad program offered students a chance to develop their journalism skills, it also helped them become more culturally diverse, Peon-Casanova said. The students agreed.

“I learned just as much about France and its culture, as well as how people live their lives on a daily basis,” wrote Tricia Ramaekers. “This trip was an eye-opening experience.”

Peon-Casanova plans to take another group abroad in the summer of 2007. This time, he wants to include other aspects of journalism, including broadcasting, advertising and news writing. There is so much in Provence for students to explore and capture — whether through photography, filmmaking or writing, he said.

For many students, the lessons learned on the trip continue to reverberate.

Wrote student Jen Seefeld: “It wasn’t until I returned to the States that I really realized that this experience — and the opportunities that I was given — did in fact change how I now view life and the things around me.” ■



Photo by Luis Peon-Casanova

# Cornsilk's film gets national attention

by KRISTA BIERI

With a resume that includes an Emmy nomination, film premieres at major national venues and experience in public television, Carol Cornsilk — a versatile and accomplished filmmaker — has now brought her many skills to the J school.

In the fall, Cornsilk's film, "Indian Country Diaries: Spiral of Fire," premiered at the National Museum of the American Indian and was shown at the 13th Native American Film and Video Festival in New York and on PBS stations nationwide. In an e-mail, Cornsilk wrote that the best part of the experience was "the prestige of being selected for exhibition in a major national venue for American Indian work."

"Spiral of Fire" follows LeAnne Howe, a member of the Choctaw nation of Oklahoma, through her interactions with the Cherokee in North Carolina. Howe looks deep into Cherokee traditions and into current problems related to tourism, bloodlines, health and maintaining cultural identity.

Cornsilk, a member of the Cherokee nation of Oklahoma, took on the four-year job as executive producer of the miniseries "Indian Country Diaries" after the project was already under way at Native American Public Telecommunications in Lincoln. She also was director/producer of "Spiral of Fire."

"She brought in a lot of expertise that we didn't have in the office: production skills,



Photo by Luis Peon-Casanova

tech skills, editing and completion," said NAPT director, Frank Blythe. "She prided herself on being meticulous about quality details."

Cornsilk's career as a filmmaker started in Austin, Texas, at KLRU-TV, the station

that produces "Austin City Limits." At KLRU, Cornsilk wore many different hats, including producer, director, writer and editor.

In 1987, she took a job as senior producer/director at Nashville Public Television.

Her Emmy nomination for scriptwriting came during her 13 years at NPT for a documentary about the birth of Impressionist art in Normandy.

After working at Native American Public Television for four years — from 2000 to 2004 — Cornsilk worked for a while as an independent contractor and then decided to return to school for her master's.

"It's been in the back of my mind to get a master's degree for about, oh, I would say at least 15 or 16 years," Cornsilk said. When her son turned 16, she said, graduate school became feasible. "The light bulb went off, and I said, 'OK, now I can do it. He's in high school and pretty self-sufficient, and I need to do it before he goes off to college.'"

Cornsilk also wants to teach while she develops more projects revolving around Native American content.

As a graduate assistant at the J school, Cornsilk teaches a videography lab and works on a project for the college, a script for a documentary about Don Meier, a J school alumnus who started "Wild Kingdom," the classic TV program, which now airs on the Animal Planet cable station.

Cornsilk's advice to aspiring journalists: "Networking, networking, networking. Begin to establish networks."

Carol Cornsilk has taken her own advice, and it has worked so far. Networking has taken her to Austin, Nashville and Washington, D.C. Now, at UNL, she's further expanding her network. Who knows where it will take her? ■

Photo by Luis Peon-Casanova



## BRIGHT LIGHTS, BIG CITY

Struthers joins McCann Erickson team during a summer program

by RILEY COURTRIGHT

Amy Struthers updated the skills she teaches at the J school to work last summer for two weeks in New York at one of the most respected advertising firms in the country. As a participant in the Advertising Education Foundation's Visiting Professor Program, Struthers contributed her own unique expertise to the work of McCann Erickson. She also brought ideas back for her students.

"I wanted to participate in the program because I want to make sure what I'm teaching is the most current and up-to-date in the industry," said Struthers, an assistant professor of advertising.

Out of the 75 professors nationwide who applied for the fellowships, 15 were selected. Ten worked in New York City, four in Chicago and one in Miami, Fla.

"The Visiting Professor Program offers professors who qualify a two-week, behind-the-scenes look at an advertising agency, marketing or media company," said Sharon Hudson, vice president and manager of the program.

The program's Web site says another goal is "to provide a forum for the exchange of ideas between academia and industry."

Although Struthers worked for McCann Erickson for only two weeks, she said she was integrated into the company as a full-time employee. Her mentor at the agency was Linda Luca, executive vice president, who made sure Struthers participated in many different projects.

For example, Struthers worked with Luca's Unilever account team to test concepts for television commercials for the product "I Can't Believe It's Not Butter." She learned about the process called animatics, a method of using rough animation of a script and storyboard to turn ideas into a spot that can be shown to test audiences. The team created three test spots for focus groups to learn if the commercial's message was clearly presented and understood.

"Creating commercials is not cheap, so it's important to test concepts before producing them," said Struthers.

Struthers also traveled to New Jersey with McCann Erickson to conduct a series of focus groups for a new business sales pitch for a company that manufactures compound decking material designed to imitate wood decks. The team brainstormed ideas and discussed how to advertise this new product and to whom based on the information gathered from the focus groups.

Outdoor advertising is an important and challenging component of the advertising industry, and Struthers said she was excited to work on an outdoor advertising campaign for Bertoli Olive Oil. With the Bertoli team, she went on a photo shoot in Manhattan's Chelsea neighborhood, where old warehouses have been remodeled as, among other things, studios.

The goal of the shoot was to photograph several actors who were playing the role of Italian chefs in order to create a series of outdoor boards called "lenticulars." A lenticular advertisement is a printed image that shows depth or motion as the viewing angle changes. As the viewer walks by the board, the image appears to move or change.

"This lenticular was designed to make it appear as if the Italian chefs were leaping to cover up the 'secret' of Bertoli products. When you walk by it in the subway stations, it looks as if the model is in motion," said Struthers. "It was great working on this project, but you can't imagine how much discussion there is on what the actors should wear or what actions they should make."

An introduction to new advertising trends was only one example of how Struthers benefited from the fellowship.

"The program is designed to educate professors about what is happening in the world of advertising today; trends, fads, styles and methods," Struthers said.

McCann Erickson is one of the nation's leading advertising agencies with clients like Microsoft, Verizon, Major League Baseball, the U.S. Army and MasterCard.

"We developed MasterCard's 'Priceless' campaign, which basically reposi-

## &gt;&gt; Struthers from 55

tioned MasterCard to where it is today," said Linda Luca of McCann Erickson, in an e-mail interview. "Before, MasterCard was basically third behind American Express and Visa. People had MasterCard but didn't use it because it was kind of looked down upon. Now it is all over because of the Priceless campaign."

So if McCann Erickson is so successful, what would be the benefit of having college professors come and work for the company?

"They bring in a fresh way of thinking and perhaps an expertise of a specific topic," Luca said. "They become part of the team and provide insight and present ideas we have not heard of."

Luca said Struthers made important contributions during her short time with McCann Erickson.

"Amy brought a lot to the company. She did a lot of research on the Internet, sat in on focus groups and took notes to find out what the consumers were saying about some of our test commercials. She really provided a fresh perspective and gave us good ideas of how to improve," Luca said. "Sometimes we thought visuals were meaningful and informative, but to Amy they meant nothing."

At the end of her stay in New York, Struthers gave a presentation on ethnography to the people at McCann Erickson.

"Ethnography is a type of anthropology where you watch people and record everything they do, basically shadowing them," said Struthers. "This helps with advertising because you get a better understanding of your target audience. You see what they actually do and not just what they say."

Struthers' time in New York wasn't all work and no play.

"I love New York City. I was able to see a couple of Broadway shows while I was there, and I also got to do a little sightseeing," said Struthers. "It was a lot of work though, working until 8 o'clock some nights."

Struthers said that working for one of the premier advertising firms in the United States left her with a better understanding of advertising in today's world. She hopes that the skills she learned will help educate her students for successful advertising careers. ■



Photo by Barney McCoy

Winds of political change continue to sweep across southeastern Europe, and the J school is helping teach journalists who are monitoring those changes.

Barney McCoy, an associate professor of broadcasting, taught working journalists Web writing skills at the Kosovo Institute of Journalism and Communication in Pristina, Kosovo, in December. He will return to Kosovo for another week of teaching in March along with broadcasting faculty

■ McCoy went to Kosovo for one week in December '06 to teach working journalists Web writing skills

**Barney McCoy, associate professor of broadcasting, taught journalists at the Kosovo Institute of Journalism and Communication for a week in December 2006**

members Jerry Renaud and Kathy Christensen.

"This is a pivotal time for journalism in Kosovo," McCoy said in December. "As Albanians and Serbs try to broker an acceptable form of government, journalists who can hold Kosovo's emerging government accountable will play critical roles in laying a foundation for democracy."

Kosovo is formally part of Serbia but has been run by the United Nations since 1999 when a NATO air war ended a crackdown by Serbian troops on separatist ethnic Albanian rebels.

Kosovo's Albanian majority — about 90 percent of the province's 2 million population — wants to establish its own independent state, while Serbia has insisted Kosovo remain part of its territory.

The UNL faculty teach under a program established by the University of Nebraska-Lincoln and the Kosovo

role in the functioning of a democratic government."

#### A STUDENT'S PERSPECTIVE

Student Anamari Repic is news editor of Blue Sky Radio in Pristina and says KIJAC's multimedia approach to teaching journalism is unique in the region. "I am a radio reporter, but I never edited myself," Repic said. "What's most interesting for me here is having an opportunity to learn how to produce a TV story and write for print."

Like Repic, most students are professionals who work in the media or public relations and who are seeking more experience in print, radio, TV and Web journalism.

Student Adriatik Stavileci works as a customs press officer. "KIJAC is an opportunity for me to build my skills and to develop professionally," Adriatik said. "This school is an excellent combination of work and study."



Photo by Flutra Limani

Institute. Dean Will Norton, a member of the institute's board, helped pioneer the teaching partnership.

Institute director Willem Houwen said the press in the region has not had a strong tradition of holding government accountable. "We hope to train journalists at the institute in the liberal, democratic tradition of journalism," Houwen said. "We believe that form of journalism can play a major

Gjyle Morina, a reporter for Radio Kosova, said journalism is more than a job. "It's about bringing correct information to the audience at a time when they need it most,"

#### THE KIJAC DIFFERENCE

Many universities in Kosovo offer media studies, but KIJAC student Elmaze Nura said the others aren't as diverse in their offerings. "I joined KIJAC because it provides a compre-

hensive education with a multimedia approach," Nura said.

Students from different ethnic backgrounds in Kosovo and across the region attend the institute. Irina Gudeljevic, from Serbia, said the media in her country were a powerful tool for a dictatorship. She believes in the importance of unbiased reporting. "I came from Serbia to improve my skills and knowledge as a journalist. I believe if we all have the common journalistic ground in every relevant aspect of ethical journalism that is taught in KIJAC, media and this society can change," she said.

#### KOSOVO: A DIFFICULT PAST

Conflict between Serbian and Yugoslav security forces and the Kosovo Liberation Army flared between 1996 and 1999. Between 10,000 and 13,000 people were estimated to have died in the fighting and war-related atrocities. Nearly one million people fled Kosovo seeking refuge in countries where their lives would not be endangered. Many KIJAC students and their relatives on both sides of the conflict were forced from their homes.

Social and economic development in Kosovo has stalled because Albanian and Serb leaders have been unable to agree on who will govern the province. Unresolved human rights issues in Kosovo also continue to threaten regional security. This is a primary reason 17,000 NATO troops continue to provide security for the province.

The UN talks were supposed to be completed by the end of 2006 but were postponed until after the Jan. 21 elections in Serbia. The delay came amidst fears that the election outcome could incite anti-Western sentiment in Serbia and play into the hands of right

wing and nationalist groups.

Any settlement, experts say, will have to strike a delicate balance between historical territorial claims by the Serbs and demands by the majority population of ethnic Albanians that Kosovo be granted full independence.

#### KIJAC'S PLEDGE

The Kosovo Institute has pledged to contribute to the reconstruction and transformation of Kosovo through the professional training of journalists. Students gain not only academic competence but also an understanding of the media's role in a democratic society. They can go on to pursue media research and Ph.D. programs at international universities and then return to Pristina to help the institute develop future journalists.

