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MEDILL
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#THEBRANDMAN

JOSH GRAU (IMC04) INFLUENCED DECISIONS AT ESPN AND GOOGLE.
NOW HE'S HELPING TWITTER LEAD THE SOCIAL MEDIA REVOLUTION.

IN MEMORIAM



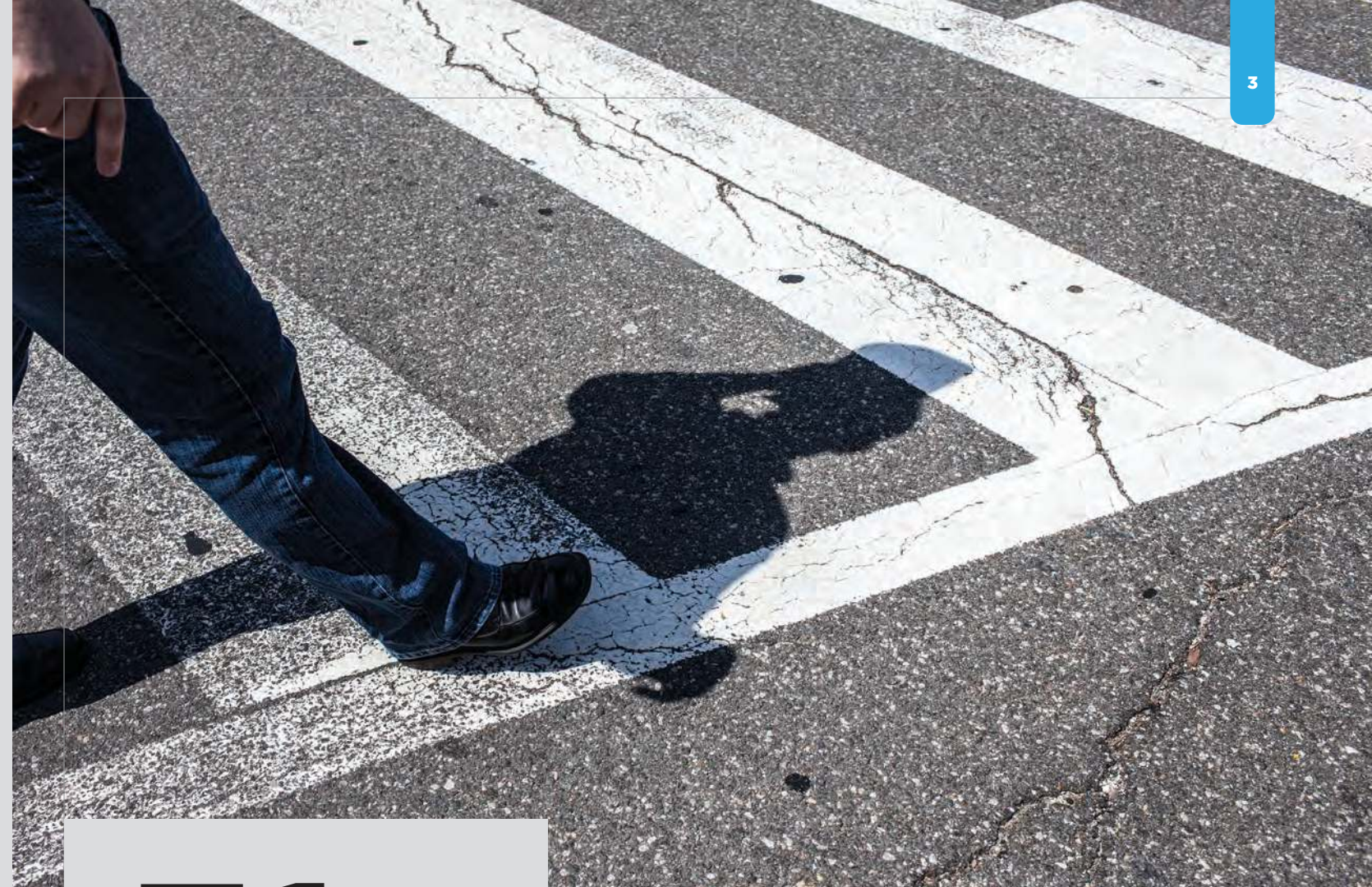
Ted Spiegel

Associate professor emeritus-in-service and namesake of the Medill IMC Spiegel Digital and Database Research Initiative

1930-2013

“A straight talking, always pioneering, fiercely curious, intrepid, generous and beloved man who has left significant and lasting footprints on Northwestern, Medill and the IMC programs.”

— Associate Professor Tom Collinger, executive director of the Medill IMC Spiegel Digital and Database Research Initiative and senior director of Medill's distance learning initiative.



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A DAY IN THE LIFE

Hit the streets with John Riley (MSJo8), as he follows a story for Metro Weekly, a publication that serves the LGBT community in Washington, D.C.



ON THE COVER

Josh Grau (IMCo4), head of brand strategy for Twitter. See story on page 18.

PHOTO BY RAY WHITEHOUSE (BSJ12)

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‘Whole-brained marketer’

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GUEST LETTER



Tara Nurin
(MSJ98)

I should have felt elated as I hit “send” on an exclusive story I’d written for the food section of a major newspaper. The assignment had been a coup, considering it was the second positive response from an editor I’d bombarded with at least a dozen pitches. But I didn’t feel elated. I felt doomed. The paper had suffered more budget cuts, and instead of paying me what the story was worth, the editor could compensate me just three quarters of that amount.

Every freelance writer knows this type of conversation repeats itself more frequently than we admit and sometimes leaves us panicking about how we can continue to survive by the keyboard. And yet, I can’t imagine a more fun and engaging job. No other career lets me experience — at my leisure, no less — the world-class foodie and craft-beer city that Philadelphia has become then financially rewards me to write about it. Eating, drinking, writing and sometimes traveling? Yeah, I’m willing to risk financial obliteration to savor this lifestyle as long as possible.

But I, and surely others in my position, could benefit from some moral and strategic support. To address this need, Lorrie Yapczenski DeSimone (BSJ72) and I are reviving the Medill alumni club in Philadelphia we founded a few years ago, and we’re hoping to welcome Dean Brad Hamm at our re-launch event this fall. We’re excited for the club to fill a role much deeper than one that just cultivates connections (though I did land a gig as a local restaurant critic at our last event).

We plan to present speakers from the journalism, PR, human resources and marketing worlds who can help steer freelance and full-time professionals through these times of uncertainty. We’ll explore practical topics like “Going Underground as a Ghost Writer,” “How to Stay Relevant (and Employed) in the Internet and Video Age” and “Food Writing in Philly: Can I Get Paid to Eat?”

Lorrie and I have taken advantage of the Philly press corps’ congeniality and cooperation to bring some of the city’s top media talent to events, and we hope to continue to do so, as well as program events that appeal to non-Medill alums.

It’s this spirit of camaraderie that most strikes me when I consider my adopted home of Philadelphia, where I’ve settled after living in nine states as a wandering spirit and a market-climbing TV reporter. I’m touched by its inclusiveness and its expansiveness; its warm embrace of entrepreneurs who come here to launch solo careers and its arms widely outstretched to creative ideas that make our food, nightlife, art, science and culture so vibrant and vital.

In a city so full of celebrity chefs, beer bars and sustainable food philosophies, Philadelphia nourishes hundreds of food writers and bloggers, myself included. Not all of us will succeed. But here in Philly, I’m confident we’ll try to help one another create surplus in our lives even during those times when our financial reward isn’t quite enough.

Page 25: Learn more about Philadelphia alums in this issue’s “Destinations” feature.

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Correction: In the Names to Know section of the Winter 2013 issue, the profile of David Barstow should have said The New York Times received the Pulitzer Prize for Public Service in 2004. We regret the error.

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ALUMNI QUOTE



DREW GANNON (BSJ12)
• Third-grade science and social studies teacher at Achievement First Bushwick Elementary in Brooklyn, N.Y., through Teach for America

+ Read a Q&A with Gannon in the tablet edition.

Page 34: Meet four other alumni connected with Teach for America.

“Many of us, especially in Medill, have a strong sociocultural consciousness that makes us want to get involved and create positive change in our communities.”

PHOTO BY RAY WHITEHOUSE (BSJ12)

medill • love

a • worthwhile • medill • f

On Jan. 10(ish), 2008, **Gabrielle Tompkins (MSJo8)** moved to a new seat next to me in our Reporting and Writing lab in Fisk 307. Or maybe it was 306. Or 312. Love forgives Medill Fs.

Abe Peck does not.

Yeah, he's a sweet guy and a journalistic Obi Wan, but this was week one, and I had just butchered the spelling of Medill's graduate admissions director's name — a shame, considering it was her signature on my acceptance letter.

So I stayed through lunch to rework the F-grade story. The fine Gabrielle returned to her new seat, next to me, glanced at my freshly rewritten and reprinted paper, and noted that I might consider doing a third version because...

"You spelled *your* name wrong."

Rewind 90 minutes: Gabi, sitting in her new seat next to me, turns her head and tosses her curls back saying "What?" in response to my first flirtation. Clock stops. Tongue twists. Focus fixes. This girl.

Back to the butchering: Criticism has never been something I've accepted with a smile; strangulation is a more common outcome.

Editors' Note: After publishing "Medill Love" in the Winter 2013 issue of the magazine, we heard from a number of other couples whose love started at Medill. Here are two more love stories submitted by alumni.



But there was something in Gabi's coolness. That, coupled with the lighting-strike moment from before, which is super-glued to the inside of my skull forever, left me with only one option: do everything in my power to make this lady mine. This lady who will take the time. This lady who will tell me true. This lady who knows my name.

We married on March 24, 2012.

Note: Gabi hasn't edited this... yet.

— **Solomon Lieberman (MSJo8)**



leaning • on • each • other

Sarah Rickert (MSJoo) and I met at Medill in the journalism grad program in June 1999, started dating in November of that year and graduated together in June 2000. During our time at Medill we worked together on the Medill Evening News in Evanston, each at times being the other's boss as we rotated between anchor, producer and reporter each day. Shortly after we started dating, which we kept a secret from most of our classmates and all of our teachers, we were bound for a quarter in Washington, D.C. Each student was assigned to report from D.C. for a local station somewhere else in the country, but WDAY-TV (ABC) in Fargo, N.D., wanted so much content it had two reporters. Of course when our professor announced the assignments

for the quarter, Sarah and I were paired up working for WDAY-TV (ABC). We shot, wrote, edited and even did live shots together every day in D.C., and from then on we were inseparable. We returned for our final quarter and set out trying to find jobs in the same market, or at least within driving distance of each other.

Sarah was offered a job shortly before graduation as a news reporter/anchor at WSAW-TV (CBS) in Wausau, Wis., but I didn't have a job. She went to Wausau, and I moved back home to the Los Angeles area, where I later got a job at Fox Sports Net on the sports news assignment desk. We had a long-distance relationship, visiting back and forth every three or four weeks, for a little more than two years. Then in August 2002, Sarah came to visit me in Minneapolis, where I was covering the PGA Championship golf tournament for FSN.

After that she decided to move to L.A. without having secured a job, so we could be in the same place. She moved in September 2002 and got a job in corporate communications with Warner Bros. but wanted to get back into TV. She eventually got a full-time job as a producer at E!

We were engaged in August 2003 and married July 11, 2004. We have been living in L.A. since 2002. Sarah has been a producer for the entertainment show Extra for almost seven years, and for the past eight-and-a-half years I've worked as a producer at the NFL Network.

Our experience at Medill has always meant so much to us both, and we both enjoyed reading the stories of other married couples who met at Medill. Neither of us are on-air, but we are both still in the daily broadcast news business leaning on what we learned at Medill, and each other, every day.

— **Chris Weerts (MSJoo)**

MEDILL NEWS

The **Fall 2012 Medill Magazine** received an Award of Distinction for Overall Magazine at an Educational Institution and an Award of Distinction for Overall Design on May 1 in The 2013 Communicator Awards, administered by The International Academy of Visual Arts. Medill was also recognized with an Award of Distinction for Overall Design in the Brochure Specialty Category for the school's graduate journalism viewbook.

Representatives from **Al Jazeera America** announced plans for a new network at an event held at Medill on April 30. **Ehab Al Shihabi**, executive director of Al Jazeera's international operations, led the discussion and said that Al Jazeera America will launch in late summer with 12 U.S. bureaus, including one in Chicago. Al Shihabi also announced plans for an internship program specifically for Medill students.

About 375 students and alumni participated in the annual **Career & Internship Fair**, co-hosted by Medill Career Services and the School of Communication, on April 10. The fair gave students the chance to meet with communications, journalism, marketing and media-related companies with full-time, part-time or internship opportunities.

