

A publication of the Indiana University School of Journalism

# newswire

Vol. 35, Issue 1

Spring 2009



## Journalists in Transition

The *Chicago Tribune's* Gerould Kern | Pulitzer winner, AP bureau chief join faculty

# Dean's Message

## Planning for the future of Ernie Pyle Hall



Iyra Robertson

Dean Brad Hamm

As we prepare to celebrate Journalism's centennial at IU in 2011, we must plan for the next few decades.

IU president Michael McRobbie hired an architectural company, SmithGroup/JJR of Washington, D.C., nearly a year ago to develop master plans for new buildings, traffic patterns and green space on the Bloomington and Indianapolis campuses. The plans will be presented to the Board of Trustees in February.

This space review leads to important questions for the future of the School of Journalism in Bloomington.

Sixty-five years ago, journalism moved into the building known as Ernie Pyle Hall. The hall has served thousands of students. The location is ideal but the building is small — much too small to serve

today's program and unable to handle any growth in programs, technology, faculty or students by 2015 or 2025.

It is essential that we prepare for the future success of this school, and I have asked our Journalism Alumni Board to join with me in reviewing options and planning for the best route over the next few years.

IU's master plan sets out growth for the next 30 years or so, or to about 2040. We must consider Journalism's place in the new plans because Ernie Pyle Hall reached capacity about 15 years ago.

The television studio and the research center were eliminated in the 1990s. The *Indiana Daily Student* newsroom space was reduced 10 years ago. Offices for adjunct faculty and graduate students who taught were shared by two, then three, then four and now as many as eight people in 10-by-12-foot rooms.

Student clubs once had offices in the building but no more. Even the 2008 national SPJ student chapter of the year has no space. There are no rooms for First Amendment or journalism ethics centers or a Hall of Fame, which are common at nearly every other major journalism school. An important academic problem: We have little room inside the building

for modern video and audio work.

The office for the High School Journalism Institute handles more than 500 students each year but occupies less than 120 square feet. Our career center and internship office make up about 100 square feet, which is not appropriate for today's students or marketplace.

Over the past few years, we've made essential improvements. The auditorium was renovated. A new computer lab was installed. The main floor was brought up to current codes for handicapped accessibility.

Our options are limited, though, on the most basic need of more space.

Ernie Pyle Hall is blocked on all sides by traffic routes to the Indiana Memorial Union and other important university buildings. What makes the location ideal also makes it impossible to grow. Some have recommended adding a floor or two but that won't work with the current building structure.

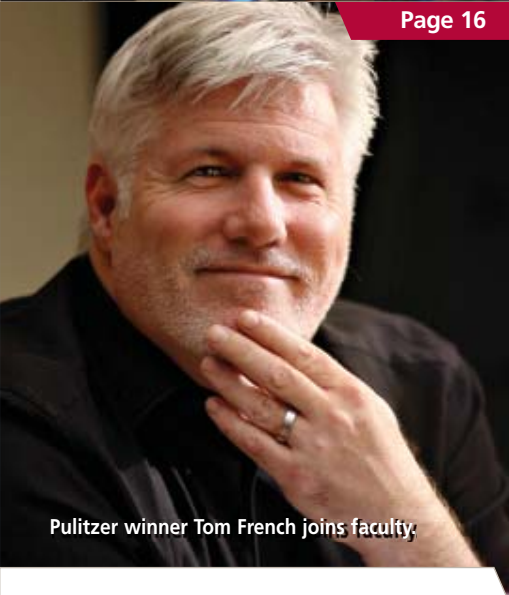
The university is allowing us to use a small home along Woodlawn Avenue (Ernie Pyle Hall is at the corner of Seventh and Woodlawn), a short walk from our building, starting in the spring. We paid for renovations in the summer and fall to make it usable. The home has space for two classrooms on the first floor and three offices on the second floor. Yet the 2,000-square-foot space is only a small gain compared to the needs.

We will keep the Ernie Pyle name. We like the location at Seventh and Woodlawn. And we plan to increase the space for student media in a new building or addition.

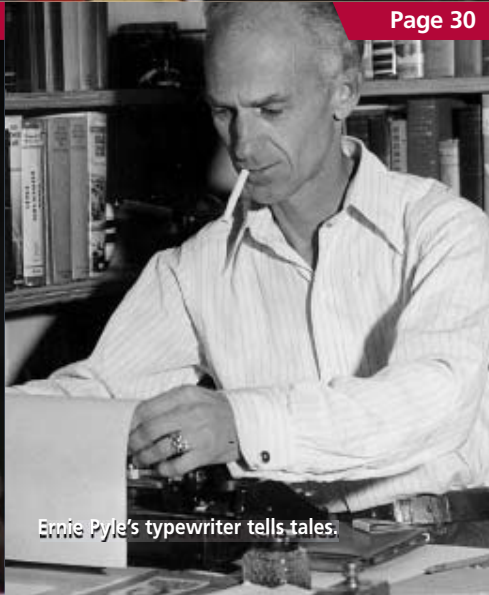
From those simple guides, we must design a building to serve Indiana University and the next generation of journalism students.

A handwritten signature in black ink, appearing to read "Brad Hamm".

- Most but not all of the Bloomington alumni have studied and worked in Ernie Pyle Hall. From 1911 to 1954, journalism students took classes in multiple buildings in the historic part of the campus.
- Starting in 1954, under director John Stempel, the program moved into a new space named for its most famous student, who had died less than 10 years earlier. About 100 journalism students were enrolled in 1955. The department shared the space with other university functions.
- By 1975, nearly 400 students were enrolled. The building needed extensive renovations, and director Richard Gray led a fundraising campaign that resulted in a complete overhaul. Faculty and students moved into another building along Seventh Street while Ernie Pyle Hall was remade inside.
- Today, the number of students exceeds 800, or eight times larger than the 1954 number that moved into the new building.

Gerould Kern takes charge at the *Chicago Tribune*.

Pulitzer winner Tom French joins faculty.



Ernie Pyle's typewriter tells tales.

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## newswire

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Please send questions, comments and story ideas to Anne Kibbler, Editor, IU School of Journalism, 940 E. Seventh St., Bloomington, IN 47405 or e-mail her at [akibbler@indiana.edu](mailto:akibbler@indiana.edu).

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# Letters

## State Fair edition revisited

Marge Blewett's column on the State Fair edition of the Indiana Daily Student in the fall 2008 Newswire brought back memories for several alumni. Here are excerpts from some of the correspondence we received.

"What fun to read your State Fair *Daily Student* memories in the recent Newswire! I had the privilege of working on the State Fair staff in 1954 and then was editor for the final Lake County Fair editions in Crown Point in 1955.

"I thought perhaps I could add a few memories and clarify a couple of them. First, the clarifying: The Lake County issues were printed in the Crown Point shop of *The Lake County Star*, a weekly with Charlotte Wheeler Verplank, BA'20, as editor. She was a loyal IU grad and she and John Stempel thought the Fair *Daily Student* a great idea. However, by

1955, distance from Bloomington, available staffing and increasing costs were making it difficult to run. I was the editor that summer because I had just been hired at Crown Point High School as a publications adviser to teach journalism and English. John and Gretchen Kemp thought it would be a great way to get to know my new community ... a typically gracious thought on their parts."

*Janice Linke Dean, BA'55*

One of Dean's memories was of Ginny Krause, BA'55, "feathered costume and all, going on stage at a tent burlesque show at the fair in order to write a first person feature story." Stempel's son, Tom, a professor of cinema at Los Angeles City College, wrote about his recollection of the same incident:

"Ginny wrote up the story and had one

of the IDS photographers take her picture while she was on stage. It was the front-page story on the State Fair edition. And caused a lot of yelling and screaming from the sort of people who were likely to be upset by that sort of thing. They were outraged: How could a department of the state university assign, no, force, an innocent young girl into doing something so degrading? Dad's defense of her was that she was not assigned or forced to do this, but had done it on her own, which showed the kind of initiative that he expected good journalists to develop. Ginny thanked him by having the photograph of her in her costume made up as a Valentine with a red cardboard heart around it and giving it to him the following year. It was in his desk until the day he died."

## Calendar of Events

### THURSDAY, FEBRUARY 12

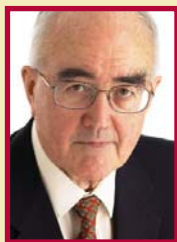
#### Alumni networking event

5:30 - 8:30 p.m. at the Metropolitan Club, Oak Room, Sears Tower, Chicago

Reconnect with old friends, network with fellow journalism alumni and meet journalism students who are in Chicago to visit various media across the city.

### SPRING SPEAKER SERIES

#### MONDAY, FEBRUARY 16



**James Burke**  
7 p.m. at the Buskirk-Chumley Theater, Bloomington

*The Washington Post* hailed James Burke as "one of the most intriguing

minds in the Western world." For more than 40 years Burke has produced, directed, written and hosted award-winning television series (including the landmark *Connections*) on BBC, PBS, Discovery and The Learning Channel. Burke is the best-selling author of *Connections*, *The Day the Universe Changed* and *The Knowledge Web*.

#### TUESDAY, MARCH 31



**Steve Kroft**  
7 p.m. at the Buskirk-Chumley Theater, Bloomington

Steve Kroft has been a CBS news correspondent for more than 27 years,

and this season of *60 Minutes* will be his 19th on the broadcast. Kroft is a recipient of three George Foster Peabody Awards and 11 Emmy awards, including a Lifetime Achievement Emmy for his body of work. Nov. 19, Kroft interviewed Barack Obama, in the president-elect's first post-election interview.

#### TUESDAY, APRIL 14



**Sylvia Nasar**  
7 p.m. in Alumni Hall, Indiana Memorial Union

Economist, journalist and professor Sylvia Nasar is the author of *A Beautiful Mind*, the bestseller that

inspired the Academy Award-winning film starring Russell Crowe. While working as

an economics reporter for *The New York Times*, Nasar discovered the remarkable story of John Nash, the Princeton mathematical genius who suffered from schizophrenia for three decades before recovering and winning a Nobel Prize in economics.

### SPRING 2009 OTHER SPEAKERS

#### THURSDAY, MARCH 5

**Howard French**  
7 p.m. in Alumni Hall, Indiana Memorial Union

Howard French worked for 22 years, mostly as a foreign correspondent, for *The New York Times*. He reported from more than 100 countries on five continents. Now a professor at the Columbia University Graduate School of Journalism, he was most recently bureau chief with the *Times'* Shanghai bureau. *Disappearing Shanghai*, French's photography of the last remnants of Shanghai's historic neighborhoods, has been featured in solo and group exhibitions in the United States, Europe and Asia, and reprinted in numerous magazines.

# the SCOOP

THE LATEST NEWS FROM THE  
IU SCHOOL OF JOURNALISM

## Associate professor Holly Stocking retires

After more than 22 years, associate professor Holly Stocking has graded her last students' papers. In December, she retired and joined the list of professors emeriti at the School of Journalism.

Stocking said she'll miss the energy around the school as it prepares students for careers.

"Under our new dean, we have more active alums willing to help students than ever before," she said. "We continue to receive funding to support all kinds of student initiatives — a student magazine that looks better and better every year, trips to national meetings, trips abroad."

A full-time faculty member since 1986, Stocking taught at IU while working on her doctorate, contributing to that energy through her own teaching and research. Since receiving her Ph.D., Stocking has co-written or co-authored four books and about 50 articles, essays and chapters in textbooks, handbooks, encyclopedias and academic journals.

She also has been a visiting scholar at the University of Cambridge in England in the history and philosophy of science department. Before coming to IU, she taught at UCLA, Cal State Long Beach and, briefly, at Boston University.

Stocking has worked at numerous print publications, including the *Los Angeles Times*, where she was the second woman hired in the news department. She also worked at the *Minneapolis Tribune* and the Associated Press and was a contributing editor for *Human Behavior Magazine*. Her freelance work has appeared in a variety



Ann Schertz

of publications, including the *Columbia Journalism Review*, *Ms.*, *Ladies' Home Journal*, *The Christian Science Monitor* and Pacific News Service.

Much of Stocking's research interests have been in the public communication of science, though some of her more recent work has focused on media ethics. She currently is under contract with the Congressional Quarterly Press to create a collection of science articles from *The New York Times*.

In 2007, Stocking's accomplishments in science communication led to her election as a fellow of the American Association for the Advancement of Science, only the second non-scientist from Indiana University to receive this honor.

In the School of Journalism, Stocking taught science writing, media ethics, literary journalism, magazine reporting and editing, introductory reporting, writing and editing. She also has taught classes in science, society and media, journalism

for social change, public affairs reporting, psychology and media, the newsgathering process, and the journalistic essay.

"Holly has really pushed the school toward more science and environmental writing. It was something we didn't really have before she showed interest in it," said Bonnie Brownlee, associate dean for undergraduate studies.

After her retirement, Stocking says she will miss her students the most.

"I love being around people whose life experiences are different from my own, and this generation in many ways is different from my own. They teach me so much," she said.

Students and colleagues will miss her, too.

"It really is bittersweet to see Holly go. She has been here as long as I have and is a good colleague to have," said Brownlee.

Retirement for Stocking, however, will not be all leisure but rather more of what she loves: her work. Among other things, she plans to finish many of what a retired friend calls her "legacy projects," those in which she can share the expertise she's accumulated over the years. The Congressional Quarterly collection is an example of this, she said. She also would like to write a collection of Buddhist stories and folk tales she has collected over the last 10 years.

Other than these projects, Stocking's schedule is open.

"If any of my former students out there are in a position to hire writers, call me," she said.

Shannon Ryker



Public relations students Joanna Pinker and Lauren Perri (center left and right) chat with Marge Blewett, BA'48, left, and Martie Dietz, BA'52, about their centennial campaign.

Kurtis Beavers

## Media LLC debuts in Read Hall

Undergraduate students interested in journalism have a new option for living — and learning — on the Bloomington campus.

The School of Journalism opened the Media Living Learning Center at Read Hall in September. It's billed as a housing option that gives media students a place to live and study with those with similar interests.

The 100 students are required to take J160 The Media Village, taught by Dean Brad Hamm and Jessica Gall, director of experiential education and recruitment. The class incorporates outside experiences involving media with classroom ideas.

In the fall, the students had lunch with Elizabeth Gilbert, author of *Eat, Pray, Love*, the first guest in the school's fall Speaker Series. And in the spring, they're planning a trip to Chicago to tour media organizations.

The LLC has an 11-member elected leadership council, which discusses budget matters and plans activities.

Hamm said one goal of the LLC is to allow students to become involved from their first week on campus.

"We wanted to help students achieve their dreams and help them put together their own college experience," he said.

*Shannon Ryker*

The School of Journalism's 100th anniversary celebration in 2011 will be the fruit of collaboration among generations of alumni and students, including students in Ralph Winslow Visiting Professor Jim Bright's J429 Public Relations Campaign class.

Four teams in the class competed to create the winning campaign for the centennial. Crimson Communications came in with the top proposal, which included details of proposed media coverage, a special scholarship program and a commemorative issue of the *Indiana Daily Student*.

Dean Brad Hamm and Director of Communications Beth Moellers, who chose the winner, hope to use ideas from all the campaigns.

"We are looking for a campaign that intelligently and creatively links the history of the school and past generations to how we can contribute to the next 100 years of

the school," Hamm said.

The students made connections to the past by interviewing alumni on the phone or in person.

"We want to know what we would have to do to make them want come back for the centennial," said Casey Baksa, a senior who was account executive for Crimson Communications.

Bright said the project incorporated many useful skills for students, including being able to compete under pressure.

And he said the students will remain a part of the centennial even after they've left IU.

"We want this celebration to feel like a family reunion," he said. "It is important for the students to have the feeling that they had a special role in something truly special."

*Shannon Ryker*

## Dilts named Trustee Teaching Award winner



Ann Schertz

In being named the school's Trustee Teaching Award winner for 2008, Jon Dilts is again recognized for his versatility and skills as an outstanding teacher, said Associate Dean for Undergraduate Studies Bonnie Brownlee in announcing the award.

The Trustee Teaching Award is given annually by each academic unit on campus to recognize outstanding teaching. Dilts was an early winner of the Gretchen A. Kemp Teaching Fellow Award and served as the school's associate dean for undergraduate studies until 2000. He currently represents the school on the Bloomington Faculty Council.

While his specialty is communication law, Dilts regularly teaches across the curriculum, from large undergraduate lectures to smaller specialty classes at both the undergraduate and graduate levels.

"He managed, with all of that variety, to maintain consistently excellent student evaluations," the school's elected policy committee said in its recommendation of Dilts for the award. "Evaluations and other statistics also indicated that students viewed his classes as both challenging and stimulating."

## Visitors' book



James Broshier

**Asma Khalid, BAJ'06, a producer for National Public Radio, was among numerous classroom speakers last fall.**

A number of media and other professionals visited classes in the School of Journalism last fall. They included:

**Susan Conner, BA'73, MA'77,** executive vice president of the Indianapolis-based Lumina Foundation for Education;

## Ernie Pyle Scholars a diverse group

This year's class of Ernie Pyle Scholars includes those with predictable skills for would-be journalism professionals: editors of high school publications, veterans of IU's High School Journalism Institute and those who have scored high enough on entrance exams to earn prestigious scholarships.

But the third class of students in the School of Journalism's honors program also includes a four-year member of the American Civil Liberties Union, a student whose DVD based on his volunteer work is used as a tool by a social service agency, a playwright and a two-time 4-H tin punch champion.

The varied experiences of these students, both individually and as a group, create diversity among these members

**Anne Doyle,** communications, media and leadership coach;

**Lesley Fair,** senior attorney with the Federal Trade Commission's Bureau of Consumer Protection;

**Larry Hatteberg,** veteran broadcaster with KAKE-TV in Wichita, Kan.

**Terry Hutchens,** *Indianapolis Star* sports writer;

**Jann Ingmire,** media relations director for the *Journal of the American Medical Association*;

**Julia Kagan,** health director for *Ladies' Home Journal* and former editor of *Consumer Reports*;

**Asma Khalid, BAJ'06,** National Public Radio producer;

**David Marks,** press attaché for the U.S. Embassy in Tokyo, Japan;

**Sarah Melton, BS'99,** director of basketball communications for the Dallas Mavericks;

**Bryan Moss, BA'66,** photograph editor, Web developer, designer and author;

**Josh Rawitch,** vice president of public relations and broadcasting for the Los Angeles Dodgers.

of the class of 2012. One of the aims of the program, created three years ago, is to provide journalism experiences to the program's high achievers. Between 18 and 21 freshmen are accepted into the program each year.

Among the group are a Wells Scholar, a Cox Scholar, two IU Hutton Honors College scholars and several with state scholarships. Many also had attended HSJI during high school and picked up an array of awards and honors there.

Armed with talent, students will be challenged to make the most of the opportunities ahead. They will attend some classes and special programs as a group, and also will have the chance to travel in the United States and overseas.

*Gena Asher*

## Alma mater honors Counts with doctorate, award



School of Journalism archives

Seven years after his death, the University of Central Arkansas remembered photography professor and Pulitzer Prize nominee Will Counts with an honorary doctorate in communications and its 2008 Distinguished Alumnus award. Counts' widow, Vivian, attended the Sept. 12 event at the university's Conway campus and received the honors in his name.

