Common Ground
J-School travels to DC to host workshop, help provide resources and training for journalists covering and coping with post-traumatic stress.

CONNECT. CREATE. UNITE.
Alums and students team up during J-School Generations

J-School renovations
New facilities, new opportunities
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Holiday greetings from the students, faculty and staff at the KU School of Journalism!

As this semester comes to an end, we are celebrating the success of some wonderful ventures in the School, each of which brought together students, alumni, faculty, and friends of the School. Here’s a preview of the excellence and collaboration we celebrate this season.

Hannah Wise, the incoming editor of the University Daily Kansan, shot the cover photo of Lincoln for this issue of J-Links. She also was one of the students who participated in Common Ground, a national workshop on post-traumatic stress. The workshop, held at the National Press Club in Washington, DC, brought together journalists, medical experts and members of the military. It was a thoughtful, forceful look at one of the major problems facing not only the media and the military, but the communities that need to cope with people who have experienced horrific events. Those attending agreed that the issue is one that will require diagnosis, treatment and contextual reporting. We were thrilled to be welcomed to the Press Club by its past president, KU alumnus Mark Hamrick. Associate Dean Barbara Barnett did an outstanding job directing the workshop. I know you’ll understand the critical importance of this issue even more after reading the articles about the workshop and another article about Brent Whitten, one of our own Wounded Warriors.

Renovations are complete and we’ve dedicated the Richard C. Clarkson Multimedia Gallery. Among the events hosted there this fall were the J-School Generations reception and Prof. David Guth’s Strategic Campaigns presentation to the City of Greensburg. The presentation took advantage of the Gallery’s technology to transmit an interactive video presentation to citizens of Greensburg watching from their media center. The gallery dedication Dec. 7 was the highlight of a weekend honoring the work of Rich Clarkson, who also shared his work during a “Behind the Lens” discussion on Dec. 8.

Adjacent to the gallery, we opened the Center for Excellence in Health Communication to Underserved Populations and hired staff to help Prof. Mugur Geana with his research to decrease health disparities. We are grateful to the Hearst Foundation for the inaugural grant to open the center.

In this season of giving thanks and celebrating, I remain thankful for the talented and dedicated faculty, staff, students and alumni of the KU School of Journalism. This fall, I mark eight years as dean and I am grateful every day for this opportunity. The many achievements we celebrate this season are all due to the skills, passion and integrity that are the hallmark of Jayhawk Journalists across the generations. Charles Schulz, the creator of Charlie Brown and the rest of the “Peanuts” gang, once wrote about this time of year: “Christmas is doing a little something extra for someone.” Thank you for the many extras each of you do that continue to make this School a place of excellence and collaboration.
**SPOTLIGHT**

*Faculty and students continue the tradition of excellence*

Jimmy Gentry received the 2012 John Katich Award for Creativity from the School of Journalism. The annual Katich award goes to a tenure-track or tenured faculty member in the School of Journalism who has demonstrated creativity in teaching, research, service or a combination of these areas. Gentry created and teaches Financial Fundamentals for Communicators for the master’s program on the Edwards Campus and an undergraduate version in Lawrence. Previous winners include Rick Musser (2006), Bob Basow (2007), Barbara Barnett (2008), Doug Ward (2009), Mugur Geana (2010) and Tien-Tsung Lee (2011).

**Tim Bengtson,** right, was honored at the Generations reception with the Bengtson Faculty Mentor Award, presented by alumnus Mark Mears, one of Bengtson’s former students.

**Pam Fine,** Knight Chair for News, was elected ASNE treasurer. Fine will assume the presidency of ASNE during the 2015 annual meeting.

**David Guth** and **Chuck Marsh** have been commissioned by Pearson/Allyn & Bacon to begin work on the sixth edition of *Public Relations: A Values-Driven Approach* and the fourth edition of *Strategic Writing*. The new editions will be published for the Fall 2014 semester.

**Chuck Marsh** has been elected chair of the University Core Curriculum Committee. The committee is charged with certifying courses and learning experiences nominated by academic units for inclusion in the university’s new core curriculum, scheduled to begin in Fall 2013. In 2011-12, he served on the satellite and transition committees that wrote the plan for the new curriculum.

**Shaun Hittle** was part of a team at the Lawrence Journal-World that received honorable mention in the AP Media Editors Excellence Award for a series about a man struggling to reintegrate into society after being wrongly convicted of a crime and serving 20 years in prison.
Jerry Crawford received a New Faculty Research Grant to support his research on historically black colleges and universities.

Peter Bobkowski's co-authored article, “Student Media in U.S. Secondary Schools: Associations with School Demographic Characteristics,” was published in Journalism & Mass Communication Educator. Bobkowski was the lead author.

Barbara Barnett received the Commander’s Award for Public Service from the Department of the Army at Fort Leavenworth during the conclusion of the Media and the Military workshop. Lt. Gen. David G. Perkins presented the award.

The following students were initiated into the Journalism Honor Society, Kappa Tau Alpha, in 2012

Staci Allen
Samantha Anderson
Lindsey Carlton
Andrea Carroll
Christine Davis
Hilary Ferguson
Reagan Fromm
Hilary Golubski
Rebecca Haddican
Sloane Hardman
Kristen Head
Dana Meredith
Danielle Moccia
Ben Pirotte
Marissa Rittof
Amanda Roberts
Laura Sather
Shawn Schaller
Elizabeth Sparkman
Andrew Storer
Lindsay Ullyot
Kelsey Whitaker

Students

Kelly Stroda was awarded the 2012 Vance Scholarship, established in 1985 by Harold W. McGraw Jr., chairman emeritus of the McGraw-Hill Company. The program, called the Business Press Educational Foundation, is affiliated with American Business Media. BPEF has actively promoted the business media industry among college students nationwide through a unique internship program and various scholarship programs. Over the last two decades BPEF has placed over 700 students in internships and awarded more than 50 scholarships. Scholarships are given to students who excel in the fields of journalism or publishing studies.

Three students placed in the 2012 AEJMC Student Magazine Contest:

Taylor Lewis’s article “Big Love,” about Big Brothers Big Sisters, won second place in the service and information magazine article category. The article appeared in the Dec. 1, 2011, issue of Jayplay.

Gabby Schock’s magazine project, Pirouette, a magazine for young ballet dancers, won second place in the individual magazine startup category. Allison Bond’s project, Simplicity, a magazine for Christians striving to live sustainably, won third place in the startup category. Both projects were created in Carol Holstead’s Magazine Publishing and Magazine Design courses. Schock and Bond graduated in May 2012.
DOUG WARD
What makes a teacher of the year?

Associate Professor Doug Ward was named the Scripps Howard Foundation Journalism and Mass Communication Teacher of the Year for 2011. He was recognized during the Scripps Howard Foundation National Journalism Awards in April, and received the award at the national convention of the Association for Journalism and Mass Communication in August.

J-Links profiled Ward in the spring after he was named the Budig Professor of Writing, so we thought we’d borrow one of Ward’s favorite techniques – the alternative story form – and look into what makes a teacher of the year.

“Professor Ward helped students understand the gray areas in journalism … by encouraging students to answer one another’s questions and work through unknowns in examples he had culled from new media.”

~ Emily Ryan, M.A., 2007

Start with strong traditional skills
Ward worked for many years as a newspaper editor before joining the J-School in 2004. He has primarily taught the beginning and advanced editing courses, along with courses in reporting, history and innovation. He pushes students to dig beneath the surface of stories, to understand the importance of clarity, clear thinking and context in journalistic work, and to learn to communicate effectively with colleagues.

