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SPECIAL  
NNN SECTION

# 20 YEARS AND COUNTING

FOUNDING MEMBERS CELEBRATE NORTHWESTERN NEWS NETWORK'S MILESTONE ANNIVERSARY

PAGE 16





@robhartphoto: Day 51 - doing some street shooting with a student.



@alisavalentin: Started from methods classes now we're here. We've all been together since last summer. Broadcast kids.



@medillschool: Medill Dean Brad Hamm talks with students visiting Evanston from @northwesternu in Qatar. #NU-Q



@medillschool: Some of Medill's current students and recent graduates talk to the new class of MSJ students.



@alisavalentin: We did some more filming for our documentary today. This kid is amazing.



@kristincallahan: #CNN



@medillschool: Look who stopped by #Medill to talk with @medillcherubs. Thanks as always to @realmikewilbon for giving back to @medillschool and @northwesternu.



@medillschool: Summer sun in Evanston... is there really anything better?



@dbcadet: Reppin' the home team.



# 36 NAMES TO KNOW

Yum! Brands (the parent company of Pizza Hut, Taco Bell and KFC) is home to a number of graduates, including eight who work at Pizza Hut headquarters in Plano, Texas, ranging from entry-level jobs to the CEO.



## ON THE COVER

Inside the broadcast studio with alumni (l-r) Mary-Jo Lipman (BSJ95), Linton Johnson (BSJ95) and Aimee Nuzzo (BSJ95).

PHOTO BY RAY WHITEHOUSE (BSJ12)

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GUEST  
LETTER

**Larry Stuelpnagel**

Assistant  
Professor, NNN  
Faculty Adviser

Most first-time visitors to Medill include a stop on the McCormick Tribune Center's fourth floor to see our high-definition TV studio. Yes, the equipment and set are impressive, but even more noteworthy are the banners that showcase just some of the award-winning work produced by Medill students and the Northwestern News Network. The accolades include two national and six Chicago Midwest Regional College Emmys for best newscast or sports program.

This past June I was fortunate to meet with Linton Johnson (BSJ95), one of the founders of NNN, when he saw the studio for the first time. I don't think he will mind if I report his eyes filled with emotion and pride as he saw the awards NNN has won and realized how far it has come since he and his classmates produced the first shows 20 years ago (see story on page 16).

As the faculty adviser to NNN, I see that same pride pouring from our students as they volunteer their time to produce all that NNN has to offer, including two weekly Northwestern News Report newscasts; our award-winning SportsNight; our Spanish/English language vodcast, Noticiero Northwestern; and our political issues vodcast, Party Lines. When NNN is in full swing we produce nearly two hours of programming weekly for Evanston Cable and on our website, nntv.org.

These weekly productions sharpen skills that lead to jobs in a TV industry that is expanding news coverage locally across the country. A recent Gallup Poll showed Americans, by a large margin, prefer TV to the Internet (55 percent to 21 percent) as the place to get their news. As you will see in this magazine, former NNNers are at work in local markets of all sizes, and we have producers and reporters who moved into high-profile positions at the network and cable level, including at NBC Nightly News, The Today Show and ESPN.

I came onboard as the NNN faculty adviser in 2007. It is the best and happiest move I've made since joining the Medill faculty in 1995. Watching the students grow personally and professionally in school and after they graduate is more rewarding than I can put into words. After you read about NNN in this magazine and look at the bonus content on the iPad edition, I hope you'll visit our website and Facebook page to see what I am talking about.

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ALUMNI  
QUOTE

“  
The most valuable  
*journalists*  
going forward are  
those who can fully  
*embrace*  
*social media*  
to plug into a vast  
universe of information.”

**KALLE EKO (MSJ12)**  
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+ Coming soon: Read a Q&A  
with Eko in the tablet  
edition.



By Mallory Busch (BSJ16)

# CONFLICT, CIVIL WAR AND COURAGE

CHIVERS, HUBBARD EARN 2012 MEDILL MEDAL FOR COURAGE IN JOURNALISM FOR THEIR COVERAGE OF THE CONFLICT IN SYRIA



CHIVERS



HUBBARD

Since March 2011, Syria's civil war has caused the deaths of tens of thousands, including journalists who knowingly put their lives on the line to be in the middle of it all. C.J. Chivers and Ben Hubbard are two of the fortunate journalists who survived reporting from the streets of the war-torn country. It is because of their dedication to accurate, in-depth reporting in Syria that Chivers and Hubbard are the co-recipients of the 2012 Medill Medal for Courage in Journalism.

The two worked for separate news organizations — Chivers for The New York Times and Hubbard for the Associated Press — yet faced the same challenges. Both journeyed in and out of Syria multiple times in 2012, often traveling by foot and at night in order to avoid detection. They managed to gain the trust of rebel groups and report amidst bombs, bullets and the constant threat of capture. Their articles offered a glimpse into a region most

readers are unfamiliar with, and were reported with the utmost accuracy possible in a war-torn country.

"It was terrifying to go in, since we didn't have that clear of an idea of what we'd find and were of course worried about getting caught by the government or hit in an attack that was aimed at the rebels," Hubbard says. "At the same time, it felt like untilled territory for journalism because there were huge changes going on that very few people had had any access to."

Richard Stolley (BSJ52, MSJ53), who is the former managing editor of Time magazine, a member of Medill's Board of Advisers and one of the award's three judges, says that because the two

reporters could astutely identify and direct their coverage to two different audience groups, the judges were convinced there should be two winners.

"Syria is probably as dangerous or more dangerous than any other country that a winner has reported from," Stolley says. "What was most remarkable was, under these awful conditions, how good their writing and reporting was."

The Medill Medal for Courage in Journalism was established in 2003 to honor journalists who display great courage with their reporting. The award goes beyond physical courage and honors those who display moral, ethical and economic bravery as well. Past winners include journalists who were imprisoned in the Middle East, reported from natural disasters or recounted stories of personal trauma.

Chivers and Hubbard, who now both work for The New York Times, told their stories with feedback from Syrian civilians and rebel groups, offering a first-hand perspective into the brutality of Bashar al-Assad's presidency.

"With the various sides in the conflict circulating their own versions of events, mixed with outright propaganda, gaining first-hand field time among the combatants and civilians is essential to forming a more insightful and useful mosaic of the war," Chivers says.

Chivers and Hubbard wrote about survivors, fighters, massacres and refugees. In a country where suburban homes have been reduced to rubble, the two told the stories that few dared to acquire.

"When you see the kind of difficulty that the journalists have in telling these stories you just are amazed by what they go through," says Medill Dean Brad Hamm. "The kind of work that they do, it's hard for many journalists, much less average citizens, to imagine what it takes to have that kind of courage."

Chivers and Hubbard will receive their medals and speak about their respective experiences in a lecture at 4 p.m. on Thursday, Nov. 14, in Medill's McCormick Tribune Center.

— MALLORY BUSCH (BSJ16)

“The kind of work that they do, it's hard for many journalists, much less average citizens, to imagine what it takes to have that kind of courage.”

BRAD HAMM  
Medill Dean

## MEDILL NEWS

### 2013 GRADUATION CEREMONIES

Medill held its 2013 journalism and part-time integrated marketing communications graduation ceremonies on June 22 in Cahn Auditorium. Paul Tash, who is chairman of the Pulitzer Prize Board, chairman and CEO of the Tampa Bay Times and the Times Publishing Company, and chairman of the Poynter Institute for Media Studies, served as the school's convocation speaker.

"Try to make every day an opportunity for personal excellence," Tash said during his convocation address. "Do something that you're proud of."

Among the topics Tash touched on were the benefits social media can have for journalists. He also warned not to let social channels get in the way of being a good journalist.

"Don't let Facebook replace face time," Tash said. "Whenever you can, go see something and experience it."

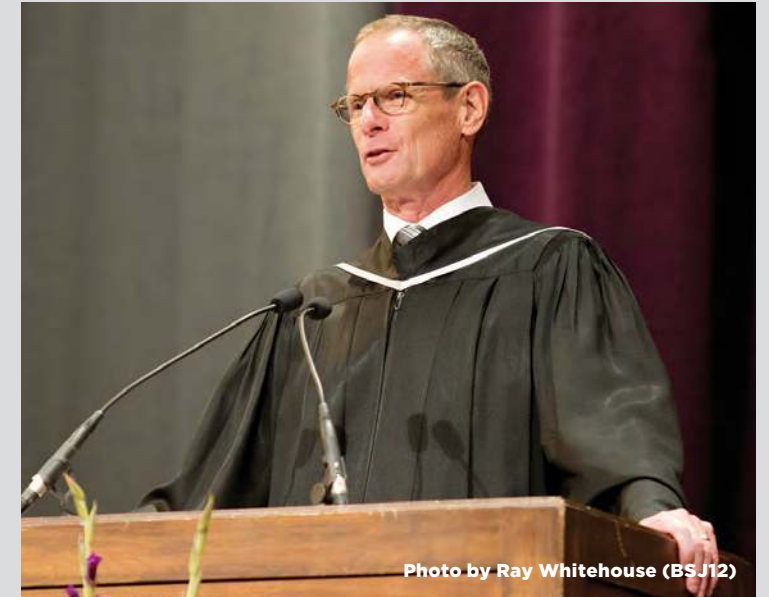


Photo by Ray Whitehouse (BSJ12)

The Medill Media Teens program, now in its third year, held its graduation ceremony on May 18. The program features Medill students volunteering their time to mentor teenage students from Chicago's Gary Comer Youth Center to help prepare them to be better college or job applicants. This year, there were 32 mentors and 30 mentees.

### FACULTY NEWS

After 26 years as a journalist and 15 years at Medill, Associate Professor **Steven Duke** announced his retirement. Duke was managing director of training for the Media Management Center and the Readership Institute at Northwestern. Prior to Medill, Duke worked in the newspaper industry, notably at the Chicago Sun-Times, where he served in various editing roles, including deputy managing editor.

Professor **Candy Lee** wrote an article about how authors can use data to find their books' intended audience on Quartz, a digitally-native news outlet owned by Atlantic Media Co.

Professor **Ed Malthouse** authored "Segmentation and Lifetime Values Using SAS," a recently published book by the SAS Institute. The book aims to help companies determine the value of their customer relationships.

The American Journalism Historians Association (AJHA) honored Professor **David Abrahamson** with the Sidney Kobre Award for Lifetime Achievement in Journalism. Presented for devotion to research, instruction and service in the field of journalism, this is the highest award granted by the AJHA.

**Abe Peck**, professor emeritus-in-service, published the first of a two-part appraisal of the underground press during the 1960s and 70s. Peck also appeared at the Green Mill Cocktail Lounge in Chicago as part of the Paper Machete revue of writers, comics and singers. He read an original essay about the absurd side of being a journalist under government surveillance in the 1960s.

Professor **Clarke Caywood** was invited to be the keynote speaker for the academic International Conference on Communication, Media, Technology and Design meeting in Turkey in April 2014 as well as the academic keynote speaker for the anniversary of the Otaru School of Management in Japan in August.

## MICHAEL DEAS

LECTURER

### What courses do you teach at Medill?

I teach a variety of reporting and editing classes to both undergraduate and graduate journalism students. I primarily teach Media Presentation: Newspaper/Online, Reporting & Writing, Multimedia Reporting and Urban Issues Reporting.



### What excites you about teaching journalism today?

These are exciting times in journalism, given that there are so many ways to affect rational public discourse through accurate, relevant and responsible storytelling. Today, technology offers journalists so much flexibility in reporting. For example, reporters can use tablets and mobile phones to write, videotape, photograph and tweet about spot news virtually from anywhere in the world at any time.

### Why did you want to get into teaching?

I receive enormous satisfaction from helping students develop and realize their potential. I enjoy the interaction with students and the stimulation of an intellectual environment. I don't want to imply that the newsroom lacked these qualities, but it's a totally different type of energy in a classroom filled with smart and resourceful students. One would be hard-pressed to find a more rewarding profession.

### How do your own professional experiences influence your teaching?

I typically draw from relevant experiences to illustrate or emphasize salient points. By being candid about my failures and successes, I think students tend to embrace me as a credible source. Accuracy is the centerpiece of everything I teach. I understand how a critical mistake at the wrong time can be financially and personally damaging to anyone's career, which explains my reasonably rigorous standards. Ultimately, I'm committed to preparing students for a competitive job market after graduation.

### What three words would you use to describe yourself as a teacher?

Encouraging, challenging and engaging

### Is there anything else you would like to add?

I firmly believe that the truest measure of an effective educator manifests itself when students are struggling — not just when they're excelling. I'm thrilled whenever a student experiences an epiphany or a moment of intuitive understanding.

Professor **Ellen Shearer** appeared in a video by the Poynter Institute on July 8 that explained what journalists need to know to report about drones.



Medill faculty were featured at the 2013 Printers Row Lit Fest in Chicago in June. Associate Professor **Meiling Hoppood** sat on a panel to discuss parenting issues. Associate Professor **Douglas Foster** and Senior Lecturer **Alex Kotlowitz**, above, discussed Foster's book, "After Mandela: The Struggle for Freedom in Post-Apartheid South Africa." Foster also participated in a HuffPost Live talk on July 15 about the public family feud over former South African President Nelson Mandela's future and legacy.