Counts grew up in Arkansas and earned a bachelor's degree in education from Arkansas State Teacher's College, now the University of Central Arkansas. He received his master's degree from IU, then returned to Arkansas to work for the *Arkansas Gazette* and the *Arkansas Democrat*.

He was known for his photographs of the desegregation of Little Rock Central High School in 1957, which earned him a Pulitzer nomination. The most famous is his photo of white student Hazel Bryan Massery harassing black student Elizabeth Eckford. Another picture, of black journalist Alex Wilson being kicked and harassed, won a News Picture of the Year award and was included in *Encyclopedia Britannica* as one of the world's most memorable news pictures in the past 50 years.

Counts came back to IU in 1963 to join the faculty and earn his doctorate. He taught photojournalism for 32 years, retiring in 1995. He died in 2001.

## Hatley Major named Kemp award winner

Assistant professor Lesa Hatley Major is the 2007-2008 winner of the Gretchen A. Kemp Teaching Fellow award.

Hatley Major joined the faculty in fall 2006 and has taught a wide range of courses, from J200 Reporting, Writing and Editing 1 to J660 Public Opinion. She regularly teaches in the broadcast curriculum, has developed an undergraduate and graduate course called "Sex in the Media," and this fall has taken on the role of mentor for the 2008 class of Ernie Pyle Scholars.

The outside reviewers were unanimous and enthusiastic in their naming her for the award. Said one: "Lesla Hatley Major demonstrates a genuine desire to know her students as individuals as well as learners, and it is clear that the value she



Ann Schertz

places on this is understood and appreciated by her students."

One of her students wrote, "As the last months of my college career come to an

end, it will be Major who I will go to for questions and concerns for my future. She is dedicated to her students and their learning. The importance she places on keeping current with what students are reading, listening to, and watching is in part evidence of her commitment."

The Kemp fellowship is named in honor of Gretchen A. Kemp, a longtime faculty member in journalism and the director of the High School Journalism Institute. Kemp established the fellowship shortly before her death in 1987 to recognize and promote outstanding teaching in the school. A recipient is named each year based on nominations by colleagues, students and alumni and a selection process that includes judges from outside journalism who are recognized teachers in their own right.

## Pennington produces podcasts on voices of Islam

School of Journalism graduate student Rosemary Pennington is working on a project that combines her professional radio experience with new media.

Pennington, who formerly worked for an Alabama public radio station, is coordinator and podcaster for *Voices and Visions of Islam and Muslims From a Global Perspective*, an informational series presented by IU's Center for the Study of Global Change. The center received a grant of nearly \$100,000 from the Social Science Research Council.

The project aims to build intercultural bridges between Muslims and non-Muslims through programming that includes a Web site with informational material; two podcast series, *Muslim Voices* and *Crash Course in Islam*; and events and art exhibits. Pennington produces the podcasts, with the audio voice of journalism doctoral student Manaf Bashir.

Pennington entered the master's program research track last year. While at WBHM in Birmingham, she twice won Best Specialized Reporter from the Alabama Associated Press Broadcasters Association for series she produced. She



James Broshier

Graduate student Rosemary Pennington produces podcasts for the *Voices and Visions of Islam* project at WFIU radio station.

also won the 2008 Douglas L. Cannon Broadcast Journalism Award for Excellence in Medical Writing, the third year in a row her work has been recognized by the Medical Association of the State of Alabama.

"She comes in with a great deal of radio journalism experience, which is very

important to our project," said Hilary E. Kahn, associate director for the global change center. "She has really helped me a lot in this whole process."

To learn more about *Muslim Voices*, visit the Web site, [muslimvoices.org](http://muslimvoices.org).

Riya V. Anandwala



# Ask the Pro

Ask the Pro is a recurring feature in which *NewsWire* asks a professional journalist and a professor from our faculty a provocative question. This issue, we ask:

## “How can journalists better prepare for mid-career transitions?”

### Mike Conway

*Mike Conway, BA'83, is an assistant professor of journalism. He teaches broadcast journalism and journalism history.*



Ann Schertz

### Mark Skertic

*Mark Skertic, BA'86, is a director of business intelligence and investigations at Kroll Associates, where he works with a variety of law firms and corporate clients. He spent 20 years as a reporter and editor at the Chicago Tribune before joining Kroll in 2006*



Courtesy photo

**A** I think it is best to prepare for *constant* career transitions, instead of just a mid-career change. Since the media landscape (including journalism) is experiencing such a dramatic transformation, our graduates need to be prepared to handle any shift in direction or technological improvement as journalism, public relations, advertising and other media careers continue to evolve into more of an online environment.

Specifically, our students should be proficient, or at least comfortable, in video and audio, in addition to news gathering and writing. They should be able to shoot and edit video at a professional level and learn how to use audio effectively in their chosen area of media. Employers are looking for versatility.

While the job cuts at newspapers and television get all the attention, many of these same organizations are actively searching for people who can communicate across platforms. I work most closely with our broadcast and visual journalism students. Until the past few years, those students usually limited their job searches to television and radio stations. Now, I encourage them to widen their net to newspaper, magazine and online news jobs because multimedia skills are in demand in all areas of journalism.

We also have to keep in mind that technology is just a tool. The late Richard Yoakam, IU School of Journalism's legendary broadcast professor, often reminded us that we had to know how to research, report, write and edit important and/or memorable stories. Knowing how to run a camera or audio recorder has little value if you don't have the journalistic or storytelling skills needed to make a difference.

Now, anyone with a cell phone can shoot still pictures and even video and post that work on YouTube or Twitter for the world to view. Our graduates need to have the journalistic and technological skills to break through all that clutter and tell important stories, stories that matter. I think it is an exciting time to be graduating in journalism. Today's students are the ones who will help figure out how journalism can best be communicated in the next few decades.

**A** Consider for a moment the talent needed before a story goes in the newspaper or on the air. A reporter must gather then organize information into a narrative. Editors comb through the result, tightening, fact checking, improving. Photographers compose a shot that tells the news in an instant, while designers bring all the diverse elements together.

Those skills that are so important inside a newsroom also are valued in other work places. If you can write well, ask intelligent questions, think creatively, meet deadlines and embrace the importance of ethical behavior, you have skills that employers want.

If you are contemplating a change, think about the following:

- Don't just update your resume. Rewrite it. Stress your ability to analyze, write, interview and meet deadlines — skills potential employers value.
- Think about what you know how to do and who can use those abilities. Public relations is great, but there are other post-newsroom career choices. Former reporters make excellent researchers for law firms and investment houses. Non-profits and schools who depend on grants need grant application writers who can organize data and write reasoned, clear reports.
- Go back to school. You don't necessarily need another degree, but taking a class or two in a field you're interested in builds contacts and demonstrates that you're serious about gaining new skills.
- Lose the attitude. Too many journalists believe that anyone who leaves the profession is selling out. Journalism is important, but it is not the only important work. For decades, I couldn't see myself doing anything but reporting. However, times change and so do people. When I left journalism, I took wonderful memories and valuable abilities, and I found great satisfaction in a new role. You may find, as I did, that your career as a journalist was only Act I of your professional life.

## Speakers share insight, advice

A biographer, a broadcaster and a top newspaper editor shared their experiences with Bloomington audiences recently as part of the School of Journalism Speaker Series. Held each semester, the series introduces students and the public to nationally known journalists and authors. Past speakers include Bob Woodward, Lisa Ling and William Safire.

### Elizabeth Gilbert



Jeremy Hogan

Elizabeth Gilbert readily admits that she's a "first-obstacle quitter." But with writing, she was persistent — and it paid off. The author of the best-selling *Eat, Pray, Love*, a

memoir of her post-divorce journey of discovery through Italy and South Asia, Gilbert was nominated for the National Book Award and the National Critics Award for her book *The Last American Man*. She also has written for *GQ*, *Spin*, *Harpers Bazaar* and *The New York Times Magazine*.

In September, Gilbert shared insights about creativity and hard work with her Bloomington audience, telling them that "once you learn how to stay calm, receptive, diligent and go on about your business, you are prepared to take inspiration when it comes, prepared to let it go when there's an opportune moment and prepared to get up the next day and do it again — then you're at the beginning of being a sane, disciplined, responsible artist."

*"My great gift has been to know from a very young age that there is something that's actually worth attending to, and it's the work of writing."*

### Leonard Downie



Jeremy Hogan

As a longtime reporter, editor and eventually executive editor of *The Washington Post*, Len Downie has had a front-row seat in the drama of political life in the capital.

But, he told an audience in late October, he hasn't voted since he supervised coverage of the Ronald Reagan-Walter Mondale race in 1984.

"It's important for me to have an open mind about the things we cover," he said. "If not, people could accuse us of bias."

Downie, now retired, answered questions from students and from journalists Laura Lane, a (Bloomington, Ind.) *Herald-Times* reporter, and Indianapolis' WTHR-TV broadcaster Ray Cortopassi. He voiced concern about the fate of what he called accountability journalism in a time of cutbacks, but he expressed hope about the possibilities of the Internet.

Journalists, he said, are "better educated, better trained, use better technology and work to higher professional standards than ever."

*"The best writers are not people who just sit down and write beautifully. They've done all the reporting, they have all those tiny details that make for a very powerful description or narrative about an event that took place."*

### Nina Totenberg



Chris Howell

With the presidential election less than two months away, veteran broadcaster Nina Totenberg's September speech focused largely on the impact of

the election on the make-up of what she described as a fractured, extremely conservative U.S. Supreme Court. An Obama presidency, she said, would result in more liberal appointments and likely would prolong the division between justices on the political right and left.

Totenberg said she does have her own opinions about the issues she covers, but she's careful to keep them out of her work.

"In reporting, you can't be totally unbiased, but you can be fair," she said. "But even when I privately think a decision is wrong, sometimes five or 10 or 15 years later, I look back on how those decisions worked and I realize I was wrong."

Totenberg, a former Broadcaster of the Year, has worked for National Public Radio since 1975. She contributes regularly to *All Things Considered*, *Morning Edition* and *Weekend Edition*.

*"I got into this business because I wanted to be a witness to history and explain complicated things to people. If I wanted to be involved in the cause, I would be doing something different."*



# Iraqi students learn — and teach — in Bloomington

*Last summer, through a grant from the U.S. Department of State, the School of Journalism hosted 15 Iraqi college students as part of the Iraqi Young Leaders Exchange program. Six U.S. universities participated in the project. Director of Experiential Learning and Recruitment Jessica Gall, BA'05, MA'07, reflected on their visit in a column in the (Bloomington, Ind.) Herald-Times.*

Scott Myrick

I only knew what I had read in the papers, had seen on the television, had heard people opine about Iraq. I knew of the Persian Gulf War, of “Shock and Awe,” of the legacy of Saddam Hussein, of more than 4,000 dead troops and tens of thousands of dead Iraqis. I knew of Sunnis, Shiites, struggles and surges, of political gamesmanship, both here and there.

But a month with 15 Iraqi college students hosted by the IU School of Journalism as part of the U.S. State Department’s Iraqi Young Leaders Exchange Program taught me so much more. I listened to Arabic, Kurdish and Assyrian chants and songs and finger snaps. I learned that the concept of time-liness and the meanings of “yes” and “no” vary widely across our cultures.

Upon our first encounter, my colleagues and I noticed designer jeans and a lack of head scarves; this group looked nothing like any Iraqis we had seen in the news. Nobody mentioned to us if he or she was a Sunni or Shiite. Seven of the 15 were Christian, and one was of the Baha’i faith. The first things they asked us, in fluent English, were when they could get online and how soon they could get to the mall. Could they get an iPhone, perhaps?

The group was atypical of Iraq in that a majority of the 15 were Kurdish, a minority population concentrated in the north of Iraq and parts of Iran, Turkey, Syria and Armenia. After years of torture at the hands of Saddam and others, this region, we learned, is reasonably safe now

compared with the rest of Iraq, and contains practically no American troops. These students differ in their views on the U.S. presence in their country.

Some did not understand why Americans referred to the military presence as an “occupation” because in the Kurdish region they use the term “liberation.” The students from Baghdad bristled at this comment, despite all acknowledging they were glad Saddam is gone. Americans are not the only ones torn on the issue.

But this program was not about war. It was about moving out of it by creating new leaders.

Toward this end, we moved our Iraqis all around town, around the state and around the country, hoping to show them a different side of America than what they had seen at the military checkpoints, which hold them up for hours in their cars on mangled Iraqi roads, making them sitting ducks for insurgents.

Our group was chronically late, disliked walking and tired easily, so all this movement and constant learning was no easy task.

Yet, with the help of colleagues, friends and community leaders, we were able to give them a taste of everything Hoosier, from limestone, music and sports to French Lick, the Monroe County Fair and the Indiana Statehouse. One student said, “I will never forget the love and hospitality of the Bloomington people.”

In the presence of such Hoosier hospitality, they treated each other likewise with respect, overcoming individual differences

in religion and ethnicity to become the best of friends.

For us, teaching others about Indiana, how government works in the United States, leadership by example and freedom of speech was a great reminder of how lucky we all are to be here.

While here, though, differences in culture and expectations foiled some of our grand plans for the students. Surrounded by magnificent restaurants, they always wanted White Castle, Subway or McDonald’s. When faced with the option of going to one of many interesting museums or the Lake Michigan beach in Chicago, they chose sun and sand. I would be furious with them for arriving 30 minutes late for an important meeting, and then melt when they flashed their smiles and told us they loved us. Pure manipulation.

Our group complained to us of aching feet and occasional boredom, but every week when they wrote about their experiences, it was clear how much they were gaining. In the final evaluations, one student wrote, “This program was really great. It changed my life forever, I will never forget it. Here I found myself.”

And we found ourselves deeply touched by these future leaders. Tears flowed when it was time to say goodbye. I worry about their safety, especially after seeing one home video with bullets and bombs as the background score. “I hope they all have the dream of how to live life like a normal human being,” a student wrote about his fellow Iraqis. “I hope they are tired of our spoiled, corrupt government and actually try to make some changes and feel for their people. God bless America.”

I now know much more about Iraq than I did; yet, I still do not think I have a clear view of the complicated situation. I desperately want to take up the students’ invitations and visit their homeland someday. After meeting these young leaders, I have more hope than I did before. God bless Iraq.

*Reprinted with permission. Published in The Herald-Times Aug. 15, 2008.*



## IUPUI celebrates 25th anniversaries

The School of Journalism at IUPUI and Executive Associate Dean James Brown, MS'70, MBA'75, PhD'77, both celebrate a milestone anniversary this year. It's been 25 years since the school

### Dittmer receives national PR award

The Public Relations Society of America named Bob Dittmer, head of the public relations program at the IUPUI School of Journalism, as the 2008 recipient of the Lloyd B. Dennis Distinguished Leadership Award for contributions to the public relations profession, as well as adherence to ethical standards in public affairs advocacy for U.S. diplomatic and military policies.

Dittmer spent 30 years in public relations as a military public affairs leader, private-agency owner and an academic leader before joining IUPUI in 2005. He spent 20 years in the U.S. Army, holding leadership roles in combat units and senior staff positions, including deputy director of the Public Affairs Department at the Defense Information School. After the Gulf War, Dittmer developed a training program for the U.S. Department of Defense to prepare majors and lieutenant colonels as public affairs officers.

At IUPUI, where he is director of public

began and also since Brown was hired to run the program.

Brown retires as dean at the end of the school year. He has seen the program through the advent of classroom computers and the first computer lab on the IUPUI campus, as well as the development of an independent curriculum and the recent addition of a sports communication track. Also during Brown's tenure,



relations graduate studies and coordinator of the public relations undergraduate sequence, he developed the first IU graduate program in public relations. He also is academic adviser to the university's Public Relations Student Society of America Chapter and Jaguar Communications, the chapter's student-operated public relations agency.

The Dennis award was established in honor of Lloyd B. Dennis, a senior public affairs officer in the Johnson and Nixon administrations and a journalist for *The New York Times*, *The Baltimore Sun* and *Congressional Quarterly*.

Bob Dittmer, director of public relations graduate studies and coordinator of the public relations undergraduate sequence, developed a new undergraduate track and a master's degree in public relations.

The school and its two student organizations, Journalism Student Organization and Public Relations Student Society of America, are planning several 25th anniversary events.

### Chinese journalism students visit IUPUI

IUPUI journalism professor Sherry Ricchiardi served as academic adviser to seven journalism students from China's Shantou University who arrived in the United States in August to cover the presidential election and observe the democratic process. Ricchiardi accompanied the group to political conventions in Denver and Minneapolis, and was with them at Grant Park in Chicago on election night. The seven visited the IU School of Journalism in September to meet with students in the advanced news writing class. They interviewed IUPUI students on campus for stories about youth involvement in the 2008 election. Senior Associate Dean Fan Dongsheng of Shantou University, who accompanied the Chinese students to their first stop in Washington, D.C., called the project "unprecedented in China." "I know of no other time when journalism students were sent to cover a presidential election in America," Fan said.

### JagRadio reborn online

IUPUI's JagRadio is giving students the opportunity to produce content and work behind the scenes in Web-based radio, which *Sagamore* publisher and JagRadio adviser Maggie Balough Hillery, BA'69, says is the wave of the future.

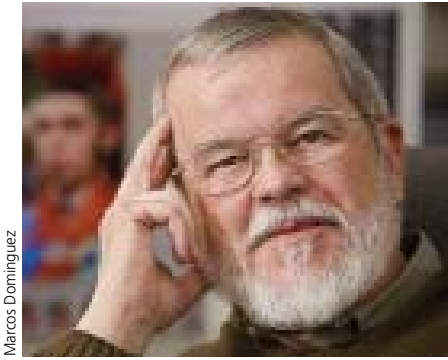
After a recent computer server crash, seniors Grant Smith and Yvonne McCann

led the effort to establish a new server, a new home and a new Web site for the station, according to the student-produced *Jaguar Journal*. McCann took a blueprint of a Web radio station, moved JagRadio on to a new Internet broadcasting software and relaunched it.

Smith created a template that allows

students interested in radio broadcasting to put together their own shows.

The station has no commercials and plays everything from hip-hop to indie rock. It broadcasts online at [www.jagradio.iupui.edu](http://www.jagradio.iupui.edu).



Marcos Dominguez

## Brown among Hall of Fame inductees

James Brown, MS'70, MBA'75, PhD'77, executive associate dean of the School of Journalism at IUPUI since 1982, is among five inductees into the Society of Professional Journalists' Indiana Journalism Hall of Fame. Two other IU graduates, Jane Pauley, BA'72 (political science), DHL'96, and Craig Klugman, BA'67, are among the honorees who will join the DePauw University-based hall at a ceremony in April.

Brown is credited as being a pioneer in computer-assisted journalism and an accomplished photographer. He formed the National Institute for Advanced Reporting and in the 1990s organized conferences that introduced many journalists to the use of databases in their reporting. His expertise helped IUPUI's journalism students become multimedia savvy years before those at other schools, said a news release from the Hall of Fame.

