

UNIVERSITY OF NEBRASKA

Jnews

CoJMC ALUMNI MAGAZINE SUMMER 2008



TRAGIC HERO

McCarthyism pushed
Nebraska native Don
Hollenbeck over the edge

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Susanne Shaw

Why accreditation matters

Students are the ultimate beneficiaries, Shaw says

Susanne Shaw received the 2008 Gerald M. Sass Award for Distinguished Service to Journalism and Mass Communication on Friday, Aug. 8, 2008, at the Association for Education in Journalism and Mass Communication national convention in Chicago. These are her remarks at the award ceremony.

Tonight, I will focus my remarks on accreditation and the education of a journalist.

Accreditation faces some challenges. Some of you in this room may not be big supporters of the council's newest standard on assessment of learning outcomes. But assessment is important for accreditation and higher education.

In the recent 10th anniversary report from the Council for Higher Education Accreditation prepared by Peter Ewell, an assessment expert, he said "In part, recognition of the importance of learning outcomes has arisen because external stakeholders increasingly look to results as the principal mark of quality. Institutional leaders now recognize the importance of assessing outcomes. Meanwhile, some topics in the realm of resources and processes have become less relevant."

Last year, The Chronicle of Higher Education reported that in an independent survey of institutional leaders 75 percent of those surveyed agreed that "colleges should be more accountable for student learning outcomes."

The council needs to continue to help team members and council and committee members do a better job evaluating the assessment standard. And we also need to help schools that seek our assistance to meet the standard. Later this month, the council will host a half-day informational session to help members better evaluate the assessment standard. Last year, eight of 17 schools visited — 47 percent — were judged out of compliance with the assessment standard.

Virtually all accreditors, institutional and programmatic, now have standards that require them to establish goals for student learning and to require them to gather and analyze evidence of student achievement.

The CHEA 10th anniversary report also discussed levels of accreditation and asked "whether accreditors should distinguish among institutions and programs across a range of performance or continue to recognize them simply as meeting accreditation standards or not."

This is not a new topic for the council. Some may remember when council president Bob Giles established an exemplary practices committee and Doug Anderson was chair of that committee. Ewell called a similar idea "exemplary performance." He said "that assigning multiple levels of accreditation would clearly provide more information to the public and would likely stimulate the engagement of institutions and programs that are well above minimum standards."

Ewell's point is a good one. Many programs easily meet minimum standards, and I often worry that some could consider accreditation a waste of time and effort if they are not challenged to improve.

When the Council discussed the idea of recognizing excellence, there

were concerns about whether such a plan would favor the large schools; whether the designation as excellent or distinguished would be influenced by resources and size; whether, in fact, we would create a two-tier system, or some said, the haves and the have-nots.

In spite of the controversy over its role, accreditation has been the most effective public way for higher education to maintain its set of core values—autonomy, self-governance, scholarship and the pursuit of quality through peer evaluation, Giles said.

At the May 1998 council meeting, Anderson characterized the January meeting in the following way: The meeting was intense and uncomfortable, with strong expression of diverse viewpoints. He said

about a third of the members thought the idea merited exploration, about a third could take it or leave it and about a third thought it was not a good idea.

Giles' goal was to look at quality, excellence, distinction, exceptional or exemplary practices — however one chose to define it. Giles' ideas are still relevant today. It was and maybe still is a subject worthy of attention because of the belief that accrediting standards represent only a minimum level of acceptance.

In 2008, the concern for quality is not limited to education in journalism and mass communications. It is a subject of serious and wide-ranging discussion throughout higher education. These discussions often center on a need to pay greater attention to teaching and learning.

I won't bring up exemplary practices to the council again, but I think it is important that experts in higher education today talk about a similar idea to make accreditation more useful to schools and to the public. Giles and many council members recognized the need for change 10 years ago. Some of the issues regarding the utility of accreditation

remain today.

At one time, accreditation was viewed as being too prescriptive. Del Brinkman wrote in ASJMC Insights about the increasing pressure toward prescriptiveness in the Accrediting Council's reviews — pressure from individuals and institutions. Brinkman cautioned that the accrediting review "should be essentially diagnostic rather than prescriptive; it should concentrate on determining the strengths and weaknesses of programs against a set of clear and well understood standards and goals. It should not create a narrow pattern of study that inhibits innovative programs."

I definitely think that the council has moved away from being prescriptive even though some teams sometimes try to be specific in how they tell a school to fix a weakness. Team members should refrain from judging a school by the standards and curriculums of their own schools.

Each year, questions are raised about consistent treatment in the accrediting team recommendations and the decision making process. This past year was a good example when the committee, council and schools challenged the consistency of decisions. Thanks to the Knight Foundation, the council now trains site team members, and consistency has improved. Since 2000, we have had seven two-day training programs for new site team members and one for team chairs.



Photo courtesy Susanne Shaw

SHAW

Susanne Shaw has taught at KU's William Allen White School of Journalism and Mass Communications since 1971 and has been executive director of the accrediting council since 1986.



Joe Starita (standing) does a reading and book signing for his new book, *I Am a Man: Chief Standing Bear's Journey for Justice*. A complete list of events can be found at <http://events.unl.edu/journalism>

Students donate gifts story on page 77



FROM LEFT: Freshmen Patrick Breen, Carrie Brauer, Emily Nohr, Joe Teplitsky, Kyle Dump, Jenifer Calandra and Tara Grieser wrap and organize presents for children with HIV at the AHOPE orphanage in Addis Ababa, Ethiopia, on Dec. 14 in Andersen Hall

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CORRECTION: A story about Diana Stover and Bill Tillinghast that appeared in the summer 2008 edition of the J Alumni News was written by student reporter Calli Lounsbury. The wrong name appeared in the byline.

Keeping the best of the old, adding the best of the new



Last year 30,000 media professionals were fired from newspapers. Radio and television stations are trimming their staffs. Major newspapers that have existed for more than a century are closing their doors, and public relations and advertising professionals are finding the job market is very tight.

Much of the problem has to do with corporations borrowing large amounts of money to buy other entities and then not having the cash flow to pay the extra required when bond companies had to raise their rates when their ratings were lowered.

And, although we have heard so many say that print on paper will not go away, the Internet is becoming much more influential, and professionals of the future — whether they be in brand communications or journalism — have to know audio, video and print.

Therefore, the faculty of this college have been moving toward multi-platform education. The curriculum introduced in 2004 began our shift to the new media world. And this year, our faculty in broadcasting and news-editorial voted to merge and form a Department of Journalism. Instruction will be multi-platform in nature with students specializing in audio, video or print.

Courses in both majors will be offered as JOUR rather than NEWS and BRDC, and the college's core courses will be JOMC. ADVT courses will remain as the advertising sequence continues its move to multi-platform, begun several years ago.

This is a difficult process, but leading journalism programs throughout the nation are moving in this direction. Some are farther along than we are, and others trail us by many years.

Clearly, we do not know what the economic model will be for journalism in the future, but we know that the citizens of democracies need news and information. If our society is to thrive, journalists will have to be a part of its vibrant communities. There will be no vibrant communities without news and information.

We also are convinced that sales are vital for media to prosper. Therefore, the advertising faculty members have initiated a sales emphasis

in which students sell space and time on many platforms. Their primary focus is to sell for KRNU radio and NewsNetNebraska, the news Web publication of the college.

The faculty members have tried to be very careful, not thoughtlessly changing a curriculum that has been among the leaders nationwide for decades. However, as media demands have changed, the college has found it impossible to continue with one focus on print and another focus on audio and video.

Nonetheless, as the college moves forward the emphasis on basic reporting, writing and storytelling — in words and in pictures — will continue. And our great respect for media organizations will continue to result in great interaction between the college and the professions.

However, more graduates probably will enter professions other than media as the demands of a digital era continue to change. And, of course, the legal profession will have more than its share of our graduates. No matter where they make their careers, though, we are confident our graduates will have been well prepared to succeed.

**The Internet is becoming
much more influential,
and professionals of the
future have to know
audio, video and print.**

The world is changing, and we are doing our best to adjust to the new reality while maintaining a full-fledged commitment to basics. Although we are, in a sense, feeling our way, we are confident we are continuing to serve the needs of both our students and a democratic society. |

Tragic Hero

By Carson Vaughan

McCarthyism pushed Nebraska native Don Hollenbeck over the edge

The assistant medical examiner called it “illuminating gas poisoning.”
Suicide.

“And then you begin to feel, ‘Why weren’t we around him more?’” said Shirley Wershba, a friend and former CBS co-worker. “Why weren’t we there to bolster him? Why didn’t he ever tell us he was feeling that way? I guess people who talk about suicide are sending out a cry for help, but I don’t think Don ever talked about it. That he was despondent there’s no question about it.”

She knew the boy from Lincoln as well as anybody. She and her husband, both of whom were portrayed in the 2005 film “Good Night, and Good Luck,” worked with the internationally renowned broadcast journalist and eventually named their first son “Don” in his honor. They knew him as both the professional radio host, honest and independent, and the casual party host, spontaneous and welcoming. So when she got the call on June 22, 1954, that 49-year-old Don Hollenbeck had killed himself, she was devastated.

“All I could do was hold my little baby Don and cry,” Wershba said recently.

Although the coroner called Hollenbeck’s suicide gas poisoning, many suspect McCarthyism may have been the real cause.

A Lincoln native, Hollenbeck reported with candor, humor and integrity throughout his colorful career, which began in 1926 as a cub reporter for the *Lincoln Journal*. Listeners said he was refreshing, brilliant. Researchers deemed him an iconoclast. Friends called him independent, a nonconformist. From the *Lincoln Journal* to CBS News, Hollenbeck raised public expectations for media professionals.

“He was courageously candid about the press,” said Loren Ghiglione, former dean of Northwestern University’s Medill School of Journalism and author of *CBS’s Don Hollenbeck: An Honest Reporter in the*



Age of McCarthyism and editor of *Radio’s Revolution: Don Hollenbeck’s CBS Views the Press*, both published in 2008. Ghiglione visited the J school last fall to talk about his books and free expression.

“As (Edward R.) Murrow said, ‘He [Hollenbeck] had a spine of steel.’ He was unusual that way. He believed all that stuff about the First Amendment,” Ghiglione said.

But the candor came with a cost.

Like his fellow CBS newscaster Murrow, Hollenbeck was an outspoken critic of Wisconsin Sen. Joseph McCarthy and his Communist witch-hunt of the early 1950s. But for every jab at McCarthyism, Hollenbeck got a punch back from conservative press critics, most notably columnist Jack O’Brian at the *New York Journal-American*.

The columnist initially linked Hollenbeck to the “violently leftist” news media and accused him “of baiting Dixiecrats and conservatives with blandly phrased ‘loaded’ questions.”

“All the news that fits Hollenbeck’s view. Meaning, all the news that’s left,” O’Brian caustically observed in May 1954, just a month before Hollenbeck’s suicide.

“We worried about him and how he was going to be reacting,” said Wershba, now retired and living in New Hyde Park, N.Y. “People were getting fired right and left just because some idiot pointed a finger and said, ‘If you’re a liberal, you’re a Communist.’”

Don Hollenbeck lived a “turbulent, tantalizing life,” according to biographer Ghiglione. Born in Lincoln in 1905, Hollenbeck attended Lincoln High School and completed three years at the University of Nebraska–Lincoln before quitting academia. According to Ghiglione, women at UNL appealed to Hollenbeck far more than his classes.

“He didn’t have any social life in high school, and he discovered women at the University of Nebraska,” Ghiglione said.

One of those women was Jessie Seacrest, daughter of J.C. Seacrest, »

Photo courtesy Loren Ghiglione/illustration by Marilyn Hahn

publisher of the *Lincoln Journal* newspaper. Not long after leaving the university, Hollenbeck took an entry-level job at the *Journal* and married the boss's daughter in April 1926. But the good times didn't last long.

In 1927, just weeks after the birth of their daughter, Jettie, the parents separated and later divorced, and Hollenbeck's life began to unravel. People viewed Jessie as "sexually liberated," according to Ghiglione, and many close friends and family began to question if the child was truly Hollenbeck's. Ashamed and disillusioned by her son's failed marriage and the circulating paternity rumors, Clara Hollenbeck took her own life by slitting her throat. It wasn't long before Hollenbeck decided to cut his ties to Lincoln.

"It's ironic," said Ghiglione, who now teaches at the Medill School. "He said 'I'm from Lincoln,' as in 'I'm out of here.' But his cremated remains are at Wyuka Cemetery in Lincoln.

"But despite that, I think a lot of Lincoln was in his values, more than he was willing to recognize. He was shaped by his community. I don't think he liked what he saw as the sort of self-righteous quality of Lincoln, and yet there was a little bit of pious in him."

Attempting to put the bad memories aside, Hollenbeck moved to Omaha and quickly landed a job in 1929 with William Randolph Hearst's *Omaha Bee-News*, later purchased by *The Omaha World-Herald*. Soon fired from the *World-Herald* for telling a publisher-in-training who questioned the way he was writing a story to "write it yourself," Hollenbeck began climbing the news ladder one impulsive step after another.

From Omaha, he took a job with the Associated Press's photo department in New York, which later stationed him in San Francisco. But a failing second marriage and "the perfect AP rut," as Hollenbeck later described it, sent him back to New York — jobless and without many prospects.

Rejected by the *New York Herald Tribune*, the *New York World-Telegram*, *Time* and *Life*, Hollenbeck finally landed a position with a new daily newspaper PM in 1940. When World War II broke out, he

left the publication, as did many PM editors, to work for the Office of War Information in London. Soon he moved to his first broadcasting job as a war correspondent with NBC, one of the big three broadcast corporations.

"He's very reassuring," Ghiglione said of Hollenbeck's on-air demeanor. "He keeps his cool, and however emotional other people are, he's calm, cool, collected and sounding like *The New York Times*."

Hollenbeck's stock soared as an NBC-based war correspondent, his voice carrying across the globe. But Hollenbeck, "fed up with the death and destruction," as he described it, handed his uniform to another correspondent and flew home to New York City. NBC fired him.

One major network down, two to go.

Following his stint at NBC, Hollenbeck accepted a newscasting position at ABC, which fired the brash reporter in 1946 for disparaging a network advertiser's jingle.

"The atrocity you have just heard is no part of this show," Hollenbeck quipped on air.

Two networks down, one to go.

Hollenbeck's third wife, Anne, with whom he adopted his daughter Zoe, was well aware of his diminishing job prospects.

Wershba recalled, "When we got to know him better, his wife admonished him, 'Don, please, we're running out of networks.'"

CBS was Hollenbeck's last chance, and he took full advantage of it. Hired by the renowned Murrow, Hollenbeck started in 1946 and began the job that would define his career. He began broadcasting the Sunday morning news roundup and before long was appearing on programs with Murrow himself. Hollenbeck deeply admired Murrow, and the two "clearly hit it off in a way that I don't think either did with anyone else," according to Ghiglione.

In 1947, Murrow chose Hollenbeck to take charge of the network's revolutionary new show, "CBS Views the Press," aimed at critiquing the New York newspaper industry. The show won prestigious journalism awards and accolades from many media outlets, from the *New Republic* to *Variety*. Still, conservative critics viewed Hollenbeck's reports, each a "critical analy-

sis of the press," as Murrow described it, as left-leaning. O'Brian counter-punched with accusations of communism.

Conservative commentators "went after the most visible people, because that's how you got headlines," Wershba said. "They went after big names and made accusations that were completely invalid."

Murrow was a god at CBS, nearly out of reach of the conservative critics, according to Ghiglione. But Hollenbeck, although enjoying ample recognition, was all too human — and a much more inviting and psychologically vulnerable target.

"I think bullies are very good at sensing the vulnerabilities of people," Ghiglione said.

Hollenbeck had a spine of steel. He believed all that stuff about the First Amendment.

By 1954, Hollenbeck had endured a lot: three failed marriages, his mother's suicide, the relentless pressure of McCarthyism. He was vulnerable. He was depressed and drinking too much. According to Ghiglione, columnist O'Brian's published attacks on Hollenbeck were just the "tipping point."

"He just pushed Hollenbeck over the edge, but Hollenbeck was teetering on the edge and might have gone there anyway," Ghiglione said.

And so his daughter from his third marriage is left to wonder, left to fill in the blanks on what might have been.

"I would like to think that he was a hero," Zoe Barr, now 64, said of the father who adopted her, the father who would mention her name on air just to get her to listen. "He was a smart man, and it's unfortunate he didn't live long enough to prove it to people. I think he could have been another Cronkite if he'd lived longer." |

Broadcasting pioneer Don Meier is still spreading joy

Barney McCoy leans back in his chair and crosses his legs, letting out tension with a deep breath. He relaxes as he settles into his chair and holds the phone to his ear. “Don, this is Barney McCoy,” he says. A smile spreads across his face. “I’m doing good how are you?” he asks.

As the conversation continues, the atmosphere changes. Tension melts away, and joy creeps in.

“Every time he talks, he lifts people up around him,” McCoy said. “Don Meier is a truly special person.”

Meier, a broadcasting pioneer and former producer of “Mutual of Omaha’s Wild Kingdom,” admits he is an optimist.

“My philosophy of life is I like to think on the positive side,” Meier said. “It doesn’t help you to think on the negative side or associate with people who do.”

Meier is special, not only because of his infectious attitude but because he is

a pioneer in broadcasting. And a new documentary about his life recognizes that.

In July, McCoy and other J school faculty members debuted a documentary about Meier’s life called, “Exploring the Wild Kingdom.” The premiere took place the same day as the unveiling of the Don and Lorena Meier’s Commons and Plaza in the green space north of the Nebraska Union.

“I couldn’t have asked for a better opportunity for a documentary,” McCoy said. “He’s a great role model and he was a mentor to me in many ways.”

Meier is most recognized for creating the popular television show “Mutual of Omaha’s Wild Kingdom.” The show aired for 25 years and won four Emmy awards. But there is more to Meier than just that TV show.

Education has always been a priority for the Meiers. They want to help students succeed.

Meier, a native of Oshkosh, Neb., attended UNL from 1934-1941. He worked off and on, taking some semesters off to earn money to finish school. He enlisted and fought in World War II. When he returned, he moved to Chicago and started working for a brand new television station. For \$35 a week, Meier swept, operated cameras and microphones, directed shows and even sat in front of the camera. He did anything and everything to learn the business.

He says it would be nearly impossible for his luck to happen today.

“Students are trained in a very sophisticated way to work in the industry. Now you can’t start at the bottom and work your way up like I did.”

After leaving the station, Meier freelanced and set out to find a sponsor for his idea for a show about wild animals. After being turned down repeatedly, Meier finally got Mutual of Omaha to agree to sponsor the program. It ran on NBC for 25 years.

At 95, Meier lives in Chicago with his wife, Lorena. They met at a party in Chicago when Meier first moved there in the 1940s and have been together since. Lorena worked on “Mutual of Omaha’s Wild Kingdom” with Meier from the beginning. She stayed behind in Chicago while he went out to locations where the show was filming, but she is considered the logistics expert for the show.

Their lives are a partnership, said Kevin Meyer, senior vice president at the University of Nebraska Foundation.

“One thing Don is adamant about is to include his wife. His accomplishments are hers. All the shows they worked on, it was always a team effort. She was the brains in the back room. They were a team in their careers and their marriage,” Meyer said. Meyer has worked with the Meiers for a number of years, acting as a liaison for charitable giving between them and the university.

Over the years, the Meiers have generously contributed to the university in many ways. They have set up a number of individual scholarships in honor of family members.

“They put the emphasis on the individual student,” Meyer said. “They want to give to things that have a direct »

DON MEIER



TV–Radio–Books:

THINK POSITIVE

impact on students in a way that having their name on a building might not.”

Education has always been a priority for the Meiers. They want to help students succeed.

“It is the only way you can get ahead in life, with a good education,” Lorena Meier said.

Their newest contribution was the commons area, and they flew in to see the dedication.

Lorena Meier said she was excited about the dedication and enjoyed seeing some of Don’s relatives. She likes Nebraska.

“I fell in love with it,” she said. “Some people say, ‘Oh, Nebraska is so uninteresting.’ That annoys me because it has its own beauty, and the people who live there are wonderful and different.”

It is clear that those close to the Meiers enjoyed having them here, too.

“They are like that favorite aunt and uncle,” Meyer said. “They are both great storytellers. Don is so engaging. Lorena is intelligent and intriguing. They are very humble for the success they’ve had. You would never have any idea how much they have accomplished just meeting them on the street.”

McCoy agreed.

“They have been to every corner of the world and met so many people,” he said. “But they never became calloused.”

McCoy also marvels at how close the Meiers are.

“It is amazing that two people who work so closely together are still so in love,” McCoy said. “How do you go home every night and have the ability to enjoy the simplest things?”

McCoy talks to Meier often. He recalls once when Don asked him to hold on so he could open a jar for Lorena in the next room. McCoy says he could hear them in the background, laughing like a couple of kids.

“They enjoy living today as much as any other time in their lives. I hope when I am 95 I can be like that,” McCoy said. |



David Dary has had multiple careers

In his backyard in Norman, Okla., David Dary now puts out cheap dog food to feed neighborhood raccoons. Any way you look at it, that's a long way from the night he introduced President Kennedy for his address to the nation on the Cuban missile crisis.

During his 74 years, Dary, tall with white hair and white beard, has had several careers — including one as managing editor of KTSA Radio in San Antonio, another as a CBS News reporter and radio anchor in Washington, D.C., and another as local news manager and a weekend anchor for NBC Network Radio news in the nation's capital.

Dary also is a longtime educator. He spent 20 years at the University of Kansas and another 11 years as head of what is now the Gaylord College of Journalism and Mass Communications at the University of Oklahoma in Norman. He's also found time to write 17 books and has won numerous writing awards, including the Arrell Gibson Award for Lifetime Achievement.

"In life, the only thing you can count on is change," said the retired Dary. "And the older you get, the less time you have because you're so busy."

Barney McCoy, associate professor of broadcasting at the University of Nebraska–Lincoln, once was a student of Dary's at the University of Kansas. He said he remembered a broadcasting exercise where Dary handed out one of David Brinkley's scripts as an example of good writing.

McCoy said when he started teaching, he was amazed how much he remembered from what Dary had taught him. "It dawned on me what an impact people like David Dary have on people," McCoy said. He said part of the reason Dary's such a great writer and teacher is that he's a great storyteller.

Dary's broadcast career began in earnest at Kansas State University, where he worked at the student radio station and then for the local commercial radio station. As a junior, he met his wife, Carolyn Sue, while on a YM-YWCA bus trip to Washington and New York. They got married a few months after Dary graduated from college.

Today, in Dary's home office, bookshelves line every wall. On his desk are stacks of research papers from his most recent book, *Frontier Medicine, 1492-1941*, which took him five years to complete. On Dary's walls are photographs of historical figures he has interviewed over the years.

He has a signed photograph of Kennedy, photographs of J. Edgar Hoover and Bobby Kennedy. He also has a 1960 photograph of himself interviewing Harry Truman on one of the president's morning walks in San Antonio. After the walk, Truman bought him breakfast, Dary said.

Among Dary's fondest memories is one of President Kennedy the evening of Oct. 22, 1962. That's when Dary introduced the president on CBS for his address on the Cuban missile crisis.

"(Dary's) got a strong personality, a larger-than-life personality," said Will Norton Jr., dean of UNL's College of Journalism and Mass Communications. He said you can tell Dary's a good on-air broadcaster. "His gestures are bigger and his voice is bigger." He hasn't been recognized as fully as he might be for his accomplishments because he doesn't promote himself, Norton said. »

DAVID DARY

Photo by Patrick Breen

TV-RADIO-BOOKS: AND TEACHING

Dary was born on Aug. 21, 1934, in Manhattan, Kan. An only child, he played in his high school band and orchestra, and studied piano for 12 years. He also worked for the *Mentor*, his high school newspaper.

He graduated from Kansas State in 1956, got married and started working for WIBW radio and TV in Topeka. Dary next journeyed to Texas, where he worked as news director for two radio stations before moving to CBS News at its Washington, D.C., bureau in 1960. Then in 1963, Dary moved into management a manager of local news for NBC News in Washington, D.C. While at NBC News, he also wrote and aired weekend newscasts on NBC's weekend "Monitor" broadcasts.

"I covered so much and did so much. I had wanted to be a network news correspondent, but once I got there it wasn't satisfying work," Dary said.

newspaper publisher. His numerous proposals to Gaylord paid off handsomely when the Gaylord family donated \$22 million to the program that now bears its name.

"One day he called me up and said he would accept one of the proposals," Dary said. "And then I had to ask him which one because I had given him so many over the years."

Throughout his many careers, Dary continued to research and write books. Most of his books are about the American West and its history, and a few others are about journalism. Dary said he doesn't consider himself a historian. But McCoy said, "Some noted historians say he's the best historian of the West."

Larry Walklin, a UNL broadcasting professor, said Dary uses mass media as research tools. He said Dary is very thoughtful, ethical and demanding and

Egyptian bloggers experience American presidential election

Firsthand observation will help to bridge the culture gap

By Shannon Smith

For Egyptian students Miral Brinji, 24, and Mahmoud Saber, 21, the contrast was startling.

At the Clyde Malone Community Center in Lincoln, they saw elderly residents of Malone Manor quietly make their way to polling booths in wheelchairs. At the Union on the UNL campus, they saw students wait in line for hours for a chance to choose their next president.

The Egyptians were in Lincoln in the fall as part of a project organized by the American University in Cairo's Kamal Adham Center for Journalism Training and Research and funded by the United States Agency for International Development (USAID). Eight Egyptian student bloggers traveled to the United States to experience journalism and politics firsthand.

"Very long line of the students waiting to vote about the election — it was really exciting," Saber said. "The other place with very, very old people ... This view, seeing a really old man going to vote because he is really sure his vote will make a difference in the election. It was very good."

Brinji said the retirement community was just as inspiring as the student Union because it demonstrated Americans'

'In life, the only thing you can count on is change. And the older you get, the less time you have because you're so busy.'

After building the local NBC News operation at NBC's WRC Radio and TV in Washington, he returned to Kansas to help build a new NBC television affiliate in Topeka. In 1969, after the station went on the air, he began teaching at the William Allen White School of Journalism at the University of Kansas. He taught for 20 years and became a full professor. In 1989, he was recruited to head what is now the Gaylord College of Journalism and Mass Communications at the University of Oklahoma.

For nine years, he sought private money for the program from billionaire Edward Gaylord, an Oklahoma City

gets as much out of a person as he can. Dary said he doesn't like mediocrity.

Dary's life has been far from mediocre. He said the things he treasures most are his wife and four daughters, a good night's sleep, sunshine, cool temperatures, good health and no hay fever.

He said he enjoys feeding the raccoons in his backyard — even though it's far from eating breakfast with Truman or introducing Kennedy during the Cuban missile crisis.

"Mostly it's determination to complete what you set out to accomplish," Dary said. |

strong belief in the power of the vote and the power of change. There were “people that are 70 years and older coming in on wheelchairs and breathing machines to come in and vote.”

Brinji and Saber were immersed in the American presidential election, reporting on their experiences in Lincoln, with the aim of developing journalism in Egypt by introducing Egyptians to American politics and journalism.

Lawrence Pintak, the director of the Kamal Adham Center, was instrumental in the project.

“The goal was to expose the bloggers to the U.S. political scene so they have the background to write about the elections and the presidential transition,” Pintak said.

Once the eight bloggers were selected, the project had a three-part strategy. First, the bloggers participated in a training workshop in Cairo focusing on American politics and the election. Then, bloggers were sent to the United States, first to Washington, D.C., where they trained for five days at the National Press Foundation.

Next, the group split up to train at different U.S. news outlets. Two stayed in Washington D.C., and worked with the *Washington Post* while the other six, including Brinji and Saber, went to New York City for a week. The city was “really crowded and really neurotic,” Brinji said. “It reminded me of Cairo — only a lot more organized in comparison.”

Three bloggers worked for *newyorktimes.com*, and three worked at *HuffingtonPost.com*. Brinji and Saber got a taste of fast-paced New York journalism at the *Huffington Post*, where they each published an article online.

During the final phase of the project, the bloggers again split up to travel to college campuses across the United States. That’s how Brinji and Saber ended up at UNL.

The J school was a natural choice as one of the host universities because of its relationship with the Adham Center. “UNL is already partnering with the Adham Center on a summer Middle East Journalism Boot Camp, to which it sends one student each year, and so it was a logical next step in the relationship to have UNL involved in this project,” Pintak said. “The bloggers raved about the welcome



Photo courtesy Kamal Adham Center for Journalism Training and Research

The CoJMC hosted two bloggers: Mahmoud Saber (fourth from left) and Miral Brinji (second from right)

they received in Lincoln and their overall experience there.”

Luke Miller, a junior advertising major and a member of the J School Student Advisory Board, spent a lot of time with Brinji and Saber.

“It is these kinds of experiences that help me grow as a person and to realize that I am only one part of this world community we live in,” he said. “I think that the J school benefits from my experience through the sheer fact that these relationships can only lead to positive outcomes on both ends. We collectively bridge the culture gap.”

Brinji said the goal of splitting up was to give the group of bloggers a view of pol-

itics throughout the nation.

“The idea behind being hosted by the respective universities is, first of all, to see what the real America is like because supposedly the real America is not in D.C. or New York City. These are just like really urban places,” Brinji said. “Also, when we are hosted by students, we are able to get more insight into how they vote, how they think, how they make up their minds for who they are going to vote for.”

Saber agreed. In Nebraska, he said he was able to see the daily, personal lives of people versus what he felt was government and public spaces in the capital and New York.

“This is not the real America in >>

New York or D.C. If our trip was only New York or D.C. we would not know the real image of America and how the people are thinking about the elections, how the next generation is very excited about voting,” Saber said.

The American presidential election contrasts sharply with the Egyptian presidential elections.

“During our elections, there are a lot more riot police everywhere, and you are lucky if you even make it to the ballot box,” Brinji said. “Voting is really, really complicated, because the ruling party, the ministry of interior, the police would ally with the ruling party to try and not allow anyone who is not going to vote for them to reach the ballot box. The elections are rigged, extensively rigged.

“Presidential elections in Egypt are only for drama. It is just this thing that they must pretend that they are having so that they would seem legitimate to the world,” Brinji said.

Their experience in the United States was much different.

Brinji and Saber spent a week in Lincoln in October and then returned to Egypt for about 20 days before returning to UNL for the actual election in

November. They were hosted by faculty and the CoJMC’s Student Advisory Board. They visited multiple polling stations, interviewed members of the political parties in Lincoln and took a road trip to Des Moines to meet members of the Obama campaign.

They said in Egypt, and throughout the world, people paid close attention to the American elections and debates. Brinji and Saber, both Obama fans, said there was even a Facebook page for “Egyptians supporting Obama” with membership in the thousands, and one for McCain supporters, although that group had noticeably fewer Egyptian members.

Although Brinji and Saber enjoyed touring the Capitol, eating at local restaurants, becoming slightly obsessed with the Target store and accidentally stumbling into a zombie march in downtown Lincoln, they were serious about their experience’s mission: better understanding of politics and journalism.

Pintak said the project was a success because “the bloggers came out of this experience with both greater understanding of the election process and a better sense of the perspectives of Americans and the differences within the country.”

For Brinji, the experience meant witnessing history firsthand. “This was truly historical, not only in the fact that an African-American was running but in the amount of participation as well.”

The bloggers learned much from their interactions with students.

Brinji said spending time with the J School’s Student Advisory Board members “just embedded this belief that people everywhere are pretty much the same, even if you have different beliefs about whatever.

“Human nature is the same everywhere, no matter what you believe in. When it comes to things like war and peace, hunger, oppression and freedom, I don’t think that anyone will have different opinions about the true values of those concepts. No matter what your religion, your color, whatever your gender is, at the end of the day these are all things we all think about in pretty much the same manner.” |

To read Brinji and Saber’s blog posts for the project, check out EgyptBlogsAmerica.blogspot.com.

Bloggging can provide vital information in a nation like Egypt

In America, blogging and other styles of “citizen journalism” often come in for criticism, especially from those in the mainstream media. In Egypt, however, blogging is the first, and sometimes only, way to cover certain topics, said Miral Brinji and Mahmoud Saber, who were part of a blogging project organized by the American University in Cairo’s Kamal Adham Center for Journalism Training.

“In Egypt, for example, bloggers take the place of journalists in breaking stories that government controls prevent the mainstream media from reporting,” said Lawrence Pintak, the director of the Kamal Adham Center.

Saber said the official media in Egypt are controlled by the government. “We have no real independent media to talk about the way it is,” he said.

Brinji agreed. In Egypt, the war in Iraq led to protests against the government, she said, but there was little coverage of the rallies and protests.

“Of course, the conventional media, newspapers and TV, even Al Jazeera and CNN and all those, — they would only cover the incidents or events that were really huge, but all the small demonstrations that would happen all the time — all these — they would not get any attention,” Brinji said. “So when blogging began, it started mainly to cover all those things that were not getting enough attention in the conventional media.”

Brinji said bloggers are sometimes the only trustworthy source of information in Egypt because the newspapers and government have a history of cover-ups and omissions.

“It could be that actually citizen journalism might have more truth to it,” she said. “But it depends on every blogger and how he or she establishes their own credibility.”

The role of bloggers is essential to free information in Egypt, the two Lincoln visitors said, despite the way some bloggers have been criticized. “Many people have accused bloggers of making Egypt’s image really bad in front of the world by blogging, and they have been accused of ... worsening or invalidating Egypt’s image to the outside world, which I believe is ... bull because we are only trying to help our country,” Brinji said.

Added Saber, “We are all working together to push democracy in Egypt and society to be stronger and push out the issues that traditional media can’t talk about.”

Brinji said when the bloggers started focusing on uncomfortable topics, the media were forced to start covering these issues.

“This is when, for example, the freedom of press and expression becomes good for society,” Brinji said. “When society is faced with the ills within it and starts to deal with its problems because it talks about it ... this is when people really started addressing this problem and acknowledging that it exists and really trying to treat it.” |

PROFILE Michael Farrell

By Mallory Wittstruck



Photo by Patrick Breen

Successful photographer, filmmaker focuses on Nebraska

Glance into his office and you can see piles of notes and office paper scattered across the blue carpet, atop the '70s-style orange desk and across rows of brown shelves. There is a computer, and a few chairs are scattered about the small room with a black bicycle helmet lying beneath the table.

It doesn't look like much, but then you see the National Cowboy Hall of Fame award presented to Michael Farrell in 1991 for his role in producing a documentary called "The Platte River Road." Not too bad for a man who has never taken a journalism class.

Farrell, 61, is the production manager at Nebraska Educational Telecommunications. He also teaches a documentary production class at the J school and recently had 130 landscape photographs displayed at the Great Plains Art Museum. Although it's easy to see how deeply engrossed he is in the journalism world, he never dreamed it would happen.

