

# Northwestern | MEDILL



**CHRISTINE  
BRENNAN  
MICHAEL  
WILBON**

TALK SPORTS  
CAREERS  
AND MEDILL

**THE INS  
AND OUTS**

INSIDE MEDILL'S  
SPORTS MEDIA  
SPECIALIZATION

**IRA BERKOW  
ON BASEBALL**

**DESTINATION:  
DENVER**

FOUR ALUMS  
INSPIRED BY THE  
MILE-HIGH CITY



## 2016 marks the 50th anniversary of Medill's Washington Program and we need your help!

The winter 2016 issue of the Medill magazine will feature stories, images and anecdotes from Medill Washington program alumni and faculty. If you participated in Medill's Washington program during your time at Medill, we want to hear from you! Send us your images, clips, videos, fondest memories, musings or anything you think might contribute well to this special celebration. Please include detailed captions for accuracy.

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Stay tuned for dates and times for various Washington program celebratory events in 2016!



ABIGAIL SEWELL (MSJ10)



J'nelle Agee (MSJ15) and Joe Musso (MSJ15) pose next to a replica of the original ESPN sign from the network's debut in 1979. Photo by Marc Zarefsky

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COVER PHOTO BY MARC ZAREFSKY (BSJ07)

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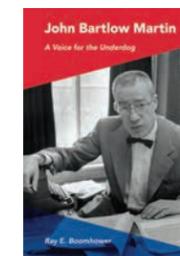
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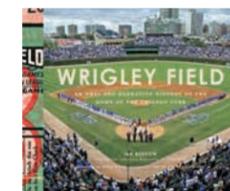
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LETTER  
FROM THE  
DEAN**Bradley J. Hamm**

Medill will open a new San Francisco site in the spring.

Our goal is to be the leading school in our field in innovation and technology with the San Francisco campus, just as Medill was a leader 50 years ago in opening its Washington program.

Northwestern officials will sign the lease for 44 Montgomery St. this summer. Formerly the headquarters of Wells Fargo, it's in an ideal location next to Market Street and a Bay Area Rapid Transit (BART) station. Northwestern will rent the 18th floor, and the McCormick School of Engineering and Applied Science will join with us.

In addition, Northwestern is opening an alumni and donor relations office in the same building. A great advantage for Medill and McCormick is the large number of alumni living and working in the San Francisco and Silicon Valley area.

The San Francisco program is open to all of our undergraduate and graduate students. They can spend a quarter there enrolled in classes or working on residency or summer immersion programs. The first classes will start in April 2016, the spring quarter, and we will operate year-round with classes and special programs.

The floor design includes classrooms, broadcast space, a design lab for McCormick, presentation areas and small-group work rooms. The space will match the style of many new San Francisco companies. Renovation of the current space will start in early fall and take several months.

A significant feature of the San Francisco program is the combination of McCormick and Medill in one location. Some of our faculty and students have worked together over the past four years in the Knight Lab, knightlab.northwestern.edu, as "a team of technologists and journalists working at advancing news media innovation through exploration and experimentation."

The lab was started with funding by the Knight Foundation of Miami as a creative way to link outstanding schools in computer science and journalism. In two of the past three years, a Knight Lab product, Timeline JS, was used by newspapers as part of their Pulitzer-winning journalism. More than 300,000 people throughout the world have used the technology.

McCormick Dean Julio Ottino and I will expand our partnership in San Francisco. We believe the San Francisco site has the potential for new programs not yet imagined.

In spring 2016, we will celebrate the 50th anniversary of Medill's Washington program. Alumni who studied and worked there over the years talk about how important it was for their education and careers. I expect San Francisco to be just as influential.

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CORRECTION: An IMC (SFO) alumni event in the spring 2015 issue inaccurately states that alumna Pam Dayton (IMC98) is Rei Damond.

CORRECTION: The obituary for Lynn S. Slovonsky in the spring 2015 issue incorrectly referred to Mr. Slovonsky's birthplace as Youngstown, Pennsylvania. He was born in Youngstown, Ohio.

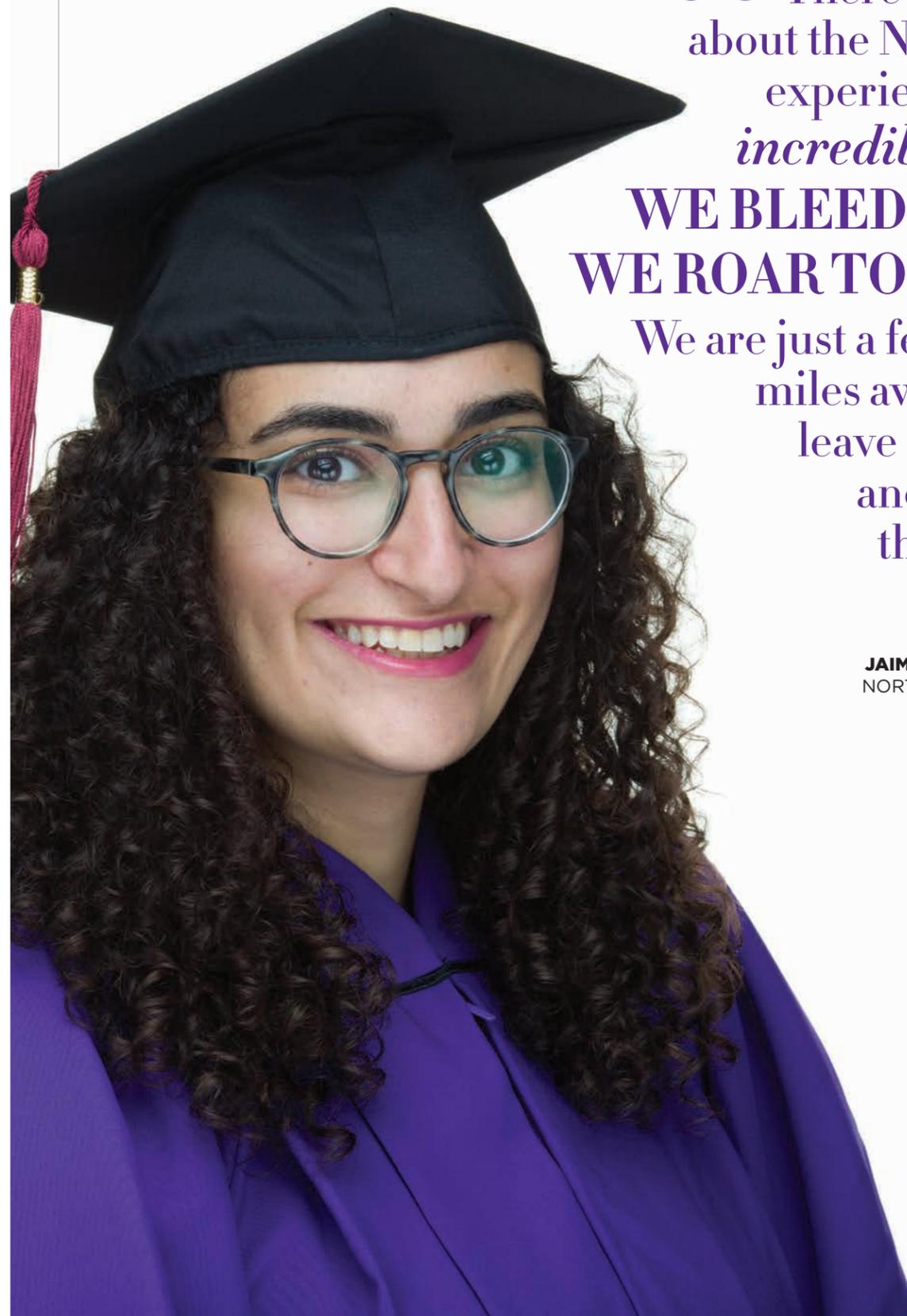
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ALUMNI  
QUOTE

“ There's something about the NU-Q wildcat experience that's so *incredibly unique*.  
**WE BLEED PURPLE.  
WE ROAR TOGETHER.**  
We are just a few thousand miles away, trying to leave our mark on another side of the world.”

**JAIMEE LEE HADDAD (BSJ15),**  
NORTHWESTERN UNIVERSITY  
IN QATAR

By Kaitlyn Thompson (BSJ11)

## NEW IMC INITIATIVES CONNECT INSIGHTS FROM CONSUMER DATA

Medill IMC recently developed two initiatives to advance research and give students deep skills in using technology and analytics for marketing communications.

The Omni-Channel Initiative and the Retail Analytics Council further establish the IMC program in leading customer purchase behavior and marketing solutions. Faculty and students conduct research studies and class projects utilizing digital marketing suites such as Radian6 and IBM Social Media Analytics, leveraging social media monitoring tools and conducting predictive analytics. Through advanced coursework, IMC graduate students can earn a certification in IBM digital and social media products to differentiate themselves in the job market.

Medill IMC formed the Retail Analytics Council (RAC) in partnership with the Platt Research Institute to study consumer shopping behavior across retail platforms, and to investigate

The council is currently conducting research on loyalty programs, in-store shopper behavior and the impact of marketing stimuli on purchase decisions. It hosted its first event on June 10 and 11 featuring 50 attendees from retailers, retail technology firms and universities.

Medill's other venture into real-time marketing is the Omni-Channel Initiative which developed in response to the rise of omni-channel marketing — a trend that's forcing marketers to develop personalized messaging and deploy those communications across channels. This initiative allows graduate and undergraduate students and faculty to work together with outside companies, like IBM, to address real-time digital communications challenges.

"We combine Big Data analytics and insight-driven marketing to develop omni-channel communications across social, mobile, web, retail and traditional media," says Randy Hlavac, lecturer and director of the initiative. "In this digital world, consumers want real-time marketing sensitive to them. Our vision is for our students to be the ones on the forefront, testing new databases that will pull and synthesize quality insights on customers from multiple channels at once."

IMC students have worked directly with IBM since 2013 to develop marketing communications using some of the company's software, social monitoring systems and marketing customization databases. These real-time marketing systems are one-stop shops for marketers; they combine information such as facial recognition data, mobile device data and artificial intelligence to tell a truer, more cohesive story about a particular customer. Information pulled from this software will be used by companies to develop more effective marketing communications, and better measure the impact of this messaging. This software is also being integrated into the IMC curriculum.

Today's consumers demand relevant communications whenever, wherever, using whatever media they desire. These two initiatives allow Medill students and faculty to help marketers understand how to use the digital technologies of the future to successfully engage with their customers.

"In this digital world, consumers want real-time marketing sensitive to them. Our vision is for our students to be the ones on the forefront, testing new databases that will pull and synthesize quality insights on customers from multiple channels at once."

- RANDY HLAVAC, IMC LECTURER AND DIRECTOR OF OMNI-CHANNEL INITIATIVE

how new technologies influence buying behavior.

"The RAC is about seeking understanding of online and in-store shopping behavior data and analytics through research," says Frank Mulhern, IMC associate dean and director of the RAC program.

By Clare Ling (BSJ18)

## EDGERLY TAKES AN IN-DEPTH LOOK AT PATTERNS OF MEDIA CONSUMPTION



Assistant Professor Stephanie Edgerly has long been interested in the ways that audiences consume news — and more specifically, the ways in which they combine different media platforms while doing so.

"I think we hear a lot about people tuning into certain media outlets, like Fox News for instance, and the effects of that," Edgerly says. "But for me, the bigger questions have always been, are you just tuning into Fox News? Or is it that you're combining FOX with conservative talk radio and blogs, and getting this pattern of news choices that promote certain types of attitudes or certain types of behaviors?"