Associate Professor **Cecilia Vaisman** was one of six women named to the Illinois Humanities Council Board of Directors. She began a three-year term on July 1 and will be eligible for two additional terms.

Assistant Professor **Michele Weldon** was included in The New York Times' Room for Debate opinion feature on June 3, discussing the topic, "What Are Fathers For?" Weldon's article is titled, "When Children Are Better Off Fatherless."

Interim Associate Dean and Professor **Jack Doppelt** presented a lecture about the experiences of Karen Burmese Refugees in camps along the border between Thailand and Burma on May 31. The event was hosted by the Buffett Center Faculty and Fellows Colloquium.

Associate Professor **Peter Slevin** moderated a conversation with *The New Yorker's* George Packer at International House in Chicago on May 30. The discussion was centered around Packer's new book, "The Unwinding."

By Erin Golden (MSJ07)

# SOPHOMORE'S WORK NAMED 'ARTICLE OF THE YEAR'

RACHEL JANIK'S STORY FOR THE MEDILL EQUAL MEDIA PROJECT ALSO TOOK FIRST IN HEARST'S ENTERPRISE CATEGORY

As she headed to Minnesota in the summer of 2012 to report on a school district becoming infamous for student suicides, Rachel Janik wasn't thinking about winning awards.

At that point, Janik (BSJ15) just wanted a good story.

She faced an immediate uphill battle to get media-wary district officials to talk since major publications like *Rolling Stone* had already been there. Unlike those stories, which she thought condensed Anoka-Hennepin School District's policy on homosexuality and a rash of suicides into a simple, tidy news byte, Janik thought the issue was more complex.

"I wanted to get that right," Janik says. "I felt they hadn't really done the story justice."

After hours of interviewing families, watching recordings of school board meetings, writing and rewriting, she finally had her story. In about 4,000 words she unraveled the troubling stories of students who were bullied for their sexuality and gender identity in a school district where teachers are barred from talking about homosexuality.

Janik published "From 'No Homo Promo' to 'Model for the Nation,'" on the website of the Medill Equal Media Project, a new initiative focusing on lesbian, gay, bisexual and transgender (LGBT) issues. Her story went on to earn first place in the Hearst Journalism Awards Program's Enterprise category, one of 14 categories judged during the 2012-2013 academic year.

In June, Janik traveled to San Francisco to compete against the other first-place finishers in the 53rd annual Hearst National Journalism Awards Championship. She did not place in the three-day competition, but she got a great consolation prize: Article of the Year. The contest's judges, Ward Bushee, executive vice president and editor of the San Francisco Chronicle; Marty Kaiser, senior vice president and editor of the Milwaukee Journal Sentinel; and John Temple (MSJ 1984), former managing editor of the Washington Post, decided Janik's piece was the best story submitted in any of Hearst's five writing categories.

"(Ward Bushee) announced the Article of the Year and



▲ Rachel Janik and Medill Associate Professor Emeritus-in-Service Roger Boye celebrate Janik's Article of the Year award at the Hearst National Journalism Awards Championship. Photo by Erin Lubin

## OTHER TOP 10 HEARST FINISHERS FOR 2012-13

- **Christina Fan (BSJ13)** – Television Features
- **Rachel Hoffman (BSJ12)** – Features
- **Sam Rong (BSJ14)** – Television Features
- **Cat Zakrzewski (BSJ15)** – Breaking News

actually read several paragraphs of her story to the entire group," says Associate Professor Emeritus-in-Service Roger Boye (MSJ71), who accompanied Janik to the competition. "They seemed to be so impressed — people were oohing and aahing. It was a very nice moment."

Janik, who admitted she knew little about the Hearst competition before she was nominated, took the praise to heart. "It's a major confidence boost getting that sort of amazing approval for your work," she says.

Janik plans to keep developing her skills in long-form writing, though she's also interested in making documentaries.

"As long as I'm at Medill, I would really like to see where I can take that," she says. "It's all open wide, and I like it that way, for now."

ERIN GOLDEN IS A REPORTER AT THE OMAHA WORLD-HERALD IN OMAHA, NEB.



## STUDENT NEWS

**Mackenzie Allen, Robert Andersson, Corinne Chin, Andrew Jacob Kann, Jennifer-Leigh Oprihory, Elissa Anne Nadworny, Ajai Sreevatsan, Kavya Sukumar, Kate Van Winkle and Laurel White (all MSJ13)** were named winners of the McCormick National Security Journalism Scholarship in June. The students will cover national security issues in an 11-week reporting project in Washington, D.C., led by Lecturer **Josh Meyer**, who also serves as the director of education and outreach for Medill's National Security Journalism Initiative. The previous class of National Security Journalism Scholarship recipients garnered national attention in the Washington Post and on GlobalPost in May for "Oil Change." The three-month project focused on various aspects of the energy industry and how oil has shaped U.S. domestic and foreign policy for more than five decades.

**Christina Fan (BSJ13)** received the Guetzkow Prize this year for best senior paper in international studies at Northwestern. Fan's paper was titled "Social Unrest and Inequality: The Impact of China's Hukou System."

Theatlantic.com published an article on Illinois's failure to comply with a 2012 Supreme Court ruling, written by students in Assistant Professor **Eric Ferkenhoff's** Advanced Public Affairs Reporting class. **Paige Sutherland (MSJ13), Bryan Lowry (MSJ13)** and **Ananth Baliga (MSJ13)** worked together on the article, "Cruel, Unusual, and a Matter of Law in Illinois."

The work of undergraduate students in Associate Professor **Patti Wolter's** winter quarter Health and Science writing class was featured in the FYI section of PopSci.com, where writers answer curious questions with scientific evidence. Four of the pieces also made the front page of Digg.

**Nicholas Friar (BSJ14)**, who also plays for the Northwestern baseball team, was published in the Huffington Post. He wrote an op-ed on why professional sports need the same standards for drug testing as college athletics.

**Alan Yu (BSJ13, MSJ13)** was awarded an NPR Kroc Fellowship for 2013 to 2014. As one of three fellows, Yu will spend a year rotating between various units at NPR, in both the News and Digital Media divisions in Washington, D.C.



**Tyler Fisher (BSJ14)** was one of six students in the country to receive the Online News Association's AP-Google Journalism and Technology Scholarship on June 3. Fisher earned the \$20,000 scholarship for his idea called TelePrompt, a second screen application he hopes will help television news stations personalize their programming. He will spend the

next year attempting to develop his idea into a usable product. Fisher is the second Medill student to win the now two-year-old scholarship. **Katie Zhu (BSJ13)** won the inaugural scholarship in 2012.

"Feeding Qatar," a new iBook that explores food and water security issues, launched in the iTunes bookstore in May. Five undergraduate students from NU-Q and eight Medill graduate students contributed to the reporting, writing and multimedia storytelling of the book. Professor **Craig Duff** and Assistant Professor **Bill Handy**, along with NU-Q's Senior Associate Dean **Richard Roth** and Assistant Professor **Andrew Mills**, led the project.

Four IMC students were awarded scholarships to attend the Business Marketing Association's Global Conference in June. The winners were **Colleen Deng (IMC13), Jeanine Jiang (IMC13), Pedro Chiara (IMC13)** and **Jessie Lin (IMC13)**. These students will participate in a fall panel to discuss B2B marketing and its opportunities.

**Nicole Magabo (BSJ13)** presented her research on May 20 about the effects of globalization on local social entrepreneurs in Uganda at the Undergraduate Research and Arts Exposition.

The **Medill Justice Project** found a nearly decade-old letter that called into question the conviction of Jennifer del Prete, a Chicago-area daycare worker who has been in jail since 2005 after being convicted of murdering an infant. In the letter, a police detective said the forensic pathologist who conducted the infant's autopsy questioned whether del Prete had violently shaken the child in what is known as shaken-baby syndrome. Defense attorneys learned of the letter when it was published as part of a Medill Justice Project investigation. Prosecutors said they did not know of the letter's existence.



## NATIONAL ASSOCIATION OF BLACK JOURNALISTS CONVENTION

More than 100 alumni and potential employers mingled at the Medill alumni reception at the National Association of Black Journalists Convention on Aug. 1. As part of the reception, Medill recognized the 30th anniversary of the Ida B. Wells award, which is jointly given by the school and NABJ, and honored all of its past winners, including Richard Prince, who was the 2013 recipient.

## SPEAKERS &amp; EVENTS

The **National Association of Hispanic Journalists at Northwestern** hosted a lecture and Q&A on May 30 featuring Angelica Atondo, a three-time Emmy nominated co-anchor at Noticias Univision Chicago, whose work has appeared on

CNN en Espanol.

Medill Career Services hosted three alumni talking about the necessary skills potential hires should have. The event, held on May 16, included **David Beard (BSJ81)**, director of digital content at The Washington Post; **Mackenzie Warren (BSJ00)**, digital news executive at Gannett; **Liz Serotte (BSJ02)**, director and managing editor for digital content at Fidelity Investments; and Greg McCune, editor-in-charge at Reuters America Service.

Jeff Davidoff, who is chief marketing officer at ONE Foundation, spoke at Medill on May 15 about integrated marketing across various industries. Davidoff's talk was part of the **TalentQ** series of events.

Video journalist and international correspondent **Alphonso Van Marsh (MSJ94)** returned to campus on May 9 to discuss how Medill prepared him for a career working in war zones. In December 2003, Marsh broke the story of Saddam Hussein's capture, shooting solo video from Hussein's hometown of Tikrit, Iraq.

**Renee Appert (IMC05)**, director of brand management at Meijer, spoke about how IMC helped shape her career path as part of a TalentQ discussion at Medill on May 8.

## UPCOMING SPEAKERS &amp; EVENTS

## OCT. 4

Mike Greenberg (BSJ89) will be on campus to host ESPN's "Mike & Mike in the Morning." Visit the Medill Facebook page for location details.

## OCT. 4

Dean Brad Hamm invites all alumni returning to Evanston to Medill's Homecoming Dean's reception. 4 p.m. McCormick Tribune Center Forum

## OCT. 17


Minow Visiting Professor Martha Raddatz will talk about her career as a senior foreign affairs correspondent for ABC News and as a White House correspondent during the last term of President George W. Bush's administration. 4 p.m. McCormick Tribune Center Forum

## NOV. 14

Medill Medal winners C.J. Chivers and Ben Hubbard will receive their awards and discuss their experiences reporting in Syria. 4 p.m. McCormick Tribune Center Forum

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



A man with grey hair, wearing a brown suit jacket, a light blue checkered shirt, and a dark tie with a circular pattern, stands at a podium. He is looking upwards and to the right. The background is a large screen displaying the text "ADVERTISING'S HALL OF FAME" in a stylized, blue font. The screen also shows "55TH ANNUAL" and "INDUCTI".

IN 1960, RANCE CRAIN JOINED CRAIN COMMUNICATIONS, THE COMPANY CREATED BY HIS PARENTS IN 1916. MORE THAN 50 YEARS LATER, HE AGAIN FOLLOWS IN THEIR FOOTSTEPS WITH AN INDUCTION INTO THE AMERICAN ADVERTISING FEDERATION'S HALL OF FAME.

# ADVERTISING'S **WATCHDOG**

BY MATTHEW KITCHEN (MSJ10)  
PHOTOS BY RAY WHITEHOUSE (BSJ12)



## RANCE CRAIN

is silently staring at his notes, analyzing a list of questions as he sits across from an empty chair on the 18th floor of New York's historic Waldorf Astoria hotel.

His cobalt blue turtleneck stands out against the beige walls and his slicked-back silver hair brushes the collar of his loose-fitting herringbone sport coat as his eyes follow the words back and forth down the narrow notebook page. Tonight, Crain will be inducted into the American Advertising Federation's Hall of Fame, following in the footsteps of his parents, G.D. and Gertrude. He will be joined by fellow inductees Shelly Lazarus, chairman emeritus of Ogilvy & Mather; Phil Knight, co-founder and chairman of Nike; Bob Giraldi, film director and president of Giraldi Media; Byron Lewis, founder and chairman emeritus of UniWorld Group; Gerry Rubin, co-founder of RPA; and Bob Scarpelli, former chairman and chief creative officer of DDB Worldwide.

But this afternoon, Crain takes his admittedly more comfortable seat as *Advertising Age's* veteran news reporter.

"It's what I like to do most. I enjoy it," Crain admits. "But I report on what other people do, so I'm uneasy about getting attention. That's not the job of a reporter, to get attention, so it's a bit overwhelming."

Knight is Crain's next interview, his third of the day. Despite the overwhelming honor Crain feels, the reporter in him still has column inches to fill and webpages to populate. What better way to do that than chatting with the other new Hall of Famers?

Crain seems almost giddy when he speaks with Knight, beaming with curiosity as he asks about the former University of Oregon track star's strategy of selling shoes out of his trunk, whether he really "hates" advertising and if the famous "Just Do it" slogan was inspired by a death row inmate's final words.

Knight says he's never heard that last one, but the brush-off doesn't satisfy Crain's curiosity, which his closest friends suggest is never truly satiated; every answer brings a new line of questioning and a new rabbit hole to dive down. That's why someone born into a prominent publishing family can still seem as excited as a newly minted cub reporter at age 74, still chasing scoops as far away as Brazil and Russia in recent years.

"That's fun for me," Crain says. "I think there's nothing more important than bringing people information they didn't know. And the second biggest thing is explaining what it means. We explain the nuances and tie disparate things together to show a common direction; a common chord."