The UNL journalism college and the Gimlekollen School of Journalism and Communication in Kristiansand, Norway, are participating in an ongoing exchange of faculty, students and staff in Kosovo and the wider Balkan area. A similar partnership is under way with the School and Centre of Journalism and Communication at Addis Ababa University, Ethiopia.

In October 2005, Dean Norton, news-editorial faculty member Tim Anderson and broadcasting faculty member Trina Creighton, taught print and broadcast classes at Addis Ababa University. Rick Alloway, broadcasting, and Scott Winter, news-ed, taught in Ethiopia in early February.

In addition, the college has been hosting a visiting scholar, Zenebe Beyene, from Addis Ababa University. Beyene, who started his graduate work in January 2006, will earn the M.A. in journalism at UNL in May 2007. ■

## 2006

**Brandon Curtis**, Lincoln, is youth media developer at Archival in Lincoln and a member of the Advertising Federation of Lincoln.

**Eric Gerrard** is working for OfficeMax in Naperville, Ill., just outside Chicago, as a communications specialist, writing for the firm's internal publications.

**Andrew Moseman** is working for Operation Fresh Start, an Americorps program in Madison, Wis. In addition to building homes for first-time homebuyers, he tutors young people in the organization in literacy skills and helps some prepare to achieve a GED or high school equivalency degree.

**Christina Prince** and Jeff Wieting, both of Denver, were married Oct. 28, 2006, in York. She is employed by CRESA Partners in Denver. He is an accountant with Rothstein Kass, also in Denver.

**Elizabeth Shanahan** is an account coordinator in the media department at Cox Communications in Omaha. She manages the existing accounts of the two account executives, conducts research and creates proposals for new promotions and for potential customers.

**Tomomi Shineha**, Hiroshima, Japan, is working for *Chugoku Shinbun*, a newspaper in that city.

**Tessa Warner** is an administrative aide to State Senator Abby Cornett in the Nebraska Unicameral Legislature.

**Crystal Weaver**, Phoenix, Ariz., is public relations director for *Event Solutions* magazine.

**Megan Weil**, Los Angeles, Calif., is an assistant negotiator/broadcast buyer at BBDO West/PHD in Los Angeles.

## 2005

**Tricia Akerlund** is marketing communications specialist for Creighton University Medical Center in Omaha.

**Lindsay Albers**, Lincoln, is circulation territory manager for two magazines published by Sandhills Publications in Lincoln. She manages magazine distribution of *First Glimpse* and *PC Today* in hotel chains and Best Buy stores in a regional area.

**Toru Fujioka**, Tokyo, Japan, is working for Bloomberg News Service in Japan.

**Breanna Gabehart** has joined the minnow PROJECT, a Lincoln advertising agency, as an account manager. At UNL, Gabehart earned a Buffett Foundation Scholarship and was an officer in the UNL Ad Club. The minnow PROJECT bills itself as a "creative lab."

**Tony Gorman** started in January as evening news anchor for KFDI-FM in Wichita. Dan Dillon, the station's news director, is also a J school grad. Gorman had previously worked as a traffic reporter/remote broadcast engineer for Clear Channel Lincoln.

**Frank Klock** was promoted to assistant professor in the journalism department at South Dakota State University, Brookings, after completing the master's degree from UNL. He also was honored as distinguished alumnus by the journalism department at SDSU.

**Crystal K. Wiebe** spent 13 months as the arts and entertainment reporter for the *St. Joseph News-Press* in St. Joseph, Mo. In addition to covering the local scene, she organized a rock concert sponsored by the newspaper. She moved to Kansas City in December to become calendar editor of the *Pitch*, an alternative weekly newspaper owned by Village Voice Media.

## 2004

**Emily DeCamp**, New York City, is a media planner with Universal McCann.

**Joanna Gerken** of Omaha and Josh Nordhues of Norfolk were married Sept. 1 at St. Cecilia's Cathedral in Omaha. She is employed by the University of Nebraska Foundation in Lincoln as an assistant director of development.

**Chris Goforth** works for Three Eagles Communications in Lincoln as a creative services/news reporter.

**Summer Latham**, Minneapolis, is an account executive with BBDO Minneapolis.

**Jodi Long**, Lincoln, is membership specialist for the Girl Scouts-Homestead Council in Lincoln. She is also a member of the Community Services Initiative Youth Development Coalition and works with other non-profit organizations and Lincoln Public Schools faculty to ensure quality programs for youth in Lincoln. She is also a member of the Otoe County Coalition for Youth and Families and

works with communities in Otoe County, implementing Girl Scouts programs in Nebraska City, Syracuse and Talmage.

**Jennifer Roth**, Lutz, Fla., is studio manager at LifeTouch Portrait Studios in Tampa.

**Bethany Luedders Vanek**, Waverly, is a technical writer for Information Technology Inc. in Lincoln.

## 2003

**Diandra Hyman Asbaty** won the women's bowling World Cup in November in Venezuela. Asbaty also competed in the World Cup in 2000 in Portugal. She is the U.S. amateur champion.

**Rita Brhel** joined the staff of the *Coleridge Blade* and Northeast Nebraska News Company in October. She is covering the agricultural and regional beat for the six newspapers the company owns. While working toward the degree in agricultural journalism and advertising, Brhel worked in PR for a variety of organizations. After graduation, she joined the *Daily Press and Dakotan* newspaper in Yankton, S.D., as an agricultural reporter. She won several awards for her work in spring 2006.

**Jay Burgert**, Charleston, S.C., and Alyss Heying were married Oct. 17, 2006, in Nebraska City. The groom is a route manager at Ecolab, and the bride is a nurse at the Medical University of South Carolina, both in Charleston.

**Bryna Keenaghan**, San Francisco, is a brand strategist at Venables Bell and Partners in San Francisco. She graduated from the Virginia Commonwealth University's Adcenter in Richmond, Va., in May with a master of science in mass communications after studying strategy/account planning.

**Joachim "Kim" Nyoni**, Fremont, Calif., is assistant director of corporate and foundation relations at the Haas School of Business at the University of California-Berkeley.

## 2002

**Ieva M. Augstums**, who was with the business desk at *The Dallas Morning News* since her graduation, left Texas in September for Charlotte, NC. At Dallas, she covered banking and financial servic-

es and wrote about career, workplace, personal-finance and other issues affecting the so-called Gen Y/Millennials. In Charlotte, she is working to expand the AP's coverage of banking and is developing a national beat covering consumer banking and finance.

**Brad Davis**, New York City, is an account executive for Development Counsellors International, the largest economic development and tourism marketing firm in the world. DCI focuses on "marketing places" for cities, regions, states and nations.

**Cara Medley Ortega**, Omaha, is coordinator of articulation and special programs at Metropolitan Community College in Omaha.

2001

**Liz Givens**, Manhattan Beach, Calif., is a producer for "The Greg Behrendt Show" in Culver City.

**Neal Obermeyer**, an editorial cartoonist at the *Lincoln Journal Star* and *San Diego Reader*, was the featured speaker at an IABC/Lincoln meeting in November. His presentation was titled "1,000 Words and Then Some: an Editorial Cartoonist's Views of Local Leadership."

**Kimberly Sweet Rubenstein**, Bremerton, Wash., is wire editor at *The Kitsap Sun* in Bremerton. She earned the M.A. in journalism from the University of Kansas in May 2006.

**Courtney Russell**, Brooklyn, N.Y., is a strategic planning analyst for CNN in Manhattan. She moved to New York to work for the Cartoon Network in 2005 and now works for CNN's digital division.

**Christopher Schmidt**, Lincoln, hosts the Average Joe Sports Show on ESPN.

2000

**Ka'Ron Johnson** was promoted to Johnson & Johnson Division Manager (Ethicon Endo-Surgery) in Houston, Texas. He has been with Johnson & Johnson for five years and previously worked in sales and marketing in the company's pharmaceutical sector in Buffalo, N.Y. In his current position, he will lead a team of 10 surgical specialists that will generate an estimated \$250 mil-

lion a year in revenue. Prior to joining Johnson & Johnson, he worked two years in advertising sales for Gannett in Rochester, N.Y.

**Wendy Polson**, Kansas City, Mo., works in new business development for Hallmark Business Expressions in Kansas City.

**Andy Washburn** was promoted last fall to director of membership and marketing at the Nebraska Alumni Association. In addition to his new membership duties, he continues to manage advertising and corporate relations and chair the staff membership marketing team.

1999

**Heidi Anderson** is responsible for advertising sales and marketing at the *Imperial Republican* in Imperial. A native of Wauneta, Anderson moved with her husband moved to Imperial from the Denver area. They have one son, Kade, who is almost 2.

**Ryan Brauer**, Minneapolis, Minn., and Leigh Irons were married Sept. 30, 2006. He earned a juris doctor degree from the University of Minnesota School of Law and is an associate with the law firm Fredrikson and Byron in Minneapolis. The bride is also an associate of the firm.

**Greg Cichy** is an electronic technician media tech at the University of Wisconsin-Extension in Madison, Wis.

**Faith Colburn** is a communication specialist at the UNL West Central Research and Extension Center in North Platte. She also teaches English and technical communications at the Nebraska College of Technical Agriculture.

**Shawn Nichols**, Sioux Falls, S.D., is an attorney with Cadwell Sanford Deibert and Garry in Sioux Falls.

**Jason Stuehmer**, Westborough, Mass., is a product manager for Iron Mountain Digital in Southborough, Mass.

1998

**Gina Dvorak**, San Bernardino, Calif., is design editor for both *The Sun* in San Bernardino and its sister paper, *The Inland Valley Daily Bulletin* in Ontario,

Calif. She had been on the copy desk at *The Sun* for more than three years and had been its primary Page One designer since the summer of 2005.

**Melanie Green**, Indianapolis, is director of marketing/client services for Baker and Daniels LLP in Indianapolis. She serves on the Safeway International PGA Tournament Committee and the Banner Health Golf Council and is co-chair of the Pro-Am Committee. She is also a member of the Legal Marketing Association.

**Jackie Ostrowicki**, Lincoln, joined Nelnet as director of creative services in September after six years with Swanson Russell in Lincoln. At Nelnet, she leads and manages the account, creative and production groups within creative services and is part of the marketing and branding development management team.

1997

**Gene Ambrosion** is director of alumni relations at Morningside College in Sioux City, Iowa.

**George Haws** is an extension associate for UNL Extension in North Platte.

**Charles Isom** began serving as Rep. Adrian Smith's (R-NE) communications director Jan. 2. Isom will be responsible for Smith's overall communications strategy, constituent communications and day-to-day interaction with the media. Isom comes to Smith's staff after serving as communications director in the offices of Congressman Chris Cannon (R-UT) and Lee Terry (R-NE). He has also worked in the press offices of former-Congressman Bill Barrett (R-NE) and Sen. Chuck Hagel (R-NE).

**Julie Sobczyk Mitchell** is a part-time copy editor, features, at the *Forth Worth Star-Telegram*. She had been a copy editor at *The Dallas Morning News* for more than six years and says the shift is giving her more time with her son, Jack, who is 3. Plus, her husband is on the staff at the *Star-Telegram*, and she says, "It's good to be on the same team instead of competitors."

**Robert Ray**, Chicago, is a photojournalist/producer with High Definition News in Woodbury, N.Y. HDN is a 24/7 news network on DISH network.



Ray's job has taken him all over the world.

**Misty Wendt** joined Swanson Russell Associates' Lincoln office as an account manager in July. Prior to joining SRA, Wendt was the public relations manager for INTRALOT Inc., the online lottery vendor for the Nebraska Lottery. She also served as communications director for United Way of Lincoln and as a legislative aide to Nebraska state Sen. Elaine Stuhr. She is active with the Updowntowners organization in Lincoln and is the steering committee chair and entertainment committee chair for the annual July Jamm.

1996

**Jill Blacketer**, Chicago, is associate art director/senior designer for Redwood Custom Communications in Chicago. She has won 10 awards for her work in design.

**Jamie Karl** became vice president-public affairs and policy for the Nebraska Chamber of Commerce and Industry in December. After graduation, he served in the U.S. Army from 1997-99, then worked as legislative assistant to U.S. Sen. Chuck Hagel in Washington. He was legislative director for U.S. Representative Lee Terry from 2003-05. He joined the Nebraska Department of Agriculture as assistant director in June 2005. Most recently, he worked on Adrian Smith's successful campaign for Nebraska's Third District seat in Congress in fall 2006. At the chamber, he will be responsible for the executive newsletter, news releases, the legislative report, legislative monitoring, State Chamber Council staffing and lobbying.

**Shelley Zaborowski** was named one of Lincoln's "40 under 40" by the *Lincoln Business Journal*. The awards recognize 40 young people each year who the magazine believes are making a difference in their community. Zaborowski earned a master's of education in educational administration in 2000, and she was promoted last fall to senior associate executive director of the Nebraska Alumni Association and secretary of the association's board of directors. She will stand in, when needed, for the association's executive director and will continue to oversee program staff. She and her hus-

band, Keith Zaborowski, who works for University Housing, have two children: Madeline, 4, and Ethan, 3.

