

Figure 1

I think people understand that private giving – for a variety of needs – is all the more essential if we’re going to continue to provide quality education.

— Charlyne Berens
Interim dean

CAMPAIGN for
NEBRASKA

UNIVERSITY of NEBRASKA FOUNDATION

College hopes new campaign will fulfill needs Private money essential as CoJMC addresses industry changes

By JENNA GIBSON

A new fundraising campaign by the University of Nebraska Foundation should help the College of Journalism and Mass Communications move forward in the digital age.

In October, the university officially kicked off a campaign to raise \$1.2 billion for its four campuses by December 2014. At CoJMC, the additional money will be used to update student equipment as well as to support academic programs and faculty. The goals are broad “so we can meet a lot of different needs,” said Charlyne Berens, interim dean of the college.

Berens said a major aim is financing new equipment. Newer digital cameras — both still and video — computers and software are essential for student learning as the journalism industry undergoes rapid technological changes.

The fundraising campaign is designed to capitalize on the growth the university is already experiencing. NU has its highest enrollment ever and is retaining more talented students every year, said Robb Crouch, director of public relations for the University of Nebraska Foundation.

Joanna Nordhues, director of development for the CoJMC at the foundation, agreed.

“We’re kind of seizing on an incredible momentum that the university system is experiencing,” she said. “It

seems like an opportune time to seize on that momentum and launch the university even further.”

To shape the campaign, colleges, including CoJMC, have put together committees of alumni and supporters to create goals and strategies for raising money.

The CoJMC campaign committee, headed by alumna Lynn Roper, is working on identifying and connecting with other alumni and friends of the college who may be willing to help, Nordhues said. Establishing personal contact with potential donors and matching them with a need that they care about is key, she said.

“We want to meet with these people, we want to build relationships with them, we want to know what they really feel passionate about,” she said. “And then we can match (the college’s) priorities with their passion.”

The last major fundraising campaign, which ended in 2000, raised \$727 million for the university system. For the journalism college, that campaign was a true capital campaign, raising enough money to buy and renovate Andersen Hall, now home to CoJMC. No final target amount has been set for the college in this campaign.

But alumni support is more critical than ever. Up to 75 percent of the college’s operating expenses are paid for with private donations. And the economic downturn has had an impact.

“State funds are not going to be abundant in coming years,” Berens said. “The state support is just not going to increase.”

FUNDRAISING CAMPAIGN

As states cut spending, students and parents may be concerned about the weak economy, too.

“Times are tight for the university, but times are tight for families as well,” Berens said.

That means increased donations for scholarships are also an important goal of the fundraising campaign.

“I think people understand that private giving — for a variety of needs — is all the more essential if we’re going to continue to provide quality educations,” Berens said.

Nordhues also is optimistic.

“Private support has already made a tremendous difference in the college,” she said. “We’re hoping that this campaign can transform the college even further.” ■

CoJMC Campaign Committee

LYNN ROPER, LINCOLN, NEB.

- Bachelor’s degree, journalism and political science, 1970
- First vice president and senior resident manager, Merrill Lynch.
- Delta Delta Delta, Mortar Board, *Daily Nebraskan*
- Chairwoman, CoJMC Campaign Committee

RICH BAILEY, LINCOLN, NEB.

- Bachelor’s degree in art, 1967
- Chairman and CEO, Bailey Lauerman & Associates Inc.
- 2007 Marketer of the Year, 2006 Burnham Yates Citizenship Award

MICKEY BRAZEAL, CHICAGO, ILL.

- Bachelor’s degree, journalism, 1969, UNL
- Master’s degree, University of Chicago, 1972
- Assistant professor of Integrated Marketing Communication, Roosevelt University, Chicago
- UNL Band

DICK CHAPIN, LINCOLN, NEB.

- Bachelor’s degree, business administration, 1947

NU Foundation team works hard to pair donors with college goals

By JOHN SCHREIER

The College of Journalism and Mass Communications, heavily dependent on private funding, has many reasons to thank the NU Foundation.

One very visible reason is Andersen Hall, the college’s home.

The Foundation, via donations from alumni and friends of the college, made it possible for the university to purchase and remodel Andersen Hall for the journalism college in 2001.