"It's interesting because I started in art school focusing on painting and drawing," said Farrell, who has worked at NET since 1971. "Then I was in photography, then filmmaking and then I started working in public television during grad school, so I came into it without going through a »

journalism school.”

A 1969 graduate of Indiana University and the first in his family to go to college, Farrell got a bachelor’s degree in liberal and fine arts, with an emphasis in visual communication and comparative literature (art history and Western European studies). That’s where his interesting photography began.

Graduate school at the Institute of Design in Chicago was difficult for Farrell. He was paying off college loans by himself, and his job at WTTW Chicago Public Television was unsteady.

‘I always try to exceed what people think will be the outcome of the projects. I always set the bar high and strive to reach it every time I work on something.’

“I was bottom-rung at WTTW, so when I and 10 others got fired on one day, it was really bad,” said Farrell. “I had started my master’s (project) on their equipment, and if I didn’t get it done I couldn’t graduate.”

Luckily, Farrell was allowed to keep a key and work after hours to complete his master’s project even though he wasn’t receiving a steady paycheck.

However, times were changing. The Vietnam War dragged on, and the art world reflected what was happening in politics.

“Pop artists were doing different things, and protest movements were happening, so painting just didn’t seem where it was at anymore,” said Farrell.

So he turned to photography.

“During the developing process, this image starts to show up, and I was ‘Wow!’ I was completely just blown away by this,” he said. “You get to see the process happening as it happens, and it is just thrilling

for me to see that.”

Farrell continued his passion for photography when he moved to Nebraska 37 years ago and became an NET employee.

Without ever visiting the state, Farrell and his wife moved to Lincoln, Neb., in 1971 where NET supplied a steady income and job opportunities.

“We were only going to stay here for a year because who wants to live in Nebraska? We just wanted to pay off my college loans and then move someplace else,” Farrell said.

However, Farrell ended up falling in love with Nebraska’s culture and Midwest history while working at NET. The family of two grew to a family of five, and he never left Nebraska.

“At NET, I was promoted and changed jobs about every six to eight years, so I never had a chance to get bored,” Farrell said. “It worked out great because I was able to do different things all at one place.”

Through NET, Farrell was able to travel around Nebraska and the Midwest to shoot documentaries

such as “In Search of the Oregon Trail” and “Hidden Places,” where he saw remote places unique to the area and set goals to return and take photographs.

“With my first NET paycheck in 1971, I bought darkroom equipment so I could have one in my house. Wherever I’ve lived, whether it is in a house or apartment, I’ve always had my own darkroom,” Farrell said.

As his passion for photography grew and his skill progressed, exhibitions followed. In August, September and October 2008, Farrell’s exhibit of 130 gelatin silver prints called “Hinterlands” was displayed at the University of Nebraska–Lincoln’s Great Plains Art Museum.

“The photographs displayed here are all from places characterized by very low population density, stark but striking landscape, relative inaccessibility and not much conventional or commercial tourism appeal,” Farrell said. “These are parts of Nebraska, Wyoming and Colorado where

you can spend an entire day on back country roads or trails and not see another person.”

The idea of the landscape photographs came from the locations he had visited on previous film productions.

Amber Mohr, curator of the Great Plains Art Museum, said she is struck by how Farrell’s passion shines through his black and white photographs.

“His delicacy is in how he develops the prints. He captures the texture of the landscapes perfectly and it is in amazing detail,” she said. “Even though he uses black and white photographs the impact on the viewer is not lost. He is a true master of light and dark.”

Phil Hammar, NET production services manager and a coworker, has seen the display of artwork and believes the photographs show Farrell’s esthetic sense along with the documentary side of the landscape series.

“He is very driven and always engaged with what he is working on, whether it is in film or photography,” said Hammar. “He feels responsible to get the best results and has the quickest mind of anybody I know.”

Farrell is not only passionate about his work, but he also strives to “go green” in his work and life habits. Not long ago, he attended a global warming conference in Utah hosted by the National Audubon Society, which changed his day-to-day habits.

“I have an SUV to carry my gear across the state, but I don’t need that every day, so I ride the four miles to work on my 30-year-old bike,” Farrell said. “If it’s not raining in the morning, I’ll be riding my bike.”

On a Monday evening in November 2008, Farrell was hit by a car while biking home. Rushed to the emergency room with a badly sprained leg, he stayed at home the next few days but was right back to work by Thursday, teaching the advanced documentary class that he hopes will inspire a new generation of documentarians.

“I just always try to exceed what people think will be the outcome of the projects,” said Farrell. “I always set the bar high and strive to reach it every time I work on something.” |

Gutenberg portrait hangs in Andersen Hall

By Charlyne Berens



Photo by Charlyne Berens

NORTON and ZIMMERMAN

Johannes Gutenberg has come home. Not the printer himself, of course, but a portrait of the man who developed a usable form of moveable type about 1450, making printing practical in a method that went unchanged for nearly five centuries.

The portrait in question once belonged to Gayle Walker who was interim director of the journalism program at Nebraska from 1926-27 and director from 1927-1941. And the print of Gutenberg hung in his office during his entire tenure.

Last fall, Bob Zimmerman, Walker's nephew, gave the portrait to the college.

Zimmerman inherited it from his mother, Jean Walker Harvey, who had inherited it from her brother, Gayle Walker.

Printer's ink ran in the Walker family's veins. Isaac Simeon Walker, Gayle's father, was born in Missouri in 1880. After some college training, "Sim" Walker began teaching in a country school near his home and soon became known as something of an orator. Eventually, he set out with his family for Oklahoma, and he and his wife, Margaret Orabel Smith, both taught school at Bison, where their son, Gayle, was born in 1903, and then in Covington.

When the editor of the only newspaper in the community died, "Sim" Walker took over the paper. Bob Zimmerman says his grandfather had the first print shop in the Oklahoma Territory.

Walker found that he liked journalism even better than he liked teaching. His new career led him to the Arapaho, Okla., paper and, later, to the *Custer Courier* in Custer City. There, in 1916, Margaret Jean Walker, to be known as Jean, was born. The family moved to Clinton, Okla., where, when Jean was only 2 years old, "Sim" Walker died, apparently of typhoid fever.

The family stayed in Clinton until Gayle graduated from high school. He already knew how to set type and make up a newspaper as well as how to write and report, all skills he learned growing up in a newspaper family. But he wanted a college degree in journalism, and the University of Oklahoma offered no such program.

So in 1920, Gayle Walker enrolled at the University of Nebraska, which had just begun to offer journalism classes. Two years after he graduated, he was interim director of the new J school and became director a year later.

Gayle Walker's mother and sister moved to Lincoln when he did, purchasing a large house at 18th and M streets and renting rooms to university students. In 1926, Gayle moved into the ATO house when Orabel and Jean moved to Adams, Neb., where Orabel established a small store, selling women's hats and accessories and craft materials. The two women later moved to Indianola, where Jean graduated from high school in 1932.

Jean Walker earned a Regents Scholarship at NU, the first year they were granted, and took jobs as a student worker,

earning 30 cents an hour. She joined the Chi Omega sorority and lived in the house as a freshman but later lived at her brother's home to save money. She, too, was a journalism major, even taking some classes from her brother. After graduating in 1936 she worked in newspapers, radio and advertising, her son says. In the 1960s, she came full circle and returned to the J school as secretary to Neale Copple, who was then the director and later dean.

Jean and Bob Zimmerman were divorced when their son, Bob, was 2 years old. She married Barry Harvey, a career military man, and the family moved frequently. In fact, Bob Jr. attended 16 different schools between first grade and high school graduation. Like his grandfather, uncle and mother, he was interested in journalism and enrolled at Nebraska in 1958. He studied photojournalism and typography under James Morrison, doing well enough to become Morrison's lab assistant for the spring semester.

But Zimmerman left school after a year. He wanted to work in a print shop but couldn't find a job and eventually signed on at the CB&Q Railroad where he worked as an electrician for 41 years before retiring in 1999. He's continued to pursue his interest in photography, and now digital photography is his hobby. He said he enjoys printing his own pictures because "I still have printer's ink in my blood."

Zimmerman said he thought his family's connections to the NU journalism program made it appropriate that the Gutenberg portrait hang again in the J school offices to honor his mother and uncle.

Dean Will Norton said, "Through the years this journalism program has built on its strengths and traditions.

"To have the framed image of Johannes Gutenberg that once hung in Gayle Walker's office hanging in Andersen Hall today demonstrates that the traditions of journalism at the University of Nebraska include the journalistic traditions of western society." |

Historical information for this story came from memoirs written by Gayle Walker and Jean Walker Harvey and handed down to Bob Zimmerman. ■

Not all doom and gloom

Some newspapers are looking toward the future

By DAVID BAILEY

Managing editor, ARKANSAS DEMOCRAT-GAZETTE

As I write this, I have just seen a report about more newspaper industry job cuts – about 3,000 at Gannett Corp. and 27 at *The Commercial Appeal* in Memphis, a Scripps Howard property. This is personally sobering because I've worked for both of those companies.

These latest cuts are saddening even without the realization that some of those who will lose their jobs are my friends, without the complication that they will have to look for work during what we now call “the worst economic crisis since The Great Depression,” without wondering what sort of Christmas their kids will have. What makes it really terrible is that things didn't necessarily have to turn out this way for them.

A lot of newspapers all over the country face desperately gloomy financial problems and crippling readership losses. We read about them regularly. But a lot of newspapers are thriving. We read about them less often.

And many newspapers that are suffering are still much better off than their local broadcast counterparts. We rarely read about the dwindling market shares of television and radio stations. But we don't see their logo-splashed helicopters so much anymore, and some of those satellite trucks are starting to show their age.

When I encounter editors from other thriving newspapers at conferences and seminars, these are things we talk about quietly among ourselves. We talk about how lucky we are that our newspapers are privately owned by people who eschew debt, who feel a sense of public duty and who won't forsake their papers'

long-term profitability for a short-term gain. We're glad, to get right to the antithesis, that our newspapers aren't owned by day traders and institutional investors. We wish more newspapers were like ours.

We talk about how fortunate we are that we work with adequate staff levels,



DAVID BAILEY

generous news holes and good equipment. We talk about the satisfaction we derive from covering news outside our circulation areas or on the other side of the world. We appreciate having owners who encourage us to tackle ambitious projects, and we relish being able to put our readers

first when we make decisions. We know there are lots of good journalists and good executives at those other newspapers who would do the same things if their stockholders would allow it.

We also talk about the great myth that print journalism is doomed because the Internet is luring away newspaper readers by the tens of thousands. We know the Internet can't displace us — at least not for many years and several generations of technical advancement — unless we drive our readers away. And we know that nobody has found a way the Internet can support the kind of news operations that good newspapers have — or a way to get computer and “personal digital assistant” users to respond to pop-up and banner ads the way they respond to print ads.

We've noticed the well-run newspapers have solid circulation; in fact, they usually dominate all other media in their markets. We know our circulation is affected less by how many of our readers have broadband Internet access and PDAs than by the shifting fortunes of the most popular sports teams in our areas.

Sadly, we also talk about how difficult it has become these days to hire good experienced journalists. Many print reporters and editors have lost their jobs at places that used the great Internet myth as an excuse for their decline. Because of the myth, they've chosen to give up rewarding careers out of fear that they'd inevitably be laid off after moving to a new city.

Maybe I'd feel the same way if I lost my job just before Christmas during an economic crisis like this one. But I'd like to think that I'd do some research and networking to find a good, solid newspaper where I could work for many years and help

train the next generation of print journalists. |

David Bailey has been at the Arkansas Democrat-Gazette since 1993. His newspaper regularly hires UNL interns and graduates.

Photo courtesy Arkansas Democrat-Gazette

Election Night

Journalism students put on full-court press



Bruce Thorson (left), associate professor at the College of Journalism and Mass Communications, manages the election meeting with the student photographers on Tuesday, Nov. 4, 2008 in Andersen Hall. In all, 13 students, three picture editors and 10 photographers, covered Election Day activities starting from about 8 a.m., and continuing until after midnight.

By CHARLYNE BERENS

Things were hopping in Andersen Hall on Election Night last November. More than 140 students in radio, television, online and print journalism covered Election 2008 for the journalism college.

Students produced and hosted a live newscast on Channel 21 with live reports streaming to NewsNetNebraska, the college's student-produced multimedia news service, and 90.3 KRNU. Students did live newsroom shots from campaign headquarters and conducted exit poll interviews during voting hours. And photojournalists transmitted photos from across Lincoln that evening.

NewsNetNebraska also updated the evening's political events on a special Campaign 2008 Web section as the vote tallies were counted across Nebraska and the U.S.

"It's a big undertaking," said Trina Creighton, a broadcasting professor who coordinated the students' election coverage. Creighton expected the night to be exciting and hectic but said she had complete confidence in the students' ability to handle the pressure.

Broadcast professor Barney McCoy said, "Our students did it all this year — broadcast, print, on the Web."

Election Night is like the Summer Olympics and Super Bowl for network news divisions. It was no different for journalism students at the University of Nebraska-Lincoln.

The student participation in election coverage was the capstone in a semester of election-focused events. Coverage began Nov. 4 at 8 p.m. and continued until President-elect Barack Obama made his acceptance speech.

In preparation for Election Day, Creighton said, students researched and investigated the issues. Stories that aired on election night included profiles of senatorial and presidential candidates; state legislative and congressional races; the GOP in small-town Nebraska; the college vote; the affirmative action amendment on the Nebraska ballot; the history of exit polls; the blogging and You Tube phenomina during this election cycle.

Many of those stories were repackaged to run on NewsNetNebraska along with other election-related stories pro- »

Photo courtesy Kostuke Koiwai/Front Page Images

ELECTION NIGHT

duced specifically by the NewsNet students.

The live newscast on Election Night included interviews with members of the UNL political science and journalism faculty. Students in the NewsNet class blogged from election watch parties at various places in Lincoln, and others phoned from Omaha to be interviewed live on KRNU Radio.

Election Night is like the Summer Olympics and Super Bowl for network news divisions. It was no different for journalism students at the University of Nebraska–Lincoln.

The day after the election, the college hosted an international town hall meeting via distance communications with the Kosovo Institute of Journalism and Communication in Pristina, Kosovo, and the Gimlekollen School of Journalism and Communication in Kristiansand, Norway. UNL journalism students and journalism students at those schools discussed and tried to interpret the election results.

On the evening of Wednesday, Nov. 5, Jim Crouse, a political advertising consultant who worked with the Obama campaign, shared his analysis of the election in a public forum called “Election 2008: Why Did That Happen?” at Andersen Hall. During Crouse’s 26-year political career on Capitol Hill, he has helped elect many key figures in the Democratic Party. |



PHOTO: An impromptu crowd marches down O Street in Lincoln in celebration of Barack Obama's presidential victory on Election Day night, Nov. 4, 2008. The crowd marched to the Nebraska Capitol, where they sang “My Country 'Tis of Thee” and “The Star Spangled Banner.”



Other election-related events

— Broadcasting students filed long form election reports for 90.3 KRNU, UNL’s student radio station.

— *Daily Nebraskan* editor Brian Hernandez blogged live for *The New York Times* during two presidential debates and the vice-presidential debate this campaign season as well as on Election Night. *The*

Times enlisted student newspaper editors from around the country to weigh in on politics. To read Brian’s blog visit <http://thecaucus.blogs.nytimes.com/2008/09/26/debate-watch-student-view>.

— Two Egyptian political bloggers visited the college in late September as part of an American University of Cairo-USAID



Photo Aaron James/Front Page Images

at the college this semester included:

project that sent bloggers to Nebraska and other U.S. journalism schools to help them better understand the U.S. election and write about it for fellow Egyptians. The bloggers spoke to various journalism classes, met with representatives from Nebraska's Republican and Democratic parties and attended student events on

campus related to the election. The bloggers returned Oct. 30 to make observations during the week of the election. The college's Student Advisory Board helped to organize the events for the bloggers during their weeklong stay in October.

— A traveling news photo exhibit from the Associated Press was on display at

Andersen Hall in August and September. Called "The American President," the exhibit featured images that depict memorable moments in the history of the American presidency. |



Photo by Patrick Breen

SUE BURZYNSKI BULLARD

From the newsroom to the classroom

Sue Burzynski Bullard shares her professional expertise with J school students

By MELINDA DEINERT

Some people spend their whole lives trying to discover their calling. Sue Burzynski Bullard knew hers from the beginning.

"I was really lucky because I knew I wanted to be a journalist since 10th grade," Bullard said. She attributes this realization to a teacher who said that because Bullard was nosey, she'd be a great journalist.

The teacher was right.

Bullard, who joined the J school staff last fall, climbed the ranks of journalism to become managing editor of a major metropolitan newspaper. Now she's looking to the future.

"I want to help shape the next generation of journalists; I want to give them passion and inspiration," Bullard said.

Bullard spent her childhood in Michigan and earned a bachelor's degree in journalism from Michigan State University. During college, she held internships, including one in her hometown at the *Jackson Citizen Patriot*. After graduation, she worked at newspapers in Saratoga Springs, N.Y., and Lansing and Port Huron, Mich. She then moved to the *Detroit News*, where she spent 21 years. At different times, she edited, planned and supervised the Sunday edition, oversaw other employees, worked on the news desk, recruited and trained in the newsroom and ran the night desk.

She became managing editor in 2004, in charge of everything but the editorial page in both the print and online editions. She was responsible for 300 employees at a paper with a circulation of more than

200,000.

"Even though it was challenging, it was exciting," she said of the job.

Being in charge of so many people is not an easy task.

"It had its goods and its bads. It's high pressure," Bullard said.

Nancy Hanus started at the *Detroit News* as copy editor, working under Bullard, and worked with her for 21 years.

"She was the best boss I ever had," Hanus said. "I learned so much from her. She was able to push people while still encouraging them. As well as being a good journalist, she's a good manager and teacher."

While at the *Detroit News*, Bullard earned a master's degree in management at Central Michigan University. She said she did it so she'd be better able to handle personnel issues. She said newspapers don't spend enough time providing training for their staff members.

"It was good to get a broader perspective," she said. "It gave me a sense of what other industries do."

After spending a year as a "visiting editor in residence" at Michigan State in East Lansing, Bullard moved to Lincoln. A few factors played into this choice. Her son had graduated from college, and she wanted to make the leap "before I get too old to try teaching."

In addition to teaching editing and beat reporting at the J school, Bullard advises the student chapter of the American Copy Editors Society.

She said one thing she likes about the J school is that interaction between faculty and students is encouraged. And she's pleased with the students' abilities and efforts.

"I'm impressed with the caliber of students," she said.

Likewise, students are encouraged by Bullard's teaching methods. Sophomore news-editorial major Teresa Lostroh was in Bullard's editing class.

"The best thing about her is that she doesn't beat around the bush, and she doesn't sugarcoat the truth," Lostroh said. "She tells you what you need to know to be successful in the profession."

In fact, Bullard assisted Lostroh with her resume and cover letter.

"She's always available to help students outside the classroom," Lostroh said.

Bullard also finds time for her family and hobbies. Her husband, George, was a journalist for *The Detroit News* until two years ago; he is now a freelance writer. Bullard has two grown children, one in Houston and the other in Detroit. And although Bullard jokes that most of her time is consumed by teaching, she enjoys a few other pastimes. She has been exploring Lincoln with her husband; they've visited the farmers' market and explored the bike trails. She likes boating, traveling and reading. She knits — but "not very well."

Bullard said she hopes to stay in Lincoln for a long time. But she said the move to Nebraska redefined her notion of a "small town." She was born in Jackson, Mich., population 35,000.

"People here told me not to say Jackson is a small town anymore," she said.

Although Sue Bullard has received many awards, including a Lifetime Achievement Award from the Society of Professional Journalists in Detroit, she said, "Really, my biggest rewards are working with young journalists in the newsroom and in the classroom, seeing them grow and helping them improve. It's a big responsibility, but it's very rewarding." |

Truly multi-media

Ruth Brown brings a background in journalism and advertising to the classroom

By BROOK EUTENEUR

Glass Pepsi bottles, a Campbell's Soup baby doll from childhood, "Snap, Crackle, Pop" memorabilia and a stuffed Aflac duck are just a few of the items displayed on the shelves in Ruth Brown's office in Andersen Hall. Brown's collection started in her childhood, and she continues to add items.

"I have had a fascination with advertising and product promotion since I was a child," Brown said.

Brown's interest led her to pursue a career in advertising. With more than 15 years in the field, Brown has been involved with buying media, designing print ads, copywriting, doing marketing research, developing marketing plans, selling advertisements and teaching advertising classes. Her extensive work and devotion to advertising gave her the opportunity to teach at UNL for the 2008-2009 school year.

"Ruth Brown is well experienced. She has already been and will continue to be a major influence in our college," J school Dean Will Norton Jr. said.

Brown said last fall that she had enjoyed her experience at UNL.

"I love it here. The faculty is motivated and excited to be here. They are professional and knowledgeable. The students are wonderful, and it's a great place to work and learn," Brown said.

Ruth Brown is no stranger to teaching college students. She came to the J school on a one-year leave of absence from the University of Nebraska at Kearney where she had taught for 15 years. When the opportunity to teach at UNL was offered, Brown could not refuse.

Teaching at her alma mater is a special opportunity for Brown, a J school news-editorial graduate. Brown earned a master's from Ohio University and then returned to UNL to earn a Ph.D. in educational administration.

Although she was hired at UNK to teach reporting, public relations and desktop publishing, she soon began teaching advertising classes as well.

"Advertising and journalism classes have similar fundamentals, so when the opportunity arose to teach advertising, I took it," Brown said. "That's the joy of the journalism profession; you can cross over into different areas."

Before teaching, Brown's work included copywriting and desktop publishing for the Nebraska Rural Radio Association. Brown was also a news editor for the South Dakota State University News Bureau. She was a copy editor for the *Lincoln Journal* and an editor for *Athens Magazine*. In addition, Brown worked on various public relations and photojournalism projects for a number of companies and media outlets.

"One of the important qualifications is that you know more than just one area of the media when you work in our college," Norton said. "Ruth Brown has been exposed to and knows all areas of media, so she is a major asset to the college."

As an advertising lecturer, Brown brings this knowledge to UNL, and she has enjoyed collaborating with the UNL advertising staff.

"I was the only advertising person at UNK, but here there are many people. We can make decisions with and get advice from each other. We can chat about things we are mutually interested in," Brown said.

Brown has already proved herself to be a major asset, not only to her colleagues but to her students as well. She takes personal pride in being a mentor to students and helping them network as they move into their careers. Brown has built relationships with professionals throughout Nebraska because of her involvement in many organizations.

Brown is president of Nebraska Press Women and a member of Cather Circle. She is active on the Nebraska Educational Telecommunications Foundation board of directors among many other organizations. Brown received the 2007 Nebraska Press Women Communicator of Achievement award. She had advised the UNK Advertising and Public Relations Club since its inception more than a decade ago. »

NEW FACULTY: RUTH BROWN

“Brown knows many influential Nebraskans, and she is one of the most pleasant people to work with. She gives the other person the benefit of the doubt, and it is wonderful to have that kind of person working with students. She is oriented toward other people and not toward herself,” Norton said.

Brown said her favorite part of working at the J school is meeting students and helping them find their place in the professional world.

“It is refreshing to have a teacher who is so excited about the information she wants me to learn. Not only is she a great teacher inside the classroom but outside as well,” said senior advertising major Anna Rosholm. “Every time I have gone to her for help, she has gone above and beyond to figure out a way to help me.”

Brown reassures her students that whatever career they choose, it can be and should be fun.

“No matter who you are, if you like advertising and get pumped by looking at magazine and television ads, there’s a place for you. You just have to be passionate about it,” Brown said.

Brown brings her optimism and excitement for the field into her Advertising Media Strategy and Principles and Promotional Writing classes.

“She is enthusiastic about the students she has been working with in her courses and works hard to be certain that they gain as much as possible from each class experience,” J school Associate Dean Linda Shipley said.

Brown’s family has been a part of the advertising and mass communications world as well. Her husband, Eric Brown, is the manager of the Nebraska Rural Radio Network and also graduated from UNL. Ruth Brown is currently researching a marketing case study of KRVN in Lexington, one of the stations in the network, to determine how it has survived economic challenges. One of her daughters, Valerie Jones, works at Swanson Russell, an advertising agency in Lincoln. Last summer, Brown enjoyed co-teaching a media strategy class with Jones.

Outside of the J school, Brown has been writing two chapters for IGI Global’s Handbook of Research on Social Interaction Technologies and Collaboration Software: Concepts and



RUTH BROWN

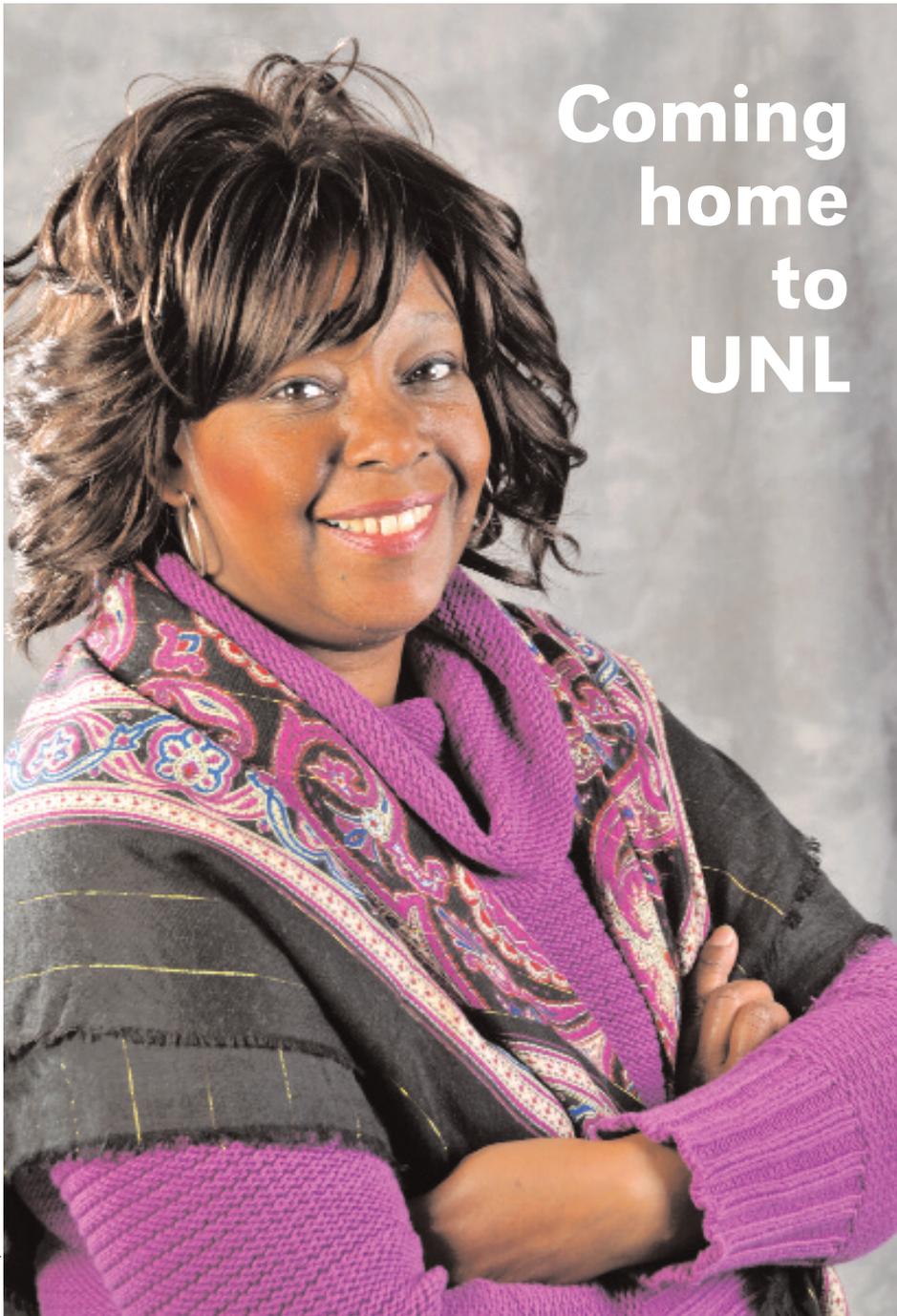
Photo by Patrick Breen

Trends. Brown stays active in the community by serving on a variety of boards and committees. Gov. Dave Heineman appointed her as an alternate member of the Judicial Nominating Committee in Supreme Court District 6.

Brown’s community service, work experience, involvement and rich educational background bring valuable expertise to UNL.

“Ruth is a multi-talented, dedicated, inspiring faculty member whose enthusiasm for teaching is exemplary. We are glad she decided to join us this year,” Shipley said. |

**Ruth Brown’s
community service,
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Coming home to UNL

Photo by Luis Peon-Casanova

Carla Kimbrough brings her coaching skills to the J school

By COURTNEY PITTS

Not long ago, Carla Kimbrough was recruiting interns and full-time employees for the *Denver Post*. But everything changed when the paper downsized in June 2007. Kimbrough, once a student at the University of Nebraska-Lincoln, now walks the halls of the journalism college

bearing the title of associate professor.

Dean Will Norton is happy Kimbrough joined the faculty at the J school. “We’d been after her for a long time,” Norton said.

“She is an exceptional find and has broad and significant experience.”

Kimbrough earned an undergraduate degree in journalism with a broadcasting major in 1984 but stayed at UNL to take additional courses in print journalism. She knew she wanted to be a newspaper reporter and started her journalism career the way many UNL graduates have: at the *Lincoln Journal*, now the *Lincoln Journal Star*, as a general assignment reporter. She

enjoyed the job but went on to Northwestern’s Medill College of Journalism to earn a master’s degree.

After grad school, Kimbrough worked as a reporter with the *Arkansas Gazette* in Little Rock. After that, she was an assignment editor in Jackson, Tenn., city editor at the *Marietta Times* in Ohio, night metro editor at the *Cincinnati Enquirer* and regional editor at the *Dayton Daily News*.

In 2001, Kimbrough became the associate editor for staff development at the *Denver Post* where she oversaw newsroom training and recruiting. She told a *J Alumni News* reporter in 2006 that one of her favorite parts of the job was helping to train new staff. Now she trains budding journalists in writing and reporting classes.

Kimbrough has fond memories of her days as a journalism student at UNL and the lessons she learned. “I think we had a good set of teachers,” Kimbrough said in 2006. “You know, I just remember the importance of good writing, thorough reporting — and those are good lessons to carry you throughout your career.”

Michelle Carr Hassler, now assistant to the dean at the J school, was Kimbrough’s editor at the *Lincoln Journal*. The two kept in touch through Christmas cards, and Hassler said she knew Kimbrough was going to do great things. “Carla is goal-oriented and has always been that way,” Hassler said.

At the J school, Kimbrough’s goals include working to broaden UNL’s reputation as a go-to journalism college and to recruit more students of color. She also wants to guide students to a successful career path. “Life isn’t just living for yourself; it’s about helping others too,” she said.

A trained life coach, Kimbrough has published a book about those experiences titled *Journey to the Land of Dreams Come True: A Fairytale for Hearts Who Seek Amazing Lives*. At the J school, she has put her skills to use in many ways, including her work with the student in the Mass Media Learning Community.

And she uses her background in the classroom and her efforts to connect students with internships and jobs. Norton said he considers Kimbrough an internship-placement adviser. “Every student should get talked to about what they want to do and their goals,” he said.

Kimbrough didn’t expect to be teaching. Not here. Not now.

“I guess God has a funny way of putting you where you are supposed to be,” she said with a smile. |

Two journalism professors travel to Ethiopia

Last summer Frauke Hachtmann, associate professor and graduate chair, and Rick Alloway, assistant professor in the College of Journalism and Mass Communications, traveled to Ethiopia to attend an international workshop on Ph.D. programs at Addis Ababa University (AAU). About 500 delegates from 22 different countries attended the meeting. The workshop was developed in response to the Plan for Accelerated and Sustained Development to



RICK ALLOWAY, ABIYI FORD and FRAUKE HACHTMANN

End Poverty (PASDEP) to help AAU develop partnerships with universities across the globe to strengthen its Ph.D. programs in many different disciplines. The goal is to produce 5,000 Ph.D. graduates within the next 10 years. Hachtmann and Alloway, along with their Ethiopian colleagues, drafted a proposal for an interdisciplinary Ph.D. program in Communicating Arts, including content areas such as media, fine arts and design, as well as music. |



FRONT ROW: Morgan Demmel, Hannah Showak, Melissa Dohmen, Eric Van Wyke, Brett Lahm, Jennifer Bartels; BACK ROW: Frauke Hachtmann, Hannah Rood, Sarah Barg, Tanna Kimmerling, Julie Warchol, Hilary Hadden, Cristin Johnson, Andrew Mach, Cassie Kleinsmith and Derek Peterson.

Journalism Students Study German Media in Berlin and Munich

This past summer Frauke Hachtmann, associate professor in the College of Journalism and Mass Communications, led a group of 15 students to Germany to study German media during the pre-session. The group visited several media outlets and companies while learning about German culture. Some of the highlights of this study abroad experience included a visit to Axel Springer

Publishing House, which publishes some of Germany's most popular newspapers; a daytrip to Wolfsburg to experience Volkswagen's "Autostadt" (Car City), and a full-day workshop at Scholz & Friends, one of Germany's most successful advertising agencies known for its creativity. The students also met with the German Journalism School in Munich, featuring a fully con-

verged curriculum. While in Germany students wrote about their experiences abroad in a blog (<http://www.unl.edu/journalism/students/blogs/2008/blogs.shtml>) and wrote stories for NewsNetNebraska, the college's multi-media news and online service (<http://www.newsnetnebraska.org>). |



VANCE PAYNE

Photo by Patrick Breen

Revisiting the past

Vance Payne, the J school's broadcast engineer, travels to his childhood home in Morocco

By ADAM TEMPLETON

More than 50 years later, Vance Payne still remembers the scent of geraniums wafting in through the window of a small farmhouse on the outskirts of Khemisset, Morocco. A factory in town would collect the leaves and petals and make them into perfume.

But on occasion, the serenity of Africa would be blighted by gunfire, emanating from beyond the precipice that separated the field of flowers from the Atlas Mountains.

"Those were scary times," said Payne, now the broadcast engineer for the J school at the University of Nebraska. "A lot more scary than we kids knew."

In April 2008, Payne had a chance to

revisit Khemisset, returning to Morocco for the first time since he was 18, 45 years ago.

Payne's parents worked as missionaries in Morocco, raising a family during a time when civil unrest gripped the country. The worst years, Payne said, were between 1953 and 1956 when Berbers were burning French-owned farms and some farmers were killed.

Fortunately, the rebels didn't see the missionaries as a threat. The missionaries owned a farm that they used as a conference center with a small infirmary that served the local population. While Payne and his six younger siblings lived in town, they often visited the farm and lived there one year and a summer or two.

