ROLL OF HONOR

KU FIRST: INVEST IN EXCELLENCE
Donors to the William Allen White School of Journalism and Mass Communications, 1998 –2004
Congratulations!
You did it!
You exceeded all expectations!

During the KU First: Invest in Excellence campaign, the School of Journalism and Mass Communications set a goal of $5 million. Thanks to the generosity and faith of hundreds of friends and supporters, the School met that goal and went on to raise a total of more than $6 million. You did it!

This publication is our humble way of saying, “Thank you.”

The list of names includes all donors whose gifts were made during the KU First campaign to the KU Endowment Association benefiting the School of Journalism and Mass Communications. The campaign began July 1, 1998, and it concluded December 31, 2004. Donors are grouped according to their total donations during that period.

This Roll of Honor contains stories about a few gifts — some larger, some smaller — to illustrate a few of the many reasons and ways that our alumni and friends have found to support the School. Every gift is important and deeply appreciated.

The KU First campaign may be over, but you still can put “KU Journalism First.” See the back cover for information on how to contact the KU Endowment Association about giving options.

— Ann M. Brill, Dean

Front cover, from top: Eric Weslander, News and Information ‘99, shares his experiences with a reporting class; a student edits video using equipment provided by a donation; students work in the Stan and Madeline Stauffer Multimedia Newsroom (see p. 9); Peggy Kuhr, who in 2002 became Knight Chair in Community Journalism, a position supported by a grant from the John S. and James L. Knight Foundation; and students celebrate the end of one long road and the beginning of another.
Giving for the long term — The Roger N. Wooldridge Memorial Scholarships have helped our students since 1974. Above, this year’s Wooldridge Scholars: Andrew Vaupel, Kyle Cook, Matt Rodriguez (with daughter Isabella), Cynthia Hernandez, Shanxi Upsdell and Amanda O’Toole. Mr. and Mrs. Norris Wooldridge, Hutchinson, established the scholarship in memory of their son Roger, who was a junior in the School when he died. Norris Wooldridge died in July 1999.

THANKS TO THE CAMPAIGN COMMITTEE

The School’s success in the KU First campaign is largely due to the efforts of the Journalism Campaign Committee. These eight individuals gave financial gifts as well as their commitment to raise money for the School. They worked closely with KU Endowment and with deans Jimmy Gentry and Ann Brill. Campaign Committee members were:

Malcolm W. Applegate, committee chair (Journalism ’59, former president and general manager, The Indianapolis Star); Danforth W. Austin (Journalism ’68, chairman and CEO, Ottaway Newspapers, Inc.); Richard C. Clarkson (Journalism ’55, owner, Rich Clarkson and Associates, Denver); Ralph D. Gage, Jr. (Journalism ’64, chief operating officer, The World Company); Larry Kanter (Communications ’74, MBA ’83, news anchor, 1010 WINS Radio, New York); Dana A. Leibengood (Journalism ’55, MS Journalism ’69, retired Journalism School administrator); Shelly J. London (Journalism ’74, MBA ’81, vice president-communications, American Standard Companies); and Terry K. Shockley (MS Journalism ’66, president, Shockley Group).
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- Norman J. Christiansen
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- Kenneth C. Corbitt
Clarkson gives all to alma mater

R ich Clarkson, Denver photojournalist, has arranged a bequest through which virtually his entire estate will come to the University. His photography collection, including prints by Ansel Adams, is destined for the Spencer Museum of Art, and the remainder will benefit the School. Values are undetermined, but the gifts substantially helped the School reach its $6 million KU First goal.

As a journalism student at KU, Clarkson, news/editorial ‘55, honed skills and savvy that made him one of the pre-eminent photojournalists of recent decades. He has been director of photography and senior assistant editor of the National Geographic Society, assistant managing editor of The Denver Post and a contract contributor to Sports Illustrated. In 1987, he founded Rich Clarkson and Associates, Denver. The company creates books, exhibitions and interactive multimedia based on fine photography. Clients include the Denver Broncos, the Colorado Rockies and the NCAA.

Although he has not designated specific purposes for the gift, Clarkson said he hoped the School would be able to re-establish emphasis on photojournalism and visual communication. “I’ve been involved with the university my entire life,” he said. “When this fund-raising campaign came along, it just seemed the time to do it.”
A gift that truly keeps on giving

Barkley Evergreen & Partners Inc. made a $25,000 gift in 2001 to establish the Bill Fromm Scholarship for students in the School. Fromm founded the firm in 1964; a few years ago, employees bought it from him.

They wanted to give Fromm a unique gift and decided giving to KU was a terrific way to honor him because the company’s staff includes many KU fans and alumni. The scholarship is awarded annually to an academically qualified junior or senior in Strategic Communications.