Crain is, of course, more than just a reporter. After serving as sports editor of the *Daily Northwestern* in the late-1950s, he joined Crain Communications in 1960 and has spent more than 50 years working various desks inside the walls of the company his parents founded in 1916.

His first job was as a reporter at *AdAge*, where he chased his curiosity for the "Mad Men" advertising era through D.C., New York and Chicago, during a time he insists wasn't nearly as dramatic as the show depicts. Oh, and he's also pretty passionate about how much of a "smart ass" and superficial the character of an *AdAge* reporter comes off on the program. In the first episode of the fourth season of "Mad Men," the reporter seems to ask all the wrong questions as he interviews main character Don Draper during a lunch meeting.

"What is Don Draper really like? What do we care? We just want to know about the business," Crain argues, building a head of steam. "We just cared about getting scoops, and we would go all out to do that. And an *AdAge* guy would never have a salad. We're tough."

But the show reminds Crain of what he believes was a much more brilliant and creative time in advertising, when companies put in an effort to find meaningful differences in their products, rather than creating campaigns around something that has little to do with what the consumer is buying.

"Can the product be the hero in this day and age?" Crain asks as he reads over his acceptance speech. "I cling to the belief that it can ... Advertising was a lot more fun in those days. It's too bad agencies can't concentrate just on creativity, but they've got other things to worry about right now, like quarterly earnings."

While starting out at *AdAge*, Crain met his business and life partner in a young woman named Merrilee on a blind date set up by his brother, Keith, in 1965. The two married eight months later, and eventually moved to Darien, Conn., to raise their daughters, Heather and Cindi. They were together 47 years before Merilee died of cancer in November 2012. Crain was in the hospital with her when he got the call from the Hall of Fame, and said he was glad she got to hear the news.

"Merrilee was an extraordinary woman," Crain wrote in her obituary in *AdAge*. "It's very rare that a person combines creativity and intuition with a practical side, but Merrilee did. She came up with elegant solutions to problems that eluded the rest of us, and people gravitated to her for advice and counsel. We will miss her love, her pixie-ish sense of humor, her generosity and her invincible can-do spirit."

With Merilee's support and some hard work, Crain eventually made his way up the ranks at *AdAge* to editor-in-chief in 1971, and also became president of Crain Communications after his father passed away in 1973. He likes

Rance Crain, right, interviews Nike Co-Founder and Chairman Phil Knight in April before the two are inducted into the American Advertising Federation's Hall of Fame.

“

**I'M NOT A PART OF THE AD BUSINESS. I'M A REPORTER, SO IT'S NICE TO HAVE THEIR APPROVAL, ONE OF THE REASONS WE'VE BEEN SO SUCCESSFUL FOR SO LONG IS BECAUSE OUR READERS KNOW THEY CAN COUNT ON US."**

— Rance Crain

to joke that it was his last promotion, but that's only kind of true. More accurately, he's created positions to fill.

Five years after taking over the company, while in Texas to give a speech, Crain picked up the *Houston Business Journal* and figured, "If it worked in Houston, it would work even better in Chicago." So he founded Crain's Chicago Business in 1978, becoming editor-in-chief, and then followed with similar city publications in New York, Detroit, Cleveland and Manchester, United Kingdom, while helping grow Crain Communications into one of the largest privately owned media conglomerates in the world.

Crain is the first to admit he didn't do any of it on his own, and that it's the "good people" he and Keith, now chairman of Crain Communications, have surrounded themselves with that make the company what it is. But close friend and senior vice president/group publisher Gloria Scoby, who Crain selected to introduce him at the induction, thinks he often deserves more credit than he's willing to take.

"He's the conscience of the industry," Scoby explains. "Lots of people were born on third base, but Rance didn't accept that. He did it himself. And it's extraordinary because he didn't

have to. He could have ridden out what he had, but he has an amazing curiosity and love of life and enthusiasm that led him from one startup to the next with never a thought of failure."

And there were failures, like the Manchester business weekly, which Crain calls an "exercise in learning." But none are mentioned at the ceremony as he shakes hands, hugs and grips the arms of the family, friends, and people there to support him.

"I'm not a part of the ad business," Crain again points out. "I'm a reporter, so it's nice to have their approval. One of the reasons we've been so successful for so long is because our readers know they can count on us."

"We've been an honest spokesman for the strengths and weaknesses of the advertising business, and we've also done a pretty good job of reporting the news that people in the business need to make their decisions. That's the most important thing: our credibility and the faith our readers have in us. We wouldn't bargain that away for anything in the world."

MATTHEW KITCHEN LIVES IN NEW YORK AND IS A REGULAR CONTRIBUTOR TO ESQUIRE.COM.





# A LABOR OF LOVE

TWENTY YEARS AGO, THE **NORTHWESTERN NEWS NETWORK** WAS NOTHING MORE THAN AN IDEA IN LINTON JOHNSON'S HEAD. BUT IN THE FALL OF 1993, HE, MARY-JO LIPMAN, AIMEE NUZZO AND A HANDFUL OF OTHER STUDENTS BROUGHT NNN TO LIFE.

BY MARC ZAREFSKY (BSJ07)  
PHOTOS BY RAY WHITEHOUSE (BSJ12)



## LINTON JOHNSON'S FORMER CLASSMATES CALL HIM A VISIONARY, "THE GODFATHER OF NNN." IN 1993, JOHNSON DECIDED TO CREATE A STUDENT-RUN TELEVISION NEWSCAST FOR, AND ABOUT, NORTHWESTERN STUDENTS, SOMETHING NOT PRESENT ON CAMPUS AT THE TIME.

So that fall, he, Mary-Jo Lipman, Aimee Nuzzo and some of their fellow students introduced the University and the City of Evanston to the Northwestern News Network. Now, as NNN celebrates its 20th anniversary, a collection of original core members reflect on the first year of NNN — from pushing televisions and VCRs down Sheridan Road to filming commercials for Jimmy John's — and reminisce about their ultimate goal at the time: producing the perfect newscast.

**LINTON JOHNSON (FOUNDER, EXECUTIVE PRODUCER):** We were determined to do a newscast that was about the people of Northwestern, told from our perspective, and make it interesting and fun because we had to get people's attention.

**MARY-JO LIPMAN (NEWS DIRECTOR):** At the time there was no regular newscast for the students, and we wanted to create a newscast for the students and by the students.

**BRENDA BOUDREAUX (FACULTY MENTOR):** I was not surprised when they came up with the idea because they were a very unusual group of students; very ambitious, very idealistic, and they tended to eat, drink and breathe broadcast journalism.

**LJ:** I realized that in order to do this, I was going to have to find the right team to put in place, because I couldn't do this by myself by any stretch of the imagination. When Aimee and Mary-Jo showed me their first story, I was blown away. Their writing was just phenomenal and their energy was unbelievable. I said, they've got to be on the team. Whatever role they wanted, they were going to have.

**AIMEE NUZZO (ANCHOR):** I had done the radio station. I had done the newspaper. But what I wanted to do was TV news. The second I heard about NNN, I said, 'I'm in.' Once I got involved with NNN, that became my college experience because that's where all my passion was. Everything I was eager to do, I was finally able to do.

**ML:** Aimee and I were really excited and enthusiastic to be a part of it, and we really wanted to make ourselves indispensable to the project. We'd shoot, write, produce, floor direct; whatever was needed to get the job done, we'd do.

### 'THE TEAM BUILT ITSELF'

**ALAN HEYMANN (REPORTER):** We didn't have any infrastructure to set up a college newscast. We had to make it up.

**LJ:** Through the entire summer, all I worked on was trying to get everything in place for my junior year to start NNN. The team built itself, honestly. The right people fell into place, and then they ran with it, and they never let me down once.

**PATRICIA DEAN (NNN FACULTY ADVISER):** The undergraduate students proposed the show and organized themselves as an extracurricular opportunity. We could give them access to our facilities, but there was no budget for any other costs.

**LJ:** I anticipated that we weren't going to have any funding, so over the summer prior to the launch, I started working on a marketing plan that included seeking sponsors and then created a sales kit. Part of the sales kit included having us create commercials for the sponsor. I was working at Jimmy John's delivering subs, and I leveraged my connection with the owner. They gave us several thousand dollars to help us launch. That was our seed money.

**AH:** We had folks from the Radio/Television/Film program working with us on various parts of the production, including the ads. They scraped together this little commercial for Jimmy John's full of almost stop-motion animation of a sandwich arriving so quickly in the hands of a customer that it knocked him off his feet. The final shot is of him seeing stars and rolling his eyes back and forth because he got his sandwich so quickly.

**TODD FLEISCHHAUER (ANCHOR):** I still remember the Jimmy John's commercial.

**AH:** "Subs so fast, you'll freak." I remember it 20 years later.

### 'IT HAD TO BE FUN AND ENERGETIC'

**TF:** We were trying to broadcast a product to a mass amount of people, and that was the challenge: How do you get this product to this group of people when you don't really have a great resource for distribution?

**LJ:** We had this brilliant idea. We used some of the seed money to buy our own TV sets, and we would organize pizza parties at the dorm.

**ML:** Or we tried to coincide with 'munchies' or whatever the dorms were doing. That was our distribution strategy.

**LJ:** If the dorms didn't have a VCR and television, we would roll the sets from Fisk Hall. It didn't matter if it was snowing or raining or whatever, we got them there.

**JASON OVERSTREET (SPORTS ANCHOR):** Technology was different than it is today. We would actually have to dub VHS copies of the show and distribute them around campus.

**AH:** We had to do real-time dubbing from 3/4-inch tapes to VHS, so if it was a half-hour newscast, we needed a half hour to make a dub.

**LJ:** I think you could do four or five copies at a time.

**JO:** You would have timers set to go off, almost like for laundry, and you'd have to come back and switch all the VHS tapes. All of us helped with copying and running VHS tapes around to all the dorms. That was just part of what we needed to do to make it happen.

## WHERE ARE THEY NOW?



Coming soon: Watch first season episodes and bonus content on the tablet edition.



**LINTON JOHNSON (BSJ95)**

Johnson spent nearly a decade in on-air positions in Wichita, Kan., St. Louis and

San Jose, Calif. Today he is chief strategist for the office of external affairs for the San Francisco Bay Area Rapid Transit District (BART). Johnson's entrepreneurial spirit remains; He is founder and CEO of Fit & Fun! Living, a sports nutrition business launched in 1999, and created "Tie One on for Charity, By Dominique," a company featuring customized ties Johnson designs.



**MARY-JO LIPMAN (BSJ95)**  
Lipman's career began as a producer and copy editor for CNN Headline

News; she then became a writer and editor for CNN.com. In 2000 Lipman moved to Orbitz, where she spent seven years as content manager and an editor for the company's website. In 2008, she became site's the editor-in-chief. Three years later she returned to Northwestern, where she is the director of content strategy for the Kellogg School of Management.



**AIMEE NUZZO (BSJ95)**

Nuzzo began reporting/anchoring at WMBD-TV in Peoria, Ill., then in 1997 jumped

to San Diego, where she was a correspondent for KFMB-TV. Three years later Nuzzo made it to New York, where she was a correspondent, first for two years at WCBS-TV, then for five at WNBC-TV. Today she is executive producer and co-owner at Concept2Cut Productions, a video production company she founded with her husband in 2012.



**TODD FLEISCHHAUER (BSJ95)**

Fleischhauer's career has had a variety of stops. He reported in Greensboro and Raleigh, N.C., taught high school media, news directed and anchored at a public broadcasting channel in the Chicago TV market and

worked in media relations at Valparaiso University. He now is a registered nurse.



**ALAN HEYMANN (BSJ97)**

Heymann's first job was as Springfield bureau chief for WCIA-TV in Champaign, Ill. In 2000 he moved to Washington, D.C., where he's held multiple non-profit and government

communications positions. Heymann currently is vice president of communications for The Humane Society of the United States.



**JASON OVERSTREET (COMM96)**

Overstreet started covering news and sports in Champaign, Ill., and has since held on-air jobs in Oklahoma City and Dallas/Fort Worth. He currently is managing director of marketing

and communications for the United States Bowling Congress, bowling's national governing body.



**JEREMY COOPER (WCAS94)**

Cooper earned his master's in meteorology from Penn State University in 1996, then began working as chief meteorologist in Savannah, Ga., then became the weekend weatherman at KSDK-TV in St. Louis. In 2003

he partnered with his brother to open Cooper & Cooper Real Estate, a residential real estate firm in New York City.



**LJ:** We usually got the shows to people no later than 10 p.m., and it would actually happen over the course of several days. That's important because a lot of our news was outdated, which was another reason why it had to be fun and energetic, because all of our stories had to be somewhat timeless.

### 'WE DIDN'T KNOW IF WE WERE GOING TO SUCCEED'

**LJ:** Initially, we had to compete with the TV journalism classes for equipment, and we wanted our own equipment. So we went out and we got a couple more sponsorships. We used that money to not only buy TVs, but also buy one or two cameras and all the tapes to store the shows.

**BB:** The equipment they were using improved as time went on. That helped a lot with the progression. But also, the students' skills improved.

**JO:** We wanted it to feel cutting edge and fun, as opposed to just a stuffy news show. If we had people noticing and talking about it, then we felt good about that.