About 73 percent of the college’s operating expenses are paid for with money from private sources, said Joanna Nordhues, the NU Foundation’s director of development for CoJMC. And about a quarter of the college faculty is paid in part through donor gifts. About a quar-

ter of students receive privately funded scholarships with foundation help, too.

Many donations come from CoJMC alumni.

“We have extremely loyal and generous alumni even when we’re not having a specific push like this to raise money for this campaign,” said Interim Dean Charlyne Berens.

“We have many, many alumni who regularly support the college with gifts of various sizes, and we continue to be amazed and so pleased that people do feel that kind of loyalty and are willing to help.”

A thank-you to foundation supporters is clearly displayed in Andersen Hall’s first-floor lobby.

“If you notice the names on the classrooms or on different areas of the

building or the plaques that are hanging in the lobby,” Nordhues said, “all of those represent private dollars that have gone to support one group or another within the college.”

Andersen Hall bears the name of key supporters of the college: Harold and Marian Andersen

The foundation supports the University Nebraska’s four campuses in Lincoln, Omaha and Kearney and at the Medical Center.

One of its goals is to meet face-to-face with donors to match their interests with the most logical recipients. Sometimes, it’s a matter of determining a patron’s personal or professional passion.

Nordhues connects with the >>

- President, Chapin Enterprises
- Phi Delta Theta

DEB FIDDELKE, CHICAGO, ILL.

- Bachelor’s degree, advertising, 1990, and political science, 1991
- Former director of International Relations for the Chicago 2016 Olympic Bid committee
- 2009 CoJMC Master’s Week honoree
- Alpha Chi Omega

KRISTINE SAALFELD MALKOSKI, BURR RIDGE, ILL.

- Bachelor’s degree, Advertising, 1983
- Vice president/general manager, Craftsman Sears Holding Corp.
- Delta Gamma, Mortar Board, Cather Circle

DAN NELSON, SHOREWOOD, WIS.

- Bachelor’s degree, journalism, 1969
- CEO, chairman and owner of Nelson & Schmidt Inc., an advertising agency in Milwaukee
- 2008 CoJMC Master’s Week honoree
- Phi Gamma Delta

DAVID NUCKOLLS, ALPHARETTA, GA.

- Bachelor’s degree, broadcasting, 1986
- Senior executive producer/executive in charge of special projects, CNN
- Delta Upsilon, Alpha Epsilon Rho

GIFFORD ROGERS, FRANKLIN, MICH.

- Bachelor’s degree, journalism, 1978
- Employed by Macro Communications, LLC
- Alpha Epsilon Rho

BOB THACKER, CHICAGO, ILL.

- Bachelor’s degree, Journalism, 1970
- Senior vice president marketing and advertising, OfficeMax Inc.
- Beta Theta Pi, University Singers, Cornhusker Yearbook staff

EMILY TRICKEY, BOULDER, COLO.

- Assistant to Dean Neale Copple, 1960-1990

people who have identified journalism as their area of interest. "They give for any variety of reasons: They want to support the industry; often times they want to give back out of a gratitude for their own degree and the career it made possible for them," she said. "We connect them with the College of Journalism."

The foundation team travels across Nebraska and the nation.

Most important to the NU Foundation staff is living up to one of its mottos: "We believe what we help donors achieve isn't measured in dollars and cents."

Berens is grateful for the foundation's representatives to CoJMC and for what they have done for the college.

"I think we've had, over the years, a bunch of fine people from the foundation who have been our college's representatives, and they're just good people," she said. "They've been very good to work with. They've been very successful, and I really appreciate their help and expect we'll continue this lovely relationship through this campaign and indefinitely."



JOANNA NORDHUES

AGE: 27

ROLE: Director of development for CoJMC since February 2008; assistant director of development for College of Engineering from October 2005 until February 2008.

SCHOOL: Advertising sequence major, bachelor's degree in 2004.

FAMILY: husband, Josh; daughter, Avery (born May 7, 2009).

Scholarship donor honors his wife's life, career

'She was the most remarkable person I've ever known'

By JOEL GEHRINGER

If there's such a thing as love at first sight, Roger Fransecky was in it.

Watching television one day in 1977, the consultant and University of Cincinnati psychology professor caught a glimpse of local television personality and 1963 UNL graduate Nancy Foreman on her monthly interview program "In Person."