Add a large portion of innovation
Linda Steiner, a past president of AEJMC and a member of the committee that evaluated candidates for teacher of the year, said of Ward: “There were many things that impressed us. One of the things was how ingenious he has been at using different platforms and different modalities in his teaching.” Those include the pioneering of electronic portfolios for students, the exploration of iPads in the classroom, the use of video and audio in teaching, and the adoption of hybrid classes, which mix online modules and in-person sessions.

Stir in a healthy amount of new media
Ward has created websites that focus on editing and technology, maintains an active presence on Twitter, curates a site on teaching and technology, experiments with new digital tools and encourages students to do the same.
There were many things that impressed us. One of the things was how ingenious he has been at using different platforms and different modalities in his teaching.”
~ Dr. Linda Steiner, AEJMC past president

Stir in a desire to improve education
Ward leads a working group on teaching and technology at the Center for Teaching Excellence, and has worked with the Center for Online and Distance Learning and with university committees on improving the use of technology in teaching. He has written about teaching and technology for the ProfHacker section of the Chronicle of Higher Education website and for PBS MediaShift, and has been helping the J-School explore online and hybrid courses.

Keep pushing to improve
“Doug is constantly teaching – sometimes it’s editing, sometimes it’s reporting, and sometimes it’s just his sense of life and what he says is his calling as a teacher.” – Dean Ann Brill

Add many hours of individual work with students
“Professor Ward maintains helping students as his first priority. His exceptional commitment to mentoring and advising students surpassed that of all other faculty I encountered during my undergraduate studies.”
~ Elizabeth Kanost, J ’09

Photos by Chris Neal  (May 2012 graduate)
Mike Goff loves his job. Jobs, that is.

Goff is the current executive in residence at the J-School, his alma mater. He’s also the chief marketing officer at Premier Sports Management, a full-service sports marketing agency based in Overland Park.

“Sports marketing has always been a passion of mine,” Goff said. “It’s been fun to combine that with the KU thing, because I have a passion for both places.”

Goff graduated from the University of Kansas in 1976 with a bachelor of science in journalism, with a focus on public relations.

“There’s something about this place that sucks you in,” Goff said. “I’d go back and do it again. That’s part of the reason I’m here — I just wanted to come back and recapture a little bit of that feeling.”

As the journalism school’s first executive in residence, Goff helps bridge the link between the journalism school and its alumni. Two days each week, he guest lectures, advises undergraduates and assists Dean Ann Brill. He also helps the university with his expertise in brand marketing, brand identity and marketing planning.

“I had been talking to Dean Brill for a while about alumni involvement here at the school, with some pretty strong thoughts about getting the alumni more intimately involved,” Goff said. “Not just with guest lecturing, but through strategizing the direction of the journalism school.”

At Premier Sports Management, Goff helps clients use sports as a means to promote their brands and build their businesses. The University of Kansas Hospital is one of Premier’s many local clients.

“KU Hospital is utilizing relationships that we helped them devise with the Kansas City Royals and the Kansas City Chiefs,” Goff said. “So if you get a sports-related injury, you can get the same quality of care that an injured Chief or Royal would get.”

Goff wants students to know that he is also available for advising and counseling.

“To me, the four or five years you spend in college are the best years ever,” Goff said. “There’s such a desire to learn. This place is about knowledge, both the giving and finding of it.”
Chuck Marsh conducts his research like a detective trying to solve a mystery, and sometimes he finds clues in the most unusual places.

“A lot of times I make big breakthroughs in the middle of the night when I am reading,” said Marsh, the Oscar Stauffer Professor of Journalism and Mass Communications. “I jump out of the chair and want to share it with someone, but everyone is asleep and I have learned waking my wife up is not a good idea.”

Marsh finds inspiration in detective Lord Peter Wimsey and mystery novelist Dorothy Sayers. Wimsey is an archetype of the gentleman detective, but Marsh does not see himself as Wimsey. Instead, he is drawn to the mystery novel structure of going along with the author and compiling the evidence to find the answers. He finds similarities in his research.

“I do feel like a detective because I found the missing clue.”

~ Chuck Marsh

For instance, Marsh is examining whether there are legitimate ways to say that public relations ought to be a quest for justice. Marsh admits it would be an extremely tough sell, but he says the work of 18th century philosopher David Hume’s about justice matches up with principles of public relations.

“So I do feel like a detective because I found the missing clue,” Marsh said. “So it is worth it to me to stay up till 2 and 3 in the morning just grinding away trying to find the evidence.”

Marsh has had more than 30 research papers published, and he has given more than 15 scholarly presentations. However, Marsh was not always so successful at getting his research published. He said the breakthrough came when his wife, Kris, started reading his unpublished papers. She said that Marsh needed to place the most important information at the beginning of the paper. Marsh calls Kris his greatest editor because his publication rate since taking her advice is about 80 percent.

“I remember a long time ago when he got a couple of rejections people would tell him he needed to add something,” Kris said. “He would always say that everything is right there, but I told him that if he put why all this abstract information was important right at the beginning it would really help.”

After 23 years of working at KU, Marsh said, his family just humors him when he discusses his research because they know it makes him happy. Marsh said he would never forget one morning after he made a major breakthrough the night before.

“I was at the dinner table with my then 8-year-old son, Will, just talking about Aristotle,” Marsh said. “Will stopped me and said, ‘You think you are so interesting talking about Aristotle, but all we hear is Aristotle blah blah blah.’”

Marsh said he still remembers how hard they all laughed.
The Center for Excellence in Health Communication to Underserved Populations opens
by Mugur Geana

The Center for Excellence in Health Communication to Underserved Populations, known as CEHCUP, opened in Stauffer-Flint this fall. It was funded by a grant from the Hearst Foundations and the center will focus on addressing best communication and public health practices for disease prevention and health promotion, and on encouraging multidisciplinary research aimed at decreasing health disparities. CEHCUP’s director, Mugur Geana, associate professor, has a significant track record of teaching, research and service in health communication. Royetta Rodewald, executive assistant to the director, and student assistant Jordyn Gunville provide support for the daily operation of the Center. CEHCUP plans to enlist the help of both undergraduate and graduate students to sustain its research and service ventures. The Center is already engaged in projects in Lawrence, has started cooperating with state organizations, and is involved with a health communication project in Costa Rica, thus promoting the School’s expertise at local, regional and international levels. By collaborating with local organizations, the Center will be able to offer mini-internships to students interested in health communication with an emphasis on community outreach.

To learn more about CEHCUP, including how to become a member or to support the Center, please visit its website at journalism.ku.edu/CEHCUP, or follow the center on Facebook (KUJournalismCEHCUP), or on Twitter @C.E.H.C.U.P.
Professor Hyunjin Seo has recently published studies examining the role of social media in national image and public diplomacy. Her survey-based research focuses on how people’s online social relationships with residents in other countries influence their views of those countries and has implications for how public diplomacy agencies might better use social media. This research was informed by her work on the evolution of the global Internet network that was published in *Journal of Communication* in 2012.

Seo received a research grant from KU and submitted a grant proposal to the National Science Foundation to enable her to develop an enhanced country reputation index that takes into account science and technology reputation of a country. Empirical data for this project will come from focus groups and attitude surveys of the public and elites in Australia, China, Japan, South Korea, and the United States regarding their perceptions of science and technology reputation of the countries.