**LJ:** Weather was probably the most difficult thing.

**JEREMY COOPER (WEATHERMAN):** I was nervous about recording something now that I knew was not going to be watched for another day or two, or three. I believe I gave a five-day forecast. I don't remember if I was right or if I was wrong, but hopefully I got the trend generally correct.

**LJ:** We also knew we had to have sports in there.

**AN:** Having a dedicated sports anchor made it seem that much more like a real newscast, and we had an incredibly talented guy in Jason who totally owned it and brought so much to the newscast.

**JO:** The first feature story I did was a baseball story looking at Mark Loretta, who was a star player for Northwestern who went on to a great professional career. I had my roommate point the camera at me for a stand-up, which looking back on it was very awkward.

**AH:** NNN in the early days was sort of like battle in that we didn't know if we were going to succeed. I think Linton maybe did, but the rest of us were just running on caffeine, his wisdom and inspiration, and a little bit of blind faith.

**ML:** It was definitely a labor of love. No project is without frustrations, but we were having such a good time with it, and we saw such potential in what this thing could become.

**PD:** Linton, Aimee and Mary-Jo were amazing. They had the talent and tenacity to produce those early shows. They left a legacy that grew into an award-winning program.

**AN:** I'm very proud that the students and the faculty kept it going and let it grow to its potential.

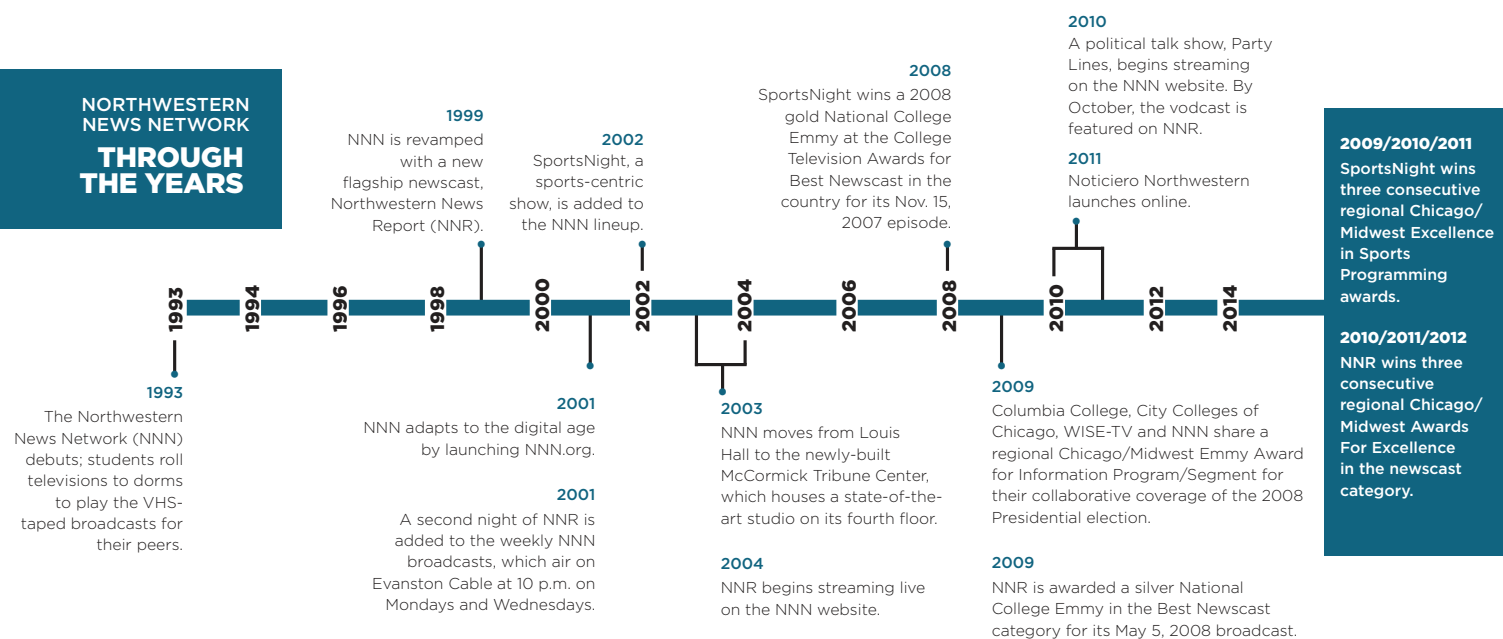
**JO:** It's really gratifying to see that the brand still lives on. To see how far it's come and just the talent of students that are involved is terrific.

**ML:** We owe a big debt of gratitude to the students and the faculty who built NNN into a real operation and a real award-winning network. I also feel thankful for those who gave it the loving tender care it needed to grow.

**LJ:** We may have started it, but it would never be what it is without them, so to each and every person who has helped out, thank you.

MARC ZAREFSKY IS MEDILL'S COMMUNICATIONS AND SOCIAL MEDIA MANAGER. HE ALSO IS MEDILL MAGAZINE'S CO-EDITOR/MANAGING EDITOR.

### NORTHWESTERN NEWS NETWORK THROUGH THE YEARS



Adjunct Lecturer Jazmin Beltran (right) checks a Noticiero Northwestern script with Carlos Manuel Martinez (BSJ14) and Ornella Hernandez Flores (BSJ16).

PHOTO BY LARRY STUELPNAGEL

By Matt Paoletti (BSJ05, MSJ06)

## DIVERSIFYING AUDIENCES

THE SPANISH-LANGUAGE BROADCAST, 'NOTICIERO NORTHWESTERN,' CONTINUES TO EXPAND BOTH NEWS COVERAGE AND OPPORTUNITIES FOR STUDENTS BEFORE AND AFTER GRADUATION.

It all started with a conversation in the McCormick Tribune Center broadcast studio in 2010. Laura Rodriguez (BSJ11) and Gabriela Gonzalez (BSJ11) — both Spanish-speaking Miami natives who were already heavily involved in the Northwestern News Network (NNN) — thought there should be an opportunity to expand Medill's extracurricular broadcast offerings to include a Spanish-language news program.

"I truly felt that Noticiero Northwestern could fill a void in on-campus media and provide a source of information for international and Spanish-speaking students," says Gonzalez, who now anchors and reports for WNDU-TV in South Bend, Ind. "We started out with a staff of three. Two of us produced and anchored the show, and we had one reporter."

They enlisted Medill Assistant Professor and NNN Faculty Adviser Larry Stuelpnagel to oversee the Spanish newscast.

"What attracted me to the idea was the enthusiasm of the students and giving them the experience of working on a newscast targeted at one of the fastest growing audiences in America," Stuelpnagel says. "Noticiero has the same high production values as all of our NNN programs. Some of the stories are the same, but many are aimed at Hispanic students and issues of importance to the Hispanic community."

The weekly online show debuted in January 2011, covering everything from the "snowpocalypse" that canceled classes on Northwestern's campus and Associated Student Government issues, to the British royal wedding and an ice festival in China.

Producing weekly broadcasts was not without its challenges, but the small staff juggled studio time with the other NNN shows and even garnered a 2011 Chicago/Midwest region college Emmy nomination from the National Academy of Television Arts & Sciences.

For the founding members who graduated, the Noticiero Northwestern experience proved invaluable.

"During my job search, a news director complimented my ability to report in both languages, saying it's not easy to find a reporter who can do so," says Dana Molina (BSJ11), who now reports for KRDO-TV and Telemundo in Colorado Springs, Colo. "The Noticiero Northwestern clips in my resume reel grabbed the attention of the news director who hired me at my current job."

The show has lived on since that first season, and Stuelpnagel says the new school year will bring a renewed energy as Adjunct Lecturer Jazmin Beltran (BSJ05, MSJ06) joins the effort as a co-adviser.

"My plan is to develop these reporters into true bilingual journalists," Beltran says. "The business needs these types of journalists, and we have a responsibility to develop every marketable skill our students can have in order to prepare them for an increasingly competitive field."

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



By Mallory Busch (BSJ16)

“

More than anything else, NNN made it real. We weren't sitting in a classroom. We were making television.”

**PETER ALEXANDER (BSJ98)***NBC News White House correspondent*

+ Coming soon: Read more memories on the tablet edition.

## TWO DECADES OF MEMORIES



**BRYAN WEST (BSJ11)**  
*Multi-Media Journalist/  
Investigative Producer for  
KPNX-TV in Phoenix*

**How did NNN help prepare you for your current job?**

“When I was hired in Phoenix, I was 22. Even today, peers are shocked that I started in a top-20 market at a young age. But the truth is I had the confidence to apply and the hands-on experience to back it up.”



**KAYLA STONER (BSJ12)**  
*Producer at WNDU-TV  
in South Bend, Ind.*

**What is your favorite NNN memory?**

“My favorite memory is probably the night Osama bin Laden was killed. It happened on a Sunday night. We

were all in the studio working on our Monday night show, and we were just about ready to go home when the news came in. Ed Demaria (BSJ13) saw it on Twitter, and the rest of the room immediately doubted its legitimacy. After all, how could such a huge story break on Twitter? But, of course, it was true. At midnight that night, we threw out our entire rundown and ran outside with cameras and lights to capture the campus reaction. It was a journalism high and our first experience reporting such major breaking news.”

“

“A TV insider once told me that attending Medill would be like having a stamp on your passport to wherever you want to go — and I remember thinking, could she really be right? And I can now say, she was 100 percent correct.”

**ADAM MILLER (BSJ08)***Coordinating Producer for the 9 a.m. hour at NBC's TODAY Show*

**TODD JOHNSON (BSJ08, MSJ09)**  
*Correspondent and Video Producer  
at MSNBC's theGrio.com*

**How did NNN help prepare you for your current job?**

“Being in the studio and being a small part of such a dynamic team and the NNN brand was so powerful to me. There was a sense of responsibility in the stories we told.”



**IVAN MEYERS (COMM01)**

*President and Owner,  
Out of the Cave Productions*

**What is your favorite NNN memory?**

“The first time we started regularly airing live shows to the Internet was a thrilling milestone, and it really upped everyone's game. It's one thing to report the news — it's another thing to do it live. And well.”

“

The people you interact with, write scripts with and spend a better part of your time with in the studio become an extension of your family ... NNN is the best decision I ever made at Northwestern. It changed my life!”

**NGOZI EKELEDO (BSJ12)***Sports Anchor/Reporter, KMVT-TV in Twin Falls, Idaho*

“

We were so young and eager, and we never accepted that NNN was anything but a 'real news organization.”

**ANNE TIRONI (BSJ02)***Senior Producer, CNBC's Squawk Box*

**GABE GUTIERREZ (BSJ05)**  
*Correspondent, NBC News*

**What is your favorite NNN memory?**

“I remember the first time I was part of a live newscast. I was helping line produce, and I recall the newsroom lights going down and the anchors going over last-minute scripts. The atmosphere was electric. As the broadcast went to air, I knew this was what I wanted to do: tell stories under an unforgiving deadline.”



**JACOB KAUCHER (BSJ09)**  
*Sports Reporter/Anchor at WTAJ-TV  
in Altoona, Pa.*

**What is your favorite NNN memory?**

“Our SportsNight staff won the College Emmy for Best Newscast — that was a pretty good moment. Here we were, a group of sports nuts just doing what we love, having a blast and putting out the best product in the country.”



## THE NEXT LEADERS OF THE NORTHWESTERN NEWS NETWORK

**Sam Rong (BSJ14)** and **Priyanka Tilve (BSJ14)** have been involved with the Northwestern News Network since they were freshmen, and both credit their experiences with NNN as helping shape who they are today. Now seniors, Rong and Tilve find themselves in leadership roles as news directors ushering NNN into its third decade. The two took some time to talk with **Marc Zarefsky (BSJ07)** about NNN and their goals for the next year.

### SAM RONG



News Director  
for the Northwestern  
News Network

#### JOB TITLE

News Director  
for the Northwestern  
News Network

### PRIYANKA TILVE



**HOW DID YOU GET INVOLVED WITH NNN?**  
Freshman year I wanted to be that guy on CNN reporting from around the world and telling you what's going on. NNN was really the only outlet there was.

#### HOW DID YOU GET INVOLVED WITH NNN?

I arrived at Medill already with a passion for broadcast journalism, and after a quarter of getting my bearings at NU, I was ready to jump into NNN. I started shadowing other reporters and was reporting on my own by halfway through the quarter.

**HOW, IF AT ALL, HAVE YOUR INTERESTS CHANGED?**  
I don't want to be the guy in front of the camera anymore. Brent Huffman's documentary class and my journalism residency in South Africa really helped me find my love for telling people's stories. I'm interested in more long-form storytelling and less newsy content.

#### HOW, IF AT ALL, HAVE YOUR INTERESTS CHANGED?

When I got started with NNN, I was more interested in reporting than anything else. I still love that, but over the course of my three years, I've found that my real passion lies in news production. I think the career goal shift is largely thanks to the varied experiences I've had at NNN.

**WHAT ARE YOUR GOALS FOR NNN?**  
I want NNN to tackle longer, more in-depth stories. I also want to get more freshmen on board and help them stay on board. I don't want it to feel like a cut-throat, competitive environment. I want it to be a nurturing environment. And, I don't want to think of myself as a news director. I want to think of myself as a teacher.