The Washington Post became the first news organization to partner with Medill in a scholarship program allowing computer programmers to earn a master's degree in journalism followed by a paid internship at The Post. Announced on Jan. 30, The Post joined the **John S. and James L. Knight Foundation** in supporting the scholarship program that has enabled nine people with computer programming backgrounds to earn a master of science in journalism degree since 2008.

The full-time IMC program graduated 96 students on Dec. 15. **Dana Anderson**, senior vice president of marketing strategy and communications for Mondelez International, was the convocation speaker.

STUDENT NEWS

The Medill Justice Project won a 2012 Lisagor Award on May 3 in the Online Feature Story category for "Spotlight on Shaken-Baby Syndrome" and **Safiya Merchant (BSJ14)** was part of a team from the Chicago Reporter that won in the General-interest publication, circulation less than 20,000 category for "Minor misconduct."

Students in the **Privacy and Civil Liberties undergraduate seminar** in Washington, D.C., investigated the hazards posed by the federal law that allows small drones to fly in domestic airspace. The stories were published on April 29 on droneproject.nationalsecurityzone.org, and several were scheduled to be published by McClatchy newspapers.

BARSTOW WINS SECOND PULITZER



The New York Times Senior Writer David Barstow (BSJ86) received the 2013 Pulitzer Prize for Investigative Reporting on April 15 along with colleague Alejandra Xanic von Bertrab. The two received the award for their stories on Wal-Mart using bribery to dominate the market in Mexico. The stories led to changes in Wal-Mart's policies.

This is the third time Barstow's work has been recognized by the Pulitzer board. In 2009 he won the Pulitzer Prize for Investigative Reporting for his stories on how some retired generals who worked as television and radio analysts were being recruited by the Pentagon to "shape terrorism coverage" and make the case for the war in Iraq.

In 2004, The New York Times was awarded the Pulitzer Prize for Public Service for the work of Barstow and colleague Lowell Bergman that examined the death and injury of American workers due to neglect by their employers.



Vincent Dixon (MSJ13), above, and **Brina Monterroza (MSJ13)** were honored at the White House Correspondents' Dinner on April 27 as White House Correspondents Association Scholarship recipients. **Ashleigh Joplin (BSJ12, MSJ13)** was also recognized for receiving The Deborah Orin Eilbeck WHCA Scholarship.

Some of the best student-produced undergraduate work of the year was highlighted on April 25 at the annual **Medill Undergraduate Student Advisory Council (MUSAC) Student Showcase**. More than 25 students were honored at the event.

MUSAC hosted the school's first digital storytelling summit on April 13 and 14. **"Media Rewired"** featured keynote speeches by former Facebook Managing Editor **Dan Fletcher (BSJ09)** and The New York Times media reporter **Brian Stelter**.

Kristine Fetalco (IMC14), Helen Mubarek (IMC14) and **Marilyn Stein (IMC14)** took second place in a national social media competition sponsored by NetBase and Coca-Cola on March 28-29. All three are enrolled in Medill's part-time IMC program.

Lauren Pollack, an IMC certificate student, was one of three students in the Chicago area to be awarded the Alan Drey Memorial Scholarship on March 13. The award is given by the Chicago Association of Direct Marketing Educational Foundation.

Undergraduate students in Associate Professor **Ava Thompson Greenwell's** Storytelling: Video Reporting, Shooting and Editing class used Skype to share work and offered feedback with students at Hong Kong Shue Yan University. The students Skyped three times during winter quarter.

A new television series called **"BTN LiveBig"** featured **Northwestern University in Qatar** and the students bringing stories from the Middle East to the rest of the world on Immigrant Connect. Led by Professor and Interim Associate Dean **Jack Doppelt**, Immigrant Connect is a student-generated online network that provides news and information for refugees and their communities. The show aired on Feb. 20.

Sophie Friedman (BSJ13) was recognized with a Campus Life Award by the Department of Student Affairs in February. This new award recognizes Northwestern students who significantly contributed to the improvement of the quality of student life during the past quarter. Friedman was one of five students to be recognized.

Eight students in Medill's graduate **Global Journalism Residency** traveled to **Northwestern University in Qatar** to work with students there to produce multimedia stories about food and water security for Qatar's rapidly growing population.

Students in the graduate **Business and Urban Affairs Advanced Reporting** class were published in the Winter 2013 National Strategy Forum Review, the quarterly publication of the National Strategy Forum. Their work examined national security issues as they relate to Chicago and Cook County, with specific stories focused on cybersecurity, financial security, school and gun security, climate change, disaster preparedness and energy.

FACULTY NEWS

Professor and Interim Associate Dean **Jack Doppelt** was one of three Northwestern faculty members named Charles Deering McCormick Professors of Teaching Excellence on April 30.

Assistant Professor **Abigail Foerstner**, Assistant Professor **Ashlee Humphreys** and Professor **Ellen Shearer** conducted a nationwide reporting and audience research initiative that identified strategies to make energy issues more accessible to general audiences and close the information gap between science and policy. The findings from the research, supported by the Richard Lounsbery Foundation, were released in a presentation at the National Press Club in Washington, D.C., on April 23.

Professor **Charles Whitaker** was selected to receive the 2013 Medill Students' Choice Award by MUSAC. Whitaker received the award at the annual Medill Student Showcase on April 25.

IMC Professor **Kalyan Raman** was recently named to a joint appointment at the Feinberg School of Medicine. He is now a Professor of Psychiatry and Behavioral Sciences, along with his appointment at Medill. Raman is also an affiliated professor at the Kellogg School of Management and a visiting scholar at the International Monetary Fund.



Assistant Professor **Brent Huffman**, left, wrote an op-ed that was published in The New York Times on April 23 about Mes Aynak, the remains of an ancient Buddhist city in Afghanistan. The site, which is being threatened by a Chinese mining company, is the subject of a documentary being created by Huffman.

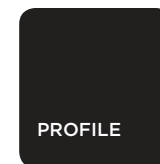
Professor **Craig Duff** had his video about Dr. Donald R. Hopkins, who is leading the effort to eradicate guinea worm disease, published on The New York Times website on April 22.

Professor **Owen Youngman** was recently selected to purchase the new Google Glass, an eyeglass-like computer that displays hands-free information for the wearer. Youngman's entry was one of 8,000 selected from the 145,000 that applied for early purchasing.

By Shannon Shelton Miller (MSJ00)

RADIO REVIVAL

ASSOCIATE PROFESSOR CECILIA VAISMAN IS INTRODUCING A NEW GENERATION TO THE POWER OF AUDIO JOURNALISM.



Students enter Cecilia Vaisman's reporting classes interested in all kinds of journalism, but few consider specializing in a medium where the spoken word is their sole storytelling tool.

Credit Vaisman with changing their minds.

A longtime radio journalist who's produced audio features from around the world, Vaisman encourages students to use the power of the human voice to craft original, enterprising pieces. She wants them to report on newsworthy topics, like the Chicago Public Schools' plan to close more than 50 public elementary schools, which her latest graduate class covered for Latino USA, a National Public Radio program. She also hopes that, along the way, her students can learn a bit about themselves.

"Journalism grew from my own process of discovering and finding my identity as an immigrant," Vaisman says. "It's at the core of what I do and why I do it. What I'm doing at Medill is completely infused with that idea."

Vaisman spent her childhood in New Jersey, where her family emigrated from Argentina. She worked at NPR in Washington, D.C., before co-founding Homelands Productions, an independent media cooperative specializing in radio features and documentaries. Her work has been broadcast throughout the Americas, and she's reported on war in Central America, AIDS in Brazil, women's issues in India and Amazon deforestation, among many other topics.

Before coming to Chicago, she lived in Havana, Cuba, for five years with her husband and two children. It's a place she eventually hopes to take Medill students for another perspective on global journalism.

While Vaisman encourages students to report on communities all over the world, she also shows them how to unearth great stories right at home. In an audio documentary course, Vaisman assigned students to interview people who do not usually appear in media and craft an audio piece surrounding that narrative. Maryam Jameel (BSJ13) interviewed a group of her mother's friends and members of her community struggling to be accepted as both Hispanic and Muslim.

"Until her class, I hadn't had that much excitement about that medium," Jameel says. "It wasn't until her class that I realized I might want to consider radio more seriously."

Ashley Kim (BSJ12) interviewed her roommate, a former violin prodigy who spent her adolescence struggling with having to always practice and not be able to do the "normal things" other kids her age were doing. Through the skillful interweaving of her friend's voice and the strains of the instrument, Kim crafted a story that generated more than a few tears from Vaisman.

Kim has been freelancing as a writer and in marketing and



PHOTO BY RAY WHITEHOUSE (BSJ12)

communications since graduation, but says she's ready to give radio another shot.

"Before the class, I really didn't listen to radio," Kim says. "Now I realize how powerful it is."

SHANNON SHELTON MILLER IS A FREELANCE JOURNALIST BASED IN DAYTON, OHIO, AND A FORMER STAFF WRITER AT THE DETROIT FREE PRESS AND ORLANDO SENTINEL.

JENNA MASSEY

IMC LECTURER

What classes are you currently teaching at Medill?

I currently teach Research for Marketing Communications to undergraduate students and IMC Strategic Process for graduate students. For the undergraduate class, I teach the basics of survey research methodology, execution, data collection and data analysis. We talk about how to develop survey questions based on research objectives, how to use online survey tools for execution, how to select samples and finally how to analyze data and use the survey findings to make marketing communications decisions.



In the graduate class I teach how to evaluate customer profitability. The students use real-world data to learn how to use behavioral data for customer segmentation, how to choose the target segments based on marketing objectives and how to develop behavioral strategies, communication strategies and messages for each target segment. It's the whole IMC process

to help future marketers think strategically from a consumer or customer perspective.

What makes you excited about integrated marketing communications?

IMC is an innovative marketing approach that is customer-focused and data-driven. What's most exciting is that at Medill we put a huge emphasis on digital marketing, marketing analytics and social media. All these areas are hot topics in the marketing communications world.

How do your personal and professional experiences influence your approach to teaching?

I worked at McCann Erickson ad agency and in the marketing communications departments for Motorola and Samsung. All those experiences helped me to think about how to put content into real-world practice. Additionally, I graduated from the IMC program in 2006, and being a student before helped me prepare my courses from a student's perspective.

What made you want to return to Medill to teach?

I love Medill, and I love IMC. I'm working with the smartest faculty in the world in this field. I am a big believer in higher education, and I have seen how it can change people's lives. Helping students achieve whatever they want to achieve is the biggest reward for me.

Associate Professor **Rachel Davis Mersey** (Specialty Titles), Associate Professor **Patti Wolter** (Magazine of the Year) and Professor Emeritus-in-Service **Abe Peck** (Commentary) judged the 2013 National Magazine Awards, administered by the American Society of Magazine Editors. **Janice Castro**, senior director of graduate education & teaching excellence, was a judge for the National Magazine Awards for Digital Media.

Professor **Martin Block**, Professor Emeritus-in-Service **Don Schultz** and Adjunct Lecturer **Heidi Schultz** co-wrote "Understanding China's Digital Generation," which was published on Jan. 25.

GOOGLE +
HANGOUTS

The New York Times Public Editor **Margaret Sullivan (MSJ80)**, BostonGlobe.com Editor **Jason Tuohey (MSJ05)**, Medill Assistant Professor **Caryn Brooks** and Medill Lecturer **Josh Meyer** discussed on April 24 the media's coverage of the Boston Marathon bombing and subsequent manhunt.

Former deputy assistant secretary for policy in the Department of Homeland Security **Paul Rosenzweig** and George Washington University Ph.D. candidate **Trey Herr** joined Medill lecturers **Timothy McNulty** and **Josh Meyer** to talk about cybersecurity on Feb. 28.

IMC Lecturers **Marty Kohr** and **Judy Franks** analyzed the 2013 Super Bowl commercials on Feb. 4 and discussed what makes a good Super Bowl ad, what their favorite spots were and how social media played a role in the commercials.

Chicago Sun-Times reporter **Mark Lazerus (BSJ01)** and Medill Lecturers **Desiree Hanford** and **Josh Meyer** talked on Jan. 17 about a variety of journalism issues that arose from the hoax surrounding the fake girlfriend of Notre Dame football player Manti Te'o.

On Dec. 17, three days after the elementary school shootings in Newtown, Conn., Professor **Craig Duff**, Assistant Professor **Larry Stuelpnagel** and Associate Professor **Ava Thompson Greenwell** offered advice and discussed the challenges of reporting on national breaking news.

WORLD PRESS FREEDOM DAY



Medill partnered with the GlobalPost and the family and friends of missing journalist **James Foley (MSJo8)** to host "Silenced Voices: When Journalists Go Missing," an event aimed to raise awareness about the challenges faced by conflict journalists. Held on World Press Freedom Day (May 3), the event featured a panel discussion with (from left), Dave Clark, a journalist who in 2011 was kidnapped while writing for Agence France-Presse in Libya; Pulitzer Prize-winner David Rohde, who was kidnapped in 2008 by members of the Taliban in Afghanistan while he was reporting for The New York Times (he escaped seven months later); Pakistani journalist, artist and filmmaker Beena Sarwar; and Roxana Saberi (MSJ99), who in 2009 was arrested in Iran while writing a book about Iranian society (Saberi was originally charged with espionage but an Iranian court overturned the sentence and she was released). The event was also geared at raising awareness about Foley, who was captured in Syria on Nov. 22.