In her research paper, titled "Red Media, Blue Media, and Purple Media: News Repertoires in the Colorful Media Landscape," Edgerly, who teaches journalism and IMC courses at both the undergraduate and graduate level, looked at patterns of news consumption that were both medium-centric and ideology-driven.

The results are based on a national online survey of adults in the U.S. conducted by the firm YouGov, and the sample is representative of registered U.S. voters. The paper was published in March in the *Journal of Broadcasting & Electronic Media*.

"I really had to push to get a detailed account of the types of news that people are consuming," Edgerly says. "I didn't want to survey with one general question, or one general question about TV news. Instead, we were able to have separate questions about FOX versus MSNBC versus CNN, and include a lot of flavors of news to really explicate these different types of patterns."

In the journalism classes that she teaches, Edgerly often draws on the study to remind students to take special pains when identifying and writing for particular audiences.

"It's not enough to just think about age, race, income, gender — you need to start peeling back some layers now and look at attitudes about media bias, or political party identification, and how these might start to tell a more interesting story that really describes an audience behavior rather than just the basic demographics," Edgerly says.

## HOMECOMING/ REUNIONS 2015 - WE HOPE TO SEE YOU!

You're invited to these Medill Events on Homecoming Weekend (Oct. 16-17, 2015)

**Dean's Reception**  
Friday, Oct. 16 @ 3:30 p.m.  
1870 Campus Drive, Evanston

Please join us for an open house and dean's reception, which will be held in Fisk Hall and in the lobby of the McCormick Foundation Center building (behind Fisk Hall). Admission is free and no tickets are required.

**Medill Tailgate**  
Saturday, Oct. 17 @ 9 a.m.  
1633 Central Street, Evanston

Medill is pleased to host its own tailgate two hours prior to kickoff. Howard Dubin, class of 1954, is kind enough to loan us his Manufacturer's News company parking lot for a tented (and heated!) tailgate each year. Look for the large tent just west of the stadium on Central Street next to Mustard's Last Stand. Admission is free and no tickets are required.

If it's your reunion year, you will receive reunion information directly from the Northwestern Alumni Association with information detailing all of the reunion events including your class party and the NU Tailgate. You can also access reunions information online here: <http://tinyurl.com/numyo5l>.



Professor Charles Whitaker with Marti Bjornson (BSJ60) and husband, Al Bjornson, at the 2012 Dean's Reception.



**Medill congratulates these 2015 graduates of the Medill IMC Online Program who attended convocation on June 20, 2015.**

**1.** Front row, from left: Lyndsey McKay, Nikki Ilchert (bending), Elizabeth Fierman (bending), Crystal Tousana, Jennifer Collela, Kristin Burns; Back row: Associate Professor Tom Collinger, Betsey Siska, Victoria Lynden, Tim Ferris, Joe Filipas

**IMC Online Convocation**



**Medill Alumni Reception in Dallas on June 2, 2015**



**2.** From left: Rani Monson (BSJ96) and Michael Sperling (BSJ83)  
**3.** From left: Natalie Gould (MSJ12), Leslie Hopp (IMC14), Eliscia Filice (IMC14) and Susan Butler Riley (IMC13) **4.** From left: Brian Knox (BSJ10) and Nomaan Merchant (BSJ09)



**Medill Alumni Dinner in Denver on June 11, 2015**

**5.** From left: Cameron Morgan (BSJ91), Josh Chetwynd (BSJ93, MSJ94), Summer Nettles (MSJ14), Rahel Solomon (MSJ13), Joe Garrity (BSJ73, MSJ74), Belinda Clarke (MSJ94), Alex Basse (WCAS09) and Nicole Magabo (BSJ13)



**Medill Alumni Reception in New York City on June 17, 2015**



**6.** From left: Arturo Ospina (McCormick05) and Micole Himelfarb (COMM14, IMCCert14)  
**7.** From left: Sara Singh (IMC15) and Jay Hover (IMC15) **8.** From left: "Ada" Wendong Cui (IMC15) "Jennifer" Lu Wang (IMC15) "Rina" Xiaoru Lin (IMC15) and Yunita Bai (guest)

**9.** From left: Marty Kohr (IMC Faculty), Xinwei Zhang (IMC15), Rain Yang (IMC15), Zach Adler (IMC15) and Sara Singh (IMC15) **10.** From left: Brian Wonch (IMC11) and Jill Zhu (IMC15) **11.** From left: LuCinda Hohmann (IMC15), Huayi "Michael" Liao (IMC15) and Aditi Ramchandani (IMC15)



**Medill Alumni Reception in Chicago on June 23, 2015**





# DESTINATION: DENVER

In the Mile-High City, the people are fit, the scenery is top-notch and, according to some of the people who live and work in Denver, the well of good stories never runs dry. It's the perfect place to be connected and disconnected all at the same time. Of Colorado living, **Nicole Magabo (BSJ13)** says: "With the sunshine, the mountains in your backyard, so many hiking trails — it gives people the sense that work is not all that matters, but that you can use your personal life to inform your work." She and three other Medill alums spoke to **Erin Golden (MSJ07)** about building their lives and careers in a Rocky Mountain paradise.



**NICOLE MAGABO** | BSJ13  
**MARKETING AND RECRUITING  
 COORDINATOR**  
 CREATIVE ALIGNMENTS

**HOW DID MEDILL HELP PREPARE YOU FOR  
 A CAREER THAT'S ALREADY INCLUDED TV,  
 MARKETING AND MAGAZINES?**

Medill gave me the skills to try and be a good storyteller — and storytelling can come in many forms and different media platforms. The ability and the experience of four years in a really rigorous journalism program helped my intuition to detect what is good storytelling and who to tell stories to.

**HOW DOES THAT WORK IN YOUR CURRENT JOB?**

I'm now helping a company tell their story. My job includes the brand awareness of the company. I live in Boulder, and it's almost like my eyes are being renewed every morning, looking at how people interact here.

**YOU'VE LIVED IN THE U.S., UGANDA, COSTA RICA,  
 SOUTH AFRICA AND INDIA. HOW HAS THAT  
 SHAPED YOUR WORK?**

I think my varied background has given me the incentive to listen more than to speak. Having lived in so many countries and having such a multicultural perspective has given me the sense of (how) so many people can do so many things the same way, how they want the same things. In the end the goal is the same, whether we grow up in a Jewish home or a Muslim home, whether we're 90 percent black or 10 percent white, whatever we look like. I think people want to be fulfilled.



**BRAD WETZLER** | MSJ91  
**FREELANCE WRITER**

**YOU'VE REPORTED FROM ALL OVER THE WORLD.**

**WHAT'S BEEN YOUR MOST MEMORABLE TRIP?**

For a magazine assignment, it's hard to beat traveling to the forested outskirts of Prague to live with weekend hobos, to live footloose, sleep under the stars, share stories, and drink round after round of cold pivo with the Czech Republic's crazy bands of tramps. That was an unforgettable assignment. But I think my favorite reporting trip was the three weeks I spent inside Russia's secretive space agency in Star City, outside Moscow. Or was it fishing with America's own Southern-fried bass fishermen in the jungles of the Amazon? Or camping on the coast of Greenland? Or surfing in Indonesia? Actually, believe it or not, I think it might be a three-week road trip across Palestine, a troubled place with wonderful people. As you can see, it's a tough question.

**WHAT WAS THE MOST VALUABLE THING YOU  
 LEARNED AT MEDILL?**

The most valuable thing I learned at Medill? I'm not sure what it was. But I know when it happened. In a long-form narrative writing class taught by a brilliant teacher named Patrick Clinton. He taught me to have compassion for the subjects I write about. Everybody and everything is interesting if you pay attention to the story.

PHOTOS BY JOHN JOHNSTON

**JOSH CHETWYND** | BSJ93, MSJ94  
**AUTHOR AND RADIO BROADCASTER**

**YOU'VE BEEN A NEWSPAPER REPORTER,  
 BASEBALL PLAYER, BASEBALL ANALYST, EARNED  
 TWO LAW DEGREES AND HAVE WRITTEN SIX  
 BOOKS. WHAT DID YOU LEARN AT MEDILL THAT  
 PREPARED YOU FOR SUCH A FAR-REACHING  
 CAREER PATH?**

Fundamentals. No matter whether you're writing a book, penning a newspaper article, preparing copy for a radio show or putting together a script for TV, having a foundational ability to write clearly and in an organized manner is essential.

**WHAT MAKES DENVER A GOOD PLACE FOR  
 JOURNALISTS?**

Colorado is a purple state. You have very strong views on both sides of the political spectrum. This leads to more drama and, hopefully — though, sadly, not enough — more dialogue about important issues. You can always find people on opposite sides here to discuss an important policy issue.

**WHAT HAS BEEN YOUR FAVORITE JOB OR  
 ASSIGNMENT?**

I flew on Air Force One covering President Clinton when I worked at U.S. News & World Report; I spent multiple Academy Awards on the red carpet with USA Today; and I've broadcast the World Series five times live on-site for the BBC. Journalism is always great on the experiential scale, and I could probably name scores of other things I've done that have been fantastic and given me some insight into the human condition.



**SUMMER NETTLES** | MSJ13  
**PRODUCER**  
 DENVER 8 TV

**YOU'VE WORKED AT SEVERAL NEWS STATIONS. IS  
 THERE ONE STORY YOU'VE DONE THAT  
 STANDS OUT?**

I have a feeling that I'm working on my most memorable story right now, but it's not done yet. I'm working on a mini-doc about the My Brother's Keeper Initiative in Denver and how it's working with various organizations to try and bring them all under one umbrella to help young minority males.

**WHAT'S THE BIGGEST CHALLENGE FOR PEOPLE  
 WORKING IN TV RIGHT NOW?**

I think new grads come out and see all the possibilities and ways of doing things. And when you get out there, depending on what you're doing and where you're working, even though you might know there are faster ways, you're going to have to work within the structure of the institution you're with. It's up to you to show an employer what can be done, by showing them what you can do. I'm lucky I work at a place that supports me.

**WHAT'S IT LIKE TO REPORT IN DENVER?**

I really like that there are so many efforts going on in Denver to make the city a better place. There's really no shortage of stories to cover that people are trying to do good, from stories on gangs, even if they are hard stories, to stories on housing (and) trying to get people affordable housing.

ERIN GOLDEN (MSJ07) IS A REPORTER AT THE STAR TRIBUNE IN MINNEAPOLIS.

# DEFY EXPECTATIONS



Students toured the Citrus Bowl, which houses a variety of sporting events. This year the stadium is also home to Orlando City of Major League Soccer.