Pauley spent nearly three decades at NBC as a reporter and host. Klugman, a former *Indiana Daily Student* editor, has been editor of the (Fort Wayne, Ind.) *Journal Gazette* since 1982.

The other inductees are the late Janet Flanner, an Indianapolis native who was the Paris correspondent of *The New Yorker* magazine from 1925 to 1975, and Ernest Wilkinson, an editor and reporter at *The Indianapolis Star* for 35 years.

For more information about the Hall of Fame and its previous inductees, visit the organization's Web site at [www.depauw.edu/library/archives/ijhof/index.html](http://www.depauw.edu/library/archives/ijhof/index.html).

## Presidential photos on display

More than 80 Associated Press photographs of American presidential races went on display at the IUPUI Student Center Cultural Gallery in late September and early October, thanks to Executive Associate Dean of Journalism James Brown.

The exhibition included photographs of President Harry S. Truman holding up a copy of the *Chicago Daily Tribune* with

the mistaken headline, "Dewey Defeats Truman," and Ron Edmonds' Pulitzer Prize-winning pictures of the attempted assassination of President Ronald Reagan.

Associated Press photographer Paul Vathis won the Pulitzer Prize for this 1961 photo of President John F. Kennedy, left, walking along a path at Camp David with former President Dwight D. Eisenhower as they discuss the Bay of Pigs invasion.



Used with permission. Associated Press/Paul Vathis

Associated Press photographer Paul Vathis won the Pulitzer Prize for this 1961 photo

## School hosts National Press Club forum



Kurtis Beavers

**Indianapolis Star** editor Dennis Ryerson, center, and broadcaster Cheryl Jackson, right, took part in the National Press Club's centennial panel discussion in Indianapolis last fall. The moderator was press club president Sylvia Smith, left.

News organizations must work harder and smarter if they are to survive in an era of thriving social media, declining revenue and a poor economy, said panelists at a forum celebrating the centennial of the National Press Club at IUPUI Dec. 2. The forum, titled "The First Amendment, Freedom of the Press and the Future of Journalism," was hosted by the School of Journalism. The press club has held similar forums around the country this year.

National Press Club president Sylvia Smith, the Washington, D.C., correspondent for the (Fort Wayne, Ind.) *Journal-Gazette*, moderated the discussion. The panelists were Dennis Ryerson, editor and

vice president of *The Indianapolis Star*; Bob Zaltsberg, editor of the (Bloomington, Ind.) *Herald-Times*; Cheryl Jackson, BA'83, MA'04, visiting broadcast professor at the IU School of Journalism, Bloomington, and a former Indianapolis TV anchor; and Emily Metzgar, assistant professor at the IU School of Journalism, Bloomington.

Ryerson said he sees potential for news organizations to use new technology to provide credible information people can use in their daily lives, and he sees a future in the continuing development of niche markets to attract advertisers online.

But the industry hasn't yet done a good job of figuring out how to do either well, he said. Newspapers that are laying off

staff are filling some of the gaps via so-called crowd sourcing, or citizen journalism, but they must be careful not to abandon their investigative role.

Zaltsberg agreed newspapers need to have reporters doing "more watchdog reporting, more sense-making reporting, more accountability reporting." But to do that, they must let go of some of the tasks they have traditionally performed, perhaps giving less scrutiny to minute style details that many readers don't care about.

Metzgar said there are examples of the public successfully filling in gaps in coverage and picking up stories that end up in state and national media. She suggested news media might evolve into "a community-centered news institution that is neither newspaper nor television nor radio, but a news consolidator of all kinds, where when you want to be fed local information, that is where you go to find it."

But any changes in newsrooms will require news organizations to rethink their business models, Zaltsberg and Ryerson said.

"We were fat, sassy and happy for so many years, we didn't feel the need to invest," Ryerson said. "We weren't strategic. We've learned a lesson from the emergence of the Internet."

Anne Kibbler

## School launches new job/career Web site



A new job and career Web site, [www.iujournalismcareers.com](http://www.iujournalismcareers.com), allows students and alumni access to almost 850 employers in the media industry. The new search engine replaces the school's previous job and internship listings.

Career Services Director Marcia Debnam, MA'84, said the new site provides easy access for students, alumni and employers. Employers may submit information about jobs to the site; those looking for jobs can search a variety of categories, such as job type or geographic area. The site also has materials on preparing resumes and contact letters and other tips for the job or internship search.

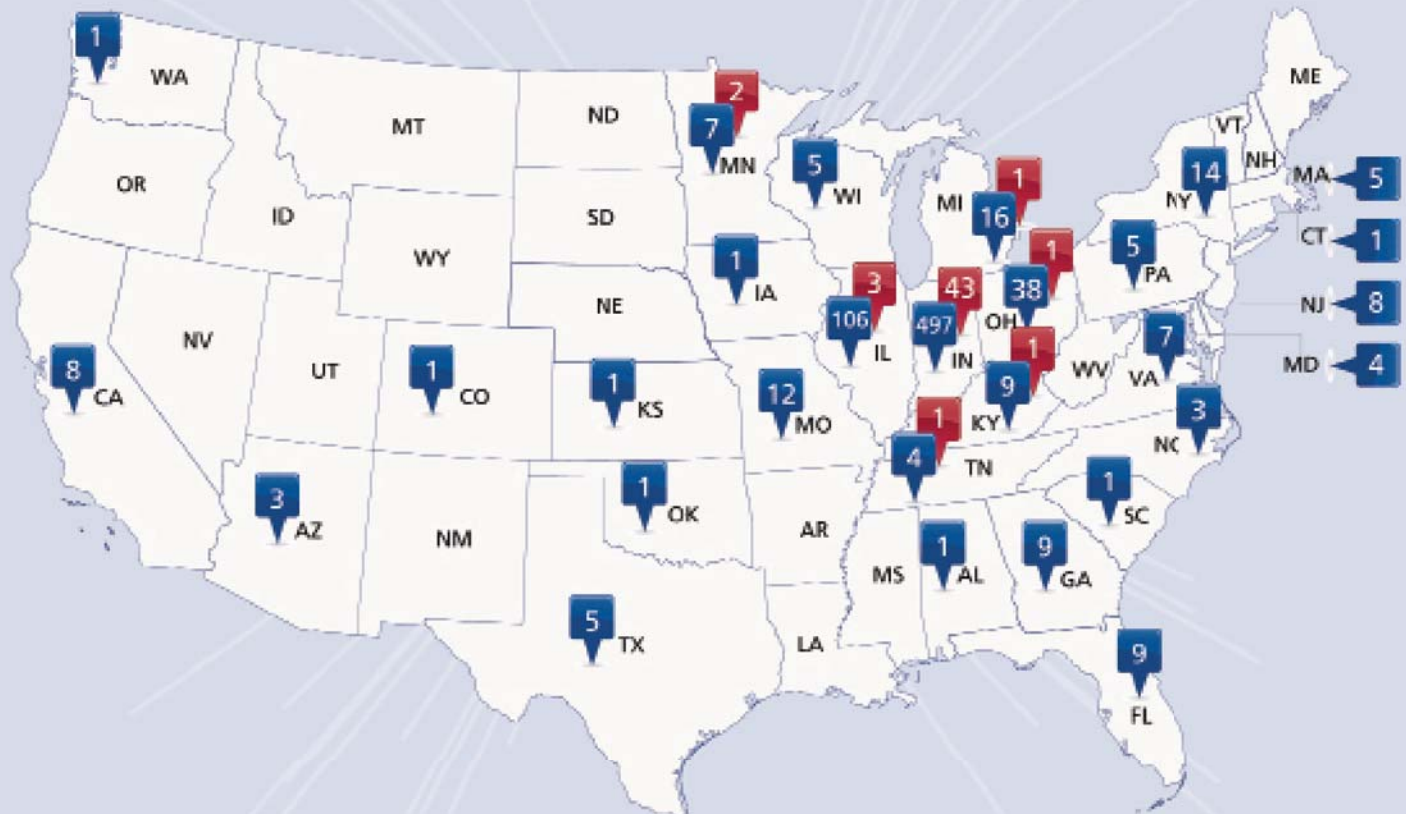
To use the site, go to [www.iujournalismcareers.com](http://www.iujournalismcareers.com) and create a profile. Once you have established a user name and passphrase, you can upload your resume and begin your job search.

# Destination: Bloomington

Students come from far and wide to join the School of Journalism's Bloomington campus. Approximately 800 undergraduates and 90 graduate students represent 29 states and 16 countries.

 Undergraduate  Graduate

## United States



## Asia

-  4  2 South Korea 
-  2 Singapore 
-  1 Taiwan 
-  8 China 









## Africa

-  1 Tanzania 
- ## South Asia
-  1 Pakistan 
  -  1 India 

## Middle East

-  1 Iran 
-  1 Kuwait 
-  1 Saudi Arabia 
-  1 Iraq 

## Europe

-  1 United Kingdom 
-  1 Netherlands 
-  1 Azerbaijan 
-  1 Serbia & Montenegro 



## 'The Other Bloomington' spotlights poverty

Audree Notorais

Volunteers help cultivate a community garden for a local food pantry.

Hunger and homelessness are central topics in "The Other Bloomington," a series written for *The Bloomington Alternative* by student interns for editor, publisher and School of Journalism adjunct lecturer Steve Higgs, BA'73, MA'86.

The series started last summer and has included stories about single moms, local food kitchens and people who are unemployed or homeless.

"I want to bring to light 'the other Bloomington,'" said Higgs. "The media have always portrayed Bloomington as a wonderful community, and we forget those who are in need."

Before Higgs started the *Alternative* in 2002, he had 27 years of experience as a newspaper reporter and columnist. At the journalism school, he teaches two undergraduate classes, J155 Research Techniques for Journalists and J201 Reporting, Writing and Editing II.

*The Alternative*, at [www.bloomington-alternative.com](http://www.bloomington-alternative.com), gives students a platform for their work.

Junior Jaelyn Baker said the poverty project has helped her to be much more aware and to be more comfortable when asking challenging questions and dealing with tough issues.

She said of Higgs, "He is an excellent teacher who really challenged my writing and because of his class, I decided that I want to go into print journalism."

Ariel Tung

## New publication alumni association relives old times

Retirees and new graduates gathered in Ernie Pyle Hall in September for the first meeting of the new Student Publication Alumni Association.

About 40 people attended the event, which included a reception, a tailgate party before the IU-Michigan State football game and brunch in the Tudor Room of the Indiana Memorial Union. The association was formed in June to bring together alumni who had worked on the *Arbutus*, *Indiana Daily Student* or other student publications.

Among the participants were Sue Hetherington, BA'53, and her husband, Jim, BA'53, who worked for the *IDS*; Steven Hadt, BAJ'00; and organizers Robyn Holtzman, BAJ'96, JD'01; Olivia Silver, BAJ'00; and Joe Vince, BAJ'97.

The Saturday tailgate event provided another chance for old friends, such as Silver and Hadt, to reconnect.

"Unfortunately, too many of us lose touch after leaving Bloomington," Hadt said after the weekend. "It was fun to reminisce about the long hours, deadlines and the incredible work we did. One of the best feelings was reliving the camara-

derie we had every night in the 'back shop.'"

Organizers say the association will soon roll out other activities. For more information on SPAA, e-mail Rachel Knoble at [rknoble@indiana.edu](mailto:rknoble@indiana.edu).

Riya V. Anandwala

## Students bring in state, national awards

- *Indiana Daily Student* managing editor **Michael Sanserino** in November became the first repeat winner in the Indianapolis Press Club Foundation's Thomas Keating Feature Writing Program. Sanserino, a senior, also won the contest in 2007.

- The Dow Jones Newspaper Fund's National Teacher of the Year Awards named master's student and Bloomington High School North publications adviser **Ryan Gunterman** a Distinguished Adviser during a recognition luncheon Nov. 15 in St. Louis.

- *Indiana Daily Student* staffers came away with several awards at the Indiana Collegiate Press Association's contest, held in conjunction with the Hoosier State Press Association Foundation competition Dec. 6 in Indianapolis. Winners included **Brian Spegele**, **Paul Coover**, **Allie Townsend**, **Michael Sanserino**, **Nathan Dixon** and **Crista Chapman**.

## This just in: Franklin joins faculty



Courtesy photo

Tim Franklin

*Baltimore Sun* editor and senior vice president Tim Franklin joined the School of Journalism in January as the Louis A. Weil, Jr. Endowed Chair and director of a new sports journalism program based in Indianapolis.

Franklin, BS'83, also had been editor of the *Orlando Sentinel* and *The Indianapolis Star*. Earlier in his career, he was sports editor and business editor at the *Chicago Tribune*, where he also covered state, county and city government as a reporter.

The Weil chair is named for Louis A. Weil, Jr., publisher of newspapers in Grand Rapids and Lansing, Mich., and Lafayette, Ind., and president of Federated Publications, Inc., a company operating newspapers in Michigan, Indiana, Idaho and Washington. After the company merged with the Gannett Co. in 1971, Weil served as an officer and director of Gannett. His son, Louis A. "Chip" Weil III, the former CEO of Central Newspapers, Inc., hired Franklin for his first top editor job at *The Indianapolis Star* in 2000.

For more on Franklin, see the next *NewsWire* or go to [journalism.indiana.edu](http://journalism.indiana.edu).





# HISTORICAL CAMPUS PHOTOS NEEDED

Photos should be marked "Centennial photographs" and sent to Beth Moellers at **Ernie Pyle Hall, 940 E. Seventh St., Bloomington, IN 47405**. For more information, e-mail Moellers at [bamoelle@indiana.edu](mailto:bamoelle@indiana.edu), or call **(812) 855-6317**.

DO YOU HAVE PRINTS OR  
NEGATIVES FROM YOUR  
DAYS AT THE IU SCHOOL  
OF JOURNALISM?  
*WE'D LIKE TO SEE THEM.*

As part of the celebration of the School of Journalism's 100th birthday in 2011, we are collecting photos taken by students during their time at IU. Some pictures will be chosen for use in centennial celebration materials; all will be donated to the University Archives for preservation.



**SCHOOL OF JOURNALISM**  
INDIANA UNIVERSITY



# Tom French's Next Chapter

by Aline Mendelsohn

Cherie Diez

During his years at the *Indiana Daily Student*, Tom French covered a tuition hike, a coal strike, the IU administration and the Bloomington Faculty Council.

But the most important story he wrote was about a pig.

Junior weighed a staggering 1,150 pounds and reigned as the largest pig at the Indiana State Fair. French wondered why anyone would raise an animal to be so heavy.

His peers were skeptical. Don't write the story, they told him. After all, they reasoned, they were "serious" journalists, and serious journalists didn't write about an obese pig (unless, of course, said pig played a role in a news event. Junior did not. He was just a really big pig).

The *IDS* staffers had a good laugh about it, and French laughed along with them. Then he pursued the story anyway. The result, a feature headlined "Hog Wild," earned French a Hearst award and helped him land his first job at *The St. Petersburg Times*. Even the doubters had to admit that it was a great read.

But the pig story was more than just that. It was also an indicator of the independent path French would blaze throughout his career. He saw stories where others didn't. He followed his instincts. And in the process, he bucked the conventions of newspaper journalism.

Next fall, French, BA'81, will return to Ernie Pyle Hall as a Riley Endowed Chair at IU, bringing with him 27 years of experience and a Pulitzer Prize. The position is named for J. Stewart Riley, former owner and publisher of the (Bloomington, Ind.) *Herald-Telephone* (now *The Herald-Times*) and (Bedford, Ind.) *Times-Mail* and an IU trustee. Announcing French's hiring, journalism dean Brad Hamm called him "one of the best writers and teachers of writing in the world today."

French, who has kept in touch with the school and gave a keynote speech last spring at a Society of Professional Journalists conference at IU, said he is thrilled to be returning to his alma mater.

"I've always loved IU, always felt that I owe so much of what I've learned to my professors and friends at the *IDS*," French

said. "The idea of going back is just really exciting."

## Rookie reporter

Early on, French knew he wanted to be a writer. As a fifth-grader growing up in Indianapolis, he wrote short stories about a flood and a bank robbery. Just like a journalist, he jotted down his thoughts in a notebook tucked into his back pocket.

Like any budding writer, he devoured books. He stayed up late reading, shining a flashlight under the covers, thrilled by the power and possibility of stories.

Like any good reporter, he possessed an insatiable curiosity. He would sometimes climb into a tree near his house just to observe the comings and goings of his neighbors.

By the time he entered IU, French aspired to be a journalist.

During his sophomore year, he came upon his first memorable feature, a story about fraternity brothers looking for freshman women to be their "little sisters." The fraternity members told French that they looked for the prettiest women.

They later regretted their candor and flooded the editor-in-chief with angry phone calls.

For French, it was a powerful lesson — people are not always going to like what you write. It was the first of many lessons he would learn from his professors and his peers at IU: Get it right. Get the details.

One thing French didn't get? Enough sleep. By his senior year, French was the *IDS* editor-in-chief, presiding over the paper from the Ernie Pyle desk.

Tim Franklin, Louis A. Weil, Jr. Endowed Chair in the School of Journalism, still remembers French editing Franklin's very first story for the *IDS*. Franklin, BS'83, sat next to French as he read the story, made suggestions and ultimately transformed the piece.

"I was simply blown away by what he was able to do with the story," said Franklin, former editor of *The Baltimore Sun*. "As I got more ingrained in the *Daily Student*, I realized that Tom French was simply a special talent, and had abilities that you can't teach, that come built into his DNA."

Professor Emeritus Cleve Wilhoit saw that talent too.

"It was a lucky day for me when Tom French took my senior ethics course," Wilhoit recalled. "He already was a brilliant writer, so I actually learned from him. He was very strong willed, yet extremely polite and eager to learn. I remember standing on the back steps of Pyle Hall discussing his research paper with him, trying to convince him that he might be too ambitious in his goals. He was not deterred. He accomplished exactly what he set out to do, and excelled mightily."

Recognizing those attributes, *The St. Petersburg Times* offered French a job after graduation. So he headed south to Florida, where, for the next 27 years, he would find endless stories to tell.

**"As I got more ingrained in the *Daily Student*, I realized that Tom French was simply a special talent, and had abilities that you can't teach, that come built into his DNA."**

*Tim Franklin, BS'83*

## Letting it unfold

On the cops, courts and general assignment beats, French found plenty of good material. When he moved to the news features department, his hard news colleagues gave him a sendoff that was "right on the edge of hazing," recalls Paul Tash, BA'76, the city editor at the time.

Tash and other hard-news staffers provided French with a list of such probing feature ideas as "Birthday cards: Who gives them, who gets them, and why."

"He took it all in good spirit," said Tash, now editor, chair and CEO of *The St. Petersburg Times*. "And then he obviously didn't have to rely at all on our story ideas."

French was itching to experiment with feature writing and loved the idea of letting a story unfold episodically. For centuries, serialized narratives had drawn readers. Literature and pop culture were rife with examples, from *The Odyssey* to *Dynasty*, so why not try the form in a newspaper story?

When French heard about the Karen Gregory case, he knew he had found a good candidate for a serial. He had covered many murder trials, but none as disturbing as that of Gregory, whose neighbors ignored her screams for help. French spent months reporting the story, which was published in chapters. To find out what happened next, readers had to wait until the next installment.