1995

**Peggy Moyer Connot**, Marshall, Minn., was promoted last spring to director of public relations and communication in the corporate services department of The Schwan Food Company. She joined Schwan in 2002 and was manager of media relations for the Red Baron Squadron flight team, an aerobatic performance team that promotes Red Baron pizza across the United States, until taking the job as head of public relations. She and her husband have two daughters.

**Bridget Rohan** has taken a position as copywriter for Turnpost Creative Group in Omaha. She had previously worked in the advertising, financial and retail industries.

1994

**Heather Buller** was one of the *Lincoln Business Journal's* "40 Under 40" in May 2006. After graduation, she worked in the marketing departments of American Tool and Pfizer Animal Health and was a freelance graphic designer at Ameritas. She launched Dinner Date as a place where families, singles and empty nesters can select recipes and ingredients for several meals to assemble there and take home to cook.

**Melissa Castro**, New York City, is a graduate student in investigative print journalism at Columbia University in New York.

**Lee Denker** was elected president and CEO of the University of Nebraska at Omaha Alumni Association in July. He had been executive director of the Boise State University Alumni Association in Idaho, where he had been on the staff since 2001. From 1996 to 2000, he was director of campus relations for the UNL Alumni Association.

1993

**Bret Koehler**, New York, is an associate creative director at Campbell Mithun in Manhattan.

**Barry Kriha** is producer/director of "This Is Nebraska," a new half-hour pro-

gram that takes viewers on a tour of the state. It debuted in November on TV stations in Omaha, Lincoln, Kearney and Sioux City. Each episode includes stories from throughout the state. He is a former television reporter and producer who has worked at KHGI in Kearney, KOLN/KGIN in Lincoln and KM3 and KETV in Omaha.

**Kristine Stelzer Ripa** was one of the *Lincoln Business Journal's* "40 Under 40" in May 2006. She works for Bailey Lauerma Marketing and Communications of Lincoln, where she manages Bailey Lauerma's second largest client, Allstate. With a team of 10 to 15 and three project managers, she manages nearly all campaign aspects for broadcast, print and direct response media. Before joining Bailey Lauerma in 2000, she spent seven years in higher education marketing in Houston, Texas, and at UNL, where she was an assistant director for national recruitment. She is a member and past president of the American Marketing Association and a member of the Advertising Federation.

**Brad Simmons** was among six students who were awarded the first graduate certificates in technical communication at UNO in May 2006. The program is designed for graduate students and industry professionals seeking a foundation in the theory and practice of technical communication. Simmons is now a technical writer at Ag Leaders Technology in Ames, Iowa.

1992

**Randy Hawthorne**, Lincoln, was one of the *Lincoln Business Journal's* "40 Under 40" in May 2006. He is executive director of the Nebraska Sports Council. He is director of franchise services and oversees the expansion of regional locations in all 50 states for Digital IMS, a firm he joined in 2001 as director of marketing. He is president of the Lincoln Chapter of the American Marketing Association, a member of Leadership Lincoln and of Rotary Club 14 and past president of the Updowntowners. He is also active with the Lincoln Community Playhouse.

**Dave Mlnarik** was one of the *Lincoln Business Journal's* "40 Under 40" in May 2006. He is executive director of the Nebraska Sports Council. He oversees

administration and supervises the council's two core programs, the Cornhusker State Games, an amateur athletic event open to Nebraska residents, and N-Lighten Nebraska, a statewide wellness program. He and his wife, Chrystal, have three children: Cody, Tristian and Mackenzie.

## 1991

**Michelle King** and Robert Seibert, both of North Platte, were married Sept. 30 at the First Presbyterian Church in North Platte. She is a train dispatcher for Union Pacific Railroad.

**Sara Quale** is the marketing and promotions manager at the *Loveland Reporter-Herald* in Colorado. She joined the newspaper in 1995 as city reporter and later was special sections editor in the advertising department. Before moving to Colorado, she held reporting positions at the *Hastings Tribune* and the *Scottsbluff Star-Herald*. In her new position, she is responsible for community promotions and events involving the newspaper and marketing the newspaper and its various print products to readers and advertisers. She lives in Loveland with her husband, Brian, and their two sons.

**Chris Ruhaak** was one of the *Lincoln Business Journal's* "40 Under 40" in May 2006. He opened Heartland Photos & Design in 2001. He does creative work and photography for some 500 clients and recently built a new studio in Council Bluffs. He had previously worked as a graphic artist for *AAA Home & Away Magazine* and then for an ad agency, which closed following the 2001 economic downturn.

**Cheryl Warren**, Fremont, is a staff reporter for DTN in Omaha. After graduation, she was a reporter, news editor and photographer for *The Ashland Gazette* for eight years where she won awards from the Nebraska Press Association for writing and photography and from the Nebraska Domestic Violence Sexual Assault Coalition for a five-part series on domestic violence. After five years in public relations, she moved three years ago to DTN, an agricultural news service and media company in Omaha. She is a general staff reporter and also reports on issues relevant to the dairy industry. She

writes a weekly feature on the distiller grain industry and is back-up for DTN's weekly ethanol blog.

## 1990

**Doug Carr**, partner in Snitily Carr, a full-service advertising agency in Lincoln, was one of the *Midland's Business Journal's* "40 Under 40" in May 2006. After graduation, Carr worked as a cable runner on the production crew for Chicago Bulls games. He returned to Lincoln and formed Snitily Carr, a video and animated graphics company, with classmate Dave Snitily in 1992. The company now employs 47 people. Carr is on the board of Girls on the Run and is a member of Leadership Lincoln, Updowntowners, the Advertising Federation of Lincoln and Knights of Columbus. He and his wife have two daughters.

## 1989

**Doug Killian**, Portland, Ore., is an attorney and metropolitan public defender in Hillsboro, Ore.

**Mike Reilley** was one of the *Lincoln Business Journal's* "40 Under 40" in May 2006. He is director of sports marketing for Bailey Lauerman Marketing and Communications of Lincoln. After graduation, Reilley spent nine years as a sports and business writer at the *Chicago Tribune* and the *Los Angeles Times*. Later, he served as an online editor at AOL and at *washingtonpost.com* and helped launch the *Chicago Tribune's* Web site. He taught reporting, editing, Web design and public relations at Northwestern University's Medill School of Journalism for three years, completing a master's degree in media management in 1995.

## 1988

**Brian Noonan** and his wife, Melissa, own Sonata, a home decorating store in Lincoln's University Place neighborhood. Noonan said representatives of ABC TV's "Extreme Makeover" stopped at the store when they were in Lincoln last fall to do a segment for the show and ordered about \$2,500 in mirrors, artwork and lamps for the home they built and decorated in Havelock.

**Andy Pollock** was one of the *Lincoln Business Journal's* "40 Under 40" in May 2006. He is executive director and general counsel for the Nebraska Public Service Commission, overseeing 45 employees. He earned a juris doctor degree with distinction from the NU Law College. He is immediate past president of the Lincoln Bar Association and is on the executive committee of the government practice section of the Nebraska State Bar. He is a past president of Heartland Big Brothers Big Sisters.

## 1987

**Keith Groteluschen** is a self-employed loan officer in Las Vegas. His company is called Savings by Keith.

## 1986

**Kristin Ward Camp**, Omaha, is marketing coordinator for Alvine Engineering in Omaha.

## 1985

**Ulysses Carlini** of KHAS TV, Hastings, was elected chairman of the board of the Nebraska Broadcasters Association in September.

## 1984

**Ward Jacobson**, St. Paul, Minn., left KFOR Radio in Lincoln last summer for Minnesota Public Radio where he is the national host of Classical 24.

## 1981

**Kristin Gilger** is director of student media and a journalism instructor at Arizona State University in Tempe. She does training on newspaper management issues in newspapers around the nation after 21 years at newspapers, most recently as deputy managing editor for news at the *Arizona Republic*.

**Beth Lueders** has been interrogated by Communist soldiers and threatened at knifepoint while on overseas magazine assignments. She is an award-winning journalist who has documented stories in nearly 20 countries, including the plight of radiation-poisoned Byelo-



russian children and at-risk prostitutes in the Philippines. She is currently founder and director of MacBeth Communications, a writing and editorial business in Colorado Springs, Colo. A UNL agriculture-journalism graduate, she has served as a writer and editor for numerous magazines, advertising groups and catalog companies nationwide. She has also co-written and edited several books. Her first solo book is “Two Days Longer” (Howard Books, 2006). She remains an avid Husker fan.

**David Moore**, Avon, Ohio, is president/executive creative director with Liggett Stashower in Cleveland, Ohio.

**Kayk Van Booven**, Atlanta, Ga., died Nov. 16 at age 47. She earned a master’s degree from Webster University in Kansas City and worked for the *Phoenix New Times* before moving to Atlanta to work for Ted Turner. Survivors include two sisters, Rebecca Hasty of Lincoln and Julie Hasty Cottrell of Scottsdale, Ariz., as well as nieces and nephews.

1980

**Michael Sweeney** is professor and department head at the Utah State University department of journalism and communication. He earned the Ph.D. in communication from Ohio University in 1996. As a student at Nebraska, he worked as a sports information assistant and as a photographer for the Nebraska Press Association. After graduation, he was a reporter at the *Springfield* (Mo.) *Daily News*, then spent 12 years at the *Fort Worth Star-Telegram*. His most recent book is “Return to Titanic,” which chronicles Dr. Robert Ballard’s 2004 expedition to the shipwreck. He has written two other books for the National Geographic Press. A book based on his dissertation, “Secrets of Victory,” a history of World War II press censorship, was named 2001 book of the year by the American Journalism Historians Association.

1978

**Robin Hadfield** taught mass communications at Moorhead State University in Minnesota before returning to Lincoln to attend law school. She earned the J.D. from Nebraska in 1989 and is a career

law clerk for Judge John Wright of the Nebraska Supreme Court.

**Patti Peterson** was one of three women named Ladies of the Realm during the 2006 Kass Kounty King Korn Karnival in September. She was a reporter at the *Nebraska City News-Press* for 10 years and is now at the *Plattsmouth Journal*.

1977

**Craig Harms**, Dallas City, earned a master of science degree in instructional technology and telecommunications from Western Illinois University in Macomb, Ill., in spring 2006. He is employed at Eagle Teleconferencing in Rushville with corporate offices in New York City.

**Peg Schoen**, Lincoln, has been promoted from account executive to local sales manager for Time Warner Cable Media Sales. She has been with the firm since July 2004. She won a silver medal in the 2003 Advertising Federation of Lincoln competition and at the Ninth District competition.

1974

**Dan Dillon** is news director at KFDI-FM/KFTI-AM Radio in Wichita, Kan. Last summer, for the fourth year in a row, the stations’ news department won a national Edward R. Murrow Award from the Radio-Television News Directors Association. The award was for continuing coverage, small market division, for a compilation of stories on Dennis Rader, who was arrested as the BTK killer. The coverage ran from his arrest in Park City, Kan., to his incarceration at the El Dorado Correctional Facility.

**Ray Metoyer**, Atlanta, Ga., is executive producer, news, for the Black Family Channel in Atlanta.

**Cheryl Stubbendieck**, Lincoln, is vice president/public relations for the Nebraska Farm Bureau Federation. She has been with the Farm Bureau for 24 years. She is a member of the J school advisory board; the Nebraska State Fair 1868 Foundation board; the Omaha Agri-Business Club board; the Nebraska AgRelations Council board; the Edenton South Homeowners Association board. She joined UNL’s Cather Circle in 2006

and is also active in Sheridan Lutheran Church and the Boy Scouts.

1973

**Joanne Roberts**, Mukilteo, Wash., is a palliative care physician in practice in Everett, Wash. She worked at papers in Lincoln, Clearwater, Fla., and Minneapolis before entering medicine in the 1980s. She has practiced in Minneapolis, Chapel Hill, Baltimore, London, Dar es Salaam, Tanzania, Bellingham, Wash., and now Everett, Wash. She is former North American editor for the *British Medical Journal*.

1971

**Andrea Cranford** is a member of the senior management team at the Nebraska Alumni Association. As of October, her title is chief communications officer.

1970

**Ray Depa** is the vice president/general manager at WAAY-TV, the ABC affiliate in Huntsville, Ala. The station is owned by Calkins Media, a small family-owned company with newspapers in suburban Philadelphia and ABC stations in Sarasota and Tallahassee. He began his career as a reporter for KFOR Radio in Lincoln and later was with WOW Radio and TV in Omaha from 1970-79 and was news director at KETV in Omaha from 1981-86. He has also been with radio and TV stations in Springfield, Ill., Tucson — three different times — Wichita, El Paso and Honolulu.