"I saw her on television, and I did something I had never done in my life, before or since: I went 'Wow! Who is that?'" Fransecky said. "I looked at this woman who was a remarkable professional, and she jumped through the screen. It was like, 'Whoa!'"

Fransecky finally worked up the nerve to call the station manager, a friend and business associate, and asked to meet Nancy. The manager, however, had a better idea. Because Fransecky had his own TV experience with "Sesame Street" and "The Phil Donohue Show," among others, why not have Foreman interview Fransecky for her program?

Fransecky obliged, and when he walked into the station for his interview, he knew he'd met his match.

"It was the interview that never ended," he said.

On Aug. 8, 2008, Fransecky, now founder and CEO of The Apogee Group, a global leadership company, called his wife Nancy Foreman from the Denver airport to let her know he was on his way back to Omaha, where the couple had moved in 2003.

When he arrived home, he found Nancy collapsed on the floor; she had suffered a split aorta. That call from Denver had been their last conversation.

"Everybody was just shocked — totally shocked," said fam-

ily friend Judy Haecker. "She seemed like such a vibrant person, and we had seen them not that long before. There was just never any real warning."

Devastated by the loss of Nancy after 30 years together, Fransecky wrote an article called "The Last Time" for his company's monthly newsletter, distributed to about 10,000 subscribers.

"It's important to take something from this terrifying loss: Make every moment count,"

Fransecky wrote. "You never know when that is the last time. Stay conscious and present in your life. Savor your days and moments. I remember both."

The response, Fransecky said, was incredible.

"It opened up tear ducts and some touching communications that were amazing," he said. "It became part of my healing."

Yet Fransecky still suffered. He wasn't sure how to properly keep Nancy's memory alive.

"One of the things I struggled with was how do I properly honor her?" he said. "She was honestly the most remarkable person I've ever known."

Working with the University of Nebraska Foundation, Fransecky decided to honor Nancy's life by setting up a scholarship for students in UNL's College of Journalism and Mass Communications, Nancy's alma mater.

"It's a simple story," Fransecky said. "Husband adores wife. Wife dies suddenly. No chance to say goodbye. So what do you do? You find ways of expressing the energy and fullness of her life. And this was one way to do it."

Read more about Nancy Foreman and the scholarship established in her name in the online J News at <http://www.unljnews.net/>.



College needs alumni help to achieve its goals

By CHARLYNE BERENS
Interim Dean

Sometimes it seems as if the tighter the money gets, the more people are lined up with their hands out, asking for your support. And now your university and your college are about to join that line.

This month, the University of Nebraska Foundation kicked off "The Campaign for Nebraska, Unlimited Possibilities." Our college is part of that campaign, of course. [<http://go.unl.edu/nhc>]

So the question is, why should you give to the J School? We hope you have fond memories of and warm feelings about this special place in Nebraska, but we have to find more reasons than that to ask you to support us today. Here are a few:

- Even though the media world is changing at warp speed, our college continues to provide the kind of education that prepares students for careers, for further education and for life. In so doing, we also serve the larger society by helping to cultivate the instincts and habits of good citizenship.

- Our focus is on preserving the good things we've always done well while adapting to the reality of a media that just won't hold still. For all our students in all majors, we stress the basics: good research, good storytelling in words and pictures, clear and correct writing.

- But we also recognize that students must be able to apply their skills on ever-changing platforms, and we try to help them develop both a mindset and a basic set of skills that will let them keep learning and growing and changing as the media world demands.

- Despite the changes in the media, we are not losing enrollment in our college. In fact, news-editorial majors have increased from 184 in 1999 to 238 this fall – and print media have probably been hit hardest and changed most by what's happening in the industry.

That indicates to me that students recognize that the principles and skills they will learn here will be valuable to them wherever their career path takes them. And that's what we hear over and over and over from alumni. I think we're onto something that's



CHARLYNE BERENS

worth fostering and supporting.

So let's say you're inclined to help us. But you want to know some specifics about how we're planning to use the funds raised through the Campaign for Nebraska. Here are a few of our needs:

- An equipment endowment. As we move deeper into the electronic era, we desperately need more video cameras, more video and audio editing capabilities, more still cameras, more computer hardware and software – used by students in all our sequences.

This year, for example, we've nearly doubled the enrollment in NewsNetNebraska, the online publication course that's the capstone for our journalism majors. So nearly 50 students must share four video cameras. And much of

our video equipment is so old that it's beginning to disintegrate before our eyes.