To help care for the children, Payne's

parents hired a local teenager named Aicha as a maid and caregiver. Aicha met the family through her sister Dowia, who, thanks to aid from Payne's parents, received a nursing degree in Tangier.

In April of 2008, Payne and his brothers and sisters — Dean, Raymond, Grant, Dwight, Kathy and Janet — traveled back to Morocco to relive old memories together. The trip, which Payne called a "whirlwind tour," lasted one week.

When they arrived in Khemisset, their first stop was their old home, originally owned by the mission board. They had no idea who lived there now but just wanted to take a look. The house and grounds were run down but were far from unrecognizable.

No one was around when they stopped at the house, but their tour guide kept rapping on the black metal gate. Eventually, someone far in the back began moving slowly toward the gate. Payne and his siblings were astonished to discover it was Aicha, and Aicha was astonished to see the Payne family at her gate. It took a while for them to reintroduce themselves and for Aicha to associate each adult with

the child she had known.

Aicha directed the group to her house in the rear — what had been the family's print shop. She served mint tea and brought out her old family pictures. Some of the siblings remembered some of their Arabic and were able to communicate to a degree. The guide filled in as needed.

"We learned that Aicha had never married and had no children," Payne said. "In her culture this left her largely without support." But fortunately for Aicha, her sister, Dowia, had purchased the Paynes' old house, yard and associated buildings and had given the old print shop to Aicha.

After seeing the Payne family again, Aicha said, "Now I can die happy and go to heaven having seen my children."

When the opportunity arose, Aicha left the group to find her sister, Dowia, who lived nearby. When Aicha and Dowia returned, the siblings all had to be reintroduced again. "We could see that Dowia could hardly believe her eyes," Payne said.

Dowia had not had reason to use her English for many years but managed to remember enough to communicate quite well. The two women shared "a good Moroccan lunch with us" before the family left to continue their tour. Seeing their old friends "was definitely the high point of our visit to Morocco and was an emotional reunion for all of us," Payne said.

Born in 1945 in Julesburg, Colo.,

Vance Payne was not yet 3 years old when his mother and father boarded a Casablanca-bound Norwegian freighter two days before Christmas. His mother was four months pregnant with Dean. Once across the Atlantic, the ship sat idle in the harbor for two days before it was allowed to dock. That downtime during the bitter winter of 1947 foreshadowed harsh days ahead.

Jumping from Casablanca to Meknes to Khemisset, Payne and his parents found themselves in an alien, sometimes hostile world still reverberating from World War II. And 10 days after setting foot on foreign soil, Payne came down with dysentery and a 106-degree fever.

"My parents thought I was going to die," Payne said.

Payne pulled through, but hardships continued. When he was still very young, his dog became rabid and bit him in the face. Payne had to get rabies shots every day for three weeks.

But living overseas wasn't all bad. Payne and his brother Dean often roamed the Moroccan countryside with another pair of brothers, twins whose parents also were missionaries. The quartet referred to themselves as "Us Four Boys."

"We climbed trees, made tree houses, made underground forts, taught ourselves how to high jump and pole vault from the old self-instruction books that were popu-

lar in those days," Dean Payne recalled. "In fact, Vance organized a sort of track and field competition complete with our own vault pit."

When Payne was 9, his family briefly moved back to the United States on a scheduled furlough, then returned to Morocco in 1954. Payne stayed in Morocco for five more years before being sent to Ben Lippen, a Christian boarding school in Asheville, N.C. Until then, he'd been taking correspondence courses through Calvert School, a distance learning service in Maryland. However, Calvert offered courses only through grade eight, so Payne had to return to America to continue his education.

"All of us missionary kids had to go back to the U.S. for high school," Payne said. They had an advantage, he said, because the rigorous Calvert curriculum they'd been raised on put them ahead of most students.

Still, the move to the U.S. wasn't without its challenges. Even though the boarding school was small, it still had a bigger population than Payne was used to. Back in Morocco, there had been other kids on the air and naval bases whom the missionary families occasionally visited, but the "four boys" primarily had only each other for playmates, Payne said.

"Having so many English-speaking people was definitely a change," he said. Payne went to Morocco the summer after he turned 18 for a brief visit but then returned to America to go to college.

"After that, I attended college in several places, from South Carolina to Saskatchewan," Payne said. Upon graduating from Barrington College in Rhode Island in 1969, he enlisted in the U.S. Army. He served in the Army Signal Corps, based in Saigon, Vietnam, where he mostly did clerical work.

Shortly after returning stateside in 1972, Payne met his wife, Mara. After hearing Payne's cousin describe him, Mara introduced herself one Sunday at church. The two sat together during the service.

"After the service we stayed and talked for four hours," Mara Payne said. "Our relationship began with a deep and solid friendship."

Returning to the state where his father first started preaching, Payne earned an associate degree in technology from Southeast Community College in Lincoln. His experience in the Army Signal Corps spurred his interest in electronics.



FRONT ROW: Dowia, Aicha, Vance Payne's sisters Kathleen Payne and Janet Poore. BACK ROW: Vance Payne's (far right) brothers, (from left), Dwight, Grant, Dean and Raymond.



AICHA and DOWIA

Photo courtesy Ray Payne

Putting that latter degree to good use, Payne took a job at Square D, a company that makes circuit breakers. He worked in the lab, designing equipment to test the company's product. But when Square D downsized, Payne was out of a job.

When he heard about an opening for a broadcast engineer at UNL, Payne applied and was hired.

Payne came to the university 16 years ago, when the J school was still in Avery Hall. In August 2001, when the college moved to Andersen Hall, he began the daunting task of redesigning and rebuilding the KRNU Radio studio along with four audio production studios and the second floor TV studio within a very short time frame. At the time, Mara had been hired as caretaker for a family whose daughter had Down syndrome, but she volunteered to spend long hours with Vance, transforming sections of the former insurance building into facilities for the broadcasting students to use.

"It was hard work, but we had a good time working together," Mara Payne said. "Several people expressed amazement that

we were still speaking to each other after having worked so closely for so long."

Today, Payne spends his days maintaining the broadcast studios he built. He keeps all the equipment up to date, making changes to schematics and instruction manuals for others to use as reference.

Since the move, Payne has redesigned and rebuilt three of the audio studios with state of the art digital circuitry. During summer 2008, he was part of a team that redesigned and completely rebuilt one of the college's two distance learning control studios and upgraded the electronics in other distance classrooms. Payne keeps all the equipment up to date, making changes to schematics and instruction manuals for others to use as reference.

"He's an essential part of students' experience, even though he's behind the scenes," said Luther Hinrichs, Andersen Hall's computing and tech manager. "Most people don't see what he does but use what he does every day. When things work, that means he's doing his job."

Payne has settled comfortably into his life at UNL. He enjoyed his visit to

'Seeing Aicha and Dowia was definitely the highpoint of our visit to Morocco and was an emotional reunion for all of us.'

Morocco but said he had no desire to return there to live.

"I feel at home here, but I wouldn't feel at home there," Payne said.

When Payne and his siblings returned to Khemisset, the tiny town from their youth had become a small city — a city with a modern highway bypassing it, complete with cloverleaf. Staring at an aerial view of the city on his office computer, Payne traces the highway with his finger. He lists off the landmarks from his childhood without missing a beat, from the farm to the geranium fields long since gone. That country was the land of his childhood, but it is no longer home. |

Listening in the land of the

By CHRISTINA DEVRIES

Lisa Munger didn't flinch when "Bear," a burly biker, handcuffed himself to her at Lincoln's Hilton Hotel. She passed on Bear's offer to buy her a beer. After all, she was on the job, interning at the *Lincoln Journal Star*. Covering the Vietnam Veterans gathering was her first concern, even if she had to walk around in handcuffs.

And even though she was trying to wrap up her master's degree, Munger didn't blink when the J school chose her for a month-long reporting program in Egypt.

That's Lisa Munger. Unflappable. Whether it's climbing pyramids, talking to grizzled veterans or riding motorcycles with her dad, she's willing to tackle anything, no matter how exotic.

In the spring of 2008, Munger was reporting at the *Lincoln Journal Star* and set to graduate with a master's degree in journalism. She had earned a bachelor's degree in political science from Texas Christian University nearly seven years before. At 28, she was ready to launch a new career.

Journalism runs in her family. Her grandfather was a journalist, and her father studied it before becoming a firefighter instead. Mark Munger said he was surprised but proud to see his daughter pursue journalism.

In April, the then-graduate assistant strolled into the College of Journalism office to pick up her mail. Inside, she found a scribbled note from professor Joe Starita and an informational packet on a training program for students interested in international reporting. The Carnegie Foundation, which provides grants to foster education in journalism, was sending 12 students from the United States to Egypt and Qatar for an intensive reporting "boot camp."

Munger left the mailroom and plunked down in Starita's office. She thumbed through the packet in front of her, unsure of what this could mean for her future. Did she need to apply? How much would it cost? She had just taken an expensive trip to Prague to study international reporting. Graduation was approaching; funds to pay for a trip to Egypt were not part of her plan.

What Munger did not realize was the trip was already paid for. She was going.

This trip wouldn't be Munger's first boot camp experience. After getting her bachelor's degree in Texas, she worked on various political campaigns, eating pizza three times a day and sleeping on the floor for a winter. But the boot camp she was about to embark on was slightly different.

"It was completely just not sinking in," Munger said. "But really the school had nominated me." The top U.S. journalism schools each nominated one student to participate. The *Lincoln Journal Star* already had been informed.

A trip overseas meant exploring a new culture, a new system of investigating. The trip also meant saying goodbye to her hope of spring graduation. Her thesis wasn't finished, and the trip was in June.

Instead, Munger began to learn Arabic. She checked out books from the library. But the reality of the trip didn't hit her until her plane ticket was in her hand.

When Munger's feet finally hit Egyptian sand, her adventurous spirit kicked in. She convinced her colleagues to venture out — on rented camels. She found a man who negotiated prices for each student. Within hours, the troop of 12 was headed from Cairo to the pyramids. Only later did Munger realize, with the help of fluent Arabic-speaking students, their guide had paid the secret police to allow the group to traverse the back side of the pyramids. Their climb was unobstructed by tourists. But sightseeing wasn't the only thing on Munger's mind.

Munger spent the next month in Egypt and Qatar where her partner was her "Egyptian Dina." The American students on the trip were paired with students from the Kamal Adham Center for Journalism Training and Research at the American University of Cairo. Dina Basiony, a former student, was Munger's guide and colleague. Basiony interviewed people who spoke Arabic; Munger interviewed English speakers.

"Everything — from the landscape, religion, culture and food — was so different," Munger said. "It was just the experience of being there a good chunk of time."

The enjoyment she found during her trip was shared with her reporting partner.



LISA MUNGER

pharaohs

Lisa Munger spends a month in journalism 'boot camp' in Egypt

"It was an exceptionally fulfilling human experience," Basiony said. "It is quite fascinating to bridge all the cultural, social, economical and political differences between us and just deal with each other as two mature, open-minded human beings full of eagerness to learn from each other and grow on a personal level."

Together, the two young women investigated the health care system in Egypt and the bureaucracy many Palestinian refugees encounter. Many Palestinians' medical expenses are paid for by non-governmental organizations or the United Nations because Palestine is not recognized as a state. Over morning pita bread and cups of coffee, Munger and Basiony bonded.

"She understood the nuances," Munger said. "To have the opportunity to just talk to other journalists and other students was really the most impactful."

Since Munger's return, her work with Basiony has been published in the *Huffington Post*. She also finished her thesis.

"I just decided I wanted to get it done," Munger said. She worked on staff at the *Journal Star* during the day, returned home for a quick nap and then wrote for three or four more hours.

Although she's now working in Nebraska, Munger still eventually wants to report internationally.

"I want to work on my language skills," Munger said. "I learned a little Arabic before Egypt, know a little French and want to learn Spanish. So I have plenty to do. My language skills need to improve before I go abroad."

Life is about experiences and the depth of those experiences, Munger's father said. Whether she is riding on his motorcycles or traveling the world, for a person her age, she has had a lot of depth. That, he says, is the way a person can make future choices.



Photos courtesy Lisa Munger

Meanwhile, Munger won't forget her Egyptian experience. And Basiony also keeps Munger's influence close.

"She's not blinded by her ambition,

Lisa Munger traveled to Doha, Qatar, and Cairo, Egypt, for a three-week journalism bootcamp. You can read her blog at <http://adhamcenter.blogspot.com>. The bootcamp was sponsored by the American University in Cairo and Qatar University in association with the American University in Beirut. Munger was one of 12 Americans to be paired with 12 Arabs last June to explore Middle East religion, culture and journalism. In addition to attending briefings, Munger had the opportunity to visit historical sites during her time abroad.

which is a great trait since journalism is a very competitive career," Basiony said. "Sometimes people forget that it is a means to a great end, which is the benefit of the people, rather than an end itself." |

Farm kid follows Obama's journey

By MICHAEL KELLEY
OMAHA WORLD-HERALD

On his journalistic road from the *York News-Times* to the *New York Times*, the farm boy from Nebraska has put on many miles.

A reporter for 12 years, Jeff Zeleny from Exeter, Neb., has spent the past three following the junior senator from Illinois on a historic journey — to Africa, Russia, the Middle East and Europe, as well as across the U.S.

He stood in Chicago's Grant Park on election night when Barack Obama spoke as president-elect. Said Jeff, who abstained from voting for president to maintain neutrality: "It was just an exciting moment in history."

Reporters aren't the news — they write the news. But the back story of Jeff Zeleny, 35, a University of Nebraska–Lincoln graduate, shows that ambition, talent and hard work can take you far.

The third and youngest son of Robert and Diane Zeleny, Jeff was influenced by his dad's reading "every inch" of two newspapers a day. Besides his farm chores, Jeff worked at a Pizza Hut in Geneva, Neb.

He also worked part time at the newspaper in York, Neb., the *News-Times*. (He considered mentioning that when he interviewed years later at the *New York Times*, "but I thought that was probably only funny to me.")

In college he became editor of the student newspaper, the *Daily Nebraskan*, and once wrote an article in *The World-Herald* about a Husker football pep rally.

Since then, he has written about campaign pep rallies and political footballs. By the time I met Jeff in 2005, he had moved from the *Des Moines Register* to the *Chicago Tribune*, and followed Obama to Omaha for a speech for Girls Inc.

Mentioning Jeff's Obama coverage in a column, I added: "Many think 2008 is too soon for Obama to be on the national ticket. But a lot can change over the next two or three years."

Jeff recalls that *New York Times* editors asked in his 2006 job interview if he thought

Obama would run for president in 2008. Jeff said no.

He has worked seven-day weeks this year, no big shock for someone who grew up on a farm.

Though he returned to Exeter a week before the election to serve as a confirmation sponsor for his 10-year-old nephew, Jeff couldn't get away to help with the harvest, as he often has.

His mother still lives on the farm, and brother Jim, who serves on the local school board, now runs the farm. Another brother, Mike, is assistant vice chancellor for research at UNL.

But Bob Zeleny, whose interest in newspapers influenced Jeff's career choice, has died. On Oct. 26, 2002, on a county road outside Exeter, he was killed in a tractor rollover accident.

Proud of his entire family, he would have been pleased to read what a *Times* editor wrote in announcing Jeff's recent promotion to the

Reporters aren't
the news — they
write the news.

newspaper's White House beat: "No one knows the story of Barack Obama better than Jeff"

In his first postelection press conference, Obama called on Jeff for a question.

"Overall, I think our relationship is pretty good," Jeff said. "We certainly have a history."

And now Jeff Zeleny is covering history. Reporting on the transition, he will be in Hawaii for part of the president-elect's vacation. But at Christmas, Jeff himself will take a week of pre-inaugural vacation — flying to Nebraska and then driving west on I-80 to the exit for Exeter.

At heart, this member of the Eastern media elite is just a farm kid from the Cornhusker State. |

This story appeared in the *Omaha World-Herald* Dec. 9, 2008, and is reprinted by permission.



NEWS-EDITORIAL!



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Having it all

J school couple balances careers, marriage

By MATT BUXTON

Happily married. Young journalists working high stress jobs aren't often described that way. But for Chad and Liza Lorenz, "happily married" and "successful" might just be an understatement.

The truth is that it's been a no-brainer for the two UNL alumni: Chad Lorenz, a 32-year-old copy-editor with *Slate*, one of the largest online magazines, and Liza Holtmeier Lorenz, a 30-year-old director of communications and marketing with Ford's Theatre in Washington, D.C.

"For the two of us, we've always found it really easy to put ourselves and our relationship before our work," Chad Lorenz said.

That may surprise many people who believe working professionals, especially those who want to excel in the hard-driving world of journalism, must put career before everything else.

But Chad and Liza Lorenz have been successful.

They met while working at the *Daily Nebraskan* and started dating when Chad was a senior and Liza a sophomore. They were married on Oct. 28, 2006. Now they live in Washington, D.C., and both work in high-powered jobs.

Their paths seem like fairy tales: They both found jobs at nationally recognized publications and organizations.

After interning with *The Detroit News* and the *Milwaukee Journal-Sentinel* in college, Chad Lorenz joined *The Washington Post* in 1999 as a copy editor for its growing weekly Metro sections. He became interested in copy editing after his junior year in college. After three years at the *Daily Nebraskan* as a reporter, he felt the limitations of newspaper reporting were too much.

"You rarely have the amount of space that you would truly want to write about something in a way that feels finished or even fun," he said.

Lorenz praised *The Washington Post* for what he called its "ethic" of high stan-

dards in editing and reporting. Editing weekly sections, he found he could focus more closely on each story instead of rushing through multiple stories each night.

"The idea was that people would have a reasonable workload and that you can take your time on things and do a good job," he said.

Although he enjoyed working at the *Post*, Lorenz left in January 2004 to become *Washingtonian* magazine's managing editor. Bob Barkin, design director at *Washingtonian* magazine and the person who recruited Chad, described him as "detail-oriented." The managing editor's job included editing copy, managing copy flow, supervising fact-checking and policing deadlines.

"There were just a million different things," he said.

Lorenz worked closely with Barkin on many projects, including reworking the deadline schedule to be more realistic and effective "because it was — and still is — a hectic, helter-skelter place," Barkin said.

Lorenz said some longtime *Washingtonian* editors didn't pay attention to any deadline other than press time.

It was difficult to get them to change in any major way. He said he was able to make small changes that helped, "but they required a lot of time from me, and that only added to the feeling I had of being overwhelmed."

Barkin and Lorenz introduced a new deadline schedule, but it was rejected. "I knew then there was no hope," Barkin said.

When Chad married Liza in October 2006, he didn't want to start the marriage working a job that often required 60-hour weeks.

"It was a job that wore me out," he said. "That's why I only did it for three years. I was just exhausted. I needed to take a step back because there were so many functions in that job, and I was really only interested in just doing some copy editing again."

In January 2007, he left his position at the *Washingtonian* to work as a copy editor at *Slate*.

Since *Slate* is strictly online, deadline pressure is not as extreme. Lorenz said his workday is typically between 10 a.m. and 6 p.m., and he is often home for dinner with Liza.

Despite his best intentions, Lorenz, as he did at *Washingtonian* magazine, has taken on more responsibility than was in the original job description.

"He stepped into managerial work, and that's been very valuable to *Slate*," said David Plotz, the editor of *Slate.com*.

His job already includes the responsibility of posting stories to the Web site and helping to handle the production side, but he also has helped to decide which stories deserve promotion on the Web site, essentially helping decide what the site looks like from day to day.

"He has a magical quality of taking on any task," Plotz said. "It's not only confidence but competence."

Liza's career path has followed a similar meteoric rise.

She moved to Washington in the summer of 2000 to work as a publicist for the Washington Performing Arts Society. She had been a long-time theater and dance enthusiast and worked at the *Daily Nebraskan* as a reporter. She said, though, that the connection between her interest in theater and her education in journalism weren't linked until later in college.

"Only later I realized that I could combine the two," she said. At the *Daily Nebraskan*, she worked as an arts writer and covered many events at the Lied Center for Performing Arts.

Her career took off after she left the Washington Performing Arts Society, which is a host for many one-night acts, to work as a publicist for The Shakespeare Theatre Co., a non-profit organization that produces all of its own shows. It offered her an opportunity to work as a publicist for long-running shows that required more intensive promotion.

Her work quickly expanded, and she found her position growing as she worked with the promotion of the company's new second venue as the associate director of communications.

"My job changed a lot while I was there. ... The more you're willing to take on, the more you're willing to try new things, the more management is willing to give you," she said. "So my job grew from just being the publicist to dealing with communications in the larger realm."

She began working with all of the



Photo courtesy Chad and Liza Lorenz

organization's publications, marketing, Web site and communications materials — commercial or educational.

In October of 2008, she left the Shakespeare Theatre Co. for the position at Ford's Theatre. In this new position, she leads the marketing and communications campaign to reopen the theatre and its museum after an 18-month renovation.

"All of her generosity and professionalism ... she puts into how she deals with the press, deals with co-workers and manages people," said Brianne Little, who interned with Liza at the American Dance Festival in 1999 and is a longtime friend. "I would work for her in a second."

Although Liza Lorenz graduated with a degree in news-editorial and not public relations, she said her education has been invaluable.

"What I learned as a news-ed major was about the importance of clear communication and how to do that graphically, photographically and through the written word," she said. "And my jobs in communications have relied heavily on that ability to figure out who your audience is and tailor your message to that audience."

CHAD AND LIZA LORENZ

She has adapted and learned to handle the new responsibilities of each job.

"Every job that I've had in the past eight years has been a mini graduate school," she said.

But her job hasn't gotten in the way of their marriage. At the Shakespeare Theatre Co., a major project was the promotion of the opening of the organization's second venue. Until the opening production, she had spent three months with days in the office until 10 p.m. including weekends.

But shortly after the opening, she and Chad managed to escape to London for a weeklong vacation.

"I was certainly a little behind on work when I got back, but it was worth it because that was time Chad and I got to have together," she said. "It's definitely not easy, but I don't think it's impossible."

They made a similar decision years earlier, while Chad was working at *The Washington Post*. He declined the opportunity to work the night of the 2000 elec-

tions, instead opting to spend time with Liza for an anniversary.

"Even though it ended up being one of the biggest news events of the decade ... we had made a choice, and we ended up spending that night together," he said. "We have great memories because it was sort of our night together in the middle of all of this chaos in the rest of the country."

Liza Lorenz describes balancing their relationship and careers as a sort of wave: While one person is busy late at work, the other is getting home at 6 every night. They're able to support each other through tough times. The strength of their relationship has come naturally, and communication and support have never been a problem.

"I don't think Liza kissed any frogs before she found her prince," Little said.

Chad's current editor, David Plotz, said Chad almost always seems to be heading off to attend a production or social event that Liza helps put on through the Shakespeare Theatre Co.

"I'm married with children and never get out," Plotz said. "I'm deeply envious of him." |

By KATIE STEARNS

In 2001, Vince D'Adamo was confident. He knew the right kind of people at the Californian metro paper of his dreams and had faith he'd win over those he didn't know during his interview. He was one of three finalists for a prep sports writer's job.

After going through an entire day of interviews — five to be exact — D'Adamo expected one thing: a job offer at the *Contra Costa Times*. This job, he knew, could lead to his real dream — covering college and professional sports full time.

So when D'Adamo picked up the phone shortly after his interview to hear the newspaper had “decided to go a different direction,” he was crushed.

“I really felt confident I was going to get the job because I knew a couple of the people at the newspaper,” D'Adamo said. “So when I found out I didn't get it, to say the least I was very disappointed.”

But seven years later, D'Adamo is thankful he did not get that job.

Instead, D'Adamo, 36, has found happiness as a sports reporter for the *St. Helena Star* and the *Weekly Calistogan*, two weekly newspapers owned by Napa Valley Publishing. D'Adamo covers local school sports in both communities. High school sports make up the bulk of his work, but he also writes about anything community oriented.

“I go into small towns, and people know me. It's great because I feel like I'm making an impact, and that's a feeling I feel I wouldn't get working at a bigger newspaper,” he said.

D'Adamo has found not only the career of his dreams but the family, too. He and his wife, Jackie, welcomed their first daughter, Juliette, into the world on March 7, 2007, and now refer to her as “Hurricane Juliette” thanks to her tendency to wreak havoc on their two-bedroom Napa Valley home. On Oct. 25, D'Adamo's wife gave birth to twins — Thomas Vincent and Danielle Anne.

But before any of this happened, D'Adamo was just a boy with a dream.

He had known he wanted to go into sports journalism since he was 14 years old and aspired to become a sports broadcaster or maybe a sports talk show host.

“I never envisioned I'd go into journalism as a writer,” D'Adamo said.

He also didn't expect to get his bache-



VINCE D'ADAMO

Photo by Patrick Breen

SMALL POND, BIG FISH

D'Adamo knows he's making an impact covering sports for two weeklies

lor's degree in broadcast journalism at the University of Nebraska, a decision driven

both by his knowledge of a couple former Huskers turned San Francisco '49ers and

the program UNL had to offer him.

So, knowing Roger Craig and Tom Rathman were Huskers, D'Adamo paid the J school a visit.

"I ended up visiting it, and it really just won me over," D'Adamo said. "I really liked how friendly the people were and how they really took the time to explain the program."

Before graduating 11 years ago, he worked for the *Daily Nebraskan* and KLIN Radio.

And as a student, D'Adamo had classes with broadcast professor Rick Alloway.

"He would stop by my office and just want to talk about sports," Alloway said.

So besides loving sports, it was clear that D'Adamo was serious about becoming a journalist.

"He did then what we encourage a lot of our students to do today," Alloway said of D'Adamo's decision to study both print and broadcast. Alloway said D'Adamo was always looking to see how else he could get involved.

After sticking around for a year after graduation to work as a production assistant, D'Adamo moved back to his hometown of Napa, Calif., and dreamt of making it big.

One month later, D'Adamo went to work for the *Napa Valley Register*, covering mostly prep sports with an occasional chance to cover college and pro sports. He also spent many shifts laying out sports agate pages.

"A lot of times when ... you're young, I think you tend to get caught up in one-upping your peers," D'Adamo said about his post-graduation job search.

After losing out on the Contra Costa job, D'Adamo landed at GetLocalNews.com, a start-up Internet news service that covered the towns of Benicia and Vallejo, Calif. D'Adamo served as a sports reporter and also gained ample experience taking pictures and maintaining the Internet site.

Then D'Adamo started working a second job at *Black & Silver Illustrated*, a publication dedicated to coverage of the Oakland Raiders. There, he crossed paths with a certain coach Nebraskans would come to know quite well.

"I knew Coach Callahan before all you guys did. But we won't get into that," he said with a laugh. He added that Callahan sent him and his wife a card after Juliette was born, "a gesture I still appreciate."

Eventually, D'Adamo spent two years

working for GetLocalNews.com, writing, taking pictures and helping maintain the Web site. It was about this time D'Adamo met his future wife, Jackie.

And while life was looking good for D'Adamo and Jackie, things at GetLocalNews.com were going downhill.

The company fell into financial distress and laid off the entire staff in 2003.

D'Adamo had planned to get married four months after the layoff and was attempting to get a home loan.

"That made for a very stressful time," D'Adamo said. Fortunately, he stayed afloat by working for *Black & Silver Illustrated* and freelancing for the *Napa Valley Register*.

And in January of 2004, nine months after the layoff, D'Adamo found his job at *The St. Helena Star* and *The Daily Calistogan*, two community-based weekly newspapers.

Although D'Adamo is a reporter, he has a lot of the same responsibilities an editor would have at a larger paper. He makes major decisions, takes his own photos, writes stories and lays out pages. He said this is an advantage to working at a smaller paper: He has a lot of responsibility.

"I guess you could say it's like a quarterback who's given the latitude to call plays at the line of scrimmage," D'Adamo said.

And his bosses say he does it all well.

"He's a really well-rounded journalist because he can do everything you need to do to put out a sports page," said Randy Johnson, his sports editor.

And although this is not exactly what D'Adamo had envisioned after graduation, he said it's the perfect job for him.

"When I was 19, 20 years old, the last thing I imagined was going for the small town weekly newspaper," D'Adamo said. "Now I look at it as a 36-year-old husband and father, and you define your success."

While D'Adamo is modest about his success, his sports editor is not.

"What I've always liked about him — for lack of a better term — 'into it' he is," said Johnson, who's known D'Adamo for 11 years and supervises his work.

"He literally does like 99 percent of the work up there. I literally do not worry about him ever," Johnson said.

In fact, in the five years D'Adamo has been working at weekly newspapers, Johnson said he's stepped in with a different story suggestion or a different angle only two or three times. Finding a story D'Adamo isn't already all over is hard,

Johnson said.

"This illustrates how in tune he is with both of these communities," Johnson added.

And that's one of D'Adamo's favorite parts of the job.

"Especially having been there for four-and-a-half years now, some of these kids you knew back in Little League — and now they're high school seniors," D'Adamo said. "You can say, 'Man, I've kind of watched these kids grow up — not only as athletes, but as people.'"

It's that kind of attitude that his bosses like.

"We'll basically do anything we can to keep Vince," Johnson said.

Both D'Adamo and his wife said the life of a sports reporter isn't always easy.

"The downside of the job is that it involves some time away from my family, but I am extremely fortunate to have a wife that is supportive of my job being my passion," D'Adamo said.

On the other hand, "It's much more important to have a daddy at home than making a few more thousand a year," Jackie D'Adamo said. "That's priceless as far as I'm concerned."

So both his editor and his wife can relax: D'Adamo doesn't plan to look elsewhere anytime soon.

"The only move I envision is moving within the company," D'Adamo said.

And for now, his family life is being turned upside down.

With the recent arrival of twins, D'Adamo said he's looking for a new home since the two-bedroom house with less than 1,000 square feet may be a bit cramped for a family of five.

Before the twins were born, the couple had already chosen the names of Danielle and Thomas.

According to Jackie, D'Adamo met her half way. She wanted the name Thomas because that was her uncle's name. He wanted the name Thomas because it reminded of Nebraska legend Tom Osborne.

And judging from the miniature Nebraska helmet D'Adamo keeps on his office desk and the picture of Memorial Stadium on his wall, D'Adamo will always remember his college roots in Nebraska.

"Nebraska is always going to have a place in my heart," D'Adamo said. "I'd love to come back someday when my kids are older. That way I can show them where daddy went." |

Jobs in the Second City

Ad grads often flock to Chicago to start their careers

By AARON JAMES

Chicago. America's "Second City" is home to the Cubs, Oprah Winfrey, O'Hare Airport, deep dish pizza and Barack Obama. It's also home to many of the country's largest advertising agencies.

And that's why many of the College of Journalism and Mass Communications' advertising graduates call Chicago home.

"Students want to go to a big city, and Chicago is more Midwestern and not as daunting as New York," said Stacy James, an advertising lecturer in the college. "Chicago is a young market, and students want to be around youth."

Here are three stories of UNL alums working in the Chicago area.

KRISTIN EWING

Kristin Ewing knew from a young age she wanted to work in advertising. For a Girl Scout project, she once earned badges in media and public relations. When it was time to go to college, her focus had not waned.

"I walked into Mr. Goff's (J school adviser) office and said 'This is what I want to do,'" Ewing said.

She graduated in 2003 with a bachelor's degree in advertising and public relations. In 2005, she earned a master's in marketing communication and advertising, also from UNL.

After graduating, she worked in Omaha until 2007, when she moved to Chicago.

Ewing, 27, is an assistant account executive for the public relations firm Rhea + Kaiser. She works on the Bayer CropScience account, one of R+K's largest clients. She handles public relations for the agriculture company.

She said her job involves contact with growers — something she is familiar with because she grew up in the rural Nebraska community of Wayne. Her father owns a farm management company, and she assisted him all through high school.

"I was constantly interacting with farmers," she said, making her current job a natural fit.

Ewing laughs now as she recalls her interview with Rhea + Kaiser because she misunderstood when the interviewer told her she would be working on the Bayer account.

"I thought she kept saying 'bear' instead of Bayer," Ewing said. "Although my favorite fact is that they offered me the job on my birthday."

A self-described "neat freak," Ewing said being highly organized is vital in her job.

"The production people are terrified of my office," she said.

As for going from a town of 5,000 to one of the world's largest cities, Ewing said initially she was "scared out of her mind."

One time she went through the wrong tollbooth on a toll road. She was in a lane that automatically deducts the toll from your account — if you have an account and the necessary equipment on your car. Ewing did not.

"I expected to see flashing lights behind me, but I never got pulled over," she said. "I guess I owe the city 30 cents."

Ewing has since become accustomed to life in the Windy City.



ERYNN HERMAN



KRISTIN EWING



LIBBY GUTHMANN

Photos courtesy alumnae

“I have no intention of leaving Chicago,” she said. “I absolutely love it here.”

ERYNN HERMAN

At first glance, Erynn Herman’s resume would be a teenager’s dream. Two big names pop out: Disney and Nintendo.

The 2005 graduate and Lincoln native works for the media agency Starcom Worldwide in Chicago as a strategy supervisor for the Disney Parks account. She is involved in developing new media, mainly video and mobile technologies.

The job has taken her to the Magic Kingdom in Florida many times.

“We once had a meeting in the new Nemo exhibit,” she said.

Before Disney, Herman, 25, worked on the Nintendo account for Starcom. She was the strategy supervisor of the team named 2007 Marketer of the Year by *Ad Age* and *Brandweek*. Part of her work for Nintendo was developing the launch strategy for the Wii, which represented a major shift in Nintendo’s competitive strategy.

Herman said that moving to Chicago was “pretty scary” because she didn’t know anyone.

“I graduated in four years and was the

first of my friends to move on,” she said.

But since then she has grown to love it — especially when it is nice outside.

“Chicago during the summer is like spring break everyday,” she said. “People don’t realize that Chicago actually has a beach.”

These days, when Herman goes to the beach she is doing more than soaking up rays. She is working toward a master’s degree in business administration from Northwestern University’s Kellogg School of Management and sometimes likes to study at the beach. She hopes to finish her degree in September 2010.

LIBBY GUTHMAN

When Libby Guthmann graduated in 2004, the Hastings, Neb., native knew she wanted to get out of Nebraska.

“I was hungry for something bigger,” Guthmann said. “I wanted to see what I was made of.”

Guthmann, 26, preferred Chicago to other metropolitan areas because “Chicago was a little more Midwestern, and the people are nicer.”

Guthmann works for the advertising agency Draftfcb as an account executive on the Coors account. She is involved in all

aspects of the account from print ads to billboards to national television and radio commercials.

“Working on a beer brand is a lot of fun,” she said. “But when it is time to do serious work, we are all very professional.”

Guthmann said when she moved to Chicago she didn’t know anyone and was a little lonely.

But as soon as I started working I was in with about 100 people my age,” she said. “The advertising world is full of dynamic, outgoing and interesting types.”