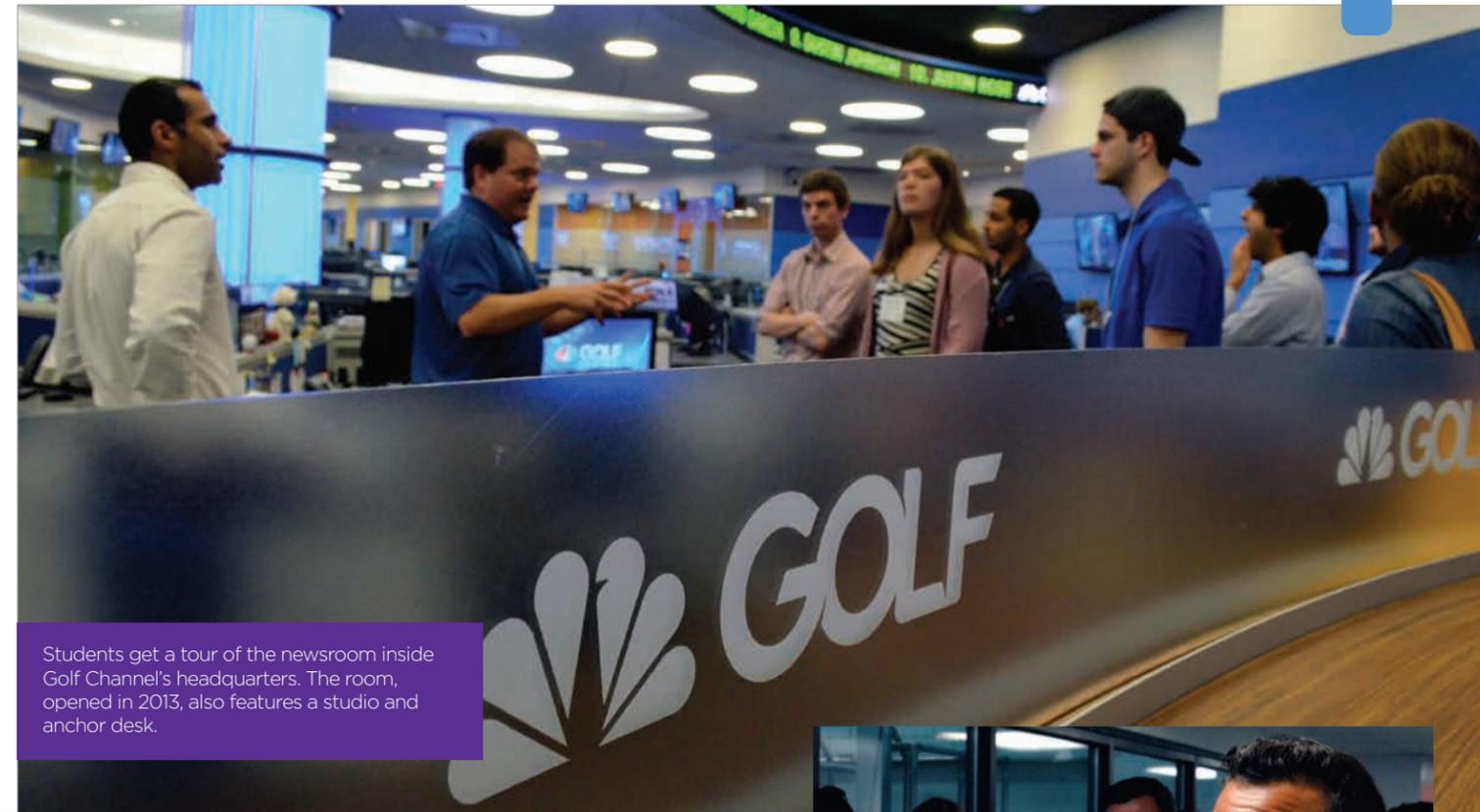
## MEDILL'S SPORTS MEDIA SPECIALIZATION

Medill's graduate sports media specialization goes beyond the box score and into important issues.

Students cover events but also issues of money, power, crime, gender, race, law and ethics that arise in all levels of sports that make it a critical lens for understanding American and global cultures.

Sports journalism is a growing industry, and the program provides unmatched training for students to tell hard hitting and human interest stories:

- **MENTORSHIP:** Students are paired with Medill alumni in sports media to provide guidance, advice and coaching throughout the year.
- **FACULTY:** Medill's highly skilled instructors include accomplished professors of practice such as Michael Wilbon and Christine Brennan.
- **SPEAKER EVENTS:** Students interact with newsmakers and leaders in the sports and sports journalism world.
- **TRIPS:** In addition to Medill coursework, students travel to top sports markets to meet key figures in journalism, marketing, sports management and leagues.
- **REPORTING OPPORTUNITIES:** Students get published through partnerships with the Chicago Tribune, Pioneer Press, SB Nation and others.



Students get a tour of the newsroom inside Golf Channel's headquarters. The room, opened in 2013, also features a studio and anchor desk.

Brian MacIver (MSJ15) captures a picture during a spring training baseball game between the Atlanta Braves and the Boston Red Sox at the ESPN Wide World of Sports Complex. Medill students toured the facility before the game.

Orlando Sentinel sports reporter Paul Tenorio (BSJ07) guides students on a tour of the newspaper's office. Tenorio covers soccer for the Sentinel.



PHOTOS BY MARC ZAREFSKY (BSJ07)



Joe Musso (left, MSJ15) and Nick Kariuki (MSJ15) take their turn at the foosball table found in a wing dedicated to women's sports and Title IX, which prohibits sex discrimination in education and was signed into law by President Richard Nixon as part of the Education Amendments of 1972.

Janel Forte (MSJ15) takes time for a picture on the 10,000-square-foot SportsCenter set inside Digital Center 2, which opened in 2014.



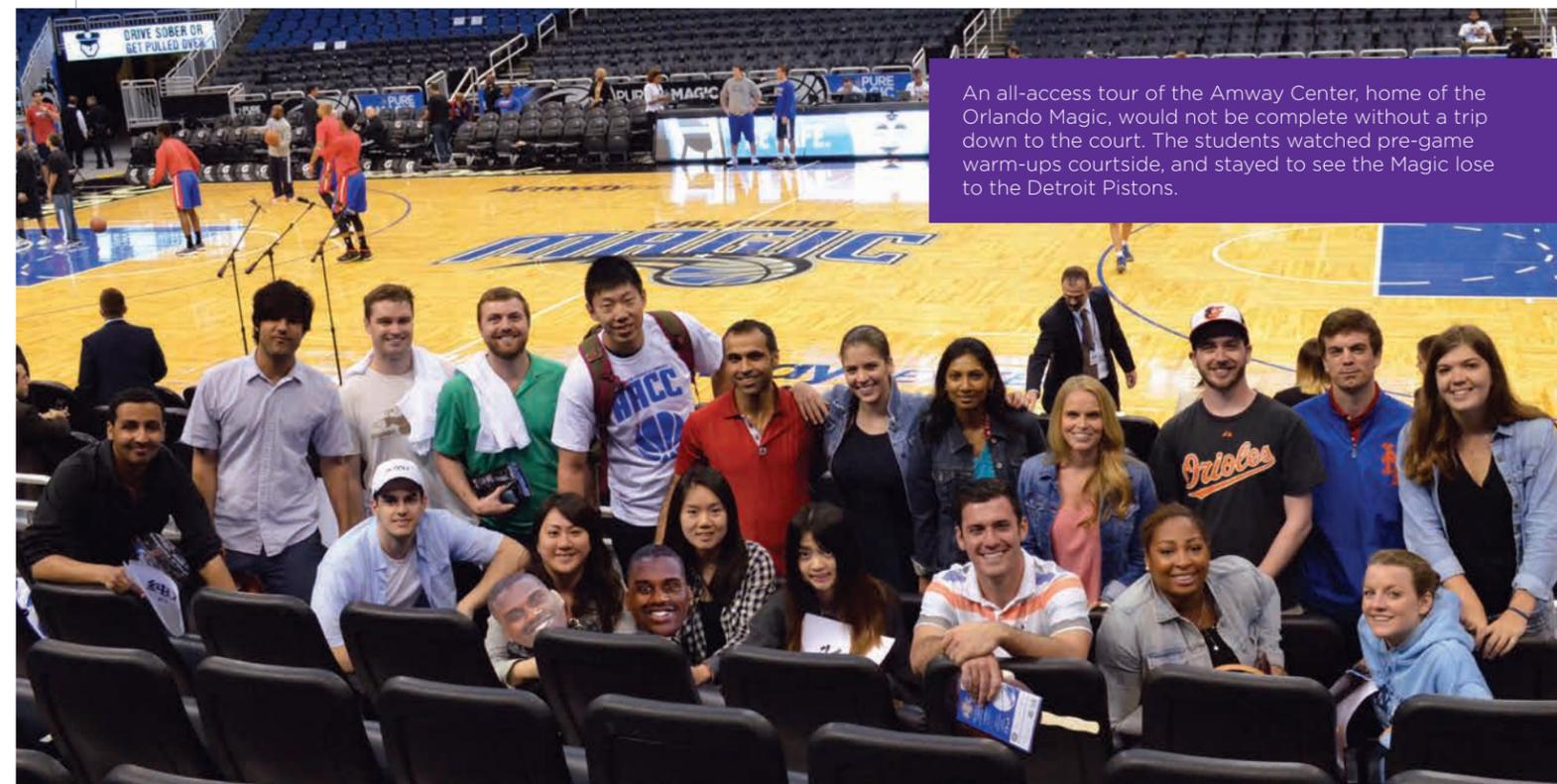
ESPN studio anchor and NBA Tonight host Cassidy Hubbarth (second from left, BSJ07) joined USA Today's Christine Brennan (left, BSJ80, MSJ81), Fox Sports' Pam Oliver and CNN's Rachel Nichols (BSJ95) to discuss "The Female Voice in Sports Media" as part of the 2015 Beyond the Box Score lecture. Photo by Sean Su | Daily Northwestern



Mike Greenberg (BSJ89), co-host of ESPN Radio's "Mike & Mike" morning show, welcomed Medill's students onto the set to watch a taping of the show. Afterward, he spoke about his career journey and took questions from the students.



Seven Northwestern alumni who work off camera, including ESPN the Magazine Senior Editor Aimee Crawford (MSJ96), spoke with Medill students about their jobs and life at ESPN during a morning panel discussion.



An all-access tour of the Amway Center, home of the Orlando Magic, would not be complete without a trip down to the court. The students watched pre-game warm-ups courtside, and stayed to see the Magic lose to the Detroit Pistons.

# IT'S OFFICIAL



The latest additions to Medill's sports media specialization: ESPN's Michael Wilbon and USA Today's Christine Brennan. A conversation with the duo on how they rose up in the world of sports journalism, and their enthusiasm over becoming professors of practice at Medill.



After meeting early their freshman year, Michael Wilbon (BSJ80) and Christine Brennan (BSJ80, MSJ81) formed a lifelong friendship that would endure long beyond Medill as they became two of the most well-respected sports reporters in the business.

Brennan was the first full-time female sports reporter hired at the Miami Herald. She would embark on a career that has seen her cover 16 consecutive Olympics, write seven best-selling books and become an award-winning columnist for USA Today, in addition to her current work as a sports commentator for ABC and CNN.

Wilbon made an impact at an early age at the Washington Post, beginning a 30-year journey at the paper that would see him become one of the country's top columnists for 20 years. Since 2001, Wilbon has co-hosted the sports TV show, "Pardon the Interruption," in addition to his work on ESPN's NBA coverage.

Along the way, both have offered unwavering support for Medill and Northwestern. Now, as professors of practice for Medill's sports media specialization, they will help educate and inspire the next generation of graduate students by joining the faculty as part-time teachers, contributing to classes, projects and events while working out of the Washington newsroom. The pair recently spoke to Elliott Smith (BSJ97) about their new roles, their careers and their friendship.

**What were your thoughts when presented with the opportunity to become a professor of practice? Why did you accept?**

**BRENNAN:** This is something we've been talking about for a while. Mike and I are both trustees, so we're back a lot. We've been very involved. Brad (Hamm) and Charles (Whitaker) brought it up, maybe a year ago, and it's finally come to fruition. It's fantastic. What I've said is that it really just makes official what Mike and I have been doing for quite a while, and by that I mean mentoring, taking phone calls from students, writing recommendations.

**WILBON:** I just think we've missed a big opportunity as an institution to put our imprint on sports journalism education for decades. In some ways, we created the niche. Our best human resources, our greatest assets, were being farmed out. You go to these big institutions with these great programs, and the person who is providing the muscle and the intellectual capital is a Medill alum! So, I'm glad this is not missed any longer. It's a no-brainer. When Brad said, 'If you're in favor of this, I need you to do it,' I said, 'That's it.' There's no thought process.