1969

**Warren Leary**, Washington, D.C., is a science correspondent for *The New York Times*, working from the paper’s Washington bureau. He earned a master’s from the Columbia University Graduate School of Journalism in 1971, then worked for the Associated Press as a science and general assignment reporter in the Boston and Washington bureaus from 1971-88. He has been with *The Times*, since 1988. He is a member and former officer of the National Association of Science Writers and a board member of

the Council for the Advancement of Science Writing.

1967

**Eric Brown**, Lexington, was one of four Nebraskans honored in November as recipient of a Public Service to Agriculture Award at the Nebraska Agribusiness Club's 40th annual awards banquet. Brown is general manager of KRVN AM/FM in Lexington and the Nebraska Rural Radio Network, which includes stations in Scottsbluff and West Point. President of the Nebraska Foundation for Agriculture Awareness, he is a board member of the Nebraska Humanities Council and the Nebraska Water Resources Association, trustee of the Nebraska 4-H Foundation and the Nebraska Historical Society Foundation and former board member of the Agriculture Builders of Nebraska. He was named last fall to the Nebraska Broadcasters Association Hall of Fame.

1960

**Larry K. Brown**, Cheyenne, Wyo., has written seven books as well as stories in such nonfiction works as the National Cowboy Hall of Fame's publications and in journals of the National and Western Outlaw and Lawman associations. He spent 20 years as an information/public affairs officer with the U.S. Air Force and earned a master's degree in public relations from Boston University in 1970. He and his wife, Florence, have four grown children.

1955

**Marlin Bree**, Shoreview, Minn., writes nonfiction for magazines and runs a small nonfiction book publishing company. After graduation, he worked on the European edition of the *Stars and Stripes*. His last job as a full-time journalist was as the magazine editor at the *Minneapolis Star Tribune*. He also served as president of the Minnesota Press Club. He has written several books, including "Alone Against the Atlantic," with a co-author. It became a national best seller.

1953

**Patricia A. Peck Agnew** is the author of "How to Talk to Your Doctor," published in October 2006 by Quill Driver Books, Sanger, Calif., as part of their Best Half of Life Series, aimed at readers over 50. Doctors have written many books on that subject, but this book is written from the point of view of a patient who has to do the talking, Agnew said. Agnew and her husband Richard (1949) live in Lake Havasu City, Ariz. Following her graduation from the University of Nebraska College of Journalism, she worked as a reporter for *The Sidney Telegraph* and the *Hastings Daily Tribune*. The Agnews lived for 30 years in Denver, Colo., where they raised three daughters. Agnew worked as a stringer for *The Denver Post* and as a freelance writer. She served as president of the Denver Woman's Press Club. Following a move to Granby, Colo., in 1986, where the Agnews operated The Frontier Motel, she worked as investigative assistant for seven years at the Grand County Sheriff's Office.

1951

**Bill Nuckolls**, Lincoln, received the Nebraska Press Association's Master Editor/Publisher Award in spring 2006. He graduated from UNL, where he was a member of Delta Upsilon fraternity, with a B.S. degree in business administration and a certificate in journalism. He served in the Air Force before returning to Fairbury, his hometown, but stayed in the Reserves, attaining the rank of major. He published the *Fairbury Journal-News* for 37 years.

His grandfather founded *The Fairbury Journal* in 1897, and Bill started working there when he was 10, doing odd jobs and selling ads, collecting accounts and running small presses and a folder. He purchased the competing daily *Fairbury News* to form *The Fairbury Journal-News*, which he published for 37 years until selling the paper in 1990.

He was president of the Nebraska Press Advertising Service in 1972 and president of the Nebraska Press Association in 1986. His wife is the former Wynn Smithberger of Stanton, UNL graduate and member of Kappa Kappa

Gamma sorority. She is a substitute teacher in the Lincoln Public Schools, and both Wynn and Bill sing in the choir at St. Mark's Methodist Church in Lincoln, having moved from Fairbury in 2005.

They have four children, all graduates of UNL. Nancy is the wife of Lincoln podiatrist, Wayne Videtich, and they have two children at Lincoln East. David is senior executive produce in charge of special projects with CNN in Atlanta, is married and has two children. Dan is doing Web site work at home in St. Louis, Mo., following a severe stroke; he is married and has two children. T. J. is single and is director of creative design for Big Screen Network Productions, Inc. in Thousand Oaks, Calif. All three sons are graduates of the College of Journalism at UNL. Nancy's degree is in physical education and community health.

1949

**James Larson**, Des Moines, died Oct. 24, 2006, at the age of 82. He served as a U.S. Army tank sergeant in the European theater during World War II. He worked part-time for the *Lincoln Star* while he was in college and full-time after graduation until he accepted a position with *The Des Moines Register* in 1955. He was news editor for 19 of his 50 years with the *Register*. He retired in 1984 but continued to work part-time until April 2006. In a column printed after Larson's death, *Register* staff writer Ken Fuson wrote, "Larson was a portrait in contrasts. He could spot an error in a crossword puzzle clue, yet often forgot to buckle his galoshes. He would rewrite a banner headline two dozen times to get the tone just right but ignored the tiny bits of tissue paper stuck to his face where he had nicked himself shaving that morning." ■

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## J STUDENTS ARE HOMECOMING QUEEN, COURT MEMBER

**Elaine Norton** was the 2006 UNL homecoming queen, and **Jenny Green** was a member of the homecoming court.

Norton, a news-editorial and history major, is president of Chi Omega Sorority, internal vice president of ASUN and vice president of Innocents Society.

Green is an advertising major and a pole vaulter for the women's track and field team. She serves on the Student Athlete Advisory Committee and the Student Alumni Association board of directors.

## CATHER CIRCLE

Seven journalism majors were among the 39 students added to the roster of the Nebraska Alumni Association's Cather Circle last fall.

They include: **Metta Cederdahl**, news-editorial, Lincoln; **Sarah Haskell**, advertising, Columbus; **Courtney Hejny**, advertising, Eagle; **Tessa Lorenzen**, advertising, Rapid City, S.D.; **Jillian Noren**, Omaha; **Kelli Shannon**, news-editorial, Kansas City, Mo.; **Amanda Walter**, advertising, Grand Island.

Four journalism students were awarded paid internships thanks to the Cather Circle internships program.

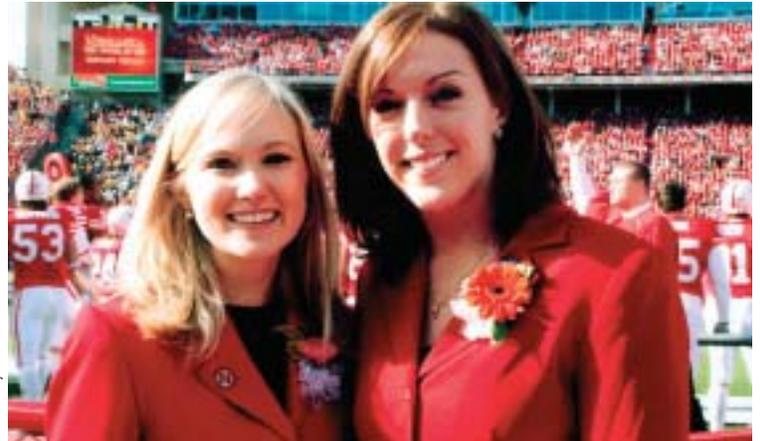
Advertising majors **Amy Grantzinger** and **Michele Kaiserman** had summer 2006 internships at non-profits. Grantzinger worked at the Nebraska Children's Home Society Foundation in Omaha. Kaiserman worked for J school grad Lynne Grasz in New York City.

During the fall 2006 semester, **Sarah Haskell**, a sophomore advertising major, and **Kelli Shannon**, a junior new-ed major, had paid internships in the college's dean's office.

Two journalism grads were among 13 alumnae added to the group in fall: **Susan Leopard Weidner**, B.A. 1977; **Cheryl Westcott Stubbendieck**, B.A. 1974, M.A. 1981.

Cather Circle was formed in 1999 to connect women students who possess exceptional leadership potential with outstanding alumni and friends of the university. More than 200 alumnae and 350 students have participated.

Photo by Bruce Thorson



## Student, J school hit it big



Photo by David Story

Regional advertising manager Ryan Murrin (left) awards \$10,000 check to Sheppard (right)

This was one big enchilada!

Dan Sheppard, a UNL advertising student, won several parts of a national advertising contest last fall with a 30-second spot titled "Dady," which he conceived, shot and produced for Chipotle Mexican Grill's "30 Seconds of Fame."

### ● CANADAY RECEIVES PRSA SCHOLARSHIP

**Courtney Canaday**, a senior advertising major at the University of Nebraska-Lincoln from Prairie Village, Kan., was the sole UNL student chosen for Nebraska's Public Relations Society of America Foundation Scholarship. The \$500 check was awarded on Sept. 12 at the PRSA luncheon in Omaha.

Canaday also received the Lee Foundation *Lincoln Journal Star* Award and the Kinman-Oldfield Scholarship earlier this year.

Canaday received the award based on strong scholastics, outstanding campus leadership and service. She is a member of Kappa Delta sorority and participates in PRSSA (Public Relations Student Society of America), Student Foundation and NU Ambassadors for Out-of-State Students.

Canady will graduate in May 2007 with a bachelor of journalism degree and intends to search for career prospects in Kansas City and Omaha.

### ● FOUR J SCHOOL STUDENTS RECEIVE NBA SCHOLARSHIPS

**Kevin Bair**, **Jeff Wilkerson**, **Michaela Stevens** and **Molly Oberg** received scholarships from the Nebraska Broadcasting Association for 2006-07.

Bair is a junior from Blair and a member of the UNL Honors Program, the U of N Student Alumni Association and the National Broadcasting Society.

Wilkerson, Coleridge, is also a junior. He won first place in the audio public affairs/interview program at the National Broadcasting Society's Region 5 convention.

Stevens is a junior from Bennington and a member of the UNL Honors Program, the Big Red Express, Navigators and the American Meteorology Society.

Oberg is a sophomore from Waverly. She has received several scholarships from the journalism college and a Pepsi Scholarship from UNL.

## NORTON IS AK-SAR-BEN COUNTESS

**Elaine Norton**, a news-editorial and history major, was named one of 26 Ak-Sar-Ben countesses for 2006. She is a member of Chi Omega sorority, Cather Circle, the Nebraska Human Resources Institute, ASUN Student Government and the Innocents Society. Her father is the dean of the journalism college.

Countesses are young women whose families have actively contributed to their communities in Nebraska (excluding Omaha) or western Iowa. The 2006 Ak-Sar-Ben coronation ball was held Saturday, Oct. 14, at the Qwest Center in Omaha.

◀ Elaine Norton (left), Jenny Green (right) pose for photo at the 2007 Homecoming ceremony.

## ig on YouTube

A one-man team, Sheppard produced the second place spot to win \$5,000 for himself and another \$5,000 for the J school.

Additionally, because his piece was the most viewed contest entry on YouTube.com, Chipotle awarded Sheppard and the college another \$5,000 each.

"Dady" beat out 70 other submissions from across the nation with more than 8 million views and is included in the Top 20 Most Viewed YouTube videos of all time.

Representatives from Chipotle presented the checks to Sheppard and the J school on Monday, Dec. 4, at Lincoln's Chipotle restaurant at 13th and Q streets.

Sheppard's spot is at <http://youtube.com/watch?v=R210nCc8Uo>.

## JOURNALISM STUDENTS STUDY AT OXFORD

Five journalism students were part of the Nebraska at Oxford program July 16-Aug. 12 at England's Oxford University, the oldest university in the English-speaking world.

The program is sponsored by UNL's College of Business Administration and is based at Oxford's Jesus College. The students take two lecture-tutorial courses for six hours of UNL credit. The journalism students were: **Jessica DeLay**, Omaha, sophomore advertising major; **Kelli Donnelly**, Manhattan, Kan., junior broadcasting production major; **Stephanie Jacob**, West Des Moines, Iowa, sophomore broadcasting major; **Alison Richard**, Naperville, Ill., sophomore advertising major; **William Roper**, Kearney, sophomore advertising major.

## LEHMANN WINS FIRST ROUND OF HEARST PHOTO COMPETITION

**Brian Lehmann** took first place in the November photojournalism competition of the Hearst Journalism Awards Program. Seventy entries were submitted from 29 journalism schools nationwide.

The top four winners, along with the top four finalists in the next two rounds of competition, will submit additional photos for the semi-final round of judging next June. Following that round of judging, six finalists will be chosen to compete in the program's national photojournalism championship in San Francisco.