Readers were so absorbed in the story that they practically met the newspaper carriers early in the morning. The overwhelming response proved to French and his editors that readers will stick with a long story if it is compelling enough.

He continued producing other serials — about teenage mothers, an exorcist, a group of preschoolers — and immersed himself in the lives of his subjects.

"It's a little bit disorienting at first, different from conventional, traditional report-

ing," French said. "Over the years, I've had to learn how to control how deep I got sucked in."

He was particularly affected by the story of a mother and two daughters who were murdered on a boat in Tampa Bay.

For several years, French kept a snapshot of one of the victims taped to his computer terminal. The picture of Michelle Rogers was taken several hours before she was killed. French studied the photo, trying to know who Michelle was, wishing he could somehow insert himself into the scene and tell her not to go out on the water.

On and off for four years, French worked on the story, conducting dozens of interviews and combing through 4,000 pages of police and court documents. The series, "Angels & Demons," appeared in the *Times* in the fall of 1997.

On a spring day several months later, Tash ushered French into the company cafeteria and told him some potentially life-changing news: French had won the 1998 Pulitzer Prize for feature writing.

Winning the Pulitzer, though a tremendous honor, did not change his career or his life. He would forever be introduced as "Pulitzer Prize-winner Tom French," but he continued on the same path. He joined forces with other reporters for projects such as "The Valessa Robinson Case," a serial about a teenager accused of murdering her mother.

The Robinson story was particularly innovative, a narrative series written on deadline. The verdict appeared in the 112th paragraph in the 12th chapter.

And what was that verdict?

If you asked him, French wouldn't tell you. Instead, he would smile, direct you to *The St. Petersburg Times'* Web site and suggest you find out for yourself.

## Back to Bloomington

In the years after he graduated, French became a legend in Ernie Pyle Hall. Wilhoit would regale his students with anecdotes about French's pig story. *IDS* editors would e-mail reporters French's

*Continued on page 20*



# A World of Experience

by Anne Kibbler

James Brosher

In the late 1980s, kidnappings and murders perpetrated by Pablo Escobar's Medellin drug cartel made Bogota, Colombia, one of the most violent places in the world.

The city's reputation for out-of-control crime didn't deter fledgling reporter Joe Coleman. Quite the contrary. Equipped only with a love of writing and a passion for travel — he hadn't yet had any serious journalism training — Coleman wanted to go where the action was. He found it in Bogota.

"I was there two weeks and got a job because there was so much news," Coleman said of his on-spec expedition to Colombia. "There were bomb attacks and guerilla skirmishes. (Terrorists) tried to blow up the equivalent of the FBI one day, and they bombed a plane out of the sky."

The job was with United Press International as a stringer-correspondent. It was a baptism by fire, and it got Coleman's foot firmly in the door of his chosen career as a foreign correspondent.

Nineteen years later, after working his way through the ranks of the Associated Press's domestic and foreign offices to become AP bureau chief in Tokyo, Coleman is ready for another career chapter. In January, he arrived in Bloomington as the school's first Roy W. Howard Professional-in-Residence.

Dean Brad Hamm said Coleman is a good fit for the position named for Howard, the longtime president of Scripps Howard and an ardent believer in international reporting.

"For as much as Roy W. Howard loved journalism and global travel, especially in Asia, I believe he would have enjoyed long talks with an outstanding journalist such as Joe Coleman, who has reported from around the world for almost 20 years," said Hamm, a Howard scholar.

## Jumping in at the deep end

Coleman didn't set out to be a journalist. He majored in English literature at Vassar College and then earned a master

of international affairs degree at Columbia University, specializing in Latin American studies. Along the way, he taught English to non-native speakers in Bucaramanga, Colombia, and in New York City.

It was in graduate school that Coleman had an epiphany about the path he was meant to follow. A career development class brought into focus his two main passions — writing and travel — and he decided that being a foreign correspondent was the only job that would allow him to pursue both for a living.

"I never gave it a second thought after that. I knew what I wanted to do," Coleman said. "It seemed so exciting and potentially to be so fulfilling."

While others embarking on a journalism career might put a toe in the water at their college publication or try to get hired at a local newspaper, Coleman jumped in at the deep end — in violence-ridden Colombia.

"I was the only English language writer there for UPI, so I had to cover the whole country, 24 hours a day. The learning curve

was very steep," he said. He saw more in a year than many journalists experience in a lifetime of reporting. But he felt he was missing some of the basic grounding necessary to advance in the field, so he headed back to the United States to train more formally with the Associated Press, first in Kansas City, Mo., and then in Jefferson City, Mo., and Harrisburg, Pa.

In the latter two cities, he covered state government. The intensity of the work, under the scrutiny of state legislators, lobbyists and the governor, proved invaluable.

"That kind of oversight and accountability, plus the volume of copy you have to produce, is great training," Coleman said. "I always tell people who say they want to work for AP, 'Do whatever you can to get one of those statehouse jobs.'"

While in Harrisburg, Coleman pestered AP for an international assignment. His bosses eventually responded by offering him a spot on the international desk in New York City. Finally, in 1995, AP decided Coleman was ready for the front line of its international operations and posted him to Tokyo as a reporter. He was on his way to his dream job.

### Extremists and 'office ladies'

There's nothing reporters like to hear more from an editor than, "Go out and write great stories." That was Coleman's brief from his editors in Tokyo. They weren't concerned that his Japanese wasn't yet fluent, and trusted him to use his reporting skills and come back with good copy.

Coleman took them at their word. During his first couple of years on the job, he rode around in trucks with right-wing extremists as they shouted propaganda in the streets, detailed Japan's schizophrenic relationship with pornography, and exposed the dissatisfaction of Japanese "office ladies" — women who perform administrative duties, make tea and generally wait on company bosses.

With practice came fluency in the language, and with fluency came more complex stories, about business, politics and the economy.

"I was there two weeks and got a job because there was so much news. There were bomb attacks and guerilla skirmishes. (Terrorists) tried to blow up the equivalent of the FBI one day, and they bombed a plane out of the sky."

After six years in Tokyo, Coleman spent a year at the University of Michigan as a journalism fellow, then another year and a half as a correspondent in AP's Paris bureau. But he and his family missed Japan, so Coleman applied to go back to Tokyo. He was named bureau chief there the following year.

For the last five years, he has directed AP's operation in Japan, overseeing an office of seven reporters and serving as a principal reporter on major stories throughout the region, including the G-8 summit, climate change and the ailing Japanese economy.

### The good, the bad and dumb luck

Coleman's 11 years in Asia have left him with priceless memories. In 2000, for instance, he went with a photographer to Mongolia to cover parliamentary elections. The two drove from village to village across the grasslands, looking for a polling station

in a ger, or traditional Mongolian hut.

"Finally we found one, with these sun-burnished riders cruising in on their horses to vote. It was incredible: creamy brown hills undulating off into the distance, everyone from old ladies to little kids bouncing around the place on horses," Coleman recalled. "So I sat down in the grass with my laptop and banged out a little scene story about voting on the steppe, opened up a satellite phone, aimed it at the horizon and filed. I just looked around and thought what an incredible thing it was that I did for a living."

A couple of days later, Coleman interviewed a family of squatters living in the ruins of Mongolia's first coal mine. "The desolation was heartbreaking," he said. "Coal dust had burrowed into every pore and crease in their skin; the family suffered from a collective, constant cough. To amuse themselves among the Mad Max post-industrial ruins, the kids pelted each

## The Roy W. Howard international connection

Roy W. Howard was the longtime president of Scripps Howard news organization and a widely traveled reporter, interviewing historical figures such as Emperor Hirohito of Japan and Soviet dictator Joseph Stalin.

Howard grew up in Indianapolis, delivering the *Indianapolis Star* and *Indianapolis News* as a boy and later working as a reporter for the former and an editor for the latter.

The School of Journalism has a long-established relationship with the Howard family. It oversees the Roy W. Howard Archives; co-sponsors the Roy W. Howard National Collegiate Reporting Competition, which takes top student journalists to Japan and Korea each year; and includes among its faculty appointments the Roy Howard Professorship, currently held by David Weaver, BA'68, MA'69. Joe Coleman is the first Roy W. Howard Professional-in-Residence.

"Many news organizations today are cutting back on international coverage, but the news is essential for Americans," said journalism school dean Brad Hamm. "Mr. Howard believed international news was not easily distinguished from local news. As he once argued in the 1920s, the First World War was the most important local story of its time."

other with rocks or kicked around clumps of coal like Hacky Sack. For their meals, they had tea with goat innards and fried flour. They lived by pilfering coal from an abandoned mine shaft and selling it. The translator cried. It was so appalling, and such a contrast to the euphoria of being out on the steppe."

Coleman attributes some of his stories to dumb luck. Once, when he was covering a plane crash in Guam, he took a wrong turn in his rental car and got lost. "I drove aimlessly a bit, and then found myself in front of a hospital," he said. "Then I thought — crash survivors! I ran into the hospital, asked about patients from the crash and found a man who told me an incredible story about how he leapt from the burning fuselage to safety. It was a great story, all because I couldn't find my way around a pretty small island."

### A 'rare reporter'

Coleman's colleagues credit him with much more than good luck.

David Guttenfelder, the AP's chief Asia photographer, has known Coleman for 10 years, traveling with him throughout Asia and as far away as the Palestinian West Bank, covering stories such as the effects of mercury poisoning in Japan's Shiranui Sea, immigration issues and Japan's aging population.

He calls his colleague "the rare reporter that a photographer loves to work with in the field."

"His instinct is always to stay longer and dig a bit deeper," Guttenfelder said. "He has a natural ability to get close to people. He likes the people he meets and writes about, and his compassion for their stories is immediately obvious to everyone."

Guttenfelder said Coleman's knowledge of languages — he speaks fluent Spanish and Japanese and has a solid knowledge of French and Portuguese — was an enormous asset in the field. And as bureau chief in Tokyo, Coleman was skilled at tackling a variety of roles, Guttenfelder said. He was respected and liked for his decision-making and fair treatment, and

his personal mark was on every good piece of writing that went out of the bureau.

Coleman even inspired Guttenfelder to examine his own work habits.

"Joe does not put anything off," Guttenfelder said. "He knocks down ideas and problems as soon as he sees them. This is a valuable way to work and live that I've tried to emulate after knowing him."

Another of Coleman's assets is his sense of humor, which his former boss, Asia-Pacific editor Patrick McDowell, described as "quick and dry." When Coleman went to AP's Asia-Pacific editing hub in Bangkok to help deal with the overwhelming volume of copy coming in after the 2004 tsunami, he kept up McDowell's spirits with tales of quirky stories he'd covered on his former beats.

Coleman served as the top rewrite editor for the tsunami coverage, polishing stories and often rewriting them for the U.S. newspaper market.

"There was no question that this was the biggest story in the world for about a month, and Joe's contributions were key to what was one of the AP's best and most-praised performances on an international story in many years," McDowell said.

According to McDowell, Coleman's aptitude for training young reporters bodes well for his future as a journalism professor. "There is not always an easy co-existence between some of the veterans and newcomers in the Tokyo bureau, but Joe has managed to bridge that and find working equilibrium that gives people a chance to exercise their talents," he said.

"He has an engaging manner that I am sure will be popular with students and faculty at Indiana University, and he will bring out the best in his students."

Coleman is looking forward to that opportunity. Conceivably, after his five years as Tokyo bureau chief, he could have become bureau chief in London or Moscow. But he was ready to explore journalism in a different way — through books and in-depth magazine articles — and to pass along his knowledge and skills to student journalists.

"No matter what's happening in the newspaper business, we still need thoughtful, well-prepared reporters," Coleman said. "And I think through working with students and thinking more deeply about these questions, I'll become a better journalist myself." ●

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#### Tom French, *Continued from page 17*

writing tips (among them: "It is unethical to be boring.")

French became known outside of Bloomington and St. Petersburg, conducting hundreds of seminars for students of all ages and lecturing at conferences around the country and abroad.

Teaching at IU is a natural progression. When *Times* staffers age 50 and over were offered early retirement last summer, French decided that the time was right to make the move. He will be joining the faculty at a time when the future of newspapers hangs in the balance.

"We don't know for sure what's going to happen to print media," French said.

"One thing I have no doubt of is no matter what happens, whatever form we evolve into, the human hunger for stories is not going to go away. We need to know how the world works, and what it's like to be alive on this planet."

And French still needs to know, too. He is currently at work on a book version of his last serial, "Zoo Story," which chronicled the happenings at Tampa's Lowry Park Zoo.

Characters include Herman the chimp, Buttonwood the manatee and Arnold the pig. Arnold tips the scales at a mere 600 pounds, but he's more famous than Junior, having appeared on the Conan O'Brien show. French was there, taking notes as the pig plodded through Rockefeller Center.

So there you have it. Thirty years later, French is still writing about pigs. And he's as enthusiastic about it as ever. ●

*Aline Mendelsohn, BAJ'01, is a freelance writer. She was an intern at The St. Petersburg Times and was a reporter at the Orlando Sentinel.*

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# Journalists in Transition

*by Martha Groves*





## Is there life after journalism?

**I**t's a question that thousands of journalists find themselves pondering as news organizations nationwide endure an epic contraction.

Behind the thousands of layoffs and buyouts that have occurred in the news business lately are some harsh realities. Hundreds of thousands of readers have defected to the Internet to seek news, gossip and entertainment — infotainment, in today's parlance. They've been followed by advertisers who now market their wares or services online. Throw in a shaky economy and you have the makings of a journalistic revolution, with "new" media increasingly upstaging "old."

Accustomed to showcasing stories about troubles in banking and the auto industry, news organizations have become the all-too-frequent subjects of their own bad-news headlines. Companies slashing staff read like a roster of once solid media enterprises: Gannett, McClatchy, Media General, Tribune, CBS, Cox Newspapers, Time Inc., *Washington Post*, *New York Times*, *Wall Street Journal*. In a striking case, Advance Publications' *Star-Ledger* of Newark, N.J., agreed to buy out about 45 percent of its newsroom staff.

Uneasy journalists are considering their options. For many, the answer lies in transitioning to a career outside the field.

A study of 400 journalists interviewed in 2007 revealed that about seven in 10 planned to remain in media for at least the next five years. The journalists were among a larger group interviewed in 2002 for a study called "The American Journalist," written by five faculty members in the IU School of Journalism, which found that slightly more journalists — eight in 10 — expected to remain in the field for five years.

"The number of people who thought they'd be working elsewhere has grown," said co-author Randy Beam, now an associate professor in the Department of Communication at the University of Washington in Seattle. "People are looking around and saying, 'Either I don't want to be here or I may not have the opportunity to be here.'"

The good news is that reporters' and editors' hard-earned skills — the ability to research complex topics, to write clearly, to communicate with opinion makers — serve them well in other fields. Here are five Indiana University School of Journalism graduates who, by choice or necessity, have made the transition to Plan B.

**A**fter earning a bachelor's degree in journalism and English, **Chuck Small**, BA'87, had every intention of becoming a teacher. He completed the requisite courses and took the state exam to qualify for the classroom. While student teaching, however, he decided he should spend a couple of years in a newsroom to get real-world experience beyond what he'd done for the *Indiana Daily Student*.

Two years stretched into a 20-year career as a copy editor, first on the *South Bend Tribune* and then McClatchy's Raleigh (N.C.) *News & Observer*. When he got his first inkling last spring that the newspaper would be downsizing, Small began to dream once again about education.

"At 45, I have as many years ahead of me in my career as behind me," he said. "Do I really see myself in 22 to 25 years still being a daily journalist? If the answer is no, maybe now is the time to start thinking about moving into the rest of my life."

Much as he enjoyed journalism, Small believed he could let it go.

"There's definitely a romantic appeal that daily newspapering has," he said. "It's exciting, different from day to day, never dull. Part of why I got into journalism was that I wanted to change the world. Mentors showed me there are multiple ways of accomplishing that goal."

Small accepted a buyout in October and is girding himself for a rigorous 18-month regimen of courses to prepare for a new career as a high school guidance counselor, with the potential to influence the lives of thousands of students.

"Regardless of whether you had another idea all along, like I did, everyone is going to have to be thinking about what their Plan B is," Small said. "I do think there's a strong future for journalism, but it will look very different from what it has been."

Newspaper journalism, he said, "is not what it once was, and to try to hold on to what it was is a mistake. Forces bigger than us are determining that."



Chuck Small, BA'87

**From copy editor to counselor**



Lisa Lenoir, BA'89

**From newsroom to nonprofit**

**I**n 2000, after working for three smaller papers, **Lisa Lenoir**, BA'89, landed as a fashion reporter at the *Chicago*

*Sun-Times*. In fairly quick order, she moved up to fashion editor then travel editor and, finally, society editor.

A couple of years ago, she took stock of the marketplace and the ownership turmoil at her paper and realized that she needed to diversify.

"We've known about the situation in the newspaper industry," said Lenoir, 41. "I've always tried to be proactive and make sure I had a Plan B." While working full-time, she took business courses at the University of Chicago, with an eye toward moving into the nonprofit world.

A book called *Now, Discover Your Strengths* and its online survey led her to discover strengths in learning, strategizing and building connections. Having made a name for herself in fashion and travel journalism, she grappled with the idea of shifting into a new field.

"I went through a whole head trip," she said, noting that many of her colleagues have gone through similar mental and emotional struggles.

In late 2007, just before a round of layoffs hit the newsroom, she resigned. Soon after, she took on the ambitious role of director of development and fundraising for a nonprofit group that served the African American community. She quickly put her communications skills to work, speaking with donors and helping to create a strategic plan.

As state and local funding dwindled, the organization

was forced to reduce its staff. Lenoir was laid off in August, painfully aware of the irony.

She remains philosophical.

"I'm at a good age to take a risk," she said.

Lenoir still views fundraising — for a "recession-proof" university or hospital — as an option. "Once I get more experience, there will be job security," she said. Meanwhile, she's teaching classes on fashion writing and writing for corporate managers.

"I'm really taking this opportunity to step back and be much more thoughtful about how I'll approach my writing in the future," she said. She cited a graphic designer, a former *Sun-Times* colleague, who demonstrated the benefits of thinking outside the box. Early in the 2008 presidential campaign, she created Obama-Biden magnets and sold them on eBay.

**"I have found in my post-newspaper life that all of the things I learned and knew, and the skills and values I had, were directly applicable and very useful."**

**Sally Hicks, MA'90**

**S**ally Hicks, MA'90, felt the sting of a newsroom cut well before all the "crashing and burning going on now."

She was editing the (Raleigh, N.C.) *News & Observer's* free-standing Faith section in 2001 when a spike in newsprint prices prompted her bosses to fold it. She became a utility editor, working on a hodgepodge of travel and entertainment features.

When she arrived at work on Sept. 11, 2001, after hearing about the World Trade Center terrorist attack, she had "an epiphany."

"You felt like the world was coming to an end and you still had to edit the movie listings," she recalls thinking. "This was not why I got into this business." At the time, Hicks, 47, had two young children at home, and newspaper work was taking precious time away from them.