**For years, sports was kind of the dirty secret of the journalism world — what does it mean that Medill is making sports a priority?**

**WILBON:** The world of journalism and the world of storytelling has changed. What people perceive as important has changed. If people think that only war, famine and pestilence are paid close attention to by readers, viewers and listeners, that would be unbelievably naïve.

**BRENNAN:** For decades, the sports section of a media organization was called the "toy department." The face of sports journalism was Oscar Madison (of *The Odd Couple*) — he was looking for a telephone in a pile of clothes on the bed and found an old sandwich. That's what we grew up with. But it is no longer the toy department, and no longer an escape from reality. It is reality. It's a mirror of our society. What we're finding out is that sports is much more than sports, much more than the field of play. It's about the issues outside the lines. That's one of the main reasons why Medill is going here — it's not just sports, it's huge cultural and national issues and it's the essence of journalism.

**The media world has changed drastically since your time at Medill — how do you make sure some of the old-school approach is delivered in today's new-school world?**

**BRENNAN:** The idea of getting it right — the names right, the facts right — that's everything.

I am such a stickler and every time I talk to any student, I tell them, 'I'm 57 years old and I've been doing this for 34 years and I am still looking at my iPhone to check something I've checked seven, eight times already.' You're only as good as your last column, your last TV appearance. I am such a believer in how fortunate we are to be doing this — we get to do what we love and get paid for it. This is the adventure of a lifetime. We are so fortunate, and so lucky, but we better live up to those standards we set for ourselves, every day, every minute.

**WILBON:** That's the only approach I know and that's the only one I'm taking. I thought it was out of date and out of touch 35 years ago, and every day since I left, I thank somebody for a way I thought was out of date and out of touch. So I'm doing the same. Maybe kids walk away thinking, 'This is another old dude,' but it's not up for referendum. I realize that there are new updated things and concepts, and all those things can be talked about to the nth degree. But in terms of gathering news, the importance of it and how we go about it — I'm not moving off the mark in terms of classic lessons and of why they're important. It's how we tell stories. I don't believe in deviating in order to appear modern. I'm an old dog.

**In today's fractured media landscape, how do young sports journalists find their way?**

**WILBON:** Students ask me, 'How can I do what you do?' and I say, 'Put in 20 years.' You have to learn how to tell the story, and you can't learn how to do it in high school or in college. You learn how to do it along the way — we all did. I know I was prepared to tell it coming out of college and then once I got out, I realized how much further I had to go.

**BRENNAN:** I really am sympathetic to how hard it is now. It would be great to start out with a huge job right away, but that may not happen. This is different. It's brutal out there. Good people will make it in the business and the hardest-working young student journalists will make it — absolutely. But it's not the same. Wonderful opportunities exist for Medill students but they are going to have to work hard for them. No one is going to hand them anything.

**You've known each other since freshman year — what makes the other such a good journalist?**

**BRENNAN:** For me, with Mike, it's his passion. His absolute passion for sports. He's the same today

as he was in 1980 or in 1984 when I came to the Post. I say this (as) the greatest compliment I can give him — he's like a little kid in terms of his devotion to and love of sports and everything surrounding sports. The issues, the strategy, and everything else. You spend one minute around him and you know it. Isn't that great? This is what it's all about.

**WILBON:** The curiosity and command of what a story ought to be and how to tell it. I think at the most basic level, Christine understands audience and how the audience has evolved. And how to tell a story. Her curiosity is going to lead her to identify the story and she's going to tell it better than 99 percent of the people out there.

**You have always been brand ambassadors for NU, and this new position represents another opportunity — can you speak to why Medill has made such an impact on your life?**

**BRENNAN:** The best way to say it is that I feel so fortunate and so lucky to be able to give back to the university and the school that gave me everything. If I don't go to Medill, am I doing all this? Maybe, but I don't know. I will never thank Northwestern enough. I will never thank Medill enough. I will never thank all the professors who helped me and taught me enough. It just seems absolutely right, proper and fitting to give back to the place that gave me so much.

**WILBON:** I was at the Washington Post at 21 years old. I'm not about to fool myself and think it was anything else other than the stamp of Medill that allowed that to happen. I went to work for Bob Woodward and Ben Bradlee and Don Graham at 21. I know what that's about. They hired me because they knew I could do it because I was at Medill. I owe. I owe the place. I owe the people that came before me. I owe the people who taught me. I'm grateful. I loved it. It was the four greatest years of my life. All of it represents something that launched me — I don't have TV shows, I don't have all this stuff without Medill.

THE INTERVIEW HAS BEEN EDITED FOR CLARITY AND LENGTH.

ELLIOTT SMITH IS A FREELANCE WRITER IN THE WASHINGTON, D.C. AREA, WITH CLIENTS THAT INCLUDE COCA-COLA, MLB.COM AND CBSSPORTS.COM. HE FORMERLY WORKED AS A SPORTS REPORTER FOR NEWSPAPERS IN TEXAS AND WASHINGTON AND IS THE AUTHOR OF "BELTWAY BOYS: STEPHEN STRASBURG, BRYCE HARPER AND THE RISE OF THE NATIONALS."

## SPORTS MEETS JOURNALISM AT

ADVANCING STRONG JOURNALISM SKILLS AND PREPARING STUDENTS FOR MULTIMEDIA CAREERS IN SPORTS-RELATED FIELDS

By Kelsey Bjelland Ogletree (MSJ10)

Two Medill alums are banking on their Northwestern education and past experience in pioneering journalism and sports programs at their respective Georgia universities.

Ron Thomas (MSJ73) found a special niche among students at Morehouse College, helping launch the school's journalism program with an emphasis on sports in 2007. Vicki Michaelis (BSJ91, MSJ91) lead the charge in creating the University of Georgia's Sports Media Certificate program in Athens, Georgia, which launched in 2014.

Thomas, who graduated with a political science degree from the University of Rochester (New York) in 1971, always knew he loved sports and writing. He decided to combine the two when he was accepted to Medill a year later.

"I knew I wanted to be a sports writer, but they didn't have a course in sports writing," Thomas explains. A group of students approached one of the science writing professors, Ben Baldwin, who had some background in sports journalism. Baldwin put together an ad-hoc course for Thomas and

a few other students, which mainly covered Northwestern basketball, a team Thomas jokes was "bad at the time!"

The clips he wrote for that sports class helped Thomas get his first job — covering high school sports

for the Times-Union in Rochester, New York. In 2002, Thomas published "They Cleared the Lane: the NBA's Black Pioneers," a book about the racial integration of professional basketball. As he considered getting into teaching, he heard that Morehouse, a historically black men's college, was looking to introduce a journalism program with a focus on sports. He was hired as director of the journalism and sports program in 2007.

The program was conceived out of a desire by filmmaker (and Morehouse alum) Spike Lee and the late sports journalist Ralph Wiley to change the disparity in the numbers of black sports journalists compared to the high numbers of black athletes, particularly in professional and college football and basketball, Thomas says. "Their feeling, and I agree, is that if there were more black sports journalists, the coverage of black athletes would be more sensitive and insightful," he notes. This past June, basketball Hall of Famer Charles Barkley announced he'll make a \$1 million donation to Morehouse to support its journalism program, a development Thomas says he's thrilled about, as it will enable the program's continued growth.

So far, 25 students have graduated with the journalism and sports program minor from Morehouse. Students first enroll in basic news writing (which includes two weeks of sports coverage) and can advance to a handful of other courses including sports reporting, new media technology and broadcast journalism, for the required 18 credits. Thomas says more than 40 of his students from the program are now working in some area of the media, from freelance writing to television reporting.



Ron Thomas

“One thing that hasn't changed? Journalists' abilities to shape and tell stories in unique ways. Ultimately, I hope our students become decision makers and image makers in the sports media.”

— RON THOMAS

## TWO GEORGIA UNIVERSITIES

Through the Atlanta University Center Consortium (a program that provides students at Clark Atlanta University, Morehouse College, Morehouse School of Medicine and Spelman College with access to resources at all four schools), students from Spelman and Clark can also take classes in Morehouse's journalism program.

Social media and increased use of multimedia are constantly changing the face of the journalism landscape, says Thomas, particularly in the way new graduates get jobs. "It used to be you started at a relatively small newspaper and worked your way up. Now you have all these other avenues students are taking — developing their own blogs, podcasts, websites to get a full-time job."

One thing that hasn't changed? Journalists' abilities to shape and tell stories in unique ways, says Thomas. "Ultimately, I hope our students become decision makers and image makers in the sports media."

Michaelis' career in sports was a bit more unexpected — albeit successful. Growing up in Colorado with her mom and two sisters, she didn't really follow sports and never envisioned herself working in the field. "Sports wasn't something our house revolved around at all," she says.

She chose to attend Medill for its gold-standard reputation and its location in Chicago, and ended up liking it so much she got both her bachelor's and master's degrees. From there, she went on to work as a journalist covering everything from high school sports to college football and professional basketball, before accepting a position as an Olympics reporter for USA Today. "Everyone who knew me thought it was surprising that this is where I ended up," she says, "but what I realized is sports journalism at its very best is simply sound journalism applied to sports. When you think about it that way, it's less intimidating."

The international nature of the Olympics and the sheer dedication of the athletes — along with the politics involved — led her to see sports in a whole new light, says Michaelis. "It takes a pretty special person to devote their life to something that for them only happens every four years," she notes. "Every person who tells you their story — how they get up every day and do that — it definitely made me think about life in a different way."

Several years later, a new opportunity caused Michaelis to see things differently again. A search committee member from the University of Georgia found her on LinkedIn and reached out, asking if she'd be interested in heading up a new

sports journalism program UGA was launching as the result of an endowment it had recently received. The endowment funded a distinguished professor in sports journalism position with the intent that this person would also launch a sports journalism program.

Living in Denver at the time, Michaelis was flattered, but says she didn't think about it seriously until she started thinking about a vision for the program. "I thought, wow, this could be really fun — I could really enjoy this," she says.

She and her husband and son headed South, where she had her work cut out for her deciding exactly how and what the program would be. She decided on a certificate program because it would open it up to students across campus from any major.

The program Michaelis developed includes six courses, completed over 18 months. By May, it had graduated its first cohort of 10 people. The demand has been exceptionally high — more than 90 students applied for 36 spots in the program this year.

Michaelis says she'll continue to hone the curriculum to make it better. "We're not going to change what we do foundationally," she says. "But we're going to be constantly tweaking what to do to match the evolution in the industry," she adds, noting how much times have changed by regaling tales of Radio Shack's TRS-80 (a portable microcomputer launched in 1977). "I could take it to the field, type in a story, connect to a pay phone and send my story," she says. "Twenty years later, I'm at the world swimming championships in Shanghai and I'm literally writing the entire story on my smartphone."

KELSEY BJELLAND OGLETREE IS AN ATLANTA-BASED WRITER AND EDITOR. SHE IS CURRENTLY MANAGING EDITOR AT COLLINSON MEDIA & EVENTS, WHICH PUBLISHES FOUR MAGAZINES FOR MEETINGS AND EVENTS PROFESSIONALS, AND DOES FREELANCE WRITING FOR A VARIETY OF FITNESS AND WEDDING PUBLICATIONS.



Vicki Michaelis

# THE SCIENCE WRITER

By **Kirstin Fawcett (MSJ13)**

**BENEDICT CAREY (MSJ86)**, AWARD-WINNING SCIENCE REPORTER AND AUTHOR OF “HOW WE LEARN,” RECALLS FINDING HIS NICHE WRITING ABOUT HEALTH, HUMAN BEHAVIOR AND SCIENCE THROUGHOUT HIS CAREER AND FOR THE NEW YORK TIMES.