#### WHAT ARE YOUR GOALS FOR NNN?

Over the last few years, NNN's campus visibility has definitely improved, but I want to keep working on that. Sam and I are also committed to mentoring and retaining new NNNers. We've both grown as journalists and leaders through NNN and are thrilled to help others do the same.

**WHAT DO YOU HOPE TO DO AFTER GRADUATING FROM MEDILL?**  
I'll stick with journalism for a while. It's not something I want to do my entire life, but I'm not sure if anyone should do the same thing for their entire life. I'll keep doing documentaries. I want to keep telling stories.

#### WHAT DO YOU HOPE TO DO AFTER GRADUATING FROM MEDILL?

I'm going to keep my options open by applying to tons of places upon graduation — to positions from digital news associate to associate producer — but ultimately, my dream job is executive producing a nighttime network show.

Marcela Aguilar brings a simple approach to marketing communications, and it's helped her quickly rise to her current role as senior director of global marketing communications for Gap.

## *a good listener*

When *Advertising Age* revealed its annual list of "Women to Watch" in June 2013, the publication showcased 24 female professionals with a variety of influential job titles. As senior director of global marketing communications for Gap, Marcela Aguilar (IMCo2) fit right in.

What helped Aguilar succeed is her desire to listen, her willingness to talk with consumers and her understanding that in order to succeed on a global scale, you first have to think locally.

By Shannon Shelton Miller  
(MSJ01)

Photo by Ray Whitehouse  
(BSJ12)



“We need to listen to customers and learn from them,” Aguilar says. “More than ever, we have channels that allow us to listen, have conversations and understand real behavioral insights. Local insights are important to be relevant in our global strategies and earn customers’ attention.”

*Advertising Age* credited Aguilar with being one of the key architects of the turnaround effort at Gap, where she’s worked since 2011. In her role, she manages global communication strategy, including brand and seasonal advertising.

“Marcela had the passion and fortitude I looked for in people to help transform an iconic American brand,” says Seth Farbman, who is global chief marketing officer for Gap and who hired Aguilar. “As a self-made woman from Costa Rica successful in an advertising industry that still has a touch of the ‘old boys network,’ I knew she possessed both courage and integrity. She has been an amazing strategic and creative partner to me as we poured our energy into this brand.”

“We need to listen to customers and learn from them.”

— Marcela Aguilar

With Farbman, Aguilar helped manage the development of the “Be Bright” campaign, a multimedia marketing platform emphasizing energy and optimism — touchstones the Gap brand wanted to re-embrace after years of moving away from its roots.

Her IMC history made the planning and overall process that much easier.

“Medill was ahead of its time,” Aguilar says. “The whole integrated aspect of marketing, it was important then, and definitely important 11 years later. It’s what we’re doing today. You have to have traditional media, but you also have to integrate the social media and digital platforms.”

Aguilar, who was the first student from Costa Rica to enroll in the IMC Program, spent several of her teenage years going to school and learning English in Miami. She returned to Costa Rica for college, during which she also worked full-time for advertising agency BBDO.

Although Aguilar was one of the youngest students in

the IMC program, her four years of experience at BBDO gave her a solid footing. Former IMC Department Chair Tom Collinger remembers Aguilar’s transformation from a somewhat shy student to one who became increasingly emboldened as she progressed through the program.

“What I love about her is she’s the most positive, easygoing person,” Collinger says. “She makes herself so easily accessible to everyone. She’s a wonderful listener, and yet, a strong-minded person, as noted by classmates and faculty. It’s an uncommon combination in this business.”

That combination served her well when she returned to BBDO after graduating from Medill. As part of BBDO Worldwide in New York City, Aguilar created and led the Emerging Market team that partnered with Procter & Gamble to develop and launch the Gillette Guard, a razor designed for men in emerging markets.

Aguilar spent three years traveling through India, China and Brazil to discover what potential customers wanted in a razor. That was when she learned to start thinking at the local level. She realized there were challenges these customers face that she would not have thought of otherwise. For example, how would customers use the razor if they didn’t have access to running water? What if they don’t have a mounted mirror? Or, what if where they live only has intermittent electricity?

“Our very naïve perspective of what was available in the developed world wasn’t going to do it,” she says.

The team ultimately unveiled an inexpensive razor that allowed for easy rinsing and gripping in case the other hand had to hold a mirror. Three months after the razor launched, it was the best-selling razor in India.

“It was a truly amazing experience,” Aguilar says of participating in the product development and launch. “Learning from consumers and spending time with them in their homes and environments was very insightful and humbling. It changed all of us in the core team, both professionally and personally.”

At Gap, Aguilar shifted her skills to reinvigorate an existing, iconic brand that wanted to maintain relevancy at home while expanding abroad. To figure out what might work, she returned to the same approach she used at Medill and in her travels — talk to people and listen to what they had to say.

“It’s an amazing brand, and one where people have an emotional connection,” she says. “When I’m on planes and I talk to passengers and tell them I work for Gap, immediately there’s a big smile.”

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



Photo essay by Ray Whitehouse (BSJ12)

## TRUE DEDICATION

Eight years ago, **Melina Kolb (MSJ09)** began documenting the Chicago South Side after-school learning center founded by Sue Duncan, mother of Secretary of Education Arne Duncan. Now, two years after Sue Duncan was diagnosed with Alzheimer’s disease, Kolb is producing “Remember Me Sue,” a full-length documentary about Duncan, her work at the Sue Duncan Children’s Center for the last 50 years and her lasting impact on the more than 5,000 children who spent time at the center.

The children’s center was one of the first places Kolb ever shot video. Now, she is the founder and executive producer of Tellit Multimedia. For “Remember Me Sue,” Kolb shot and edited the film, operated a successful Kickstarter campaign to raise funding, wrote grants, dealt with licensing questions, collaborated with a composer and more.

As her work comes to a close, Kolb continues to shoot b-roll to fill in small visual gaps, as well as fine-tune the narrative structure. “I just want to present the story in the best way possible,” she says.

The documentary is scheduled to air on WTTW-TV, Chicago’s public broadcasting station, in the fall.



10 A.M. ▼ **Day one:** Kolb rides the Metra from Hyde Park to downtown Chicago on the way to her office in the South Loop.



11:56 A.M. ◀ **Day one:** While Kolb has completed much of her filming, she is still working to fill in small visual gaps. Here, she shoots b-roll in Downtown Chicago.



1:52 P.M. ▲ **Day one:** Composer Enoch Kim, right, visits Kolb's office to discuss music for the film.



2-4:51 P.M. ▲ **Day one:** By placing small hand-written notes about actions that take place in Duncan's life, Kolb creates a physical representation of the narrative structure of her film. Kolb sits at her work station and edits her footage to match the narrative structure.

4:17 P.M. ▶ **Day two:** Equipped with a Canon DSLR, Kolb gathers b-roll in a Kenwood park.

➕ **Coming soon: View more pictures from a day in Melina Kolb's life in the tablet edition and on Facebook (facebook.com/MediilNU).**



5:15 P.M. **Day two:** At the underpass on 47th Street near Lake Park Avenue, Kolb shoots a wide-angle establishing shot for the film.





AS SCHOOLS EXPERIMENT WITH ONLINE EDUCATION, MEDILL IS TRYING ITS HAND AT THREE DIFFERENT TYPES OF **VIRTUAL LEARNING**.

BY KIMBERLY DAVIS (BSJ96)

**W**HEN SUSAN CONROY MCLEOD SAW A WEB AD FOR MEDILL'S ONLINE MASTER'S PROGRAM IN INTEGRATED MARKETING COMMUNICATIONS, SHE WAS IN THE PROCESS OF INTERVIEWING REPLACEMENTS FOR THE DIGITAL DIRECTOR POSITION AT HER MEDIA MANAGEMENT COMPANY.

McLeod, president of Willowbrook, Ill.-based Conroy Media, Ltd., took it as a sign. After more than 30 years in the business and 22 years after founding her company, it was time for her to go digital.

"I realized this is something I really need to look into," says McLeod, who earned a bachelor's degree in business administration from the University of Illinois at Urbana-Champaign in 1982. "With the fact that my digital director was leaving and the fact that I felt that I really needed to broaden my horizons, I clicked on that banner ad and that was that."

The digital revolution has arrived at Northwestern and Medill is helping to lead the way, transforming the way students all over the world learn, grow and interact with one another and faculty members. The popularity of online learning has risen year after year. According to the 2012 Survey of Online Learning, the number of students taking at least one online course has reached more than 6.7 million, up from 1.6 million 10 years ago. At the same time, the percentage of colleges and universities offering some form of online education has grown from 71.7 percent in 2002 to 86.5 percent last year. Similarly, Coursera, which offers massive open online courses (MOOC), has had more than 4.5 million people register for a class in the last two years.

While distance education has been offered at Northwestern through the School of Continuing Studies for roughly seven years, University Provost Dan Linzer says Medill is uniquely positioned to experiment with online learning. When Medill began to reinvent its curriculum to teach students how to reach audiences in a digital world, faculty and administrators were in a strong position to make the leap to online education, he says.

"In my estimation, that created, within Medill, a deeper understanding of the kind of transformative technologies as they began to appear within higher education," Linzer says.

Tom Collinger, senior director of Medill's Distance Learning Initiative, says the "explosion" of new media and academic technologies, along with the toppling of barriers to online education (including differentiating Medill from for-profit online learning institutions) has enabled school administrators and faculty to form and implement strategies to take aspects of the Medill education global, complete with keystrokes, video lectures and virtual office hours.

The first step was to essentially take the part-time IMC

master's program online. Thanks to the work of the IMC faculty and a partnership with the University's School of Continuing Studies, the first cohort of online master's students began taking courses in fall 2012. Acceptance into the program is offered on a rolling quarter-by-quarter basis, and, so far, about 40 students from across the U.S., as well as Mexico and United Arab Emirates, are enrolled in the program.

According to Collinger, Medill's approach to the IMC online program was to have the same professors and class sizes as the on-campus program. To earn a master's degree in the program, students must complete 13 graduate-level courses — five core IMC courses and eight electives; topics include market research and management, statistics and gaining insights into the consumer.

"What I would like is a well-rounded perspective on what's hype and what's real," says McLeod. "I'm also looking for a better working knowledge of the tools out there and the way to approach the ever-changing media landscape. It's cool to be on the cutting edge."

The online master's program is just one aspect of online education in which Medill participates. This fall, Professor Candy Lee, who teaches in Medill's journalism and integrated marketing communications programs and is a former vice president of marketing at The Washington Post, will be the first Northwestern professor to teach an undergraduate class in Semester Online. The program, will feature 11 credit-based courses from six colleges and universities, including Boston College, Emory University, University of North Carolina at Chapel Hill, University of Notre Dame and Washington University in St. Louis.

Lee's class is titled Integrated Marketing Communications and is designed to match the rigor and quality of traditional courses while utilizing live online class sessions and social networking tools. She developed the 15-week course to examine key methods and concepts used to develop and implement marketing communications in traditional mass media and digital and social media platforms.

Lee says she spent months adapting her face-to-face course to one that would be intellectually challenging, interactive and engaging online.

"I actually think the course that I'm teaching is one of the most rigorous courses I've ever made," Lee says. "2U is full of curriculum designers and teachers who help you through



the process. They would continually ask me how was I going to know whether the student had absorbed the information that I had just provided.”

Semester Online sets itself apart through synchronous learning, which means that for part of the online experience, students participate in the course at the same time, through twice-weekly live lectures and discussions. Other aspects of the course, including a team assignment and online discussions, encourage peer engagement, connection and collaboration.

There are several graded assignments, Lee says. Each section is capped at 20 students, according to the website.

Another aspect of online education that Medill and Northwestern are exploring is MOOCs. Peer institutions have already entered the MOOC universe and Northwestern is stepping into that digital realm beginning this fall. Owen Youngman, Medill's Knight Professor of Digital Media Strategy, is offering a free, six-week course through Coursera entitled Understanding Media by Understanding Google. Students will learn how Google grew from an online search business to a company that plays a role in almost every Internet user's life, while at the same time understand the tactics media companies, journalists, marketers, politicians and social networks use to reach and connect with consumers. Weekly discussion topics range from Google and advertising to Google, social media and privacy.

The course is similar to an undergraduate course Youngman began teaching at Medill in 2012, yet there were clear differences in creating the class. “The online platform demands a different approach,” Youngman says. “You can't teach tens of thousands of students the same way you teach 35 students.”

Northwestern will offer two additional MOOCs in the fall: Everything is the Same: Modeling Engineered Systems, and Law and the Entrepreneur.

By nature and definition, MOOCs are large-scale because enrollment is open to anyone around the world and is usually free of charge. Youngman's course registration surpassed 40,000 students; some MOOCs reach 150,000 sign-ups, but typically only a fraction of those enrolled complete the course.

This asynchronous learning means students work through the online course readings, video lectures and benchmarks at their own pace. Those who complete the course earn a certificate of accomplishment. Essentially, a MOOC is the offering of structured information, with a start and end date, based around the idea that those who are interested in a particular topic will register for the course and meet online to discuss and connect around that information. Students are not asked to complete assignments; rather, they are asked

to participate with one another, course readings and other web-based materials.

In winter 2013, a group of Medill professors will collaborate on another MOOC titled Content Strategy for Professionals: Engaging Audiences for Your Organization.

While neither Youngman's nor Lee's course is offered for credit, the American Council on Education announced in February that it had recommended five other Coursera MOOCs for credit, an exploration into how these courses might be more integrated into higher education.