Seo and her collaborators recently completed a study investigating Kansas City teenagers’ use of social media and perspectives on the flash mob, a growing cultural phenomenon. Their study shed light on the role of social self-efficacy and social media in teenagers’ participation in flash mobs. They presented their research findings at a major international communication conference in August 2012.

Student media in American public high schools are not keeping up with changes in how young people access the news today. Only about a third of schools have online news outlets, according to a nationally representative survey of more than 1,000 schools. While most young people in the United States say that they get their news online, many schools are missing out on an opportunity to help their students become better online news consumers and news producers.

These research findings come from a survey I helped design and analyze. It was conducted by the Center for Scholastic Journalism at Kent State University. We published the results this fall in the journal *Journalism and Mass Communication Educator*.

While schools are playing catch-up with online media, some of our other findings offer a more encouraging picture of high school journalism. In all, more than 95 percent of schools have some sort of student media. Almost all schools have a yearbook, two-thirds have a newspaper and about a third have a broadcast program.

Media programs are not distributed equally, however. Smaller schools and schools located in less affluent areas are less likely to offer media programs than large schools and schools serving better-off populations.

School media programs play an important role in educating young people about the rights and responsibilities of producing and consuming media content. The need for such school-based media literacy programs only increases as our society becomes increasingly reliant on media technologies.

The J-School has a long tradition of offering strong support for secondary school media programs in Kansas and beyond. I hope that my research can help academic and industry-based outreach initiatives prioritize how best to address the needs of today’s high school media programs.

~ Peter Bobkowski
Walking down the main hallway on the second floor of Stauffer-Flint causes people to stop and stare at the many photos that seem to embody pain and suffering. This may be because most university students do not witness such situations of duress in their daily lives. To photojournalist Sean Sheridan, whose work is on display in Stauffer-Flint Hall this year, such experiences are a common part of his professional life. Sheridan started the company 4:Minute.Media in 2002 as a way to tell stories through feature writing, photography, digital media and film.

“I am hired to go into crisis areas and find stories for my client,” Sheridan said.

When he is in poverty-stricken areas, Sheridan, who graduated from the J-School in 1992, has no problem finding issues that need to be covered and stories that need to be told. There’s a wide range of difficult situations wherever he goes. While witnessing these sufferings he tries to document them as best as he can through photos and short stories.

“I feel obligated to take photographs that show the reality – the truth of it,” Sheridan said. “So some photographs are definitely more difficult to look at

“I feel obligated to take photographs that show the reality – the truth of it.”
~ Sean Sheridan
than others. I try not to shy away from that.’

While Sheridan does find many things to photograph that express great agony, he is always looking for the situations that have the potential for growth. He tries to cover changes, for the better, in the lives of the people who are suffering.

A marvelous example of this hunt for hope is in the story of an elderly blind woman from Rwanda whose land was stolen by her uncles. After the matter was taken to court, the land was returned to her.

“By doing this story, it gave a voice to her, which I think is really important,” Sheridan said. “The power of storytelling that we have as journalists can really empower people like this, those who don’t really have a voice of their own.”

In this case, taking the photograph and revealing this woman’s story to the world not only empowered her, but forced honesty out of her uncles who lied and betrayed her. Covering these types of stories in the poorer areas of the world helps to bring transparency to the lives of everyone, famous or not, Sheridan says.

Taking photos of pain and suffering in the most poverty-stricken places on the planet is not something he was able to do when he began his career. He was not always able to cover issues that brought him serious recognition. He had to go out and take opportunities that were of little to no significance, and that shapes the advice he gives to students. “Go after every little opportunity,” Sheridan said. “It takes time, and be in it for the long haul.”
When potential Jayhawk Journalists walk through the School of Journalism’s limestone entrance, retention and recruitment coordinator Wayne Larson strives to create a lasting impression.

Larson, a 2010 J-School graduate, knows how crucial his role is in recruiting high school students from across the nation during these campus visits. “I try to make every meeting that I have with these students as personal and memorable as possible,” Larson said. “So we can make sure that when they’re getting ready to make a very big decision in their life and a very big investment, they remember how much interest we showed in them because that’s the exact same thing we’ll offer them when they come here.”

While recruitment peaks in September and October as seniors make their final decisions, the process continues throughout the year. A typical week for Larson contains campus visits, university-wide events such as senior and junior days, and visits to Kansas high schools to talk to student journalists.

Larson also makes an effort to reach out to prospective students online. “I try to make every meeting that I have with students as personal and memorable as possible.” ~ Wayne Larson

“I’ll look him up through our internal databases here at KU as well as look online,” Larson said. “And if I think it is appropriate, I’ll reach out to them. My handle is labeled with KU Journalism recruiter, so they know that I’m talking with them on behalf of the School of Journalism. A lot of times, I get great feedback.”

For recruitment, Larson uses resources such as KSPA, the Journalism Education Association and the National Scholastic Press Association.

Last year, recruitment focused on three areas: increasing visibility, diversifying the student population and clarifying the brand. “Whether they are the highest achieving student or somebody who is very passionate about journalism but hasn’t made the grade, no matter who they are, we make sure we show them the best time they can have,” Larson said.

Last spring, Larson received a call from a mother
from Idaho whose daughter had been accepted to the school. “She said, ‘She became interested in the School of Journalism because the student body president adviser said you guys were an excellent place to get a journalism degree. I didn’t believe him at first, but he gave me a couple people to call as far east as DC and as far west as California and they all said the exact same thing. The School of Journalism at the University of Kansas is a wonderful place to go and an excellent place to get a good education and that’s why we have showed it so much interest so far.’ “We’re very fortunate being the School of Journalism because our education precedes itself,” Larson said.

The journalism advising office is back in full swing this year, with a couple of new faces. Dan McCarthy, the newest J-School adviser, joined the staff in October. He previously advised many pre-journalism students while in the Undergraduate Advising Center at KU. In addition to Dan, academic adviser Kevin Lee and assistant dean Kelli Nichols (who joined the staff in August) are available to assist students in planning their academic careers.

With the new journalism curriculum effective this fall and the upcoming changes with the KU Core, we are getting great questions! One thing that hasn’t changed: you can still rely on journalism advisers to provide you accurate advice for completing your journalism degree. Newly admitted students and graduating seniors are required to meet with an adviser before enrolling. All other students are welcome and encouraged to meet with an adviser before enrolling, as well.

Advisers are available Monday-Friday in 117 Stauffer-Flint. Students should request appointments by following the instructions available on the J-School website. We have recently made a computer available in 117 Stauffer-Flint. You are welcome to stop by and use it to schedule your appointment, complete your application for degree or check on course availability.

You can reach an adviser by calling 785-864-4080 or e-mailing jadvising@ku.edu. If you have not already done so, we invite you to stop by and meet our new staff. We look forward to seeing you!

~ Kelli Nichols, assistant dean

Contact Wayne Larson at:
waynel@ku.edu
785-864-4768
MEDIA CROSSROADS
A multimedia venture gives students, KU and the community a new outlet to share stories
by Cal Butcher

Media Crossroads is a place where people come to share stories. Located on the main floor of the Kansas Memorial Union, the new multimedia center has provided a platform for a variety of guests over the past month, allowing each to tell his or her story in a unique and personal way. Stories range from news and information to song and dance, but each one reaches its audience after passing through Media Crossroads.