In March 2002, she switched to Duke University's news office, working primarily with faculty in the humanities, social sciences and the arts. Her workday was more predictable, and she was working with smart people, many of them former journalists.

After years of considering such work "the dark side," she said, "in fact I found this was good and meaningful work. I've never regretted it for a moment." Last June, she moved to Duke's Divinity School, where she is helping to launch a Faith & Leadership Web site, a resource for leaders at Christian institutions. Her newspaper skills are coming in handy.

She has cheering words for journalists contemplating a change.

"I have found in my post-newspaper life that all of the things I learned and knew, and the skills and values I had, were directly applicable and very useful," she said.

As former colleagues gloomily watch their world crumble, Hicks said she enjoys working for an institution where people talk about growth, change, expansion and investment — "a noticeable and incredibly refreshing experience."

**From features  
to faith school**



Sally Hicks, MA'90



Kevin Corcoran, BA'88

## From hard news to philanthropy

Newspapers fascinated Kevin Corcoran, BA'88, MBA'07, from the time he was in elementary school. From seventh grade through high school, he delivered

*The Indianapolis Star* in his neighborhood.

It took about a decade after starting his career, but he finally hired on at the newspaper he had tossed countless times onto lawns and porches. As a *Star* reporter, he covered state government and state and federal courts, then spent a couple of years doing investigative pieces.

By 2002, he realized that the industry was changing — and not to his liking.

"It was getting harder to do the kind of in-depth journalism I liked to do," said Corcoran, 43. "Stories did not seem to be having the same impact as in the past."

As he thought about leaving what had long been his dream job, "I actually went through a grieving process," Corcoran said.

After considering law school, he instead returned to IU in 2005 to attend night classes to earn an MBA.

"I wasn't worried so much about getting laid off as stuck doing daily stories that didn't excite me anymore," he said. By that time, the *Star*, like many other papers, was concentrating on driving traffic to its Web site. The stories Corcoran liked to pursue were too long and complex to play well on the Internet.

Faced with that reality, he left the *Star* in April 2007. The next month he became the communications director for media and policy at the Lumina Foundation in Indianapolis, a nonprofit group that works to increase college access for minority students, first-generation college students, working adults and low-income families. Initially, he dealt with media queries and advised the group's leaders on how to communicate with policy makers. Since finishing his MBA in December 2007, he spends more time issuing grants to organizations with a similar mission.

How does it compare? "I would say that the highs of being a journalist were hard to match," he said, adding, "But I enjoy the intellectual challenge of what I do now, and a lot of my journalism and MBA skills apply."

In 2006, after years of working 10-to-12-hour days in Washington, D.C., for the *Orlando Sentinel*, Tammy Lytle, BA'83, throttled back so that she could spend more time with her infant twins. A week before turning 45, she started working three days a week as the paper's chief Washington correspondent.

It was a big change for a gung-ho bureau chief who had served in 2003 as president of the National Press Club. But she loved the less grueling schedule and appreciated that her bosses were accommodating her.

Last July, the *Sentinel* laid off about 20 percent of its staff, including Lytle. Since then, she has been freelancing (covering the Democratic National Convention in Denver and the presidential debates for an AARP Web site, among other assignments). And she has been looking for a reporting job — in print or online.

"For me, it's important to love what I do when I go to work in the morning," she said. "I do feel reporting is interesting, important and fun."

Newspapers must find a new business model so that they can appeal to new readers without alienating the ones they have, Lytle said. There's a place for bullet-form stories and "charticles," little blocks of information floating on the page interspersed with graphics. But Lytle contends it's a mistake to eliminate narrative and other longer forms.

"What print has to remember is that they still do have a brand and a credibility with readers," she said. "In an information society with information overload, that's a valuable commodity."



Tammy Lytle, BA'83

## From Capitol correspondent to freelancer

Martha Groves, BA'72 is a Metro staff writer for the Los Angeles Times.

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Gerould Kern, leaning over the shoulders of two staff members, on election night in the *Chicago Tribune* newsroom.

# Leading Through Change

by Olivia Clarke



Alex Garcia/Chicago Tribune

**Gerould Kern, BA'71**

Gerould W. Kern, BA'71, has come a long way since his days as an *Indiana Daily Student* writer. After working his way through the ranks at two Chicago newspapers — *The Daily Herald* and *the Chicago Tribune* — in July he was named senior vice-president and editor of the latter in July. Kern has been with the paper since 1991. He's seen it through ups and downs over the years, but recent times have been especially challenging. Last summer, after Kern took the helm, the *Tribune* laid off 80 newsroom staff. More cuts were announced in December.

Also under Kern's watch, the *Tribune* last fall went through a major redesign in an effort to increase readability and, ultimately, readership. The change, according to the *Tribune* Web site, is "based on its long-range plan to develop the next-generation newspaper — reader-friendly, competitive with other forms of media, profitable and capable of sustaining itself well into the future."

*Newswire* sat down with Kern to talk about change at the *Tribune* and in the journalism industry. Here is a portion of that conversation.

**Newswire:** *How have you seen the profession change in terms of the skills journalists need?*

**Kern:** Today you have to be much more versatile. When I was starting out, journalists were trained in one medium. There were really two choices — it could be print or broadcast. Now you must be capable of reporting in many ways and in many forms. You have to be much more creative and inventive not only about the tools and the media available, but also the storytelling form. There are many ways of communicating information other than narrative text, although narrative is still an essential way of doing it. Alternative story forms, being able to use video — all those things are required now.

*Continued on page 30*

“For many years, newspapers especially were operating almost like monopolies, and frankly were insulated from the economics. It’s painfully clear now that we’re no longer insulated.”

**NewsWire:** *Are you optimistic or pessimistic about the future of journalism? Why?*

**Kern:** I’m optimistic about the future of journalism. There are more people using more media now than ever before. The media universe has expanded, and when you think about all the options that people have to get information, to search for information, to interact online, it’s incredible. The appetite for it is huge, so within that there’s great opportunity for journalism.

Journalism will continue to evolve. I think it will continue to expand to include new forms. There will always be a demand for people to go out and find the facts and report the news. It just won’t look the same.

In fact, when you think about newspapers, our share of the media landscape is smaller than it once was, but the landscape itself is bigger. We already are expanding in ways that, frankly, we wouldn’t have seen five years ago. (With) the growth of *chicagotribune.com* and our niche products, we have a larger audience now than ever before.

The difficulty is that we and most other media companies haven’t been able to monetize these audiences at a sufficient level. Layered onto these structural changes is the current economic downturn, the worst since the Great Depression. It’s a very hard time. But I still think we are going to navigate it and figure it out.

**NewsWire:** *How have you handled the restructuring and layoffs at the Tribune?*

**Kern:** No one likes to do it; nobody likes to go through it. That’s understood. It was a painful summer. Previously, we managed staff reductions in ways that didn’t require a layoff of the size that we had. But the newspaper industry saw dramatic declines in advertising revenue that required these reductions. What we experienced here is what nearly every other major media company in the country experienced. It drove home the idea that there is a direct correlation between the audience we’re able to assemble, its reaction to coverage, content, the news and the economic health of the organization. For a many years, newspapers especially were operating almost like monopolies, and frankly were insulated from the economics. It’s painfully clear now that we’re no longer insulated.

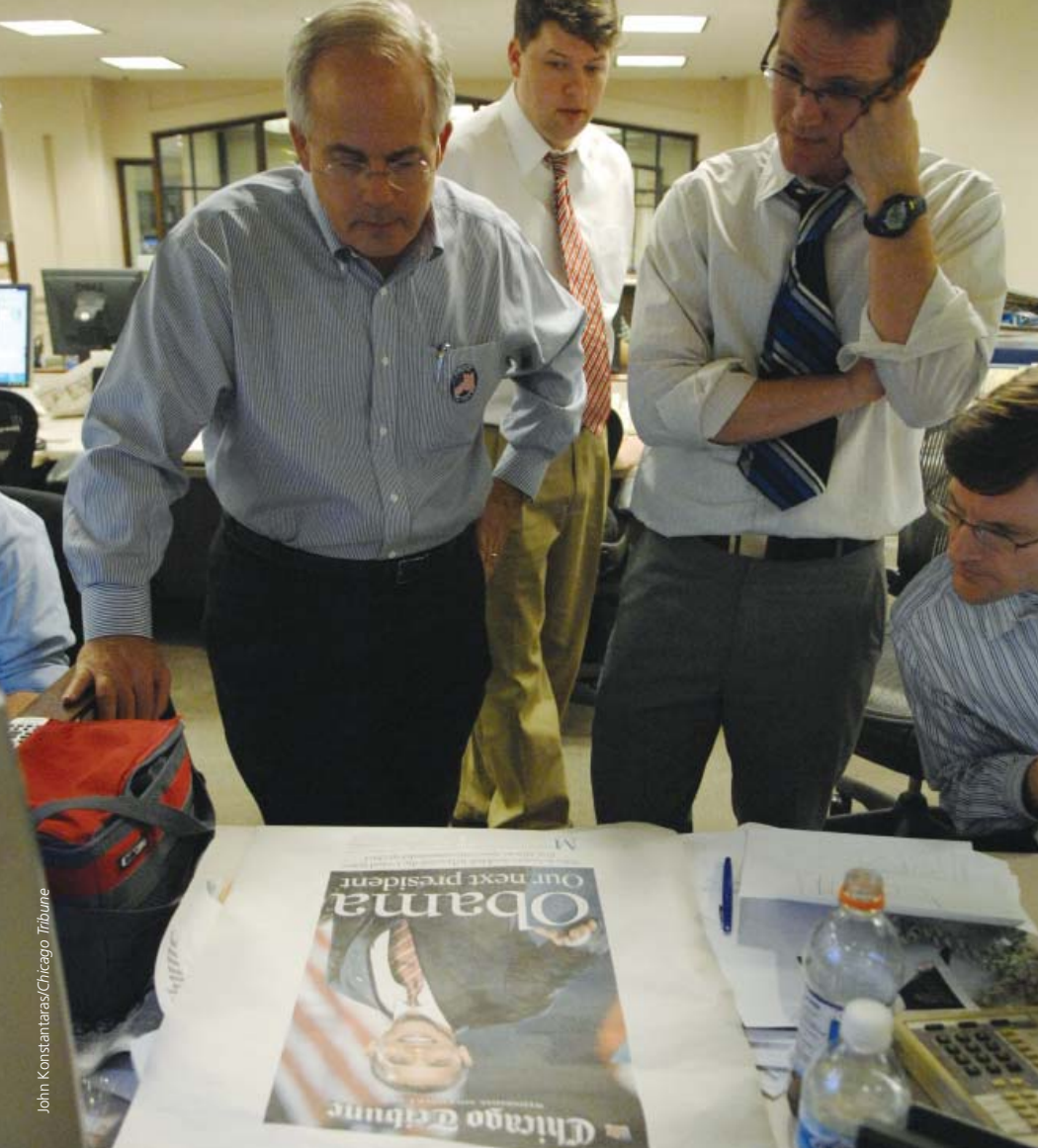
One of the big lessons is that we must grow our audience. We must engage an audience that is willing to keep coming back. Then we must find advertisers who are willing to buy that audience. And if we’re really good at delivering what people are interested in, what they need and want, we can build the audience that will generate the revenue to support the newsroom.

**NewsWire:** *What do today’s print newspapers need to be for readers?*

**Kern:** The experience of the news is about as important as the news itself because people can get it from many sources. You come to a newspaper for a certain kind of experience. At the Tribune, we’ve identified key characteristics of that experience. We must be locally relevant, and that doesn’t mean just geographically local. It means providing news and information that is meaningful to people who live in Chicago regardless of where it originates. Our role as a public servant and a community watchdog is a critical mission for us. People expect us to do that.

But they also expect us to do a lot of other things. They ask for information that is personally useful, that helps them be better consumers and citizens. This is information that they can put to work in their daily lives. They also look to their newspaper to provide compelling, entertaining stories that can fuel conversation. In the end, people take a newspaper not only to be informed, but to be enlightened and provoked and surprised and entertained. They’re not coming to us for immediacy.





Gerould Kern, left, looks over the front page of the next day's *Chicago Tribune* on election night.

**Newswire:** *How have your readers reacted to the new design, and what do you hope the redesign gives your readers?*

**Kern:** The redesign was a big change for many readers. As you know, there is a constituency for every feature in the paper. Each time we change a comic, for instance, we usually receive hundreds of complaints. In September, we changed every page in the newspaper. Many readers really liked the changes, but others did not.

Our goal was to retain our core readership while increasing frequency among key reader segments that had been drifting away — young people, women, people with children at home. The results are positive in the first few months since the launch. We've made gains in those key segments.

We based the redesign on important ideas drawn from our research. We strive to be both intellectually and emotionally engaging. By emotional engagement, I mean that we want readers to be excited and surprised by their newspaper and look forward to picking it up each morning because it provides a truly rewarding experience,

We promised to ground this experience in local relevance, personal usefulness, public service through investigative journalism, giving people something fun and interesting to talk about. It's visually dramatic. We want to give people both a scanning experience and a narrative reading experience. The new design will help us appeal to a new generation of newspaper readers who will invest some time with us. There is no question that there's just a lot more surprise, excitement, energy, vitality in the paper than it once had.

*Continued on page 32*

Alex Garcia/Chicago Tribune



## Gerould Kern timeline

Joined the *Chicago Tribune* in **1991** after serving as managing editor and then executive editor of *The Daily Herald*. Directed the *Tribune's* suburban coverage as part of a regionalization program.

Named associate managing editor for metropolitan news in **1993**.

Appointed deputy managing editor/features in **1995**.

Became associate editor of the *Tribune* and editorial director of Tribune Publishing in **2001**.

Named vice president/editorial in **2003**.

July **2008** chosen as senior vice president and editor of the *Chicago Tribune*.

**Newswire:** *Are you seeing new economic models in the journalism industry?*

**Kern:** They are emerging right now. The layoffs experienced by newspapers around the country underscored that these newsrooms were built for different economic times. No one is going to be able to maintain the newsrooms that they once did. At the same time, we're diverting more resources toward Web media and digital media, and that's going to continue. *RedEye* is a large niche publication for young city residents under 40. We're going to see more of those kinds of targeted publications launched. Print has a future in those segments. Mobile is a great new opportunity that's out there.

Newsrooms like ours will be the content generators for all those media, which goes back to the original question you asked me about what this means in terms of journalism in the future. If you're trained and skilled at being able to tell the story in a narrative form, in a photo, in a piece of video, in a charticle, you're going to be well-positioned in the future.

**Newswire:** *What else will tomorrow's journalists need to know to be successful?*

**Kern:** There are some things that stand the test of time no matter what the technology and the audience segmentation call for. One is being able to tell a story — knowing what a story is and being able to tell it in a compelling way.

Reporting is the foundation for it all. You need to know how to ask questions, where to do it, how to dig out information, how to search records, how to do that kind of work.

Both of those things are foundational, and they won't change. They just will be expressed in different ways.

**Newswire:** *What do you enjoy most about what you do?*

**Kern:** I enjoy seeing what people respond to the Web and how that is a medium that responds almost immediately. If you hit on the right thing, the traffic goes through the roof. The feedback loop is pretty fast.

I like thinking through and creating the newspaper every day. And I especially like trying to take it beyond where newspapers have been. Historically, there's been a certain formula for newspapers, and we're trying to break the mold and push print journalism in a new direction. That's very gratifying.

We've broken a lot of rules that probably needed to be broken, and we've had a lot of fun doing it. I just like the excitement of it, and the fact is you never know what's going to happen.

**Newswire:** *What's the hardest part of your job?*

**Kern:** I think navigating through this transitional period. Change is difficult and invigorating at the same time. There's an economic downturn, which is hard under any circumstance, combined with a structural realignment in the media sphere. And so the old rules don't apply. It's not as predictable and safe an environment as it once was. Having to say goodbye to a lot of really fine journalists is a hard thing to do. I would also say that times of crisis also are times when great opportunities are presented. If you can seize them, you can make the future. ●

*Olivia Clarke, BAJ'00, is assistant editor of Chicago Lawyer magazine.*

## Scholarship offers chance to observe Chinese life, media



Courtesy photo

Elizabeth Dilts, BAJ'08, visits the mountain village of Cuandixia.

Imagine moving to the other side of the world, knowing only a handful of people and barely speaking the language. It would be overwhelming, scary and exciting all at the same time.

Elizabeth Dilts, BAJ'08, did just that.

The 2008 recipient of School of Journalism's Ross Hazeltine Travel Scholarship, Dilts wanted to go to China as soon as she heard about this scholarship opportunity. Since last summer, she has been living and working in Tianjin in northern coastal China.

Hazeltine, BS'38, who worked for the *Indiana Daily Student* and the *Arbutus*, established the scholarship as part of his estate to introduce new graduates to other cultures.

Dilts' focus is to study how young people in China use the Internet. At the same time, she is teaching journalism at Nankai University in Tianjin, studying Chinese and writing freelance articles for *The Post-Tribune* of northwest Indiana and for *Jin Life*, a Chinese lifestyle magazine.

In a phone interview and via e-mail, Dilts said the students she has met don't really question government censorship of the Internet.

"Students aren't really looking for things away from the status quo; they know what they hear and see is filtered from the government," she explained. "The Internet is mostly used for entertainment value. They don't want to know what they aren't supposed to know."

Another aspect of Chinese journalism Dilts finds a big adjustment is the difficulty getting the facts right — and the

idea that editors as well as the audience may be OK with not having all the facts.

"In China, the media are more interested in the story-telling aspect of journalism. They want articles to have an entertainment value. The stories need to read more like a novel," she said.

Living in China has been a challenge for Dilts. When she arrived, she spoke little Chinese. Now, she is beginning to become more comfortable when ordering in restaurants and going out by herself.

But she said the demand for English speakers is high, and there is a good job market for Americans.

Dilts plans on staying in China indefinitely. She doesn't have any plans to come back to live in the U.S. in the next year.

"The average turnover for foreigners in China is two to five years, and I can really see myself still here in five years, setting up a life," she said. She hopes to continue writing in China after her teaching visa expires in July. ●

Shannon Ryker

### Reality check changes focus of research

"I arrived in China planning to research the questions, how do young people in China use the Internet, and what do they do when they can't use it for that purpose? Since arriving, I've changed my research question dramatically for two main reasons.

First, Internet penetration is still very poor. Areas with Internet, like Nankai University, have a connection that is one-third the speed of American broadband. Internet cafes are common, but they are dark, smoky labs dominated by young men playing *World of Warcraft* and other online games. Women rarely use these cafes.

Second, my original questions relied on the notion that young people use the Internet for information. In my experience, this isn't the case.

For example, freshmen at this university, the Chinese equivalent of Princeton, are not allowed to have Internet access in their dormitories. This is because officials are worried students will spend too much time playing video games and shopping, according to my students.

Young Chinese my students' age are a benchmark generation of New China. They are the first generation of only children, the first to be spoiled with disposable income and the first to explore the world and themselves through the Internet.

I don't think the question should be, 'How will young Chinese use a preexisting tool, the Internet?' The question should be, 'How will young Chinese change how this tool is used, and how will this change China?'"