- An endowment to support our sales program. This is an important and useful addition to our advertising curriculum, one that will make our graduates valuable to companies both in and outside the mass media.

- An endowment for operating expenses. At the moment, only about 25 percent of our operating funds come from state money. We have to find the rest from private funds, and an endowment specifically for operating expenses would help stabilize our situation and let us plan better.

- Additional scholarships. The college isn't the only one feeling the financial pinch. Families are, too, and the opportunity to offer scholarship support helps very good students come here to college – very good students who might otherwise not be able to afford UNL.

- More endowed professorships. This is closely related to our operating needs in that professorships often include money for faculty travel, research and development. In addition, professorships have helped us attract outstanding faculty by supplementing the state-funded salary and/or providing money for travel, development, etc.

- An endowment to support our international connections. Dean Emeritus Will Norton really put us on the international stage, and we want to continue our relationships with journalism programs in Ethiopia, Kosovo and elsewhere. This fund would provide assistantships for international grad students. It would support our own faculty members' travel to Ethiopia and Kosovo to teach for a few weeks in those programs. And it would make it possible for us to reach out to other journalism programs in the developing world.

Thanks to Will Norton's vision and leadership and skill as a fundraiser and thanks to the energy and expertise of the faculty, we are an ever more viable college and an ever more valuable asset to the university and the state. But we couldn't have come this far without private support, and we won't be able to fulfill our dreams for the future without private support.

That's where you come in, of course. When we come to you with our hands out, asking for your help, we hope you'll consider giving not only to preserve the fine school from which you graduated however many years ago but also to invest in the future – to foster a school that will continue to grow, adapt and improve to serve the needs of both students and the broader society. We can't do it without you. ■

Advertising students win spot in national competition finals

Campaign provides real world experience

By DAMIEN CROGHAN AND SUE BURZYNSKI BULLARD

For the first time, CoJMC advertising students were among the finalists last June in the regional National Student Advertising Competition, a prestigious program sponsored by the American Advertising Federation.

The UNL NSAC team won first place in regional competition in April and an all-expense paid trip to the nationals in Washington D.C., for the team and its advisers.

Although the team did not win the national competition, team adviser Phil Willet said competing in NSAC is a great learning experience.

"Nationals make it all worthwhile," said Willet, an assistant professor of advertising. "The opportunity to be part of the American Advertising Federation's annual conference provides a great networking opportunity and the chance to meet and see the work of students from over 150 colleges. This is an experience that cannot be duplicated in any classroom."

NSAC gives advertising majors an idea of what real world experience is like. Rich Bailey, the retired CEO of Bailey Lauerman and a team adviser, said the experience "is close to what they would encounter in the advertising business. The competitive involvement teaches something you can't always get from the classroom."

Willet explained: "The class forms an actual advertising agency where students learn the value of working with others to solve a marketing problem for a major national advertiser."

"Students get to present before a real client and see how competing universities have attempted to solve the same problem. Year after year, students tell me it is the class they get the most out of during their college years."

The program is challenging. "It takes a lot of time and effort," said Amy Struthers, an assistant professor and advertising sequence head, who also advised the team. "It takes a certain kind of student who's really into this."

Bailey said the students put in a tremendous number of hours outside the classroom preparing for the competition. "I applaud their initiative. This requires a great deal of creative and innovative activity as well as organizational skills."

The competition begins in early September, when each college team is recruited through the campus AAF chapter, which at UNL is the Ad Club. Each team receives a case brief, containing background information on the company and the campaign objective. Each brief details the demographic the client is trying to reach and any problem the client has had reaching its target audience.

Last year, a nonprofit organization called Century



Team Volation won in the District 9 NSAC competition.

Council was the client. Their objective is to prevent underage drinking, particularly binge drinking among college students.

Each team had to develop a strategy and creative executions as well as a media plan, using both traditional and nontraditional media to get its message out. The chapters had a hypothetical \$10 million budget to work with and had to plan an integrated marketing communications campaign based on that budget.

The students conducted research, analyzing past campaigns to determine why they succeeded or failed. The UNL team also conducted interviews and an online survey and held focus groups.

Senior Carley Schnell, an advertising major and the

team's account executive, said the team tried to "go off the deep end with creative ideas."