Despite the increasing popularity, there has historically been criticism of educational institutions' foray into the online learning arena. That criticism often centers on reputation, academic rigor and measurement of learning outcomes. “Many of these historic concerns have been addressed because of student adoption, faculty engagement and increasingly effective interactive academic technologies,” Collinger says.

Ultimately, Collinger adds, this grand experiment is about creating impact. “The risks of failure,” he says, “are nowhere near as significant as the opportunity for success.”

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.

“

MANY OF THESE HISTORIC CONCERNS HAVE BEEN ADDRESSED BECAUSE OF STUDENT ADOPTION, FACULTY ENGAGEMENT AND EFFECTIVE INTERACTIVE ACADEMIC TECHNOLOGIES. **THE RISKS OF FAILURE ARE NOWHERE NEAR AS SIGNIFICANT AS THE OPPORTUNITY FOR SUCCESS.**”

— Tom Collinger, senior director of Medill's Distance Learning Initiative



Thrust into prominence by the energy boom and a certain devious television character, Dallas has grown immeasurably from its oil and J.R. Ewing heyday, blossoming into a major metropolitan city where art, business and culture shine. “Dallas is developing on par with some of the greatest cities in the United States,” says Medill alumnus Andrew Backover (MSJ94). “Big D” is home to Backover and three other Medill graduates who spoke to **Elliott Smith (BSJ97)** about their careers and life in the bustling Metroplex.

Photos by  
Ray Whitehouse (BSJ12)





**ANDREW BACKOVER** | MSJ94  
**VICE PRESIDENT OF COMMUNICATIONS**  
 AMERICAN AIRLINES

**HOW IMPORTANT IS IT TO BUILD A COHESIVE MESSAGE?**

It's a fast-moving, customer-focused business, so you have to be prepared to be reactive. It's a global operation that's humming 24 hours a day. You have to get the message through all the appropriate channels very quickly and build consensus internally about the right message and strategy. It's intense and competitive, so you need to have almost a campaign-like focus with proactive communication.

**WHAT LESSONS FROM MEDILL DO YOU TAKE TO THE WORKPLACE?**

I think it's fair to say that my time at Medill was one of the most important foundations of my career. You have to be a reporter on the inside. I view all my clients internally like I would my sources. I can't do my job if I can't tell the story, and I can't tell the story if I don't have the information and access. As the primary storyteller for our company globally, our job is to find the info, help the company achieve its objectives and tell that in a compelling way to stakeholders, both internal and external.

**IS DALLAS' LARGER-THAN-LIFE REPUTATION FACT OR FICTION?**

I think Dallas can be as big or small as you want it to be. It's an incredible metro area — we've got an incredible airport, business-friendly economy, diverse education opportunities and Texas has no state income tax. Dallas has lots of great neighborhoods, a great arts community and amazing restaurants. Plus, there are great job opportunities that are attracting people from all over the world.

**HOW MANY FREQUENT FLIER MILES DO YOU HAVE?**

(Laughs) I am an AAdvantage member, and I do earn frequent flier miles. One of the benefits as an American employee is the ability to have flight benefits. So, while I do accumulate miles, I use them on rental cars and hotels. But I fly American everywhere I can.



**BRIAN KNOX** | BSJ10  
**ASSOCIATE PRODUCER**  
 KXAS-TV

**WHAT DOES YOUR JOB ENTAIL?**

I'm a morning associate producer, which means three times a week I help produce the 4:30-7 a.m. show. On Saturday and Sunday, I produce the 6 a.m. show. I have a hand in everything, like building the newscast, finding story ideas, coordinating field crews, finding breaking news and assigning it. The days that are a challenge — but fun and exciting — are what you're in the business for.

**HOW HAS MEDILL RESPONDED TO THE CHANGING JOURNALISM LANDSCAPE?**

I think they've done a great job. Medill makes sure we have experience with multimedia editing, video and the social media aspect. The biggest takeaway is that Medill teaches you the basics — get the story right, be fair, always question what you're seeing and analyze the facts. Those values will remain forever, so it doesn't matter what context your story is in.

**YOU ARE ORIGINALLY FROM DALLAS, SO WHAT'S IT LIKE COMING HOME?**

It's been really different to say the least. I've seen a lot of my friends make the news. You're moving back to your hometown, and some of them go through things you don't expect; some have done great things in changing the community. You see all of that. It's cool to see positives and tell their stories.

**HOW TOUGH WAS IT TO SHIFT YOUR SLEEP SCHEDULE?**

It takes a lot of time to get your body acclimated to it. Sometimes your body doesn't want to go to sleep at 5 p.m. That goes away when you have all this excitement and there's a great story developing.



**CHRISTEN CARTER** | MSJ11  
**UX DESIGNER**  
 HIPLOGIQ

**WHAT DOES A UX (USER EXPERIENCE) DESIGNER DO?**

I put together prototypes and mockups for social media software. We do testing with users to improve the design. When I was at Medill, I took a couple of media product design classes where I learned about UX and got really interested in it. When I graduated, I decided I wanted to learn more about it and pursue that area.

**HOW DID MEDILL HELP PREPARE YOU FOR YOUR JOB?**

I would say that when I started at Medill, I planned to have a traditional journalism career. But I became interested in the tech side and UX design. Medill gives you a lot of skills that you can bring into any job or career. I took Product Development and Audience Understanding, which makes you think about how they are going to use the product and how they are different from you.

**WHAT HAVE BEEN YOUR INITIAL IMPRESSIONS OF DALLAS?**

I would say that Dallas is sort of a very small, big city. I lived in Chicago and did my undergrad at NU (WCAS06). In between, I was in San Francisco. Dallas is a big city but it doesn't feel very big. There's a huge metro area, but it doesn't feel sprawling. You can easily drive anywhere you want to drive, and you're not searching around for a parking spot. I like that about it.

**HAVE YOU BEEN TO COWBOYS STADIUM, AKA JERRY WORLD?**

I haven't been to a Cowboys game, but I did go to a country concert there, which was kind of crazy. I am a baseball fan, so I've gone to a couple of Texas Rangers games. And they've got a minor league team, the Frisco RoughRiders. They've got a good sports scene here.

**RICK WAMRE** | BSJ80  
**PRESIDENT**  
 ADVOCATE MEDIA

**WHAT INTRIGUED YOU ABOUT DEVELOPING YOUR OWN MEDIA OUTLET?**

When I worked at the Dallas Morning News, getting a byline didn't really float my boat. I liked the business aspect more. So I decided to get my MBA (from Southern Methodist University) and get into real estate. I did that for 10 years, then realized I didn't like it that much. So I went back to journalism, and said, 'Hey, I could be in charge.' I knew what the Morning News could or could not cover. If you do local stuff, you have a niche market. We started working out of my car and on the porch, and over the years, we kept growing.

**DOES NEIGHBORHOOD NEWS GIVE PEOPLE A PLATFORM THEY MIGHT NOT GET ELSEWHERE?**

Dallas is a big place. Something can happen in one part of town, and it doesn't have to do with another part of town. You're not necessarily connected if you're only reading about what happens at City Hall. We've been able to create a bit of neighborhood pride.

**WHY DID YOU START THE RICK WAMRE FELLOWSHIP AT MEDILL IN 2010?**

When I was at Medill, the idea that I'd be doing what I am would have shocked me. Everyone wanted to work for some place big and impact the world. No one thought about going to work at a small neighborhood magazine or newspaper. It was important back then and it's important now, because you can get national news for free. Decent hyperlocal stuff is hard. It [the fellowship] might open some students' eyes who might not notice or delve into it (*Editors' note: The scholarship supports two journalism students who secure internships with hyperlocal news organizations*).

**HOW HAVE YOU SEEN DALLAS EVOLVE OVER THE YEARS?**

It's grown like a weed. And there's a little more appreciation for history and preservation here. Before, people tore down everything they could get their hands on. It's certainly evolved from the "Dallas" TV show days.



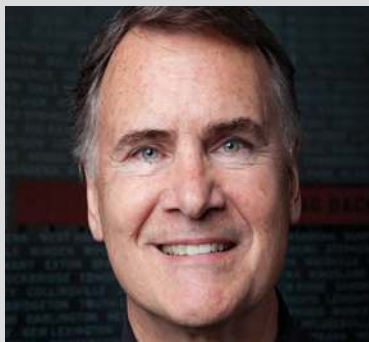


## NAMES TO KNOW | YUM! BRANDS

In his best-selling book on leadership, "Taking People With You: The Only Way to Make Big Things Happen," Yum! Brands Inc. Chairman and Chief Executive Officer David Novak specifically cites Medill's ability to produce smart people. Yum! (the parent company of Pizza Hut, Taco Bell and KFC) is home to a number of Medill graduates, including eight who work at Pizza Hut headquarters in Plano, Texas, ranging from entry-level jobs to the CEO.

### Scott Bergren (BSJ68, MSJ69)

Chief Executive Officer of Yum!  
Innovation and Pizza Hut



When Bergren needs to restock his right-brain thinkers, he typically goes shopping at his alma mater. Bergren believes Medill students provide the creative boost he needs to keep fresh ideas flowing through the business.

Roughly 10 percent of Bergren's marketing staff holds a master's degree from the IMC program. He says that has little to do with any Northwestern nepotism and a lot to do with the program's strong history of producing minds that seek out innovative solutions.

"We just have found in general there is a great proclivity for innovation from the IMC students," he says. "They really develop nicely into the [kind of] marketing that we do here at Yum! Brands and specifically at Pizza Hut."

Today Bergren finds himself at the top of the pizza food chain in his role as Pizza Hut's CEO and an innovation czar for the entire Yum! Brands group. He currently is in the process of reshaping how Pizza Hut looks in the United States. His plan is to change the size and style of all his locations to meet the needs of a more modern consumer by 2020.

### Caroline Masullo (IMC07)

Pizza Hut Director of Digital Marketing



Masullo first heard about job openings at Pizza Hut from Scott Bergren himself seven years ago. After hearing about the company, it was "love at first sight."

Masullo has held a variety of jobs during her six and a half years with the company. She currently is the head of the digital marketing division, where she oversees online advertising, e-commerce ordering platforms, customer relationship marketing, loyalty initiatives and social media strategies.

The digital side lets Masullo see the results of each campaign much sooner and clearer than the print and television media she used to work with. It's also a more effective platform to interact with consumers and build customer loyalty in a competitive market.

"Digital is becoming the predominant way that consumers want to access our brand," she says. "To build one-on-one connections is really important in this category."

### Stacy Lynn Ptacek (IMC10)

Pizza Hut Associate Manager of Marketing – Brand Image & Advertising



Ptacek had her heart set on working for a forward-thinking technology company. She was "absolutely flabbergasted" to find the innovative atmosphere and collaborative culture in a 55-year-old pizza company.

The self-described science nerd found that collaboration the first time she met her co-workers at Pizza Hut — home to a different vibe than employees just locked into their own computers wearing headphones.

"The culture at Pizza Hut is creative and innovative," she says. "It's all about not being fearful of what we've done in the past. We're looking forward to what we can do in the future."

Ptacek moved into an advertising role in May after more than two years as a brand manager. Her new charge is to help the company promote its overall values in advertisements instead of specific deals.

### Tara Gupta (IMC12)

Pizza Hut Associate Manager of Marketing – Brand



Gupta started her current job in February and is the newest Medill alumnae to join Pizza Hut and Yum! Brands. She manages any changes the company decides to make to its pizzas. She also makes sure the company is pricing its menu items with balance: cheap enough to be a good value, but not so cheap that consumers see it as poor quality.

Thirty minutes into her first day, Gupta jumped into meetings and started contributing. She says having several IMC graduates around the building and easy access to the company's higher-ups made her feel part of the team very early in her tenure.

"It really makes you feel confident that they understand your skill set and that you're ready to make an impact," she says. "You really see and trust that they recognize what IMC trains us to do."

DAN MURPHY IS AN ASSOCIATE EDITOR AT BLUE & GOLD ILLUSTRATED, WHERE HE'S COVERED NOTRE DAME SPORTS FOR TWO YEARS IN SOUTH BEND, IND.



Coming soon: Read more Names To Know from YUM! Brands in the tablet edition.

1950s

**Eddie Deerfield (BSJ50)** wrote a piece for the U.S. Dept. of State's June 2013 issue of *State Magazine* recounting his experience as a World War II veteran and dedication to keeping fellow veterans and their families connected.

**Chuck Remsberg (BSJ58, MSJ59)** won a 2013 Maggie Award from the Western Publishing Association for best online column. His monthly column, "10:8 - Life on the Line," on PoliceOne.com covers law enforcement issues.

**Melyvn Bloom (BSJ58, MSJ59)**, CEO of the American Technion Society (ATS), was awarded an honorary doctorate by the Technion-Israel Institute of Technology in Israel. During his career with the society, Bloom helped ATS raise \$1.9 billion.

**Karen DeCrow (BSJ59)** spoke to history teachers about the roots of feminism at the Seneca Falls (N.Y.) Convention in May.

1960s

**Larry Smith (BSJ63, MSJ64)** wrote an award-winning poetic tribute to George Washington called "Conversation with the Master of Mount Vernon" in 2011. The work and its accompanying documents were recently added to the Northwestern University Archives.