Student Body President Hannah Bolton posted the first “student body address” on YouTube. Members of the cast of “Into the Woods” acted in a trailer to promote the latest theatre department production. Professor Angela Lumpkin presented her research on saving big-time college sports, leading into a panel discussion that included members of the KU athletic department.

The Vietnam Veterans Memorial Fund spread its story through the reading of the names of 57 KU students on the memorial wall. Readers included Athletics Director Sheahon Zenger, Provost Jeff Vitter, and Chancellor Bernadette Gray-Little.

Journalism students in the Message Development course produced their own television commercial, while others in a Media Writing lab videotaped cover letters for prospective employers.

KUJH-TV recently produced its evening newscast from Media Crossroads, and KJHK provided election night coverage and commentary. Kaitlin Brennan and Claire McInerny of KJHK hosted a two-hour broadcast and featured several panel discussions.

And finally, before the final home football game of the season, C-Jay, the original KU mascot, stopped by to assist young Jayhawk fans with their own Rock Chalk Chants.

Everyone has a story to tell; share yours at Media Crossroads.
After nearly 24 years at the William Allen White School of Journalism, associate professor Linda Lee plans to retire this winter.

Lee served as the J-School’s associate dean for a short time. Also a member of the Center for Latin American Studies, Lee helped start an international internship program for journalism students.

“One of the most rewarding things for me has been my international involvement,” Lee said. “I really believe in the effects of study abroad.”

Lee has taken journalism students to Central and South America for years, and has brought Latin American students to KU twice. She is searching for someone to “pick up the baton” and continue the program after she leaves.

“She was the driving force behind implementing the school’s nationally recognized new curriculum when she was associate dean.”

~ Jimmy Gentry

In her last semester, Lee taught Message Development and Strategic Communication II. Her students have benefitted from her wide range of experience in television, radio, advertising, reporting and public relations.

“She was the driving force behind implementing the school’s nationally recognized new curriculum when she was associate dean.”

~ Jimmy Gentry

“Professor Lee’s invaluable experience brings a wealth of knowledge to the classroom that will be missed,” said Julia Chasen, a junior in Strategic Communication II.

Lee plans to move soon to Tucson with her husband and teach yoga.
Within the first few days of being a CNN news correspondent in western India, Ram Ramgopal was awakened in the middle of the night to a phone call with news of a religious riot, and instructions to investigate it.

The police were faced with rioters who threw Molotov cocktails through the darkness. Tear gas canisters and shots were fired from all directions. Ramgopal was carefully walking down a dark alleyway when a bomb in a glass bottle hit and injured his hand.

“One part of me is saying, ‘What on earth am I doing out here?’” Ramgopal recalls. “Everything slows down in your mind, and there’s the excitement of covering a story. But there’s also this fear, and you need that fear to be aware of your surroundings.”

Ramgopal, who received a master’s degree in broadcast journalism from KU in 1995, has since become an executive producer at CNN. He said that his experiences as a correspondent in the field had helped him as a producer.

“If you work in the field for a while, your instincts get better and better,” Ramgopal said. “I bring back my instincts on a daily basis. I use the same set of benchmarks [as I did in the field] and every day I’m looking to learn something when I’m on the job.”

Starting out, he wrote scripts for CNN anchors, and then became a copy editor. Later Ramgopal produced a few shows for CNN, including “Inside Asia,” a weekly news and feature show that covered events all over the continent.

Now as an executive producer, he’s part of a CNN unit known as the Row, which gathers original reporting from correspondents in the field and creates...
packages and scripts. Ramgopal checks scripts for accuracy and balance, so they can be picked up by any CNN affiliate.

“We have so many different networks and viewers around the world,” Ramgopal said. “This is like a centralized operation that bridges the shows with the correspondent in the field. We’re the nerve center of the newsroom.”

In international broadcasting, Ramgopal said, one must read a lot, be prepared and be sensitive to local cultures. Above all, one must understand the subjects as much as possible.

“So that is a bit of a challenge — that you are always sensitive to the story, but you’re also providing context,” Ramgopal said. “With television, you have to know a lot more about the story than you end up reporting. The bits and pieces you put out on the air are probably just a fraction of what you know about the story.”

Ramgopal, born and raised in India, came to the University of Kansas in 1993 for graduate school. He received a Rotary International Ambassadorial Scholarship, which allowed him to attend a college in the United States.

“You don’t believe how much you learn at this school,” Ramgopal said. “I think a lot of people say, ‘I want to get out of here and into the real world,’ but believe me, a lot of what I was taught at the J-School are things I still apply daily at my job.”

Whether they are interested in broadcast journalism or public relations, Ramgopal says, students need to specialize in an area and be able to answer a critical question: Why?

“That’s the great thing about this job: You’re learning something every day that you’re on the job,” Ramgopal said. “Never lose that sense of wonder. It’s a great time to be a journalist, but it’s also a challenging time to be a journalist. Keep the faith.”
For the Strategic Campaigns capstone class to work, assistance from alumni is crucial. The class has developed a pay-it-back system where former campaigns students now hire classes to work on campaigns for them. Mike Goff, J-School executive in residence and 1976 KU graduate, has been a client with the campaigns classes three times, all while working with Sprint. Goff said that as a graduate, he felt compelled to become involved with the class.

“My colleagues and I were blown away by the professionalism of the students,” he said. “We used some of the ideas that the students came up with in their campaigns.”

Mark Mears, president and chief concept officer of Mimi’s Café and former student of associate journalism professor Tim Bengtson, was enrolled in the campaigns class in 1984. Mears said he was flattered when Bengtson asked him to provide a client experience for the classes. Mears worked with the class twice — once when he was with Blimpie Subs and Salads and another time when he oversaw marketing for the Cheesecake Factory.

“In both cases, I was pleasantly surprised by the tremendous professionalism, depth of thinking and high level of strategic understanding exhibited by the students, as well as the creative thought processes that went into their presentations,” Mears said.

In Fall 2012, there were four Strategic Campaigns classes. Associate professors Bengtson, Bob Basow, David Guth and Mugur Geana guided the classes. The campaigns class gives the students a chance to work with real life clients and solve real life problems.

Basow’s class worked with Straub International, a family-owned group of Case-International Harvester dealerships. Straub sells farm equipment at seven stores in western Kansas. Basow said Straub became a client because the daughter of a Straub employee was enrolled in campaigns a few years ago.
Basow said the worker was so impressed with how his daughter grew in the class that he thought his company could really use the class’ help.

Basow said the J-School asks clients for a $2,500 budget, but that is not a definite amount. The fee depends upon cost of research, focus groups and whatever else is necessary to craft a successful campaign. When working with not-for-profits the J-School will pick up the cost needed to complete the work.

“I have not done one that low in years,” Basow said. “The amount I usually ask for is $12,500 to cover all the expenses for my class to complete the campaign.”

Bengtson’s class worked with Minsky’s Pizza in Lawrence in the fall. The class tried to help Minsky’s determine the best way to market its pizza in Lawrence. Minsky’s has five other locations in the Kansas City area. Bengtson asked for $250 for each group in his class to cover trips to other Minsky’s restaurants and to conduct focus groups.

Geana’s class ran a texting-and-driving campaign with a $40,000 grant from the Kansas Department of Transportation. The campaign has been in the works for three semesters.

Guth’s class worked with the City of Greensburg, Kan., which was destroyed by a May 2007 tornado. The groups in the class developed a campaign to improve economic development and tourism after 97 percent of the city was leveled. The city paid $750 this semester to work with the class.