She made friends with a lot of people from work, and that made living in Chicago easier.

Guthmann offered some advice about working in the advertising business: Don’t put all your eggs in one basket.

Her first job in Chicago was for the advertising firm Element 79, which had a lot invested in one client, PepsiCo. They handled most of Pepsi’s brands until one day Pepsi decided to find a different agency.

“That’s when I moved to my current job,” she said.

She said that moving on is just part of the industry, and she has fond memories of working on some Gatorade ads for Pepsi.

“You know the ad with Tiger Woods in a spacesuit? I worked on that,” she said. |

FROM ASUN TO D.C.

Deb Fiddelke's interest in politics — and a lot of hard work — took her all the way to the White House

By ELICIA DOVER

On Deb Fiddelke's desk are a picture of President Bush at the Beijing Olympics and another of a Nebraska landscape. Pictures of her past and present.

Fiddelke just concluded a six-year stint in the White House, where she finished up as deputy assistant to the president for Legislative Affairs. Now, through a connection with a fellow Husker, Fiddelke has a new job with Chicago 2016, the organization working to bring the 2016 Olympics to the Windy City.

But working in the Bush White House, Fiddelke said, was the most challenging time of her career, because what she was doing was not only on behalf of the president but on behalf of the American people.

"I worked on some very tough issues, ones that were very complicated such as immigration. I had to work with both parties a great deal, and many times it was a bipartisan effort," Fiddelke said. "It was an honor to be a part of it and have that kind of confidence placed in me, but it was certainly challenging."

Fiddelke said it was hard work and smarts that propelled her from Kearney, Neb., where she graduated from high school in 1986, to Washington, D.C., to work for the most powerful person in the United States.



Photo courtesy Deb Fiddelke

DEB FIDDELKE

An advertising major at the J school, Fiddelke worked at Billy's Restaurant as a waitress, went to Husker games, participated in her sorority, Alpha Chi Omega, and was involved in student government.

At UNL, Fiddelke became interested in politics because she was a part of student government that lobbied state gov-

ernment on student affairs. She testified before the state Legislature and was involved in a movement to try to get student Regents the right to vote.

Nebraska Attorney General Jon Bruning was in student government with Fiddelke, and they have remained friends for more than 20 years.

"I have never seen students as well organized as when we were under Deb's leadership," Bruning said. "At 19 or 20, she was dealing with state senators, lobbying the Legislature and organizing students to lobby. Everyone knew she was going places."

Mike Stricklin, a retired UNL news editorial professor, said that of the more than 10,000 students he taught in his career, Fiddelke was in the top five. His first contact with her was in his history of mass media class of 80 to 100 students.

"She just stood out," Stricklin said, "There was definitely something about Deb that was impressive. She had an innate sense of direction. She had her eye on the horizon and was marching toward it."

After graduating in 1991, she went to work for U.S. Rep. Doug Bereuter. It was an entry-level position and not "glamorous," but it was an opportunity she was "forever grateful for." Fiddelke took calls from constituents who needed Bereuter's help and was an advocate for their needs.

While working for the congressman in Washington, D.C., she earned a master's degree in political management from George Washington University. It was Stricklin who helped her with her master's thesis, which explored citizens' attitudes toward politics and elected officials in Bereuter's district.

In 1994, she moved to Ohio to work for the U.S. Senate campaign of Mike DeWine. She said it was fulfilling to work as his deputy press secretary because she helped DeWine triumph in a campaign where he was an underdog. In 1995, she became press secretary for U.S. Rep. Deborah Pryce, a Republican from Ohio. Fiddelke said she used her journalism skills to write speeches and press releases.

"My classes taught me to write successfully and concisely. I learned to make difficult subject matter easy to understand and to sell it in a way that is appealing to people," Fiddelke said.

Later that year, she became press secretary for U.S. Sen. Chuck Hagel. Then she became press director in charge of writing speeches, opinion articles and press releases. In 2001, she became Hagel's senior policy adviser and led his efforts on climate change legislation.

Hagel said he hired Fiddelke because she was smart, deliberate and a good

writer. "When I was running, I knew I wanted someone who knew Nebraska, knew Nebraska people and was educated in Nebraska," Hagel said.

The senator said he loved Fiddelke's ability to balance difficult situations with her sense of humor. "She knows how to laugh, and that's important in this business," Hagel said. "There's just too much darkness, and Deb always brought lightness."

One thing she had to learn in a hurry, Hagel said, was how to deal with people who disagreed with him.

"When you have an outspoken boss like me, that doesn't always endear you to everyone, even my own party," Hagel said. "Deb had to deal with irate phone calls and colleagues not happy with my remarks."

A year later, her Washington connections paid off when Fiddelke moved into the White House. She worked on the Council of Environmental Quality and coordinated legislative efforts related to environmental issues. Then she served as the White House liaison to the U.S. Senate and later became deputy assistant to the president for Legislative Affairs.

"I always loved D.C.," Fiddelke said. "It's like working in a big small town. Everyone knows everyone."

Bruning said one reason Fiddelke was good at her job in the White House was that she is direct and honest.

"She had plenty of courage," Bruning said. "A lot of people only want to talk about what's easy to say, but Deb can deliver any news with style because that's what needs to be done."

While the administration was viewed at times as unpopular, Fiddelke said she worked for a man who believes in America.

"He was devoted and always believed he was doing the best for the country. Sometimes you can't take the easy path if the hard path is the right thing to do."

Fiddelke attributes her successes to her college education and willingness to work hard. And Stricklin said her Nebraska roots helped make her who she is today.

"She's just got that fundamental Nebraska attitude," he said. "She came from a hard-working family in Kearney. She understands hard work and knows how to clean up." |

Foundation leader hopes to recruit more out-of-state backers

By KHRISTOPHER J. BROOKS
OMAHA WORLD-HERALD

For the past 20 years, Clarence Castner has watched the University of Nebraska Foundation grow from a dozen or so employees and \$175 million in assets to more than 150 staffers and \$1.6 billion in assets.

He started with the foundation fresh out of college, worked his way up and recently was named chief executive officer.

The Columbus native joined the foundation in 1989

Now, as the foundation's leader, Castner's goal is to drum up new donors from across the country while generating more contributions from existing donors.

"Eventually, donors die or have made their ultimate gift and at that time they're tapped out," he said. "So new donors have to step up and help out with achieving the goals of the universities."

Over the past two years, foundation officials have hired 19 new full-time fundraisers to travel the country to find new givers. It now has 57 total fund-raisers.

Castner said top priorities include assisting with funding for more housing at the University of Nebraska at Omaha; a practice ice rink for the UNO hockey team; and a third research tower — slated for cancer studies — at the University of Nebraska Medical Center.

Castner said he'll do his part in generating donors by traveling outside of Nebraska and meeting with potential givers.

"Half of the contributions come from out of state, so it seems as no coincidence that half my time is spent on the road," Castner said in a phone interview while in California meeting with potential »



Photo courtesy Lincoln Journal Star

Clarence Castner, the new CEO of the NU Foundation, sits in front of his predecessors' portraits. From right to left: Terry Fairfield, Edward Hirsch, William Wenke, D.B. 'Woody' Varner and Harry Haynie.

donors. "(My strategy) is to be constantly meeting with people who can have an impact through their contribution."

Castner replaced Terry Fairfield, who had served as CEO since 1987 and is widely credited for overseeing the foundation's growth. Fairfield now serves as the foundation's vice chairman and will work to keep existing donors giving money.

The foundation is the nonprofit private fundraising arm for the University of Nebraska campuses. Through donated money from private individuals and groups, it provides scholarship money to attract more students and endowed professorships aimed at pulling in talented faculty, and handles donated money slated for construction projects.

Castner, 43, is a Columbus native with a bachelor's degree in journalism from the University of Nebraska-Lincoln. He joined the foundation in 1989, six months after earning his college degree.

Before becoming CEO, Castner served as foundation president and chief development officer.

In his first position, Castner was one of six foundation staffers who traveled the country looking for new donors. He was in

charge of Minnesota, Iowa and the Dakotas.

Castner later became a fund-raiser for UNL's College of Business Administration, then a fund-raiser for UNMC's College of Dentistry.

In recent years, the foundation has enjoyed an increase in private donations from across the country — from \$49.3 million in 2003 to \$104.7 million last year.

That, coupled with rising tuition at NU campuses, has prompted Gov. Dave Heineman to ask if foundation dollars should be used to fund day-to-day operations at each university to help offset costs.

Several foundation leaders say that would be a bad idea because they worry lawmakers would eventually decrease NU's amount in state aid. Castner agrees and said private dollars shouldn't be used to keep a public university afloat.

"Ninety-seven percent of contributions to the foundation are restricted, so we don't have the flexibility that the governor suggests," Castner said. "Donors don't

CLARENCE CASTNER

Career: CEO, University of Nebraska Foundation; the Columbus native joined the foundation in 1989

Age: 43

Education: Bachelor's degree in journalism from the University of Nebraska-Lincoln in 1988

Family: Wife Ann, a 1986 UNL graduate; sons Sam, 9, and Cole, 4

want to pay to keep the lights on or pay faculty salaries."

Fairfield said he and other foundation leaders believe Castner has the knowledge to keep NU's private funding arm growing.

Castner has "a wealth of experience already," Fairfield said.

"He joined us right out of college and he's been involved in all facets of the foundation," he said. |

This story appeared in the *Omaha World-Herald* Aug. 15, 2008, and is reprinted by permission.

The ability to communicate; it's fundamental

By ANDREW LUCAS, J.D.

I still remember my first day in New Orleans in 2000. I turned on the TV at the hotel and the station I had recently joined was in its second of six straight hours of live coverage from the federal courthouse. A jury had just convicted former four-term Gov. Edwin Edwards on federal corruption charges. I was stunned. I had never taken on communication at that level before.

That was the beginning of my career in one of the strangest and most wonderful places I have ever been. During my time in New Orleans I saw two judges, an insurance commissioner, an elections commissioner and the former governor go to jail. I covered several serial killers, including the Washington, D.C., sniper. I found out Mardi Gras beads really hurt when they hit you in the head. And, of course, there were the hurricanes.

My news director took great joy in sticking “the Yankee” smack in the middle of the storm. (This title alone was weird. Yankees were people from Maine, not Nebraska.) “I want to see you wet,” he would yell over the phone. “Why aren’t you wet?”

Now I’ve left the world of television journalism for a career in law. But the ability to communicate is the essential skill that has followed me through job moves and career changes. The larger the media world gets — Internet, YouTube, cable — the more important storytelling becomes. There may be a million videos on YouTube, but the ones worth watching have a good story. Thus, my journalism career was based on the mechanics of good storytelling.

I remember David Carmadelle, the mayor of Grand Isle, La. Grand Isle is a seven mile long sand bar on the Gulf of Mexico. Standing on the island, you see 30 miles of marsh and water in every direction. People in the Midwest just do not understand why someone would want to live in a place like Grand Isle.

But standing on the levee as a hurricane is churning the Gulf, I could feel how much Carmadelle loved his home. You could understand why he fought so hard to beat back the Gulf. I stood on that levee before many a storm. That is how horizontal sheets of rain and tidal surges taught me another communication lesson: A good communicator is fundamentally

a good listener.

I also spent a good chunk of my time in New Orleans chasing corruption investigations. In Jefferson Parish — Louisiana has parishes, not counties — there was a bail bondsman, Louis Marcotte, who had cornered the market in direct access to judges. It turns out if you can call a judge on his cell phone at home at night and get him to cut your customer’s bond in half, you can pick up more bond business.

Despite being the target of a federal investigation, Marcotte decided to run for elected office. I covered the race, and Marcotte lost. He didn’t like the tone of my voice. He was so mad, in fact, that he called the station threatening to kill me. In his defense, he later apologized.

Marcotte eventually plead guilty and was sentenced to 38 months in federal prison. In the massive investigation, one judge pled guilty, and one judge went to trial. Growing out of the six-year investigation and the thousands of hours of wire-tapped phone conversations, the trial itself was very condensed. A jury found Judge Allan Green guilty and sentenced him to 51 months in prison. Thus, a federal corruption trial in New Orleans taught me yet another communication skill: Keep it simple.

By this point in my career the reasons to leave New Orleans were stacking up. I still loved the city, but my wife and I now had a little boy. Running off to chase a storm in a satellite truck is a lot more fun when you are not worrying about evacuating your family. Then there was the Mardi Gras shooting.

A woman watching a Mardi Gras parade had been fatally shot earlier in the night. I was doing what TV people do, hanging outside of Charity Hospital’s emergency room, trying to interview family. It was about 11 on a Wednesday night in February. It was dark and humid — not hot, just humid. I remember the family came down the ER ramp and walked right up to the cameras to talk.

The victim’s aunt was holding a little baby about the age of my son. The woman started weeping. The kid started screaming.

She held the child in the air: “This baby ain’t got no mamma now because of what they done.” It turned out the little one was the now-orphaned son of the shooting victim.

I turned around and thought, “Man, I’m not sure I can do this much longer.”

Giving up a good paycheck and a 10-year career to become a first-year law student is not easy. But going to Valparaiso Law School in northwest Indiana meant moving closer to family. It turns out the communication skills I learned in TV carry across state lines and career changes.

I had many a job interview where I listened a lot, condensed and then asked questions the interviewer wanted to hear. All the years live on TV certainly helped when I made it to the finals of my school’s oral argument competition. I got to argue in front of Supreme Court Justice Antonin Scalia.

And now I am transitioning into my own law practice. I am opening a small office here in Valparaiso, Ind. I hope to focus on estate planning and personal injury. One thing I am sure of: My time in journalism was not wasted. The communication skills I have spent a lifetime working on will carry over again and continue to be essential. |

Andrew Lucas is a 1997 graduate of the J school who had a 10-year career in TV journalism before earning a law degree.

Photo courtesy Andrew Lucas



ANDREW LUCAS

Talent, faith take DeRuyscher to the top with the Kansas City Royals

By DAVID HOUFEK



Photo courtesy Kansas City Royals

CHRIS DERUYSCHER

There are people who say they have blind faith, and then there are those like Chris DeRuyscher. He knows exactly what he believes in.

In a Dallas/Fort Worth International Airport terminal in 1999, DeRuyscher saw his future wife for the first time — after they had forged a strong emotional connection through six weeks of telephone courting.

Moments after he met Paige, he was greeted by her parents, close friends and extended family.

Luckily, DeRuyscher, who now works with the world's largest high definition video board, was used to pressure.

As a student at the University of Nebraska–Lincoln from 1996–2000, DeRuyscher worked his way up the ranks at HuskerVision. In his final two years, he

was able to hone his skills in the control room at Cornhusker football games. He worked as an editor and ran video replay, with more than 72,000 pairs of eyes critiquing every frame.

The Immaculata High School graduate from Leavenworth, Kan., said he did everything in his power to be the best journalist possible. From there, he left everything else to God.

“I feel like I’m guided from a faith perspective,” DeRuyscher said, “in that I’m not too caught up on where I am or where I’m going to be tomorrow. I just focus on where I am now.”

Before long, his faith, and the work invested at HuskerVision, began to pay off. In the summer of 1998, DeRuyscher interned as a sports reporter with a local Fox News outlet in Kansas City. But DeRuyscher soon realized his passion was to be closer to the action as he had been at Nebraska.

“Chris took losses sometimes harder than the (Nebraska) coaches did,” said Brandon Meier, who was DeRuyscher’s roommate and co-worker at HuskerVision.

Complete dedication drove DeRuyscher to work late nights, practic-

‘Even with the stress of 15-hour days and the insecurity that comes from professional sports, the blessings outweigh the sacrifices.’

ing, editing and honing his skills in the control room, said Meier, now the executive director of video production at the University of Oklahoma.

Together the two gave up most of their weekends and nearly every Thursday and Friday night to gain invaluable experience. Meier said his roommate’s passion was evident from the beginning: Their first conversation was about sports.

In the summer of 1999, the two roommates traveled to Florida, interning with major league baseball’s Tampa Bay Devil

Rays.

There, DeRuyscher’s desire to work inside a sports organization grew as he edited, dabbled with the video switchboard and occasionally flew the team’s radio-controlled mini-blimp. The experience taught him it would take long hours and dedication to move forward in professional sports.

After graduating from UNL with a broadcasting degree, DeRuyscher landed a job with baseball’s Kansas City Royals. As the game entertainment coordinator, he picked up right where he left off at Nebraska: editing video and working the switchboard on game days.

At the time, getting the job was just a bonus to life. Two years after their meeting in the Dallas airport, DeRuyscher and his wife were married in Marysville, Kan.

“I don’t exactly have the best history of choosing the right guy, so he was just a godsend to me,” said Paige DeRuyscher, who works as a card editor and writer for Hallmark. “We really didn’t know each other that long before we got married. We knew that it was just meant to be, and we’ve kind of been dating ever since.”

Growing up a Royals fan, she jokingly said it would have been different had her husband been hired by any other team.

Nearly eight years after joining the Royals, DeRuyscher is now the Royals’ director of game entertainment. He oversees every detail designed to keep fans in the stadium until the final out, including feature videos, fans on camera and the occasional big-screen marriage proposal.

DeRuyscher’s job is all about what the fans can see. But it’s the things that the fans don’t see that make his job interesting.

The 31-year old said there was a time when his crew spotted a young couple fighting in the stands. Through telephoto cameras, the staff watched the woman leave her seat and head for the exit. Inside the stadium, the two were simply people, but inside the video control room, they were actors in a real-life soap.

Although he witnesses everything from dancing toddlers to siblings responding to their images on “kiss cam,” DeRuyscher said simply going to work and watching baseball is satisfying enough.

His eight years in Kansas City, however, have not always been perfect. For one thing, he’s had to deal with the uncertainty of having four different bosses during that span.

“You’re definitely not ready for that

shock,” DeRuyscher said. “The first time you walk in and they say, ‘Your boss has been fired. Your new boss will be here next week, so be ready,’ you’re sitting there going, oh, man, am I next?”

Even with the stress of 15-hour days and the insecurity that comes from professional sports, he said the blessings outweigh the sacrifices. He is not only working for a team he watched as a kid but interviewing players he once idolized.

His first interview with George Brett still stands out the most.

“I found myself wanting to say the exact right thing so that I looked cool,” DeRuyscher said of his early interview with the Royals’ legendary third basemen. “You’re sitting there talking to a guy you idolized growing up and you’re like, ‘Oh, hey, Mr. Brett,’ ... and he’s just looking at you like, ‘Kid, what is wrong with you?’”

When he was a rookie, DeRuyscher said the players made the new kid work hard for information during interviews. All in fun, the early hazing often left him with one-word answers. But DeRuyscher said the players would later come back to him chuckling, ready to fully answer his questions.

Though the Royals had a losing season in 2008, the eight-year veteran said he nevertheless sees a bright future for the organization. DeRuyscher said he hopes to stay with the Royals as they get closer to building a championship team.

“It’s truly one of those things where I’m in a great situation, and I can’t complain,” said DeRuyscher. “I really enjoy what I do, and not too many things can get you down.”

His good fortune, however, reaches beyond the office.

He has a 1-year-old daughter, so the off-season has come just in time for him to witness her first steps.

“It’s the most overwhelming thing in the entire world,” DeRuyscher said, “to see your little girl running around and talking; you can’t help but feel proud.”

Being a new father, though, has taken even more time from his hectic schedule.

DeRuyscher is unsure what the future holds, but he knows that one day he might have to choose his family over professional sports. Nevertheless, he said, one thing will always remain certain:

“I play for an audience of one,” said DeRuyscher. “As long as I’m pleasing God, I feel like he’s going to bless me and my path.” |

Two foreign languages; 26 nations; three international scholarships

Brian Carlson's intellectual curiosity takes him global

By KARA BROWN

Brian Carlson was one Komodo dragon away from dining with Sharon Stone.

The 30-year-old University of Nebraska–Lincoln graduate had just won the prestigious Hearst National Writing Championship in San Francisco and was looking forward to meeting his famous dinner date. But alas, the giant reptile at the zoo mistook Stone's husband's toes for a white rat and sunk its teeth deep into his flesh, preventing the couple from attending Hearst's celebratory yacht cruise the next evening.

Such enriching encounters have become par for Carlson's course. After all,



he's traveled to more than 26 countries and 136 cities. He's been a Fulbright scholar in Kazakhstan and a Rotary Ambassadorial Scholar in Moscow. He's spent the summer of 2008 fulfilling a David Boren National Security Fellowship in Beijing and is now at the Hopkins-Nanjing Center. He's fluent in Chinese and proficient in Russian. He holds a master's degree from Johns Hopkins School of Advanced International Studies, harbors public service ambitions and has a fiery dedication to Husker football.

But the unique thing about Carlson is that you'd never know any of this.

"For somebody who's as brilliant as he is — and that's not an overstatement — he's very low key," said UNL journalism professor Charlyne Berens, who had Carlson in a reporting class. "He never flaunted his abilities at all."

A true Nebraskan from Fremont, Carlson has maintained a demeanor and work ethic that's "driven and honest," said college friend Nick Medlock, now an Air Force officer stationed in Turkey. The two lived across the hall from each other their freshman year at UNL and have been friends ever since. They shared political science classes, fanatically attended football games and graduated together in 2000.

"He challenges you intellectually," Medlock said. "When you see someone you know who's that talented and working that hard, it kind of motivates you to want to do better."

That drive was evident even when Carlson was an undergraduate, Berens said. He majored in news-editorial, international studies and political science and covered politics for the *Daily Nebraskan*.

"He had a curiosity that was appropriate for a journalist but went beyond that," Berens said. "He is academically curious, which has taken him so many other places."

And others noticed this curiosity, too.

When Carlson was in college, veteran *Lincoln Journal Star* reporter Don Walton began seeing him at many of the same events Walton himself was covering. Soon, the two were riding to speeches and meetings and even traveled to the 2000 national presidential conventions together.

So Carlson worked for two years after graduation as a reporter at the *Journal Star*, impressing the team with his calm demeanor and hard work.

"He was very industrious, very serious," Walton said. "He was more interested in policy issues than personality issues as a reporter. Solid is the word I'd use for his work."

Journal Star editors were so impressed, in fact, that even though Carlson thought he wouldn't stick around

for long, they gave him the legislative beat anyway. "They said, 'We'll keep you as long as we can,'" Walton recalled.

But that same curiosity and sense of adventure eventually pushed him to apply for a Rotary Ambassadorial Scholarship to study foreign policy and language in Moscow, where his international political interests really took off.

For example, as an election observer, he got the chance to see firsthand the importance of a free press.

"I lived with an 83-year-old woman who watched TV every night, and the news was completely one-sided for [Vladimir] Putin [former president and current prime minister of Russia]," he said. Although other candidates would try to run in the elections, the state-controlled press would smear their names until they had no chance, Carlson said, which poisoned efforts to grow democracy in Russia.

"When people aren't exposed to the other side of the story, they don't have the information they need to make their own decisions," he said.

And Russia is where he began to notice the importance of language; the quirks in syntax often reveal much about the deep-seated beliefs of the people.

"Knowing the language is key to understanding the cultures," said Carlson, who took four years of Russian at UNL.

He noticed, for example, how often Russians used the word "nash," which means "ours."

"Historically, it arose in tight-knit Russian communities in which people depended upon their neighbors for survival and thus formed close bonds," he said. "It conveys the Russian collectivist mindset, as opposed to the greater sense of individualism in the United States."

But Russian isn't Carlson's only foreign language. This self-proclaimed "perpetual student" is also in the process of learning Chinese, which he began studying at the Johns Hopkins School of Advanced International Studies in Washington, D.C., after completing his Rotary Fellowship.

Carlson is now fluent in Chinese and proficient in Russian. He plans to stay in China for another year at the Johns Hopkins University Nanjing Center. He is fascinated by the relationship between the two superpowers. "Russia and China have had a love-hate relationship going back 65 years. In some ways, they're closer since the collapse of the Soviet Union, but it's unlikely they'll form an anti-American

block.”

He’s still not quite sure what he wants to do with his life. In graduate school, he started moving more in the direction of scholarly work. “But I kept one foot in journalism” as the editor of the university’s review and author of two articles, he said.

He now thinks he’s interested in working in public service and possibly pursuing a Ph.D. later. “My reporting days are over,” he said.

But are his traveling days over? The answer is unclear. While his favorite place was Afghanistan, he thinks that each place has its own appeal.

“I hope at one point I can settle down,” he said. “But once I’ve settled, I probably will start thinking about the next place to go.”

While this eternally humble man thinks he’s “just been messing around for the last few years overseas” and hopes he can someday “actually do something that’s worthwhile,” others disagree.

“He establishes goals he wants to achieve and doesn’t let anything get in the way,” Medlock said. “I think he’s building a potentially great combination of journalism experience and academic skills.”

But, as his college buddy pointed out, Carlson isn’t all business all the time.

His smart and sarcastic sense of humor is something he only shows to those who know him well — like the freshmen in their introduction to international relations class.

Five minutes before the final, Medlock said, Carlson began playing the “Mission Impossible” theme song on his laptop.

And Husker football stays at the top of Carlson’s priorities — even in China.

“Probably 70 percent of the e-mails he sends from China are about Husker football. The same things we were doing in college have continued over a greater distance over the years,” Medlock said. “We’re still debating whether Eric Crouch was a better quarterback than Tommy Frazier.”

And as for the amusing Komodo dragon debacle?

Even though Carlson didn’t get to meet Stone, he has gotten his fill of other unique experiences. And there was one small token of consolation: “I did grab her nametag.”

As if Carlson needed any more tokens. |

Telling it like it is

Barbara Fox uses her training to serve those in need

By CHARLYNE BERENS

Barbara Fox hasn’t practiced photojournalism for decades, but she continues to live by the principles she learned at the J school in the early 1940s.

“You have to tell the truth — even if it means risking your life,” she said.

Fox has been telling the truth in Lincoln as the founder of a treatment center and self-help hotline since 1962. It’s all volunteer labor, but it’s labor that she has found immensely rewarding. In the process, she and the facilities she’s founded and run have helped hundreds of people trapped in the dead-end of alcoholism and substance abuse.

Barbara Rehberg and Ralph Fox met on their first day of college at NU in 1940.

Their daughter, Paige Namuth, said her dad used to say he knew from the day he met Barbara that he wanted to marry her. In fact, he changed his major from geology to journalism to be able to spend more time with her.

“We fell in love,” Fox said, and after the Japanese bombed Pearl Harbor in December 1941, “I devoted my life to getting him ready to go to war.” They were married May 8, 1943, before he left for France where he was awarded the Silver Star for gallantry and two Purple Hearts. When the war ended, he served as company commander at Klein Munich, a former concentration camp.

While Ralph was training with the army, Barbara finished school, graduating in 1944, just months before Ralph and his division were sent to France. When her husband came home in May 1946, “he came back a total stranger,” she said. Ralph Fox was suffering major post-traumatic



Photo courtesy Barbara Fox

BARBARA and RALPH FOX

stress disorder.

He finished college in 1947 and went to work as a photojournalist at the *Lincoln Journal* and the *Lincoln Star*. She freelanced as a photojournalist.

But Ralph couldn’t get over what he’d seen during the war. “He would tell me terrible things I didn’t want to hear,” Fox remembers. But PTSD wasn’t a recognized ailment in those days, and no help was forthcoming. “So we drank together,” Fox said.

Eventually, Ralph’s drinking became a way of life. He left the *Journal*, and the couple opened their own business, Fox Photos, doing all kinds of photography — weddings, commercial work, press conferences, celebrities including Elvis Presley, John F. Kennedy, Liberace and Bishop Sheen.

At the same time, though, they had found their calling dealing with people trying to recover from substance >>

» abuse. Because Ralph battled the disease of alcoholism himself, he wanted to reach out to help others. In 1962, the Foxes founded Houses of Hope on South 16th Street where they provided residential care for 65 men, women and children. Ralph's passion was "the restorative justice of making amends to those harmed by addiction," Paige Namuth says.

They were looking for a new location for their center, Fox recalls, when she asked Ralph to go to the grocery store one afternoon in 1982 for a few items. "He didn't come back and didn't come back," she said, and she was beginning to worry what had happened.

When he finally walked in the door, he said, "Guess what I bought." It turned out to be a huge house on 25th and South streets, already zoned as a group home. Ralph had committed to buy the place for \$115,000. "It was perfect," Fox said.

Not everyone thought so, though. Namuth remembers that what is now a comfortable, restored home was "rundown and hideous." But the family fixed it up and opened it as Toad Hall — Teens Off Alcohol and Drugs; Happy and Less Lonely.

The young people who came to live at Toad Hall and those who came for nurturing and guidance and for sessions on art and acting "drank for very good reasons," Fox said. Many were from dysfunctional families. They had turned to alcohol and other drugs as an escape from their daily lives.

Boys and girls, they lived at Toad Hall, separated by a door with a buzzer and a night technician. "We raised 258 kids here," Namuth said, "all on suicide watch. They never hurt the place or stole anything. People in recovery are honorable."

In 1992, Toad Hall became Antlers — Addiction Needs Treatment; Let Everyone Recover Successfully. Antlers deals primarily with adults in recovery, both the eight who may live there at a given time and those who come for out-patient services — and also provides social groups and events for the children of those being treated.

Antlers receives no government aid or grant money, Namuth said. The people who use its services pay their own way. And dozens of volunteers, including students from Nebraska Wesleyan University and Union College, keep the house clean and functioning.

Today, Antlers is operated primarily by

Ralph and Barbara Fox's two children, Kevin Fox and Paige Namuth, and Paige's husband, Ron Namuth. The house contains an apartment where a staff member lives.

But Fox continues, mostly on her own, to operate another of her creations, the Self-Help Information Service of Nebraska, a telephone hotline, the first of its kind in the world, according to Ed Madara, director of the American Self-Help Group Clearinghouse in New Jersey.

"She's a true pioneer," Madara said, founding the service out of her Lincoln home in 1958 after attending a meeting of the Lincoln Mental Health Association. She was on one of the association's committees that was trying to increase people's awareness about self-help groups and their value. She volunteered to install a special phone in her home to handle inquiries about local support groups — 12-step groups like Alcoholics Anonymous, Gamblers Anonymous and so forth.

In the mid 1960s, she also began to publish and distribute to professionals a directory listing all the self-help groups available in the area. Hers was the first of 50 comparable self-help clearinghouses in the world, Madara said. About 20 exist in the United States and at least 30 in other nations.

And Fox helped to develop a number of support groups herself as she saw the need arise. Madara said she has a passion for the kind of work from which so many benefit, gaining hope in what seemed like a desperate situation.

After 50 years, the passion continues.

"She answers the phone 24/7," Namuth said. People call seeking help for problems like addiction, depression, anger, fear or obsessive-compulsive disorder.

"We're the oldest self-help clearinghouse in the country," Fox said. She advertises her phone number and Web site and takes phone calls anytime of the day or night, directing people to groups and agencies that can help with their particular problem.

That, too, is part of Fox's volunteer work. "Some things you can't sell," she said.

When Fox fell, cracking her pelvis and breaking her arm a few years ago, "the first thing she did was forward the self-help line to my house," Namuth said.

Her mother laughed off the implied compliment.

"I'm not a saint. I'm just a journalist,"

she said. "I like stories."

Some of the stories she hears on the hotline are dreadful. The callers are so miserable and their stories so terrible that "I start to cry," Fox said. "Then they cheer up," she added with a chuckle.

The injustices she perceives in the world and encounters in the lives of those she helps make her angry. "I have a rage in me," she said, and has gone to anger management classes for 50 years.

Ruth Thone, who said she has known Fox "forever," called her "wildly outspoken" and "smart as a whip." Thone, a community activist and wife of former Nebraska Gov. Charlie Thone, said, "I think Barbara's kind of a life force. You can't imagine her ever sitting around."

Ralph Fox died in 1998 — "just went out like a candle, sleeping in our living room," Fox said — and Thone remembers attending the funeral at St. Paul's United Methodist Church.

Fox planned to speak during the service, and Thone remembers the pastor saying he was a bit apprehensive turning a microphone over to Barbara Fox, someone "known for being forthright and blunt."

"She's extraordinarily unusual," Thone said, and I really respect her. And I like her a lot."

Lou Leviticus, a faculty member at UNL, got to know Fox after she read about him in the Lincoln newspaper. Leviticus had written a book about his life as a Jewish child evading the Nazis in the Netherlands in the early 1940s, and Fox got in touch with Leviticus because her husband had been commander of a displaced persons camp — a former concentration camp — in Austria at the end of the war.

"She's a fascinating person," Leviticus said, "absolutely fascinating."

Barbara Fox came a long way from an early photojournalism career, taking photos of the last atom bomb test and the aftermath of the 1958 Starkweather shooting spree in Lincoln, to sustaining and nurturing those in need.

"I never thought we'd do this," Fox said. "My main goal in life was just to make money."

But when she and Ralph went through addiction and recovery, encountered a spiritual awakening and got sober, "this is what God brought to them," Namuth said. |



Centered on sports

Lyndsay Lee goes from the J school to ESPN

By ABBIE GREENE

Few women can “talk circles” around men when discussing sports, but Lyndsay Lee is an exception. As an avid sports fan her entire life, she has been able to parlay this devotion into a promising career with ESPN her first year out of college.

Growing up in Grand Forks, N.D., Lee spent a lot of time around sports. Grand Forks, the hometown of the University of North Dakota, is a quintessential “college town.” Lee and her family spent a lot of time at college sporting events, and she was immediately hooked.

“My brothers had me watching SportsCenter before I was even going to elementary school,” Lee said. “I’ve always had an extreme passion for sports.”

Once she reached college, Lee realized she could combine her love of sports with another developing interest: journalism. Lee enrolled in the J school her sophomore year. She worked for the Husker Sports Network for two years, producing a radio talk show and gaining both invaluable experience and professional connections.

“She is extremely talented, and that was pretty clear from day one,” said Lane Grindle, host of Sports Nightly, a radio talk show produced by the Husker Sports Network. “When she is motivated about something, she’s pretty unstoppable.”

Lee never doubted she eventually would achieve her ultimate goal: to work for ESPN, the television giant devoted to producing around-the-clock sports programs.

“I thought, ‘I know maybe isn’t a realistic job, to work for ESPN, but UNL is a great journalism college, and I think I can do it,’” Lee said.

Lee pushed herself throughout college, working nearly full time at Husker Sports Network in addition to attending school. After graduating

in May 2008, Lee took a job as a production assistant at ESPN headquarters in Bristol, Conn. Her current job entails everything from working closely with producers during the filming of shows to cutting highlights for prominent shows like SportsCenter and NFL Primetime.

Lee knows people are counting on the highlights she cuts to represent what their favorite team did that day.

“I watch sports for a living, if you want to get technical,” Lee said. “The fans turn towards your highlights to best illustrate that crazy play or great catch, so it is a big responsibility knowing that people are counting on me to show them what happened in a mere 45 seconds.”

Lee’s teachers at the J school never doubted her ability to succeed.