SPEAKERS
& EVENTS

NBC News Correspondent **Gabe Gutierrez (BSJ05)** had lunch with students on April 26 to discuss his journey from Medill to NBC, as well as the challenges he faces working in broadcast.

Journalist and author **Jeff Himmelman** shared stories and insights gleaned from a career of interviewing complex public figures on April 25. Himmelman's lecture focused on former Washington Post Editor Ben Bradlee, who is the subject of Himmelman's book, "Yours in Truth: A Personal Portrait of Ben Bradlee."

On April 23, Medill alumni shared their experiences working at magazines and offered tips for students on how to break into the industry. Panelists included **Zahra Barnes (BSJ12)**, **Julie Beck (BSJ11)**, **Virginia Brown (MSJ11)**, **Lauren Daniels (MSJ12)** and **Todd Loesch (MSJ10)**.

ESPN NFL Insider **Adam Schefter (MSJ90)**, a sports reporter with more than 20 years of experience covering the National Football League, discussed his professional journey since his time at Medill and offered advice to current Medill students on April 10.

A Feb. 18, a panel of freelance journalists spoke to students about the ins and outs of freelancing. The panel included **Erin Breton (BSJ98)**, **Joanne Cleaver (MSJ81)**, **Cheryl Dahle (BSJ93)**, **Paige Greenfield (BSJ06)**, **Matt Villano (BSJ97)** and Medill Lecturer **Cheryl Jackson**.

Mondli Makhanya, a South African journalist who is writing a book on President Jacob Zuma's rise to power and the impact of his presidency, discussed his work and his country with Medill Associate Professor **Douglas Foster** in a presentation on Feb. 14.

Sports Illustrated senior writer and Pulitzer Prize-winner **George Dohrmann**, ESPN reporter **Jeremy Schaap**, CNN and ESPN online columnist **LZ Granderson** and ESPNChicago.com columnist **Melissa Isaacson** discussed the evolution of sports storytelling on Feb. 7. The event was moderated by author and ChicagoSide co-founder and editor-in-chief **Jonathan Eig (BSJ86)**.

Students, faculty and staff participated in **Clark Street Bridge**, an IMC interactive workshop aimed at improving writing through non-traditional methods, on Feb. 6. The program was held in conjunction with Draftfcb and included video, group participation and a live music ensemble.

Four representatives from **Ketchum Public Relations** held a panel discussion on Feb. 5 for IMC students about their careers and what it is like working for one of the world's leading global public relations agencies.

Pulitzer Prize-winning former The New York Times journalist **Hedrick Smith** spoke on Jan. 30 about his new book, "Who Stole the American Dream?" which examines some of the struggles currently facing middle-class Americans.

UPCOMING
SPEAKERS
& EVENTS

JUNE 22

Medill will host its undergraduate convocation at 10 a.m., with an outdoor reception to follow. The ceremony for graduate students will be at 2 p.m. Both events will be held in Cahn Auditorium.

Visit the Medill Facebook page (facebook.com/MedillNU/events) for information about all upcoming Medill events.

**“An investment in knowledge
always pays the best interest.”**

— BENJAMIN FRANKLIN

NU COMMENCEMENT CIRCA 1960. COURTESY OF NU ARCHIVES.

BY LAUREN MANNING (BSJ13)

My first lesson from Medill was to confidently accept that, while journalism may be changing, it is alive and well. Now, as my classmates and I prepare to graduate in June, we have our sights set on the professional world. With that in mind, I reached out to the alumni in this feature — all of whom are celebrating a milestone anniversary of their own graduation — to look for advice on entering the “real world” and to hear how Medill helped shape their career path. Not surprisingly, they were more than happy to help. With their wisdom in my back pocket and a network of Medill alums ready to support me wherever I go, I know I’m ready for whatever the future has in store.



**ESTHER LIEBERMAN MANEWITH
(BSJ58)**

Retired after 40 years in public relations, including 30 years running her own PR business

What advice do you have regarding students’ post-grad plans?

Learn all you can from whomever you can — you never know when what you learn will be of use later in life. Never allow yourself to become sloppy in your writing just because you see bad writing elsewhere.



“Never forget that journalism is a ‘calling.’ As journalists we are part of an essential component of the democratic process. I always emphasized to my students that “accurate information is the fuel that powers the democratic engine.”

STEVE BELL (MSJ63)

Endowed Chair Emeritus in Telecommunications at Ball State University; Former ABC News correspondent and “Good Morning America” host



ART NOVAK (BSJ68)

Professor of Advertising at Savannah College of Art and Design

What is your favorite Medill memory?

John Donch (BSJ67), who had graduated the year before, visited our Campaigns class and told us he was working at a big ad agency on a new campaign for 7Up called “The Uncola.” He said it wasn’t testing very well, so he didn’t know if it would keep running or not (of course it did, and the rest is history).



HANK KLIBANOFF (MSJ73)

Director of the Journalism Program and James M. Cox Jr. Professor of Journalism at Emory University; 2007 Pulitzer Prize-winner in History

What did you do right after graduation?

I took a job at The Daily Herald of Biloxi-Gulfport, Miss. It was a tough job market, nobody was getting offers, and all of a sudden I had one from a respectable newspaper that was recommended to me by reporters in Washington, D.C., when I was part of the Medill program there. The newspaper interviewed me by phone and hired me sight unseen, so I jumped at it.



ALAN CUBBAGE (MSJ78, MSA87)

Vice President of University Relations at Northwestern; Adjunct lecturer

What advice do you have for graduating students?

Clearly a lot of opportunities have opened up in the online world, and I think the skills that you learn at Medill can translate into non-journalism jobs. The advice I do give graduates is to be open to what may seem like a detour initially, but in reality you may open up further opportunities down the road. The traditional path of “go work as a copy boy at a paper” isn’t going to happen anymore. It’s gone.

“

The writing world is changing, and you may not be able to imagine what your career path will look like. Say yes, work hard, keep writing.”

WINIFRED CONKLING (BSJ83)

Author of “Sylvia and Aki,” and more than 30 other books



**CLIFF EDWARDS (BSJ88, MSJ89)**

Writer for *Bloomberg Businessweek* and *Bloomberg News*

Who or what at Medill had an influence on your career plans?

There are lots of former professors who come to mind. Three stand out: Jon Ziomek because he gave me a position as an adjunct lecturer not

long out of school; Roger Boye for making journalism serious business; Abe Peck for making journalism something you should love. Virtually every editor you have in some way influences how you write and how you report.

“

Be grateful for any job you can land as soon as you graduate, get the work experience and be as humble as possible.”

**INDIRA SOMANI (MSJ93)**

Assistant Professor of Journalism at Howard University in Washington, D.C.

**TRACY KEIM (IMC98)**

Director of Marketing for 23andMe

What, if anything, do you wish you had done differently after graduation in terms of career plans?

I wish I had taken time off to volunteer and see how non-profits operate from the ground up. I realize there are no rules, but sometimes it's

hard to get off the career track once you're on it. I never stopped to think about the possibility of a TOMS Shoes or Warby Parker model, which are amazing. I admire the vision that went into these breakthrough brands. We need more of these.



Read extended Q&As in the tablet edition and check out conversationswithjoe.tumblr.com for more Medill memories from alumni.



“

Sorry to say, but the world doesn't work on your schedule. While many fellow grads landed jobs after graduation, I had no idea what I was going to do. My parents were concerned; I was too. But looking back at those days, I would tell myself – the dream job may come in 10 months, 10 years or even later. But if you keep at it, you'll find it.”

VICTOR LIMJOCO (BSJ03)

Producer, *NBC Nightly News with Brian Williams*

**ALBERT LIN (IMC08)**

Communications Manager for Cartier China

What did you do right after graduation?

After graduation, I ended up with a job at the advertising agency I worked with during my IMC Summer Residency in Shanghai. It was a natural progression for me, as I had

worked in marketing and PR on the client side before and wanted an international assignment that could give me an agency-perspective on marketing. While the agency landscape in general is changing, it gave me a unique perspective on how creative campaigns come to fruition. It also incorporated many of the things I learned in IMC.

LONG
LIVE
LONG
FORM!

INNOVATION IS FUELING THE RESURGENCE OF IN-DEPTH STORYTELLING.

BY KIMBERLY DAVIS (BSJ96)

SOMETHING HAPPENED TO LONG-FORM JOURNALISM ON THE WAY TO THE MOBILE WEB. IN THE NEW, DIGITAL MEDIA LANDSCAPE, CONTENT WAS KING — AS LONG AS IT WAS SHORT AND DIDN'T REQUIRE MUCH SCROLLING. • THE INTERWEBS DIDN'T TAKE TOO KINDLY TO MULTIPLE PAGE TURNS, WHICH GO HAND-IN-HAND WITH 10,000-WORD STORIES.

That seemed to spell disaster for what had become known as a “long read.” From daily newspapers to magazines, longer, text-heavy stories were being deleted in favor of blog posts, four-paragraph analyses and lists — endless lists. The conventional wisdom was that with the advent of the mobile Web and more content leading to shorter attention spans, audiences didn’t want longer, involved stories. People pointing their mobile browsers or scanning their Twitter and Facebook feeds wanted information fast and furiously — in short bursts.

But the same technology-driven innovation that has seen the decline of print media and the rise of the short form has given birth to a resurgence (of sorts) with regard to in-depth storytelling. With venerable magazines like *The Atlantic* and *The New Yorker* continuing to publish long-form stories and legacy news organizations such as The New York Times experimenting with a groundbreaking mix of text, graphics, audio and video, it’s clear — long form isn’t dead. Long live long form!

Medill Associate Professor Douglas Foster, who teaches magazine writing, says that the demise of long-form journalism was overstated. This type of storytelling didn’t stagnate, it continued to evolve.

The advent of digital long-form curation sites such as Longreads, Longform and Atavist are evidence of that evolution. Portability, content delivery and ease of use are key, but it’s the story that drives the interest, Foster says.

“What we’re seeing with these new digital sites is that when long pieces — these extended narratives — can be delivered well online, it competes for people’s attention,” Foster says. “It’s kind of the rediscovery of something we’ve known for a long time.”

That rediscovery has fueled a new partnership between *The Atlantic*, which was founded 156 years ago, and Longreads, which recently celebrated its fourth anniversary.

While there are business challenges to navigate, long-form journalism has always been a central part of *The Atlantic*’s identity, says Editor Scott Stossel. He says it’s the “golden age” of long form with new distribution methods such as eBooks, iPad apps, Nook and Kindle delivering content to different types of users while maintaining the core journalistic values that have made *The Atlantic*’s reputation.

“We’re putting the same amount of attention and care into our long-form journalism, but we’re managing to reach far more people with it than we ever have in the past because our digital audience is growing so quickly,” says Stossel, who was named editor of the magazine last year. “We’re doing the same thing we’ve always done but reaching a broader audience.”

The company prides itself on being “fast followers,” who are quick to recognize innovation that makes business sense and are ready to experiment with the tools — and content providers — of the digital age, Stossel says.

“Part of the culture of the place here is sort of relentless experimentation and innovation,” Stossel says from his office in Washington, D.C. “That means surveying the landscape for organizations like Longreads that we can partner with in a mutually beneficial way.”

In April, *The Atlantic* and Longreads announced a long-term partnership that would make Longreads a part of the magazine’s digital network of sites. It will remain an independent site with Founder Mark Armstrong, a former Time Inc. editor, retaining full editorial control of all longreads.com content.

For Armstrong, what makes the company he founded special is that focus on the experience for the audience — the “community” that still wants in-depth, meaningful storytelling that might take more than two stops on the subway.

“*The Atlantic* was one of the earliest publishers to get involved in this community, and they understood what made it special,” Armstrong says. “I think we’re just scraping the surface in terms of the audience for these stories.”

“From a curation standpoint, our goal is to help people discover stories, writers and publishers they might not have found otherwise.”

Sometimes, those stories take on a life the writer never knew it could. Such is the case with The New York Times’ award-winning and groundbreaking multimedia presentation of “Snow Fall: The Avalanche at Tunnel Creek.” Times sports writer John Branch, who wrote the multi-part story, says it started out as a written follow-up to what had become a few too many avalanche deaths in backcountry areas — where experienced extreme and free skiers and snowboarders often push their limits. It had been a very dangerous winter, Branch says. The difference with what happened at Tunnel Creek is

that there were so many witnesses — a large group had gathered to take on the backcountry at Stevens Pass in Washington.