The Strategic Campaigns courses presented their campaigns at the end of the semester.
Common Ground: The Media, the Military and Post-Traumatic Stress

by Sara Sneath

Journalists who have covered combat share a common bond with members of the military who have fought overseas: Both may experience post-traumatic stress.

On Nov. 16, the J-School explored this common experience when it hosted a workshop for journalists, titled Common Ground: The Media, the Military, and Post-Traumatic Stress. The workshop, funded by the Robert R. McCormick Foundation, brought together approximately 25 journalists from around the globe to discuss the issue with members of the medical profession, the military, and the media. KU master’s student Tejinder Singh, who has covered violence in India, was one of the journalists who attended. KU undergraduate Brent Whitten, a U.S. Army combat veteran, served as one of the workshop panelists.

“This workshop was part of a larger effort to further relationships between military and the media,” said Barbara Barnett, associate dean for undergraduate studies and workshop coordinator.

Barnett, who worked as a journalist and grew up in a military family, said the workshop is important because the setting for many stories about the military is changing.

“For the U.S., the wars are winding down, and the military stories are going to shift from the war zone to the home front,” Barnett said. She developed and has taught the J-School’s Media and the Military class, which explores how journalists can accurately cover an institution that may be foreign to them.

Post-traumatic stress, or PTS, is a normal reaction to violence or other abnormal situations, workshop panelists said. Panelists drew a distinction between post-traumatic stress and post-traumatic stress disorder, a severe form of post-traumatic stress that interferes with daily life.

“I thought this was an interesting topic because journalists have PTSD, too. It seemed like a good way to improve communications,” Barnett said.

“We have stereotypes of people with post-traumatic stress never getting better, and that isn’t the case.”

~ Barbara Barnett

The one-day workshop included:
- A panel of medical experts, including representatives from the National Institutes of Mental Health, the Department of Defense, and the Department of Veterans Affairs.
- A panel of active-duty military, veterans and veterans advocates, including representatives of the U.S. Army and Marines.
- A panel of journalists who have covered combat, including KU alum and photographer Julie Jacobson.

The panelists discussed what is known about PTS...
today, what information is lacking, how journalists can better cover stories about PTS and how military and media leaders can help their staffs find help.

Panelist Anthony Feinstein, a University of Toronto researcher who studies trauma and journalism, said many journalists are unwilling to seek help because they, like military members, are often worried that if they are diagnosed with PTS they will lose their job.

“I think, in the context of journalists, news organizations should provide treatment in a confidential way and with a clear understanding that if a journalist needs treatment this is not going to affect their career,” Feinstein said.

To continue the workshop’s initiative, the J-School has created a website (see box below) where journalists and workshop participants can submit resources for journalists who are covering stories about PTS and for journalists who are living with PTS.

“I think the thing that made me feel the best was when one of the participants on the medical panel said, ‘Recovery is possible,’” Barnett said. “We have stereotypes of people with post-traumatic stress never getting better, and that isn’t the case.”

Barnett also noted that the military had worked hard to study post-traumatic stress and to offer help for veterans who are returning from combat. Journalists, however, often lack resources.

One of the goals of the workshop is to develop a set of “best practices” for journalists who are writing about post-traumatic stress and coping with their own PTS.

If you or someone you know is living with PTS, help is available. For immediate assistance call 1-800-273-TALK (8255), a free 24-hour hotline, to speak with a trained counselor. Or, to find resources near you, go to www.ptsd.va.gov/public/where-to-get-help.asp.

KU Journalism student Hannah Wise created and maintains the commongroundtrauma.org website.
Brent Whitten couldn’t see anything as his Humvee drove through the streets of Baghdad on Sept. 9, 2006.

It was his third day in a new role. As a gunner, his orders were to keep his head down inside the turret atop the vehicle unless told otherwise, in case of snipers. So when a suicide bomber drove his van filled with explosives into the Humvee’s right side, Whitten had no idea what had happened.

“I remember all of a sudden just, like, waking up from a nap I never took,” he said.

He was knocked out by the resulting blast — he would later find out he had a concussion. He awoke with the frantic anxiety of someone afraid he’s late for work.

His hands looked melted, and his uniform was black. He couldn’t move his legs. But he could see that the inside of the Humvee was filled with flames, so he pulled himself up out of the turret with his arms and rolled onto the street below.

To understand why Brent Whitten will be at the front of the room Sunday (Oct. 14, 2012) as the Wounded Warrior Project receives the 2012 Dole Leadership Prize at the Dole Institute of Politics, you can start here. But you have to continue to today, six years later, as he studies for midterms and figures out how to fit an economics course into his schedule next semester and needs to get back home to Topeka by 4 so he can pick up his 7-year-old son at the bus stop.

“I always try to have objectives,” Whitten said.

When he enlisted in the Army as a junior at Washburn Rural High School in Topeka, his mission was simple: Become a soldier.

“He wasn’t going to go to college,” said his wife, Rachel Whitten. “He was going to join the Army, and that was going to be it.”

He graduated from Washburn Rural in May 2004. One week later, he married Rachel. One week after that, he found out she was pregnant. And one week after that, he left for basic training in Fort Benning, Ga.

Things were proceeding as planned. But sometimes, your objective changes.

Mission: Graduate on time

Whitten, 27, is majoring in journalism at KU with a minor in history.

To explain how he feels sometimes when he’s sitting in his classes at KU, Brent pulls out his iPhone and displays a picture from the movie “Billy Madison”: an adult Adam Sandler, brow furrowed with confusion, sitting in an elementary classroom, surrounded by children.

It’s not just that he’s six or seven years older than most of his classmates that sets him apart.

“As an adult, priorities are different,” Brent said. “That’s just a fact. It is what it is.”

He doesn’t opt to hit a bar downtown after class, or stick around campus to attend an evening meeting of a student group. Instead, he drives for half an hour from Topeka in the morning, takes another half-hour to find a parking spot and walk to
class and makes sure to get back home by 4 to pick up Colter, his 7-year-old son.

“He’s got his missions,” Rachel said. “He completes them and then goes home.”

He does go to KU football and basketball games when he can, usually by himself, and he wears headphones to listen to Bob Davis call the games, just as he would listen to him when he was growing up.

But other than that, he’s in class, at home or somewhere between the two.

Once upon a time, college was the furthest thing from his mind. But after his Army career ended three years earlier than expected with a medical separation in 2007, things changed. In 2009, he used the G.I. Bill to go to KU — the only school he considered, he said.

“He knew he needed to take care of his family,” said Tiwana Whitten, his mother.

He majored in journalism at the recommendation of Rachel, a Washburn University journalism graduate who now works as a public information officer for the Kansas Department for Children and Families.

He’s on track to graduate in May — an important goal because that’s as long as the G.I. Bill will pay for his tuition.

He hopes to get a job working with social media after he graduates, he said, but any job that will put his education to use will do.

**Mission: Carry others**

A few days after the attack on his Humvee, after visiting two hospitals in Iraq and one in Germany, Brent ended up at Brooke Army Medical Center in San Antonio, because of the hospital’s world-class burn unit.

His clothes stayed in Baghdad, though, and all he had to wear was a hospital gown. Then a backpack arrived, from the then-upstart Wounded Warrior Project, filled with clothes: a shirt, shorts, a jacket, a hat.

“That held me over until I could get out on my own, or have my wife come shop for me,” Brent said.