Lehmann received a \$2,000 award.

**Alyssa Schukar**, who graduated in May 2006, tied for 20th place in the competition.

The two students' wins put UNL in second place overall in the photojournalism category.

## CoSIDA AWARD TO GRIES

**Brandon Gries** received a fourth place award from the College Sports Information Directors of America during the group's national convention at Nashville, Tenn., for his work on the UNL cross country media guide. A junior, Gries works for UNL's sports information office.

## NEWS-ED STUDENT PLACES SECOND IN CONTEST

**Maggie Stehr** received a check for \$2,500 for her second place finish in the Thomas L. Phillips Collegiate Journalism Awards for 2005-06.

The awards recognize excellence in news stories or analytical reports in collegiate publication. The entries must demonstrate an understanding of the basic ideas supporting a free society, according to a press release from the Institute on Political Journalism.

Stehr's winning entries, published in the Daily Nebraskan, included a piece titled "Alcohol and Our Peers."

Five professional journalists served as judges for the awards. They included syndicated columnist Robert Novak; Tony Mecia, staff writer for The Charlotte Observer; Steve Hayes, staff writer for The Weekly Standard; and Jake Batsell and Kristen Holland Shear, both staff writers for The Dallas Morning News.

Students from 44 colleges and universities submitted entries for the contest. Funding for the awards is sponsored by publisher Thomas L. Phillips, chairman of Phillips International in Potomac, Md.

The Institute on Political Journalism, a program of the Fund for American Studies, administers the awards program.

## SCHOLARSHIP

### ● JOURNALISM STUDENTS RECIPIENTS OF FREE SPIRIT SCHOLARSHIPS

The Al Neuharth Free Spirit Scholarship and Conference Program annually awards \$1,000 college scholarships to each of the 102 high school seniors who are interested in pursuing a career in journalism and who demonstrate qualities of "free spirit." Two top scholars are selected to win a special award of \$50,000 each.

The Free Spirit program comes together in one evening in March at the National Press Club and honors the Al Neuharth Free Spirit of the Year Award winner, honorees and the 102 high school students for their exemplary abilities as free spirits to dream, dare and do.

- 2002-03 Nathan Rohr, Beatrice High School
- 2003-04 Katie Nieland, Millard West High School, Omaha
- 2004-05 Brady Jones, Harrisburg High School
- 2005-06 Carson Vaughan, Broken Bow High School
- 2005-06 Elicia Dover, Bryant High School, Bryant, Ark.

### ● WELCH WINS ONE OF 10 SCRIPPS HOWARD FOUNDATION SCHOLARSHIPS

**Chris Welch**, a senior broadcasting major, is one of 10 journalism students from across the United States chosen to receive a \$100,000 Scripps Howard Foundation scholarship for the 2006-07 academic year.

Welch has a double major in political science and had a summer 2006 internship at NBC News in New York. He had an earlier internship as an on-air reporter at KTIV-TV in Sioux City, Iowa.

Every journalism and mass communication school in the nation could nominate one full-time student as its representative in the competition. A panel of newspaper, broadcast and TV network professionals chose the 10 recipients from the pool of candidates.

News-editorial major **Josh Swartzlander** received one of the Scripps Howard scholarships for 2005-06.

## J school grad is Marshall Scholar

Advertising graduate Aaron Eske found out in December that he has been awarded a Marshall Scholarship to fund his schooling at the London School of Economics.

The May 2006 graduate was one of 40 scholars selected (from approximately 1,200 applicants) to spend two years at a British institution pursuing any field of study, according to a press release from the UNL public relations office.

Eske's award follows on the heels of a record-breaking year in which seven UNL students received Fulbright grants.

"The Marshall is an extremely prestigious award," said Laura Damuth, director of undergraduate research and fellowship advising at UNL. "It is exciting, and a wonderful, wonderful reflection on undergraduate education and preparation at UNL."

Eske, 23, will attend the London School of Economics. In his first year he will complete a master's degree in global politics, and he will use his second year to pursue a master's degree in development management. His studies will commence in October.

"I've been thinking of going to the London School of Economics for a while and thought this would be a great way to actually make it happen," Eske said. "Actually, I kind of applied on a whim; I only discovered the scholarship about a month before the deadline."

Things have happened so quickly that Eske said the news has yet to really sink in. "My family and friends have been really encouraging about the opportunity," he said. "Then they have all followed up by checking their calendars to see when they can visit."

Eske, who works as press secretary for Sen. Ben Nelson in Washington, D.C., graduated from Lincoln Southeast High School in 2001. At UNL, he majored in advertising in the College of Journalism and Mass Communications. He was a Peter Kiewit scholar, Regents scholar,

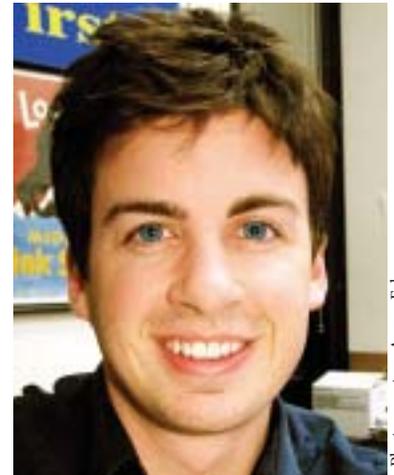


Photo courtesy Aaron Eske

*Daily Nebraskan* columnist, and a member of Phi Beta Kappa and Mortar Board.

The scholarships were founded by an act of the British Parliament in 1953 and commemorate the humane ideals of the European Recovery Program, commonly known as the Marshall Plan. They were named in honor of Gen. George C. Marshall, who served as chief of staff of U.S. armed forces from 1939 to 1945, building and directing the largest army in history. A diplomat, he acted as secretary of state from 1947 to 1949, formulating the Marshall Plan, an unprecedented program of economic and military aid to foreign nations. He won the Nobel Peace Prize in 1953.

Noteworthy Marshall Scholars include *New York Times* columnist Thomas Friedman, former Arizona governor and U.S. Secretary of the Interior Bruce Babbitt, and Harold Koh, dean of Yale Law School.

Marshall Scholarships are funded by the Foreign and Commonwealth Office and administered by the Marshall Aid Commemoration Commission in the United Kingdom. The selection process in the United States is managed by the British Council, on behalf of the British Embassy in Washington D.C., and the regional consulates-general in Atlanta, Boston, Chicago, Houston, Los Angeles, New York and San Francisco.

Photo courtesy Adam Daicy



## Hagel biography celebrated

Nebraska's U.S. Senator Chuck Hagel joined a gathering in Washington, D.C., Nov. 15 to celebrate publication of his biography, written by Charlyne Berens, news-editorial faculty member.

Viola Herms Drath, a Nebraska graduate who has spent a long career in journalism and foreign service, was host for the party at the DACOR-Bacon House. Guests included UNL graduates who live in the area as well as friends and associates of Sen. Hagel, who signed books for many of those attending.

Pictured are, from left, Sen. Hagel, Berens, Drath and Allen Beermann, executive director of the Nebraska Press Association.

The book, "Chuck Hagel: Moving Forward," was published by the University of Nebraska Press.

Photo courtesy PRSSA



## UNL PRSA chapter and alumnae honored

UNL's Public Relations Student Society of America chapter and two CoJMC alumnae were honored at the Dec. 7, 2006, PRSA Gala and Awards Banquet in Omaha. PRSSA officers **Paulette Lopez** and **Becky Jolly** (far left) accepted an award of merit for the "Evening of Etiquette" communication program entry. **Meg Lauerman** (second from right), a broadcasting alumna ('73), was named Professional of the Year. She was selected out of a membership of more than 200 for the honor — the organization's highest. Broadcasting alumna **Kellie Habeeb** ('00) was named Newcomer of the Year. Lauerman is UNL's director of University Communications and Habeeb is director of media relations with Bozell advertising and public relations in Omaha.



Photo courtesy Nebraska Press Association

**B**ud Pagel and Viola Drath were among the five journalists inducted into the Nebraska Press Association Hall of Fame in October. The dinner and ceremony took place at the Wick Alumni Center on the UNL campus.

Pagel is well-known to generations of journalism students from his years on the faculty at the J school. He began teaching in 1982, retired in 1997 and continued to teach an occasional class through fall semester 2006.

He learned journalism in the back shop of his family's newspaper, the *Neligh Leader* in northeast Nebraska, and earned a journalism degree from Northwestern University. After a brief stint in the Army, Pagel returned home in 1957 to take over as publisher of the *Neligh* paper, founded by his grandfather, C.J. Best, in 1885.

Later, Pagel worked for the *Norfolk Daily News*, the *Lincoln Journal*, the *Omaha World-Herald* and the *Miami Herald*. At UNL, he taught reporting

courses and served as department chairman from 1990 through 1995. During his career, he received more than 30 writing and teaching awards.

Pagel and his mother, Ruth Best Pagel, are the first mother-son members of the NPA Hall of Fame.

Viola Herms Drath came to Lincoln with her husband, Col. Francis Drath, after World War II. She earned a master's degree from Nebraska in 1952 and moderated numerous programs on KUON-TV, Nebraska's public television station. She also became editor of the German language paper *Die Welt-Post* in Omaha and became the U.S. correspondent for the German magazine *Madame* and the Europe corre-

spondent for the *National Observer*.

A native of Germany, Drath published commentaries in *Frankfurter Allgemeine Zeitung*, *The Washington Times*, *The Christian Science Monitor*, the *Chicago Tribune* and *Businessweek*. In October 1988, she published a paper titled "The Reemergence of the German Question," which is widely recognized as laying the groundwork for the "2+4" process of German reunification. In recognition of that work, she was awarded the William J. Flynn Initiative for Peace Award of 2005. Her biography of the former German chancellor, "Willy Brandt: Prisoner of his Past," was reissued in 2006.

Other NPA Hall of Fame

## Nebraska Press

honors Viola Herms Drath, Alfred 'Bud' Pagel

■ Viola Herms Drath, second from left, Alfred "Bud" Pagel, far right, at Hall of Fame banquet.

inductees for 2006 were:

Lee Warneke, publisher and editor emeritus of the *Plainview News* in northeast Nebraska and a former president of the Nebraska Press Association.

Burt James, the late managing editor and editor at the *Hastings Tribune*.

Bob Bogue, the late publisher and editor of the *Oakland Independent* in north central Nebraska.

The Hall of Fame was started in 1973 by Jack Lowe, retired longtime editor and copublisher of *The Sidney Telegraph*. The awards have honored more than 80 people who have distinguished themselves in print journalism. A plaque and photo of each of the honorees hangs in the Nebraska Press Association offices and another in Andersen Hall, home of the J school. ■

## ERIC BROWN INDUCTED INTO Broadcasters Hall of Fame

by **BARB BIERMAN BATIE** | *Lexington Clipper-Herald* | **SEPT. 11, 2006**

LEXINGTON – KRVN general manager Eric Brown will join some lofty company when he is inducted into the Nebraska Broadcasters Hall of Fame on Aug. 10 during ceremonies at the Nebraska Broadcasters' 73rd annual convention in Lincoln. He will be honored along with Don Gill, a former Husker play-by-play announcer for KLIN radio in Lincoln and now retired as director of development for Nebraska ETV.

Brown literally grew up at KRVN, where his father was the general manager from 1951 to 1979. "I emptied wastebaskets, helped with the lawn and ran errands," he said.

He began his broadcasting career in 1962 as a part-time DJ. "I had three duties. I did the Sunday morning sign-on; I taped the 'Masterworks of Music' program on Sunday mornings, and Monday through Friday from 3:30-5:30 p.m. I did a rock-n-roll request show called 'Teen Time.'"

The magic of radio often amazed Brown's high school friends. "Once in a while I would tape the show on reel-to-reel, and the Friday afternoon newsmen would play it back so I could go out to Johnson Lake and water ski. My friends couldn't understand how they could hear me on the radio and have me water skiing with them at the same time," Brown said with a chuckle.

Brown headed to the University of Nebraska-Lincoln in the fall of 1963, but it wasn't to study journalism. However, staff at the journalism school got word that he was coming and had other ideas. "My last day of

work at KRVN before I headed to Lincoln, Bob Spearman called from the journalism school and invited me to lunch the Saturday before school started. He convinced me I should change my planned major, and that's how I ended up in journalism."

Brown graduated from the UNL School of Journalism in 1967, earned a master's degree in journalism from the University of Missouri in 1968 and then taught at South Dakota State University in Brookings.

In the mid-1970s, Brown went to Ohio University where he earned a doctorate in broadcasting.

He returned to SDSU where he was director of the educational media division, which included KESD television and FM radio, the school's educational channels.