There was no initial thought about using multimedia. It was former Times sports editor Joe Sexton who thought there might be more there, says Branch, who is based in the San Francisco Bay area. As Branch tracked down the witnesses and survivors and learned about the science of avalanches, he says he made the unusual step of handing over a then-unfinished file to Times editors, who were engrossed by the voices in the story and saw the potential for a blended multimedia presentation.

What resulted is a presentation that Medill’s Foster describes as “the kind of kinetic, robust and dynamic experience that users are looking for.”

When it was released on The New York Times website, Snow Fall was an immediate sensation. Never before had any news organization presented a story in such a way — a visually stunning hybridization of text, video, photography and animated graphics — each providing varied and unique entry points to the story of what happened to the skiers, snowboarders, even the mountain, itself, during the avalanche that killed three on Feb. 19, 2012.

What readers experienced was what many in the journalism industry had been trying to achieve on the web for many years — seamless integration and smooth innovation — and it worked well on mobile devices, too.

The multimedia presentation featured words, still and moving images and graphics that helped transport the reader to that fateful day when disaster struck. The project not only won the 2013 Pulitzer Prize for feature writing, but The Times website also won a 2013 Peabody

Award for electronic media.

Branch, who has been at The Times since 2005, says the organization has not ever lost its commitment to long-form journalism. “Snow Fall” was the third piece of more than 15,000 words that he wrote in the previous year. While other news organizations “fought the bleeding” by “reeling in their ambitions,” The Times continues to give resources to this type of engrossing storytelling whenever possible, Branch says.

“Fortunately, I think The Times has taken the opposite approach and says, ‘Let’s not underestimate the attention span of readers and the desire of readers,’” Branch says. “This story certainly shows a commitment to long-form journalism, but I don’t think we’ve ever lost that commitment.”

Foster says that what the success of “Snow Fall” shows us is that The Times really “gets it” — it being the type of storytelling that readers really want, where the audience has a choice of which part of the story to use in which form.

“This has been the promise of storytelling for many generations,” Foster says. “What we’re in the process of doing is reinventing the form in a way, but not altering the DNA, which is that people want to be transported into somebody else’s reality. They want to understand that reality from the inside out, and they want to have a persuasive, multisensory experience of being taken on a journey. What we’re seeing with the best of these sites is the ability to deliver on that promise.”

KIMBERLY DAVIS IS A WRITER AND ADJUNCT JOURNALISM PROFESSOR AT THE UNIVERSITY OF MARYLAND, COLLEGE PARK. SHE IS PURSUING A PH.D. IN JOURNALISM STUDIES.



“ THIS HAS BEEN THE PROMISE OF STORYTELLING FOR MANY GENERATIONS. WHAT WE’RE IN THE PROCESS OF DOING IS REINVENTING THE FORM IN A WAY, BUT NOT ALTERING THE DNA, WHICH IS THAT **PEOPLE WANT TO BE TRANSPORTED INTO SOMEBODY ELSE’S REALITY.**” — Medill Associate Professor Douglas Foster



TEN YEARS AGO,
JOSH GRAU (IMC04)
WAS COACHING COLLEGE
VOLLEYBALL. TODAY HE
IS INTRODUCING BRANDS
ALL OVER THE WORLD TO
THE POWER OF TWITTER.

SOCIAL CLIMBER

STORY BY GLENN JEFFERS (BSJ01) • PHOTOS BY RAY WHITEHOUSE (BSJ12)

@SBOWL47 @RAVENS @49ERS #SUPERDOME #2013

It had been a good Super Bowl for Twitter. It was the start of the second half and the San Francisco-based social network already surpassed last year's total of 13.7 million Bowl-related tweets. And then, less than two minutes into the third quarter, half the lights went out in the Superdome.

Twitter exploded. For the next half hour, Twitter said its users published posts about the outage at a rate of 231,500 tweets per minute. As that happened, Josh Grau (IMCo4) sat in the Superdome monitoring the second annual #AdScrimmage, a contest where users could tweet-vote on their favorite Super Bowl ads. This year it was easier for users to vote, because 26 of the 52 national ads carried on-air Twitter hashtags.

Between the contest and the ads themselves, Twitter posted more than 300,000 ad-related tweets, a drop in the bucket compared to the power outage, but a 273 percent increase over last year's tweets, when only one out of every five ads carried a hashtag.

"It just goes to show that not just Twitter but this idea of social communication, sort of sitting around a global campfire ... is becoming the norm now," says Grau, 37. "It's pretty exciting. That Twitter is leading that charge is even more exciting."

The San Francisco 49ers may have lost the game, but the Super Bowl was a huge victory for Twitter and for Grau, who is the company's head of brand strategy. In that role, he leads a global team that works with advertisers to create custom marketing programs that utilize the social network's unique, 140-character platform.

"He is world class at crafting solutions for brands that are beyond that of the basic ad unit," says Twitter Chief Executive Officer Dick Costolo, who recruited Grau for the job. "He's always coming up with solutions that are embraced by the brands and are creative and thoughtful."

To hear such praise about Grau, who joined Twitter in 2010, is not unusual. After all, he's helped integrate campaigns for brands across ESPN's multimedia platforms and helped build YouTube's first marketing solutions team. Rewind a little more than a decade, though, and Grau would not be talking about brand strategies.

He was too busy developing tactics for the women's volleyball team he helped coach.

Yeah, it's been an interesting ride.

@BERKELEYPREP @TAMPA_FLORIDA #EIGHTHGRADE

Grau was in eighth grade and still hadn't found a sport he liked. Sure, he had some athletic ability, but nothing piqued his interest. Then one day, his parents were late picking him up from school. While he waited, Grau wandered into the school's gymnasium. A net was up. Kids were banging a white ball over it, running, sliding, diving. When his parents arrived, he asked for a net and ball for the backyard.

Grau dove into volleyball, becoming a student of the

game, focusing on strategy, digging and setting up shots. He practiced with club teams. He played all four years of high school at Berkeley Prep, a K-12 school in Tampa, Fla. "I ended up pretty decent," he says. "I definitely had more of a mind for the game."

But he also had another passion: going to Northwestern. He wanted to go to Medill, major in broadcasting and maybe anchor ESPN's SportsCenter one day. His mom, Kathi, grew up in nearby Park Ridge, Ill., so he knew the area. Several of his friends were already there. To Grau, it would be the ultimate college experience.

He got into every school he applied to — except Northwestern.

He ended up at the University of Florida, and in 1997 graduated with a degree in psychology. He played for the university's club volleyball team, helping them to four conference titles and two national runner-up performances. As he considered graduate school, he held onto his dream of journalism and Medill. But again, it wasn't to be.

"That dreaded rejection letter," Grau says. So he shifted his focus.

He enrolled at the University of Texas in 1998 to pursue a master's degree in sports administration. He had a knack for marketing and reaching out to people creatively. And he liked the business side; he cut his teeth working as a marketing director for four local CBS Radio affiliates. But he still kept one foot in volleyball, spending a year as a graduate assistant for Texas' women's varsity team.

Grau graduated from Texas in 2000 and was headed to Los Angeles for a job with FOX Sports. Then he got a call. There was a school whose women's volleyball team was at the bottom of the Big Ten conference. They needed someone to help with recruiting.

Guess what school it was.

@NU_SPORTS #2000 #BECAREFULWHATYOUWISHFOR

When he got to Evanston, Grau took a moment to let everything sink in. He was finally at Northwestern. Then reality hit. The Wildcats finished 4-26 the previous year, 2-18 in conference play, the team's 10th straight losing season. Any more in the basement and there would've been a water heater on the court.

But Grau saw it as the ultimate hard sell. He toured the club team scene, packaging Northwestern as something of a startup to prospects. Come to Chicago (or close to it), he said. Start immediately. Play in one of the toughest conferences. Build this team into something special.

And it worked.

In three seasons Grau played a major part in getting five high school All-Americans to commit to the Wildcats. Northwestern finished 17-16 in 2002 and earned a berth to the NCAA Tournament, its first in 18 years.

But even before that season began, Grau knew he wanted to do something more. As rewarding as coaching



was, it was also grueling, monotonous. He wanted more balance. He learned about Medill's part-time integrated marketing communications program and thought it would help reintroduce him to the marketing and media world. So, for a third time, he applied to Medill.

This time, he was accepted.

No, it wasn't vindication, Grau says. "I feel like in 1993, they weren't ready for me yet."

@MEDILLSCHOOL #IMC #2002 #BACKTOSCHOOL

Grau was not the typical IMC student. Many came from the world of media and advertising. They understood metrics. They spoke the same corporate language. And then there was Grau, the college volleyball coach, the guy walking into class in adidas sweats while everyone else was dressed in business casual.

Yes, he was different, certainly older than most of the students, says IMC Associate Professor Paul Wang. But Grau was also more giving. He could connect with people, work with them. "Other people cared more about themselves. But Josh had the best interests of others at heart," Wang says. "A coach's job is to bring out the best in others, and he always had that skill."

He also could keep up with his younger classmates. Grau cruised through the program while continuing to recruit prospects and run scrimmages. The 2003 season brought with it another winning record (18-16), a tourney berth and a promotion to associate head coach.

But it didn't matter. He turned in his resignation three months before the '04 season, the same time he graduated from IMC. Then in 2005, Grau got to fulfill another dream. Well, sort of.

He went to work for ESPN, just not as an anchor. As a marketing director based out of ESPN's Chicago



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— GRAU

office, he developed campaigns that would run across multiple forms of media — print, Internet, radio, television and mobile.

Meanwhile, Mark Murphy, who was Northwestern's athletic director at the time, was on an advisory board for a new program at the university's School of Continuing Studies: Master's in Sports Administration (MSA). It would focus on the business of sports, from negotiations and labor management to marketing and public relations.

Murphy remembered Grau and dropped his name. "He was such a great recruiter," says Murphy, now president and CEO of the Green Bay Packers. "He was talented, so you knew he could do anything he put his mind to."

With his master's from Texas and his time at Northwestern, Grau was the ideal candidate. Three months after landing the ESPN gig, Grau began teaching part-time and helped develop new courses for the sports administration program.

He continued to balance life at ESPN with his work for the MSA program until he received an offer he couldn't refuse.

@GOOGLE @YOUTUBE #2008 #MOVINGONUP

Back in 2004 when Grau was pursuing the ESPN job, he was also being recruited by Google. ESPN made the offer first, so Grau withdrew his name from contention, but he kept an eye on what Google was up to.

Once Google bought YouTube in late 2006, the company had Grau's attention. He watched as Google put a big effort into building a marketing and sales team to help effectively monetize the site. He heard amazing things about the culture of the company. He wanted in.

Grau contacted Google in August 2007 and received an offer at the end of the year to become head of content development and sales strategy for the branded entertainment section of YouTube.

"YouTube was a cultural phenomenon, and I was a power-user," Grau says. "I saw a great opportunity to help build YouTube into a multi-billion dollar business, and we did."

As he'd done multiple times before, Grau was tasked with building something from the ground up, in this case moving YouTube beyond simple text ads on videos to creating advertisement-based programming on the video-sharing site. He brought in Burger King to sponsor Seth MacFarlane's web-based "Cavalcade of Cartoon Comedy" series. One of his last projects at Google was Ad Blitz, a contest where people could watch Super Bowl Ads on YouTube, then vote on their favorite.

Grau continued to teach at Northwestern, and in 2010 he was named director of the MSA program. He did not keep the title for long, though, because in April of that year he received an email from an old colleague — Dick Costolo.

By Matt Paoletti (BSJ05, MSJ06)

TWITTER EVANGELIST



When Adam Sharp (BSJ06) was a student at Northwestern, he had too many passions and too little time.

"For a while I was a journalism and computer engineering double major with a political science minor," Sharp says. "Then I was a journalism and political science double major with a computer engineering minor. I finally walked and got the diploma. But it was always this mix between technology, politics and news at a time when you really had to choose between them."

Fortunately for Sharp, now he doesn't have to choose. Working in Washington, D.C., as head of governments and non-profits at Twitter, where he's been for the past two and a half years, he combines his journalistic skill, knowledge of politics and love of technology to encourage government officials, agencies and candidates, as well as non-profit and religious groups, to harness the power of Twitter.

"My role is to show them how to get the most out of

@TWITTER #2010 #LOVINGLIFE

Costolo worked at Google at the same time that Grau was at YouTube and in the same office. He left in 2009 to become chief operating officer of Twitter. He emailed Grau to say he wanted his former colleague to join him at Twitter as soon as the social network was ready to monetize.

In April 2010, Twitter announced it was launching Promoted Tweets, 140 character-sized ads that companies could buy. By July, Grau was in San Francisco working for Twitter.

"Everybody that worked with him talked about his work ethic, his passion for working with the customers, his creative ability to put solutions together," says Costolo, who was named CEO later in 2010. "The go-to people on those teams were all big fans of his."