While studying physics and math at the University of Colorado Boulder, Benedict Carey realized he wasn't cut out for life in a laboratory or lecture hall. So in lieu of pursuing a career in science, he did the next best thing: he wrote about it.

His backup plan paid off. Two years after college, Carey applied to Medill on a whim, hoping to someday become a science journalist. Nearly 30 years later, Carey, 55, works as a New York Times science and medical reporter. He covers the “behavior beat” — psychology, psychiatry and brain science — and is the author of several books, including “How We Learn: The Surprising Truth About When, Where, and Why It Happens” (2014).

Carey, an Evanston native, was urged by his parents to apply to Medill. They knew it was one of the best journalism schools, plus, he could cut costs by living at home. At Medill, Carey took a science writing class. He says his coursework taught him to think like a reporter — a specialized one, at that.

“(Science) is hard, and it takes a very niche kind of person to do it,” he recalls. “They (scientists) often aren't skilled at communicating ideas. I figured I needed something to set me apart as a journalist, and science seemed to be a good choice.”

However, Carey's ambitions took a brief backseat to reality. After Medill, Carey needed a job — any job — so he accepted a position at a New York City-based trade magazine, American Shipper. However, he continued applying to science and health publications, and was eventually hired as a staff writer at the San Francisco medical magazine Hippocrates, later purchased by Time Inc. and rebranded as Health magazine. Today, he calls this career move his “big break.”

Carey stayed at Hippocrates for 10 years, where he reported on subjects ranging from psychology to nutrition. But after his wife, Victoria von Biel (MSJ86) accepted a job at Bon Appétit in Los Angeles, Carey decided to make the jump

from staffer to freelancer.

“I felt restless,” he recalls. “I knew I had to do something else. I just didn't know what it was.”

It took several years for Carey to pinpoint what the “something else” was. He covered health and science for various magazines, and freelanced for the Los Angeles Times' health section. Eventually, a health reporter job opened up at the Los Angeles Times in 2000, and Carey was hired. While it was on a temporary basis at first, he quickly transitioned to full time. A year later, Carey was promoted to the paper's behavior beat, and he started covering psychology and psychiatry.

“ At Medill you learn not only about nut grafs and ledes and sourcing, but you also learn how to fill it all in — **to build bones into a piece so that it's true and real.** ”

- BENEDICT CAREY



Occasionally, he pursued off-beat stories — one notable example being a University of Missouri Lifestyle Journalism Award-winning article that debunked the perceived health benefits of drinking eight glasses of water a day.

In 2004, the same editor who promoted Carey to the behavior beat — an erstwhile New York Times staffer — was rehired by the Times. However, he didn't want to return to the East Coast alone.

“He asked me if I wanted to go with him,” Carey laughs. “And of course I said ‘Yeah!’”

At the New York Times, Carey continued reporting on psychiatry and human behavior, gradually gaining recognition as one of America's preeminent mental health journalists. For a while, he was even the paper's “most emailed reporter” — meaning his stories were the paper's most shared via Internet correspondence.

“It's the same sort of ‘going viral’ idea,” Carey summarizes. “Some stories, by nature of the content, are more popular. And brain stories are certainly like that. When I first arrived at the Times, I was writing a lot about psychology and psychiatry — depression, bipolar, borderline personality disorder, etc. (These subjects) are familiar. They're about everyday life. So people email them around.”

When he's off-duty from the New York Times, Carey writes books about science. At first, he focused on science-themed adventure novels for kids. But after researching a slew of articles on the cognitive processes involved in learning, he was inspired to write “How We Learn” — a guide to how the brain has evolved to absorb and process information.

Carey might have quite literally written the book on learning. But what did he learn at Medill?

“I learned how a journalist thinks,” he says. “(At Medill) you learn not only about nut grafs and ledes and sourcing, but you also learn how to fill it all in — to build bones into a piece so that it's true and real.”

KIRSTIN FAWCETT IS A STAFF WRITER AT MENTAL FLOSS. SHE OWES HER CAREER TO TWO MEDILL PROFESSORS: JAMES PETERSEN — WHO SUBMITTED A PIECE SHE WROTE IN HIS TRAVEL WRITING CLASS TO A MAGAZINE EDITOR — AND ABIGAIL FOERSTNER, WHO ENCOURAGED HER TO PURSUE HER INTEREST IN MENTAL HEALTH JOURNALISM.

# THE REUNION

**Ellen Blum Barish (COMM81, MSJ84)** realized that in all her years of writing, there was a story of her own that needed to be told.

I was at my 20th high school reunion, chatting politely with a classmate with whom I'd lost touch, when my impulsively asked question sent the conversation skidding.

The question was innocent enough — an attempt to reconnect over something we had once shared. I could have asked if she remembered that afternoon we danced to every track on "Tommy," by The Who, until we were dripping with sweat, breathless from laughter and adrenaline.

But instead I asked her if she remembered the accident.

As soon as the words left my mouth, the memory of a collision between the Volkswagen we were riding in and a Mack Truck was reconjured. It was an accident that left her mother paralyzed, her sister immobile and my friend in a coma. We were 12 at the time, newly acquainted friends getting a ride home from school with her mother and sister. One minute we were giddy, gabbing about an upcoming party, and in the next, my face was pressed against the vinyl seatback, blood everywhere.

After the accident, I didn't see her until she returned to school many months later. Our families, who didn't know one

another, had kept us apart to protect us, but I didn't know that then. Now we were in our thirties with families of our own, our lost friendship collateral damage, but I didn't understand why.

Until this conversation set a decades-long journey in motion to put the pieces back together.

It would take me years to realize that there had been a very successful silencing that had come down upon us all: the four passengers in the car, our extended families, friends and teachers at school and even the community. The accident happened long ago, at a time when people were less comfortable discussing unpleasant things.

For me, as a writer, and more poignantly, a lifetime journaler, the silence around it was particularly strange. There wasn't a single mention or hint of the accident in any of my diaries. So after the reunion, 25 years after the accident, I went to the page.

At the time, I was writing a monthly syndicated column about family life for an Ohio-based newspaper. A small part of my reunion conversation appeared there, and then some months later as a short radio essay on WBEZ where I was a frequent contributor.

“The accident was a marker story in my life, **a story that marks a time after which everything changes**, the kind of story I urge my personal narrative students to find.”

— ELLEN BLUM BARISH

But I had only cracked the surface. Questions about what happened after the accident to all those involved kept me up at night and only accelerated my desire to dig deeper and tell the story. That's when the book idea came. I asked my schoolmate and her sister if they would allow me to interview them for a nonfiction book about how a terrible auto accident impacted three women's lives into adulthood. When they declined, I was shaken.

In the mid-1980s, when I was at Medill, I was taught to punctuate my features with detail, anecdote and color commentary, but to keep my feelings out of it. When my journalistic inclinations were rejected, it forced me to pursue this story as my own.

I wrote it as a short story — my first and last try at fiction. Then, as a poem.

In 2012, 40 years after the accident, during a residency at the writing retreat Ragdale, out came a 5000-word memoir. It was an angry, blaming vent of a piece that a long list of fine literary publications rejected, even after I revised it to 2000 words.

I had published a book of essays based on my syndicated column and was teaching personal essay and memoir workshops. Many of my essays were being published and aired on public radio. The accident was a marker story in my life, a story that marks a time after which everything changes, the kind of story I urge my personal narrative students to find. When I would tell the story, people got lost in it. But the version on the page wasn't connecting with editors.

I decided to rework the piece for the stage. The story began to take new shape. Away from anger, to apology and musing on the impact of walking away, how differently we think of trauma over time, and ultimately, the danger of not articulating our stories. What I didn't know then was that with every version, I was writing my way toward healing.

A storytelling producer heard this version and invited me to tell it on stage. The beautiful circularity in being asked to tell the story using the voice that was once silenced by it isn't lost on me. But what a circuitous route! Oh the rejection. The revision! But what a satisfying, and safe, return.

I'm thinking of writing a book about it. I'll get back to you on that.



Photo by Suzanne N. Plunkett (COMM 81)

ELLEN BLUM BARISH, FORMER EDITOR OF MEDILL MAGAZINE, IS AN ESSAYIST WHOSE WORK HAS APPEARED IN NUMEROUS PUBLICATIONS, ON WBEZ AND IN HER BOOK, "VIEWS FROM THE HOME OFFICE WINDOW." SHE IS A WRITER AT NORTHWESTERN'S SCHOOL OF COMMUNICATION AND HAS TAUGHT WRITING AT SEVERAL UNIVERSITIES, INCLUDING NU. SHE IS ALSO EDITOR OF THREAD, A LITERARY PUBLICATION, AND BLOGS ABOUT THE CREATIVE PROCESS AT EBB & FLOW.



# INSPIRING SOCIAL CHANGE

TakePart is engaging people to help change the world, a story at a time. Medill talks to Editor-in-Chief **Eric Noe (MSJ01)** about the activist site, and how he is helping guide its purposeful content.

By **Aileen Cruz (MSJ01)**

Climate change, endangered wildlife, social justice, food sustainability — these are topics found on TakePart, the news and culture website with a social conscience.

“We’re doing news around a specific set of subjects with a bent on what we think is socially relevant,” says Editor-in-Chief Eric Noe, talking over Skype from his office in Los Angeles. “At a big national news organization, you cover everything under the sun,” he says. “What we do is a little bit more streamlined.”

A variety of stories on a single issue helps not only illuminate these topics, but also shows people how these things can, and do, touch their lives, Noe adds.

“We’ll do food stories on a particular day that will talk about new farming policy that’s going to affect the income of farmers or their labor force, or the output of particular crops. At the same time we’ll be writing about the carnitas shortage at Chipotle with a headline that says: ‘Dude, where’s my carnitas?’ Our goal has to be to figure out moments where people are focused on a certain thing — like the carnitas shortage at Chipotle — and seize that moment to tell them a bigger story about why that might be more relevant than they might have thought at first.”

And if informing is one thing, empowering is another. What sits beside TakePart’s content is a link and a call to act either by pledge, donation or petition. If readers are so moved by a particular subject, Noe says, “and feel like they want to make a change — we try to offer avenues for people to do that.”

TakePart is the digital division of Participant Media, the issues-driven production company behind mindful documentaries like “An Inconvenient Truth” and “Food, Inc.,” and films like “Syriana” and “Lincoln.” Jeffrey Skoll (eBay co-founder) started Participant years ago “because he believed in the principle that you can change the world through a good story, well-told,” explains Noe.

The company has looked deeply into capturing the energy people have when they’re reading a story or watching a film that compels them. What they found, Noe continues, is once a person moves away from that experience by shutting down the computer or leaving the theater, then “that instinct to act on it was not as present and, eventually, disappeared.” TakePart seizes the moment people are moved by its content and want to do something about it.

Noe joined TakePart a little over a year ago as its chief editor and is helping to build the brand, grow readership and guide

finding the smartest people to tell you the most information about them that you can find,” Noe recalls.

“People were very enthusiastic about the things they did, and smart, and definitely pushed me in the direction to follow this.”

For four years after graduating in 2001, Noe wrote business stories for Reuters in Chicago. In 2004, ready to venture further, he moved to New York for a job with ABC News Digital.

Rising quickly, Noe moved from general assignment reporter to business editor within a year, and to the edit desk a year later. After a short span, he became managing editor for ABC News Digital. Calmly and diligently, Noe led a team of roughly 30 through news coverage of “anything under the sun from horse-race presidential politics” and lighter celebrity fare, to the shocking Boston Marathon bombings and the death of Osama Bin Laden.