Elizabeth Dilts

## D.C. trip teaches lessons on journalism, life



Courtesy photo

**Graduate students Tara Titcombe, left, and Erica Hunter in Washington, D.C.**

On the day after Barack Obama was elected president of the United States, graduate students Tara Titcombe and Erica Hunter flew to Washington, D.C., to observe firsthand the work of political journalists. The trip was part of an independent study course on political coverage, supervised by Amy Reynolds, MA'91, associate dean for research and graduate studies.

Titcombe and Hunter met with Peter Copeland, editor and general manager of Scripps Howard News Service, and shadowed some of the service's political reporters. The Scripps Howard staff also provided the students with tickets to a taping of National Public Radio's *Talk of the Nation* at the Newseum, a museum devoted to the history of the news. During the show, veteran ABC journalist Ted Koppel interviewed South African Archbishop Desmond Tutu and Palestinian legislator Hanan Ashwari.

After their Newseum visit, the students had different agendas. Titcombe attended a conference at the Institute on Political Journalism on "The Press, the Presidency and Politicians," where she heard speakers from *Politico*, *Time* magazine and Fox News. Hunter visited *Washingtonian*, an arts and lifestyle magazine.

They brought away different but equally strong impressions of their trip.

Hunter stumbled across the "Tents of Hope" campaign on the National Mall, an effort to bring support and humanitarian relief to refugees in Darfur, Sudan.

"I was overwhelmed to see people coming together for such a great cause," Hunter wrote of her experience. "This could not have been timelier; as the United States looks to the future for change and renewed hope, we are also providing that same sense of change and hope to other countries."

Titcombe said the most valuable lessons she learned came from the professional journalists she met.

"The trip increased my desire to become a political journalist," she wrote in a piece about the visit. "As a quote showcased in the Newseum by H.L. Mencken stated, 'I know of no human being who has a better time than an eager and energetic young reporter.'" ●

## Travel conference boosts confidence

Three IU students journeyed to Houston in October to intern at the Society of American Travel Writers conference — the only students at the event. On hand was Laurie Borman, BA'78, editorial director at Rand McNally and the society's immediate past president.

Senior Tracie Ortman and juniors Jackie Kochell and Natalie Avon wrote stories for the daily conference newsletter and posted blogs on the School of Journalism Web site. The three met with mentors, went to workshops on writing and multimedia, mingled with the 400 or so professional writers attending the conference and learned not to be so nervous about entering the work force.

"Today was more proof than ever that Indiana University School of Journalism students have what it takes to make



Courtesy photo

**Jackie Kochell, left, Natalie Avon and Tracie Ortman attended a Society of American Travel Writers conference in Houston last October.**

it in this profession," Ortman wrote after spending several hours speaking with other participants about the writing industry. "I have been terrified up until this point. I am a senior getting ready to graduate college and I don't know if anyone is going hire me. I'm not scared anymore." ●

## New courses take students to Korea, Chile

*The School of Journalism launched new travel courses in Spring 2008 and is adding two more to the Spring 2009 curriculum, both of which will take students abroad for a more than a week.*

### Technology, Change and News

Professor Lesa Hatley Major will teach J460 Technology, Change and News, which features a spring break trip to Seoul, Korea. Students will learn about emerging forms of journalism through this course, which fosters critical and creative thinking needed for competitive news reporting and production.

Topics covered will include the history of technology, online journalism, media technology and society, and Korean culture and society. In Seoul, students will meet journalists, mass communication professionals and professors from the area.

### Media in Latin America

Associate Dean for Undergraduate Studies Bonnie Brownlee will lead the second class, J460 Media in Latin America: Messages and Moguls; Dictators and Democracy.

The course will focus on media issues in Latin America, with an emphasis on the historical, economic, political, legal and societal factors shaping media today. The course will survey Latin America and the Caribbean and will focus on Chile, where students will visit in May.

The two courses that began last spring are offered again this semester: In the Footsteps of Ernie Pyle takes students to London, Normandy and Paris, tracing the World War II correspondent's work in Europe; International Public Relations takes students to Japan over spring break to learn more about working in that culture. ●



Tim Street

**Students in last year's Footsteps of Ernie Pyle class learn about D-Day in Normandy, France.**

# on the record

## 1950s

**Dorothy "Dot" Gray Rheinhardt**, BS'52, is retired, having worked as an operations analyst for the Social Security Administration in Evansville, Ind. Her husband, Richard, '55, is a retired commercial real-estate broker. They live in Lady Lake, Fla., where Dorothy volunteers at The Villages (Fla.) Veterans Administration Clinic. She also has participated in local, state and national events of the Senior Games, competing in 3-on-3 basketball, javelin, discus and shot put. Rheinhardt and her husband have been married for 55 years and have two children and three grandchildren.

**George "Bob" Averitt**, BA'53, is an adjunct faculty member at Purdue University North Central in Westville, Ind. Previously, he worked as a journalist, retiring in 1988. Averitt lives in Michigan City, Ind.

## 1960s

**John J. Sherman**, BA'66, is owner of Sherman & Co. Public Relations in Indianapolis. He has written nine books, including *New Faces at the Crossroads: The World in Central Indiana*, which was recently published by Indiana University Press. The book provides details on recent immigration patterns in central Indiana.

"After a 41-year career in journalism, I retired Oct. 12, 2007," writes **Donald L. Snider**, BA'66, of Homewood, Ill. "I still look back fondly on my days on the *Indiana Daily Student* at Ernie Pyle Hall and the lifetime friendships I made there. I have had an unbelievable career in newspaper journalism, working with daily newspapers such as the *Milwaukee Sentinel*, the *Indianapolis News*, the (Louisville, Ky.), *Courier-Journal*, and the *Chicago Sun-Times*. With the *Sun-Times*, I was the executive sports editor for eight years and the features editor for two years. I ended my career after 11 years as the arts and entertainment editor for The Star newspapers, a chain of suburban papers in Chicago's south suburbs. I owe much of my success to the IU Department of Journalism and to such inspirational professors as John Stempel, Gretchen Kemp and Will Counts. Thanks, IU."

## 1970s

**Ross Atkin**, BA'71, works for *The Christian Science Monitor* in Boston, where he compiles a daily U.S. news digest. He has worked for the newspaper for 37 years. Atkin lives in Needham, Mass.

**Patrick S. Washburn**, MA'73, PhD'84,

received the Sidney Kobre Award from the American Journalism Historians Association. The award, which has been given only 12 times since its inception in 1985, is for "lifetime achievement in journalism history." Washburn is a professor in the E.W. Scripps School of Journalism at Ohio University.

**Jon P. Dilts**, MA'74, a professor at the IU Bloomington School of Journalism, has been named to the board of directors for the Community Justice and Mediation Center in Bloomington. The center is a not-for-profit organization that provides mediation services for individuals, groups, businesses and organizations. Dilts is a civil mediator and lawyer.

In February 2008, Gary, Ind., native **Alexander P. Vagelatos**, BA'74, joined Zizzo Group Advertising and Public Relations as an account manager. He previously worked in public relations and marketing in Fort Wayne, Ind. He lives and works in Milwaukee, Wis.

**Philip M. Bloom**, BA'75, is director of communications for the Indiana Department of Natural Resources in Indianapolis. Previously, he spent 33 years working as a journalist, most recently serving as outdoors editor for the (Fort Wayne, Ind.) *Journal Gazette*. Bloom recently was elected president of the Outdoor Writers Association of America and will serve a one-year term. The author of *Hiking Indiana*, a book published by Falcon Press, Bloom lives in Fort Wayne.

**Terry Whalin**, BA'75, is executive vice president and publisher of Intermedia Publishing Group, a full-service publishing house in Peoria, Ariz.

**Marcia (Schmelter) Stubbeman**, BA'76, writes, "I am in my 20th year at the NCAA (National Collegiate Athletic Association) as associate director of publishing. I am interested in hearing from old friends at [mstubbeman@ncaa.org](mailto:mstubbeman@ncaa.org). I am living happily in Indianapolis with husband Eric and son Kyle."

**Catherine Knolinski Van Horn**, BA'76, is of counsel for the law firm Genovese Joblove & Battista in Miami, where she practices intellectual-property law, media law and commercial litigation. She lives in Key Biscayne, Fla.

**Nancy Waclawek**, BA'76, is director of corporate giving for *The St. Petersburg Times* in Florida.

**Jonna Busse MacDougall**, BA'77, MAT'81,

JD'86, is assistant dean for institutional advancement at the IU School of Law-Indianapolis. She is also co-founder and president of Outrun the Sun Inc., a not-for-profit organization that she formed with fellow IU alumnae Anita Busse Day, BA'84, and Marci A. Reddick, BA'78, JD'84. Day is executive director of the organization, and Reddick is legal counsel. Three other IU graduates currently are board members: Keeter Davidson Sechrist, MD'80; Mary J. Tempel, MSN'97; and Steven T. Holland, MBA'83. Outrun the Sun recently received a Golden Triangle Award from the American Academy of Dermatology, honoring the not-for-profit's efforts to encourage sun safety and reduce the incidence of melanoma and other skin cancers. The organization also hosted the fourth annual Outrun the Sun Race Against Melanoma, a collection of competitive and non-competitive runs that took place on the IUPUI campus in June 2007. Proceeds from the event helped fund the Outrun the Sun Inc. Melanoma Research Scholar program, which supports melanoma investigators throughout the nation.

**Tracie Johnson Sweeney**, BA'78, is director of public relations for Bryant University in Smithfield, R.I. Previously, she served 16 years in Brown University's Office of Media Relations, most recently as senior associate director. Her move to media relations followed 13 years as a newspaper editor at the *Providence (R.I.) Journal and San Jose (Calif.) Mercury News*.

**Gena Asher**, BA'79, MLS/MIS'03, is a Web editor and adjunct lecturer for the IU Bloomington School of Journalism. In May, she received the Communicator of Achievement award from the Woman's Press Club of Indiana and represented the organization at the National Federation of Press Women conference in Idaho Falls, Idaho, in September. She lives in Bloomington.

**Frank W. White**, MA'79, is the owner of MediaWorks, a design and printing company in Clarksville, Tenn. Previously, he spent 15 years working for LifeWay, the publishing agency of the Southern Baptist Convention. In 1996, White retired from the U.S. Army Reserve after a 23-year career that included a tour as a public affairs officer and media escort during the 1991 Gulf War. He lives in Clarksville.

**Debra L. Willis**, BA'79, is the coordinator of test development for the American Dental Association in Chicago. She lives in Portage, Ind.

## 1980s

**Rick Welch**, BA'80, is publisher of *The Messenger* in Madisonville, Ky. Welch formerly was publisher of the Michigan City, Ind., *News-Dispatch*.

In March, **Eric W. Kirchner**, BA'81, became president of freight forwarding for UPS in Alpharetta, Ga. He directs transportation carrier relationships for the company and manages trade lane development and international freight sales to mid-sized businesses. Kirchner joined UPS in 2004 when the company acquired Menlo Worldwide Forwarding Inc., for which he was chief operating officer. An I-Man in basketball, he lives in Philadelphia.

**Sandy Linabury**, BA'82, is volunteer/event coordinator for the Kalamazoo Institute of Arts. She recruits and manages volunteers and also helps plan membership and exhibition-related events. Linabury previously was managing director for the Immediate Theatre Company in Chicago.

**Tim Nickens**, BA'82, is editor of editorials at *The St. Petersburg Times* in Florida. He previously worked as a reporter and as deputy editor of the editorial pages. He also spent five years at the *Miami Herald*.

**Frazier Smith**, BA'82, is night metro editor for the *Dayton (Ohio) Daily News*. He has also served as a lecturer in the University of Dayton's Department of Communication since 1999. Smith lives in Cincinnati.

**Timothy A. Baker**, BA'84, is U.S. magistrate judge for the southern district of Indiana. From 1995 to 2001 he was an assistant U.S. attorney for the southern district of Indiana. In October 2007, Baker was elected to the board of governors of the Indiana State Bar Association and will represent District 11 until his term expires in October 2009. He lives in Noblesville, Ind.

**Benjamin W. Conarroe**, BA'85, is owner and president of Red I Consulting Services Inc. in San Diego. He writes that the organization helps small businesses manage themselves through budgeting, a more useful Web presence and more effective hiring. Conarroe lives in La Mesa, Calif., and can be contacted at BenConarroe85@alumni.indiana.edu.

**Gary Jusseume**, MA'85, lives in Marlborough, Mass. He writes, "I'm presently the head coach of men and women's cross country and track and field at Assumption College, Worcester, Mass., (track@assumption.edu) and am proud to be coaching my son, Peter, a talented distance runner. Peter and I are avid IU athletic fans."

**Kathy Massing Goebel**, BA'85, is a personal banker for JPMorgan Chase in Crawfordsville, Ind., a position she has held for 18 years. She writes that her husband, Fred, died of brain cancer in April. Goebel lives in Crawfordsville.

**Sally Baker McCarty**, BA'85, is a self-employed insurance and advocacy consultant and lecturer. Previously, she was Indiana insurance commissioner from 1997 to 2004. McCarty lives in Indianapolis.

**Marcy A. Watson**, BA'86, is editor and publisher of WAS Publications in Zionsville, Ind. She also writes a monthly automotive column for *Indianapolis Woman Magazine*. Watson lives in Zionsville.

**Tom Dominguez**, BA'88, has launched 145 Communications Inc., a Chicago-based communications consulting business. He writes that he spent the previous 13 years managing internal communications and strategies for companies such as Accenture, Bank of America, HSBC and NiSource Inc. Dominguez has also been a staff writer for several northern Indiana newspapers. He lives in Chicago with his wife, Jacqueline.

**Rusty Coats**, BA'88, is vice president of interactive for the newspaper division of The E. W. Scripps Co. He leads the newspaper division's Internet strategy. Coats previously was managing director of product and audience development for Media General Inc. and had also been vice president and general manager of TBO.com in Tampa, Fla.

**Kathleen Mills**, BA'88, MS'00, writes, "I rode in the Hilly Hundred, Bloomington's famous 100-mile bike ride, in October. It was a wonderful experience full of wacky riders and beautiful fall foliage. I hope to do it again next year." Mills teaches journalism and English at Bloomington High School South in Bloomington, Ind.

**Heidi Cooney**, BA'89, lives in Greenville, S.C., with her husband, Matt, and three children.

**John M. Gevers**, BA'89, founded the digital arts company New Media Brew Inc. in 2002. He is president and director of photography for the company. Gevers lives and works in Fort Wayne, Ind.

## 1990s

**Doug Haddix**, MA'90, is training director for Investigative Reporters and Editors. He helps run seminars, hands-on computer training and conferences fostering investigative journalism. He also serves as managing editor of the *IRE Journal* magazine. Previously, he worked for 10 years as projects editor of *The Columbus Dispatch* in Ohio. He and his wife, children's author Margaret Peterson Haddix, live in Columbus with their two children. Contact him at doug@ire.org.

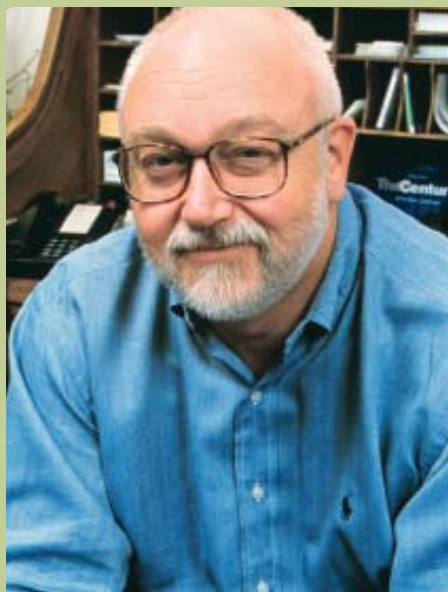
**Michelle Medlock Adams**, BA'91, is a freelance writer for Web sites and magazines. She has also written 39 books, many of them for children and young adults. In January 2008, Concordia Publishing released Adams's book *I Will*

## 'Uncle Rick' Musser retires from Kansas

After 32 years, **Rick Musser**, PhD'78, — known to students as "Uncle Rick" — retired last May from the faculty of the University of Kansas School of Journalism. Musser was hired at Kansas in 1976 by Del Brinkman, MA'63, PhD'71, one of his former teachers at IU and a former dean and vice chancellor at Kansas. He began as news adviser and general manager of *The Kansan*, the student newspaper, leaving that position in 1982 to become director of graduate studies.

Musser became known for his contributions to developing the school's multimedia courses. When the school decided to look at convergence in its curriculum, Musser worked for WGN in Chicago for a summer to learn about the television industry and how multimedia was being used. When he returned to Kansas, he developed new courses that emphasized multimedia reporting. Later, he helped design a multimedia newsroom.

In honor of Musser's 32 years of



Noor Khamis

service to the School of Journalism, the school established the Rick Musser Multimedia Award, which recognizes students who excel in multimedia reporting.

*Adapted from an article by Courtney Johnston in the summer 2008 issue of J-Links, the University of Kansas School of Journalism newsletter.*

## Nairobi *Standard* benefits from design by Reason



Ron Reason outside the Kibera slum, which he visited early in 2008 while in Nairobi, Kenya, working with *The Standard* newspaper.

Courtesy photo

**Ron Reason**, BA'85, a newspaper design consultant and a visiting faculty member at the Poynter Institute in St. Petersburg, Fla., completed a redesign of *The Standard* in Nairobi, Kenya, in July 2008 and is working on a start-up newspaper

in Lagos, Nigeria. Reason visited Kenya for 10 days in 2007 and for two months in spring 2008. "While on site, I finalized prototypes, helped brainstorm new content and sections, conducted extensive staff training (I think I conducted 20 or so workshops!), and assisted with the creation of the design style guide," he writes on his Web site, [ronreasondesign.com](http://ronreasondesign.com). *The Standard* is East Africa's No. 2 paper behind the *Daily Nation*, also published in Kenya.

Reason writes that unlike in the United States, circulation and advertising demand in Kenya are growing, and strategies for online and multi-platform content distribution are being refocused. Reason has posted commentary on *The Standard* project and others on his blog, [ronreason.com/designwithreason](http://ronreason.com/designwithreason). In addition, he has opened new offices in the Pilsen neighborhood of Chicago that also serve as a contemporary art gallery. Current or recent exhibits have raised funds for kids and artists in Kenya and South Chicago. For more information, see the gallery site at [ArtWithinReason.com](http://ArtWithinReason.com). Reason is a member of the School of Journalism alumni board.

*Not Be Afraid*. She recently finished ghostwriting the fifth book in a series of children's books published by Simon & Schuster. Previously, Adams worked as a reporter for the (*Bedford, Ind.*) *Times Mail* newspaper and *The Believer's Voice of Victory* magazine, a publication for a ministry based in Fort Worth, Texas. A frequent speaker at writers' conferences and workshops, she lives in Bedford, Ind.

**Kenneth D. Busby**, MA'91, is executive director of the Arts and Humanities Council of Tulsa, Okla. On May 21, he received the 2008 Global Vision Award from the Tulsa Global Alliance, a not-for-profit organization that is affiliated with the National Council for International Visitors and Sister Cities International. Busby lives in Tulsa.