**Miriam McClure (BSJ63)** recently released her book "Tree Lines: A Memoir" (under the pen name Mim Neal), which is influenced by decades of communications experience in 20 countries. Her writing has been published by the World Health Organization, UNICEF and Rotary International.

**John Hamil (BSJ68, MSJ69)** of Jenks, Okla., is semi-retired after a 40-year career in journalism and public relations. He has also taught a Writing for Public Relations class at the University of Tulsa since 1997.

## AFTERNOON WITH THE DEAN



**Marshall Ackerman (MSJ50)** and **Dean Brad Hamm** are pictured at Ackerman's oceanfront house in Montecito, Calif. Ackerman spent his career with Rodale Press, where he was Vice-Chairman and publisher of *Prevention Magazine*. He received both the Purple Heart and Bronze Star Medal in WWII.

## REPORTER RECEIVES HONOR FOR HER CHICAGO COVERAGE



**Maudlyne Ihejirika (MSJ87)** started reporting in Chicago when she graduated from Medill, and she doesn't plan on stopping anytime soon. In June, the Chicago Sun-Times assistant city editor was awarded the 2013 Vernon C. Jarrett Par Excellence in Journalism Award for her dedication to covering the city.

As a journalist in Chicago, Ihejirika sees her main role as providing a voice to the voiceless. Ever since returning to the Sun-Times in 2003, it's been her mission to challenge the status quo and

mainstream perceptions of injustices.

"When you win an award like this, some look at it as a career achievement," Ihejirika says, "but by no means do I see my career as reaching a peak. There are still many more mountains to be climbed."

The Vernon C. Jarrett Par Excellence in Journalism Award is named after the late Vernon C. Jarrett, one of the founders of the National Association of Black Journalists and former Chicago Tribune and Sun-Times columnist.

— REBECCA OKEN (BSJ14)

1970s

**Byron Harris (MSJ72)**, an investigative reporter for WFAA-TV in Dallas, won his third Gerald Loeb Award for business reporting in the television enterprise category. He also won his fourth Edward R. Murrow Award for investigative reporting from the Radio Television Digital News Association.

**Stephen Marshall (BSJ73)**, a founding staff member of USA Today, retired on Aug. 31, 2012. The next day he began a new position as editor of the National Guard Bureau's official website in Arlington, Va. Earlier in his career he worked at the Chicago Daily News and the News Journal in Wilmington, Del.

**Pamela Sakowicz Menaker (BSJ75, MSJ76)**, a communications partner at Clifford Law Offices in Chicago, was appointed by the president of the American Bar Association to the Task Force on Human Trafficking and the Strategic Communications Committee.

**Wes Mann (MSJ76)** is winding up his 25th year as editor of Investor's Business Daily, the national business and financial newspaper he helped found in 1984. The paper currently has four other Medill alumni on staff.





## NIEMAN FELLOW TO EXAMINE RELIGION'S INFLUENCE ON POVERTY

Even before living abroad as an Associated Press foreign correspondent, **Ravi Nessman (BSJ94)** was fascinated by religion. He will take that interest one step further as a Harvard University Nieman Fellow for the 2013-2014 school year, where he will study the role religion plays in creating and alleviating poverty in countries around the world.

Nessman, who has reported from New Delhi since 2009 as the AP's South Asian Bureau Chief, says he's seen firsthand how different religions influence the way cultures address poverty.

"In many ways, religion has created a social system that has brought stability, regardless of how it treats the poor," Nessman says, citing examples of the strong emphasis on zakat, or charity, in Islamic parts of Gaza, or the ostracized group of unpaid laborers in rural India, where the caste system is seldom challenged. Tradition, in these regions, has dictated how disadvantaged and impoverished groups are treated.

Throughout his past reporting experiences, Nessman has noticed stark contrasts in how the U.S. addresses its own issue of poverty. He plans to use the Nieman Fellowship, which is awarded each year to full-time journalists with at least five years of professional experience, to broaden his knowledge base and ultimately inform all of his reporting in the future.

"So often in journalism, so much of what we learn we have to immediately process and send out," he says. "I am looking forward to the chance to delve deeply into complex issues without the pressures of immediate production."

— REBECCA OKEN (BSJ14)

**David Boardman (BSJ79)**, executive vice president of The Seattle Times for 30 years, was named Dean of the School of Media and Communication at Temple University.

**Dan Forer (BSJ79)** will have his film "Free Spirits" premiere on Oct. 8 as part of ESPN's acclaimed "30 for 30" documentary series. Forer also produced and directed the award-winning documentary "Second Chance Season" in 2007 for ESPN films, along with several films for other networks. A nine-time Emmy Award winner, Forer worked for CBS Sports and CBS Entertainment for three decades before becoming an independent filmmaker.

1980s

**Diana J. Semmelhack (MSJ82)** was promoted to full professor at Midwestern University. She is also a psychologist in private practice in Evanston and Winfield, Ill., and recently released her new book, "Group Therapy for Adults with Severe Illness: Adapting the Tavistock Method."

**Ingrid Sapona (BSJ82)** launched her new mobile app, Ontario Wineries Guide, in December 2012. The app, available on iTunes and Google Play, seeks to spread the joy of wine and the Ontario wine country.

**Sam Singer (MSJ83)** had her public relations and public affairs agency, Singer Associates, named "Public Affairs Agency of the Year" by The Holmes Report. Singer Associates is based in San Francisco.

**David Medina (MSJ85)** was recently elected to the board of Musiqa, an acclaimed new music chamber group in Houston. He previously served as director of multicultural communications at Rice University.

**Linda K. Wertheimer (BSJ86, MSJ86)** recently received a book contract from Beacon Press to write about public schools' efforts to teach about world religions. The book stems from a 2011 Boston Globe Magazine cover story she wrote. The article placed second in the national Education Writers Association contest. A former education editor for the Globe, Wertheimer lives in Lexington, Mass., with her husband and young son.

**Emily Schapmann Stroud (BSJ88)**, a reporter and fill-in anchor at WBIR-TV in Knoxville, Tenn., published her first novel, "Broken News."

**Monica Pataki (BSJ88)** and her husband, Robert St. John, have lived overseas since 2000, with stints in Israel, Sweden, and now, Ireland, where their daughter, Sophia, attends the International School of Dublin. When the school announced in April 2012 that it was bankrupt, Pataki and other parents formed a company to take over. With the group's help, school opened just one week late. This spring, members of the Irish Parliament and the European Parliament visited the school.

**Melanie Koff Weiss (BSJ89)** is the founder and writer of "SureCount," an easy, portable meal planner and carb-counting guide for people with diabetes, prediabetes and gestational diabetes. "SureCount" is available on her website and as an e-book. She and her husband have two children, Julia and Benjamin; Benjamin is an incoming freshman at Northwestern.

1990s

**Heidi Randen (BSJ90)**, a registered nurse at Park Nicollet Methodist Hospital in St. Louis Park, Minn., received her master's from the University of Minnesota School of Nursing in December 2011.

**Ursula (Wiljanen) Lindqvist (BSJ90, MSJ91)** left her faculty position at Harvard University to take a new position as Assistant Professor of Scandinavian Studies at Gustavus Adolphus College in Saint Peter, Minn.

**Joanne C. Gerstner (MSJ95)** is the owner of Gerstner Media, which specializes in freelance sportswriting and editing for major publications. She recently finished her year-long tenure as a Benny Friedman Sports Journalism Fellow at the University of Michigan and will teach there in the fall. She is also working on a book about concussions.

**Daniel Rivkin (BSJ96)** and Dianne Ketler (WCAS97) became the parents of Lee Jay on Aug. 30, 2012. They also have a 3-year-old son named Michael Robert.

**Andrew Friedman (BSJ96)** published "Covert Capital: Landscapes of Denial and the Making of U.S. Empire in the Suburbs of Northern Virginia" in September. He is an assistant professor of history at Haverford College.

**Robert Neely (MSJ97)** and his wife Lindsay welcomed twins Addison Jane and Bryce Hudson on July 4.

**Benoit Denizet-Lewis (BSJ97)** will be an assistant professor in the Writing, Literature & Publishing Dept. at Emerson College starting in September. He will teach courses in magazine writing and nonfiction writing and will continue contributing to *The New York Times Magazine*.

**Kate Roberts (BSJ97, MSJ98)** and Martha E. Flores became the proud parents of Harper Valentina Flores-Roberts, born Sept. 29, 2012, in Los Angeles.

**Barrie Rosen Bruce (BSJ98)** and Frank became the parents of Dylan Andrew on Sept. 6, 2012.

**Scott J. Stone (BSJ98)** was elevated to Counsel at the law firm of Hunton & Williams in Washington, D.C., in January.

**Dan Doxey (IMC98)** recently became the director of marketing for doTERRA International, LLC. doTERRA is a world leader in the sourcing, testing, manufacturing and distribution of pure, therapeutic-grade essential oils, and the provider of other healthy living products.

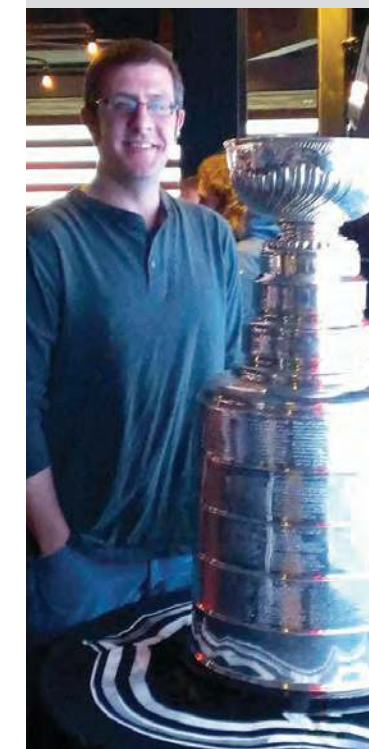
**Luke Seemann (BSJ98)** married Meleah Anne Geertsma on July 27 in Oak Park, Ill. Seemann is a digital designer and web developer at *Chicago* magazine.

**Carlos Zepeda (IMC98)** was recognized on Brand Innovators' "40under40" list for his work as vice president of marketing at New-York-based Alpagatas USA, where he leads marketing efforts for Havaianas. Zepeda previously had several leadership roles at PepsiCo.

**Rebecca (Becky) Allardice (BSJ99)** married Dr. Thomas Dearing on April 6 in Seattle.

**Roxana Saberi (MSJ99)** gave the commencement address at her alma mater, Concordia College, in Moorhead, Minn. She spoke about her experience being held captive in Iran and its impact on her life and career.

## THE LUCK OF THE IRISH ... AND BLACKHAWKS?



To some superstitious sports fans in the Chicago area, **Mark Lazerus (BSJ01)** became a lucky charm. When he started writing for the Chicago Sun-Times in August 2012, he covered Notre Dame football in what turned out to be an unexpected undefeated regular season. After the Fighting Irish's season, Lazerus transitioned to the paper's Blackhawks beat, where he covered the team's record-breaking streak of 24 games without a loss in regulation to start the

season, and ultimately followed the 'Hawks on the road to their Stanley Cup victory.

In total, he went 36 games without covering a regular season loss in regulation.

"Even some national outlets picked up on it, which was hilarious, as if I had anything to do with the streak," Lazerus says. Going seven straight months before covering a regulation loss on March 8 was, in Lazerus's words, "ridiculous."

Prior to the Sun-Times and the winning streak, Lazerus began his sportswriting career in 2001 covering the Pittsburgh Penguins for the Washington (Penn.) Observer-Reporter. In 2004 he moved to the Post-Tribune in Northwest Indiana, where he was a designer, writer and sports editor.

Lazerus says his favorite part of being a sports journalist is that he gets to tell dramatic stories that people truly care about on a nightly basis. Plus, he has room for more creativity because his stories rarely address life-or-death issues.

"What I'm writing about is very important to people, and I take it seriously, just like they do," he says. "But it's also just sports. It's supposed to be fun — watching it, writing about it and reading about it."

— REBECCA OKEN (BSJ14)



2000s

**Jeremy Gilbert (BSJ00, MSJ00)**, Medill associate professor and Jessica Parker Gilbert, Medill Magazine co-editor and art director, welcomed their second son Ronan Hal on July 9. He joins big brother Wright Brisco, who turns 2 in November.

**Jennifer Chapin Harris (MSJ01)** married Alexi Smith (WCAS02) on Jan. 5, in Adelphi, Md. Jennifer is a writer for the Michigan House of Representatives.

**Danielle J. Colombo (BSJ01)** is an associate producer on the Michael Tully-directed film "Ping Pong Summer," which started filming in October 2012 and stars Susan Sarandon. Colombo, along with three partners, also launched the company Good Rebel Films, where she is the head of business development and producer.

**Beth Kormanik Hubbuch (BSJ01)** and Bart Hubbuch of New York City became the parents of Tyler Edward on Aug. 27, 2012.

**Shannon Shelton Miller (MSJ01)** and Corey Miller of Dayton, Ohio became the parents of Blake Ellis on Sept. 8, 2012. She works as assistant director of communications at the University of Dayton.

**Jen Upshaw Swartz (Ruiz) (MSJ01)** was named city editor of the Marin Independent Journal, where she previously covered a number of news beats and served as assistant city editor.

**Jennifer D. Shih (BSJ02, MSJ02)** recently released her debut novel "Blood in the Stars." She writes under the pen name Jennifer Shea.