Lea Ann Leming promoted Noe to managing editor in 2012. On guiding the newsroom, she says: “I trusted him implicitly —

**A variety of stories on a single issue helps not only illuminate these topics, but also shows people how these things can, and do, touch their lives, Noe adds.**

editorial for the site which began in 2008.

CNNMoney and CNN Politics Vice President Ed O’Keefe worked closely with Noe for five years at ABC News Digital. He describes him as “calm, reflective and incredibly intelligent.” If the skill is making content — particularly hard-to-grasp subjects — interesting and accessible, O’Keefe says: “It’s what Eric knows how to do. He not only knows how to craft a story, but also how to hook people, and how to work on a pace and pulse that feels more like daily news but never forgets the importance of the story.”

Noe has spent the past 18 years immersed in journalism and, until recently, only at large news organizations. An English major undergraduate, he worked briefly as a bureau clerk then copy editor for the Atlanta Journal-Constitution, the paper he read growing up. After two years at AJC and determined to learn more about the profession, he went back to school and chose Medill.

Medill was a natural fit for Noe who started right away (January 2000) and spent a quarter interning abroad (People magazine in London). Inspired from day one, he remembers the speech given to the entering class by the school’s dean at the time, Ken Bode.

“One of the things he said in his closing remarks” is that we were entering a field where we’re “waking up every day and choosing the most interesting things that are happening, and

to not only get the story right, but also use the best tools to tell the story in innovative, compelling ways.” Leming, now chief content officer for SheKnows Media, says simply: “He brings the experience of having been in the trenches himself — he’s lived it.”

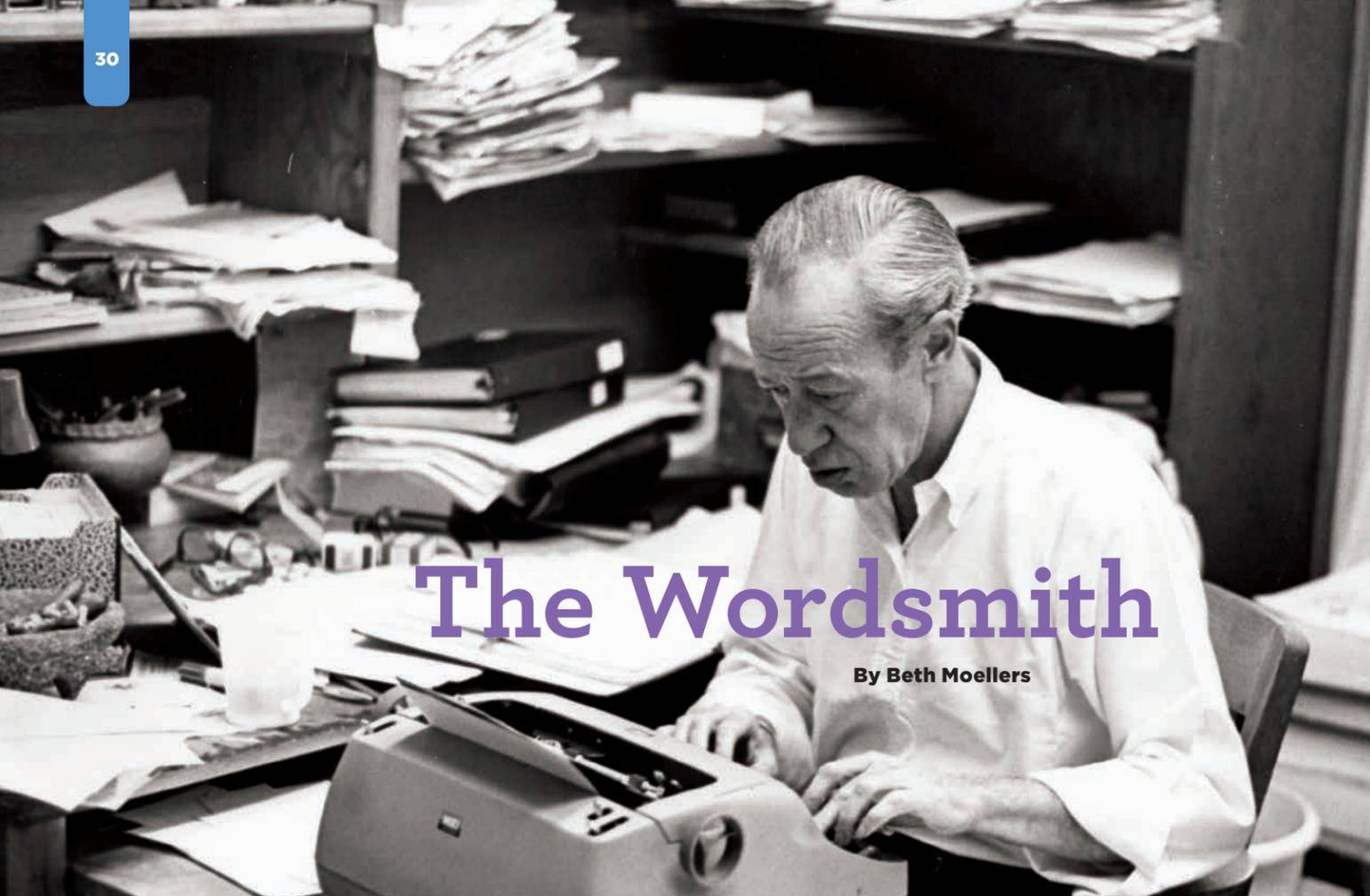
In May 2014, TakePart was looking for a chief editor and asked Noe, who saw an opportunity to join something more in the building stage.

On the editorial front, like in a traditional newsroom, Noe created morning news meetings so reporters can pitch stories and have a conversation to find the best way to cover their pieces that’s distinctive of TakePart.

Its audience for meaningful content is growing. The company recently added an east coast editorial bureau with four reporters in New York, bringing the staff to 20 on both coasts. Last year, the site drove more than five million social actions (a letter sent, a petition signed) and will likely surpass that in 2015, he says.

But for his part, Noe is just as intent on figuring out ways to “cut through the noise and tell people, ‘hey, this is something you should be caring about.’”

AILEEN CRUZ IS A WRITER WHO LIVES IN EVANSTON, ILLINOIS.



# The Wordsmith

By Beth Moellers

**J**ohn Bartlow Martin wrote the stories of America's underdogs and the speeches of its presidents. Medill talks to Ray Boomhower — author of a new book inspired by the writer and diplomat.

*A new biography is illuminating the varied career of John Bartlow Martin: journalist, author, adviser and speechwriter.*

*During the heyday of the "big slick" magazines, Martin wrote for The Saturday Evening Post, Life, Look, Collier's and The Atlantic. He worked with then-FCC commissioner Newton Minow on his famous "vast wasteland" speech about the poor quality of television programming. And he was a speechwriter for Democratic candidates and presidents, including John F. Kennedy who appointed him as an ambassador to the Dominican Republic.*

*Martin served on the Medill faculty for 10 years from 1970 to 1980, and his legacy lives on in the John Bartlow Martin Award for Public Interest Magazine Journalism, awarded annually by Medill to journalists who "shed light on the causes, consequences and remedies of problems in American society."*

*"John Bartlow Martin: A Voice for the Underdog," written by Ray Boomhower was published earlier this year. We sat down with Boomhower, senior director of the Indiana Historical Society Press, to learn more about Martin and his remarkable career.*

**Why was John Bartlow Martin compelled to be the "voice of the underdog"?**

I think he was drawn to the underdogs in American society because of what he experienced as a young man in Indianapolis going through the Great Depression, seeing his father lose his business and then having the New Deal programs of Franklin Roosevelt come in and essentially save them from disaster. That was a big influence on him.

Also, I think he was influenced by the writers he read as a young man: John Dos Passos, Ernest Hemingway, Theodore Dreiser. All of which sometimes looked at life in the United States with a critical eye. Martin did that as well. He often said that his main concern was with the individual in the American society and what happened to them in a system that often didn't work as well as it ought to.

**He had three different, yet related, careers in freelance writing, speechwriting and advising to Democratic candidates, followed by the ambassadorship. How did his career in journalism lead to the other two?**

Really, one career led right into the next. He wouldn't have

**“** Also, I think he was influenced by the writers he read as a young man: John Dos Passos, Ernest Hemingway, Theodore Dreiser. **All of which sometimes looked at life in the United States with a critical eye.** **”**

— RAY BOOMHOWER ON JOHN BARTLOW MARTIN

gotten involved in politics, I don't think, without his career as a freelancer. One of the reasons he got involved with Adlai Stevenson, (was) the fact that as the governor of Illinois at that time, he wanted to do a book about state government. Martin was more interested in Stevenson himself as he got to know him, and that led to working for him on his 1952 presidential campaign out of its headquarters in Springfield. Martin first went down there to help out with media relations, particularly with magazine journalists, but more and more he was drawn to the folks doing the speechwriting at the Elks Club in Springfield — and it was quite a collection of talent including John Kenneth Galbraith, Arthur Schlesinger, Jr.

And he found a niche for himself as a speechwriter for every Democratic presidential candidate from Stevenson in 1952 to George McGovern in 1972. So for the next 20 years, if you were a Democratic presidential candidate, you leaned on the wordsmithing of John Bartlow Martin.

**That group included some amazing orators...**

Some amazing orators from Stevenson to John Kennedy to Hubert Humphrey.

He really developed a niche for himself in the 1956 Democratic presidential primaries particularly in California. He called it "editorial advance." He would go out to a community where a candidate was scheduled to speak and really get the lay of the land for the candidate. That is something he started in '56, and he really worked in '60 with John Kennedy's presidential campaign as an editorial advance man with another young reporter named Joseph Kraft.

By working for Kennedy, that then led to his role as ambassador to the Dominican Republic, which he had visited as a young man on his honeymoon with his first wife. That island nation was a big draw to him. It was something that he wanted to do and he used his connections with Robert Kennedy, and people in the Kennedy administration, to state his case as the American ambassador there.

**Having someone of Martin's stature in the building was remarkable. How is he remembered by the Medill alumni you talked to?**



**LEFT:** John Bartlow Martin at work in his Highland Park home, circa 1970s. Longtime friend Newton Minow called Martin the "most gifted and the greatest perfectionist in writing" he had ever known. Photo credit/Northwestern University Archives

**ABOVE:** President John F. Kennedy meets with Martin on March 2, 1962, in the Oval Office at the White House before the new ambassador takes up his posting in the Dominican Republic. Photo credit/Abbie Rowe, White House Photographs, John F. Kennedy Presidential Library and Museum

You really get two different senses of his decade-long time at Medill if you read his memoir, versus talking to people who actually knew him at that time. I got the sense in reading his memoir that he didn't really connect with the students at Medill. But if you talk to students who took his class, you get quite a different picture of someone who was very concerned and very helpful with their writing. Actually, for the promising students that he knew would do a good job, he would call them to his home and go over line-by-line of what they had written pointing out ways for them to improve their work. There's a lot of concern that doesn't come across in the memoir that you get when you talk to the students who took his class.

THE INTERVIEW HAS BEEN EDITED FOR CLARITY AND LENGTH.

BETH MOELLERS IS A FREQUENT CONTRIBUTOR TO MEDILL'S MAGAZINE, AND TO THE MARKETING, COMMUNICATIONS AND ALUMNI RELATIONS PROGRAMS. SHE LIVES IN BLOOMINGTON, INDIANA.

1950s

**Richard C. Longworth (BSJ57)**, distinguished fellow at the Chicago Council on Global Affairs, retired after nearly 60 years of reporting, researching and writing. Longworth was a foreign correspondent for more than 20 years, spending 16 years with United Press International and seven years as chief European correspondent, economics writer and senior correspondent for the Chicago Tribune. Longworth has led the Chicago Council's work on global cities and the impact of globalization on Chicago and the American Midwest. Longworth is an author and his most recent book is "On Global Cities," published by the Chicago Council last spring.