Professor Trina Creighton, who teaches the Star City News class that Lee said was “a blast,” said Lee was an “assertive” woman who would have no problem accomplishing her goals.

“I never doubted that her dream would come true. She’s a go-getter; she sets her dreams high and her goals high. The girl has talent and isn’t afraid to stand up for what she believes in,” Creighton said.

Lee also took professor Rick Alloway’s sports broadcasting class. “She was someone I always knew would do well,” Alloway

said. “She is very outgoing and has a very personable demeanor. She’s also pleasantly assertive, which are all good qualities for a student coming right out of school.”

Alloway hopes people realize the magnitude of the accomplishment it is to be hired by ESPN straight out of college. As a company that receives thousands of applications a month and hires only a small percentage of those, ESPN is the “pinnacle” of where sports broadcasters want to work.

“They expect a lot — it’s not a training ground,” Alloway said.

Lee agreed that her job is often a “pressure situation” but added that is one of the factors she loves most about it.

“It gets pretty intense when you’re down to the wire, when there are big deadlines. It’s a big responsibility, but I go into work every day loving my job, and it’s just great knowing that,” Lee said.

Although sports broadcasting is undoubtedly a male-dominated working environment, Lee takes the situation in stride. She said she is “constantly fighting the reputation of the fact that women don’t know anything about sports. ... I enjoy it because it’s an opportunity to prove myself even more. That alone is a good thing because every day I’m proving someone wrong about women in the sports industry.”

Creighton has a lot of faith in Lee’s ability to handle herself in a male-dominated workplace, saying that Lee’s knowledge of sports and her ability to “crush” people in debate were positive qualities.

“All you have to do is be in a room with her for 30 seconds, and you’ll know she’s not someone to mess with unless you really know what you’re talking about,” Creighton said.

Lee is excited to grow and learn within the company.

“I have the ability to grow in a very aggressive environment and the ability to make my dreams into whatever I want,” Lee said, adding that ESPN is very receptive to new ideas, and “if it comes out great, they’ll use it. That’s an awesome thing. Even though I’m probably one of the lowest people on the totem pole, they’ll take my idea and run with it.”

Lee feels lucky to be working for ESPN so early in her professional career.

“Never did I ever dream that the first job I would get would be a job at ESPN. I’m 22, I got my dream job and I’m doing what I wanted to do my whole life. And I know that every day I go into work, I’m going to be happy coming out.” |

From health to hemlines

Kara Morrison finds abundant variety in her career

By SCOTT KOPERSKI

After a decade in the “real world,” many college graduates find themselves going through the same monotonous routine at their job. But not Kara Morrison.

“What other profession could have you observing brain surgery one day and overseeing fashion photo shoots months later?” she said of journalism, which offers her a daily dose of variety and challenges.

A Nebraska native, Morrison spent seven years at the *Detroit News*, where she wrote human-interest profiles and health-related feature stories. She also organized fashion shoots and wrote a weekly shopping column. Now she’s at the *Arizona Republic* where she started as a fashion reporter and now is a consumer and features reporter.

Michael Hodges, a features writer at the *Detroit News*, describes Morrison as “idealistic with a cynical edge.” The two worked in the same department and loved to joke around. Hodges, in fact, is responsible for her nickname: “Miss Nebraska.”

Morrison’s favorite thing about her job is the interesting people she has met along the way — like the nun who had brain surgery for a central tumor that caused her hand to shake.

She loves covering medical stories. Among her favorites is the story about a little boy who had a series of surgeries to lengthen his leg by growing out the bone. Doctors would break the bone, and as it was trying to heal, they would crank it back a little bit so the leg would have to grow longer.

“It was a pretty brutal thing; I felt bad for the little boy. It had to be very painful,” Morrison said.

Neal Rubin, features columnist at the *Detroit News*, has always been impressed with Morrison’s versatility.

“She’s someone who can break your heart with a serious features story and then turn around and tell you what’s hot at Target,” he said.

In her first job at the *Arizona Republic*, Morrison went to different stores to buy various clothes and put together outfits to



Photo courtesy Kara Morrison

KARA MORRISON

hold photo shoots. Now she covers consumer news for the paper’s Living section, focusing on stories about helping people cope in a difficult economy. She also does freelance projects for storyzon.com, writing family biographies.

Morrison grew up in the small town of Neligh, Neb. Both parents and her older brother were UNL graduates, so when the time came to choose a college there was little suspense. Morrison says that choosing to major in journalism was the turning point of her life.

While at UNL, she was the personnel chair in her sorority, Chi Omega, and of course, attended her share of Husker football games. But Morrison’s best experience in Lincoln was working at the *Daily Nebraskan*, where she was a reporter and copy editor.

In 1993, she earned real-world reporting experience when she spent a summer as an intern for *The Omaha World-Herald*.

“It was when there was quite a bit of severe flooding,” Morrison recalled. “I remember covering that with the other interns and what it was like being a part of that.”

After graduating from UNL in 1994, Morrison landed a job at the *Danville Commercial-News* in Danville, Ill. It was a small paper, but for a freshly minted college graduate, it was a good start, she said.

“It was interesting to do that because it was an industrial town that had fallen on hard times,” Morrison said. “Every month there seemed to be a worse unemployment rate, and I would cover the efforts to make new jobs. It was an interesting first job.”

After a year in Danville, Morrison went to the University of Missouri-Columbia for graduate school to get acquainted with new technology involving journalism.

“When I graduated from UNL in 1994, I didn’t even have an e-mail address,” Morrison said. “Everyone was talking about this whole new frontier for journalism, and I felt like the whole world was passing me by.”

After completing graduate school, Morrison returned to her Nebraska roots, accepting a job at the *Lincoln Journal Star*. Her roommate, Susan Stibal, was most impressed with Morrison’s work ethic.

“She was very dedicated to her career in journalism,” Stibal said. “She has an incredible passion for writing and telling stories.”

While at the *Journal Star*, Morrison discovered her true passion: feature writing.

Her story, “Believers, Breeder Await Sacred Cow: How a Pentecostal Minister, an Orthodox Rabbi and a Catholic Cattle Rancher Started Raising Holy Heifers,” won a national award from the American Association of Sunday and Features Editors. The story was about a man trying to raise the perfect red heifer calf for a Southern evangelical minister. It caught the attention of editors at the *Detroit News*, and in 2000 they called and offered her a job.

That same year, Morrison met a legal affairs reporter at the *News* named Ron Hansen, whom she later married. The two started at the paper around the same time but were so busy they seldom spoke at first. They eventually got to know each other when both were sent to a writers conference in St. Louis.

When she’s not working, Morrison likes to take pottery and graphic design classes. She also enjoys traveling with her husband, and they have enjoyed memorable trips to California, Hawaii and Sedona, Ariz. Back on the job, she loves getting out of her comfort zone and has no regrets about her career as a journalist.

“It’s been a lot of fun,” Morrison said. “I’ve had a lot to learn, but it’s been fun so far.”

Main Street to Wall Street

Via Chicago and a stint in Iraq, Dionne Searcey lands at the *Wall Street Journal*

By CHRIS ROSACKER

When Dionne Searcey needs a break from reporting for the *Wall Street Journal*, she can simply spin around in her desk, look out her northeast window and watch the construction progress across the street in the crater where the World Trade Center towers once stood.

Or she can take a short stroll past her fellow law reporters, past the Web-content producers and past editors to the southeast corner of the World Financial Center, Tower One building, where she can look over the Hudson River at the Statue of Liberty.

Searcey has come a long way since she graduated from the College of Journalism and Mass Communication at University of Nebraska–Lincoln in 1993. She has reported for the *Chicago Tribune* and *Newsday* and been embedded in Iraq. But she hasn't forgotten those Midwest roots or the importance of her college experience.

A Wymore, Neb., native Searcey first got published in the pages of the *Daily Nebraskan*, UNL's independent student publication. At the *DN*, she was a senior reporter and opinion page editor.

Jeremy Fitzpatrick, editor in chief of the *Daily Nebraskan* in 1992, said Searcey was good from the start. He recalled when she covered the trial of Roger Bjorklund and Scott Barney, who were accused of the abduction, rape and murder of Candice Harms, a UNL student. Her writing was thorough, excellent and exceeded the Lincoln paper at the time Fitzpatrick said.

"Dionne was awesome. She was born to be a journalist," said Fitzpatrick. "I'm not surprised to see her at the *Wall Street Journal*."

She said working at the *DN* allowed her to learn how to be a reporter while taking chances in reporting that other publications wouldn't offer.

"You can't trade being published every day and being held up to public scrutiny," she said.

She also credits the journalism school for educating her on the industry and

bringing in guest speakers who included young reporters who were making it in the business.

"To see other successful journalists that are hard core made me think I'm not just pretending," she said.

Bud Pagel, one of Searcey's professors, said she was a hard-working and inspired student. Her class work was solid and never fell below a professional level, he said.

With a chuckle, he said she was little feisty but added that that's good thing.

"She was joy to teach, a good study and wasn't thin skinned. You knew she was going to do well," he said. "The major sign is if they have fire in the gut. And she did."

Searcey said she moved up through the journalism world by sending out a ceaseless stream of clips. Whenever she wrote something she was proud of, she sent it off to prospective employers. She advises today's young journalists to do the same.

While still in college, she interned at the *Wyoming Tribune-Eagle* in Cheyenne through a Dow Jones editing program and also interned at *The Omaha World-Herald*.

After graduation, she followed the trail of her clips to the *City News Bureau* of Chicago where she said the ambiance was like newsrooms shown in black and white films: an intense cacophony of typing, interviewing and yelling amidst a haze of smoke.

"If that's not a way to learn journalism, I don't know what is," said Pagel of the infamous hard-nosed work at *City News*. "She was always a pretty good writer, but that made her much better at reporting."

She said the grueling work of covering cops and courts for *City News* drilled the nuts and bolts of reporting into her head and led to a one-year residency at the *Chicago Tribune*.

After the *Tribune* and a backpacking expedition in Southeast Asia, Searcey reported on education for the *Seattle Times* in 1997. While there, she was offered the state legislature bureau position in Olympia. Although she said the offer probably came because other reporters didn't want to move out of Seattle, she accepted because she was young and unattached.

"A lot of journalism is taking chances to do things nobody else wants to



Photo courtesy Dionne Searcey

DIONNE SEARCEY

do," she said.

Searcey went on to be a general assignment politics reporter for the *Seattle Times* and covered the U.S. Senate race. Just before the 2000 election, Seattle's newspapers went on strike; the Bletchen family-owned *Seattle Times* battled the Hearst Corp.-owned *Post-Intelligencer* to be the city's one paper.

In the meantime, Searcey kept in contact with plenty of other papers.

"Anytime I had some good clips, I would send something," she said

In January 2001, Searcey again sailed along her river of clips, this time to the East Coast, where she went to work for *Newsday* in New York.

While covering Nassau County politics at *Newsday* and as the U.S. war on terror marched forward, Searcey said she lobbied heavily to go to Afghanistan. Instead, with Saddam Hussein and his weapons of mass destruction getting more attention than al-Qaida, *Newsday* sent her to Iraq and paired her with the 82nd Airborne. Despite being the target of snipers and witnessing "horrendous" checkpoint show-downs, she later returned in 2005 for more embedded reporting, this time with the 69th Infantry Regiment.

"Soldiers stood at the edge of a reed-lined canal Friday and watched as the vestiges of seven friends were plucked from the murky green water," Searcey wrote as the lead for a *Newsday* piece from Awad Al-Hussein, Iraq.

Searcey considers this sad story she wrote under restricted conditions to be one of her best. She also takes pride in another piece from Iraq, about soldiers who used laptops to make multi- »

» media memorials to their fallen friends.

These clips and others at *Newsday* paved a path to the *Wall Street Journal* via a former *Newsday* editor, who once also covered Nassau County politics.

At the *Wall Street Journal*, Searcey started out covering telecommunications such as AT&T and Verizon. She remembers that experience as nerve wracking. She didn't know much about telecommunications and she also wanted to live up to the prestigious publication's expectations.

In the midst of her journalistic ascension, Searcey met and married Todd Stevens, head of strategic initiatives at the Wildlife Conservation Society in New York. They have a 2-year-old boy, Luther, and in March 2008, Searcey gave birth to twin girls, Maude and Zola.

When Searcey returned to the *Wall Street Journal* this fall from maternity leave, she became the national legal correspondent. The beat may sound like a restrictive one, but Searcey doesn't think so.

"The way I see it, is we are sitting here, obeying the law," she said on the 12th floor of the Dow Jones building, overlooking the Hudson River and New Jersey, "so I could write about this."

Writing for the *Wall Street Journal* is obviously different from writing for a local daily. Before Searcey can even start on a story, she has to write a lengthy proposal, which takes extensive research and interviews.

Some weeks, she said, she will pump out two to three stories and post on the law blog. Others weeks, when she is working on a longer piece, she doesn't publish at all. Because they're heavily researched, front-page pieces or enterprise stories take longer — typically, a month or six weeks, Searcey said.

But that work really pays off, she added. Besides, she is a fanatic about news.

"I think I'm a (journalism) purist to the point of being naive," she said.

And Searcey said she still jumps at the chance to write stories about the Midwest. In fact, she thinks one of her best stories is a piece she wrote for the *Wall Street Journal* about hunting wild pigs in Genoa, Neb. — not far from Wymore, her hometown in the heart of corn and cattle country. |

Taking it to the streets

Trina Creighton's documentary focuses on the crisis in North Omaha

By SEANICA REINEKE

Rap music plays in the background as the documentary "We Do Better When We Know Better" opens. Young black men and women walk the streets of North Omaha, living their lives.

The scene opens Trina Creighton's master's thesis film, a documentary about the lives of young black men in North Omaha. Creighton, a member of the J school's broadcasting faculty, had originally planned to write a traditional thesis, but she decided her project should be a documentary so people could easily visualize the young men's lives.

She chose to feature 10 youth from North Omaha: five still living there and five who now attend the University of Nebraska—Lincoln.

"The main question was to find out what was different between the two different sets of young men," Creighton said.

Creighton wondered why five were still in Omaha and why the others had moved on to UNL. She said her curiosity about the issue started when she was a child.

"When I was growing up, I noticed that I always loved education, and some of the kids in class with me would see me reading and would make fun of me. 'Why are you trying to be so smart; why you trying to be white?' They would say, 'That dude is trying to be white,' because he had a book. I wondered if educations weren't valued," Creighton said.

Creighton's documentary shows the values of the education she teaches.

"She has a way to connect with people that makes them feel they can deal with her," said Will Norton Jr., dean of the J school. "They tell her what's on their hearts, and that's what makes the video she has done so compelling."

The film begins with the young men who are still in Omaha. Marcus, Marcellus,

Ray, Jerrid and Herbert allowed Creighton to follow them around in order to see what their lives are like and talk to them about it. She learned that they all were fearful of how they were living and of what would happen each day. Most of the young men had witnessed the deaths of friends from gang violence.

Marcus told Creighton, "It's a risk just walking down the streets of North Omaha."

Creighton found statistics showing how difficult it is for the youth growing up there: Gangs grew by 16 percent in Omaha during 2006, Omaha has the third highest poverty rate in the nation and 17 percent of the black population is unemployed.

"I'm kind of embarrassed. I had no idea about this one segment of the community," Creighton said. "I'm black, so I thought I understood what they were going through, but how could I? I lived in a different part of the community. I didn't have a clue."

People featured in the documentary believe the wider community of Omaha doesn't care about what goes on in North Omaha. Jerrid, who is now in prison, told Creighton that "nobody was there, and nobody cared." He joined a gang to have a family. He told Creighton he "could get a better education in the streets" than he could in school. Even Jim Esch, Democratic candidate for Congress at the time, told Creighton the "rest of the community doesn't care."

Creighton asked Herbert, who is also now in prison, what he thought could be done to improve the situation in Omaha. The question surprised him, and he didn't have an answer.

"I was overwhelmed with sadness," Creighton said. "They've seen people die on their porch steps and in the street. They've seen best friends die. Herbert said he has lived a long life at the age of 19. Who lives a long life by that age?"

Creighton also asked Dr. Franklin



Photo courtesy Trina Creighton

MARCELLUS, MARCUS and RAY

Thompson, Omaha City Councilman and professor at the University of Nebraska at Omaha, what could be done. The documentary shows many housing problems in North Omaha, especially around 48th and Sahler Street. The area is like a ghost town and needs the community’s attention in order to become better. Thompson told Creighton he had dedicated his life to the kids of North Omaha, and the City Council is not at fault for the problems North Omaha faces.

The documentary switches to the young men who grew up in North Omaha and now attend UNL: Erick, Melvin, Cameron, Mark and Brandon. Some things were different in their lives compared to the other five men. For Erick and Cameron, the motivation to do better and be better came from their families.

Cameron told Creighton he “wanted to do positive things; not positive to the world around me but to the Lord’s eyes.” He said he feared his mom more than the law.

Brandon said he knew something was missing in his life as he grew up, but he didn’t know until later that the missing component was the influence of male role models, which were lacking in the community.

Life was and still is hard for young black males in North Omaha. Creighton portrays this fact and then transitions to

some positive developments in the area. The rap tune “Hard Knock Life” plays in the background.

Young children involved in programs at the Wesley House Community Center come into view. They smile at the camera and let Creighton know that at Wesley House they are learning to become leaders in their community and how they can be successful. Paul Bryant, executive director of Wesley House, said he believes people will be inspired by seeing “a group of young people in the inner city achieving and striving for excellence” in the documentary.

“I think the more people that have an opportunity to get to see young inner city kids focused on academic excellence and doing positive things, the better,” Bryant said.

John Beasley, an Omaha native, movie actor and community activist, narrates the documentary. His words conclude the piece: “There is still time and hope.”

“Omaha is this glowing metropolitan city, but this one pocket (North Omaha) is not growing and is basically dying — for lack of a better word,” Creighton said. “Education is the key, and that is why I called the documentary ‘We Do Better When We Know Better.’”

She said the despair and hopelessness the young men face in North Omaha is like a cancer.

“Cancer spreads; it doesn’t stay contained,” Creighton said.

Creighton has shown the documentary in many venues including the UNL City Campus Union and Joslyn Art Museum in Omaha. She is working with NET Television to add to the documentary and polish it in order to show it to a larger audience.

Creighton said she faced a few setbacks along the way, such as doing most of the filming herself, having technical difficulties and also worrying about funding. The work has been stressful, but Creighton said it has paid off.

“The response to my documentary has been overwhelming and more than I expected. It has changed me like no other thing has — other than having my children and two grandchildren,” Creighton said. “After doing this documentary ... now I know what I want to do the rest of my life.”

She has plans to research programs across the country associated with the Bright Futures Foundation, which is dedicated to helping kids become successful. Creighton said her project with NET Television will be only a launching point to further her research and to focus on more kids.

She said, “The bottom line is we have to do something.” |

It's all journalism

Mary Garbacz' latest project is Strategic Discussions for Nebraska

By MARK GREEN

When Mary Garbacz entered the J school in 1971, Johnny Rodgers was still the star of Memorial Stadium. The Chancellors, a brass band that sounded like the group Chicago, were a big draw in Lincoln. And in just a few years, President Nixon would be forced to resign thanks to the work of two prodding journalists.

"It was a good time to go to college. It felt like young people were really getting their say," Garbacz said, "especially in the school of journalism."

Garbacz's life is like a boomerang thrown from the doorsteps of the J school.

Garbacz, who was born and raised in Lincoln, has traveled internationally many times — on her own dime — with her husband Stan, a trade representative for the state Department of Agriculture. She's also visited London frequently to see her daughter Betsy, a UNL advertising graduate. But she always winds up back at the J school, where she now directs a new project, Strategic Discussions for Nebraska.

Strategic Discussions for Nebraska's goal is "to promote discussion in communities throughout the state about vital national issues that affect Nebraska and the people who live here."

"We have received incredibly positive comments about the value of Strategic Discussions," said Will Norton, dean of the College of Journalism and Mass Communications. "The praise has been for the careful way Mary and her staff have worked together to get people to talk about controversial topics."

Garbacz said her upbringing has had an effect on her career. She remembers the evening news as the hour of Walter Cronkite, a time before cable news when a newscaster was someone people trusted to sit with them in their living room. She considers herself a part of a generation of readers, who read for pleasure as well as for

a specific purpose. She is grateful to both her parents, especially her father, whom she describes as a compass for ethics, responsibility and conscience in her life and career.

"There was no grey area in ethics for my father. You're just ethical, and that's the end of the story," Garbacz said. "Both my parents were very insistent that if you do something, you do it right."

When Garbacz began college, she never dreamed some of her classmates would become co-workers. Now professors, Jerry Renaud was in her class, and Rick Alloway, who she says was "as nice then as he is now," was a year behind her. Her broadcasting professors included Larry Walklin, Ed Bailey and Peter Mayeux, who made her classes "fun and exciting, like we were doing the right thing." She remembers broadcasting as male-dominated, in part due to the mammoth size of the equipment.

"You needed a pretty strapping woman to move some of that stuff," Garbacz said.

Garbacz credits Walklin, whom she first met at the age of 16 at a Nebraska High School Press Association meeting, for sparking her interest in journalism. Still on the faculty today, he later became her adviser.

"He cast the spell of journalism on me, and before I knew it I've spent my life on it," Garbacz said.

In her last semester at the university, Garbacz met her future husband in a real estate class. Their first date was Feb. 2, 1975. Six weeks later, he had purchased an engagement ring. They were married in January 1976.

After graduating in 1975, Garbacz got a job writing advertising copy for KLMS, an AM radio station playing rock music in Lincoln. She shared a small office with a chain smoker and earned \$175 a week.

When her husband took a job in Aurora, Neb., she began working at the

Aurora News Register. Like most people on small-town newspaper staffs, she found herself shooting and developing film, selling ads, writing stories and manually putting the paper together once a week. Those experiences made Garbacz a supporter of teaching convergence in journalism.

"When I left school, I knew a little about a lot of things," Garbacz said. "I had connections and a good foundation, and I knew where to go for answers. Things didn't frighten me. I found it just as easy to talk about science or politics or anything else. I knew enough to ask good questions."

Garbacz and her husband eventually returned to Lincoln, where she began working for Agricultural Communications on East Campus. When her son was born she left the position and began freelance writing. She wrote on technical topics, usually agriculture-related. Stories ranged from how to apply chemicals to crops using center-pivot irrigation to how to safely handle a bull and a chainsaw — in two separate articles, that is.

"I was basically doing technical writing, although they didn't have a name for it back then," Garbacz said. "I just wanted to add some money to the family income."

She also began teaching journalism part-time at Nebraska Wesleyan University and broadcast writing at UNL. In 1998 she received a call from Renaud asking her to teach technical communication classes. That's how she became a full-time employee of the J school. Five years later, in 2003, she became a faculty member in the J.D. Edwards Honors Program in Computer Science and Management (now the Jeffrey S. Raikes School of Computer Science Management). There she helped design the communications program, wrote the curriculum and syllabus and taught communication classes.

In 2005 she became Norton's assistant. Norton said Garbacz's connections across the state and the country are among her most valuable assets.

For instance, Helen James Fell George was a close friend of Garbacz's family, and Garbacz stayed in touch with the woman even after her parents had died. "She sent college publications to this woman, who then sent them to her multi-millionaire brother," Norton said. "Later, I talked to this man and eventually visited him in New York. Now he funds our Strategic



MARY GARBACZ

Photo by Patrick Breen

Discussions for Nebraska magazine, which Mary is director of.”

The research project is funded by a grant from the Robert and Ardis James Family Foundation. Robert James, a native Nebraskan, lives in New York and holds a Ph.D. in economics from Harvard. He believes that politics in Washington, D.C., preclude Congress from making significant progress and that change in this country will emanate from the Midwest.

“You can’t help but be grateful to someone who remembers their roots after not living in Nebraska for 65 years,” Garbacz said.

Garbacz says gaining the trust of the people Strategic Discussions for Nebraska covers and addresses is the most essential part of the project.

“I had to let people know that I was not investigating wrongdoing, just researching topics related to the state and educating people with the facts we can get,” Garbacz said. “Getting that trust takes a while.”

Garbacz talked to more than 80 sources for the initial project on immigration, and she was surprised by the willingness of people to talk.

“People have lots of stories and bright opinions,” she said. “People in Nebraska

aren’t accustomed to people wanting to listen, especially to have them come back to talk more.”

Norton said the purpose of having Strategic Discussions for Nebraska within the college “has been to demonstrate that journalism has its roots in rhetoric, writing and talking about public issues.”

With Adam Wagler, design specialist for the project, Garbacz interviewed people throughout the state on immigration and held two conversations — with newspaper editors in Lincoln and stakeholders in Scottsbluff.

“Mary is a good hostess. She knows how to take care of people and make them feel welcome. This was especially useful when we were talking to people about immigration,” Wagler said.

Garbacz originally expected controversy with the immigration project but found a much different result.

“Everyone was very positive and said newcomers to their cities had the same family values as they did and that it was just a process of integration,” Garbacz said. “Their chief concern was not whether these people were legal or illegal but if they were being treated as humans.

“The people who are negative about immigration are a few people who are very

loud,” Garbacz said. “Most people see it in a much more common sense manner. This negativism is disseminated through the Internet in blogs and hateful e-mail forwards. It’s basically people with too much free time who aren’t verifying facts.

“Constitutionally, this is a federal situation,” she said. “We can talk about it all we want in Nebraska, but the federal government needs to be proactive in fixing the immigration system so people can work here legally and not live in fear. Many of these immigrants can’t come here legally because of a multi-year backlog, but their kids are hungry, and they’re just doing what they have to do to survive.”

Strategic Discussions for Nebraska has already begun work on its next project: examining the state’s economic future. Garbacz says the goal will be to examine how Nebraskans can look past their differences and begin cooperating to build a better future.

“Journalism can be a very honorable profession, but it depends on the honor of the journalist,” she said. “People believe anything you tell them, and there’s a responsibility there that some journalists forget.”

Read Strategic Discussions for Nebraska at: <http://www.unl.edu/sdn/> |

Cameras in the courtroom; courts in the newsroom

Walklin works to improve court reporting, citizen understanding

By RYAN NORMAN

Live audio and video from two Lancaster County district courts began streaming to the University of Nebraska J school and Law College in November 2008, thanks in large part to broadcasting professor Larry Walklin.

“Almost every day something about the courts is in the news, but many citizens don’t understand courts,” Walklin said. “We are trying to teach what it’s like to report about the courts.”

In 1982, Joe R. Seacrest, a legendary Nebraska journalist and then editor of the



WALKLIN

Lincoln Journal, convened a meeting and suggested Walklin, a UNL broadcasting professor, chair a committee to coordinate camera and microphone coverage of the Nebraska Supreme Court.

Walklin agreed to take on the project and act on his longtime interest in access to Nebraska courts.

“This success is a great milestone for him (Walklin),” said Will Norton, dean of the UNL journalism college. “Larry probably knows more about cameras in the courtroom than anyone in the country.”

Twenty-six years is a long time to work on a single project, especially for a man whose career has as many chapters as a typical history book.

To understand Walklin’s world, simply step into his office. No fewer than 10 TV and computer monitors are wedged among the educational material he keeps on his cluttered desk and shelves. He talks quickly, perhaps because he doesn’t have time to talk any slower.

Walklin has always kept himself busy. He grew up in Grand Island, Neb., and at age 16 began his broadcasting career at KMMJ radio station in Grand Island. He graduated with a bachelor’s degree at Kansas State in just three years, and by the time he was 21, he already had a master’s degree from Michigan State University. He went on to get his doctorate from the University of Iowa.

In 1967, when Walklin arrived at UNL, he said the broadcasting major had fallen on tough times.

“People at the university were interested in getting things going again,” Walklin said. “One of the radio managers in Grand Island suggested they consider me.”

Walklin wasted no time in making changes at UNL. In 1970 he became the founding general manager of KRNU, the university’s student-run radio station. During his time at UNL, he’s also served as president of the Faculty Senate and chair of the University Curriculum Committee. He also has been a driving force in the J school’s distance education program. For 41 years, Walklin has taught courses in radio, TV production, distance education and the core journalism courses.

“Larry Walklin represents what Nebraska journalism has been and is,” Norton said. “He’s been here forever. ... I can hardly think of a place in journalism where someone has taught for 41 years.”

Despite all of his commitments to his job, Walklin said he has a great relationship with his wife, Karen, and his two sons, Gregory and Jonathan.

Walklin also has found time to care about his students, said Thor Gustavson, a senior broadcasting major from Omaha.

“He is extremely knowledgeable, and he takes time to talk with everyone individually,” Gustavson said. “He’s really wise.”

In 1985 Walklin was inducted into the Nebraska Broadcasters Association Hall of Fame. He also has served as the NBA president and chair of the board of directors.

“He is an extremely valuable member (of the NBA), not only as his prior contributions as chairman, but he’s also an absolute walking encyclopedia of Nebraska broadcast history,” said Marty Riemenschneider, the NBA executive director.

Riemenschneider said Walklin currently chairs several committees for the NBA, and he is “extremely well regarded” within the organization.

Through his career, he also has made the “cameras and microphones in the courtroom project” a top priority.

His long commitment to the project began when cameras were installed in the Nebraska Supreme Court, Walklin said. In 1991 the cameras also were installed in the Nebraska Court of Appeals. Last year, after experimental coverage allowed the cameras to be moved into district courts, two Lancaster County district court judges agreed to allow a live feed into the College of Law and the J school.

The project’s cost, about \$30,000, was paid by the Nebraska Broadcasters Association, Walklin said.

Two judges from the district court, Karen Flowers and Steven Burns, volunteered to have the new technology in their courtrooms.

Judge Burns said the project has been a success so far.

“The biggest objection I heard was that the cameras would change how judges, witnesses and lawyers act in the courtroom,” Burns said. “It has been a non-event; none of that has happened.”

Burns said the project is important for students because it “allows them to learn the dynamic and language of a courtroom,” which is important both for accurate reporting and for being a good lawyer.

Walklin said the project is important because a lot of attorneys aren’t comfortable with the media, and a lot of reporters don’t understand the judicial branch.

“This project will hopefully bring the media and attorneys together, at least to some degree,” Walklin said.

Walklin said last spring the technology was first used to record a court case which was used in journalism professor John Bender’s mass media law class. The technology was used again last fall in professor Laurie Thomas Lee’s mass media law class.

Burns said this project wouldn’t have been completed without Walklin.

“I have been very impressed with how he (Walklin) has brought this all together,” Judge Burns said. “It’s been a very difficult task for him, and he’s done an excellent job.” |

Curse of the viruses

Project harnesses comics and science to help educate teens

By JOHN SCHREIER

A man ravaged by a virus begins to grow branch-like appendages. As crazy as this sounds, it's true. The man's story, told in a graphic novel, will be one of many included in the "World of Viruses" project.

The J school is a partner in the project, which will use graphic novels, comic strips, radio broadcasts and other forms of media to educate teens and young adults about viruses.

"We're packaging materials for teens [to be distributed] through libraries," said Dr. Judy Diamond of the University of Nebraska State Museum.

Diamond, who is in charge of the project, said libraries are changing from the stereotypical quiet places of old as they try to attract teens with things like video games and non-print media.

The "World of Viruses" is a five-year, federally funded collaborative project paid for by a \$1.3 million Science Education Partnership Award from the National Institutes of Health. The goal, stated in the project's official abstract, is to "propose an integrated education media initiative to teach the public about cutting-edge virology research."

Amy Struthers, an assistant professor for advertising at the J school, is analyzing the library portion of the project. Her task is to examine the viability of libraries as a way to get science and public health information to the general public, especially teens.

"I want to learn more about teens and how they access information on public health and infectious diseases," Struthers said. "We're looking for other ways to get information to them. Teens go to the public library to get Internet access if they don't have it at home."

Through her involvement, Struthers will get a firsthand chance to research methods for reaching teens, whom she considers next to impossible to reach through conventional tactics.



ADAM WAGLER and
AMY STRUTHERS

Photo by Patrick Breen

"You can't reach teens through mass media, so advertising on TV is not so effective," she said. "Teens don't read newspapers. They read magazines, but there are so many that people don't know where to put ads. Teens don't listen to the radio; they listen to their iPods."

Struthers said the J school will benefit from her participation in the World of Viruses project.

"With World of Viruses, we get national visibility for research," Struthers said. "We get to be part of a bigger partnership that includes a number of units on campus and other entities."

One of the first components of the project is under way. NET Radio, Nebraska's statewide National Public Radio affiliate (91.1 FM in Lincoln), will play 30-minute radio documentaries produced by Washington, D.C.-based Soundprint Media. The first program is on the human papilloma virus, commonly known as HPV.

Several other forms of media, including things like comics drawn by nationally known artists and essays by famous science writers, will also be used to educate the public about HPV in the first year of the project.

"By the end of the year, we will have pilot materials, including an essay from Carl Zimmer, and it's all on HPV," Diamond said. "We'll do testing to see what people learn, and what we're going to do is create one full set of materials on HPV."

Tom Floyd, a graphic designer at NET, is illustrating the first of three graphic novels to teach youth about HPV. The graphic novel focuses on an Indonesian man who became known as "Tree Man" when a defect in his immune system let the HPV run wild and turn his extremities into something that looked like tree

branches.

Several nationally known comic writers and artists have already agreed to work on the graphic novels in the series. The first installment's script, which has already been completed for "The Curse of the Tree Man," was written by Martin Powell, who has worked with industry giant Marvel/DC. Powell has written storylines for Batman and Superman comics, among others. Joe Rubenstein, who inked and colored Captain America in the 1990s while at Marvel/DC, is working on the "inking" of Floyd's pencil drawings, adding three-dimensional elements like texture through emphasizing the existing pencil sketch.

"The name 'Curse of the Tree Man' is to give it an old-time Marvel/DC feel," Floyd said.

Tree Man had lost his wife and job, but an American dermatologist did a few minor surgeries to rid Tree Man of the HPV. But instead of focusing on Tree Man, the graphic novel will focus on the battle of the viruses inside his body. The reader will be introduced to Tree Man, but the novel will primarily be about getting to know the viruses and their interaction with each other.

Floyd was quick to join the project when Diamond contacted him because he was glad to see a unique way to educate the public and to work with many different groups. Floyd, creator of the online comic Captain Spectre, also is interested in seeing the results of the library-usage research because it will put information into the public's hands regarding comics and animation, something he believes is lacking.

Floyd was enthusiastic about the project. "It's just a chance to do something different educationally and gets lots of groups involved," he said. "When this is over, there will be research to see how different age groups viewed these." |

Celebrating the book

J school helps support annual Nebraska Book Festival



Photo by Patrick Breen

The Nebraska Book Festival holds panel discussions, writing workshops, poetry and prose readings and sells books

By COLIN DUCKWORTH

On a normal, event-filled autumn weekend in downtown Lincoln, the sidewalks may be filled with beer bellies painted bright red and the hollers of die-hard fans. But on the weekend of Oct. 17, downtown Lincoln was home to a different crowd: bookworms.