What Grau saw at Twitter was the same thing he saw with YouTube: potential for an incredibly popular and profitable business. Many of the brands he started working with, including several Fortune 200 companies, were tweeting already. "They saw Twitter as an extension of their brand DNA," he says. "What we were able to do was give them the 'White Glove Treatment.'"

Today the seven-year-old company has 200-plus million active users posting 400 million tweets daily. Celebrities talk to fans. Friends "LOL" over shared articles. Hashtags abound on TV. It wasn't until the Arab Spring, though, that Grau truly saw Twitter's global

impact. Two days after widespread protests began in Egypt, state-controlled telecommunication providers were shut down, and 23 million Internet users vanished from the North African country. Yet Egyptians were still getting their message out on Twitter.

"To know that the platform could give the people of Egypt a voice and they could communicate with the outside world," Grau says, "that was one of those 'I can't believe this is happening' moments."

Now three years into the job, Grau circumnavigates the world, working with companies in Latin America, Southeast Asia and the Middle East to bring their brands to Twitter. It leaves him little time to enjoy his Russian Hill neighborhood, located just south of Fisherman's Wharf. Whenever he's in town, he's either in the office or at the gym. He hasn't picked up a volleyball in three years. "It would be scary if I did," he says.

But for all the work and the travel, Grau loves what he does. When he arrived at Twitter there was uncertainty, but the same could be said for his career path. What he's learned along the way is how to find solutions, be it on the court or in a tweet. And it's that chance to shape an unknown future that continues to intrigue him.

"When the opportunity presents itself," Grau says, "I like a good challenge."

GLENN JEFFERS IS A CHICAGO-BASED FREELANCE JOURNALIST.

Twitter — to build constituencies around their ideas, to engage with their constituents and really have more of that one-on-one retail relationship with folks," Sharp says. "This job is the closest I have gotten to the perfect equilibrium of my passions."

Leading up to the 2012 election, Sharp and his team worked with the Obama and Romney campaigns on their use of Twitter to both engage the public and monitor the national conversation during and after keystone events such as conventions and debates. This valuable information was largely unavailable to campaigns in the pre-Twitter era, Sharp says.

"We're so used to having to wait several days to look at how the polling shifts to see what people are talking about," he says. "But now that we are able to measure instantly what's essentially a conversation that only used to occur behind the doors of coffee shops and around office water coolers, we can see immediately at the end of the debate what moments saw the most activity, what issues people were talking about and which candidate was dominating the conversation."

Sharp's Twitter evangelization in the political arena is bearing fruit. When he started, one-third of Congress had a Twitter account. Today every member of the U.S. Senate has an account as well as 95 percent of the U.S.

House of Representatives.

"Because of his background as a communications professional in the Senate and his background as a journalist, he was able to instantly communicate the value of this growing medium to people in government who needed it," says Brad Fitch, who serves as president and CEO of the Congressional Management Foundation and who first met Sharp on his Teaching Television (now known as Journalism Residency) quarter in Washington, D.C., in 1999. "It was this remarkable knowledge of all sides of the communications equation that makes him perfectly suited for this job right now."

Sharp has made waves in the non-profit and religious sectors as well, most notably when his team had a hand in getting Pope Benedict XVI to join Twitter late last year.

"Like politics, faith is based on this notion of community," Sharp says. "What Twitter is able to do is essentially put the town square in your pocket. You could be sitting at home watching TV and still be a very active member of that community — speaking to your elected representatives, speaking to your pastor or even the President or the Pope."

MATT PAOLELLI IS A WEB CONTENT PRODUCER FOR NORTHWESTERN UNIVERSITY AND ADJUNCT LECTURER.

LEADING THE NEXT GENERATION OF JOURNALISTS

It's no secret that as journalism evolves, so too must journalism education. Colleges and universities must continue to create academic environments that prepare students to succeed in a field where the present and future look much different than the past. As deans of higher education journalism schools, **Ann Wead Kimbrough (MSJ80)** and **Brett Pulley (MSJ87)** constantly think about this challenge. The two took time to speak with **Marc Zarefsky (BSJ07)** about producing the next generation of journalists.

ANN WEAD KIMBROUGH

Dean of the School of Journalism & Graphic Communication at Florida A&M University

JOB TITLE

Dean of the Scripps Howard School of Journalism and Communications at Hampton University

BRETT PULLEY



Promising	ONE WORD THAT DESCRIBES THE JOB	Futurity
Today's journalism students are digital natives and are easily adaptable to the changing way we communicate with our audiences. Journalism educators have myriad digital tools available to provide instruction to our students.	WHY IS NOW THE BEST TIME TO STUDY JOURNALISM?	This is a time of tremendous opportunity. With the unyielding proliferation of digital distribution platforms, the need for content has never been greater ... the quality of the content becomes increasingly critical. Ultimately, content, as they say, is king.
Journalism schools have a rare opportunity to lead our industry at a time of consolidation and rapidly advancing technological updates. Our challenge is to demonstrate flexibility in strategic opportunities where the highest level of relevant, instructional excellence is demanded in the marketplace.	WHAT IS THE BIGGEST CHALLENGE YOU SEE JOURNALISM SCHOOLS FACING?	Productively and progressively blending the old with the new. There has to be a willingness to totally rethink the craft — from the very architecture of stories, to the tools that are used to distribute news and information. On the other hand, we must never forget that the fundamentals are paramount.
In short, Medill taught me to remain relevant and updated. [I learned to] avoid being the story and remain a journalist, bank evergreen stories, exercise fairness and truth, achieve my best in all areas of journalism and remain true to who I am.	HOW DID YOUR TIME AT MEDILL PREPARE YOU TO LEAD THE NEXT GENERATION OF JOURNALISTS?	Medill gave me a foundation and pointed me in a direction that enabled me to excel in the industry. As a result of what I did with that education, I now find myself wonderfully situated to provide the foundation and direction that will not only enable young people to excel, but to also become leaders in the world of digital media.



History, diversity and civic pride all collide in Philadelphia, which is one of the country's oldest cities, yet one that continues to showcase a spirit of innovation and provide new surprises for those ready to experience its charms. "This has always been an unbelievable news town," says Medill alumnus Daniel Rubin (MSJ80). The "City of Brotherly Love" has been embraced by Rubin and three other Medill alumni who spoke to **Elliott Smith (BSJ97)** about working and living in one of America's great historical hubs.

Photos by Ray Whitehouse (BSJ12)



KATIE TANG | BSJ12, IMC-CERT12
SOCIAL MEDIA COORDINATOR
 PHILADELPHIA EAGLES

TELL US ABOUT YOUR JOB.

I wear a few different hats in the team's digital space. I manage all of our social media accounts, collaborate with departments across the organization to ensure they're utilizing social media to achieve their goals and develop social media content and campaigns exclusive to the digital space.

WERE YOU ALWAYS A SPORTS FAN OR DID YOU LEARN ON THE JOB?

I grew up in Buffalo, N.Y. — a small, but very passionate, sports market. Hockey was my first love, but nothing beats spending your entire Sunday watching football with friends and plenty of food. I find the business of sports even more fascinating. The brand loyalty sports fans have for their favorite teams is unrivaled in the marketplace. I also love the tradition of passing down fandom from generation to generation. What's better than seeing three or four family generations enjoying a game together?

HOW DO YOU FEEL MEDILL PREPARED YOU FOR THIS "NEW MEDIA" JOB?

Medill gave me the tools I need to explore and innovate in the digital space. But more importantly, the work ethic Medill ingrained in me is invaluable. Triple-checking the spelling of a player's name may seem overcautious, but I've learned that you have to get it right on social media the first time, every time, or you will get called out on it.

YOU DO KNOW THE REPUTATION OF PHILLY SPORTS FANS, RIGHT?

Philadelphia fans wear their hearts on their sleeves. They're hard on their teams, but only because they hold them to such a high standard. In Philadelphia, if anything, sports are a part of the family. I think it's fair to expect nothing but the best from family.

ROD HICKS | MSJ97
EDITOR ON EASTERN REGIONAL DESK
 THE ASSOCIATED PRESS

HOW IS THE AP EVOLVING?

The way people interact with news is changing. We are still aggressive and still trying to get accurate, timely info that people care about. Newspapers no longer make up our largest client as far as revenue. We're in a lot more places — we've beefed up our video and have a big presence online. We've expanded the platforms that we deliver info on, but the heart of journalism and information is the same.

WHAT IS YOUR ROLE WITH THE NATIONAL ASSOCIATION OF BLACK JOURNALISTS (NABJ)?

The last two years, I was the chairman of the NABJ Convention and now am the convention program book editor. We had a very heavy focus on digital media because this is how industry has evolved. We have to make sure our members understand all of the new innovations and new delivery platforms that are out there — new ways to interact with readers, listeners and viewers.

HOW DOES PHILADELPHIA STAND APART FROM CITIES LIKE NEW YORK AND BOSTON?

Philadelphia has its own personality, created largely by the people who are here. It's an old city, a historic city, but a very vibrant city. This is my second time living in the area — I left in 1999 and came back in 2009. I've really gotten to know the city a lot better since I came back, and I've come to love it.

WHY IS IT KEY TO GET THE "FOUNDATION" THAT MEDILL PROVIDES?

We are getting to a point where every individual will get their own news and info. Social media is one of the driving forces of that. As all media continue to expand, it's important to get that good, basic understanding of how it works, the implications and what it means to you as a journalist.



DAN RUBIN | MSJ80
COLUMNIST/DIRECTOR OF SOCIAL MEDIA
 PHILADELPHIA INQUIRER

HOW HAVE YOU MANAGED TO EVOLVE OVER THE YEARS?

I think a real healthy case of ADD. You have to keep changing it up or else it gets stale. Every time things change, rather than worry about how it's going to affect me, I try to find something different to learn and do. We're about to launch our own website — we've been online for 18 years but never had our own website. So this is a very different role, more of an entrepreneurial role. We're making it up as we go, and I wanted to be involved in it.

HOW DOES PHILADELPHIA INSPIRE YOU?

It has always been the greatest news town I've known, ever since I was a reporter in Louisville and a box of leaking human heads arrived. I said kiddingly, "I bet it came from Philadelphia," and it did! But it's dynamic and changing, with a serious edge. Working with the media here and dealing with the public is often like engaging in hand-to-hand combat. You have to have tough skin to do that.

DO YOU STILL REFLECT ON ANY OF YOUR MEDILL LESSONS?

I teach urban journalism at the University of Pennsylvania, and I teach what I learned at Medill to these students. A lot of Medill is not distant to me at all because I'm trying to break down writing into clear strong lines. Medill taught me how to write.

WHY IS PHILLY'S CHEESESTEAK THE BEST?

First of all, it's clearly health food. I don't believe in the Cheez Whiz. But if you have a really crisp roll and sharp provolone and nicely sliced cut of rib eye, that's pretty much all your food groups, isn't it? And you can find one on any corner in this place. They're like the girl next door. When you're running up the Rocky steps, it's good to run with one in each hand.

LAURA LAPINSOHN REALE | IMC93
PRESIDENT PHILLY SAMPLES;
OWNER REALE PUBLIC RELATIONS
AND SQUAREALE

WHAT MAKES PHILADELPHIA SO SPECIAL?

Everyone knows each other. It's such a small town for being a big city. We use that to our advantage. I meet people every day that I went to high school with. At Medill, they used to make fun of me because I wanted to come home. I loved Chicago, but I felt the need to come back to my hometown. If you know people and if you're willing to network, it's a great city to be in.

HOW DO YOU BALANCE DIFFERENT JOBS?

You know, I really couldn't have done it without the IMC program. It taught me how to prioritize. It gave me confidence. I knew that I had the education behind me, so I didn't have to follow an exact career track. I was looking for something that gave me flexibility. That's what I found about entrepreneurship — you never leave work, but you can do it when your schedule works.

WHAT ARE SOME ONLY-IN-PHILADELPHIA WORK MOMENTS YOU'VE HAD?

The craziest thing I ever tried to do was put together a Mambo group wearing Santa suits for a flash mob at 4:30 a.m. on Black Friday. Trying to find a Santa suit on short notice to visit shoppers was tough.

HOW DID THE IMC PROGRAM PREPARE YOU FOR THE BUSINESS WORLD?

I take the lessons with me today. I'm still in touch with Professor Clarke Caywood — he still gives me advice. IMC helps you see all the facets of communication. I still walk around saying "What's the benefit?" and "Find a niche and fill it."





Translating 'Mayhem'

Georgina Flores (IMC02) made it on to Advertising Age's "40 under 40" list in January for her work at Allstate. How did she get there? Early on she learned the value of connecting with her audience. That, and a little bit of luck.