1970s

**John N. Frank (MSJ76)** has founded a new theater company 2nd Act Players in Evanston, Illinois, to foster emerging talent through performances that explore second acts in people's lives. Frank's original one-act play "Talking with My Dad" was staged in November 2014 at Piven Theatre in Evanston. Frank's theater company will stage another of his original works "Boys in the Basement" in November.

## Ira Berkow's Latest Baseball Book Gives History of Wrigley Field

By **Jasmine Rangel Leonas**

After graduating from Medill, Ira Berkow (MSJ64) applied to work at 25 different newspapers.

"I wanted to be a writer just to write, and I thought being in journalism would help me gain experience and maybe also help me learn to write a simple declarative sentence," Berkow says.

Serendipitously, the first job offer he got — at the Minneapolis Tribune — happened to be as a sports writer. This kicked off a career of more than 50 years writing about sports, including 34 at The New York Times as a feature writer and columnist. He shared a Pulitzer Prize win at the Times and has covered some of the most famous athletes in history, including Muhammad Ali and Walt Frazier.

It has been his coverage of baseball that's produced defining moments in his career, like getting a hit off two-time Cy Young winner Denny McLain during spring training. Or riding in a car with the famously foul-mouthed former Reds owner Marge Schott while she made off-the-cuff comments. He quoted Schott as saying: "Hitler was good in the beginning, but he went too far." Later, when she was suspended from Major League Baseball for making pro-Nazi statements, among other transgressions, Schott told Berkow that he'd broken her heart.

"I wrote all this and it created a big stir, as you can imagine," Berkow says. "I didn't want to hurt anybody. I just wanted to be an honest journalist, and I wouldn't have changed a word."

Berkow is still writing about baseball. He's currently working on a musical about late New York Yankees owner George Steinbrenner. He also recently published a book on the history of Wrigley Field. Berkow's love

of the game came from growing up playing baseball on the West and North sides of Chicago, and as a pitcher and first baseman at Sullivan High School in Rogers Park. Berkow says he likes writing about other sports too, like basketball and boxing — a collection of his boxing columns recently won the A.J. Liebling Award for Outstanding Boxing Writing — but baseball has always been a sport he's drawn to covering and writing about.

"I appreciate baseball as much as any other sport," Berkow says. "A shortstop goes into the hole to backhand a ball and make that long, long throw across the infield to get a guy by half a step ... this is a thing of beauty."



An excerpt from Berkow's book "Wrigley Field: An Oral and Narrative History of the Home of the Chicago Cubs" (2014) shows the author (second from left) in spring, 1955, as an outfielder for Sullivan High School in Rogers Park.

1980s

**Susan Brunstrum (MSJ85)** is an interior designer and principal of Sweet Peas Design, which she launched 12 years ago in Libertyville, Illinois, as a one-woman firm. Brunstrum's style



is known for its sophisticated blend of relaxed comfort and luxurious refinement. Recently she received an award for "Best Living Space 2014" from Modern Luxury Interiors Chicago, and she has been invited twice to participate in the prestigious Lake Forest Showhouse. Brunstrum is also a board member for Lake County Cares, a philanthropic organization and a long-time supporter of cancer research.

**Mark Mears (IMC85)** became executive vice president and chief marketing officer for the fast-casual restaurant chain Noodles & Company in July, and is tasked with strategic marketing direction for the company. Prior to this, Mears was CMO at Schlotzsky's Bakery-Cafe, president and chief concept officer for Mimi's Cafe, and CMO for The Cheesecake Factory, Inc. where he worked on brand building for its sister restaurants, Grand Lux Cafe and RockSugar Pan Asian Kitchen.

**Randy Ross (MSJ87)** is a writer, lecturer and web content consultant, and has recently completed a comedic novel "The Loneliest Planet," which is currently being circulated to literary agents. He is performing a one-man show based on the novel "The Chronic Single's Handbook" in fringe festivals in the U.S., Canada, and Edinburgh, Scotland. For details: [www.randyrossmedia.com](http://www.randyrossmedia.com)



**Michael Harvey (MSJ89)**, Medill adjunct professor, novelist, documentarian and Emmy-winning producer, recently released his latest novel "The Governor's Wife" which was welcomed with great reviews and will be published by Knopf. Harvey has also struck up a movie deal with Graham King for GK Films to produce his fictional crime thriller "Brighton." Harvey worked as an investigative producer for CBS in Chicago and received an Oscar nomination for his Holocaust documentary "Eyewitness." Harvey's past works include "The Innocence Game," "We All Fall Down" and "The Third Rail." He also co-created, wrote and was executive producer of the Emmy-nominated show "Cold Case Files."

1990s

**Peter Cook (MSJ91)**, a veteran Bloomberg Television correspondent, became the Pentagon's new press secretary in July. He is a key figure in explaining the Obama



administration's position on military operations across the globe, including Iraq and Syria where critics have questioned the president's strategy to counter Islamic State militants. When chosen, Defense Secretary Ashton B. Carter said in a statement that Cook's years of experience in national media, his personal integrity and his non-partisan approach "make him an ideal fit to represent this institution during a crucial period for our nation and our military." Cook recently worked as the chief Washington correspondent for Bloomberg Television. Previously, he covered the Pentagon for NBC News and MSNBC.

2000s

**Krista Larson (BSJ00, MSJ01)** has won the Deborah Howell Award for Nondeadline Writing from the American Society of News Editors (ASNE). Larson, the West Africa bureau chief for The



Associated Press, was recognized for her work chronicling the lives affected by war in the Central African Republic and the Ebola crisis in Liberia in 2014. Her portfolio of work also won first-place honors from the New York Press Club for feature writing by a wire service and a first-place National Headliner award in feature writing.

**Will Sullivan (MSJ04)** has recently taken a new role as an innovation specialist at 18F, a team of digital experts enhancing and building Federal tech procurement, product and process improvements. Sullivan's team was featured in the July issue of Fast Company. Previously, Sullivan was the director of mobile for the Broadcasting Board of Governors where his team was awarded a Society for News Design "Award for Excellence" for the Alhurra mobile app redesign. His product portfolio also received finalist honors in the Appy Awards for "Best Audio App" for Radio Sawa mobile and a finalist in the GSMA Global Mobile Awards for "Best Music App" for Radio Sawa. Sullivan was also selected by GovLoop as a "NextGen Innovator" for the 2015 NextGen Public Service Awards.

**Marissa Conrad (BSJ07)** is now the food and dining editor at the Chicago Tribune Media Group. Conrad is also a contributor to ForbesLife.com. Previously, she was a features editor for Natural Health and Fit Pregnancy magazines for American Media, and associate food and lifestyle editor at People.com for Time Inc.

**James Edwards (MSJ08)** has joined Public Radio International's "The World," a co-production of WGBH, Public Radio International and the BBC World Service, as a social and visual journalist. Edwards is part of a 12-person team working to extend the community of four million people who follow PRI.org and "The World" coverage. He is central to The World's Global Nation project which will be examining the education of first and second generation Americans. Previously, Edwards was a freelance researcher and news writer and producer for FM News Chicago.

2010s

**Brenna Clairr O'Tierney (BSJ11)** recently joined Shell Oil in Anchorage, Alaska, as a business adviser on the communications team. Previously, she worked as a PR specialist at Sikich



LLP, a multidisciplinary professional service firm based in Chicago, and as an account executive in the Business and Social Purpose practice at Edelman PR.

**Kate Tang (BSJ12)** is kicking off her third year with the Philadelphia Eagles as social media manager; the last season resulted in three Gold ADDY Awards and a Shorty Award for Best in Sports (social media) finalist selection. As social media manager, she is leading the team's bold social content strategy and activation for NFL's On the Fifty season. Previously, she was the social media coordinator for the Philadelphia Eagles.





## Medill Remembers Trey Hall, Business Leader And Avid Cyclist

**J**oseph Weston Hall III, better known as Trey, of Littleton, Colorado, died on May 25 at age 55. He was chief operating officer at Natural Grocers, a published author and a member of the Medill Hall of Achievement.

Hall (IMC85) was born in Texas and spent his childhood in Washington, where he learned to ski. He met his wife Ann Morton-Hall while attending Brigham Young University. They married in 1983 in Salt Lake City, Utah, after completing their individual missions with The Church of Jesus Christ of Latter-day Saints.

Soon after college, Hall moved to the Midwest to attend Medill. He stayed in the Chicago area after graduation and worked at Foote, Cone & Belding. Hall then accepted a job at Pizza Hut and eventually relocated to Wichita, Kansas, where he began to cycle competitively. At Pizza Hut, he also reunited with former classmate Mark Mears (IMC85), who would become a lifelong

friend. "Trey quickly ascended up the ranks to earn several distinctions throughout his illustrious career both within Pizza Hut and at many other top brands," Mears says. "Indeed, Trey was a brilliant brand marketer who could light up a room with his infectious personality, high energy, personal integrity and strong convictions."

From Pizza Hut, Hall went on to hold many C-level positions, several of them in the restaurant industry. Hall spent more than a decade working at Boston Market as chief marketing officer and senior vice president; he returned two years later as chief brand officer. In between his stints at Boston Market, he was CMO and executive vice president at Quiznos. He also was CMO for the private equity firm Consumer Capital Partners before becoming CMO and senior vice president at TGI Friday's. Before his most recent role, as COO at Natural Grocers, he was president of Consumer Concept Group, an investment company focusing on franchise and lifestyle



“ We can do great and marvelous things. We can move past just about anything. ”

— TREY HALL

brands managed by Consumer Capital Partners.

In 1991, while training on his bike, Hall and a friend were hit by a car, leaving both cyclists severely injured. The close call with death would eventually inspire Hall's book, "Pedal Forward: The 10 Life and Business Lessons I Have Learned on My Bike," (2013). During a TV interview about the book on Good Morning Vail, Hall was asked what recovering from the accident taught him, to which he replied, "We can do great and marvelous things. We can move past just about anything."

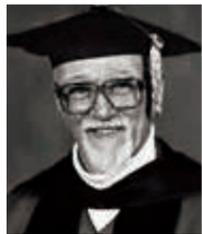
Hall continued to ride and ski until his death. He died of a heart arrhythmia while biking with his wife in the mountains. He is survived by his mother Doris Ann Cooper, sister Robin Culpepper, wife Ann Morton-Hall, son Ryan Hall and his wife Adelyn Stroup-Hall, son Dallin Hall and his fiancée Megan Real.

"Trey was a good man, a warm, kind-hearted person who achieved a great deal of success in life," says Gerry Chiaro (IMC84), Medill lecturer and director of IMC Immersion Quarter. "I enjoyed working with him and spending time away from the office with him as well. He is missed."



LEFT: Hall in the Ken Caryl Valley in Littleton, Colorado. Photo by DeLane Robinson Photography; ABOVE: 2010 Hall of Achievement inductees: Tananarive Due (BSJ87), Trey Hall (IMC85) and David Callaway (BSJ86, MSJ87); TOP: Hall with his close friend, Ken Calwell

## OBITUARIES



**John DeMott (PHD71)**, 91, of Lawrence, Kansas, died Nov. 19, 2014. DeMott held a doctorate in journalism from Northwestern University, and was a professor emeritus of journalism at the University of Memphis and a former member of the news staff of the Kansas City Star where he was a reporter and editor for 16 years. DeMott earned the

coveted Pall Mall Award for distinguished community service from NBC's "Big Story" radio broadcast series for his solution of a murder. His participation in the coverage of the Kansas City flood of 1951 earned the Star a special Pulitzer citation. He was also a past president of the Kansas City Press Club. He taught journalism and other related courses at the University of Kansas, Northwestern University, Northern Illinois University, Temple University, the University of Memphis and the American University in Cairo. He was the journalism department chairman at both Temple University and the University of Memphis. One of his greatest joys was following the careers of former students. He was loyal to each of his universities and was proud when one earned an honor or achievement. For his work in race relations and religious tolerance, he earned numerous awards. DeMott was also an author of several books and numerous chapters and articles in other writings. He is survived by his wife, Vera.