When Rachel did finally see him for the first time since he’d deployed to Baghdad in December 2005, his face was still covered in burns, his nose purple.

“The image is burned in my mind,” Rachel said.
But the burns healed within a couple of weeks, Brent said, with nothing required but a daily changing of bandages.

“No surgery,” Brent said with a smile. “Just Red Bull and steak.”

He stayed at BAMC until January, save for a monthlong leave at home in Topeka. The real recovery was from a broken pelvis — the result, according to Brent’s theory, of being struck with thick, bulletproof glass from the Humvee’s windows. He progressed from wheelchair to crutches to cane, and today he walks without a problem.

Today his face and hands are free of scars — to doctors’ surprise, he said. The only lasting effects of the blast are severe headaches that he never had before his concussion.

About two years ago, he was featured in a magazine produced by the Wounded Warrior Project, a Florida-based organization dedicated to helping smooth the transition back to regular life for injured veterans.

He’s made appearances in places ranging from New York to Alabama, as well as on packages of Brawny paper towels, along with Colter.

The group also provided him with communications training, something Tiwana said has served him well for the future.

“I think it’s built his confidence a great deal,” Tiwana said.

Brent explained this particular mission by pulling off his Wounded Warrior Project hat and pointing to the organization’s logo, a silhouette of one soldier carrying another over his shoulders.

He was once the shoulder on top. Now, it’s his turn to be the one on the bottom.

“They helped me out, and I might as well help them out, other wounded warriors,” Brent said.

He said the injuries that cut his Army career short are something to look back at and laugh about, not something to dwell on with regret. After all, many other soldiers have experienced worse.

“You can’t sit around and mope about things,” Brent said.

Better, instead, to get on to the next objective.
At Fort Leavenworth, 14 journalists were greeted as they settled into Hoge Barracks for the first day of the Media and the Military Workshop. The week-long event is designed to give journalists a better understanding of the military through presentations and interactive experiences, including target practice in military shooting simulations and physical training that left everyone sweating.

The Military Journalist Experience, often referred to as MilJo, is the result of collaboration between the J-School, the McCormick Foundation, Fort Leavenworth and Fort Leonard Wood.

“The idea is these are mid-career journalists. What we’re trying to do is to get them to better understand the military and its function,” said Tom Volek, associate dean for graduate studies. “The vast majority of journalists — of people — have no idea. They have no direct experience, so they have no context.”

These journalists were selected from around the world, with participants joining from as far as South Korea and Zimbabwe.

Participants spend the first half of the workshop touring Fort Leavenworth, attending workshops and meeting with officers. The last three days are then spent at Fort Leonard Wood.

“There’s a reception center where they take the new recruits in the Army and break them down so they follow instructions. It’s pretty intense,” Volek said. “The next day, the journalists had the opportunity to talk to them. It was a good experience for both.”

Crystal Chatham, a photojournalist for The Desert Sun in Palm Springs, Calif., said the workshop provided an opportunity to see a broad range of military experiences.

“The coolest thing to me was the opportunity to see all ends of the spectrum,” Chatham said. “Literally, from day one, you see new soldiers arrive on post. Then you experience officer training. Then you get to interview a three-star general. It’s a pretty wide range of military expertise and experiences, and that was by far the most interesting part of the workshop.”

The program was created in 2008, after Volek had worked with a student pursuing a master’s in journalism. The student was writing a thesis on journalism in World War I, and he came across quotes stating that one of the biggest problems with the media was reporters writing about the Army, even though they knew nothing about it.

The project continues to be a success.

“The feedback that we get back from journalists and military personnel over the last five years is that it’s a great program that helps bridge understanding between media and military,” Volek said.
Sports Illustrated called and Rich Clarkson was there to answer.

In 1955, Clarkson, a senior KU journalism student, received a call from SI asking for a photo of a 7-foot-1 basketball player, Wilt Chamberlain.

“He was a brand-new freshman and so the first pictures were on picture day at the start of the season,” said Clarkson, who is now 80.

To capture Chamberlain’s size, Clarkson had him sitting in a straight-back chair and pretending to tie his shoe. Clarkson squatted down and shot up at Chamberlain.

Today the iconic picture is just one of Clarkson’s many historic athletic photographs. Clarkson’s career took him to National Geographic and Sports Illustrated before he created Rich Clarkson and Associates Photography and Multimedia in the late 1990s. For the past 57 years he’s been coordinating and shooting the Final Four basketball tournament for the NCAA.

Clarkson, who now lives in Denver, provided a donation to the J-School to help create the Richard C. Clarkson Multimedia Gallery in Stauffer-Flint Hall.

The Clarkson Gallery accommodates the technological advances of storytelling with six interactive touch screens that showcase student and alumni work.

“It’s a different medium, but it’s telling the story,” Clarkson said. “It’s not one or the other; it’s all communicating. Sometimes you tell a better story with words and sometimes with scale photographs or video.”

The stories on the walls of the gallery, in the space that was once the University Daily Kansan newsroom, will be a mixture of new and established journalists.

“We’re Kansans. We’re kind of modest people,” Dean Ann Brill said. “But I think showing our best work and showing the aspirational careers, those are things we do just to say, ‘You can do it.’”

The screens were created to encourage students to display their work. According to former Clarkson colleague Jeff Jacobsen, Clarkson encourages people to reach their potential by recognizing it. The Clarkson Gallery showcases the potential of young journalists.

“One of the great things about Rich is the ability to recognize potential in people,” said Jacobsen, now a Kansas Athletics staff photographer.

Brill said the Clarkson Gallery was an effort to thank Clarkson for his loyalty and contributions to the J-School. Those contributions extend far beyond the J-School.

“History has proven that he is perhaps the greatest ever at leaving a legacy on photojournalism in the U.S.,” said Jim Richardson, photographer for National Geographic and former employee of Clarkson.

The Richard C. Clarkson Gallery was officially dedicated on Dec. 7, as this issue of J-Links went to press. Look for photos in the next issue of J-Links.
With the onset of KU’s comprehensive fundraising campaign, Far Above: The Campaign for Kansas, each school and unit on campus formed committees to assist with the strategic planning of major gift fundraising initiatives. It’s with great pleasure that I introduce our esteemed group of alumni who graciously agreed to volunteer their time and serve on the journalism campaign committee:

**Katherine DeBruce (J ’73)**, Mission Hills, Kan., worked for Kansas Public Radio for more than 20 years in production and programming. She’s active in the community, serving on such boards as Powell Gardens, the Midwest Center for Holocaust Education, and the Nelson Atkins Museum Business Council.

**Tom Hansen (J ’78)**, Dallas, is president and CEO of Heely’s, with more than 30 years of experience in advertising, marketing, strategic partnerships, new product innovation and digital distribution of technology.

**Bill Kurtis (J ’62)**, Chicago, is an acclaimed documentary host and producer, network and major news anchor and president of the multimedia company Kurtis Productions.

**Robert Neely (J ’68)**, Laguna Beach, Calif., is a talented entrepreneur with more than 35 years of business experience in sales, management, consumer products and sports marketing.

**Mary Ann Powell (J ’76)**, Mission Hills, Kan., began her career with stints at both the Kansas City Times and the Kansas City Star. She now volunteers for numerous organizations, including the Junior League of Kansas City, Children’s Mercy Hospital and the American Royal.

**Barbara Rosewicz (J ’78)**, Washington, D.C., is the senior editor and researcher on state fiscal matters at the Pew Center on the States, a non-profit organization that analyzes and advances state policies that serve the public interest.