Story by Nick Weldon (BSJ10) • Photos by Ray Whitehouse (BSJ12)

It was a late night in Pamplona, Spain. Or was it early morning? The locals, a teenage Georgina Karas was learning, weren't keen on distinguishing the two. Either way, the 19-year-old American, who was spending a year abroad studying at the nearby University of Navarra, was ready to walk back to her host family's home after another fun night with her new friends, except they wouldn't let her go. Not alone anyway. "I can walk home myself," she insisted. It was hardly more than a mile. The streets were still buzzing. She'd made the walk before. It wasn't that far, but they persisted. Karas (now Flores) didn't know it at the time, but that walk home, and countless others alongside her Spanish chaperones, started her down the path to becoming one of the brightest young marketers in America.

"It took me a while to realize that they're doing this because it makes them feel good to take care of you," says Flores (IMC02), who is now 35 and lives in Park Ridge, Ill. "[In Spain] they say 'cariño,' which is like 'caring,' but just the deep connection people have. There was a lot of love for people, and I think that that's very true to Hispanic cultures." It was one insight among many she's uncovered over the years that helped her become Allstate Corp.'s director of multicultural marketing strategy for Hispanic, African-American, Asian and LGBT communities. She's also the director of homeowners marketing. Her career hit a high point in November when she was inducted into the American Advertising Federation's Advertising Hall of Achievement. Then two months later she was named to Advertising Age's esteemed "40 under 40" list.

Flores has spearheaded numerous award-winning projects for Allstate. "Mala Suerte," an adaptation of Allstate's ubiquitous "Mayhem" campaign targeting Hispanic markets, won a Silver Effie award, which is given each year in recognition of the most effective advertising efforts. "Equality Is," a social media effort that empowered LGBT customers to share their personal stories, took home a digital prize at the 2012 Gay & Lesbian Alliance Against Defamation Amplifier Awards.

Flores's oversight of multicultural and homeowners marketing includes the full spectrum of IMC channels: advertising, media, cause-related marketing, direct marketing, digital, social media, collateral, promotions, sponsorship and consumer public relations. In practice, those responsibilities mean a lot of top-level decision making, a lot of delegation and a lot of meetings. Flores, clicking through work emails, rattles off her Thursday agenda.

"What won't I be working on?" she says with a laugh. "I'm in meetings from the time I walk in the door until the time I leave." There's one for a new national home insurance campaign, weekly one-on-one's

with members of her seven-person multicultural and homeowners marketing team, a research meeting about an African-American marketing program, a meeting about communications with Allstate agents and an interdepartmental creative review. Then? "I end the day with a parent activity in my daughter's preschool class," says Flores, who has two young children with her husband, Manuel, a former Chicago alderman who now works for the State of Illinois. "We're going to be doing alphabet recognition."

It has been a speedy climb for Flores. She graduated summa cum laude in 1999 from the University of Missouri, where she double majored in journalism and Spanish. Her first job after graduating from Missouri was with Chicago-based Entertainment Marketing Inc., which specializes in event production. "She got promoted quickly and was always taking on assignments above her rank because she could handle it," says Scott Melanson, who hired her at EMI. Flores played critical roles in everything from the "daily nuts and bolts" — like organizing training sessions and voluntarily streamlining the agency's internal processes to some of EMI's flashier projects, Melanson says. She helped shepherd a sweepstakes partnership between Kahlua liqueur and the E! television program "Wild On!" that rewarded winners with a dream South Beach weekend including a body-painting party hosted by Brooke Burke.

By 2001, Flores says she "wanted to be more of an expert in this field," which led her to Medill's IMC program.

Associate Professor John Greening, who taught Flores's Brand Communications Decisions class, remembers her as a talkative student intent on sharpening her focus as a marketer. "She wanted to be on the side that made the decision," he says.

The program and its diverse composition — Flores says that about a third of her 82 classmates were international — reignited her passion for other cultures. Six months after graduation, during which

“ Her diverse background plays a very great role in her being an empathetic marketer. It’s helped her become a **whole-brained marketer.**” — Medill Associate Professor John Greening

time she worked at a small Chicago agency, she started as project manager with Allstate, where she says, “I had my sights on multicultural (marketing) from the time I walked in the door.”

Flores continued to take on additional responsibilities, and in January 2007 she was promoted to the role of Hispanic marketing manager. She soon was in charge of the whole department, and by the end of 2011, she assumed her current roles in multicultural and homeowners. Along the way, the diversity of her experiences influenced her work. Her husband’s family is originally from Mexico. Her father’s parents came to the U.S. from Greece and her mother’s family is from what was then Czechoslovakia. “Growing up in Chicago, culture is all around you,” she says. “You’re very conscious of people’s backgrounds.”

Flores used her understanding of cultural subtleties to execute the “Mala Suerte” campaign.

“We definitely took a risk,” she says.

In the original American version, the “Mayhem” character is very physical and chaotic. “Mala Suerte,” which means ‘bad luck,’ was meant to tap into the prominence of superstition in Hispanic cultures.

“The way many Hispanics live their lives is, ‘God

willing, good things are going to happen to me, and if a bad thing happens it’s fate,’” Flores says. “We personified this idea of bad luck to say, ‘There’s actually a lot of things you can control.’”

“Mala Suerte,” a debonair character played by Spanish actor Alberto Mateo, is more subtle and mischievous, setting off chains of unfortunate events rather than being a violent catalyst like the “Mayhem” protagonist. Still, Flores admits that even trying to personify bad luck could have been received poorly if it wasn’t executed properly.

“Her diverse background plays a very great role in her being an empathetic marketer,” says Greening, who has kept an eye on her post-IMC career. “It’s helped her become a whole-brained marketer.”

So what will be her next “Mala Suerte”? Right now Flores says that the big one is the national home insurance campaign—tomorrow’s first meeting. She won’t reveal much other than it’s “developing in a pretty rapid timeline.” But then she’s used to moving at fast speeds and creating her own luck.

NICK WELDON IS A WRITER AND MAGAZINE EDITOR BASED IN BETHLEHEM, PENN.



Flores at the Allstate headquarters in Northbrook, Ill.

Photo essay by Ray Whitehouse (BSJ12)

A DAY IN
THE LIFE



WORKING THE BEAT

John Riley (MSJ08) believes few things in the realm of politics are a coincidence. “I’m looking to make connections between things,” says Riley, a staff writer for Metro Weekly, a publication focused on serving the LGBT community in Washington, D.C. Whether he’s describing how California made a small change in its election rules to overcome opposition to passing a budget or explaining the differences in revenue models between high-tax states and high-fee states, it’s clear Riley has a love for investigating and understanding the nuances of politics.

Riley’s job is to cover the news of the District in a way that is meaningful and informative to Metro Weekly’s audience. Riley’s story about an upcoming special election for the D.C. City Council took a deep and narrow focus on each candidate’s stance toward the LGBT community.

Covering the LGBT beat requires a lot of shoe-leather reporting. Visits to the police headquarters and the many courts in D.C. are commonplace for Riley, who frequently reports on violence against members of the LGBT community. Few other reporters share the beat. “I’m the only one reporting on this [case],” he says while leaving the Metropolitan Police Department headquarters. As such, Riley has a heightened responsibility to keep his audience informed.

10:50-10:59 A.M. ▼ Riley took the train to the D.C. Superior Court to attend a status hearing about whether the accused murderer of a transgender woman would be declared mentally fit to stand trial. The hearing was rescheduled.

► Inside the Metropolitan Police Department headquarters, Riley fills out paperwork to request police reports of crimes against members of the LGBT community.



11:21 A.M. ▲ To get more informed about an upcoming D.C. City Council special election, Riley talks with a D.C. resident about each of the candidates.

11:48 A.M. ▲ A Metropolitan Police Department clerk calls back to let Riley know the police report requests he filed were ready.



4:50 P.M. ▲ Editing copy after a day of reporting in D.C., Riley looks over the introduction paragraph he wrote for the magazine's Coverboy Confidential feature.

➕ View more pictures from a day in John Riley's life in the tablet edition and on Facebook ([facebook.com/MediIINU](https://www.facebook.com/MediIINU)).



5:40 P.M. ▲ Riley leaves the office after checking in with his managing editor and discussing what stories are done and what needs to be finished the next morning before proofing and printing.

NAMES TO KNOW | TEACH FOR AMERICA

By Matthew Kitchen (MSJ10)

In 2012 Northwestern University was recognized for sending more graduates to Teach for America than any other medium-sized college in the country. Here are four alumni who gave back, and grew, from their TFA experience.

Christina Salter (BSJ11)

Christina Salter heard about Teach for America during her time at Medill, but it was her work with the Medill Innocence Project (now known as The Medill Justice Project) that finally convinced her to apply to TFA during her senior year.

"I was interested in finding a job that was more involved in the day-to-day of helping people through social policy issues, and after talking to people involved with Teach for America, it just seemed like the next natural step."

Salter was placed at a charter school in St. Paul, Minn., where she teaches sixth graders from primarily immigrant families. Salter also started a journalism club at her school along with a TFA colleague.

"We've had three issues come out now. It's pretty basic, but it's fun for the kids. And it's fun for me, too, because I get to use a few of those journalism skills I learned at Medill."

Salter will finish the two-year program this spring and then start a summer fellowship in June with the Leadership for Educational Equity, an offshoot of TFA, while at night also pursuing her teaching certificate.

Leah Fabel (MSJ07)

After hearing about Teach for America from her brother-in-law and sister, Leah Fabel says she was driven by the organization's mission and decided to join up a year after graduating with a double major in history and urban studies from St. Olaf

College in 2000.

During her second year teaching at Paul Robeson High School in Chicago, Fabel wrote freelance stories for RedEye and Metromix and also took a journalism course on freelancing.

"I saw stories that I knew could be powerful, and I believed in the urgency of sharing those stories. I had always been interested in journalism, but I think teaching gives you some confidence to do it."

Fabel taught for another year, and then taught part time at a private school in Minneapolis. From 2005 to 2006, she worked at a magazine in Amman, Jordan, before heading to Medill to earn her master's degree. She then covered education for the Washington Examiner before returning to Teach for America, where she serves as the associate editor of the organization's alumni magazine.

Jacqueline Eustis (BSJ08)

Jacqueline Eustis credits Charles Moskos' Armed Forces class at Northwestern for convincing her to apply with Teach for America.

"He taught us about how other countries have civil service requirements while the United

States doesn't, which is a shame. And I felt like I had a lot of good things come to me, and I wanted to find a way to give back."

Eustis, who says Medill gave her the skills to help communicate with her students and their families, was placed at a public district school in New York's South Bronx for her two years with Teach for America. While she still lives in the city, she now is in her third year teaching at a charter school in Newark, N.J.

"I'm definitely going to stay in education. Once I had two years in the classroom I felt really passionate about education."

And she would recommend it to Medill students.

"You learn to pick yourself up, figure things out, and at the end of the day you're able to see the impact you're having on communities and families. It was great."

Joey Kahn (BSJ11)

Following in his older brother's footsteps, Joey Kahn applied to Teach for America during his senior year at Northwestern because he was intrigued by the mission and was looking for a way to give back while on the job hunt.

Kahn, who focused on audio and video documentaries while at Medill, says just about every day is a struggle in the urban Baltimore school where he teaches seventh-grade math. But he's learned a lot in his two years, including remembering what it's like to be a 12-year-old.

"I've become a much better teacher from the first year to the second. Everyone says that's going to happen, but it's really true. I wasn't traditionally trained in teaching and didn't go to school for it, and there's nothing that can prepare you for going from college to urban schools."

Kahn believes that Teach for America excels at giving people experience that they can carry on to careers outside the classroom to help make a difference in education policy.

MATTHEW KITCHEN WORKS AS A WRITER FOR NBC SPORTS AND CONTRIBUTES TO ESQUIRE.COM.

1950s

Karen DeCrow (BSJ59) moderated "Informed Consent: Considering 'The Immortal Life of Henrietta Lacks,'" by Rebecca Skloot," a panel discussion hosted by The CNY Women's Bar Association and SUNY Upstate Women in Medicine and Science. She was also scheduled to speak to the Democratic Women of Cayuga County on April 27 and the Freethinkers of Upstate New York on May 18.

1960s

Nolan Zavoral (MSJ69) had his first chapbook published. "Sequences Dark and Light" contains 15 personal poems about topics ranging from hip replacement surgery to meditations on early rock 'n' roll to what newspapers used to be.

1970s

John McCarron (BSJ70, MSJ73) taught a graduate seminar in advanced political reporting at DePaul University in the fall of 2012. His students' coverage of the presidential and local Congressional races, at www.DePolitics2012.com, was a finalist in the Peter Lisagor Awards, sponsored by the Chicago Headline Club.

Evelyn Schreiber-Steckler (MSJ75) and her husband of 35 years recently became first-time grandparents. Benjamin Max Rivner was born on Jan. 20 to Schreiber-Steckler's daughter Marisa and son-in-law Dr. Joshua Rivner.