In 1979 Brown returned to Lexington where he interviewed with the Nebraska Rural Radio Association board of directors for the general manager position at KRVN.

"Howard Lamb (of Anselmo) was on the board at that time, and he asked good penetrating questions. You had a bit of sweat on your head when



Photo courtesy Eric Brown

he was finished," Brown said.

In the end Brown earned the board's respect and was their choice to become the station's second general manager.

Under his direction KRVN became the flagship station for the nation's only farmer-rancher owned group. In 1984 KNEB AM-FM in Scottsbluff was added, followed in 1997 by KTIC-AM and KWPN-FM in West Point, spreading the news, markets and music border-to-border.

In 1989 KRVN moved from its downtown Lexington location to the former Federal Land Bank and Production Credit Association building along what is now Plum Creek Parkway.

The new location put everything on one floor and provided staff with modern studios, geared for the best sound quality possible.

KRVN's latest project, Brown said, is construction of a new 1,000-foot tall FM tower near Lexington. "We hope to complete construction by September. It will allow us to increase our FM coverage area without increasing the power," he explained. "It's an exciting project, and we hope to have

many pictures at our annual meeting in November."

The NRRA annual meeting draws hundreds of station "owners" from across the state, and this year's participants will get to enjoy clips from the video being prepared for Brown's induction.

The video is done as a toast-roast with many funny contributions from politicians, state farm group leaders, staff and long-time acquaintances from the many boards and volunteer organizations Brown serves on.

One clip in particular brings a smile to Brown's face. "I became acquainted with J.B. Millken, the current president of the University of Nebraska, before he held that post, and he has quite a sense of humor: I had devoted from 7 a.m. to 4 p.m. one day to the University of Nebraska President's Advisory Council meeting. The meeting was at Varner Hall and at the end of the day I came out to find a parking ticket on my car — at Varner Hall, I no less! I'm sure I uttered or thought a few expletives until I flipped the ticket over and saw the only thing on it was the word, "GOTCHA!"

Of his 37 years with the station, Brown notes part of his job, as administrator, has been to hire help. "We have a staff with very low turnover. Several of our staff members were here before I came back in 1979," Brown said.

Of the mission of the NRRA, Brown said, "It is a service you can provide to help people. Severe weather, winter or summer — with the station we can contact a lot of people with timely and accurate information."

That devotion to accuracy earns praise from his peers and those he serves. Bob Anderson, former president of the Nebraska Cooperative Council, noted, "You know he's always going to get both sides of the story." ■

Bill Rische, '52

# Information junkie & writing addict

Born in Lincoln, I was elected editor of my fifth-grade paper, the *205 Press*, at Prescott Elementary School in Lincoln. It changed my whole life, and I produced, on carbon paper, a pun-filled "*Dribbleville Times*." Fond relatives declared it "great."

I delivered the morning *World-Herald* for a while, worked in circulation and the back shop at the *Lincoln Journal*. I've even operated a Linotype — badly. Ever since, I have been involved with some form of writing and publication. Now, on my computer, I edit newsletters and take pictures for some groups I belong to.

My Lincoln high school journalism teacher, Belle Farman, is memorable for initialing all the copy "BF" and once, the printer set the entire school newspaper boldface. But my high school class heard Bill Laurence, a Lincoln High grad then working for *The New York Times*, talk about his career. I was enthralled.

At NU, professors Nate Blumberg, Neale Copple, Bill Hice, and Robert Crawford were memorable. The late, great James Lawrence, *Lincoln Star* editor and outspoken progressive, taught or co-taught one class I loved. Truly a divergent thinker, he could wander all over the map, tie it together and end up where he started. Absent-minded Dr. Bill Swindler, a so-so lecturer, was a great conceptualizer for a senior seminar in which men in various occupations (women were mothers and secretaries then) told how journalism affected their work.

Nathan Blumberg saw possibilities in me I did not see in myself, and he nominated me for a Seacrest Scholarship (got it) and Rhodes Scholar (didn't get it) and got me a job at the *Lincoln Star*. (Nate also edited some of the *Star's* editorial page.) I also worked on the "*Rag*,"

the *Daily Nebraskan*, with people like Gerald Warren, Ruth Raymond Thone, Lyle Denniston and Chuck Mohr.

One semester, I was the editor. In retrospect my editorials were embarrassing and immature, on such topics as NU's holding the nation's second panty-raid and bemoaning NU's yearly football losses to Oklahoma.

An exception: With a hangover one Saturday, I wrote a column wondering why Nebraska's best and brightest didn't stay in Nebraska. My conclusion: the conservatism of many legislators, one of whom said loudly if people didn't like it, they could leave. My thoughts brought a flurry of editorial comments from all over Nebraska, much of it unfavorable to me, an ungrateful young whippersnapper. I checked 20 years later; most boys and half of the girls in my graduating class's National Honor Society had moved elsewhere. Hmmm.

On graduating, I thought I had a job as press aide to a now long-forgotten Nebraska Congressman in Washington, D.C., arranged by an older grad, who was leaving the job. But another congressman died, and his aide shoved me aside. So it goes. I went to California instead.

Thus, after graduating from NU in 1952, I attended UCLA graduate school (on a Seacrest Scholarship; I chose history) for two years. Culture shock, love, finances and a disagreement with a prof made me leave grad school for a while.

In 1954, I became a reporter, later city editor, for the *Torrance Herald*, now-defunct bi-weekly paper which then looked as if it might become a daily in a rapidly-growing town. It did not.

For a year, I edited the *Highland Park News-Herald*, a weekly in an northeast LA suburb. It was sold.

In 1958-61, I was communications coordinator for the Torrance Unified School District. As a rookie newspaper reporter in Torrance, I had been stuck with the education beat. Nobody else wanted it. I liked it.

The superintendent, who was from Nebraska, liked me. (His best friend was Ken Keller, adviser to the *Daily Nebraskan* when I was editor.) I handled press releases and publications until a new, anti-superintendent school board was chosen.

I got an emergency credential and taught high school journalism, English, history, sociology and photography until 1985. Papers I sponsored got several awards. More than 100 of my students went into some form of newspapering and other forms of communications over the years. I taught a couple of stints part-time at a local junior college.

I got a Ph.D. from USC in 1976, hoping to teach in college, but this was a budget-cutting period. I had built up good retirement benefits, and my wife didn't want to leave the beach area where we were.

For retirement, I bought a typesetting shop, but desktop publishing was coming in — and I got out just in time. For several years, I was a substitute teacher.

I became editor of a paper, the *South Bay-Torrance New Times*, an attempt to restart community journalism, but it didn't succeed for many of the same reasons papers are now in trouble. As editor I won an award from the California Teachers Association for a series of editorial commentaries on education and for a history of the city of Torrance.

In all those capacities, including that of parent and gadfly, I was associated with the Torrance Schools for nearly a half-century. So I wrote "The History of Torrance Schools, 1890-2000."

"The schools I saw were not those the media and critics so often derided as 'failing.' Such unfair stereotypes made colleagues mad; they often complained to me as journalism teacher. Like other public schools, Torrance was enjoined to 'solve' social problems and inequalities it didn't cause and couldn't really fix. Inflation, baby-booming and immigrant enrollment, computers, TV, a societal push for 'equality,' floods of 'special' and non-English speaking students."

I joined the Education Writers Association in the late 1970s and attended a number of their meetings all over the country. I worked with Fred Hechinger, an education writing guru, on an article on the "real" problems of education writing. It didn't fly. Cliches and platitudes still abound.

I wondered how classroom teachings affected the district's 100,000 graduates, so I asked many of them. The book includes several surveys of grads' occupations and recollections. These included two assistant U.S. secretaries of defense, entertainers and athletic celebrities, the driver of a Mars moon-landing vehicle and adults from all walks of life.

Society is racing into a future where no one has ever gone before. Let no child be left behind is a good slogan, but teachers know that kids' energy, hormones and home situations often get in the way.

My wife, Gerry, and I celebrated our 50th wedding anniversary in June and have lived in the same Torrance house for 49 years. We are inveterate travelers, having visited all 50 states and 70 foreign countries. Both of us have been active on city commissions and civic groups. Our son, Bruce, 40, a computer troubleshooter, lives in Olympia, Wash.

I am an information junkie and a writing addict. ■

# Once a Husker ...

Patten is loyal to the craft of journalism, the UNL J school — and the Big Red

by MINDA HAAS

It doesn't matter if they're behind late in a game, or even if all the bookies have picked them to lose. Husker teams do not quit. Neither did professor Jim Patten, who retired from the University of Arizona in 2002, only to return to teaching as an adjunct professor at UNL the following fall. Now he's retired once more but said that if anyone asked him to come back, he'd probably "suit up again."

Patten studied at UNL years ago, long before Andersen Hall opened and even before journalism classrooms existed in Avery Hall. Patten is old school, from back when the UNL's journalism program was housed in Nebraska Hall. After graduating in 1967, he went on to teach at UNL for 13 years. In 1972, he won UNL's Annis Chaiken Sorensen Award for Distinguished Teaching in the Humanities and in 1973 was selected as an honorary member of the Innocents Society.

In Arizona, he picked up excellence-in-teaching awards from the College of Social and Behavioral Sciences and the National Association of Hispanic Journalists. But despite working for newspapers in three states, spending two years with the U.S. Navy and teaching all over the Midwest and Southwest, he's still a Husker.

"After, lo, these many years, my loyalty to UNL still shows," said Patten, who lives in Tucson. "All of my friends know not to joke with me if Nebraska loses. It's no laughing matter."

Yes, Patten is definitely a loyal and visible Husker. Even his e-mail address — husker712@comcast.net — reflects how he feels about his alma mater.

"We have a Big Red room, and we fly an NU flag from our house every minute of every day, all year," he said.



Photo by Audra Bastie

He and his wife, Patricia, recently expressed their UNL loyalty in another big way: They donated \$25,000 to start a scholarship for a news-editorial student at the College of Journalism and Mass Communication. The scholarship, called the Jim and Patricia Patten Scholarship, will be awarded for the first time next year, Patten said.

Patten is not only a teacher of journalism; he's an ardent defender of the craft. Beginning in 1994, he led a two-year battle that ultimately saved the University of Arizona's journalism department. When UA administrators started talking about eliminating the department, Patten stood up to fight.

Asked how he held up during the ensuing and very public battle to save the department, Patten said, "You

do what you have to do. If you have to miss sleep or work seven days a week ... whatever. You just put your head down and do it."

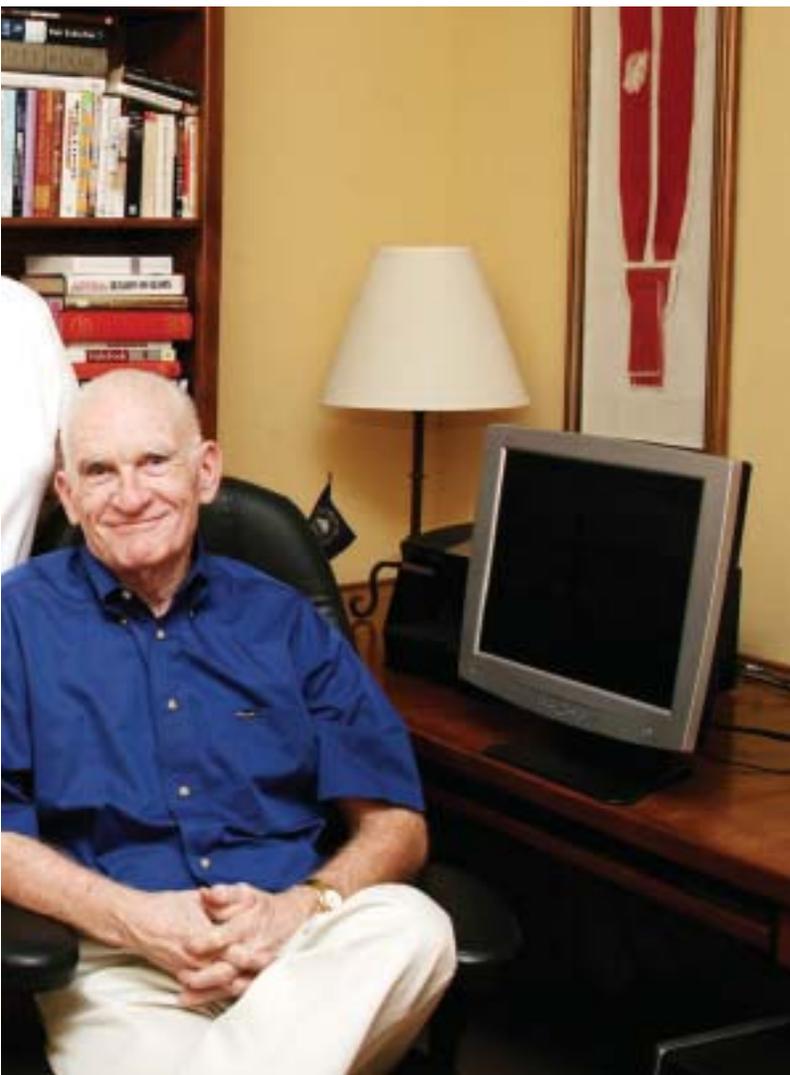
And he did. When it came to a showdown, the UA faculty senate voted to keep the journalism department.