Courtney Grams, Minden, Neb., senior, holds the Fromm Scholarship this year. She said it had been extremely helpful, especially since one of her younger brothers started college this fall.

“I also studied abroad this summer in Italy,” she said. “I was questioning whether or not I was going to be able to afford it, and the scholarship made that possible.”

Barkley Evergreen & Partners is a full-line advertising and marketing company whose client list includes Citgo Petroleum, Payless ShoeSource, Sears Portrait Studios and the Kansas and Missouri lotteries. The firm is a major employer of the School’s interns and graduates.

KU First Roll of Honor • William Allen White School of Journalism and Mass Communications
Multimedia: dream to reality

In late 2002, Stanley H. Stauffer, journalism ’42, and his wife, Madeline A. Stauffer, of Topeka, pledged $200,000 to help construct and equip a new kind of newsroom. It was an audacious dream. Almost two years later, the Stan and Madeline Stauffer Multimedia Newsroom became a gleaming, buzzing reality.

Ethernet and power connections sprout from the floor. Nine glass windows in the room’s longest interior wall allow passers-by to see activity around the clustered Web production computers, high-definition video monitors, news desks and video broadcasting equipment.

In this state-of-the-art newsroom in the Dole Center, journalism students apply traditional skills in a new environment. They gain real-world experience by producing news, features and in-depth reports — for television, radio, online and print — all in one newsroom. It’s a major step in building a curriculum that prepares students for the media future.

“Traditional media will continue to hire KU students,” Professor Rick Musser, multimedia newsroom director, said. “But now, multimedia companies nationwide will come looking for students at KU.”

Stan Stauffer is a William Allen White Foundation trustee and the retired chairman and president of Stauffer Communications. The company, which was sold in 1994, owned a variety of media outlets, including the Topeka Capital-Journal. Stan’s father, Oscar, founded the company and is a namesake of the School’s main building, Stauffer-Flint Hall.
Internships and added value

If anyone knows the value of internships to students, it might be someone who has coached and advised literally hundreds of students.

Susanne M. Shaw, professor of journalism, has established a trust that will ultimately give $100,000 to the School. This gift will establish the Susanne Shaw Award Fund to provide awards to journalism students selected to be interns at the Lawrence Journal-World.

The fund will pay interns’ salaries so that the newspaper will not have to. The award is restricted to juniors or seniors who plan to be copy editors or newspaper reporters.

“The people at the Journal-World are very interested in helping students get better,” Shaw said. “Many times, students learn more about the news business in small settings — and the Journal-World, for its size, is an excellent paper.”

Shaw, education ’61 and master’s in journalism ’67, has taught journalism at KU since 1971. She teaches one course each semester and serves as academic adviser for journalism students and a trustee of the William Allen White Foundation. She also is executive director of the Accrediting Council on Education in Journalism and Mass Communications, the organization that evaluates and accredits journalism and mass communications programs at U.S. universities and colleges.
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Money and mentors: the personal touch

The Multicultural Journalism Scholars Program offers more than money: personalized advising, tutoring, social and cultural events, and, perhaps most important, a sympathetic mentor who can help in dealing with university life. Douglas L. and Audrey Tanaka Miller, of Weybridge, England, gave $55,000 to establish the program, launched in fall 2001. Since then, 22 scholars have benefited; five have graduated, and 14 are participating this year. Estuardo Garcia, Lenexa senior in News and Information, is one of them.

“The Multicultural Scholars program means a lot to me,” Garcia said, “and I know it means a lot to the other students in the program who may not otherwise be able to afford a cultural events, and, perhaps most important, a sympathetic mentor who can help in dealing with university life. Douglas L. and Audrey Tanaka Miller, of Weybridge, England, gave $55,000 to establish the program, launched in fall 2001. Since then, 22 scholars have benefited; five have graduated, and 14 are participating this year. Estuardo Garcia, Lenexa senior in News and Information, is one of them.

“The Multicultural Scholars program means a lot to me,” Garcia said, “and I know it means a lot to the other students in the program who may not otherwise be able to afford a higher education. Having personally spent some time with Mr. and Mrs. Miller this summer, receiving the scholarship comes with an extra sense of gratitude for the kindness and generosity they have shown.”

The journalism program is modeled after one in the KU School of Business. It has been coordinated by professors Adrienne Rivers and Charles Marsh; lecturer Christy Bradford took over in fall 2004.

Bradford said the scholars are selected early and typically stay with the program all four years.

“They must have, and must maintain, high GPAs,” Bradford said. “These students are not academically challenged; they’re mostly isolated. We try to help them negotiate the campus and not feel so alone.”

The program’s benefits flow both ways, former coordinator Marsh said.

“This honestly has changed the way I teach,” he said. “It’s deeply rewarding, the best thing I’ve done in 15 years here.”