Richard Harris (BSJ76) was senior producer and narrator of the PBS documentary "After Newtown: Guns in America." The documentary was designed to examine what compels someone to commit a mass shooting, what schools are doing to better protect students from horrific violence and how the politics of gun rights and gun control is playing out in Washington, D.C.

Michael Bennett (BSJ79) was elected president of The Press Club of Cleveland, a 125-year-old organization that serves journalism, marketing and public relations professionals in Greater Cleveland.

Richard Panek (BSJ79) received the 2012 Science Communication Award from the American Institute of Physics for his book, "The 4% Universe: Dark Matter, Dark Energy, and the Race to Discover the Rest of Reality."

1980s

Michael Comerford (MSJ83) started a blog in March called "Eyes Like Carnivals," which will feature vignettes about America while Comerford spends a year living and working with traveling carnivals across the country.



ALUMNUS PUTS A LITTLE IMC IN YOUR GOLF GAME

Matt Siegel (IMC99) knows how to get people excited about golf clubs. As vice president of marketing and sales at Club Champion, he dabbles in everything from customer support to store maintenance to helping with human resources. Whether he is trying to help people learn about the company or sizing someone for clubs, no day is the same as the next.

In the past year, the company has opened new locations in Philadelphia, Houston and Atlanta.

A large part of each day for Siegel is confronting the challenge of appealing to consumers in a niche market. "Most people just don't think they are good enough for club fitting to matter to them," Siegel says, "and nothing could be further from the truth."

Club Champion originated in the Chicago area and currently has three locations there. Siegel says his experiences at Medill allowed him to feel more comfortable reaching out to golfers of all skill levels by incorporating multimedia elements into marketing strategies. One way he's done that is through video, which he's found to be the best way to tell the company's story and differentiate itself from other golf retailers.

During his time at Medill, Siegel was placed at 3M Marketing and Communications for his summer residency. He says this opportunity provided him with a work experience that he would not have received anywhere else. "I credit IMC with helping me kick start my career."

Siegel also attributes his success to simply enjoying his work, and he recommends that anyone interested in marketing finds something that makes them feel that enjoyment. "Market or sell something that interests you or that you love," he says. "If you love it, it will never feel like a chore to keep trying to find new and inventive ways to sell."

— JOEY LAUTRUP (BSJ15)

PHOTOS BY BRUCE POWELL



Kevin Salwen and Joan King Salwen



Peter Johnson and Medill Dean Brad Hamm



NU President Morton Schapiro and Lisa Caputo

ALUMS RECOGNIZED AT NAA AWARDS

Three Medill alumni were honored for their professional and personal achievements and their commitment and dedication to Northwestern at the Northwestern Alumni Awards on March 2. **Kevin Salwen (BSJ79)**, **Peter Johnson (MSJ72)** and **Lisa Caputo (MSJ87)** were each recognized at the annual Northwestern Alumni Association (NAA) event.

Salwen, and wife Joan King Salwen (also a Northwestern graduate), were honored with the Service to Society Award, given in recognition for efforts that contribute to improving society. Along with advancing a cause, these efforts are seen as reflecting favorably on the university.

A former Wall Street Journal reporter, columnist and editor, Salwen co-wrote the book "The Power of Half" with his then-teenage daughter, who convinced the family to sell their suburban Atlanta home and donate half of the proceeds to charity. Salwen now spends much of his time encouraging Americans to recognize the relationships that can be built through generosity and service.

Johnson was given an Alumni Service Award in recognition for outstanding service to Northwestern. Johnson, who currently teaches marketing, sales management, consumer behavior and services marketing at Fordham University, was one of five alumni from across the university to receive the Alumni Service Award.

Caputo received the Alumni Merit Award, given to alumni from across the university who represent success in a wide range of professions. Caputo is currently the executive vice president of marketing and communications for Travelers. Earlier in her career she served as press secretary to former first lady Hillary Clinton and also as a senior adviser during Clinton's 2008 bid for the presidency.

Looking back on her professional experiences, Caputo offered advice to current students looking to get the most out of their futures. "For those coming out of Medill," she says, "the best advice I could give is to follow your passion and to stay focused on where you want to go." — JASMINE RANGEL

Bill Halldin (BSJ84) was elected to a four-year term on the Board of Trustees of Sierra College, a community college serving four counties east of Sacramento, Calif. He runs Halldin Public Relations, a firm that serves national and regional clients. In 2012, Halldin was listed among the most respected public relations professionals in the financial services industry by the media research firm, Gorkana, based on a survey of financial services journalists.

Lini S. Kadaba (MSJ86) took first place in the 2013 Pennsylvania Press Club Contest in the Personality Profile category for her story about Nicolle Wallace (MSJ96) that appeared in the Fall 2012 issue of Medill Magazine. She also placed second in Personality Profile for a story on a Holocaust survivor that appeared in *Alvernia Magazine*, and placed first and second in the Feature Story category for pieces on a traumatic brain injury survivor and a filmmaker, both for the *Philadelphia Inquirer*.

Steve Oldfield (BSJ87) was selected for an international photography exhibition by the London School of Liberal Arts. He was one of 52 artists chosen from 644 photographers in 101 countries. In addition to photography, Oldfield reports a weekly movie feature for several television stations. He also teaches broadcast journalism and documentary film at the high school and college level.

1990s

Laurianne McLaughlin (BSJ92) is editor-in-chief at InformationWeek.com, which was named a finalist in three categories, including digital team of the year and editorial excellence-overall B2B, in min's 2013 Best of the Web Awards. The InformationWeek editorial team set a new online traffic record in January with its best month for the site.

Todd Spangler (BSJ93) joined *Variety* as New York digital editor on April 1, covering digital media with an emphasis on the intersection of technology and television. Previously he was technology editor of Multichannel News, where he wrote about broadband and video technologies. He lives in South Orange, N.J., with his wife, Tracy Guth Spangler (BSJ92, MSJ93) and their two daughters, Kate and Sara.

Danielle Svetcov (BSJ95) is an agent with Levine Greenberg Literary and regularly represents Northwestern University alumni and faculty members, including Josh Chetwynd (BSJ93, MSJ94) for "The Book of Nice," and adjunct law professor Steven J. Harper for "The Lawyer Bubble," both of which were published in 2013.

Jeffrey Calcott Imerman (BSJ96) launched Imerman Cake Company, an online retailer and wholesale supplier of organic coffeecakes. The company is based in Bloomfield Hills, Mich.

Alan Heymann (BSJ97) was named vice president of communications for the Humane Society of the United States. Heymann is responsible for day-to-day management of the communications departments at the nation's largest animal welfare organization.

Jennifer Keeney-Bleeg (BSJ99) had her second baby boy on April 23. Julian Sawyer Davis Bleeg joins his big brother, Elliott, who turns 3 on June 7.

Anastasia Goodstein (MSJ99) was named vice president of digital services for the Advertising Council in New York City. In that role, she manages the team in charge of digital and social strategy for all Ad Council campaigns as well as AdCouncil.org.

2000s

Deborah Cassell (MSJ00) was hired as deputy editor for the University of Illinois Alumni Association. She writes and edits for *Illinois Alumni*, *UIC Alumni Magazine* and *UIS Alumni Magazine*, as well as oversees the social media program. Cassell is president of the Chicago chapter of the American Association of Business Publication Editors, and in 2011 she received Wittenberg University's Outstanding Young Alumna Award.

EVELYN Y. DAVIS

FEELING NOSTALGIC



Evelyn Y. Davis is known for being a prominent shareholder activist, but as she's entered semi-retirement she's cut back on her time at shareholder meetings and devoted a little more time to self-reflection. But companies used to hearing from her shouldn't relax yet, she says, because she still is "up to no good."

As she's become a little more nostalgic, she's thought more about what character traits CEOs and other influential figures possess, and why some are easier to like than others. In her eyes, it all comes down to class.

"Class is something you are born with," Davis says. "Even if you lose money, you still have class. You can't buy class. Even Donald Trump, with all his money, can't buy class."

The Evelyn Y. Davis scholarship at Medill helps support graduate students interested in financial, political, public policy or government reporting. This year's recipients are **Andrew Hedlund**, **Jennifer Kirby**, **Rebecca LaFlure**, **Dionne Young** and **Kaitlyn Zufall**, who all graduate this year.

HONORING WORKING MOMS



Anthonia Akitunde (MSJ10) felt there was something missing in the media's discussion about young working mothers: diversity. So she decided that she was going to bring women of color into the conversation by creating *Mater Mea*, a website that twice a month profiles a diverse group of young mothers

living in New York City.

With the help of partner Deborah Choi and photographer J. Quazi King, Akitunde launched the site on Mother's Day 2012. She says her publication gained most of its notoriety through word of mouth. "Our audience has really responded well to the site and connected to the women's incredible and relatable stories," she says.

The stories these women tell are a part of what makes *Mater Mea* a niche publication, Akitunde says. It "can make your content more impactful than creating another iterative product."

Recently *Mater Mea* showcased a successful DJ currently balancing motherhood and ambitious career plans, as well as the story of a mother in Harlem who went from professional dancer to Air Force airman to a lawyer representing various Fortune 500 companies.

To learn more about these mothers, visit matermea.com and follow the publication on Twitter @matermea.

— JOEY LAUTRUP (BSJ15)

David Plazas (MSJ00) received the Gannett Company's Individual Leadership and Diversity Award for his work as engagement editor of The News-Press (Fort Myers, Fla.), where he oversees the digital team. He was also one of 25 journalists across the globe selected for the 2013 Kiplinger Fellowship at The Ohio State University.

Eric Zuckerman (BSJ02) was recently promoted to director of video and broadcast sites at NBCNews.com. He is responsible for the site's video programming, production and distribution, and for the digital extensions of NBC News' broadcast news programs, NBCNightlyNews.com, DatelineNBC.com and RockCenterNBC.com.

Brooke Brower (MSJ03) was promoted to executive producer of MSNBC's "The Daily Rundown with Chuck Todd." He lives in Washington, D.C., where he also teaches a political reporting class at Georgetown University.

Garrett Baldwin (BSJ04) is scheduled to graduate in August with an MS in Agricultural Economics from Purdue and an MBA from Indiana University. In 2011 he completed an MA in Energy Economics from Johns Hopkins University. Baldwin is currently working on his third novel while raising capital for several startups.

Stephen Krupin (BSJ04) was named policy advisor and chief speechwriter to U.S. Secretary of State John Kerry. He previously was the director of speechwriting for President Barack Obama's re-election campaign.

Julie Lissner (BSJ04) was elected vice president of membership of the Junior League of Chicago for 2013-2015. The non-profit organization has more than 1,500 members who donate more than 200,000 hours each year to serve the Chicagoland area.

Raksha Varma (BSJ05) created Rakstar Media Group (RMG), a public relations/communications firm in Silicon Valley, Calif. RMG advises startups and mid-sized companies on their public relations efforts and overall marketing/communications strategies.

Srividya Sridharan (IMC08) is currently an analyst on the customer intelligence team at Forrester Research. The role involves helping marketing clients address their customer analytics needs, map out customer intelligence requirements and strategies and navigate the analytics technology and services landscape.

Chris Gentilviso (BSJ09) was promoted to senior politics editor at The Huffington Post. He was previously the D.C. bureau frontpage editor, serving as a liaison between the Washington and New York newsrooms during 2012 elections coverage.

2010s

Meghan Dwyer (MSJ11) joined WITI-TV (FOX) in Milwaukee as an investigative reporter. Previously she was the crime and legal reporter at WIFR-TV (CBS) in Rockford, Ill.

Josh Lederman (MSJ11) was named a White House reporter for the Associated Press, where he covers electoral politics, Vice President Joe Biden and domestic policy issues. He previously was a general assignment reporter for the AP's Washington bureau. In 2011, he reported for the AP in Jerusalem through Medill's Global Residency program.

OBITUARIES

Ruth Upton Dirks (BSJ51), 93, passed away on March 28. Dirks worked at Shriners Hospital for Chicago, and in the Army Nurse Corps during World War II. Living in the Dallas area since 1953, Dirks volunteered with the Girls Scouts, local schools, her church and as area director of the American Field Service. She was also an accomplished artist. She is survived by her husband Dick, four daughters and three grandsons.

Eugene Horan (BSJ48), 89, died on Feb. 25. A longtime resident of Woodbury, N.J., Horan enlisted in the United States Navy after graduating high school. He attended Medill before later joining the U.S. Naval Reserve. His career also included 29 years of service as superintendent of industrial relations at DuPont. He is survived by his sister, six children, three stepchildren, 13 grandchildren and seven great-grandchildren.