"The final vote was 36-3," Patten said. "Sounds kind of like a Husker football score, don't you think?"

Today the UA program for which Patten battled is housed in a new facility, and enrollment numbers are on the rise.

"Every time I walk through the department now and see how it's thriving in enrollment, new quarters, and many new faculty members, it gives me great satisfaction," Patten said. "The fight was worth it."

A few of Patten's former students are familiar faces for



current UNL students. Associate professor Joe Starita took beginning news writing and reporting from Patten and remembers Patten's personality clearly.

"Jim Patten was the real deal," Starita said. "He was intense, focused, thorough, demanding — someone who not only seemed to know a good deal about the subject matter but who was also quite passionate in conveying it to his group of 15 or so neophytes."

It seems that a Jim Patten class was more of an "experience" than just another lecture.

"One of the things that I really appreciated about being in his classroom was the fact that this wasn't some coddled, cut off, isolated egghead standing there speaking about theoretical abstracts but some-

#### ■ Jim and Patricia Patten

one who had actually knocked out a murder story on deadline, covered a complex city council budget hearing, written a light-hearted feature and dug deep into an intricate investigative piece," Starita said. "His real-world experiences gave him a good deal of what would be called 'street cred' today, and it added an intriguing dimension to the class."

But how did Patten's journalistic passion begin?

"I have no idea where my interest in journalism came from. No one in my family had even been in journalism or expressed any interest in it," Patten said. "I do know, however, that by age 9 I knew I

wanted to be a newspaperman. And I still do."

As Patten was working toward his bachelor's degree from UNL, the director of the School of Journalism left UNL for a job at Ohio State. Patten said his favorite teacher, Neale Copple, became the director and needed someone to fill his teaching position.

"I told myself I'd give teaching five years and then decide whether to stay with it," Patten said. "The five years were up in 1972 — and here I am."

Much of Patten's journalistic passion stemmed from his experience working on his high school newspaper.

"The newspaper was the only thing that kept me in school," he said. "Like so many journalists, I got hooked on it in high school — and have never wavered."

Because he was so inspired by his own high school journalistic experience, Patten has spent much time during the last two decades fighting for high school journalists' First Amendment rights. He's been speaking out on this issue ever since the Supreme Court's landmark *Hazelwood v. Kuhlmeier* ruling in 1988, in which the court ruled that school administrators could exercise control over the content of their school's newspaper.

"The worst part of the new [post-Hazelwood] rules is that many high school students — and their advisers — think nothing about having school administrators tell them what to print," Patten said. "Accept it in high school and you'll accept it later in our profession."

"No one has ever granted a high school principal a blank check to censor the journalists in the school, but many principals have seized that authority anyway, taking advantage of the fact that students and advisers, in some

large measure, do not know their rights," he said. "If we end up creating a generation of young journalist who don't object mightily and with all their strength to government interference, I see bad days ahead for the press and our republic."

College students need to be on the lookout for censorship on the horizon as well, he said.

"There is a court case lurking out there as we speak that would apply Hazelwood sorts of censorship to college newspapers." In fact, when the Seventh Circuit Court of Appeals heard the case, *Hosty v. Carter*, in June 2005, the court ruled that *Hazelwood* could be applied to college and university campuses. The U.S. Supreme Court declined to review the case, so the decision stands in the states that are part of the Seventh Circuit, although no high-profile instances of its application have surfaced.

Patten has great faith in the student body at UNL, saying the school has high-quality students and faculty.

"The students are what I remember most about UNL; they were great. They were sort of cocky, the ones in the 1970s, but that was all right because they were good, and they knew they were good."

This die-hard Husker fan, recently inducted into the Arizona Interscholastic Press Association's Hall of Fame, will always remember Lincoln fondly.

"When I think of UNL's journalism program, I think of one of the best programs in the country, certainly the top five," he said. "I'm proud to have a degree from there and proud of serving UNL students for 13 years. I thought it was pretty good in my day, and I suspect it's even better now." ■

# Youth-branding agency turns weakness into strength

by MAX HOLMQUIST

It was 10 p.m. when Charles Hull arrived at the prison parking lot in Macon, Ga., one day in the fall of 1999. Representing his company, Archrival, he was there to tour a brand new unoccupied prison to develop a marketing presentation for a national architecture firm that wanted to sell prison design to communities.

The parking lot where Hull was supposed to meet the warden was empty. Hull looked into the camera at the gate and pressed the button next to it. The gate opened to a series of more gates. He continued this procedure all the way to the main prison hall. He walked around the perimeter but still found no one. Then, through a cellblock door, he saw someone pushing a broom.

"I asked him where I could find the warden," Hull said. "He gave me a funny look and then pointed down a long hallway. Here I am, some kid with nicely done hair and a camera around my neck."

As the man turned away, Hull noticed numbers on the back of the man's shirt. Hull looked down the hallway and saw prisoners in the cells. This was no janitor, and the prison was definitely occupied. Hull had landed during a shift change, and the guards in the tower assumed that the guards from the next shift were pressing the buttons, so they let him all the way through, unnoticed.

This episode reflects the way Archrival flew under the radar for its first nine years to arrive where it is today, a leading youth-branding advertising agency with clients such as Microsoft, Walgreens and SPAM. Recently the firm has expanded its reach to include international clients such as Red Bull of Austria and L'Oreal of France.

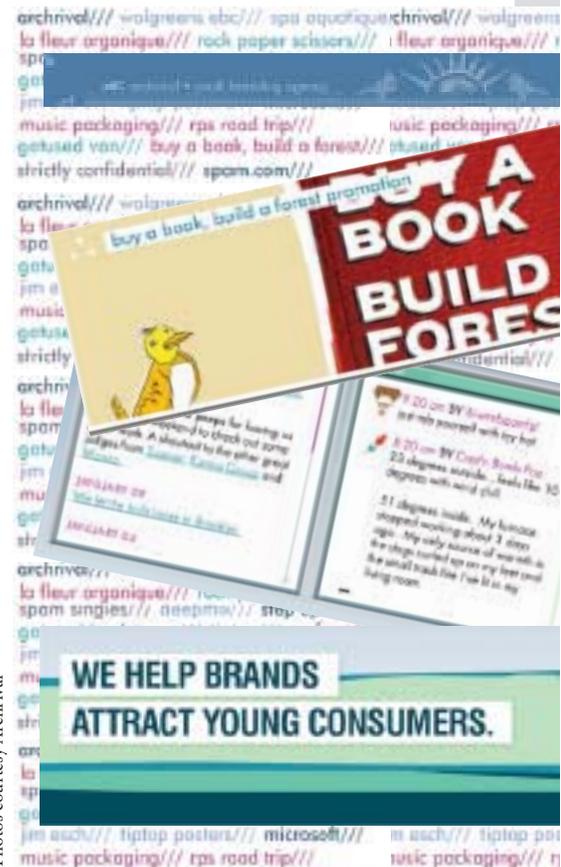
This small firm, started by UNL J school graduate Clint! Runge and UNL College of Architecture graduate Charles Hull, has had its share of challenges that grow out of their location in the Heartland. In an industry dominated by firms from big cities on the coasts, it's

easy to get swallowed up; but Archrival has turned what seems like a weakness — a Midwest location — into a major strength.

"Six years ago we were pitching for Lowe's at the national level," Runge said. "There was heavy competition from all over. One competing group asked us where we were from, and when they heard we were from Lincoln they responded, 'Lincoln, Nebraska? You realize you're playing with the big boys now right?' We fired back with a confident, 'Yeah, we are.' We were so motivated that we went in there, made our pitch and won the bid."

"Our location has become a strong point," Hull said. "Our clients are intrigued that Archrival is from Nebraska. Lots of companies feel like advertising firms from big cities are out of touch with mainstream American youth, so our Midwest roots and close relationship to a major university is a big competitive advantage for us. There are no other youth-branding agencies that I know of that have a Division One university in their back yard."

Recognizing the opportunity to strengthen this advantage, Archrival recently donated \$40,000 to the J school to establish the Archrival Youth Trend Research Fellowship, a program designed to develop a course that teaches the importance of understanding youth-consumer trends and their effects on buying habits of young Americans. In addition to the monetary donation, Archrival will also provide input on the course development and structure, as well as give feedback and guidance to students who take



Photos courtesy Archrival

the course.

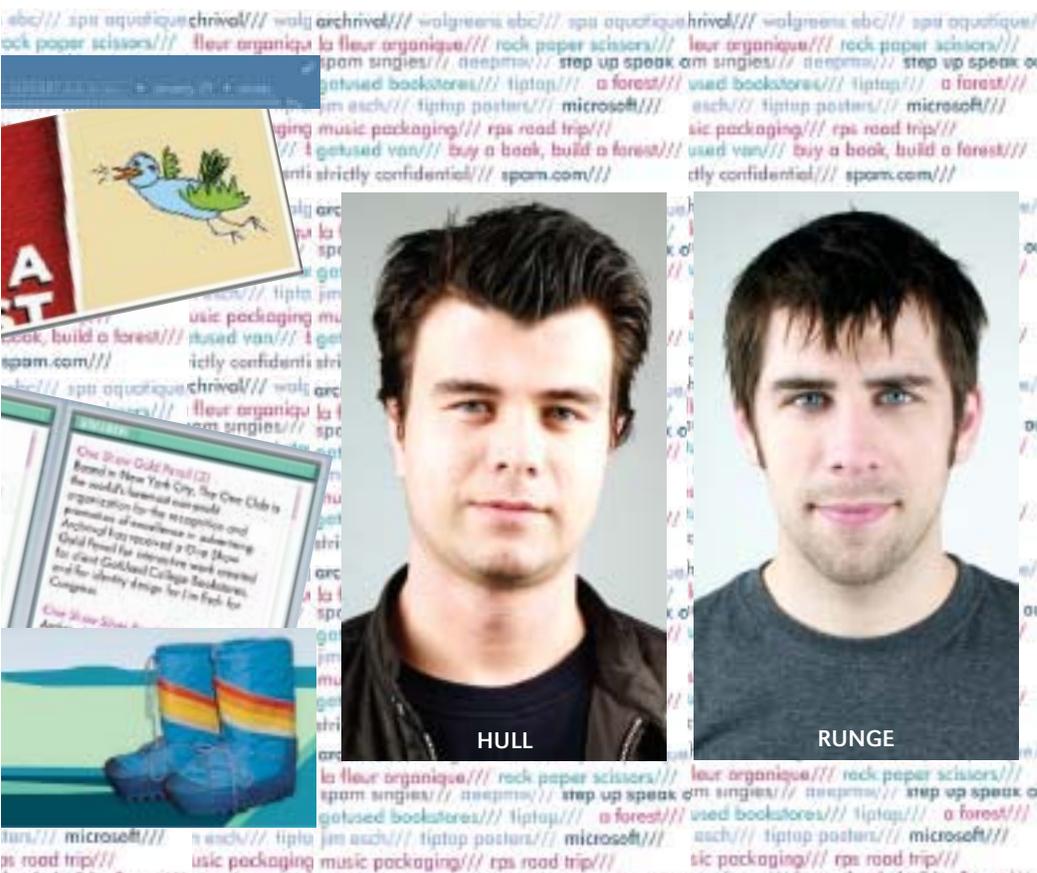
"Having that kind of relationship with the University of Nebraska gives us several competitive advantages in our niche industry," Hull said. "First, it helps train students who later become great employee candidates for our firm. Secondly, it gives us tremendous credibility with existing and potential clients nationwide who are looking for an agency with expertise and insight into youth culture."

This relationship with UNL started 10 years ago while Hull and Runge were attending UNL. They began doing design work on their own while they were still in school.

"You learn a work ethic in the architecture program that quite honestly makes it so you can't help but succeed," Hull said. "When you come into the real world after architecture school, everything slows down, but we didn't. One-hundred-hour weeks were nothing when we started."

"At that point in our lives, we had nothing to lose by starting a business. We financed it with our credit cards, loans from our families and what we could get from the bank," he said. "It was a constant game of 'don't get in over your head and don't spend more than you can afford.'"

Since those first years, Archrival has



evolved from a local generalist design shop to the international youth-branding agency it is now. Archrival's work now ranges from developing the National Collegiate Rock Paper Scissors Championship, to doing the branding for Red Bull's new NASCAR racing team.