The Ninth Annual Nebraska Book Festival brought writers and readers from across Nebraska together to discuss their passion for books.

The event, which was supported in part by the J school, didn't limit participation to English scholars and writers, as some festivals do, said festival director Michael Cartwright.

Cartwright said the event had two main goals: to educate Nebraska and encourage reading, and to bring Nebraska writers together.

"Every year I look forward to feeling the excitement of the writers and the vibrancy of the writing and reading com-

munity," Cartwright said in an interview before the festival. "It's the spirit of the community, a collaboration of many entities that fund and produce the event."

The festival featured sessions and discussions for all ages and interests from storytelling for children to late-night poetry slams for college students. Many authors hosted panels to discuss their works and to connect with readers.

"It's a book festival, not simply a literature festival," Cartwright said. "The festival likes to talk about all sorts of books. We've got a science fiction and fantasy discussion and a writer's workshop. At our luncheon, we're also featuring a session on cookbooks. Last year we had a panel on how to read a quilt, and the cookbooks are this year's equivalent."

Discussions and receptions were held throughout downtown Lincoln. Kent Haruf, a former English professor at Nebraska Wesleyan University and bestselling author of *Plainsong*, gave the event's keynote address at the Nebraska

State Capitol. Secretary of State John Gale and former *Lincoln Journal Star* columnist Leon Satterfield spoke as well.

"The Nebraska writing culture is a very vigorous culture, more than you'd expect," Cartwright said. "We like to do sessions that appeal to Nebraska poets and prose writers, both fiction and non-fiction."

The Museum of Nebraska History hosted author readings from nearly two dozen writers including Ted Kooser, former National Poet Laureate. The museum also hosted workshops, round-table discussions and sale booths for booksellers and authors.

Writer Kelly Madigan Erlandson led the festival's writing workshop, in which aspiring writers could learn to improve their craft.

"There had been a suggestion made to include a hands-on event like this as part of the Nebraska Book Festival offerings, so I was excited to help make that happen and pleased to be asked," she said. "My goal was to offer some information to other writers that might assist them in their approach to writing."

One of the workshop's aims was to combine two stories or topics to create something new.

"Often the writer's subconscious finds compelling and ingenious ways to weave the two topics together," Erlandson said, "and this can make for some very interesting writing."

The UNL Culture Center hosted the festival's luncheon and the Nebraska Book Awards Ceremony for works published in 2007.

Other writers featured at the festival include nature writer and UNL professor emeritus Paul Johnsgard, the guest of honor at the evening reception, and Omaha native Stew Magnuson. Magnuson recently published *The Death of Raymond Yellow Thunder*, a non-fiction book about the Nebraska border towns near the Pine Ridge Indian Reservation. Magnuson, a UNL alumnus, is a Washington-based reporter.

"When you work so hard on something like this, you really want people to

Teaching pros for 15 years

learn about what you've done," Magnuson said.

In addition to book discussions, the festival featured presentations on McCarthyism and journalism during the Red Scare of the 1950s. The film "Trumbo," a documentary on the life of blacklisted screenwriter Dalton Trumbo, was shown at the Ross Media Arts Center.

Journalist and Northwestern University professor emeritus Loren Ghiglione talked about his biography of Don Hollenbeck, a noted Nebraska reporter who came to fame during the Red Scare alongside journalist Edward R. Murrow. Ghiglione spoke in the auditorium of the Museum of Nebraska History and encouraged the audience to discuss Hollenbeck and the media's changes since Hollenbeck's death in 1954.

The book festival has two main goals: to educate Nebraska and encourage reading, and to bring Nebraska writers together.

"A similar politics of fear is alive and well in the era of terrorism," Ghiglione said in a press release. "We can learn from Hollenbeck's life the cost and courage of being an honest reporter in an age of partisan politics and media."

The festival was sponsored by the Nebraska Humanities Council, the Nebraska Library Commission and the Nebraska Center for the Book. Among the festival partners were the Nebraska Writer's Collective, the Nebraska State Historical Society Museum of Nebraska History, the Lincoln Children's Museum, the Office of the Nebraska Secretary of State and the J school. |

The College of Journalism and Mass Communications' distance graduate program is personalized, interactive and global

By MICHELLE DRAHOTA

Les Rose, CBS News photojournalist for the L.A. bureau, called 10 colleges about their journalism graduate programs. Two offered him a job. The rest threw up the same obstacle: graduate programs designed for 21-year-olds or career changers, not someone who covered the first two O.J. Simpson trials and spent five years on assignment for "Everybody Has a Story."

One college in his birth city was different. When Rose called the University of Nebraska-Lincoln's College of Journalism and Mass Communications, advertising professor Nancy Mitchell answered the phone.

"Light bulbs went off when Nancy described the program as a working journalist master's program, which means that they respect your schedule, your goals and can change things to include a thesis or master's project," Rose said. "When she said the program was designed for people like me, it gave me the confidence that I really can do this."

The College of Journalism and Mass Communications has been building distance master's programs with the working professional in mind for 15 years. In the early '90s, alumni expressed an interest in graduate programs, but couldn't fit it into their work schedules. Linda Shipley, associate dean, and Larry Walklin, broadcasting professor, were instrumental in making it possible to offer the first courses by distance education in 1994.

At that time, UNL Extension had learning centers across Nebraska equipped with satellite connections. On UNL's City Campus, a classroom in Nebraska Hall was converted. From a glass booth in the back of the classroom, a technician would operate the camera and audio.

"I would teach up on a platform," Shipley recalled. "When I wrote on the blackboard, the camera would zoom in so distance students could see. We also had a

phone and fax in the room so students could call in or fax questions."

Today's technology allows distance students to be seen and heard. "I'm not necessarily attracted to online education because I like the classroom experience," said Christy Magnani, a journalism distance student from Folsom, Calif. "UNL offered a unique opportunity. Its delivery system allows distance students to participate in a classroom in real time, without losing the immediate exchange of ideas."

Switching from satellite to the Internet opened the program to graduate students from around the world. It added first-hand experiences of how the media covers the same stories in different states.

A student from Eagle, Colo., analyzed how his town's newspaper reacted to a deluge of letters to the editor about the obsessive coverage of basketball player Kobe Bryant's trial. A student in D.C. gave weekly updates on news coverage leading up to the 2004 elections.

"For a journalist, the examples of what's happening in the media in different parts of the country are very useful and informative," Shipley said. "It adds a very different dimension."

The college is moving to incorporate some asynchronous courses so students do not have to be online at specific times. This will accommodate more international interaction with the college's consortium in Kosovo and Norway and appeal to students who need an even more flexible program. Currently, specializations in advertising, broadcasting, news-editorial and professional journalism are offered online. The college is working to bring the fifth specialization (marketing, communications and advertising) to the online format.

"The graduate program is an excellent choice for full-time professionals who want to complete their degree part-time," said Frauke Hachtmann, associate professor and graduate chair.

For Rose, the persistent college phone calling paid off. "I have truly loved clearing out my cobwebs and *really* learning something," Rose said. "The program has made me more knowledgeable, insightful, and I care even more about getting the best possible story on the news than I have at any point in my career." |

ADVERTISING

FRAUKE HACHTMANN wrote a book chapter, "Generation X and Generation Golf: What Advertisers Need to Know," that will appear in a professional reference book about reaching Generation X and Y published by Ifcai University Press. In addition, her article, "Consumerism in West Germany During the Cold War: An Agency Perspective," will appear in *Advertising & Society Review*. In the fall, Hachtmann presented a paper, "When Values Collide: German Identity Expressed in Advertising," at the European Studies Conference. Last summer, Hachtmann led a group of 15 students to Berlin and Munich to study international media from a German perspective. She then travelled to Ethiopia with colleague Rick Alloway to attend an international workshop on Ph.D. programs at Addis Ababa University.

Hachtmann and her colleague Dana Fritz (Art and Art History) received an Initiative for Teaching and Learning Excellence (ITLE) grant to develop a new study abroad program for 2010 in Japan that focuses on Japanese Visual Culture. Hachtmann also received an Extended Education and Outreach (EE&O) grant to develop her global advertising synchronous distance course into an asynchronous course. She was re-appointed to co-chair the American Academy of Advertising's (AAA) membership committee and also chairs this year's Association for Education in Journalism and Mass Communication (AEJMC) Advertising Division Professional Freedom and Responsibility research paper competition. She continues to represent the college on the interim UNL Achievement-Centered Education (ACE) committee and the UNL Faculty Senate executive committee and also leads a team of four faculty from across campus as part of the advanced Peer Review of Teaching Project.

PHYLLIS LARSEN was awarded the Certificate of Recognition for Contributions to Students by the UNL Parents Association and the Teaching Council for the third time. She was invited to conduct media training sessions for the Heartland Chapter of Meeting Professionals International and the Nebraska Broadcasters Association's satellite conference for health care providers. Larsen also serves as the faculty adviser to the UNL Public Relations Student Society of America and the student chapter of the Nebraska Leukemia and Lymphoma Society.

LINDA SHIPLEY was a member of the ACE-JMC accrediting team that reviewed the program at the University of North Carolina - Chapel Hill, Feb. 1-4. She also attended a meeting of the Carnegie-Knight Initiative on the Future of Journalism Education held at the Walter Cronkite School of Journalism and Mass Communications at Arizona State University on Feb. 8-9. Her paper titled, "Academic and Professional Dishonesty: Student Views of Cheating in the Classroom and On the Job," has been accepted for publication in the winter 2009 issue of *Journalism and Mass Communication Educator*. She is serving her third year as a member of the AEJMC Standing Committee on Research whose members are currently judging 17 dissertations that have been nominated for the 2009 Nafziger-White-Salwen Dissertation Award.

AMY STRUTHERS continues to work with the Nebraska Department of Health and Human Services to implement a public health campaign for teens that she and her students developed in fall 2006. She traveled to Denver to attend the American Library Association's midwinter conference as part of an NSF funded project called the World of Viruses. Part of Struthers' role in the grant is to research teen use of libraries for science and public health information. She and undergraduate intern Lauren Garcia developed and executed a promotional campaign for the College of Education and Human Sciences Courage in Education prize during the fall semester. See courage.unl.edu for more details. Struthers also worked with undergraduate Lisa Herman in a UCARE funded project to explore images of women in French fashion magazine. The two-year study has included a summer research trip to Paris for Herman, where she gathered data from magazines archived at the Bibliotheque Nationale. Preliminary findings of the research will be presented at this year's Undergraduate Research Fair.

ADAM WAGLER and **AMY STRUTHERS** worked with the Omaha Science Media Project, which is planning a summer workshop for OPS teachers, a kick-off event at UNMC in Omaha and another event at NET. Wagler and Mary Garbacz are working on Strategic Discussions for Nebraska. The topic of the next issue is the economic future of Nebraska. They have traveled to Beatrice, Columbus, North Platte, Ord and Kearney for group discussions and have interviewed a variety of people individually.

BROADCASTING

RICK ALLOWAY served on a panel at the AEJMC convention in Chicago in August on convergence and training students for new media careers. He served as the moderator for audience questions following an appearance by Theodore "Ted" Sorensen at the E.N. Thompson Forum on Nov. 18. Alloway also recorded a segment of the "Campus Voices" public affairs program with Sorensen for use on 90.3 KRNU and online. On Dec. 19, Alloway gave the pre-performance talk before the "Celtic Christmas" performance at The Lied Center. The annual holiday music special edition of his weekly "Vocal Chords" a cappella show expanded to four hours this year on the weekend prior to the Christmas holiday. He was recognized in January by the UNL Parents Association with a certificate for contributions to students - the 16th year he has been received the recognition. He is working with advertising sequence colleague Amy Struthers and adjunct advertising instructor Roger Dodson to develop an underwriting program for student media outlets within the college.

LAURIE THOMAS LEE had a book chapter, "Understanding the Economics of Online Privacy," published in "The Media as a Driver of Media Information Society—Economics, Management, Policies and Technologies Impacts," Alan Albarran, Alfonso Sanchez-Taberner, and Paulo Faustino, Eds., MEDIA XXI Collection, Formalpress Group, 2009. She spoke on several panels, including one at the annual AEJMC convention in Chicago on "IRB Mission Creep and Academic Freedom." She presented on a panel at the Broadcast Education Association (BEA) convention in Las Vegas on "Current Issues in Privacy." She also spoke on a panel for ACLU Nebraska about government secrecy issues in conjunction with the public showing of the documentary "Secrecy." She helped with the Television News and Production Broadcasting Career Day Camp offered by Bright Lights summer enrichment program. She is currently serving as vice president of the Bright Lights Board. Lee also served as a manuscript reviewer and contest judge for several competitions, festivals and journals.

BARNEY McCOY and advertising faculty member **BRUCE MITCHELL** will receive the "Best of Competition" award from the Broadcast Education Association for the documentary "They Could Really Play the

Game” at the association’s annual convention in Las Vegas, April 22-25, 2009. “They Could Really Play the Game” is a documentary about the 1952-54 Rio Grande College (Ohio) basketball team. The team barnstormed across America, smashing NCAA and NAIA scoring records and saving Rio Grande College from financial ruin. The documentary has aired several times on WOSU-TV, Columbus, Ohio. It will also be presented with a Golden Ace award this April in the 2009 Las Vegas International Film Festival.

LARRY WALKLIN is the coordinator of experimental coverage of courts of original jurisdiction in Lancaster County. Continuous audio and video from two district courtrooms is available to the College of Journalism and Mass Communications and the College of Law. Walklin is also co-author with Dr. Mark Smith of Truman State University of a paper, “Early Days of Talk Radio,” which was presented at the Great Plains Radio Conference last October.

NEWS-EDITORIAL

TIM ANDERSON has an article appearing in the spring issue of *South Dakota History*, the journal of the South Dakota Historical Society, called “Memorializing a Mountain Man: John G. Neihardt, Doane Robinson, and Jedediah Smith.” He spoke at the 2009 Mari Sandoz Heritage Society Conference on March 27 on “Finding Fathers: Mari and Jules Sandoz and John and Nicholas Neihardt.” As journalism sequence head, Anderson has led a push to further develop a curriculum that teaches students across the traditional areas of news-editorial and broadcasting and focuses more on Web journalism.

JOHN BENDER is the lead author for *Reporting for the Media*; the book’s ninth edition was published last spring. Oxford University Press, the book’s publisher, says it is the best selling news reporting and writing textbook in the United States. Bender was on leave for the fall 2008 semester and spent his time writing a book on free press-fair trial issues. The book will take an inside look at how the Supreme Court decided three important cases pertaining to coverage of criminal trials: *Nebraska Press Association v. Stuart*, *Gannett Co. Inc. v. DePasquale* and *Richmond Newspapers v. Virginia*. The bulk of the book will come from research using the papers of Justices Harry Blackmun, William Brennan and Thurgood Marshall,

which are in the Library of Congress, and the papers of Justice Lewis Powell, which are at the Washington & Lee University School of Law. Bender plans to complete the manuscript this summer.

CHARLYNE BERENS spoke about the Nebraska Unicameral Legislature to newly elected state senators and at a conference sponsored by the Platte Institute, both in November. She spoke about the role of free expression in a democracy as part of the Nebraska Colloquium in October. She served as chair of the UNL Honorary Degrees Committee for 2008 and is a member of the AEJMC Publications Committee. She was a member of the ACEJMC accrediting team that reviewed the program at the University of Oklahoma Feb. 15-18, and she contributed an entry on The Index on Censorship to the *Encyclopedia of Human Rights*, David Forsythe, editor, published by the Oxford University Press.

SUE BURZYNSKI BULLARD conducted a workshop on “Writing for the Web” at the annual conference of the Michigan Press Association in Grand Rapids, Mich., in February. Bullard also took a group of editing students on a daylong field trip to Des Moines in February. The students, members of the American Copy Editors Society (ACES), toured Meredith Corp., a magazine and book publisher, and visited the *Des Moines Register* newsroom, where they attended a news meeting and met with copy editors. She also plans to drive ACES members to the group’s national convention in Minneapolis in April.

CAROLYN JOHNSEN is working with UCARE student Mimi Abebe on a jointly written series of stories about how climate change is already affecting Nebraska.

CARLA KIMBROUGH has organized a one-day conference on entrepreneurship April 24 at the College of Journalism and Mass Communication. The conference will include speakers from the Nebraska Center for Entrepreneurship as well as a panel featuring entrepreneurs with journalism, advertising or mass communications backgrounds. The cost is \$15 for students and \$25 for others, which includes lunch and materials. In addition to students, the conference hopes to attract out-of-work journalists and working journalists who might be looking for a change. To sign up, contact Carla Kimbrough, 472-4051 or ckimbrough2@unl.edu.

MARY KAY QUINLAN is co-author, with Charles E. Trimble and Barbara W. Sommer, of *The American Indian Oral History Manual: Making Many Voices Heard*. (Walnut Creek, Calif.: Left Coast Press, 2008). The only oral history text aimed specifically at American Indian audiences and those doing oral history in American Indian communities, the book has received compliments from reviewers for its practical approach as well as its theoretical discussion of the differences between oral traditions and oral history and for its contribution to the literature on indigenous intellectual property issues. Quinlan also was a keynote speaker and oral history workshop presenter at the Equality State Book Festival in Casper, Wyo., last fall.

JOE STARITA finished the final edits for *I Am A Man: Chief Standing Bear’s Journey for Justice*, a non-fiction book, which was published in January by St. Martin’s Press. He also has been busy developing and coordinating a year-long depth reporting class that will examine the traditional role of Native American women in Native culture.

SCOTT WINTER has recruited at high schools across the Midwest and taught at national high school journalism workshops in Texas and California. He returned to Kosovo for the third time to work with journalists in the KIJAC master’s program in Pristina. He is working on a project about Kosovo journalism and also is building a short story collection.

JOHN WUNDER taught Mass Media and Society last fall, emphasizing political journalism. Each student read a book by John McCain and another by Barack Obama and wrote essays on the books, and the class followed the presidential primaries and election closely. Wunder also published two books this year and several essays. They include *The Nebraska-Kansas Act of 1854* (University of Nebraska Press) and (Digital Commons @UNL, an E-Book and printed by LuLu Press, a private press in a contractual relationship with Digital Commons). The Nebraska Digital Newspapers Project, 1880-1910 continues with grants from NEH and the Library of Congress. Also on the grant side, Wunder and J school professor Joe Starita received a \$250,000 grant to develop “In-Depth Reporting and Native America.” |

2008

AMBER BOOTON and Carlos Medina were married Oct. 11 in Kearney. She completed the M.A. in journalism in August 2008. He is a civil engineer intern at Olsson Associates in Hastings.

SARA GALLATIN and Brett Lackey were married Dec. 29, 2007, in Fremont.

JOSH GREGG is a copywriter at Snitely Carr, a full-service advertising agency in Lincoln.

K.J. HASCALL is a copy editor/page designer and also does occasional reporting and photography at the *Beatrice Daily Sun* in Nebraska.

HALEY HINZE is the help desk dispatch coordinator at P&L Technology in Lincoln.

CINDY LANGE-KUBICK, a columnist and reporter for the *Lincoln Journal Star*, won a first place award from the National Society of Newspaper Columnists in June. She also earned a first place award in column writing in the Nebraska Associated Press news contest last summer.

LISA MUNGER is working as a communications specialist at the Center for People in Need in Lincoln. She previously worked for the *Lincoln Journal Star* and American Communications Group. She earned a bachelor of arts degree in political science from Texas Christian University and a master of arts in journalism from UNL. She had a summer 2008 fellowship at the Middle East Journalism Bootcamp in Cairo, Egypt, and Doha, Qatar, sponsored by the Carnegie Foundation.

MORGAN SMITH and Ryan Rosenow were married Sept. 20 in Lincoln. She is project coordinator for Green Services with M.E. Group in Lincoln. He is also a UNL grad and is a licensed sales associate with Allstate Insurance.

ANDREW STEWART was a fall 2008 editorial intern at *Variety* in Los Angeles. He attended film festivals, awards galas,

advance film screenings and interviewed George Luca, Samuel L. Jackson and Anne Hathaway, among others.

JESSI WOLFE, Palm Desert, Calif., is director of marketing and promotions for Palm Springs POWER Baseball.

JOELLE WHITE is assistant traffic manager at Swanson Russell's Lincoln office. She had previously been an advertising specialist at the *Lincoln Journal Star*.

ASHLEY ROLF is a production artist at Swanson Russell's Lincoln office. She had previously been an intern in graphic design and creative at the agency.

2007

MEREDITH DULING is a public relations coordinator at Swanson Russell's Omaha office. She does media monitoring, tracking and analysis of client publicity. She previously worked as an assistant producer at HuskerVision and then as a news reporter at KETV in Omaha.

RACHEL KUESTER and Dan Pfeifer were married June 7 in Leigh. The bride is employed by Edward Jones in Papillion as a branch office assistant. The groom is employed by Fred's HVAC Services in Omaha as an HVAC specialist. They live in Omaha.

MARK MAHONEY and **NICOLE STARKEY** were married June 7 in Lincoln. He is a reporter/photographer and copy editor for the *VOICE News* in Hickman, Neb. She graduated in December 2008 from the J school.

T.J. MONTEMER is editor of *The Santa Monica* (Calif.) *Mirror*, the largest weekly newspaper in the area. A broadcasting major, Montemer said he is glad he also learned about editing and writing for print. He moved from selling ads for the paper in September 2008 to writing occasional stories to becoming copy editor, and then, in January, was named editor. He credits his education at the J school for preparing him for the duties and responsibilities he now faces.

CHRIS MOSES and Erin Rodie, both of Lincoln, were married Aug. 23 at First Presbyterian Church, Lincoln. The groom is an Internet marketing analyst with Speedway Motors in Lincoln. The bride graduated in December with a master of physician assistant studies from the University of Nebraska Medical Center.

AMI NAGAHAMA, Osaka, Japan, works in the advertising department for

SHARP Electronics in Osaka. She is part of the overseas market communications group and is in charge of media planning for ads in the U.S., India and Vietnam.

COURTNEY RODGERS and Kyle Murphy were married in Lincoln in December. She is interactive project manager at Swanson Russell Advertising Agency in Lincoln, and he completed a bachelor's degree in computer engineering at UNL in May. She joined Swanson Russell in 2007 as an account coordinator, later moving to the interactive department as associate project manager.

MELISSA SEMPEK and Chris Gettert were married June 7 in Lincoln. She is employed with News Link as a corporate journalist. He is a product placement engineer with Ready Set Services.

JERALEE SHOTKOSKI is an account coordinator at Swanson Russell's Lincoln office. Previously, she was an area manager for National Research Corporation in Lincoln.

AMBERLY THOMAS and Ryan Austad were married Jan. 10, 2009, in Columbus. She is a marketing specialist at Abante Marketing in Omaha. He is a partner apprentice with The Gallup Organization.

2006

DAKARAI I. AARONS started work in August as a staff writer for Bethesda, Md.-based *Education Week* newspaper. At *Education Week*, he covers local school districts, leadership and management and business issues. Previously, he spent two years as a reporter for *The Commercial Appeal* newspaper in Memphis, Tenn., covering local and state education issues. His work in Memphis was recognized by the Society of Professional Journalists and the Tennessee Press Association. He lives in suburban Maryland.

MELISSA FRY is a reporter at KETV, the Omaha ABC affiliate. She had previously been the weekend anchor at KLKN-TV in Lincoln.

SEAN HAGEWOOD, St. Joseph, Mo., is a copy editor/page designer at the *St. Joseph News-Press*.

HEIDI KNOBBE and J.J. Deyle were married in December in West Point. She is an advertising representative at Sandhills Publishing in Lincoln. Her husband is a journeyman electrician for Watts Electric in Lincoln.

JESSICA LUTTON is a development

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officer at the University of Nebraska Foundation. She works with the College of Business Administration.

BEN VANKAT and Stephanie Connolly were married in September in Omaha. He is employed in the sports department at *The Omaha World-Herald*. She is a registered dietitian at Meridian Clinical Research in Omaha.

GREG WALKLIN will graduate in May from the University of Nebraska College of Law. He served as chief justice of the student court and was a member of the student/faculty curriculum committee.

MEGAN WEIL, Los Angeles, Calif., is a media negotiator with PHD in Los Angeles. She is a member of Californians for Nebraska; Cedars Sinai Medical Center, Saperstein Critical Care Tower volunteers; the Orange County Phi Mu Alumni Association; and thinkLA. She volunteers for First Star, a celebration for children's rights, and for the UNL admissions/alumni recruitment team.

BRETT WERTZ is pursuing an M.A. degree in international environmental policy studies at Monterey Institute of International Studies. He continues to study Japanese and has also spent time working on food and water systems in the context of sustainable development.

2005

LIZ DORLAND is a reporter at KM3, Omaha's CBS affiliate. She had previously been a reporter and weekend weather forecaster at KLKN-TV in Lincoln. She is working toward a meteorology degree from Mississippi State University, taking courses online.

CASEY GRIFFITH is an associate interactive project manager at Swanson Russell's Lincoln office. She works to be sure that Web site and other online work are completed on time, on budget and up to agency and client standards. She was previously employed as project manager at EyeMotion/Williams Group and as a marketing assistant at i2rd/Vipa Solutions, both in Lincoln.

DAVE HUNT is sports director at KLKN-TV in Lincoln. He had worked part-time at the station while in school before spending a year at Lawton, Okla., as a weekend sports anchor at KSWO-TV. He returned to KLKN as the weekend sports anchor before being promoted last summer.

JESSICA KINSER is an account coordinator at Swanson Russell's Lincoln office. She previously worked for Lincoln Public Schools in the administrative office and for Lincoln Benefit Life and The Broadcast House.

NATALIA SHYBUT is online sales and product manager at the *Lincoln Journal Star*. She started at the *Journal Star* in September 2004 as a classified sales consultant, then became retail advertising consultant and then interactive media coordinator. She was promoted to her current position in October.

PATRICIA VANNOY will graduate in May from the University of Nebraska College of Law. She has been part of the business transactions program of concentrated study, was a legal research and writing problem writer and was involved with Nebraska Moot Court Board and the Women's Law Caucus.

2004

LINDSEY BAKER is lifestyle editor and columnist at *The Reader* in Omaha. She manages the Lifestyle section, assigning, editing and writing stories and writes a weekly column, Shoptalk. She has been at *The Reader* since 2005. Shoptalk has two blog versions, one on *The Reader* site and the other on her personal site, <http://onlystyleremainssthesame.blogspot.com>. She is also regional editions editor for AAA's *Home and Away* magazine with seven regional editions, mainly in the Midwest. She writes for the Web site and all editions.

NATE GASAWAY, Omaha, won a gold award for Best Commercial Spot Announcement or Campaign and a best in category for Commercial/Promotional awards in the 2008 Nebraska Broadcasters Association Awards of Excellence. He is currently the senior creative producer for KMTV in Omaha.

LISA HEIBERGER and Jeffrey Abbott were married in August in Sioux Falls, S.D. They live in Houston, Texas, where she is a sales executive for Assurant Employee Benefits and he is a liability field trainer with Farmers Insurance.

TORREY JANUS and Cody Gerdes were married Aug. 30 in Eustis, Neb. She earned a juris doctor degree from the NU College of Law in May and is judicial clerk to a member of the Nebraska Court of Appeals. He is a certified general commer-

cial real estate appraiser with Great Plains Appraisal in Lincoln.

VAN JENSEN, Atlanta, is assistant editor, publications, for the Georgia Tech Alumni Association.

MICHAEL JOHNSON is a writer/producer at Swanson Russell in Lincoln. He had previously worked for two other local marketing communications agencies before joining Swanson Russell last summer. He is a member of the marketing committee for Lincoln's Young Professionals Group.

DEREK LIPPINCOTT, Des Moines, is a communications consultant with The Principal Financial Group in Des Moines.

MARLA RABE is a reporter and anchor for KETV in Omaha. After graduation, she worked for KCAU-TV in Sioux City, Iowa, as a reporter. She had internships at HuskerVision and with the Colorado Rockies baseball team.

LINDSAY SNELLER and Michael Kelly were married Sept. 20, 2008, in Lincoln. She is a Web solution specialist with Firespring, and he is a commercial broadband and phone technician with Time Warner Cable.

2003

MARCIE DISHMAN, Sanford, N.C., is director of marketing and public affairs for Central Carolina Community College in Sanford.

ANDREA FISCHER and Carl Horne were married in September in Neola. She is a merchandising assistant at Heiskell and Company in Elkhorn. He is an AgDirect relationship officer at Farm Credit services of America in Omaha.

JESSICA GOODSSELL-LIPPINCOTT, Des Moines, is the underwriting manager at Allied Insurance, Des Moines.

COURTNEY LOCKRIDGE was featured by the *Midlands Business Journal* as one of "40 Under 40" award winners in 2008. The awards honor entrepreneurs, business owners, managers and professional men and women under 40 years of age. Lockridge founded *Nebraska WeddingDay* magazine in 2003. The magazine has grown from 51 vendors to nearly 200, and its circulation has grown to more than 20,000. The magazine launched its own Web site in July 2008, offering planning calendars, links to online gift registries and virtual tours of the state's key wedding-related facilities.

JNews&Notes Alumni Notes

2001

BRIAN SCHUKAR and Jill Riley, both Omaha, were married Sept. 20. The groom is property manager for Century Sales and Management in Lincoln. The bride, who earned a bachelor's degree in human resources from UNL in 2004, attends Alegant School of Radiologic Technology in Omaha.

MEGAN MOODY has been promoted to marketing communications manager at ZedUSA, a leading mobile media service company. After graduation, she was a marketing communications assistant at a wood floor products company, BonaKemi, USA, in Denver. She later worked as an account coordinator at Cohn Marketing Group Inc. and then became marketing communications coordinator at Zed, formerly 9 Squared Inc. She was named marketing communications manager in June 2008. She manages Zed's relationship with its Washington-based public relations firm, Weber Shandwick; writes and edits press releases, Web site copy, press kits and the company newsletter. She also plans Zed's presence at conferences and events "in the wireless space."

2002

WENDY HICKS FITCH is a public relations account executive in Bailey Lauerman's Omaha office.

RICARDA SCULLY and Colin Mues were married Sept. 13 in Kansas City. She earned an MBA from the University of Kansas and is employed with The Scully Estates Limited Partnership. He is a graduate of UNL and the NU College of Law and is an attorney with Fraser Stryker PC LLO.

IN MEMORIAM

1958

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

He joined the *Keith County News* in 1960 as news editor. He and his wife, Beverly Buck Pollock, also a UNL journalism grad, bought the Ogallala-based paper in 1966. They sold it to employees in 2000.

Pollock was a member of the Nebraska Journalism Hall of Fame and had won the Nebraska Press Association's Master Editor-Publisher award.

TOM BUTLER, Woodland, Calif., is vice president of the Sutter Basin Corporation in Robbins, Calif.

KATIE JUHL is business development manager, North America, for Agence France-Presse in Washington, D.C.

BRANDON MOLLER, Lincoln, is a senior graphic designer for Nelnet.

CAROLYN ROSE and Chris Ledy were married June 7 at First-Plymouth Congregational Church in Lincoln. The bride is a senior policy and documentation specialist with Lincoln Benefit Life. The groom is a grain inspector with Lincoln Inspection Service.

JEREMY STANISLAV is an account manager at Swanson Russell's Lincoln office. He is responsible for account assignments including Leupold & Stevens, Hodgdon Powder Co and AcuSport and works on the company's outdoor recreation and new business initiatives.

BEN YELKIN, Lincoln, is an account executive with Redfield and Company in Omaha.

2000

AMY DELSING REEVES, Shawnee, Kan., is a copywriter at Garmin in Olathe, Kan.

ALLEN FORKNER is the director of marketing and media relations for Midland Lutheran College in Fremont, Neb. He spent nearly a decade at daily newspapers including the *Lincoln Journal Star*, *Rochester (Minn.) Post-Bulletin* and *The Omaha World-Herald* before leaving to enter higher education. As part of his duties at Midland, Forkner is the editor-in-chief of the school's alumni publication, *MLC Magazine*.

KELLIE HABEEB is a public relations counsel with Swanson Russell's Omaha office. She works with various clients in the agriculture and pet care industries. She was previously media relations director at Bozell in Omaha and PR director for USA Roller Sports, based in Lincoln. She also worked on the national "Got Milk?" campaign while at Weber Shandwick in Chicago. She serves on the Public Relations Society of America Nebraska Chapter board of directors and was named the chapter's 2006 Nebraska Newcomer of the Year.

LIZA HOLTMEIER LORENZ began

work Nov. 3 as the director of communications and marketing for Ford's Theatre in Washington, D.C. Lorenz will oversee the marketing and public relations campaign for the reopening of the recently renovated theatre and museum. Lorenz previously worked in communications and press relations for the Shakespeare Theatre Company and Washington Performing Arts Society.

ERIC RINEER and Anne Huettner were married May 23 at The Lodge at Wilderness Ridge in Lincoln. The groom is a news editor with News Link in Lincoln. The bride is employed by Lincoln Benefit Life.

1999

TRACEY JUAREZ-FERRIS, New York City, is marketing manager for Jones Apparel Group. She earned an M.S. in publishing at Pace University and previously was an account executive at Showroom Seven International; an editorial fashion assistant at *Women's Wear Daily/W Magazine*; a merchandiser for Liz Claiborne in New York.

HEIDI WHITE FINLEY, Little Rock, Ark., is assistant state editor at the *Arkansas Democrat Gazette*.

SHAWN GUHDE and Melanie Moran were married Nov. 1 in Austin, Texas. He is employed by Austin Radiological Association as a physician's assistant. His wife is a financial analyst with Wincor Nixdorf. They live in Pflugerville, Texas.

1998

ANGELA HEYWOOD BIBLE and her husband, Chris, are the parents of Thomas Heywood Bible, born May 2 near Houston, Texas. The couple also have a daughter, Isabelle. Angela practices oil and gas law in the Global Projects group at Baker Botts L.L.P. law firm in Houston.

LOWELL MILLER is advertising manager for Suburban Newspapers Inc. East, working at the firm's Papillion office. The newspapers include the *Papillion Times*, *LaVista Sun*, *Bellevue Leader*, *Springfield Monitor*, *Gretna Breeze*, *Ralston Recorder* and *The Base: 68113*. Most recently, Miller was retail advertising local sales manager at *The Omaha World-Herald*. Before that, he was at the *Kansas City Star* for six years, culminating with a position as bureau district sales manager. He and his wife, Becky, have two children, Addison and Marek,

They live in LaVista.

JACQUELINE OSTROWICKI, Nelnet marketing communications director, was featured by the *Midlands Business Journal* as one of "40 Under 40" award winners in 2008. The awards honor entrepreneurs, business owners, managers and professional men and women under 40 years of age. In her 10 years as a professional marketer, she has written ads and produced television and radio spots for Mutual of Omaha, First National Bank and Union Bank and Trust. She has been with Nelnet for two years.