**Sean P. McCloud**, BA'91, is an assistant professor of religion and modern culture at the University of North Carolina at Charlotte. He is the author of *Divine Hierarchies: Class in Ameri-*

*can Religion and Religious Studies*, published by the University of North Carolina Press in 2007. McCloud is also the author of *Making the American Religious Fringe: Exotics, Subversives, and Journalists, 1955–1993*, also published by the University of North Carolina Press. He lives and works in Charlotte.

**Chris Naatz**, BA'91, is vice president of sales and marketing for Pulte/Del Webb Builders' Chicago operations, based in Schaumburg, Ill.

**Kristin J. Ingersoll**, BA'92, MS'02, is an instructional designer at Carney Inc., working in the Washington, D.C., area. She lives in Alexandria, Va., and can be reached at [id4hire@hotmail.com](mailto:id4hire@hotmail.com).

**Joan Livingston-Webber**, PhD'92, is interim chairperson of the Department of English and Journalism at Western Illinois University in Moline, Ill.

**Jill Strawder-Bubala**, BA'94, was elected

to the board of directors for the Mountain View Montessori School in Reno, Nev. Her husband, **Louis Bubala**, BAJ'00, was elected president of the Northern Nevada Bankruptcy Bar Association. They live in Washoe Valley, Nev., with their three children, Louis, Zora and Maylyn.

**Aimee Rinehart**, BAJ'94, is an editor at the Overseas Press Club of America in New York.

**Jeni Bell Williams**, BAJ'94, is senior editor for *Healthcare Financial Management Magazine* in Westchester, Ill. She and her husband, Greg, have two children, Sam and Kayley. The family lives in Munster, Ind.

After working for 11 years as a producer for CNN in Atlanta and New York, **Pamela Modarelli Hegner**, BAJ'95, has retired to stay home with her son, Luke, who was born in September 2007. She also works as a part-time travel agent for Travel South International, a company based in Atlanta. Hegner's husband, Brian, works for ESPN in Bristol, Conn. The family lives in West Hartford, Conn. Hegner can be contacted at [pmodarelli@hotmail.com](mailto:pmodarelli@hotmail.com).

**Lucy A. Snyder**, MA'95, is a systems specialist for the Ohio State University in Columbus, where she lives. She writes, "I recently sold a three-novel series to Del Rey Books, a Random House imprint. The first novel in the series, *Spellbent*, will be released in 2009."

**Jason A. Solan**, BA'95, and his wife, Alison (Lang), BS'97, have been married for nine years and have two daughters. The family lives in Louisville, Ky.

**Jeffrey M. Barron**, Cert/BA'96, has been named a partner for the law firm Barnes & Thornburg in Indianapolis. Barron focuses his practice on patent and commercial litigation. He represents clients in patent disputes involving a wide variety of areas, including telecommunications, pharmacology and consumer products. He also counsels clients on commercial disputes and represents clients in non-patent claims, including fraud and fiduciary breach claims. Barron lives in Indianapolis.

**Anne M. Binhack**, Cert/BAJ'96, is a senior customer insights researcher for Yahoo! Inc. She lives in San Mateo, Calif.

**Chad D. Townsend**, MA'96, is a designer with The Magazine Group in Washington D.C. He writes, "My dance group, the DC Cowboys, auditioned for NBC's *America's Got Talent* in NYC in April 2008." Townsend lives in Washington, D.C.

**Kim Trager Bohley**, BAJ'96, PhD'08, has joined the new communications department at Manhattan College in Riverdale, N.Y., as an assistant professor. Trager Bohley will teach classes in mass communication and journalism. While at IU, she taught classes in three separate departments: the School of Journalism, the Department of Communication and Culture, and American Studies.

**Dipti Vaidya**, BAJ'97, is a photographer at *The Tennessean* in Nashville, Tenn. Previously,



## Fair explores myths of African media



Courtesy photo

As a youngster growing up in the middle of Indiana, **Jo Ellen Fair** fantasized about going to Africa. It wasn't until 1991, two years after she accepted a faculty position at the University of Wisconsin–Madison, that her wish was granted. Through the African Studies Program, Fair, MA'84, PhD'88, traveled to Africa for the first time. She's visited the continent every year since, researching American and African media and their effects on two very different African countries: Senegal and Ghana.

On her first trip to Africa in 1991, she analyzed and compared U.S. and African media coverage of conflicts in Africa. She found that U.S. coverage applied a general race-based explanation to the conflicts in Africa.

"All U.S. coverage attributed conflicts to ethnicities or to a tribe someone may belong to. There was never any mention of the economy or politics — what the problem really was," Fair said.

In Senegal, Fair has studied how Western TV shows have altered

Senegalese culture. She found that Senegalese citizens were taking these shows and absorbing them into their own culture, transforming Western ideas and images into Senegalese ideas and images. There are now several Senegal spinoffs of American TV programs.

"At first I believed that Western culture could be detrimental to the numerous African cultures and that it was a pure form of cultural imperialism," Fair said, noting a prevalent academic notion. "But I've realized and witnessed over and over again that people are not dupes and are not easily fooled. African citizens are capable of taking U.S. pop culture and transfiguring it into their own culture, making it unique and no longer American."

Visiting Ghana in February one year, Fair was amazed at the hype surrounding Valentine's Day. Intrigued, she began studying how Ghana's media promoted the holiday, and she discovered that the Valentine's Day phenomenon was changing ideas of romance among many Ghanaian people, especially urban youth. Fair also has studied online dating in Ghana and how the media has opened new paths to discuss love and relationships from one generation to the next.

For Fair, it's important to volunteer her time and efforts in a continent that has given her so much beyond her research.

"It's very hard to see people who work so hard and are so intelligent, but just can't get ahead," Fair says. "It's not because we as Americans work harder or are smarter than people in Africa, it's just pure luck."

*Adapted from an article posted by Dana Bedessem on The Badgers Abroad Blog at the University of Wisconsin–Madison.*

she worked at *The Knoxville News Sentinel* in Tennessee and *The Columbus Dispatch* in Ohio. Originally from Indianapolis, she graduated from IU with a double major in journalism and psychology. See more of her work at her Web site, [www.diptivaidya.com/](http://www.diptivaidya.com/).

**Alyssa Kolsky Hertzog**, BAJ'98, is beauty editor for *Good Housekeeping* magazine. She lives in New York City.

**Zachary Myers**, BA'98, is a news reporter for Fox 59 in Indianapolis. In June he married Heather George, BS'02, a Kelley School of Business graduate and a law clerk at Cohen and Malad in Indianapolis.

**Billie McCorkle**, BAJ'99, is an annual fund assistant for Harvard University's John F. Kennedy School of Government. She works in Cambridge, Mass.

### 2000s

**Tim Trudell**, BAJ'00, is a reporter for WESH-TV, the NBC affiliate in Orlando, Fla.

**Matthew H. Zimmerman**, BAJ'00, is a graduate student in journalism at the University of Missouri at Columbia. Previously, he was a sports journalist for the (Long Beach, Calif.) *Press-Telegram*. Zimmerman married **Erika Preston**, BAJ'00, in 2005. The couple lives in Columbia.

**Heather Dinich**, BAJ'01, covers college football for ESPN.com, which she joined in late 2007. Dinich previously spent five years covering Big Ten and ACC football for *The Baltimore Sun*.

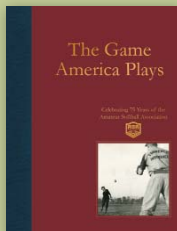
**Andrea Geurin Eagleman**, BAJ'01, MS'02, PhD'08, is an assistant professor in the Department of Kinesiology at St. Mary's College in Moraga, Calif. Her husband, Karl, who is pursuing a teaching certificate from IU, teaches middle school physical education in Oakland, Calif. The couple lives in Oakland.

**Kristen E. Abraham**, BAJ'02, is a reporter for *ABC12 News*, a television program on station WJRT in Saginaw, Mich. She has worked for the station for four years. Abraham lives in Saginaw.

**Matt Rodewald**, BAJ'02, writes, "I'm currently the traffic and transportation reporter for NBC 5 News (WMAQ-TV) in Chicago. I also contribute as a sports anchor/reporter for 670 The Score (WSCR-AM) and as a sports correspondent for the *Chicago Tribune*."

In March 2007, **James F. Stinson**, MA'02, of Nashville, Tenn., became a real estate and manufacturing reporter for the *Nashville Business Journal*. Previously, he worked for *The Post-Tribune* of northwest Indiana, most recently as a business reporter and an Indiana Statehouse reporter. In 2004, Stinson won the Chicago Society of Professional Journalists' Peter Lisagor Award for best deadline story in a newspaper with a circulation less than 300,000. "It has been a fun career so far," Stinson writes. Stinson can be contacted at [IndianaUJim@aol.com](mailto:IndianaUJim@aol.com).

## Alumni Bookshelf



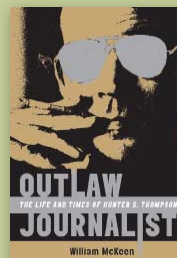
**Bill Plummer**, BA'73, recently published his first book, *The Game America Plays: Celebrating 75 Years of the Amateur Softball Association* (Arnica Press, 2008). Plummer's text, together with historical photographs, documents the history of the Amateur Softball Association from its Depression-era roots until the present day. Plummer is manager — and a member — of the ASA National Softball Hall of Fame and Museum in Oklahoma City.



In 1996, Purdue University's football team had limped through 12 consecutive losing seasons. Then along came Joe Tiller, head coach for the Wyoming Cowboys, with his Western Athletic Conference-style wide-open defense strategy. The Boilermakers not only started winning again, but in Tiller's first eight years, starting in 1997, his teams went to a bowl game every year, including the Rose Bowl. Tiller's story is the subject of *Not Your Average Joe*, by Joe Tiller with **Tom Kubat** (Sports Publishing, 2006). Kubat, BA'69, is the longtime Purdue football writer for the (Lafayette, Ind.) *Journal and Courier*.



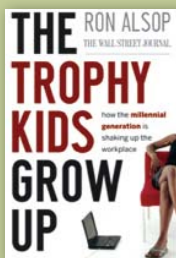
*Journalism as Practice: MacIntyre, Virtue Ethics and the Press* (Ashgate, 2007), by **Sandra L. Borden**, PhD'97, was the winner of the 2008 Clifford G. Christians Ethics Research Award and a finalist for the 2008 Tankard Book Award, given by the Association for Education in Journalism and Mass Communication. The book explores the ethical dilemmas faced by journalists as they try to adhere to the principles of the Fourth Estate while under pressure to write stories that contribute to their employers' business interests. Borden is a professor of communication at Western Michigan University in Kalamazoo.



**William McKeen's** biography of renegade reporter Hunter S. Thompson was hailed in *The New York Observer* as "the best record to date of Thompson's life." *Outlaw Journalist: The Life and Times of Hunter S. Thompson* (W.W. Norton, 2008) is based on interviews with Thompson's friends and colleagues, as well as on McKeen's observations as a friend. According to McKeen, Thompson was, indeed, an outlaw, but also a serious reporter who took to heart his role as a journalist. McKeen, MA'77, is professor and chair of the department of journalism at the University of Florida in Gainesville, Fla.



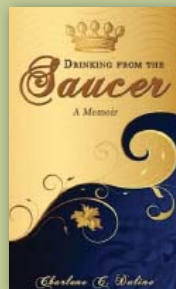
Through personal stories and experts' writings, *Guide to Adoption* (Chicemoms.org, 2008) helps prospective adoptive parents learn about parenting after age 40, how to navigate the emotions of the adoption process and what to be aware of medically before accepting a placement. The book also includes synopses of the international programs that accept single applicants, insight to better understand racial biases and stories from adult adoptees. Author **Vera (Kriz) Snow**, BA'89, completed a five-year spiritual direction training program and a master's degree in human development. She lives and works in Minneapolis.



Coddled and egocentric, or civic-minded and philanthropic? According to **Ron Alsop**, BA'75, the millennial generation is all of the above, and more. *The Trophy Kids Grow Up: How the Millennial Generation Is Shaking Up the Workplace* (Jossey-Bass, 2008) describes the characteristics of a new breed of employees and how their baby-boomer employers are handling their demands. Alsop, a longtime editor and columnist for *The Wall Street Journal*, left the full-time staff last year to work as a freelance writer and consultant. He lives in the New York City area.



**Donna McNeely**, BA'83, used her own experience as a local TV news anchor as the basis for her novel, *Stuck in the Box: A Life in Local TV News* (CreateSpace, 2008). The novel follows the career of TV reporter Jackie McGee as she moves from one local station to the next and gives a glimpse into the behind-the-camera lives of characters in the newsrooms where McGee works. McNeely, who also is a screen writer and lyricist, lives in Los Angeles.



**Charlene C. Duline**, BA'75, recently published *Drinking From the Saucer: A Memoir* (AuthorHouse, 2008), recalling her rich and varied life spent in service in a number of countries. The book traces Duline's journey as of one of the first African Americans accepted into the Peace Corps in 1962. Her career also included time as an international secretary with the United Nations, as a foreign-services officer, and as a manager of cultural centers, libraries and information exchanges. Duline lives in Indianapolis.

## IRA CHARITABLE ROLLOVER GIFTS

The act that created the IRA Charitable Rollover gift has been extended until December 31, 2009. These gifts allow donors to support the Indiana University School of Journalism while receiving real tax savings.

### POSSIBLE BENEFITS:

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### FOR YOUR GIFT TO QUALIFY FOR THE BENEFITS OFFERED UNDER THIS EXTENSION:

- You must be age 70-1/2 or older at the time you make your gift
- The transfer must go directly from your IRA administrator to the Indiana University Foundation
- Your total IRA gift(s) cannot exceed \$100,000 per year
- Your gift must be outright
- Your gift must be received by 12/31/2009 to qualify

For more information and assistance, contact either Matt Morris at 317-278-5663, or Judi Tichenor at 812-856-1460, or toll-free at the IU Foundation Office of Gift Planning, 1-800-558-8311.



INDIANA UNIVERSITY  
FOUNDATION

"After five years in the television news business, I decided to make a change," writes **Catherine "Kit" Werbe**, BAJ'02. "In the spring of 2007, I moved home to Indianapolis and took a job with the American Red Cross of Greater Indianapolis as the communications manager. I serve as the spokesperson for the organization, conduct media relations and oversee the after-hours public affairs team."

**Courtney M. Brooks**, BAJ'03, is an attorney with Aronoff, Rosen and Hunt LPA in Cincinnati.

**Alaina S. Byers**, BAJ'03, is community outreach coordinator and local bar liaison for the Indiana State Bar Association. She lives and works in Indianapolis.

**Joe Grace**, BAJ'03, is the editor of the *Kane County Chronicle* in St. Charles, Ill.

**Tracie Brodhacker Barnhouse**, BAJ'04, is a copywriter and account executive for DDB Advertising in Hagåtña, Guam. She lives in Guam with her husband, track I-Man Token D. Barnhouse, BS'97, MS'04, sports and deployed forces support coordinator for the U.S. Navy.

**Michael G. Benner**, BAJ'04, is a general assignment reporter for television station WGBA in Green Bay, Wis. Previously, he was an anchor and reporter for television station WJFW in Rhinelander, Wis. Benner lives in Green Bay.

**Erin N. Bergmann**, BAJ'04, is an interactive sales planner for Prevention.com, the Web site for *Prevention Magazine*. She lives in Livingston, N.J., and works in New York City.

**Chona Camomet**, BAJ'04, is a multimedia producer at *The Boston Globe*.

**Stephanie Dodge**, BAJ'04, is director of communications for Purple Bench Productions in Chicago. The company was founded by IU alumni and named for the purple benches in the lobby of the Lee Norvelle Theatre and Drama Center on the Bloomington campus. Dodge says the group brings "bold, exciting off-loop theater" to Chicago.

Munster, Ind., native **Christie M. Griffin**, BAJ'04, is a senior Web editor for *Cosmopolitan* magazine. She was responsible for relaunching *Cosmopolitan.com* in May 2007, helping increase online traffic and doubling the number of online subscriptions. Griffin lives and works in New York City.

**Casey M. Holsapple**, BAJ'04, JD'07, is an associate for the law firm Bingham McHale, where he works in the firm's government department. He lives and works in Indianapolis.

**Emily Veach**, BAJ'04, is a copy editor for the *Wall Street Journal* in Hong Kong. She previously worked for *The Herald-Times* in Bloomington.

**Christa S. Williams**, BAJ'04, is a program coordinator at the Health Care Foundation of Kosciusko County in Warsaw, Ind. She works with companies across the state, helping to teach Spanish or English as it applies to the workplace. Williams lives in Cromwell, Ind.

**Allison M. Cooke**, BAJ'05, is Web presence data manager for the IU Office of University Communications in Bloomington, where she also lives.

**Lyndsay K. Gilman**, BAJ'05, is an advertising sales assistant for *The Indianapolis Star*. She also is co-chairwoman for the newspaper's fundraising campaign with the United Way of Central Indiana. Gilman lives in Indianapolis.

**Michael H. Nagel**, BAJ'05, is communications coordinator for the law firm Barnes & Thornburg in Indianapolis. He lives in Indianapolis.

**Joelle M. Petrus**, BAJ'05, writes, "I was in the Peace Corps in Burkina Faso and [then] went on to teach in Cairo, Egypt. I really like [President] McRobbie's plan of making IU more internationally focused." She can be reached at joellepetrus@gmail.com.

**Jennifer R. Billinson**, BAJ'06, is pursuing a master's degree in media studies from Syracuse University's Newhouse School of Communication.

## Griffin goes home to *Southern Living*



**Eleanor Griffin**, BA'76, has been named vice president and editor-in-chief of *Southern Living*, the flagship publication of Southern Progress Corp. Griffin is the fourth person and the first woman to edit the magazine, which was launched in 1966. *Southern Living* is the seventh-largest monthly consumer magazine in the country with more than 16 million readers. Griffin began her career at *Southern Progress* more than 20 years ago, serving in

various roles at *Southern Living*, including executive editor. In 2004 she became vice president and editor in chief of the new publication *Cottage Living*, which was named Adweek Startup of the Year in 2005 and one of 50 Favorite Magazines by the *Chicago Tribune* in its annual list of 2008.

**Ashley E. Bouque**, BAJ'06, is an account relationship specialist for *The Arizona Republic* newspaper. She lives and works in Scottsdale, Ariz.

**Lee G. Cleary**, BAJ'06, works for Cision U.S. Inc. in Chicago, where he lives.

**Susan Hull Guyer**, BAJ'06, is a support analyst for FinishMaster Inc. in Indianapolis. She and her husband, Mark, BA'05, are both pursuing MBA degrees from the IU Kelley School of Business at IUPUI. The couple lives in Indianapolis.

**Jessica Monday**, BAJ'06, recently left her job as news editor of the *Thermopolis, Wyo., Independent Record* to concentrate full time on a book about a 15-year-old boy who killed his family. Monday graduated from IUPUI and started as a reporter with the *Record* in 2006.