**Andrew J. Schleicher (MSJ02)**, an ordained deacon in the United Methodist Church, is a freelance church communicator. Most recently, he tweeted the entire three-year cycle of scripture lessons, sharing excerpts with his followers each Sunday. The project was recognized twice by the United Methodist Association of Communicators.

**Matthew DeFour (BSJ03, MSJ04)** was named state capitol reporter for the Wisconsin State Journal. His wife Autumn gave birth to their second son, Daniel Asher DeFour, on May 8.

**Camille McLamb (MSJ04)**, founder and lead coordinator of Chicago-area-based Camille Victoria Weddings, was named the No. 1 wedding planner in Illinois by the 2013 Wedding Industry Expert Awards.

**Ben Aaronson (BSJ04)** was named marketing communications editor in the Alumni Affairs and Development department at Harvard. He was previously a senior editor at GateHouse Media New England.

**Evan Benn (BSJ04)** rejoined The Miami Herald as a staff writer. Benn previously worked at the St. Louis Post-Dispatch as food critic, beer columnist and features editor and reporter. From 2004-2009 he was a writer at the Herald, where he was hired after graduating from Medill.

**Dana Greenspon Bate (MSJ05)** published "The Girls' Guide to Love and Supper Clubs," in February. It earned a starred review from Publishers Weekly. She sold foreign rights recently landed a deal for two more books in the U.S. and United Kingdom. She lives in the Philadelphia area with her husband and newborn son.

**Michelle Edgar (BSJ05)** is the founder of Music Unites, a New York City-based nonprofit that offers music programs to at-risk youth. Last year, 30 high school students worked with producer Swizz Beatz as part of the program. Edgar, who recently joined Red Light Management as vice president of business development, also founded the XX Project, a monthly speakers group for female industry leaders inspired by TED talks and Northwestern's Council of One Hundred for female alumni.

**Robert Moynihan (BSJ08)** married Jennifer Babin (COMM08) in Los Angeles on Nov. 17, 2012.

**Shradha Agarwal (BSJ08)** was named to the Crain's Chicago Business "40 Under 40" list for 2012. She is the co-founder and chief strategy officer for Context-Media and co-founder of Jumpstart Capital.

**Tom Giratikanon (BSJ09)** and **Sisi Wei (BSJ11)** founded Code with Me, a workshop to teach journalists how to code. Since July, workshops have been held in Washington, D.C., Miami, Portland, Ore. and Austin, Texas. Giratikanon is a graphics editor at The New York Times and Wei is a news apps developer at ProPublica.

**Renita D. Young (MSJ09)** was recently elected secretary of the National Association of Black Journalists Chicago chapter. She is currently a freelancer covering national news stories for Thomson Reuters and theGrio.com and is a contributor to WVON-AM Radio's Urban Business Roundtable show and *Today's Chicago Woman Magazine*.

**Marissa Mitchell (MSJ10)** was promoted to anchor/reporter at WBMA-TV in Birmingham, Ala., where she covers city politics. Mitchell was also named a finalist for the National Association of Black Journalists' "Salute to Excellence" local television awards.

2010s

**Jenna Troum (BSJ11)** is now a reporter at WSPA-TV in Greenville, S.C.. Troum made a 90-market jump after working as a reporter at WKBT-TV in La Crosse, Wisc. While in La Crosse she won three awards for her investigation into the city's growing heroin problem.

**Dallas Wright (BSJ12)** recently completed an audio documentary entitled "Nommo," which tells the stories of six Northwestern students' experience with race on campus. The half-hour-long video is available on YouTube.

**Kaitlin Miller (BSJ12)** was selected for an 11-month digital internship with the NCAA, which provides on-the-job learning experiences for graduates looking for a career in the digital sports industry.

**Donna Marbury (MSJ13)** became a content specialist at *Medical Economics* magazine in July.

**John Burfisher (MSJ13)** recently began working as a news producer for WBBH-TV and WVZN-TV in Fort Myers, Fla.

**Mariam Khan (MSJ13)** recently accepted a position as a multimedia journalist at Lilly Broadcasting's Washington, D.C. bureau. Lilly Broadcasting owns several stations in Flint, Mich., Erie, Penn., Toledo, Ohio., Elmira, N.Y. and Puerto Rico. Khan will be reporting, producing, shooting, editing, and providing web content for all of Lilly's stations.

## OBITUARIES

## Ted Spiegel • 1930-2013



Ted Spiegel, 82, professor emeritus-in-service at Medill, died on May 11. Spiegel played a key role in helping develop Medill's integrated marketing communications curriculum, which was the first direct marketing program in the country for graduate students. He also helped develop the

IMC fourth quarter professional residency program, now known as the Immersion Quarter. In 2011, more than a decade after becoming an emeritus professor, Spiegel helped launch the Medill IMC Spiegel Digital and Database Research Initiative.

The founder and president of Spiegel Marketing, he worked as a consultant to businesses, government entities and nonprofits since 1987. Spiegel's expertise in catalog marketing and business strategy helped his clients, which ranged from Walt Disney to Reader's Digest to the Library of Congress. Spiegel earned his bachelor's degree from Dartmouth College in 1953 and an MBA from Dartmouth's Amos Tuck School of Business Administration in 1954. He served as first lieutenant in the U.S. Army Ordnance Corps from 1954 to 1956. He is survived by his wife Audrey.

Memorial contributions may be made to:  
The Spiegel Digital and Database Research Initiative  
Medill School of Journalism, Media, Integrated Marketing Communications, 1845 Sheridan Road, Evanston, IL 60208

**Mort L. Nasatir (BSJ46)**, 88, died July 15 in Nashville. He started his record industry career at Decca Records, and later served as chairman/president of The National Academy of Recording Arts & Sciences, president of MGM Records and publisher of *Billboard Magazine*. While at *Billboard* he spent more than 6 years in London leading the magazine's European publications. During his career, he also worked as a music journalist, educator, author and radio station manager. Nasatir's last job was general manager of WLAC-AM radio in Nashville. He is survived by his wife Valerie; his brother, Dr. Shelley (Dr. Maris) Nasatir; sons Seth, Mark and Iain; six grandchildren; sister-in-law, Gillian Newell; and nephew, Robert.

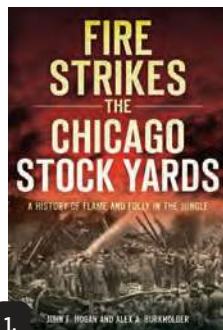
**Geraldine Youcha (BSJ46)**, 87, passed away on June 5. Youcha was a staff writer for *Coronet* magazine and wrote the weekly column, "As I Was Saying," for the Journal-News and contributed to a number of magazines, including *Parents* and *Women's Day*. She authored "Minding the Children: Child Care in America from Colonial Times to the Present" and "Women and Alcohol: A Dangerous Pleasure," and co-authored "Drugs, Alcohol, and Your Children: What Every Parent Needs to Know" and "Children of Alcoholism: A Survivor's Manual." She is survived by her husband of 62 years, Isaac Zeke Youcha; her children, Victoria Youcha, Sharon Youcha and Joe Youcha (Jessica Kaplan); four grandchildren; two great-grandchildren; and many nieces, nephews and cousins.

**George Henry Gruenwald (BSJ47)**, 91, of Rancho Sante Fe, Calif. died on April 23. Raised in Evanston, he served as a public relations writer for the Army Air Force during World War II. He went on to have a successful career in advertising, retiring in 1984 to write a number of books on new product development. He was preceded in death by his wife Corrine Rae Linn Gruenwald and his parents. He is survived by his children, Helen (Michael) Orlando and Paul Gruenwald; grandchildren, Jeffrey (Kathleen) Orlando and Corey Orlando; and his great-granddaughter, Julia Faye Orlando.

**Herbert Kaplow (MSJ51)**, 86, of Falls Church, Va. passed away on July 27. Kaplow was an Army veteran, television and radio news reporter and a member of Medill's Hall of Achievement. He worked for NBC from 1951 to 1972 and for ABC until his retirement in 1994. In May 1954, shortly after he became a full-time correspondent at NBC, he was assigned to cover the Brown v. Board of Education decision and traveled throughout the South for much of the next decade to report on the case's effect and other parts of the Civil Rights Movement. During his career he also reported on the Nuremberg trials and the Cuban revolution, plus 19 presidential conventions and countless presidential, Congressional and mayoral elections. He reported from all 50 states and about 50 other countries around the world. He is survived by his wife Betty Rae; sons Steven, Bobby and Larry; sister Naomi Michael; and six grandchildren.

**Sam Jameson (BSJ58, MSJ59)**, 76, passed away on April 19 in Tokyo. He was renowned for his involvement with and reporting on Japanese affairs, first in the early 1960s with the U.S. military newspaper Pacific Stars and Stripes and later with the Chicago Tribune and the Los Angeles Times. Jameson led the Times' bureau in Japan from 1971-1996. Aside from reporting hard news throughout Asia, he also wrote about life in Japan. He is survived by his sister Pat.

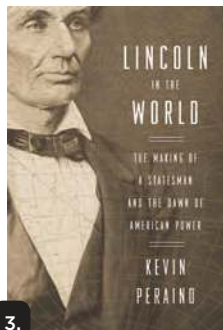




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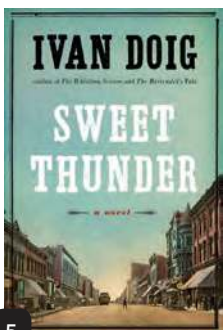
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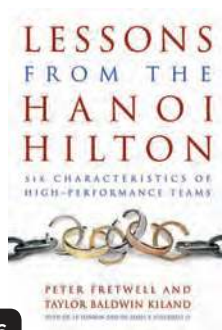
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### 1. Fire Strikes the Chicago Stock Yards: A History of Flame and Folly in the Jungle

John Hogan and Alex Burkholder  
(BSJ63, MSJ64)

Hogan and Burkholder take readers into the endless smoke of Chicago's Union Stock Yards, the site of nearly three hundred extra-alarm fires before its closure in 1971, including some of the most disastrous conflagrations of a city famous for fire. In 1910, 21 firemen and three civilians were killed in a blaze at a beef warehouse — the largest death toll for an organized fire department in the nation prior to 9/11. Burkholder is a founding member of the Fire Museum of Greater Chicago.

### 2. Fugitive Colors

Lisa Barr (MSJ89)

Barr's debut novel is a suspenseful tale of an artist's revenge after World War II. Julian Klein, a young American artist, leaves behind his religious upbringing for the artistic freedom of Paris in the 1930s, only to find himself trapped inside a world where a paintbrush is far more lethal than a gun. Klein is forced to contend with jealous inferior artists who attempt to destroy those with true talent. In this story, love, friendship, betrayal and passion are never black and white.

### 3. Lincoln in the World: The Making of a Statesman and the Dawn of American Power

Kevin Peraino (BSJ98, MSJ99)

Peraino examines the character of Lincolnian foreign policy and argues that Lincoln should be considered one of America's indispensable diplomats. Delving into six distinct episodes that helped define his approach to global affairs, "Lincoln in the World" is a study of a presidency at the dawn of American power. Much has been written about how Lincoln saved the Union, but this book highlights the lesser known role he played on the world stage during those tumultuous years of war and division.

### 4. Redemption Mountain

Gerry Fitzgerald (MSJ77)

Amid the lush beauty and rugged landscape of McDowell County, W.Va., a woman struggles to save her marriage, support a family and raise a son with Down Syndrome. When she's thrust into a battle to save her grandparents' farm from the destruction of mountaintop removal coal mining, Natty Oakes finds herself alone against friends, family and one of the world's largest utility companies. Fortunately, she finds an unlikely ally and friend, and maybe much more.

### 5. Sweet Thunder

Ivan Doig (BSJ61, MSJ62)

In the winter of 1920, a quirky bequest draws Morrie Morgan back to Butte, Mont. But the mansion bestowed upon Morgan, who debuted in Doig's "The Whistling Season," promises to be less windfall than money pit. And the town itself, with miners struggling to extricate themselves from the stranglehold of Anaconda Copper Mining Company, seems on the verge of implosion. These dilemmas catapult Morgan into his new career as editorialist for the *Thunder*, the union newspaper that dares to play David to Anaconda's Goliath.

### 6. Lessons from the Hanoi Hilton: Six Characteristics of High-Performance Teams

Peter Fretwell and Taylor Baldwin Kiland (IMC95)

Why were the American POWs imprisoned at the "Hanoi Hilton" so resilient in captivity and so successful in their subsequent careers? This book presents six principles practiced within the POW organizational culture that can be used to develop high-performance teams everywhere. The book offers examples from both the POWs' time in captivity and their later professional lives that identify the characteristics necessary for sustainable, high-performance teamwork.



## YOU LEARN. WE PAY.

Looking to enhance your media skills or learn to tell better stories with multimedia tools? Starting in January 2014, Medill will be awarding full scholarships to qualified alumni for continuing education at **The Poynter Institute for Media Studies**, in St. Petersburg, Fla., and **Poynter.org**. Applications will be considered and awards will be given for both on-ground and online courses offered by Poynter. For more information, and to apply, please visit: [www.medillpoynterscholarships.com](http://www.medillpoynterscholarships.com).



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MEET ALUMNI WHO WORK IN DALLAS  
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