ERIN SCHULTE and Kent Jonathan Collier were married at Fifth Avenue Presbyterian Church, New York City, in November. The bride is a senior Web editor at the digital division of Hearst in New York. The groom is a senior analyst of corporate bonds and bank debt at Catalyst Investment Management, a hedge fund in New York. He graduated from the University of Virginia.

SARAH WILLNERD, Lincoln, is public information and special projects coordinator for the Nebraska Coordinating Commission for Postsecondary Education.

1997

ANGIE BRING and Scott Bentley were married April 19 in Lincoln. They live in Winter Park, Fla., where both are missionaries with the Campus Crusade for Christ.

ANDREW LUCAS is an attorney in Valparaiso, Ind. He worked at KPTM in Omaha after graduation, then spent five years as a reporter at WVUE TV in New Orleans where he covered hurricanes, federal public corruption investigations and a Super Bowl. While in New Orleans, he saw two judges, one insurance commissioner and a number of policemen go to jail. He, his wife and son left New Orleans so he could go to law school in Valparaiso just a month before Hurricane Katrina hit the Gulf Coast. Their house in New Orleans was destroyed by the storm and floods.

JULIE LUEDTKE was promoted to media strategy manager in Swanson Russell's Lincoln office. She was previously a media buyer and media strategist for the firm.

1996

TROY CHRISTENSEN, Las Vegas, Nev., is director/technical director for KLAS-TV in Las Vegas.

ANGELA HARROLD, Los Angeles, is senior media communications manager for Coca-Cola North America.

SARAH D. SCALET has been named technology editor of About.com, which is part of The New York Times Co. Previously she was managing editor for *CSO Magazine* and csoonline.com. She lives in the New York area with her husband Edward Hunter (who earned a B.A. from UNL in 1996) and their two daughters, Charlotte, 5, and Leah, age 1.

DAVID VINCENT and Jennifer Schroeder were married Sept. 20 in Gilbert, Ariz. They are living in Chandler, Ariz. He is an area sales manager with General Electric Appliances. She is a claims representative with the Social Security Administration.

1994

JENNIFER VOGELSBERG BARBER, Goodyear, Ariz., is a freelance writer. In 2008, she wrote an application entering the City of Goodyear in the All-America City competition through the National City League. Goodyear was chosen as a finalist, and Barber participated in the competition in Tampa, Fla., in June when Goodyear was chosen as one of the 10 winning communities. She previously worked at KETV in Omaha, KPRC in Houston, KGO in San Francisco and KMGH in Denver, where she met her husband, Jim, a pilot for NetJets. She "retired" from broadcasting in 2003 when her daughter, Emma, was born.

JON HEIBEL and Elissa Fattig were married July 26, 2008. He is the marketing team leader for Behlen Building Systems in Columbus. She is a school psychologist with Educational Service Unit 7.

1993

TERESA DESKINS is living in Balmain, Australia.

BRUCE KROESE, Omaha, is general director of business development for Union Pacific Railroad.

1992

TOM MILLER, St. Charles, Mo., is senior Web developer at SSM Healthcare. He previously worked for the State of Missouri, then joined SSM in PR and marketing. His department maintains more than 75 external Web sites and 100 internal individual Web sites that support a four-

state hospital system. In addition, he continues to be active in the PR committee for the 10th Annual Susan G. Komen St. Louis Race for the Cure®. The 5K event raised \$3.3 million for breast cancer screening, treatment, education and research for the St. Louis Community, the largest dollar amount raised in the history of the Race. St. Louis's event is also one of the largest Komen races in the world; close to 64,000 participants gathered in downtown St. Louis in June 2008.

LINDA PERSIGEHL is assistant editor of *HER Magazine*, published in Omaha. She previously spent nine years with *Midlands Business Journal* as a staff writer, advertising consultant and freelance writer and editor. She and her husband, Steve, have two children, Olivia and Drew.

1991

CHRIS FOX is vice president for research development and implementation at Avantas in Omaha. Avantas offers technology and business process services for multiple-location health care institutions. Fox previously worked for Etopia Technologies, It's Deductible and XOS Technologies.

JODI HOATSON is director of public relations at the Ervin Group, an Omaha-based agency focusing on advertising, branding and public relations. She previously worked for Johnson & Wales University and the University of Connecticut.

DONNA KUSH, who earned an M.A. from the J school in 1998, is assistant vice president of corporate communications for Union Pacific in Omaha. Prior to joining UP, she had her own consulting firm. She has also worked in communications for TD Ameritrade and the University of Nebraska Medical Center. She has served on the boards of directors for the American Red Cross and JDRE.

BRIDGET SIMS LEWIS is the 5 p.m. producer for NBC5/KXAS-TV in Dallas-Fort Worth. She had previously been a news producer for WFAA-TV, the ABC affiliate in Dallas. She and her husband have a 2-year-old daughter.

MONTE OLSON joined Bailey Lauerman at the firm's Lincoln office in September as vice president/account supervisor. Olson's previous agency experience was with Young & Rubicam, Euro RSCG Tatham and Campbell-Ewald on nationally recognized brands. Most recent-

ly, he was senior vice president and director of marketing at TierOne Bank.

1990

JEFF CARNEY has been assistant managing editor of *The Omaha World-Herald* since 2000. He had served for five years in the paper's Lincoln Bureau as a staff photographer. In the past, he has overseen the work of the paper's sports, business, living and news desk operations. He is now project manager for the *World-Herald's* replacement of its print and online computer systems and redesign of Omaha.com.; leads Omaha.com's effort to increase video and multi-media presence, as well as live streaming; and is responsible for newsroom recruiting and hiring. Carney, who lives in rural Saunders County with his daughter, Peyton, teaches visual literacy at COMJC.

JOHN SCHOFIELD is an account manager for clients in the turf care industry at Swanson Russell's Lincoln office. He had previously been a copywriter at Swanson Russell and then an account director at Snitily Carr in Lincoln.

1989

SUSAN POLLOCK, Savoy, Ill., is director of editorial and production at the Federation of Animal Science Societies. She also serves as managing editor of "Journal of Animal Science," "Journal of Dairy Science," "Journal of Applied Poultry Research" and "Poultry Science." Her previous position at the societies was as technical editor of scientific journals. Prior to that, she was a lab technician at the University of Nebraska and then the University of Minnesota and co-authored two scientific articles.

1988

JEFFREY LINDEN, San Diego, Calif., is in charge of procurement with Integra LifeSciences in San Diego.

SCOTT MORTON is general manager of Lamar Outdoor Advertising in Lincoln. The company specializes in billboards, digital signs, interstate logos and graphics. Morton went to work for Imperial Outdoor Advertising in Lincoln after graduation. Lamar bought the company nine years ago, and Morton recently became general manager.

1986

AD HUDLER, Fort Myers, Fla., has just published his fourth book with Random House. The novel, *Man of the House*, was largely written in the stacks of Love Library, where Hudler came to work because of distracting hurricanes in his hometown. Hudler also blogs daily at AdHudler.com.

1983

RANDY ESSEX was promoted in July to assistant managing editor for business and politics at the *Detroit Free Press*. He had previously been business editor at the paper for two years. Before that he worked at the *Abilene Reporter-News* in Texas, the *Idaho Statesman* in Boise and the *Des Moines Register*. He and his wife, Angelyn, live in downtown Detroit. Their son, Dustin, 21, lives in Des Moines.

1981

KRISTEN HANSEN and Albert Perez, both of Sioux City, Iowa, were married Oct. 4 in Sioux City. She earned the M.A. from the J school and is an instructor in mass media at Briar Cliff University in Sioux City. He holds an associates degree in computer systems and is a chef at Minerva's Restaurant in Sioux City.

TODD LEMKE founded Omaha Magazine LTD in 1983 and created *Omaha Today* magazine in 1984. He had been a real estate agent and continued to work for Action Real Estate as he launched his magazine. In 1987, he bought *Our City*, a monthly magazine distributed in hotels in Omaha and combined it with *Omaha Today* in 1989 to form *Omaha Magazine*. Today, Omaha Publications also produces B2B *Omaha*, *HER Magazine*, *The Encounter*, *Physicians Bulletin* and specialty publications for the performing arts.

1980

JEFF BARNES, Omaha, is the author of "Forts of the Northern Plains: Guide to Historic Military Posts of the Plains Indian Wars." The book, which includes information about more than 50 of the outposts of the American frontier, is the first comprehensive guide to military posts in the Plains states. Barnes was previously a reporter at the *Nebraska City News-Press* and is a for-

mer chairman of the Nebraska Hall of Fame Commission.

MARILYN STEVENS, Minneapolis, is an artist who has had recent exhibitions at the Phipps Museum in Hudson, Wis., and the Museum of Art in St. Paul, Minn. She divides her time between her art and a career in the home furnishing industry. She has recently had commissions from Forum Communications in Fargo, N.D., and Gunkelman Flesher Interior Design in Minneapolis, Minn.

1979

MAXINE COFFEY, Manhattan, Kan., was one of 27 UNL alumnae selected for membership in the Nebraska Alumni Association's Cather Circle, a mentoring network for female graduates and students.

1978

LEE TALLEY is the radio/television/film instructor and activity director at Thornridge High School in Dolton, Ill. He was the co-director of the dramatic production of "Fences" by August Wilson, which won the 2008 Illinois High School Association State Drama competition in late-March. It was his school's fourth state title in six years. Also, he was runner-up for the Illinois Director of Student Activities award for 2007. It was the second time in five years that he had earned that honor.

1977

MIKE MCKNIGHT has completed 33 years at WOWT-TV in Omaha. In 2008, he won the Best Investigative Reporting Award from the Omaha Press Club and first place in investigative reporting from the Nebraska Associated Press Broadcasters. Last fall he spent his 25th season shooting Husker football from the sidelines. He and his wife, Carla, have two sons: Eric, 17, and Brent, 11.

TIM ROESLER is senior vice president and general manager of the Minnesota Public Radio's 38-station regional network. He was previously senior vice president of sales, marketing and program distribution for American Public Media, MPR's parent company. He holds a master's degree in telecommunications from Michigan State University and taught news film classes at Creighton University. He spent six years

with KFAB in Omaha and seven years with CBS in San Francisco.

1976

MARGARET EHLERS BOHLING, Lincoln, is a copy editor/page designer at the *Lincoln Journal Star*.

1975

DON MCCABE, editor of the *Nebraska Farmer*, was elected to the Nebraska Hall of Agricultural Achievement in April. He has been with the publication since 1977 and has won numerous awards for his work and in-depth reporting from the Nebraska Corn Board, American Agricultural Editors Association, UNL Extension, the Nebraska Pork Producers Association, Natural Resource District boards and others.

1974

DAN DILLON'S KFTI/KFDI radio news operation in Wichita, Kan., won two Edward R. Murrow Awards, which honor excellence in electronic journalism. Dillon is news director at KFTI/KFDI. The station won for overall excellence and for spot news coverage of a chemical fire in Valley Center, Kan., that forced the evacuation of 6,000 people.

ANN PEDERSEN-GLEESON, Omaha, was one of 27 UNL alumnae selected for membership in the Nebraska Alumni Association's Cather Circle, a mentoring network for female graduates and students.

LARRY KING, Omaha, spoke at Dana College on Sept. 17 about "Open Government: A Must for a Democratic Society." King has been at *The Omaha World-Herald* since 1975. He was executive editor for 10 years before being appointed director of content initiatives in 2008. He also serves on the *World-Herald's* board of directors.

1971

KATHY HALL, managing editor of *Northwest Public Health*, won an award of excellence in the 2008 International Technical Publications Competition sponsored by the Society for Technical Communication. The project, which previously won best of show at the Puget Sound Chapter's competition, was the depart-

mental calendar for the School of Public Health's Department of Environmental and Occupational Health Sciences.

1966

MARILYN HOEGEMEYER is retired after 32 years as a journalist. She was a reporter and assigning editor at the *Minneapolis Tribune*, now the *Star Tribune*.

1964

ARNOLD GARSON has been named president and publisher of *The Courier-Journal* at Louisville, Ky. For the past 12 years, he has been president and publisher of the *Argus Leader* at Sioux Falls, S.D. Both newspapers are owned by the Gannett Co. Inc. He also has been a vice president of the Gannett West Newspaper Group. In April, he was named Gannett Co. manager of the year. Garson, who also has a master's degree in journalism from UCLA, started his journalism career at *The Omaha World-Herald* in 1965. He moved to the *Des Moines Register and Tribune* in 1969, becoming managing editor of *The Register* in 1983. He became editor of *The San Bernardino County Sun* in 1988 and moved to Sioux Falls as publisher in 1996. He is a founder of the annual Native American Journalism Career Conference at Crazy Horse Mountain in Western South Dakota. The program, begun 10 years ago, seeks to introduce Native American high school and college students to the possibilities of journalism careers. He is also a past president of the South Dakota Newspaper Association.

1962

BARBARA EPLEY SHUCK, Utica, N.Y., is a lay preacher with the Presbyterian Church, a community volunteer and a former school teacher and public relations person. She had been an assignment reporter/photographer for the *Nebraska Evening Journal* and earned an M.A. from the J school. She and her late husband are the parents of three sons and grandparents of nine children.

1958

JEROME E. PETSCH died May 19, 2008, at Hot Springs, Ark. He was 77. He worked for several newspapers, the

University of Nebraska, the Smithsonian Institution and the National Park Service. He earned a master's degree in archaeology and worked on underwater exploration in the Florida Keys and the excavation of the Steamship Bertrand on the Missouri River.

1955

MARLIN BREE received the top award for writing in 2008 from Boating Writer's International at the membership meeting at the Ft. Lauderdale International Boat Show. In a formal presentation ceremony, Bree received the 2008 West Marine Writer's award — the highest honor BWI can bestow upon a boating writer — and a check for \$5,000 as well as an engraved crystal trophy. The grand prize was given for Bree's *Ensign* magazine article, "The Old Man and the Inland Sea," the story of a heroic struggle by an old man against epic conditions in an open 17-foot fishing skiff as an ice storm descended upon Lake Superior. Judges for the winning award are from the Medill School of Journalism. The article was excerpted from Bree's book, *Broken Seas: True Tales of Extraordinary Seafaring Adventures*, and the article is available for PDF downloading on www.marlinbree.com.

1951

MARYLOU LUTHER received the Chevalier of the Order of Arts and Letters from the French Ministry of Culture last fall. She lives in New York and covers fashion and style around the world as creative director of the Fashion Group. She writes a weekly syndicated column called "Clothes Line."

1935

RICHARD COCKBURN, Lee's Summit, Mo., died May 10, 2008. While he earned his journalism degree, he played on the university's varsity football and track teams. After serving in the military during World War II, he was employed in the advertising department of the *Nebraska Farmer*. He later was advertising manager of the *Colorado Rancher and Farmer*. He was recalled to active duty by the U.S. Air Force during the Korean War. He retired from the Air Force in 1970. |

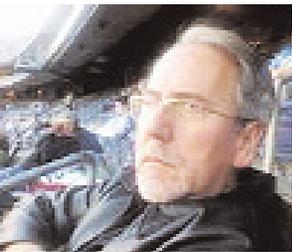
Selling air

Special class helps prepare broadcasting students for radio ad sales

By Erin Carr

Nine J school broadcasting students will head into their careers with an advantage: a professional certification with the Radio Advertising Bureau. And they learned from one of the best.

Dan Charleston, former director of sales at Clear Channel Communications in Omaha, convinced the Radio Advertising Bureau to provide the curriculum for a J school course that incorporated an RAB curriculum.



CHARLESTON

For the nine students who took the course, gaining a broad understanding of radio marketing and broadcast sales was significant for their future in broadcast.

"Dan took it to the next level by infusing the RAB curriculum into the course," said Amy Struthers, assistant professor and advertising-sequence head.

Charleston, a J school graduate, "was perfect for teaching this course," she said.

Charleston has more than 30 years of broadcast sales experience in Nebraska as well as California, and he came to the J school with a recommendation from Marty Riemenschneider, president of the Nebraska

Broadcast Association.

"[Amy] was foolish enough to let me do it," Charleston said with a laugh.

With additional financial help from private benefactor and long-time Nebraska broadcaster Dick Chapin, the students were able to enroll in this beginning-level course without "digging deep into their pockets," Charleston said. He called the course "a basic foundation of RA [radio advertising] sales."

Students who completed the course "would already have at least a fundamental background in sales," he said.

Broadcasting major Brett Kunz looks forward to the opportunities.

"I do plan on applying at Clear Channel radio as an account rep after I graduate," Kunz, a senior, said in an e-mail.

"The broadcast sales class that I took last semester was the best class I've taken since I've been in college," Kunz said. "The lectures we got from Dan on a weekly basis were enormously helpful when it came to real-world advice and teaching."

Charleston used real-life experience to teach the "X's and O's of the radio spectrum," Kunz said. Through lectures and online tests, the students learned through Charleston's advice and experience.

The students studied issues surrounding radio advertising sales, including a client's needs analysis, networking and financial issues. At the end of the semester, Charleston had the students devise marketing plans for his San Diego pub, making their experience even more beneficial and realistic.

"We know that media sales is an area that's begging for good people," Struthers said. The sales course should help produce more of exactly those kinds of people. |

Picture this

South African photo depth report 'shows people what's out there'

By Amanda Hinrichs

Harmonizing voices break the early morning silence. A group of Congolese men and women stand together, worshipping in the cool June breeze, clutching their Bibles and blankets tightly. One woman plays along with a referee whistle.

The music stops, and the pastor begins to speak in French while others translate. He tells the people to be grateful for what they have. But these people don't have much to be grateful for anymore.

As immigrants to Johannesburg, South Africa, these Congolese are among many nationalities who are victims of extreme cases of xenophobia, "the fear of foreigners." Many of these men and women have been beaten or burned by angry South Africans who claim the Congolese stole jobs and housing from them.

Leaving their homes and belongings, these Congolese have fled here, to the Rifle Range Camp that was set up by the United Nations northeast of Johannesburg for thousands of displaced migrants. Each family has only one tent, sleeping mats and the clothes on their backs.

Yet every morning they praise God for their minimal possessions. They pray for those who have forced them from their homes and hurt them.

In the midst of the activity, two young Americans watch with wide eyes, snapping pictures and taking notes.

Junior Christina DeVries and senior Logan Meier were two of 10 J school students covering stories like the Congolese worship service last summer for a photo depth report on Johannesburg, South Africa. The team, led by professor Bruce Thorson, spent two fast-paced weeks covering stories of poverty and violence.

"I took pictures constantly. I didn't stop. I didn't even stop to write stuff down," Meier said.

Unlike past J school depth reports, which focused on print and documentary products, the South Africa report allowed students to cover stories "driven from a photographic and video perspective rather than a reporter or word standpoint," Thorson said.

The report, funded by the Howard Buffet Foundation, was designed to give students a grasp of world issues. It involved a partnership among students from UNL, Arizona State and Witwatersrand ("Wits") University in Johannesburg.

Upon arrival in Johannesburg, DeVries noticed, "As soon as you opened your mouth, everyone knew you were



Photo by Anna Mostek

◀ Orphans live in the Johannesburg sewers.

American.”

For these foreigners in Johannesburg, security became of utmost importance. The students learned to be alert and aware of their surroundings at all times and always stayed in groups with at least one Wits student acting as a guide.

But working in groups also came with disadvantages.

“It was difficult to get subjects to act natural and go about their normal life,” Thorson said. “It was more like being in a tour group.”

The students overcame the oddity of working in groups and focused on the task at hand: capturing the stories of Johannesburg with their camera lenses and notepads.

Thorson said finding a story in Johannesburg was much the same as finding a story anywhere, “but the level of poverty, living conditions and the threat of crime were much higher and far more exaggerated.”

A typical day for DeVries and Meier included spending anywhere from one to eight hours at the Rifle Range Camp or another location, following stories of xenophobia and those it had affected.

“I’d been to Southern Mexico, Belize, to orphanages; I’d experienced things outside this country,” Meier said. “But going to South Africa and seeing how they lived was hard. It was emotionally and physically difficult.”

One day the duo met Max and Veronica Kazembe and their eight children. Originally from Zambia, the family

was forced from their home after South African neighbors attacked. All documentation of their South African citizenship was destroyed in the riot, and the family was legally lost, Meier said.

When the Kazembes met DeVries and Meier, they were happy to share their story and even asked the students to take them back to the house where the family had been attacked.

“Their home was completely destroyed; bathtubs, shoes, furniture ... things were everywhere,” Meier said.

The condemned house smelled of animal feces and mold; ransackers had left little behind.

In the family’s small bedroom closet, Veronica noticed a blanket and piece of cardboard covering the floor; someone had been living there.

When dealing with the real-life events of those they met, DeVries and Meier were careful to report and photograph each story in the best way possible and tried to remain optimistic.

“I thought I understood what journalism was all about,” DeVries said, “but it’s really hard when you’re sitting down with someone who has lost everything to not just give them whatever you had.”

While the group spent weeks before the trip researching South Africa’s political and economic history, they learned to think on their feet when communication and cultural barriers arose.

In those instances, DeVries said she relied heavily on Lungile, their Wits student guide, to translate and explain South

African nuances.

When Lungile was not able to translate until hours after an interview, DeVries said she learned to use observational skills instead of relying solely on oral communication.

DeVries and Meier also tested their journalism skills when they traveled to Alexandria, a small suburb of Johannesburg where much of the violence had started, and spoke with many South Africans about their frustrations.

At first, many of the South Africans were reluctant to talk to the student reporters, but they slowly began to realize the journalists could offer them a voice to the outside world.

DeVries and Meier did their best to cover both sides of the xenophobic violence equally and captured each moment on film and paper.

“We had to see everything we could in two weeks,” DeVries said.

But improved interview and photojournalism skills were not the only thing the students took away from the experience. As the team observed the hope and faith of the displaced South Africans, they also came to find inner strengths in themselves.

“If they could be grateful, I certainly could be, too. They were so resilient; they gave me a bigger drive,” DeVries said.

The team hopes to post all their stories, articles, videos and hundreds of pictures soon on a Web site featuring the Johannesburg trip as well as the Kosovo trip that J school students and faculty took in March 2008.

“I’ve shared so many stories with so many people,” Meier said. “I hope that I’ve opened some eyes.”

DeVries said her hope is that people will become better global citizens and know not only what’s going on around them but also what’s going on internationally.

“You can’t force people to do this, and not everyone is going to have an experience like I had,” DeVries said “but my duty was to write well to show people what’s out there.” |

J school student wins national competition

Cassie Fleming, a senior journalism major, won the first Citizen Journalism Contest sponsored by OpenSecrets.org in August 2008. Her essay titled “How have campaign contributions and lobbying efforts influenced policy on an issue you care about?” was part of a 2008 depth report on the ethanol industry. It is reprinted below.

Facing cameras, microphones and rows of well-dressed lawmakers, the son of an oil man — a former oil man himself — told the nation once again it had been reliant on oil for far too long.

In his 2007 State of the Union address, President Bush said hope and opportunity for Americans depend on a stable energy supply. Through bursts of machine-gun-like applause, the president said ethanol is vital if the U.S. is to curb its oil addiction.

To achieve his ambitious vision, Bush set a mandatory fuels standard of 35 billion gallons of renewable and alternative fuels to be used by 2017.

This is a goal that would require as much corn as about five times Nebraska’s 2006 corn production — that’s five times the amount of corn produced in the nation’s third largest corn-producing state. Sound impossible?



FLEMING

It doesn’t to the president, Congress and Midwest politicians, who all champion ethanol.

However, more and more economists, scientists and even a few farmers benefiting from the grain-alcohol nudge say the politicians’ view is an intoxicated, rose-tinted illusion.

This ethanol disconnect — boon or bane — begs questions: What explains its political adoration? What underscores the fierce political allegiance?

“High oil prices — and a high oil proportion coming from outside countries was the motivation to find ethanol,” said Ernie Goss, a Creighton University econo-

mist.

“Ethanol,” he said, “is just bad decisions by the government.”

Bad decisions backed by big bucks.

Agribusiness coughed up \$250 million to federal candidates from 2000 to 2008, according to the campaign finance Web site, OpenSecrets.org.

To ethanol’s political supporters, the alternative fuel is the cure for a number of problems: It breathes life into dying rural communities and puts money into the hands of the heartland’s hardworking farmers, allowing them to create a more sustainable world.

Not to mention, ethanol will reduce the amount of money paid at the pump and bring the country one step closer to energy independence, politicians say.

The politics of ethanol — and the potential mileage to be gained — has not been lost on those who would like to call the White House home.

“We can harness the ingenuity of farmers and scientists, citizens and entrepreneurs, to free this nation from the tyranny of oil and save our planet from a point of no return,” Illinois Sen. Barack Obama told a New Hampshire crowd on the day of their January primary.

For Jordan Lieberman, publisher of *Campaigns and Elections* magazine, politics’ connection to ethanol is simple.

“People understand you don’t get through the Iowa caucus without supporting ethanol,” he said.

Iowa is the nation’s leader in ethanol production.

And while those in the Hawkeye State are busy making fuel from fields, they are busy making friends from funds.

Iowa agricultural services and prod-

ucts lined politicians’ pockets with more than \$250,000 in 2008, according to OpenSecrets.org.

“It’s all about who can give the candidates the most money to get into office,” said Merlin Stuhr, an eastern Nebraska corn and soybean farmer.

David Redlawsk, a campaigns and voting strategy professor at the University of Iowa, said this presidential election cycle was unusual with both sides being wide open coming into Iowa.

Each candidate was so engaged, he said, that candidates who once opposed ethanol switched their stances.

Republican Arizona Sen. John McCain was once a harsh critic of the corn-based product, but he was whistling a different tune before the January Iowa caucus.

“I had my glass of ethanol this morning, and I’m feeling good,” McCain told a 2007 Des Moines crowd.

Eventually, they all fall in line, Goss said.

“Ethanol is political football for votes,” said M.E. “Bus” Whitehead, founder of the Lincoln, Neb., Whitehead Oil. “If I were campaigning in Nebraska like Clinton or Obama, I would love ethanol.”

National politicians love corn ethanol — but resist discussing its faults, Lieberman said.

“They can be excellent on the stump and speak intelligently without communicating anything they don’t want to,” said Lieberman. “So, to avoid a corn ethanol confrontation, they go right back to national security.”

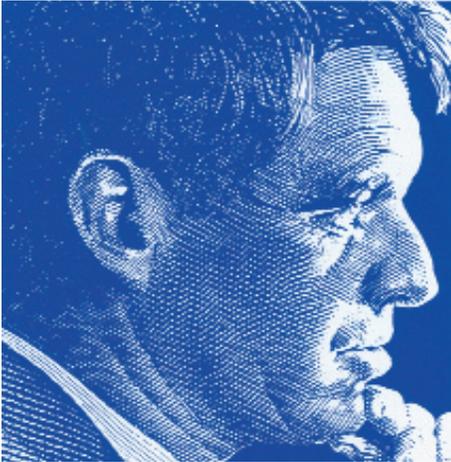
Because of the money intertwined into the relationship, economist Goss said he could see a storybook ending.

“If I were to write a great book,” Goss said, “it would be about an ethanol plant going up in a rural community. And a guy in town starts cooking up something in his cellar that would make corn-based ethanol obsolete. Then the ethanol, big-corn guys come and bump him off.” |

Cassie Fleming is a senior at the University of Nebraska-Lincoln. The views expressed in this essay are her own and do not necessarily reflect the views of the nonpartisan Center for Responsive Politics.

ROBERT F. KENNEDY JOURNALISM AWARDS

By ROBERTA BASKIN | *Chair of the 2008 Robert F. Kennedy Memorial Journalism Committee*



It's a journalistic joy to get a call from Ethel Kennedy and hear, "Congratulations!" She is the patron saint and guiding light of the Robert F. Kennedy Journalism Awards, the "Poor People's Pulitzers" as they are called because they champion the rights of the disadvantaged. The coveted prize is a bronze bust of RFK.

2008 marks the 40th anniversary of Robert Kennedy's death, and in May the celebration of his life and values moved to a new home, the Newseum, just down Pennsylvania Avenue from the Capitol. It's an ideal setting to honor courageous reporting on the kinds of injustices Robert Kennedy fought to change.

Many of the reports focus on uncomfortable issues: suicide, child exploitation and wrongful convictions. They are stories about what we need to know about our country and our world to confront its failures and help heal its wounds. It is journalism that rights wrongs and reminds all of us we can do better.

These are uncertain times in journalism. But the RFK Awards replace hand wringing with applause for the kind of reporting that inspires young people to choose journalism as their mission. All of the outstanding reporting showcased this year at the Newseum shared a common theme, speaking truth to power and holding the powerful accountable.

Awards were made in nine professional and student categories.

The **College Broadcast Winner** was "Breaking Down Barriers" by Rachel Anderson, Megan Carrick, Justin Peterson and Chris Welch of the University of Nebraska-Lincoln. Their documentary profiled the educational hurdles children face in America and overseas and the benefits of multi-cultural acceptance. The film encouraged ways to break down common misperceptions that divide ethnic groups, and it promoted better understanding. According to RFK College Judges, "Breaking down Barriers deserves this year's Robert F. Kennedy Memorial Award because of its originality and compelling portrayal of a serious problem in today's school systems."

The **Domestic Television Winner**: "Evidence of Injustice" by Steve Kroft and Ira Rosen of CBS News 60 Minutes, along with a team of Washington Post reporters led by John Solomon, exposed a flawed FBI lab technique that led to wrongful convictions. Worse, the judicial system failed to inform the convicted even after it knew it had relied on bogus evidence.

The **International Television Winner**: "Uganda's Silent War" by Kira Kay and Jason Maloney of PBS NewsHour and HDNet World Report revealed the brutal stories of the students of the Laroo School for War Affected Children. The judges commended the team saying, "Their bravery and in-depth reporting produced a series that not only identifies a problem but discusses the solutions."

The **International Print Winner** was "Zimbabwe's Pain" by Robyn Dixon of *The Los Angeles Times*. She investigated the consequences of Robert Mugabe's dictatorship, risking her life sneaking into the country four times. The RFK Print Judges lauded Dixon's gutsy reporting and "deeply moving and comprehensive portrait of a country descending into a catastrophic nightmare."

The **Domestic Radio Winner**, "Stuck and Suicidal in a Post-Katrina Trailer Park" by Alix Spiegel of National Public Radio, showed how the government's failures in the post-hurricane housing crisis undermined the mental health of its victims, pushing some to commit suicide.

The **Domestic Photography Winner** was "The Bottom Line" by Mona Reeder of *The Dallas Morning News*. She spent years

photographing society's "forgotten people," the homeless in Texas and the indifference of society.

The **International Photography** prize went to "Lost Daughters: Sex Selection in India" by Mary F. Calvert of *The Washington Times*, chronicling the cultural worthlessness of girl babies in India and the consequences of this sexist dogma.

Cartoon Winner: Signe Wilkinson's editorial cartoons from *The Daily News* in Philadelphia focused on gun violence in poor neighborhoods, leading the RFK cartoon judges to write that her series "spared no one and drew complaints from everyone — the hallmark of any good cartoonist."

High School Print: "Students Show Outstanding Ability" by D. J. Shewmaker of Francis Howell North High School in St. Peters, Mo., was chosen for its excellent writing.

High School Broadcast: "Home is Where the Heart Is" was a moving report on a homeless family living on the beach, produced by students from Waianae High School in Hawaii.

The judges selected Dana Priest and Anne Hull of the *Washington Post* to receive the grand prize for their powerful investigative series "The Other Walter Reed." They exposed shocking mistreatment of wounded Iraq veterans in the nation's premiere military hospital. The RFK print judges wrote: "Dana Priest and Anne Hull demonstrated courage and conviction in their intrepid and unflinching reporting on powerful institutions like the U.S. Army and the Defense Department." The Walter Reed series had an immediate and powerful impact.

While technology is affecting every aspect of the delivery of news and information, it's important to remember and honor the impact enterprising reporters continue to make. That is the goal of programs like the RFK Awards, to give hope and inspiration to the next generation of journalists. |

Roberta Baskin is the executive director of the Center for Public Integrity and is an award-winning investigative journalist. She is the senior Washington correspondent for "NOW with Bill Moyers," senior investigative producer for the ABC News magazine "20/20" and chief investigative correspondent for the CBS News magazine "48 Hours."



Photo courtesy Blue Hill Leader

Kylie Kinley signed books for her fans at the Blue Hill Floral Shop on March 19, 2008.

Published at age 19

J school sophomore started her fantasy novel when she was 14. Now she's working on the second in the series

By **Tori Grdina**

Suddenly, there was a noise like glass tinkling and shiny gold letters appeared on the rock face in front of her. She yelped and scooted back. Her hand hit something wet, and her trembling fingers closed around the fetch ball.

“What do you want?” she yelled, her fright turning to anger as she pulled her arm back to throw the fetch ball at whatever was there. She heard the tinkling sound again, this time sounding almost like a laugh, and words formed from the letters.

*You are not insane or asleep,
But through time and space did you leap.
Don't worry, it's an easy fix,
But for now you're in Betwix.*

This scene is from a story by a 14-year-old girl. That's how old Kylie Kinley was when she began work on her first novel.

Kinley, a sophomore journalism major and honors student, made her dream of someday becoming an author come true when her novel, *Betwix*, was published in 2008.

“My goal was to be published by the time I was 25,” Kinley said. “It felt really good to be published by my 19th birthday.”

Her mother, a former English teacher, encouraged Kinley's love for literature at an early age.

“My mom read to me constantly, so I've always been exposed to it,” Kinley said.

She has always enjoyed writing and recalls creating her first pieces at about age 8.

“I wrote just fluff and short stories,” Kinley said.

At 14 — with an idea for a story longer than any she had written before — Kinley began work on a fantasy novel called *Betwix*.

“I've always liked fantasy,” she said. “Fantasy used to be for the nerds. Now it's becoming more mainstream. It's liberating to write. There are no rules. I like making things up.”

The story begins when a young girl named Alethea, who prefers to be called “Allee,” is magically transported into a mysterious land called Betwix. This whimsical world is full of objects and creatures that are combinations of ones found on

earth, such as aprange juice and ducken.

Allee hopes to find someone to help her get home but instead finds Prince Ferdinand and Prince Esendore of Taween, along with the rest of their royal family. She arrives at their castle, or rather, “castle,” just days before Prince Esendore’s wedding. The wedding is put on hold, however, when his fiancée, Dariel, is captured by an evil sorceress who seeks to steal the throne for herself. Allee elects to stay in *Betwix* a little longer and help her new-found friends save their family and kingdom.

After Kinley finished her first draft of the full manuscript of *Betwix*, she gave it to a long-time friend, Kristin Eckhardt, to read and offer advice. Eckhardt, an award-winning author who has written more than 30 romance novels, encouraged Kinley.