Edgar May (BSJ57), 83, died on Dec. 27. May was a Pulitzer Prize-winning journalist, a Vermont state senator and chief operating officer of Special Olympics in Springfield, Vt. Born in Zurich, Switzerland, May came to the United States in 1940. Before attending Medill, he worked as a file clerk for The New York Times and took night courses at Columbia University School of General Studies. A veteran of the Korean conflict, May served as a speechwriter for military officers while stationed in Chicago. His newspaper career included time spent at The Bellows Falls (Vt.) Times, the Fitchburg (Mass.) Sentinel and the Buffalo Evening News. In 1961, May won the Pulitzer Prize for Local Reporting for his series of articles on New York State's public welfare services. The series led to the book, "The Wasted Americans." May's political career included time in the Vermont House of Representatives as well as the Vermont Senate. He is survived by his sister Madeleine May Kunin and her husband, and his nieces, nephews, great-nieces and great-nephews.

Thomas McCarthy (BSJ50), 87, passed away on March 9. After graduating from Medill, he served as a staff correspondent for the Wall Street Journal and later worked as the vice president of public affairs for GT&E. In addition to his long career in public relations, McCarthy served in the U.S. Army Air Corps in the Solomon Islands during World War II. He is survived by his three children, five stepchildren and 23 grandchildren.

Mary Rose Noel Ray (BSJ38), 95, passed away on Dec. 23. Born and raised on the Northwest side of Chicago, Ray was one of the first four female cheerleaders at North Park Junior College. At Northwestern she was a member of Theta Sigma Phi, the national journalism sorority. She went on to spend 40 years working in public relations at American Airlines. In 1979 she was awarded Press Woman of the Year for her role in handling the public relations relating to the crash of American Airlines Flight 191, where 275 passengers perished. That same year she handled the PR for the hijacking of an American Airlines plane by two Serbian terrorists. She retired in 1979 to become a travel writer. Ray is survived by her brother-in-law, three nieces, four great-nieces, five great-nephews, four great-great-nieces and one great-great-nephew.

Ellen (Duennes) Russ (BSJ91, MSJ91), 44, died on March 5. Russ grew up in Independence, Ky. After Medill, she worked as a senior editor at ST Media Group Intl. in Cincinnati. Russ later worked as a marketing communications manager at the Batesville Casket Company. She went on to devote her attention to her children and extended family but still found time to do freelance editing. Russ is survived by her husband of more than sixteen years Jeff, son Zachary, daughter Julianna and other family and friends.

Beverly Ann Rutherford (BSJ56), 78, passed away on April 2. In addition to attending Medill, she studied home economics at Northwestern and was the president of Kappa Delta Sorority. She began her career as director of public relations at Medical Center Hospital of Vermont and then worked at Fletcher Allen Health Center (FAHC). She retired in 1997 but remained active by working part time at Kathy and Company Florist and at Gardener's Supply Company. She also served as president of the FAHC Auxiliary from 1999 to 2001. She is survived by her husband Alfred Nunan, four children, two sisters and six grandchildren.

Martha Urban (BSJ47), 87, passed away on Feb. 10. Urban, who grew up in Sharon, Penn., was a writer and editor. She worked on professional journals and in the textbook division of Rand McNally in Skokie, Ill., and she also freelanced at Urban Editorial Services. Urban was one of the founding members of Chicago Women in Publishing and the Association of Women in Communications. A longtime resident of Evanston, Ill., and Winnetka, Ill., Urban spent her retirement in Starlake, Wis. She is survived by her three children and three grandchildren.

Dillon Smith (BSJ63, MSJ64)



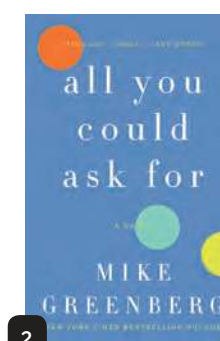
Smith, 71, an award-winning former Chicago broadcaster and member of Medill's Board of Advisers and Medill Hall of Achievement, died on Feb. 22. Smith spent 15 years at WMAQ-TV (NBC) in Chicago as an editorial director and program director. The station's program department won more Chicago Emmy Awards than any other station when Smith served as program director. As editorial director at WMAQ-TV, Smith produced a variety of documentaries, one of which won the American Bar Association's Silver Gavel Award in 1976. From 1975-1979, Smith won five straight Chicago Emmy Awards for his editorials. Smith left the station in 1984 to establish Dillon Smith Communications. His company developed and produced television pilots and instructional videos. He retired in 1996. Smith is survived by two daughters, a son and 10 grandchildren.

A Dillon Smith Fund has been created to recognize his contributions to Medill and Northwestern University. To make a donation, please contact the Office of Alumni Relations and Development, Northwestern University, 1201 Davis St., Evanston, IL, 60208 or visit <http://giving.northwestern.edu/node/2667>

KEEP READING ...



1.



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3.

1. After Visiting Friends

Michael Hainey (MSJ88)
GQ Deputy Editor Michael Hainey was 6 years old when his father died. Bob Hainey was found dead, at the age of 35, alone near his car on Chicago's North Side. Years later, Michael looked up his father's obituaries, and they didn't seem to tell the same story. Died after "visiting friends," one said. What friends? How? The 10 years spent searching for answers and attempting to uncovering long-buried family secrets are chronicled in this memoir.

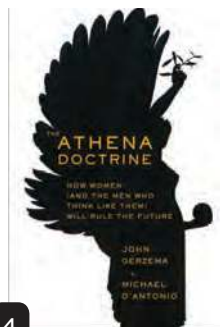
2. All You Could Ask For

Mike Greenberg (BSJ89)
In his debut novel, Mike Greenberg, of ESPN's "Mike and Mike in the Morning," tells a story of friendship and love, heartbreak and renewal, played out in the lives of three unforgettable women. The book was written in honor of Heidi

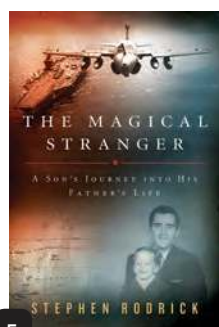
Armitage, a good friend of Greenberg's wife Stacy (IMC95), who lost her battle with breast cancer in 2009 at the age of 43. One hundred percent of the author's proceeds will go directly to The V Foundation for Cancer Research.

3. The Things They Cannot Say: Stories Soldiers Won't Tell You About What They've Seen, Done or Failed to Do in War

Kevin Sites (MSJ89)
What is it like to kill? What is it like to be under fire? How do you know what's right? What can you never forget? These are the difficult questions Kevin Sites asks 11 soldiers and marines. For each of these men, many of whom Sites first met while in Afghanistan and Iraq, the truth means something different. Sites also shares the unsettling narrative of his own failures during war.



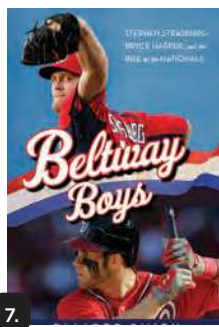
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4. The Athena Doctrine: How Women (and the Men Who Think Like Them) Will Rule The Future

John Gerzema (MSA87) and Michael D'Antonio

In a survey of 64,000 people from 13 countries, two-thirds of respondents felt the world would be a better place if men thought more like women. Drawing from interviews at innovative organizations in 18 different nations and at Fortune 500 boardrooms, the authors reveal how men and women are recognizing significant value in traits commonly associated with women, including nurturing, cooperation, communication and sharing.

5. The Magical Stranger: A Son's Journey into His Father's Life

Stephen Rodrick (MSJ91)

On Nov. 28, 1979, accomplished Navy pilot Peter Rodrick died when his plane crashed in the Indian Ocean. He was just 36 and had been the commanding officer of his squadron for 127 days. Eight thousand miles away on Whidbey Island, near Seattle, he left behind a wife who never recovered, two daughters, and a 13-year-old son who would grow up to be a writer — one who was drawn, perhaps inevitably, to write about his father, his family and the devastating consequences of military service.

6. Chocolate For Two

Maria Murnane (IMC93)

Waverly Bryson and Jake McIntyre are headed down the aisle. Though she longs for a low-key wedding, Waverly must go head-to-head with Jake's high-society mother, whose vision for their big day isn't exactly meshing with hers. Adding to the chaos is the impending departure of Paige, Waverly's very pregnant retail partner, the addition of a meddlesome new producer to her popular TV show and the arrival of her best friend, Andie, who's carting quite a big secret in her carry-on.

7. Beltway Boys: Stephen Strasburg, Bryce Harper, and the Rise of the Nationals

Elliott Smith (BSJ97)

The Washington Nationals combined once-in-a-generation talent with an experienced manager and a roster of young players to make it to the top of the National League East in 2012. Take a behind-the-scenes look to understand how the team's strategy of piecing together a contender led to the first postseason play by a D.C.-based baseball team in nearly 80 years.

8. Keeping Hope Alive

Dr. Hawa Abdi with Sarah J. Robbins (BSJ00)

"Keeping Hope Alive" is the memoir of Dr. Hawa Abdi, "the Mother Teresa of Somalia" who founded a massive camp for internally displaced people near war-torn Mogadishu, Somalia. In 1991, when the Somali government collapsed, famine struck and aid groups fled, Abdi turned her 1,300 acres of farmland into a camp that has housed nearly 90,000 displaced people, educated hundreds of displaced children and ignored the clan lines that often served to divide the country.

9. Hey Marketers, Get Your Priorities Straight: Setting Marketing Communication Priorities at Startups, Small Businesses, and Non-Profits

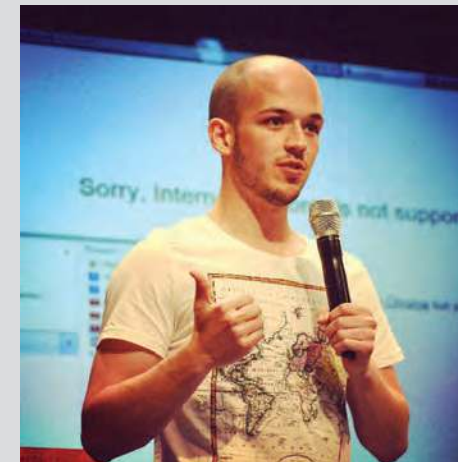
Nick Scarpino (IMC11)

For startups, small businesses and non-profit organizations, the idea of investing time and money into marketing communications can be intimidating. This book will help readers set priorities for marketing communication investments. With an easy-to-understand visual framework for which all marketing communication tactics should be considered, readers will be able to measure what new marketing options to embrace and which to skip.

#LIFEATMEDILL FOLLOW @MEDILLSCHOOL ON INSTAGRAM



@medillschool: It's a little cold today, but spring is definitely upon us. How can we tell? The purple flowers are out in front of Fisk Hall!



@medillschool: Dan Fletcher (@drflet), the former managing editor at Facebook and a 2009 Medill grad, delivers the closing keynote at the #MediaRewired summit.



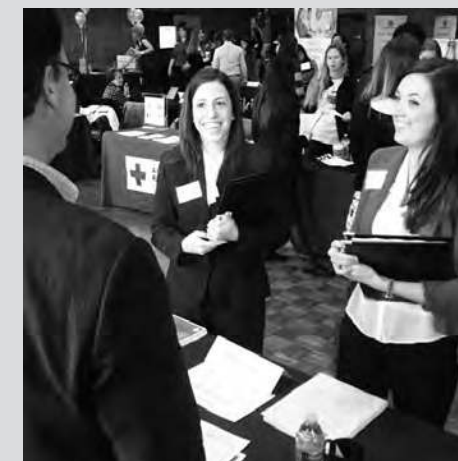
@medillschool: Five alumni who were part of the first group of students to participate in Medill's #SouthAfrica program take a look at our #MedillMile gallery display celebrating 10 years of the program.



@mcallief: Holding up IMC proudly! Excited to welcome admitted students at Visit Day.



@medillschool: ESPN NFL Insider Adam Scheffer (MSJ90) shoots a marketing video at Medill.



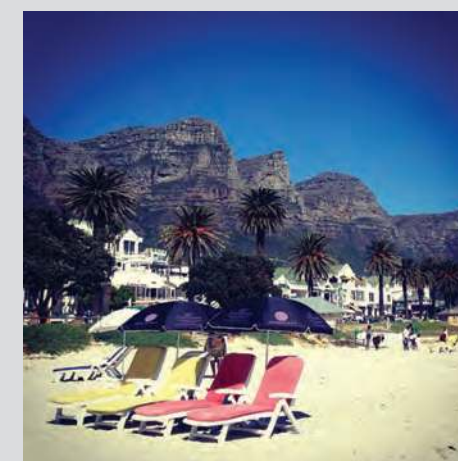
@raywhitehouse: The @medillschool career fair is off to a rousing start.



@medillschool: Hard to beat the view of blue water and clear blue skies that you can currently see outside of Medill's Fisk Hall.



@mkhan747: Reporting on Capitol Hill with @bmmont!



@lmannig626: "Research" #CapeTown

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MEET ALUMNI WHO WORK IN HISTORIC PHILADELPHIA.
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