**Carlos Serra (J ’90)**, New York, is the vice president for intimates and swim at Giorgio Armani after many years of successful work in retail marketing for Macy’s, Sara Lee and Lantis Eyewear.

**Susanne Shaw (J ’67)**, Lawrence, has been teaching at the J-School for more than 30 years. She took two leaves of absence to work as associate editor of the Tallahassee Democrat and as editor and publisher of the Coffeyville Journal.

We are honored to have such an outstanding group representing KU journalism. We carefully selected the committee based on such factors as involvement with the school, geographic location and ability to engage fellow alumni. The committee’s volunteer leadership will help us plan and craft strategies for the successful identification and cultivation of prospective donors. Other responsibilities include hosting regional campaign events; being a strong advocate for the J-School and our university; and making a major gift commitment to the campaign.

We couldn’t be more proud of our committee members and their commitment to Far Above. They will be instrumental in the J-School reaching its $15 million goal in private support during the campaign. We thank them for their time and dedication to this important initiative.

To learn more about how you can make a difference and contribute to the campaign, please contact Corrie at 785-832-7352 or cmoore@kuendowment.org.
David Wise retells the story of his young daughter’s fascination with reptiles and big words.

Wise was a self-employed computer technician and salesman, and cared for his infant daughter, Hannah. One of Hannah’s favorite activities was visiting the Sedgwick County Zoo near their home in Wichita.

When David made office calls, he would take Hannah with him. To entertain the office workers, he’d ask Hannah, “What’s your favorite part of the zoo?”

“She’d look at these ladies and say, ‘Oh, the herpetarium,’” David said. “She didn’t say the snake house or the lizard place or something like that. No. She said herpetarium.”

Seeing a 4-year-old contort her mouth to spew the five-syllable word was not only entertaining but perhaps an indication of things to come.

Now a junior in the J-School, Hannah will assume the University Daily Kansan editorship during the Spring 2013 semester. She previously has been a Kansan reporter, copy editor, art director, web editor and page designer. Wise’s résumé also includes a Kansas City Star reporting internship and freelance work for the Star’s 913 Magazine.

She won the sixth place Hearst Award for feature writing for her 913 cover story “Different, but really the same.” In the piece, she writes about same-sex couples living in Johnson County, Kan., despite their relationships not being recognized by state laws.

She has also been working with associate professor Barbara Barnett on the Common Ground Trauma project, a web resource for military personnel suffering post-traumatic stress.

“I want to make sure that the staff does its absolute best to tell stories that our audience needs to know...”

~ Hannah Wise

“I still remember the day she came in,” said Barnett, the Journalism School’s associate dean. “When we talked about what she could do while she was here, I told her I really think the sky’s the limit for you.”

Wise prepared for college by writing, shooting photos and designing her high school newspaper. Not surprisingly, Wise has always been drawn to storytelling.

“One of my earliest memories is being at my grandparents’ house and they would ask me about...”
school. I would tell them these elaborate stories of what I did,” Wise said.

Wise’s elaborate stories come in a variety of forms. Her photographs have been displayed on the walls of Stauffer-Flint Hall, she’s working with the copy editing class to develop the Media Crossroads website, and has been a designer for Jayhawker Magazine.

“She sets the bar high for a lot of people,” associate professor Doug Ward said.

As the Kansan editor, Wise intends to enhance the social media presence, and strengthen the relationship between the Journalism School’s curriculum and the student newspaper.

“I would like to encourage younger journalists to become involved earlier,” Wise said. “I plan to encourage more engagement with the Kansan audience through social media and unique multimedia content. I want to make sure that the staff does its absolute best to tell stories that our audience needs to know about, but in a way, whether that be written, visual or multimedia, that shows they are interested and care about the news.”

“She sets the bar high for a lot of people.”
~ Doug Ward

Photos by Hannah Wise
While watching the teams of students present their Challenge presentations in Alderson Auditorium at the end of the second J-School Generations event, junior Emma McElhaney had goosebumps.

“I was blown away with the creativity and the presentations in general, and how much the students, with the help from the alums, got from the experience,” McElhaney said. “I thought they were so compelling.”

J-School Generations planning committee member Eric Morgenstern said he saw this event as a celebration that connected everyone involved with the School, past and present.

“J-School Generations is something that I’ve personally been pressing for a long time,” said Morgenstern, a 1978 graduate of the J-School. “I’ve always wanted to have a celebration of the J-School that connects and unites students, faculty, alumni and staff. We have come up with a model that I am so excited about because it’s everything from networking to teaching to collaboration.”

The student-alumni team-building opportunity was the culmination of the three-day Generations event, held at the end of Homecoming week (Oct. 25-27). The Challenge brought eight teams of students, faculty and alumni together to create solutions to various journalism-related issues.

Along with the Friday Challenge, events included guest lectures, networking lunch events, a reception in the new Richard C. Clarkson Gallery, a round robin networking session and a tailgate on the Hill before the Homecoming game.

Sophomore Elise Reuter said listening to alum DeNeen Brown inspired her about where she would like to take her career after graduation.

“I think she gave some really useful tips for practical writing,” she said. “But I also think she gave us a lot of insight into the journalism world, and how much dedication it takes and kind of what...
“I only say half facetiously that I could not get an internship in the agency that I founded 15 years ago because when I came out of school, compared to these students, it’s night and day.”

~ Eric Morgenstern

sort of level of commitment that looks like.”

Brown, a reporter at the Washington Post, shared how essential the narration of a story is to feature writing. She spoke in associate professor Doug Ward’s Multimedia Editing class.

“Words have power,” said Brown, a 1986 graduate. “They can change a little piece of the world or can spark revolutions. I’m hoping to give students a sense of this power of the language and to excite them and to inspire them about journalism because I believe in any great democracy, it’s crucial to have a vibrant press and vibrant journalism.”

Morgenstern said the quality of the students he worked with during the event impressed him.

“I only say half facetiously that I could not get an internship in the agency I founded 15 years ago because when I came out of school, compared to these students, it’s night and day,” Morgenstern said. “And it’s where the bar has raised and it’s what our students are getting: more real world connections.”

Generations will be held each year during Homecoming week. Stay tuned to the J-School website for information on our 2013 event.

(See pages 34 - 35 for more J-School Generations photos.)

The winners of the Friday Challenge event were sophomore Natalie Parker, junior Lauren Armendariz and graduate student Lainie Harber. Their alum mentors were Gary Smith, Kelly Weiss and Carlos Beltran. Their presentation answered how J-School graduates can show an employer they’re the best candidates for the job.

Group members incorporated their own experiences into a single person who had an interview.

“We each had a specific experience that we wanted to talk about, so we had to come up with questions that would get that reaction,” Harber said.

Harber said she thought the challenge had the right amount of competitiveness, teamwork and fun.

“I’ve heard nothing but positive things about it,” she said. “I think that’s excellent when everybody is enthusiastic about an experience. That means it was wonderful.”

Eric Morgenstern said J-School Generations would continue as an annual celebration that creates connections that last a lifetime.

“I am very proud of the school for supporting and making Generations happen, and I’m eager to see this evolve in the decades to come,” Morgenstern said.
ALUMNI NEWS  J-School alums share their updates

1968
Bob Dotson won a sixth Murrow award for his series, “American Story,” with “TODAY” on NBC.

1975
Shari A. Tarbet recently earned a Ph.D. in mythological studies and depth psychology from Pacifica Graduate Institute, Carpinteria, Calif.