Douglas Miller, economics and international relations ‘66 and MBA ’71, worked for Continental Bank of Chicago until 1990, when he founded International Private Equity Ltd., a company that raises venture capital funds. The journalism program continues the Millers’ longterm interest in helping minority students, beginning in 1985 with a fund that provides scholarships for students of color pursuing master’s degrees in business administration.
Honor the masters’ voices

Terry and Sandy Shockley and their children, Toni Peterson and Todd Shockley, committed $250,000 for the School in 2003. The gift honored two KU journalism professors and created a fund to provide unrestricted support for radio, television and film studies in the school.

The Bruce Linton Graduate Scholarship in Electronic Media supports graduate students with a preference for those studying electronic media. It honors Prof. Emeritus Bruce Linton, who headed broadcast education at the School from 1955 to 1984 and taught at KU 33 years.

The Tom Hedrick Scholarship goes to journalism students with a preference for those studying radio-television sportscasting. Retired Prof. Hedrick taught radio and television performance at KU and was the longtime radio voice of the Jayhawks and the Kansas City Chiefs.

Terry, radio-television-film ‘66, is president of the Shockley Group, Inc., Madison, Wis. Sandy is vice president of the consulting and training firm. In 2001, the couple sold Shockley Communications Corporation, a media company that included television and radio stations and video production facilities. Toni Peterson, journalism ’89, is president and owner of Administrative Answers, a search firm in Minneapolis, Minn., and Todd Shockley, liberal arts ’93, is an account manager for FOX-owned and operated television stations in Chicago.
Applegate’s gift establishes professorship

Continued excellence in editing at the School is the goal of a $500,000 fund to be established by Malcolm W. Applegate, journalism ’59. Through his estate plans, Applegate, an Indianapolis alumnus and former assistant dean of journalism, has committed two gifts of $250,000 each to create the Malcolm W. Applegate Distinguished Professorship in Editing Fund. The Applegate Distinguished Professor will teach newspaper editing and encourage students to pursue careers in the field.

Applegate said KU’s journalism school has long been known for the quality of its editing professors, especially Clyde M. Reed Distinguished Professor Emeritus Calder Pickett and the late John Bremner, Oscar S. Stauffer Distinguished Professor. “Since the days of Calder Pickett and John Bremner, KU has always ranked among the very best in teaching editing,” Applegate said. “I hope this professorship, with its primary focus on newspapers and other print media, will help carry on that tradition and encourage students to pursue editing careers.”

Applegate, a WaKeeney native, also earned a master’s degree from the University of Iowa. He is the retired president and general manager of the Indianapolis Star. He worked as an editor and publisher at four Gannett Co., Inc., newspapers for 20 years and served as assistant dean at KU’s journalism school from 1965 until 1969. He is a trustee of the William Allen White Foundation and was chair of the Journalism Campaign Committee for KU First.

Malcolm Applegate
$250,000 bequest honors Kansas editor

Kansas newspaperman Whitley Austin once suggested that the School of Journalism at KU be abolished. Now, his family has established a KU journalism fellowship to honor his career. Whitley’s son, Dan, journalism ‘68, his widow, Mary Frances Austin, and daughter, Cathy Austin Roberts, bequeathed $250,000 in 2003 to establish the Whitley and Mary Frances Austin Graduate Fellowship.

As a member of the Kansas Board of Regents, Whitley argued that academic specialties should be concentrated at one institution in the state to more efficiently use higher education funds. He abandoned his crusade to have journalism courses concentrated at Kansas State University soon after Dan decided to major in journalism at KU.

“We gave the gift to the KU journalism school as a way of honoring my dad’s contributions to the profession and both of my parents’ life-long interest in Kansas educational institutions,” Dan said. “I think Dad would have gotten a chuckle out of having a KU journalism fellowship named in his honor, but I also think that he would have felt honored.”

After graduating from the University of Wisconsin in 1931, Whitley returned to his hometown of Emporia as a cub reporter for William Allen White’s Emporia Gazette. He later worked for the Hutchinson News. In 1949, he joined the Salina Journal as editor and publisher, a job he held until his retirement. He wrote memorable, sometimes controversial, editorials.

“These editorials were frequently picked up by other Kansas newspapers and, through their force and clarity, made him known throughout the state – not always favorably,” Dan said. “For instance, he was one of the first Kansas editors to come out against the Vietnam War, arguing that it was ‘the wrong war in the wrong place at the wrong time.’”

Whitley won the William Allen White Foundation Citation, was a chairman of the Board of Regents and was a Pulitzer Prize juror. He died in 1995. Now retired, Mary Frances lives in her hometown of Emporia as a cub reporter for William Allen White’s Emporia Gazette. He later worked for the Hutchinson News. In 1949, he joined the Salina Journal as editor and publisher, a job he held until his retirement. He wrote memorable, sometimes controversial, editorials.

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