Jim Esch, 2006 Democratic candidate for Congress in Nebraska's 1st District, said he had heard a story about a car wash that was re-opening in Lincoln a few years ago. The business hired Archrival to help promote its launch. Archrival came up with a guerilla campaign that involved putting what looked like parking tickets on people's dirty cars, as if they were being fined for being too dirty. The citations looked so real that people were going to the courthouse to pay them. The campaign drew local, regional and national press coverage. It was this out-of-the-box thinking that pushed Esch to ask Archrival to produce his campaign advertising.

"We're running a very grassroots campaign, and they've been great about everything," Esch said during the 2006 election campaign. Archrival developed the "Jim Esch for Congress" logo, the campaign identity system and the Web site. The branding was so striking that very early in the campaign, national media and the advertising industry

focused attention on the upstart candidate. People were intrigued by the fresh and unconventional approach to political branding.

"We're averaging about 500 people per day on the Web site, and people are spending an average of over six minutes there per hit, which is almost unheard of in this type of Web site," Esch said.

The site had a very young feel to it. The logo, an American flag with the letters J and E in the stripes, stood out. At the top of the page was a banner where people could click and read Esch's stand on each campaign issue. The site showed the creativity of Archrival.

Hull and Runge both credit much of their success to their knowledge of the creative process.

"It's all about design and problem solving," Runge said. "The same principles of design apply to any type of design, be it architecture, graphic design or advertising."

Hull advises students: "Don't be too medium-focused. Learn the fundamentals. Explore your boundaries. Most of all, learn to be creative. Explore the different possibilities and then learn the different tools necessary to make those possibilities happen — never the other way around."

Runge advises students: "Pour yourself into your work right now. The more

you put into it the more you get out. You will get all of your hard work back in dividends."

Archrival recently launched the European Beauty Collection, a collection of imported premium skincare brands, for Walgreens. Seven different companies from Europe ship cosmetic products to the stores. The need for problem-solving and creativity was clear in this project. It was much more than just a design project. Archrival assisted in everything from the packaging and design to shipping and getting everything through U.S. customs.

Hull remembers one problem that popped up unexpectedly.

"One company thought it would be cute to send cookies with their shipment of skincare products," he said. "When it got to customs in Chicago, the entire shipment was refused because the cookies weren't FDA-approved. You find yourself saying, 'Who would have thought of something like that ever being a problem?' However, everything managed to go through and launch on time. It was a very rewarding project."

Hull and Runge feel that Archrival has done a lot of rewarding work, including Step Up, Speak Out, and a campaign for the Nebraska Book Company.

Step Up, Speak Out is a statewide program against gender abuse and its prevalence in pop culture. Nobody at Archrival was passionate about the issue before working on the campaign, but as the team of 16 people worked more and more on the campaign, everyone began to feel strongly about it.

"It really has had an effect on the work we do. We are very conscious about it now," Runge said. "We use a lot of what we learned working on the Step Up, Speak Out campaign in our work now."

For Nebraska Book Company, Archrival designed a national campaign called "Buy a Book, Build a Forest." For every book a student buys, a portion goes to plant a tree. Nebraska Book Company works in partnership with the National Arbor Day Foundation. At the end of the promotion, Nebraska Book Company and National Arbor Day Foundation will plant a minimum of 100,000 trees in the greater Yellowstone region.

With a resumé including work for everything from SPAM to a congressional candidate, it's easy to understand how this Lincoln-grown, youth-branding agency, Archrival, is enjoying success and continued growth. ■

# Legendary administrator donates collection to UNL's J school

by ASHER BALL

Lined up on shelves in the Hitchcock Center in Andersen Hall are dissertations and books that have helped shape the UNL J school's program.

These volumes are the Talbott Collection, and they often have elaborate titles such as "Play Theory Applied To Journalism Education" by Ann Debra Buzard and "Television Reporters' Perceptions of Role Expectations" by Patricia L. Kent. The collection is named in honor of the man who donated them, Albert Talbott, a 74-year-old native of Scottsbluff.

"It was a good opportunity to give the books I accumulated over the years to students and programs," Talbott said.

Throughout his career in business and academia, Talbott's more than 50 academic communications articles have made him one of the key figures in research methods. For nearly 30 years, Talbott was a research consultant to the R.H. Donnelley Co., the largest publisher of telephone Yellow Pages in the world. Talbott is also a professor emeritus at the University of Iowa, where he oversaw many doctoral students. One of them was the CoJMC's own dean, Will Norton Jr., who knows the value of having the collection available to students.

"Actually touching it makes a difference," said Norton. "It's different than a computer screen."

But the collection may not yet be well-known at UNL. Valerie Ellsworth, who works with graduate students



Photo by David Story

## ELLSWORTH

in the college and placed the binding on the volumes in the Talbott Collection, said, "I'm not even sure if the faculty knows about the collection — probably just a few of them."

But for someone needing access to a variety of dissertations and research methods, the collection is always available.

"We have a college full of people who have expertise and priorities," Norton said, "but for the kind of person that this collection is a priority, they'll find it."

That may be true, but any interested party would need a key to get past the locked

doors.

"You don't want to not take precautions," Norton said. "Those works represent the contribution of Al Talbott to people's lives."

Talbott may be best known for the period during the late 1960s and early 1970s when he taught at one of the first experimental college journalism programs. Working under his mentor and the director of the University of Iowa's journalism school, Malcolm S. MacLean Jr., Talbott helped launch a program that emphasized more scholarship and less academic bureaucracy.

"They got rid of everything that was typical in a journalism school," said Norton.

The UI program asked students to form teams, build a message and then receive points and grades based on the audience's response to the message. The experiments used game theory and simulations to teach journalism. The change was hard for many beginning journalists, but for the doctoral students it was a blessing.

"Before MacLean, the comprehensive doctoral examinations at Iowa were universally feared — actually loathed — because success lay in the quantity of knowledge that a student had accumulated and in who was that student's adviser," said Michael Stricklin, a former CoJMC professor who was also a student of Talbott's at Iowa.

But other journalism experts were not so receptive. On April 23, 1972, the American Council on Education for Journalism denied accreditation to the UI journalism school. Not long after, 46 percent of those enrolled in UI journalism courses had dropped out.

"The Iowa experiment was way ahead of its time," said Stricklin. "It is always risky to be too far ahead."

The stress of that incident proved to be too much for MacLean, and soon after resigning, he died of a heart attack. After MacLean's death, Talbott became the dissertation committee chairman and picked up many of MacLean's doctoral students. Norton was Talbott's second doctoral student. Together they formulated Norton's doctoral thesis, "Reader Feedback to a Newspaper Editor: A Case Study." During the dissertation work, Norton could see Talbott's strength as an educator.

"Talbott wasn't a great lecturer," Norton said, "but he

was good across the table.”

Stricklin said, “Dr. Talbott listened and learned. Usually he wouldn’t say a thing, and I marveled at his discipline and patience.”

Will Norton said he manages the UNL J school by many principles he learned under Talbott and MacLean. As in Talbott’s open system, Norton encourages the participation of anyone who would like to improve the college, and he also emphasizes the importance of scholarship. But unlike the often disorganized school that MacLean ran, Norton tries to keep the college structured.

“Even though we have a chaotic college in some ways, we try to have an orderly administration,” Norton said.

Nearly 10 years have passed since Norton and Stricklin first worked to have Talbott’s library brought to UNL. “My feeling on the books is that it was time to turn them over to someone else.”

Other books were added to the collection in honor of Stricklin’s joining the faculty of the Federal University of Piaui in Brazil. All of the books were sorted and catalogued as the Talbott Collection and have been placed in the Hitchcock Center for any person to see and read.

Talbott’s dissertations “were a great number of successes,” Norton said.

Stricklin agreed. “Talbott broadened my scope of vision and heightened my intellectual sensibilities,” said Stricklin, whose own dissertation, “The New Printing Technology and Journalism Education: Toward a Paradigm,” is in the Talbott Collection.

Will Norton hopes the Talbott Collection will educate others and help them succeed as well. ■

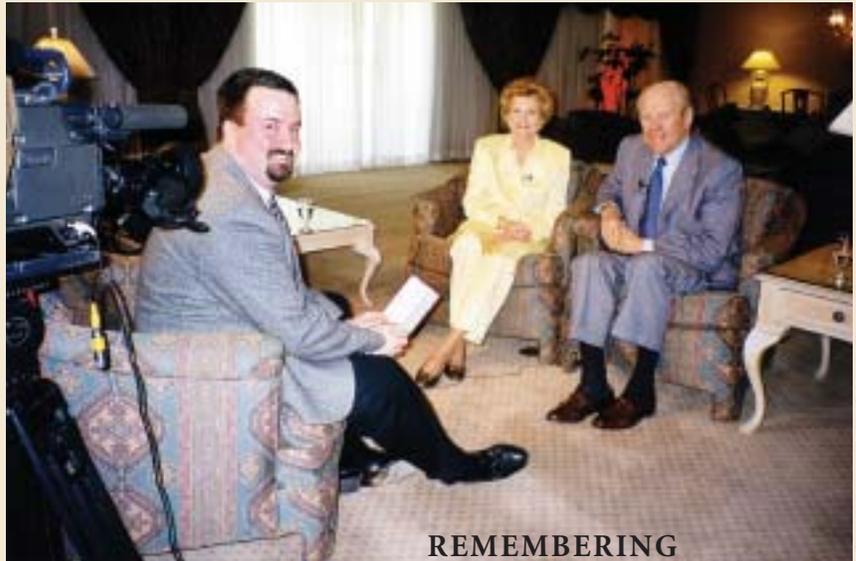


Photo courtesy David Nuckolls

## REMEMBERING A PRESIDENT

by DAVID NUCKOLLS, '86

JAN. 2, 2007 – President Bush has declared this day to be a day of remembrance for President Ford. After watching a day of wall-to-wall coverage of his memorial services, I thought I might offer this personal story.

In my capacity at CNN, I had the honor and pleasure of interviewing President and Mrs. Ford on Feb. 12, 1999.

By coincidence, that was the day President Clinton was acquitted by the Senate. At the exact time we were to start the interview, President Clinton was coming on the television to apologize and ask the country to move on. I asked President Ford if he wanted to wait a while to start our interview so that he could watch and he said in a matter-of-fact way, “No ... no ... I’ve seen enough.” We switched off the television. I thought that was interesting.

After asking about a dozen questions, I got to the proverbial “How do you hope that you’ll be remembered?” This was his response:

**PRESIDENT FORD:** “I hope and trust that when the pages of history are written, they’ll say the Ford administration inherited the tragedies of Watergate and Vietnam and economic problems. And that we were able, in the two-and-a-half years that I was president, to heal the wounds, where people in this country in early 1970s were arguing, fighting, disagreeing with one another. And the Ford administration, I trust will be remembered as one that healed the differences and restored public confidence in government, in our nation’s capitol.”

I asked Mrs. Ford about her husband’s legacy. This was her response:

**FIRST LADY BETTY FORD:** “I think President Ford will be remembered as a very fine man who has great ... [SHE STARTS OVER]

“As I think of him in history, I truly think he will be remembered most for his bringing the nation together at a time of a terrible crisis, when things were falling apart. He was the steady influence that really solidified the nation at a time when we were going through the Watergate crisis.”

But what I will remember most about the Fords is what happened after the interview. So as not to intrude, I had arranged for the interview to take place in a hotel suite not far from their home in Palm Springs. After asking about 20 questions or so, we turned off the lights and the camera, and I thought we would then say goodbye. Mrs. Ford excused herself and was driven away.

President Ford said, “David, tell me about what you do.” He then asked me a bunch of questions. We probably talked for 30 minutes or so. The fact that he was born in Nebraska didn’t hurt our connection. I felt like I was talking with my grandfather. He was so nice and seemed genuinely interested. Maybe he was stalling until his tee time, but I really enjoyed my time with him.

I have also interviewed President Carter (twice) and Mrs. Carter, President Clinton, Ladybird Johnson (Her story about the Kennedy Assassination is chilling!), and Nancy Reagan (She gave me suggestions for sleeping better!). All were very kind and provided moments I will always remember, but President Ford and I really connected, and I’ll remember my afternoon with him most. ■



Photo by Clay Lomneth

Heisman Trophy winner and new author Johnny Rodgers was at Andersen Hall on Nov. 24 to promote his new book, "An Era of Greatness: Coach Bob Devaney's Final Four Seasons in University of Nebraska Football (1969-1972)." Rodgers graduated with a degree in advertising in 1997. Judy Yeck (at left), a longtime staff member of the College of Journalism and Mass Communications, is one of Rodgers' biggest fans.

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