**Julia A. Nicewander**, BAJ'06, is special-events manager for Junior Achievement in Chicago, where she lives.

**Andrea Denney**, BAJ'07, is a key accounts manager for SPEAK! Creative in Eads, Tenn.

**Molly Erman**, BAJ'07, spoke to professor Owen Johnson's class about her work at *Vanity Fair* magazine in New York. She began as an

intern and now assists other writers with correspondence and research while also contributing to the *Vanity Fair* Web site. See story at <http://journalism.indiana.edu/news/erman-advises-students-on-landing-magazine-jobs/>.

**Katie Farrer**, BAJ'07, has been promoted to account executive at Fleishman-Hillard's Chicago office. Her clients include Lands' End, Motorola and ADC.

**Sage Gosch-Braun**, BAJ'07, works for an interior design trade publication in Chicago.

**Phil Johnson**, BAJ'07, of the Indiana Economic Development Corp. was back in Bloomington in mid-October to help support Gov. Mitch Daniels in the gubernatorial debate. He continues to enjoy traveling around the state and working with businesses on their expansion announcements.

**Katie Ly**, BAJ'07, of the New York-based Association of American Publishers (AAP), is developing a Web site in Spanish that will serve as a resource for anyone with a vested interest in Latino/Latina authors and literacy. Also, Ly is working on AAP's author Adopt-A-School program, matching authors from her member publishing houses with local schools, and a winter newsletter for AAP's literacy programs, *Get Caught Reading*, that goes out to more than 6,000 librarians and educators. "Learning the publishing trade is challenging and interesting," she says.

**Miranda McCage**, BAJ'07, of Finelight in Bloomington, and **Rachel Ziemba Sorvig**, BAJ'07, were back on campus in the fall to participate in a public relations careers panel discussion with J321 Principles of Public Relations and J428 Public Relations Planning and Research students. McCage also was part of a panel at an IU Chapter Public Relations Student Society of America resume and cover letter workshop.

**Ale Owens**, BAJ'07, has been promoted to account coordinator for Milwaukee-based Mueller Communications. Owens will be responsible for supporting the firm's client teams by drafting and editing communications materials, assisting with media relations and event planning, and coordinating marketing and public affairs efforts.

**Lauren Preston**, BAJ'07, is an account coordinator with Metzger Associates public relations firm in Boulder, Colo.

**Meredith Brown**, BAJ'08, is an assistant account executive at Gibbs & Soell, a public relations agency in Raleigh, N.C. The agency deals mostly with agribusiness clients.

**Marsha Dawes**, BAJ'08, recently helped host students from lecturer Beth Wood's graduate-level public relations class at Cook Medical in Bloomington.

**Jenny Evans**, BAJ'08, is a marketing coordinator with Indianapolis Parks and Recreation.

**Cristy Grant**, BAJ'08, returned recently after traveling around Southeast Asia. Since graduat-

## PR class leads to Indian sojourn



Courtesy photo

Rachel Medina, third from left, assisted at a Toyota promotional event in India.

Last spring, as a senior, Rachel Medina took two classes that piqued her interest in India — a public relations class in the School of Journalism with Ralph Winslow Visiting Professor Jim Bright, BA'74, and a political science class with Arvind Verma, a professor of criminal justice.

As part of the public relations class, Medina, BAJ'08, traveled to Tokyo to visit public relations agencies there. On the return flight, she sat next to journalism associate professor Radhika Parameswaran, who accompanied the students on the trip. That conversation, as well as discussions about India in Bright's class, got her thinking about a possible internship in the country. In her political science class, she mentioned the idea to Verma, who knew the director of a public relations company in his home country.

Six weeks later, Medina was in New

Delhi, renting a room from a Punjabi family and working for Buzz Communications, a small public relations company run by a team of enthusiastic 20-something Indians.

Medina said her colleagues proved to be the most positive aspect of her experience. They treated her as an equal and pushed her to work on top-level projects, including a large-scale fashion show for Burlington Worldwide textile group.

"It was far beyond what I thought I was capable of before I graduated from the journalism school," Medina said during a fall visit to campus. "It blew me away that I was part of such a team so young in my career."

Because of Medina's experience in Japan, her boss asked her to work with Japanese clients who were promoting the Toyota Corolla Altis in India.

"I was so happy to come full circle," she said. "There were the Japanese clients, my Indian colleagues, and me in the middle. Everything I've learned was in that room. It was incredible."

Medina said she developed sensitivity to other cultures without even trying.

"There's a whole world out there you didn't know existed until you opened your eyes," said Medina, who is looking for full-time public relations work. "That's so cool. I feel such a better professional than I would have been if I'd dived right into the work force a month after graduating."

Anne Kibbler

## School well represented on MTV Street Team



Courtesy photo

From left, Whitney Allen, Erica Anderson and Sia Nyorkor, IU's representatives on the MTV Street Team.

*Two School of Journalism graduates and two current students were among 51 people selected for MTV's Street Team '08, part of the channel's Emmy-winning Choose or Lose campaign. Team members were assigned to cover the 2008 election season in each state, plus Washington, D.C., from a youthful perspective. The program was funded by a \$700,000 Knight News Challenge grant from the John S. and James L. Knight Foundation.*

*Sia Nyorkor, BAJ'00, covered youth voting in New Jersey, where she is an associate producer for New Jersey Public Television and Radio. Erica Anderson, BAJ'06, was assigned to cover Washington, D.C. IUPUI junior Whitney Allen, creative director of The Daily Sun in Boone County, started the Indiana beat, which was taken over by Bloomington senior Alex Damron. Here is Anderson's first-person account of her experience.*

Instead of standing on the sidelines and watch journalism evolve, I decided to take part in it. I applied for the Street Team in October 2007, and by December I was chosen to represent Washington, D.C. And what a tremendous learning experience it turned out to be.

MTV and Knight provided each of us with the tools a mobile reporter needs — a video camera, digital camera, tripod, computer, editing equipment, an external drive and a thumb drive, a backpack to fit it all in and a press pass. It was by all means the greatest bag of goodies I have ever received. There were countless late nights as I taught myself how to use all of it and how to meet my weekly deadlines.

I decided early on that I wanted to use this opportunity to do two things: tell untold stories and develop skills to work in an innovative, cutting-edge newsroom. The experience solidified what I had known — I want to be at the forefront of sharing and selling news in a digital world. There are challenges — but big opportunities.

People sometime would ask me, "What's it like to be covering the election for MTV? Are you biased?" My answer was always simple and straightforward. We are encouraged to show our personality, but never a bias. And while the Knight Foundation sponsors this program, we must always, always be in the pursuit of truth, remain objective, be fair and be balanced.

Functioning autonomously in D.C., I had to take it upon myself to constantly push myself to learn, to meet people in

the industry and to report outside of my comfort zone. I had some high intensity and even scary moments on the trail.

To cover D.C. also with a local angle, I traveled to parts of the city that most transplants never go. I went to Northeast where I would report on a community's political Hip Hop festival and Southeast where I interviewed high schoolers studying hard to stay off the streets.

I learned a lot and did several things I've never done before.

First, the very obvious. I am now fluent in Adobe Premier Pro along with other editing programs. I am able to sift through the news and find stories relevant to my MTV audience. I am able to package the best information in ways that will hold the attention of my viewer.

Something I have never done before? Walk up to Chevy Chase and ask for an interview about global warming. Bump into Bob Dole at the Republican National Convention and get an off-the-cuff, LIVE interview. Sit down with veteran White House reporter Helen Thomas and ask her if she felt optimistic about Barack Obama. I gained confidence with those experiences and more.

Some will tell you, "This is a difficult time to enter the business of news." Well, I see it the other way around, and when people run away from something I usually run towards it. I think my peer group is in a unique position to influence the future of news — how we capture it, report and disseminate it. I want to be a big part of that — and thanks to my work with MTV and Knight, I have a feeling I just will.

ing in August, she spent most of the time in Singapore, and she also visited Thailand, Vietnam and Malaysia. She experienced the biggest culture shock in Vietnam, where she found it difficult being a tourist. Grant says Thailand was her favorite, and she calls Singapore "just amazing." "I learned so much about other cultures," she said, "and I think that plays heavily into public relations." Grant hopes to land a public

relations or marketing job in Chicago.

**Marisa Jacoby**, BAJ'08, has been working for the New York-based North American Precis Syndicate (NAPS) since July. She recently worked a booth at the Public Relations Society of America conference in Detroit. NAPS distributes feature releases for more than 750 companies, including Nokia, IBM, GM and SINGER; nonprofit associations, such as

the Multiple Sclerosis Society and Boys Town USA; and government agencies such as the Department of Transportation and the Centers for Disease Control.

**Drew Kincius**, BAJ'08, works for Smithville Telephone Co. in Bloomington, Ind., during the day and plays music at night with bands Spank Ray, Third Base and I Blame You. "I am a musical superhero," he says.

## Obituaries

**Frank Arganbright**, BA'49, died Aug. 25 in Lafayette, Ind. He was a World War II veteran of the European theater and studied at the University of Leeds in England before returning to the States and entering IU. He was a reporter and later a columnist for the (Lafayette, Ind.) *Journal and Courier*. His last working years were in the Purdue University information offices. Arganbright was a supporter of the Tippecanoe County Historical Society and before his death witnessed the installation of a large sign for the Frank Arganbright Genealogy Center in Lafayette.

**Leo G. Loftus**, BA'51, of Kilmarnock, Va., died April 4. He was responsible for the direct supervision and implementation of an extensive U.S. Naval media program. In 1966 the National Academy of Sciences named Antarctica's Loftus Glacier in his honor. Loftus had been stationed in Antarctica in the early 1960s. After retiring from the Navy in 1969 as master chief journalist, he was named director of media relations for the U.S. Naval Academy in Annapolis, Md. In 1975 he became chief of the media relations branch of the U.S. Coast Guard headquarters. He retired in 1981.

**Helen Wallin D'Amico**, BA'42, MS'69, an *Indiana Daily Student* staff member in the late 1930s and early 1940s, died Oct. 23 in Bloomington. After graduation, D'Amico worked for the Office of Strategic Services — forerunner of the CIA — living in London, Paris, San Francisco and Lisbon, Portugal. When World War II ended, she returned to Bloomington to become an administrative assistant for Alfred Kinsey when he was doing his pioneering work on human sexuality. She married Louis D'Amico in 1949 and lived with him in New Orleans, Michigan and Bethesda, Md., where Helen founded a nursery school and developed an interest in progressive education.

In 1964, the D'Amicos moved with their four children to Bloomington, where Louis became director of research at the School of Education. After the couple divorced in 1967, Helen earned a master's degree in education and became a teacher in the Monroe County schools. She was a long-time member of the International Reading Association and volunteered in elementary schools after her retirement. She also raised money to provide scholarships in the arts and was an active participant in the National Society of Arts and Letters. When she retired from teaching in 1985, she began a new career writing articles for the IU News Bureau. She was devoted to the arts, traveled the world many times and befriended students from other countries. She was a dedicated IU alumna.



Longtime School of Journalism supporter and alumna **Virginia Mead Savage**, 88, died Sept. 26 in Bloomington. Savage, BA'40, MS'60, was bitten early by the journalism bug: As a grade school student, she wrote an article about building a bird's nest that was published in *The Indianapolis Star*. She graduated from high

school at age 16 and came to study journalism at IU, where she met her future husband, Stephen G. (Chris) Savage. After their marriage, the two worked together as journalists in Evansville and Fort Wayne, then were in the military through World War II. Virginia joined the WAVES of the U.S. Navy, attended Midshipmen School at Smith College, Mass., and worked as an ensign and overseas cable censor in New Orleans and Miami.

After their military service, the Savages moved to Louisville, Ky., where Chris worked for the *Courier-Journal*. In 1946 Chris became headmaster of dormitories at IU and later worked as an instructor in the School of Journalism. Virginia dedicated several years to rearing her children but returned to college in the late 1950s to pursue a master's degree in education. She spent 27 years as an elementary teacher in the Monroe County schools. Chris died in 1964, leaving Virginia as a single mother of their four children, ages 12 to 20.

After the children had grown and Virginia retired from the schools, she returned to her first love, becoming a reporter for the IU News Bureau. She was a member of the Bloomington Press Club, Theta Sigma Phi and the Ernie Pyle Society, a group of retired area news people who gather for lunch once a month. Members jokingly called Virginia "Ernie's Call Girl," as she took on the duty of calling all members to alert them to the next meeting date and location. Virginia's ties to the School of Journalism continue today with the Chris Savage Memorial Scholarship, in memory of her late husband.

# Reminisce with Marge

## Ernie's typewriter still telling stories

In my years in Ernie Pyle Hall, we had many puzzling and interesting incidents about Ernie. There was the letter addressed to Ernie Pyle Hall, which began, "Dear Mr. Hall." Someone else called asking to talk to Ernie Pyle.

Also there were calls and letters from people offering us "Ernie Pyle's typewriter." When queried about the typewriter, one man replied, "Well, I bought it at a yard sale and they said it was Ernie Pyle's."

Ernie must have banged on a lot of typewriters in his years in newsrooms and as a roving columnist. But we know the portable in the display window of our Ernie Pyle Lounge really was his typewriter. Hanging from the handle of the battered case is a small luggage tag with the three-line faded inscription in Ernie's distinctive spidery script, "Ernie Pyle — *Daily News* — Washington, D.C."

That takes me back to the fall of 1945. The previous fall I was one of thousands crowded into the IU Auditorium to see Ernie Pyle get an honorary degree from IU. Then in April came the terrible news that Ernie had been killed on tiny Ie Shima in the South Pacific.

His belongings, including his typewriter, were shipped to the States and his Scripps-Howard Newspapers bosses. They sent the typewriter to IU.

One fall day in 1945, I was an eager cub reporter on the *Indiana Daily Student*, covering the alumni office and the IU Foundation in the old tower of the Union Building. Lawrence Wheeler, who was the foundation in those days, said with a grin, "I have something to show you." He brought the typewriter out of a closet. I knew immediately it was Ernie's. I had fun examining it and writing the story for the *Student*.

In Ernie's *Brave Men*, he wrote, "A thing I had always feared in war zones happened at last — my typewriter broke down." The shift bar on a typewriter rolls the cylinder and the paper up to the next line, and Ernie's broke. Without the shift bar, Ernie turned the cylinder by hand. His boss offered to send a new typewriter, but Ernie said he had gotten used to it and would keep it, even shiftless. The typewriter sat in the Ernie Pyle Hall Lounge display for years missing its shifter.

Last year, PBS TV crews came to Pyle Hall to film the typewriter for *History Detectives*, a show about other claims of owning Pyle's typewriter.

A local typewriter repairman (another antique) cleaned up our machine, replaced the long shift bar with a shorter one and put in a new ribbon.

Our Ernie Pyle historian, professor Owen Johnson, took a piece of paper, rolled it into place, and began to hit the keys. He found it a bit eerie. I used to tell tour groups looking at the typewriter, "If it just had a new ribbon, you could write a story on it." I will vouch for it that it is Ernie's typewriter.

Today's students get the chance to take Johnson's course about Pyle's writing. Then on spring break, Johnson takes them to follow Pyle to London, Normandy and Paris.

Almost 50 years after Ernie's typewriter returned from the Pacific, it began to travel again. It was the centerpiece of a display at the Library of Congress in Washington, D.C. It became part of a traveling exhibit, *The American Journalist: A Paradox of the Press*. It went to Boston; Rochester, N.Y.; and Dallas. Later it was part of a National Archives exhibit at the Lyndon Baines Johnson Library in Austin, Texas.

In the 1980s, the typewriter spent two summers in an IU exhibit at the Indiana State Fair in Indianapolis. Along with it was Ernie Pyle's

shovel, a stubby tool that went to war with him to dig foxholes. He had carved his initials, "E. P.," into the short wooden handle. In a column reprinted in *Here is Your War*, Ernie wrote about it and proclaimed, "Long live the shovel!" Today's historians refer to it as an "entrenching tool." It's now on display at the Newseum in Washington, D.C.

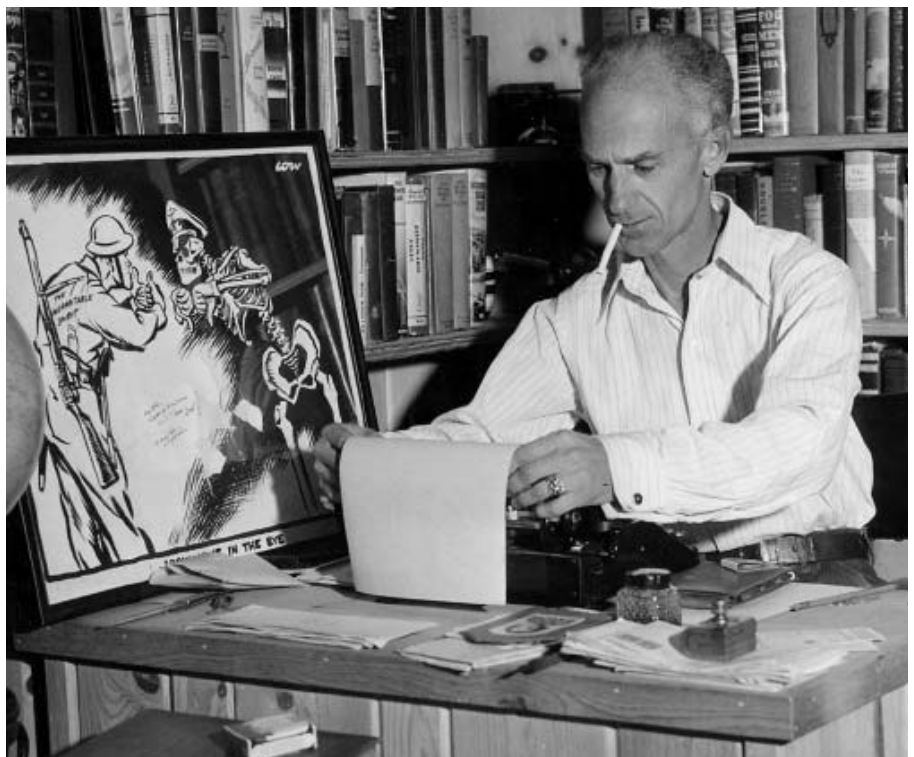
At the State Fair, attendants judged the popularity of exhibits by how many times they had to clean the display windows where eager hands and faces had pressed against the glass. Ernie's typewriter and shovel won every day.

A typewriter, a shovel, some medals, lots of pictures — all tangible evidence that Ernie Pyle lived and worked all those years ago. But more important are the words he wrote, the stories he told, the way he brought a war to American readers.



Tyra Robertson

**Marjorie (Smith) Blewett, BA'48**



IU Archives

# The **BIG** Picture



Barack Obama addresses a crowd of nearly 100,000 Oct. 26 at Civic Center Park in downtown Denver, Colo., in this photo by Matthew J. McClain, BAJ'98, for *Rocky Mountain News* in Denver. In March 2008, McClain received a National Journalism Award from the Scripps Howard Foundation honoring his photojournalism work. McClain received the \$10,000 award with special recognition for his coverage of tornado devastation in Holly, Colo., and for the photography he contributed to the newspaper's "Beyond the Boom" series, a feature that addressed the oil and gas energy rush in Colorado. More of his work can be seen at <https://alumni.indiana.edu/magazine/onlineContent/McClain/>.



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