UNL competed with schools from Iowa, Kansas, Missouri and Nebraska in the regionals.

District judges said the UNL team, called Volation, stood out with a unique and risky creative concept for an anti-binge drinking campaign.

"The past teams had their ups and downs," said Aaron Jarosh, a senior advertising major and team member. "In some years they placed second or third and in a couple they didn't do so well; it just depended on who was on the team or who the competition was that particular year."

This was the first time UNL ever won the District 9 competition, earning a chance to compete with the top teams nationally. At the national competition, 18 schools presented their concepts. Syracuse University took first place.

Besides Jarosh and Schnell, the team included creative director Amber Thomson, account director Spencer Shute, research director Daniel Scheyer, technology specialist Mike Sammons. Other team members were: Adam Kiser, Brook Euteneuer, Jennifer Larson, Rae Moore, Marissa Piette, Erin Sorensen, Chelsea Thompson and Eric Van Wyke. Advisers were Struthers, Willet and Bailey, an adjunct professor in the advertising sequence.

Even though the team did not win the national title, its members say they learned from the experience.

"We took a risk with our campaign, and we knew that the judges would either love it or hate it," Jarosh said. "But we were all very proud of ourselves for taking that risk and doing what we thought would work. And it paid off, I think. Just making it to nationals is a feat in itself."

Now, a UNL team is working hard on this year's case study, which involves selling State Farm insurance to college students.

District competitions are slated for April, and the finals will be in Orlando in June.

UNL has been competing in the program since 2004, and student participation has grown. The team started with about six members and now has more than 20.

You can link to NSAC Web site at <http://www.aaf.org/>.



UNL students land prestigious editing internships

Dow Jones experience leads to full-time job for one

By JOHNNNA HJERSMAN

For nearly 50 years, Dow Jones Newspaper Fund internships have been a mark of journalism prestige.

Students earning the highly competitive internships receive some of the best training available, giving them the experience and skills that help them transition into the professional world.

Last summer, five CoJMC students were among 79 Dow Jones copy editing interns nationwide. One of them — a May graduate — even parlayed the internship into a full-time job.

The *Amarillo Globe-News* hired Hilary Stohs-Krause at the end of her internship. She said her experience in Amarillo, Texas, has strengthened her desire to be in journalism.

“In a smaller town,” she said, “you see how vital a role the newspaper plays.”

Last summer, the UNL student interns were scattered at newspapers small and large throughout the country. Their newspapers ranged from the *Grand Forks Herald* — a medium-sized Midwest daily — to *The Dallas Morning News* — one of the 20 largest newspapers in the country.

After two weeks of intensive training sponsored by DJNF at campuses across the country, the students honed their skills, expanded their knowledge and gained invaluable experiences for future careers.

Besides Stohs-Krause, the other DJNF copy editing interns were: Emily Anderson, who trained at Penn State

University and interned at the *Cape Cod Times*; Johnna Hjersman, who trained at Penn State University and interned at *The Palm Beach Post*; Aaron James, who trained at the University of Missouri and interned at the *Grand Forks Herald*; and Brady Jones, who trained at the University of Texas at Austin and interned at *The Dallas Morning News*.

Although all five students received similar pre-internship training, once they reached their internships their duties and responsibilities varied. Some dealt strictly with editing copy and writing headlines; others designed pages. And some had substantial responsibilities.

At the *Cape Cod Times*, Anderson was the first person to look over the paper in print and the last line of defense against errors.

“The most interesting and scariest part of my job was going to the presses each night,” Anderson said. “At about 1:30 a.m., after I finished Web editing for the night, I drove about 15 minutes across town to our press facility. I was in charge of making sure there were no big errors on the front page, ‘A’ section and in the obituaries. It felt like a lot of responsibility for an intern, but I knew my training and classes prepared me well.”

At the *Grand Forks Herald*, Aaron James did it all, including editing stories, designing pages, assigning pages to other copy editors and deciding which stories would be promoted in the front page’s flag. Toward the end of his internship, James was assigned to front-page design. By the end of the summer, he had designed 12 front pages.