1978
Jerry Seib received the 2012 Gerald Loeb Lifetime Achievement Award. Seib is the deputy managing editor and Washington Bureau chief of the Wall Street Journal. Seib is a 1978 graduate of the J-School and a native of Hays. Seib received the William Allen White National Citation in 2005 and is a William Allen White Foundation Trustee.

1983
Lisa Wertman Crowe recently celebrated 20 years at Houghton Mifflin Harcourt Co. in Evanston, Ill. She is a technical production specialist. HMH is a leading educational publishing company.

1984
Jeff Taylor was named the top editor at the Indianapolis Star. Taylor had been the managing editor at the Detroit Free Press since 2008. He began his career in 1984 as a reporter for the Kansas City Star. In 1992, Taylor won a Pulitzer Prize for a report on the U.S. Department of Agriculture.

1985
Douglas Cunningham is editor and associate
publisher of the Putnam County News and Recorder and Putnam County Courier, weeklies based in Cold Spring, N.Y., and covering all of Putnam County between them.

1987

1989
Tim McNary is a director in the marketing department at Spencer Stuart, a global executive search firm based in Chicago.

1993
Steve Ammerman is the new director of public affairs for the New York Farm Bureau after working at WTEN, the Albany ABC affiliate, since 1997.

Gillian Flynn published her third novel, “Gone Girl.”

Marlene Dearinger Neill completed her Ph.D. in advertising at the University of Texas at Austin on Aug. 13, 2012. She is a full-time lecturer at Baylor University in Waco, Texas.

1995
Christopher J. Garcia is the health care advertising manager for Time Warner Cable Media in Dallas, where he helps medical clients find advertising solutions through linear, digital and health on demand campaigns. He and his wife, Ragan, recently celebrated their third anniversary.

1998
Kelly Cannon Boeckman is a senior production manager for Oracle, based in Broomfield, Colo.

Anthony Migliazzo is now a managing director, business development, for Time Inc. Content Solutions.

2000
Jennifer Young was recently appointed social media marketing program lead for AT&T Business in Dallas. She’s been with AT&T for nearly five years, and has held three marketing positions at the company. In her new position she will focus on social B2B.

2004
Carlos R. Centeno is with the United Nations World Food Programme. Based in the organization’s headquarters in Rome, he advises global humanitarian operations before and after emergencies. He has led missions in Ethiopia, Senegal and Kenya during the Kenya-Somalia invasion. Previously he was with the U.N. in Guatemala and New York.

Adam Pracht’s short story “Frame Story” was selected as one of 16 finalists in the Stuff You Should Know horror fiction contest. He published his story on Amazon for ebooks, CreateSpace in print and podiobooks.com at the end of 2012. Pracht also serves as the public relations point for McPherson College.

2005
Amy (Cox) O’Hara recently passed the Accreditation in Public Relations exam. Amy is an account executive with Allison+Partners in Phoenix.
Maggie (Morris) Mick is the director of development at the Council of State Governments in Lexington, Ky. She is also in her second term of serving on the Lancaster City Council. Before relocating to Kentucky, she served as an aide to Jerry Moran in Washington. He was a U.S. congressman for the 1st District of Kansas at the time, and is now a U.S. senator.

2006
Tiffany Goebel is an accountant supervisor at Your Simple Truth in Chicago.

Derek Klaus has been promoted to senior communications manager for the Kansas City Convention & Visitors Association in Kansas City, Mo., where he is responsible for positioning Kansas City as a business and leisure destination through media relations, publications and social media. He also serves on regional boards for the Society of American Travel Writers and the Public Relations Society of America, as well as the Big 12 Host Committee and genKC, a young professionals organization.

Adam Sechrist is an editorial producer for ABC News, “20/20” and other news platforms, based in New York City.

2007
Adrienne Bommarito is an event coordinator for Fauxcades Creative Event Design in Dallas.

Chris Bystrom works at the Chicago design firm VSA Partners as a director of client engagement, leading the IBM account within digital brand identity, brand expression and brand experience.

Rahul Sharma is the member relations director of the YMCA of Florida’s First Coast in Jacksonville, Fla.

2008
Dominique Hernandez is the manager, retail marketing, for AMC Theatres.

2009
Rustin C. Dodd has worked for the Kansas City Star since graduation. He was recently named the KU beat writer. He is also a back-up writer for the Royals. He moved to Lawrence in August.

Kelsey L. Hayes is a copy editor for Politico Pro, the subscription service of Politico specializing in public-policy reporting. She lives in Washington, D.C.

Lindsey Hirschorn is the national theatrical publicity assistant at NBC Universal Pictures in Universal City, Calif.

2011
Samantha Collins is an associate production editor at Penton Media in Overland Park, Kan.

Zachery Loes is an account manager for Tria Health.

Marina Maib accepted an account executive position with Trent and Company.

Brenna Malmberg is an editor and graphic designer for News Link in Lincoln, Neb.

Kelsey Shipley is a production assistant for the MTV Style site in New York.

Sara Swezy accepted a position as a political media associate with Hamburger Co., a media consulting firm.

2012
Allison Manning is the media coordinator at MMGY Global in Kansas City, Mo.

Artem Bagoev, master’s 2012, is a producer for the
interview show “Spotlight.” He lives in Moscow.

Nick Boehm is a digital account executive with the World Co. in Lawrence.

Rachel Cheon was hired by Pohang University of Science and Technology in Pohang, South Korea, to work in international relations. Postech is Korea’s premier university in science and technology.

Christine Curtin accepted a job at Walker Sands, a public relations firm in Chicago. Her blog was also picked up by PR Daily.

David Elliott accepted a job as the news director at KRSL Russell Radio in Russell, Kan.

Aaron Harris accepted a position with Argus Media Inc. as a reporter on its natural gas team.

Jamry Jones is working for Copart Inc. and will be a part of its leadership development program, based in northern California. Copart is a car auction company that deals with salvaged and classic cars.

Pat Swanson is a public relations specialist for U.S. Bank, based in its corporate headquarters in Minnesota.

Corinne Westeman works for the American Oil & Gas Reporter, a trade magazine for the oil and natural gas industry. She works as a reporter and assistant editor. Westeman is also a freelance sports reporter and photographer for CatchItKansas.com, a high school sports website run by Wichita’s KWCH-12.

Taylor Williamson accepted a job as a sports reporter at KXII (CBS and Fox affiliate) in Sherman, Texas.

In Memoriam

Richard “Dick” Baxter Cray Jr., 1976, of Destin, Fla., died on May 9, 2012. He was a member of Phi Gamma Delta fraternity at KU. During his career, Cray, 57, purchased Eastern Distributing of Overland Park. He later changed the name to Premier Beverage Distributing, leading it to become a statewide industry leader. He later helped lead the sale to a national distributor in 2001. He is survived by his wife, two daughters and a son.

Mark Alan Hutchison, 1986, died June 6, 2012, in Oklahoma City. Alan grew up in Enid and was a graduate of Enid High School. He worked for the Enid News & Eagle and later joined The Oklahoman. He is survived by three daughters, two sisters and two brothers. A memorial service was held June 10, 2012.

Randi Weinstein, 1994, died June 25. She was the managing editor at the Phoenix Business Journal. She joined the Journal as a technology reporter in 2000, before being promoted to projects editor in 2002, and managing editor in 2006.
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