“I recognized her talent right away as a writer,” Eckhardt said. “I liked her plot; I liked her writing. I just gave her some basic tips.”

With Eckhardt’s pointers in mind, Kinley tweaked her manuscript and mailed it off to publishers. Kinley said she mailed her story to publishers about once a year, since “sometimes it takes that long to get a reply.”

“From the time I started writing to the time I was published was almost five years to the day,” Kinley said. While that may seem like an eternity to any aspiring author, Kinley remained optimistic.

“What’s impressive to me is to not only write a full manuscript but also to have the tenacity she does,” Eckhardt said. “Everyone says, ‘I want to write a book,’ but very few people have the confidence that she does, especially at her age, to do that and then send it out.”

While Kinley anxiously awaited responses, she continued to hone her writing skills in other ways. She wrote several research essays for National History Day; at age 15, she got a job reporting at a local newspaper in her hometown of Blue Hill, Neb. Kinley followed her reporting-career path to UNL where she began a major in news-editorial journalism.

“I thought, ‘I’m going to be a reporter because I like to write,’” Kinley said. “Then I found out someone wanted to publish me.”

The sixth company Kinley had mailed her manuscript to — Publish America, a small company based on the East Coast —

wanted to publish *Betwix*.

“I could acknowledge my dream, my closet dream,” Kinley said. “I could think about my closet dream as a career.”

Betwix was officially published in January 2008 and became available to mass audiences later in June. Since then, Kinley has been doing her best to promote her novel, but it’s proven difficult for this busy college student, especially because she is her own publicist.

“A bigger publisher would have required me to do things, and I wasn’t going to stop going to college,” she said. “So I think it worked out.”

When she’s not in class or doing homework, Kinley works as a research assistant at the Nebraska State Historical Society and tutors at Clinton Elementary School. She also helps with recruiting for the UNL Honors Program and frequently contacts local bookstores to set up her own book signings. Such a hectic schedule often leaves Kinley little time to write, but that hasn’t stopped her from beginning work on her next projects: sequels to *Betwix*.

“When I was completely done with the first book, it just clicked, and I could write the second one,” she said. “I wrote all the time last spring. I like the second one better.”

She revealed that the second book will be called *Combined*, and it is already completed. Kinley said that, while the first book is geared toward middle school readers, the second book is written for high school readers, since her characters make a similar jump in age. She has also begun a third, yet-to-be-named addition to the series.

Kinley hopes to write more in the future and to make her once “closet dream” into a permanent career, which Eckhardt believes is a very attainable goal.

“I really do see Kylie being successful as a fiction writer,” Eckhardt said. “She just has a love for the written word. She has a real enthusiasm that makes others excited about her work.”

Kinley said she even has a few other ideas after she finishes the trilogy.

“I haven’t worked on them much,” Kinley said. “I could never write another book in the middle of a series.”

For now, Kinley continues to focus on her current career as a student.

“School has to come first,” she said. “Right now, I just want to graduate from college.” |

Queen for a year

A national title and an advertising career are interwoven

By Sydnie Burton

Miss Czech Slovak USA. Advertising major. Marketing major. Founder of Miss Czech Arizona. Public relations intern in New York City. Michelle Wiedel has done it all while attending the J school.

“Someone once told me you will regret not doing things, but you will never regret doing more,” Wiedel said.

She was crowned Miss Czech Slovak USA at the 2007 Czech Festival in Wilber, Neb. The Czech pageants began as a way for Wiedel to explore her heritage, but the experience enhanced her J school education.

Wiedel grew up hearing her grandfather’s stories about her Czech ancestors. After being introduced to the Czech queen pageants in 2004, she continued to learn about her history as she progressed from local to state to national competitions.

“In each level you need to know a little bit more. At the local and state levels you needed to know why your heritage is important to you. In nationals they were looking for people who were knowledgeable about both the United States and the history behind the Czech Republic,” Wiedel said.

The pageant included interviews, modeling and talent competitions. For her talent, Wiedel performed a tap and ballet routine. She accompanied her explanation of her heritage with the Czech national anthem and performed with the Czech flag as a tribute to her grandfather.

Wiedel also had to make her own Kroj, a traditional Czech costume reflecting ancestral regions and cultural influences. She taught herself to embroider and used her grandmother’s homemade pillowcase as an apron.

Wiedel said her experiences in »

» the pageants enhanced her advertising education because she had to demonstrate ingenuity within a set of guidelines and try to stand out from the competition.

After being named Miss Czech Slovak USA, Wiedel wanted to share her passion for cultural awareness with as many people as she could. She helped children appreciate their backgrounds in Nebraska elementary schools.

“I think it’s important for everyone to know where they came from,” Wiedel said. “It’s important to find out how your culture influences who you are today and why that makes you you.”

This cultural understanding has made Wiedel an asset to the J school.

Amy Struthers, the advertising sequence head, said, “We emphasize global awareness, and by being Czech queen, she has expanded on that. People need to have an understanding of culture, language and world view to do what we’re supposed to be doing here.”

Wiedel journeyed around the world as the Czech queen. She was rewarded with travel expenses and trips to the Czech Republic and Washington, D.C.

Wiedel traveled to the Czech Republic with her mom. They went sightseeing in Vienna and Prague and toured the U.S. embassy. The mayor of Sviny, Moravia, even showed Wiedel her ancestors’ neighborhood.

Two days later, Wiedel flew to Baltimore to attend a Memorial Day service as a dignitary. On the trip, she was invited to a reception in Washington, D.C., for the Czech Republic president, Vaclav Klaus.

“The president actually asked to take a picture with me, and he congratulated me on what I had done for the Czech community around the U.S.,” Wiedel said.

Wiedel also judged state pageants and could develop new ones. On a vacation to Arizona, she met with a Czech organization and has since helped found a Miss Czech Arizona pageant. State officials in Minnesota responded by awarding Wiedel a resolution honoring her nationwide efforts in the Czech community.

And yet, the woman wearing the



Photo courtesy Michelle Wiedel

MICHELLE WIEDEL

crown remains modest.

Rachelle Struebing, a close friend of Wiedel, said, “She doesn’t talk about what she does. The passion she puts into everything she is involved in is what people notice and should notice.”

Wiedel’s own initiative made her successful.

“Everything I did, I planned,” Wiedel said. “I had to be very organized and have a lot of time-management skills.”

Despite these skills, her impressive undertakings sometimes left her overwhelmed.

“I pulled a few all-nighters,” Wiedel said.

She doesn’t recommend taking on so much, but she had fun along the way and was determined to find a balance.

Struebing said of her friend, “She takes her grades very seriously, but she also has a life outside of her school work. Not everyone can do it as easily as she can.”

Now Wiedel’s abilities are reflected in marketing and advertising.

“She can make a plan, and she knows how to keep people on track with that plan,” Struthers said.

Learning about event planning and promotions in the J school helped Wiedel as Czech queen, and she applied her experiences both in and out of the classroom.

“Anytime I went somewhere, I was promoting the Czech pageant and the Czech culture,” Wiedel said.

Being an advertisement herself taught Wiedel the skills of advertising beyond the perspective offered by any textbook. She gained hands-on experience by establishing contacts, organizing events and speaking to large audiences. She was aware of her audiences and her intentions at all times, which is key in the advertising business.

“She makes people feel at ease and comfortable,” Struebing said. “People always want to be around Michelle.”

These real-world applications gave Wiedel an edge on her classmates. With 370 students in the advertising sequence, Struthers said she quickly notices a top 20 percent with particular talent.

“She is definitely a part of that 20 percent and is in the top 5 percent of those willing to put the time in,” Struthers said.

In addition to working 20 hours a week, traveling most weekends as the Czech queen and taking 19 credit hours in the spring semester of her junior year, Wiedel also landed a summer internship in New York City.

She worked with fashion magazines at a public relations company called Creative Media Marketing. Although she’s undecided about her future, Wiedel pictures herself in the media and entertainment areas of marketing communications.

Struthers knows Wiedel will continue to grab opportunities and excel.

“She has an increased confidence level in her own abilities and the willingness to take a chance,” Struthers said.

But more than chance, hard work has helped Wiedel accomplish so much.

“My mom always asked, ‘Did that soak in?’ because I would be in the Czech Republic one day and Washington, D.C., the next,” Wiedel said. “Now that it is over, it is sinking in. It was fun, and I’m glad I did it.” |

Finding success in the editing room

J school student perfects his skills

By Mimi Abebe

When Willie Buller agreed to spend a summer working on a documentary about addiction with an award-winning filmmaker, he had no idea it would leave such a lasting impact on him.

“Can you see that?” Buller rolled up his sleeve to reveal the underside of his forearm and points to a small scar.

“It’s hard to see, but it’s from a shooting up scene.”

For most of the summer, Buller was a video editor — going through footage and cutting it down — but every once in a while, he would stand in as a heroin shooter or a pot smoker. Now he wears the scar from his documentary debut as a badge of honor of his time in Harrisonburg, Va.



BULLER

Buller, 21, a senior advertising major, worked on the documentary, “Finding Hope in Recovery,” with Burton Buller (no relation) in the summer of 2007. UNL graduate Burton Buller, executive producer and director of Mennonite Media, was happy to help out a fellow Husker.

The 45-minute video features stories about addicts on their way to recovery, Willie Buller said. The film is part of a series that Mennonite Media is working on about key family issues with negative stigmas and how faith can help in the recovery process.

“People relate Mennonite and Amish,” Buller said, who grew up a member of Mennonite Brethren church in Fresno, Calif. “But it’s kind of a progression.”

Mennonites should really be considered an ethnic group, he said. The culture and traditions are as much part of the reli-

gion as the sermons. Mennonite beliefs are what inspired the making of Burton Buller’s documentaries.

One of Willie Buller’s teachers saw something special in this Mennonite student.

“I talk a lot about passion in my class and finding your love for what you want to do in your life,” said Clint Runge, an adjunct advertising professor. “At the beginning of the semester, he seemed like a lot of other students — he was searching. But towards the end, he figured out what he wanted to do. He was always very eager.”

Though passionate about film, Buller got his start in the documentary world by chance at his cousin’s wedding in Henderson, Neb.

Buller was introduced to the documentarian, a close friend of the family, who was in the small town to film the wedding.

“That’s how we met,” Buller said. “He told me about what he does, and I gave him a call five months later. I was really nervous.”

By the time Buller started work on the documentary, the majority of the filming was done, he said. Though he had some experience with editing, using an advanced editing program was new for him. At the beginning of the internship, Burton Buller showed him the basics and then sent him off to figure the rest out.

“I tend to throw people in the water and let them sink or swim,” Burton Buller said. “And Willie was one of those who swam.”

Willie quickly impressed Burton Buller with his editing skills, the documentarian said. After a few weeks, Willie was making major decisions on the video, and the producer made few changes to the final product. Most of the video went onto the DVD the way Willie had edited it. The stu-

dio usually airs its work on ABC, NBC and Hallmark.

There were 60 to 80 raw footage tapes to go through, Willie Buller said. Each was an hour long. He started each day at 9:30 and spent most of his days tediously looking through footage and transcripts.

Burton Buller highlighted what he wanted, and Willie picked it out of the video. “Going through the stories about how people’s lives changed because of addiction — it’s depressing,” he said.

Still Buller and Burton’s son, John Buller, only a few years older than Willie, were able to find ways to have fun in the windowless editing room, occasionally beat boxing with footage or editing their own videos. The casual atmosphere and the closeness of the group helped.

“We had to find those little things to make us laugh because otherwise it was pretty heavy,” said John Buller, 24.

Like his father, John was surprised by the amount of time Willie put into his work.

“He had a ridiculous work ethic,” he joked. Willie wasn’t paid for his work on the documentary, but he still stayed late to finish assignments and was willing to take on any job.

That doesn’t surprise his youth minister.

“One thing I appreciate about Willie is how open and transparent he is. I guess the word is real,” said Kent Pierce, campus pastor at Campus Crusade for Christ. “Even the way he dresses. He doesn’t need the fanciest nice shirts. He can grab a T-shirt that is 20 years old and say, ‘Hey, I like this.’ That’s something you don’t see in our society today.”

Buller’s parents, Loren and Barbara, recently retired from selling produce. After her graduation, Buller’s sister Tiffany also went into the produce business.

But Buller chose a different path, he said.

“I wanted a change,” Buller said. “Fresno’s really fast paced, and the Midwest is really personal. I wanted to experience that.”

Willie Buller will graduate from UNL in May and hopes to continue work in film.

“Film has always been a love of mine since I was little,” Willie Buller said. “I would love to do documentaries later on down the road.” |

Grow, learn: intern!

By James Corley

The J school at the University of Nebraska stresses real-world experience and offers a variety of internships and opportunities to students with advertising, broadcast and news-editorial majors.

Here are three stories of students who embraced the opportunity for summer internships.

JACOB VARVEL

Advertising in Malaysia



Many people use TiVo or DVR to fast-forward through TV commercials so they can get back to watching their programs. Jacob Varvel is not one of them.

"I won't use the fast-forward button," Varvel said, "because I like to look at the ads and see what's going on. Would a normal person do that? No."

His love of advertising led Varvel to a summer internship in Malaysia.

Varvel, a Lincoln native with a bachelor's degree in music from UNL, taught band in Creighton, Neb., and West Point, Neb., before returning to UNL as a graduate student to study advertising.

Although he enjoyed teaching band, Varvel said it just wasn't right for him.

"The highs are really high, and the lows are really low," he said. "It was a rollercoaster. I'd always been interested in advertising, so I decided to give it a shot."

Last October, he approached advertising professor Stacy James about finding a summer internship in Asia because he wanted something that would stand out on his résumé. James connected him with Ronald Ng, a UNL alumnus and the executive creative director for international advertising giant BBDO in Kuala Lumpur, Malaysia.

Just days after finals in May, Varvel was in Malaysia.

"Because I was an intern, I had to go annoy people for work," Varvel said.

He stuck his nose in projects, asking questions and getting involved.

"I really became aware of the processes that (ideas) go through," he said. "Only one of my ideas ever saw the light of day."

He was part of the team that developed an event where people dribble a soccer ball throughout the city.

It became Pepsi's Longest Dribble. The ball was dribbled more than 80 kilometers through Kuala Lumpur, passed every 100 meters from one person to another, to break a Malaysian record.

"It was really good agency experience," Varvel said. "They stressed different things in Malaysia than they would in Chicago, for instance."

Varvel said at times he pitched ideas that his supervisors said would play better in the American market but not in Asia.

"For instance, bathroom humor," Varvel explained. "It's funny in America, but when I'd present it to them, they'd laugh and say, 'That's so American.'"

Varvel said the whole experience was rewarding.

"They gave me a different perspective," Varvel said. "I won't realize the extent of what I learned until I get into another agency."

Varvel, 26, hopes to graduate soon, but he isn't sure where he wants to work

yet. He's certain the internship will be helpful down the road.

"There are lots of people competing for jobs," Varvel said. "To jump out on a résumé, you have to have good experience and internships. I got that in Malaysia."

ALINA SELYUKH

Broadcast news in Moscow



Alina Selyukh had her heart set on an internship at CNN's Moscow Bureau. Just one problem: the bureau didn't have an internship program.

But after almost six months of persisting, Selyukh was able to create an opportunity to work with CNN Russia.

She came to Nebraska as a foreign exchange student at Lincoln High School twice before coming to UNL in 2006.

"I knew I was going to be a journalist, and Nebraska has a strong program," Selyukh said. "I pretty much just showed up and asked to take classes."

Selyukh, 19, is now in her third year at UNL.

"According to Nebraska, I just became an adult," Selyukh said with a laugh.

Jim Walton of CNN International spoke to UNL students in November 2007. Selyukh talked to him about finding a summer internship somewhere close to her home in Samara, Russia. He connected her with human resources officials for CNN's internship program, but they told her there was no internship program at the Moscow Bureau.

She applied to CNN's Atlanta Bureau but didn't hear back.

"They don't tell you when you don't get it," Selyukh said. "You just have to figure it out by yourself."

J school Dean Will Norton Jr. tried to help her get in touch with people in Atlanta, but that didn't pan out.

As the months passed, she feared she wasn't going to find an internship for the summer.

"It was unsettling to be just waiting"

Selyukh said.

Eventually, her persistence paid off. Atlanta's international desk put her in touch with Michael Sefanov, a 26-year-old producer for CNN Moscow.

"He was just as excited to be the internship coordinator as I was to be the intern," Selyukh said.

She arrived at the Moscow bureau, which was made up of about a dozen people, including drivers and a cook.

"I stuck my nose in every room," Selyukh said. "I worked with Mike and tagged along everywhere he went."

She had a story distributed on the news wire for the first time, had several stories published on CNN.com, did lots of background research for Sefanov, helped write scripts and even had a CNN e-mail address.

"Alina.Selyukh@cnn.com," she said. "It was a very cool, fun one to have. I don't think it works anymore, though."

Selyukh said she's still unsure what her future holds.

"In a perfect world," she said, "I would work for a Russian medium or use my background and knowledge of the Russian language with a news outlet in the U.S."

Selyukh said developing the daily routine of working in a broadcast newsroom was the most valuable part of her internship.

"It's as much as you make of it," she said. "Whatever you want to do is a possibility."

MIMI ABEBE

Reporting in Wisconsin



"If I had to rank all the states from the coolest to the lamest," Mimi Abebe said, "Wisconsin would probably be toward the end of the list."

During lunch one afternoon last summer, Abebe's editors from the *Appleton (Wis.) Post-Crescent* had asked what she first thought when she'd been assigned to Appleton.

"Luckily they had a pretty good sense of humor," Abebe said.

Abebe, 21, was born in Pasadena, Calif., but spent most of her life in Lincoln.

"I always thought I would go out and see the world," she said. "I wanted to be an

astronaut, but I found out you have to be at least 5-foot-4, and I'm not that tall."

When she started at UNL, she was a biochemistry major for two years.

"Sometime between genetics and organic chem, I just couldn't take it anymore," Abebe said. So instead she began to study news-editorial journalism.

During an internship interview with the *Des Moines Register*, the interviewer mentioned the Chips Quinn Scholars program that places minority student-journalists in internships at newspapers around the United States. Abebe applied and was picked for the *Appleton Post-Crescent*.

Besides Appleton, a community of 80,000 near Lake Michigan in eastern Wisconsin, the *Post-Crescent* is distributed to several other surrounding suburbs in the Fox River Valley, giving the paper a readership of about 150,000.

Abebe was a general assignment reporter for the summer.

"I wrote whatever I came up with, whatever I was assigned or whatever other people didn't have time to write," Abebe said. "My editors were flexible, and I had lots of freedom to write what I wanted to."

One day, while looking at a photograph of a statue in town, Abebe's editors noticed how torn and battered the American flag in the background was.

Right before Flag Day, Abebe wrote a story about the poor maintenance of flags. On Flag Day, Appleton replaced many of the old and damaged flags around town. Abebe said it was exciting to see firsthand that her reporting could have an impact.

"It reminded me what (journalists) are here to do," Abebe said.

While with the *Post-Crescent*, Abebe also covered a Barack Obama rally, attended a journalism conference in Chicago and had multiple stories published on the front page.

"More responsibility is put on you at a smaller paper," Abebe said. "I was a member of the team, not just an intern."

Abebe said the biggest thing she learned from her internship was remembering the importance of personal connections.

"You have a close relationship with your editors and other reporters," Abebe said, "but you also get to know the community, like the girl who gives you coffee."

Abebe hopes to graduate in May and will either attend grad school or find a job on a newspaper. |

College well represented on homecoming court in 2008

Five of the 20 finalists for homecoming king and queen in October 2008 were journalism students.

Finalists were chosen on the basis of leadership and service and high academic achievement. They were interviewed by representatives of the student government, ASUN, at two stages before being named finalists. The student body voted — online this year for the first time — for king and queen, and the results were announced at the Oct. 4 football game against Missouri.

The J school students who were finalists were the following:

Chrissie Baughman, an advertising and marketing major, is from Milford. She has worked in a variety of positions with University Housing to help hundreds of freshmen adjust to campus life.

Ryan Hassebrook, an agricultural journalism major from Bellwood, is speaker of the ASUN senate and worked in student government to help create a new set of graduation requirements for future UNL students.

Derek Hester, an advertising major, has served on the University Publications Board and University Program council. A native of Fremont, he also worked for seven years with the Nebraska AIDS Project.

Courtney Hejny, also an advertising major, was captain of *Sports Illustrated on Campus* at UNL. She is also a member of Chi Omega sorority and is from Eagle.

Michelle Wiedel, Hebron, represented Nebraska at Miss Czech USA. She is an advertising major and a member of Alpha Omicron Pi sorority.

The 2008 queen was Katie Madsen of Stuart. King was Carlos Lopez of Lincoln. |

Interning at The Onion

By Carson Vaughan

Let Joe Garden know my dates of travel, and with my brother as a guide I took the F Train straight to Brooklyn on Thanksgiving Day. Joe Garden, features editor of *The Onion*, 39 and balding on the crown, answered the door in a T-shirt and ripped jeans, a wooden spoon in his hand and wearing a grin that would later become very familiar to me as an editorial intern at *The Onion*.

I first met Joe Garden at Hastings College in Hastings, Neb. He was one of several lecturers for the school's weeklong TRUTH symposium. Fortunately for me, few students from Hastings College attended the reception that followed the lecture, and I soon found myself deep into a conversation on the future of satire with an editor of America's largest humor publication. Before saying goodbye, I mentioned that I would be visiting New York City that Thanksgiving to visit my brother. In Joe's first act of unjustified charity towards me, and definitely not his last, he gave me his e-mail address and told me to hit him up when I made it to the city. He would give me a tour of the office, "...if you'd like to see it."

Soon I was sitting at Joe's dining room table, surrounded by *The Onion* staff, judging chili that I pretended to like. Little did I know when my friend first invited me to Joe Garden's lecture that I would someday be in a situation even remotely resembling that Thanksgiving Day in Brooklyn.

I kept up my correspondence with Joe, and when I visited NYC again the next year, he suggested I interview, impromptu, for the summer internship while I was in the city.

"You should contact Dave Kornfeld about an internship possibility," he wrote me in a personal e-mail. "He prefers in-person interviews, and this would be the time, since you're here."

The following summer I spent four days a week as one of four editorial interns at *The Onion*, "America's Finest News Source." My first assignment was to purchase a basketball and a tube of hair gel. The next week I would find that basketball, covered in the hair gel, displayed prominently in *The Onion* sports section next to the headline, "Paul Pierce Accused of Using Spitball." A minor accomplishment, but I was proud nonetheless.

My schedule at the office eventually grew more routine. I would arrive around 10 a.m. and immediately begin organizing daily content submitted by both staff writ-

The editorial internships at *The Onion* are strictly non-writing, but we did get a few chances to submit our own content. Each week, for example, the interns wrote the weather jokes that run in the upper right hand corner of the front page. These jokes usually run less than 10 words, which made it more difficult than one might imagine to catch a laugh. Despite the brevity of our content, we interns were always pleased to see our work printed in a satirical newspaper with a circulation of roughly 700,000 copies.

Joe Garden never let down his unbelievable compassion — for me or for anyone else. I was mugged in mid-July while returning to my apartment in Brooklyn from the Newark airport. Among a number of other important items, including my wallet and Social Security card, my iPod was stolen. Upon hearing the news,



Photo courtesy: Carson Vaughan

FROM LEFT: Carson Vaughan, Eddie Small, Jinae West and Natasha Vaynblat

ers and contributing writers. Later, I would copy edit and fact check the new issue before it was sent to print. Each Wednesday I laid out the sports pages using Adobe InDesign. The other interns and I also helped the Web department with viral marketing and advertising by creating eye-catching blurbs for links and advertisements that run on Web sites like Collegehumor.com and social networks like MySpace and Facebook.

Joe began donating all the proceeds from his in-office lunch service to "Carson's New iPod Fund." I told him that wasn't necessary. He told me music was a necessity.

Several weeks ago I received a small package in the mail from Joe's home address. He hadn't forgotten. Selling enough one-dollar grilled cheese sandwiches to purchase a new iPod takes some time. |

Going global

UNL student brings foreign news to U.S. audiences at the *Washington Times*

By Hilary Stohs-Krause

It's a dangerous paradox when the public's appetite for foreign news shrinks in an increasingly globalized world.

It's also a phenomenon I simply don't understand. When I read a newspaper, the Nation and World page is the first I turn to. One of my dreams is to work as a foreign correspondent, covering events in faraway lands and turning them into stories for U.S. citizens.



STOHS-KRAUSE

So it was fitting that I spent last summer as a reporting intern on the foreign desk at the *Washington Times* in Washington, D.C. I was given the opportunity to write about refugee problems in South Africa, developments in Latin and South American student movements and the impact of the California Supreme Court decision on gay marriage worldwide.

Even the newsroom was multicultural. I worked with two interns from France, Melissa and Baptiste, and with Svitlana, an

intern from Ukraine. A good friend, Vishal, was from India.

I had considered myself fairly knowledgeable about global events, but that knowledge was multiplied several times by the end of summer.

In India, for example, election days are national holidays, and liquor shops and bars are closed. In France, high school lasts only three years.

And while Svitlana admitted that the Russian and Ukrainian languages are very similar, she hated when people assumed she was Russian.

In my experience, one of the main reasons people are not interested in foreign news is because they don't feel it relates to them.

The earthquake that shook China last summer is an example. The average American doesn't have relatives or friends living in the country, so on the surface it may appear to them to be not much more than a tragedy millions of miles away. But two major issues were related to the earthquake story: its effect on the Olympics, for one, and its effect on American adoptions from China, the latter of which I wrote about for the *Times*.

As Americans, I think we typically fall behind when it comes to awareness of other countries; while I can't name the president of probably half of European nations, I found that my foreign friends often knew more about how our government functions and about the current election than I did.

Granted, the U.S. may have more of a global impact than Ukraine, but that's not

an excuse for our ignorance. Understanding is a two-way path, and I'm not sure we're upholding our end of the bargain.

This is where the U.S. media come in. As journalists, our primary function is to inform the public. In today's breakneck, feature-oriented culture, that can be a daunting task as more and more newspapers cut back on their coverage while celebrity magazines flourish. But for this very reason, keeping people informed about the world remains more important than ever.

The European Union is a prime example of the need for cooperation and communication among nations; the more we know about one another, the fewer misunderstandings we have.

And with a world full of nuclear weapons, a little understanding can go a long way.

Despite the vast differences between France, Ukraine, India and the U.S., we students from those nations all spent a great summer working, living and celebrating together. This is perhaps what my internship reinforced most — the fundamental notion that, in the end, we're all human, and our actions have a vast influence.

Reporting on foreign countries for a home audience is vital to the health of a democracy. I am grateful to UNL alumnus Viola Herms Drath for supporting the *Washington Times* internship. After my taste of covering foreign affairs this summer, I hope to have the opportunity to continue providing this service for many years to come. |

Journalism students send packages to HIV orphans in Ethiopia

In the midst of December finals, students in the Principles of Mass Media class sent holiday gifts to 90 orphans with HIV in Addis Ababa, Ethiopia.

The project was inspired by class discussions on ethics and social responsibility. Faculty member Scott Winter showed photos and talked about his experiences as a visiting journalism teacher in Ethiopia, including the story of AHOPE Ethiopia, a small orphanage funded by an organization based in Seattle.

"The students wanted to know what

they could do for the children, and AHOPE gave us its specific needs," Winter said. "The experience was pretty overwhelming for us."

Freshman Patrick Breen said he bought some small gifts and was also part of the student group that helped wrap them to send to the children in Ethiopia. "They just needed our help," Breen said. "It was something our class could do to help out."

Sophomore Carrie Brauer collected toys and stuffed animals from her family's home in Utica to send to the children. She said she has a lot of siblings, and the family had accumulated more toys than they knew what to do with.

"The toys did no good collecting dust in our rooms or in the attic," she said. "These kids had nothing. A stuffed animal might

mean the world to them."

Brauer added that the hours she and other students gave up to wrap the gifts and write cards to accompany them were "not that big a sacrifice."

Breen agreed. "Whenever people get a chance to help other people, it's a great opportunity for both those who receive and those who give," he said.

AHOPE Ethiopia project administrator Gelila Tesfaye wrote to Winter after the gifts reached Addis Ababa:

"Thank you for your concern for the children at AHOPE Ethiopia," Tesfaye wrote. "All of them received their own gifts. ... I wish you could have seen their shining faces. ... By the way, we celebrated Christmas and the children's birthday on the same day!" |

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Susanne Shaw

◀◀ FROM PAGE 2

Brinkman, who was program officer for the Knight Foundation, was instrumental in helping the council receive the \$300,000 for this endeavor.

My last comment about accreditation, which probably is the most unpopular, is the size of the Accrediting Council. The council, with its 33 members, may well be the largest decision-making accrediting body. A council similar in size to the accrediting committee with 15 members would be much more efficient, in my opinion. Council President John Lavine and a committee suggested a restructuring idea but could not construct a plan that would satisfy a majority of members.

Although I have talked about some challenges for the council, please know that I think that the council does many things very well. We are a leader in diversity and open meetings and a good training program in place for site team members.

The education of students goes hand in hand with the role of accreditation in my mind. My passion is for good academic advising. I think not enough schools today emphasize this role for faculty.

Although it was a different time, my Kansas mentors were good academic advisers. They taught me the importance of academic advising. Today, professional advisers do much of the academic advising. This is not necessarily bad, but faculty members often don't take career or academic advising as seriously as they should because there is little reward for them. Good academic advising is hard work, and it is more than simply selecting what classes a student plans to take the next semester. It is faculty talking with students about career plans, internships and courses in the liberal arts that will complement a journalism education. Good academic advising is very important to parents.

When faculty members spend time with students discussing their class schedules for the next semester, they also can recommend good teachers throughout the university. I tell students that I am as interested in what they take outside of the journalism school as what they take in the school. Students should select courses by who teaches them and not by the title or the time of day.

When the council had the 12 standards for accreditation, we had a separate one, Standard 4, devoted to student records and advising. Now, with the nine standards, academic advising is part of Standard 6: Student Services. I am not sure that the quality of academic advising gets as much attention from site teams as it should.

Those who hire our students don't ask what their grade point average is, but often they ask if the student can speak another language, can figure percentages or studied economics.

We should prepare students to live in a global world. Students today will get the best jobs if they can read, write and speak another language.

All of us have ideas about the future of journalism and journalism education. Clearly, we are in the midst of change.

The July/August issue of the *The Atlantic* had a good article about how we read today. The cover story was titled "Is Google Making Us Stoopid: What The Internet is Doing to Our Brains."

Let me quote from Nicholas Carr, the author of the Google article: "My mind isn't going—so far as I can tell—but it's changing. I'm not thinking the way that I used to think. I can feel it most strongly when I'm reading. Immersing myself in a book or a lengthy article used to be easy. My mind would get caught up in the narrative of the turns of the argument, and I'd spend hours strolling through long stretches of prose. That's rarely the case anymore. Now my concentration often starts to drift after two or three pages. I get fidgety, lose the thread and begin looking for something else to do. I feel as if I'm always dragging my wayward brain back to the text. The deep reading that used to come naturally has become a struggle. I think I know what's going on. For more than a decade now, I've been spending a lot of time online."

After reading that paragraph, I thought that's how I feel. I still subscribe to five newspapers a day, but, in some ways, I find them less useful now because Jerry Ceppos introduced me to the Blackberry. Now I

am addicted to it. I find myself reading breaking news and details of the baseball games on the Blackberry and/or on the computer.

When I read a story online the evening before and read the story in the morning newspaper, it often is the same with no update or new information. No wonder newspaper circulation is declining. One would think that editors and publishers would realize that simply printing what they put online 12 hours earlier is not a good solution.

Al Neuharth had some things right when he started *USA Today* Sept. 15, 1982. I was a Gannett publisher at a small daily at the time. I became a fan of many things that *USA Today* did that were firsts for newspapers. I recall that many folks, especially in journalism education, made fun of the newspaper and referred to it as *McPaper*.

Today, it has the largest circulation of any newspaper and has changed the way newspapers do things. For example, Neuharth gave more space to weather coverage. It was not long before most newspapers increased the amount of space given to the weather. He also made sports one of the newspaper's priorities. Only one story on each section front continued to another page. Stories were written shorter and tighter. Diversity of sources also was something that reporters included in their stories.

We moan and groan about the reading habits of young people, including journalism majors. Free copies of the *New York Times*, the *Kansas City Star*, the *Lawrence Journal World*, *USA Today* and the *Wall Street Journal* are outside my office.

I often watch the students to see what newspaper they select. Usually, it is *USA Today*.

Just because many newspapers are laying off staff members and shrinking the news hole and companies are not returning the profits that they once were, it is not a time for us in journalism education to wring our hands and stop encouraging young people to enter the business. Yes, it is a different world, but the value of a journalism education remains strong, and journalism remains important for a democratic society. Two of the most important skills, in my opinion, that a journalism education provides students are these: the ability to write well and to know how to ask the right questions. We need to teach students to have high ethical standards, to be fair and accurate. We want our students to have passion, but that is difficult to teach.

We should continue to be rigorous in our teaching and to ensure that we prepare students to enter a changing work place. The statement I dislike most to hear from colleagues is: "Newspapers are a dying business. You don't want to work for one." We must prepare students to learn multiple skills and to work in different environments. Clearly, newspapers will change. They may be free; they may not be daily; they may be in a different format.

When I talked recently to Sherry Chisenhall, editor of the *Wichita Eagle*, she did not moan and groan about the layoffs, not replacing a managing editor, etc. She said, "We'll figure it out." I agree with her. Newspapers own the information, and they will learn how to make money regardless of the delivery method.

Tonight, ASJMC has honored me with the Sass Award. This honor forced me to reflect on my career. I was determined to do journalism at an early age. My father worked 50 years for a small Kansas daily. Many things have changed for women in journalism. When I was a teenager, I wanted a paper route, and girls could not have one. So I found my own paper bag for my bike. I folded old newspapers and threw them on people's porches. Next, I wanted to write sports. That was not possible for women. Today, I could do both.

I did not get an undergraduate degree in journalism but returned to Kansas for a master's degree in journalism because I wanted to be an editor. Twice, I left KU to work on newspapers. Each time, I returned to Kansas because I missed the students.

Although I never got that paper route, I think I've had a rewarding career in journalism. Thank you for this honor. |



Photo by Marielyn Hahn

Broadcasting professor Trina Creighton (above) helped to supervise the J school's election coverage on Nov. 4, 2008. More than 140 students in radio, television, online and print journalism participated in conducting exit poll interviews during voting hours, producing and hosting a live newscast on Channel 21 and streaming to NewsNetNebraska, the college's student-produced multi-media news service, and 90.3 KRNU. In addition, students did live newsroom shots from campaign headquarters in Lincoln and Omaha that evening.

FULL STORY IS ON PAGE 17.

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