“I was lucky that I took page design from (UNL professor) Tim Anderson before going into the internship,” James said. “Without that knowledge, the first few weeks would have been a lot slower,



ABOVE: Hilary Stohs-Krause interned at the *Amarillo Globe-News*.
ABOVE RIGHT: Aaron James interned at the *Grand Forks Herald*.
FAR LEFT: Brady Jones interned at the *Dallas Morning News*; Emily Anderson interned at the *Cape Cod Times*; Johnna Hjersman interned at the *The Palm Beach Post*.

and I wouldn't have been able to do all that I did."

All of the interns credited the many professors and classes they've taken at CoJMC for their successes in obtaining and completing the internships. To qualify for the internship, they completed a lengthy application and took a test that covered everything from current events and grammar to headline writing and editing.

"Honestly, I was surprised by myself," said Jones, who grew up in a small western Nebraska town. "I was really nervous about the internship because Dallas is a huge city and the paper is much larger than any place I've worked before. I was

worried I wouldn't be able to handle it, that I wouldn't make the cut. But I learned a lot and really felt like I was able to be a contributing member of the team. It really is a testament to the education I've had at Nebraska."

Four of the students returned to UNL at the end of their summers with glowing recommendations and strong references.

Stohs-Krause was grateful to land a job in an industry that is rapidly cutting positions.

"There's obviously a challenge (working) in journalism," Stohs-Krause said. "But it's not like newspapers are going to go away. As long as people are doing quality work I think there will be jobs available." ■

About J Notes

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Radio format changes give students more broadcast opportunities

By DAMIEN CROGHAN

The Internet is changing the broadcast industry.

And KRNU, the campus radio station, is changing with it.

The radio station fine-tuned the format for 90.3 KRNU last fall and added an additional Web channel, Studio 201, to nearly double its programming.

"Most people are finding their music online," said Rick Alloway, associate professor of broadcasting and KRNU general manager.

KRNU has been streaming audio online in real time for five years. The obvious benefit to streaming audio is the

possibility of more listeners. Another benefit: Parents and friends can listen to broadcast majors on-air in real time, no matter where they are, as long as they have Internet access.

Even with the changes, KRNU remains student-run and serves as a learning vehicle. In fact, the creation of a second channel created more programming time for students.

The new format actually modernizes the experience for students and allows them to focus more on the alternative music interests of their age group.

"It's stuff the general population hasn't heard," said sophomore broadcast major Mitch Mattern.

KRNU 90.3 has taken on a more commercial format but maintained its eclectic feel. And the exclusively online Studio 201 plays alternative and local music.

"KRNU is pretty esoteric," said Aubrey Cummings, a sophomore news-editorial major. "It's good music, but it's not the stuff people generally listen to."

The online format also gives broadcasts more portability for college students. "You can take your computer with you to listen to music," Mattern said. "You can't take your radio alarm clock with you."

Radio is no longer restricted by airwaves but rather by Wi-Fi connections. Students can listen to KRNU or 201 from any Internet hotspot.

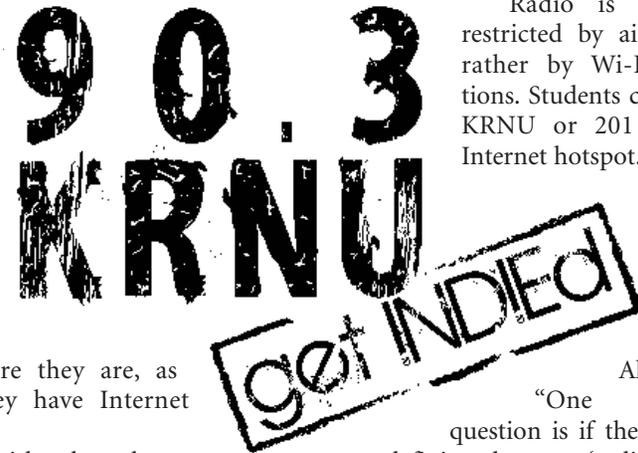
"The future of music radio is up in the air,"

Alloway said.

"One interesting question is if the Internet is redefining the term 'radio' and how we view content."

You can find both stations online at krnu.unl.edu. ■

You can read more about Professor Alloway at <http://go.unl.edu/qyh>



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UNIVERSITY OF NEBRASKA-LINCOLN

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Send us your news to:
cojmc@unlnotes.unl.edu

Homecoming 2009



Robert Tualualelei, Kailua-Kona, Hawaii, was crowned Homecoming king. Tualualelei graduated in December with a degree in broadcast journalism