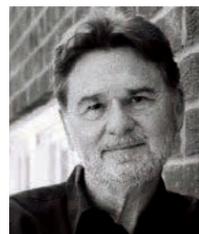
**Jonah "John" K. Oxman (MSJ52)**, 91, of Skokie, Illinois, died Jan. 30. He began his career as a radio announcer in Virginia and moved to the Chicago area to attend Medill. After graduating, Oxman started as a news writer at CBS television news and, eventually, also worked in the newsrooms of NBC and ABC television stations, retiring as

the head of ABC's Northwest suburban news bureau. In the early 1960s he was an interviewer on a CBS morning television talk show. He enjoyed teaching and taught journalism at Columbia College and Harper College. Oxman was a lifelong supporter of freedom of the press. He loved writing and contributed a number of articles to Chicagoland Magazine. Oxman and his wife of 68 years, Lea, loved the arts. They attended performances and also worked as ushers for ballet, music, theatre and opera events throughout Chicagoland. They particularly loved volunteering for the Day of Music in Chicago, and have traveled the world together. John became an avid golfer later in life. He served in the army during World War II and remained in the Army Reserve for more than 30 years, retiring as a colonel. He is survived by his wife; daughters Michelle, Hillarie and Suzanne; and four grandchildren.



**Janis Rodman (BSJ54)**, 82, of Covington, Louisiana, died June 6. Rodman worked at the Escanaba Daily Press where she met her husband, George. She turned her love of books into a long career as a librarian after earning a master's degree in library science. Rodman worked as a librarian in Connecticut for Stamford High School and at the Darien

Public Library. She was the head reference librarian at the Monterey County Public Library in California until her retirement. Rodman had a passion for her terriers, the New Orleans Saints and San Francisco Giants, cooking and worldwide travel. She is survived by her three children: Mark, Sally and Vera; her sister, Lynn; her brother, James; two grandchildren; and nephews and nieces.



**Edward Wright (MSJ67)**, 75, of Los Angeles, California, died May 1. Wright was a former editor of the Chicago Tribune and the Los Angeles Times. At the Times, he was a senior editor on the foreign desk, supervising the work of a large staff of foreign correspondents who covered events

including the fall of the Soviet Union and the first Persian Gulf War. Wright later wrote the Travel Advisory column for the Times. He was also the author of five acclaimed mystery novels. Wright's first book in the John Ray Horn series, "Clea's Moon," won England's Debut Dagger Award; his second book, "While I Disappear," won the Shamus Award and the Southern California Booksellers Association Award for best hardcover mystery novel of the year. Wright's third book, "Red Sky Lament," received a Historical Crime Award from the Crime Writers' Association of Great Britain. Wright's first non-series book, "Damnation Falls," won a Barry Award for best crime novel; his latest novel, "From Blood," was named one of the best mysteries of the year by the Financial Times of London. Wright is survived by his wife, Cathy; his sister, Carol; and his niece and nephew.



**James Loprest (BSJ74)**, 62, of Wyoming, Michigan, formerly of Glenview, Illinois, died March 10. Sports played an essential role in Loprest's life. He was an avid golfer and loved to golf with his wife, Jayne. He volunteered his time coaching youth sports in college, including baseball, soccer and basketball, eventually coaching his own children in later

years. Growing up in Glenview, he remained dedicated to Chicago sports and loved attending Bears and Cubs games with family members. Loprest loved to travel and spend time with his family. He was known for his wonderful sense of humor. Most recently, he was Executive Vice President of G&T Industries in Byron Center, Michigan, overseeing the manufacturing operations of three facilities. Loprest is survived by his wife, Jayne; his children, Lindsay and Matt; his brother, Frank; his brother-in-law; and his nieces.

By **Jasmine Leonas and Kaitlyn Thompson (BSJ11)**

## MSJ AND IMC JOIN FOR COURSES ON CONTENT ANALYTICS, STORYTELLING

Students in Medill's graduate programs in journalism and IMC came together in two classes this spring – one on how to measure engagement with online content, and the second on how to structure a narrative. This coupling of five-week courses provided a unique opportunity to learn practical skills that are now equally useful for both journalists and marketers.

For IMC student Kaitlyn Lahti (IMC15), who has a background in communications and took both classes, crossing programs through the study of storytelling and analytics was exciting.

"Beyond just expanding my network and broadening my perspective in a joint journalism and IMC course, I thought it would provide necessary practical skills for my career," says Lahti. "IMC students were learning from MSJ students and MSJ students were learning from IMC students."

The first class, Content Analytics, led by Professor Rich Gordon, focused on how to interpret analytics for online content. Thirteen teams in the class, most including both MSJ and IMC graduate students, analyzed live data sets from the websites and social media channels of Medill and Chicago-based news outlet Gapers Block. The teams were then taught how to spot trends in

understand if their content is reaching their intended audiences."

The second course was Associate Professor Patti Wolter's Narrative Structure in Storytelling, where students learned how to build a story from the ground up. Students analyzed a story's foundation, learning about different components such as characters, scenes, plot, history and theme, and about understanding basic story structure, from conflict to resolution. The class read long-form stories and news articles, but also watched commercials, looked at interactive pieces like "Snowfall" from the New York Times, which told the story of a deadly avalanche in Washington State, and documentary films to understand the different ways to bring a story to life. Guest speakers spoke about different aspects of storytelling, like pacing, persuasive communication and interviewing.

"The class was based on the idea that there is a method and a madness to story creation in any form," Wolter says. "IMC students told me that the course changed the way they give presentations in other classes immediately."

Learning about the backbone and different components of a well-told story is critical to good storytelling, says Grace Eleyae (MSJ15).

"Narrative structure helped to provide structure around my

"The class was based on the idea that there is a method and a madness to story creation in any form. IMC students told me that the course changed the way they give presentations in other classes immediately."

- PATTI WOLTER, ASSOCIATE PROFESSOR

the data and pull key insights in order to build recommendations that could build the sites' audiences. Guest speakers like Kurt Gessler, adjunct lecturer and Chicago Tribune senior digital news editor, also visited Gordon's class to speak about how the industry uses data and analytics to inform, predict and respond to trends.

"Content Analytics was a great introduction to the practicality of Google Analytics and the theory behind what makes content efficient," says Diogo Alves (IMC15). "Learning how to measure the efficiency of content that your company is producing is important to anyone who's involved in a media company."

Gordon says there is a growing convergence in what journalists and marketers need to know. By increasing knowledge in interpreting results from analytics, this course better prepared both groups to do their jobs effectively.

"In today's world, both journalists and marketers publish content online," Gordon says, "and both journalists and marketers need to

storytelling," Eleyae says. "It gave practical tools that I know I will use in every story I tell in the future."

Whether in journalism or marketing, Lahti said an understanding of how to tell a story — and how to tell it well — is critical to getting the message across to audiences.

"With the undeniable growth in the amount of content produced by brands, advertisers, and individuals, the study of narrative structure and storytelling is increasingly relevant in any role," Lahti says.

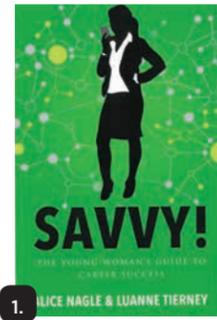
While MSJ and IMC students have always been able to enroll in any Medill course, these classes were unusual because they were offered with an explicit goal to attract students from both master's programs. Having the opportunity to learn from each other showed the two groups new perspectives.

"I definitely liked being in class with the IMC students," Eleyae says. "It was interesting hearing their perspectives, especially since they're learning a completely different curriculum than we are."

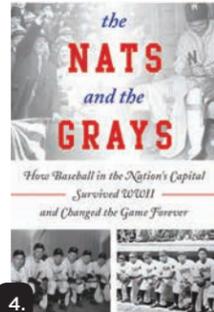
**1. "Savvy!"**

Alice Nagle (MSJ85)

With co-author Luanne Tierney, Nagle provides a guide for female college grads to close the gender pay gap in a fiercely competitive environment. Nagle and Tierney have 20-year careers working with Cisco, HP, VMware, AT&T and Apple. This guide for young women provides 20 tips, including setting career goals, building confidence and being an excellent communicator, all of which will lead to greater compensation and success. It also provides an insider's view of attaining career success and can be useful to women of any age.



1.

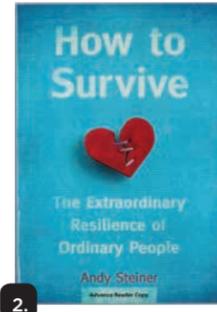


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**2. "How to Survive"**

Andy Steiner (MSJ92)

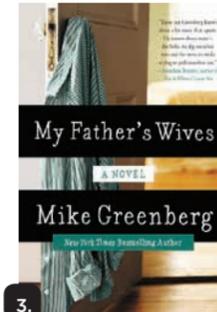
After spending two years examining the effects of trauma and loss and the resiliency of those who have lived through these events, Steiner presents a survival guide to getting through the difficult times. Steiner explores the resiliency of those who have dealt with massive heart attack, bankruptcy, death of a spouse, suicide of a family member and the sudden responsibility of being a caretaker. Steiner writes the "Mental Health & Addiction" column for MinnPost and has provided inspiring recovery stories and insights from those who work in emotional wellness.



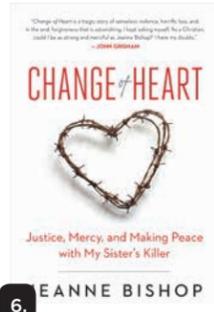
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**3. "My Father's Wives"**

Mike Greenberg (BSJ89)

The co-host of ESPN's "Mike and Mike" follows up New York Times bestseller "All You Could Ask For" with the story of Jonathan Sweetwater, the son of a five-term senator searching to understand himself, his father and his marriage. Jonathan Sweetwater has a successful life and family but has felt the absence of a relationship with his father since he was a young boy. Jonathan's late father, Percival Sweetwater III, was beloved by all, and especially by the five women he married after Jonathan's mother. After encountering marital issues of his own, Jonathan — in a search for understanding — seeks out his father's five ex-wives, before realizing he has what his father never did: a home.

**4. "Nats and Grays"**

Joshua Drazen (MSJ01)

With co-author David E. Hubler, Drazen gives a beautifully detailed look at the Nationals of the American League and the Homestead Grays of the Negro League baseball teams during World War II in Washington. Drazen details the impact of the war on these two teams and on baseball as a whole, including the effect of constant uncertainties like the military draft, federal mandates, national rationing and other wartime regulations. In the backdrop of the story, critical historical events are recounted, such as the creation of the GI Bill and racial equality. Through it all, Drazen recounts how the friendship between Franklin D. Roosevelt and National team owner Clark Griffith kept the game alive.

**5. "Rich Bitch"**

Nicole Lapin (BSJ05)

Making the New York Times Best Seller List, Lapin, a prominent financial journalist and money expert, shares her own experiences and provides a 12-step process to get your financial life in order. With a sassy and "friend next door" attitude, she shares her wisdom about 401(k)s as well as spending on small indulgences. Lapin provides guidelines to correcting your bad money habits, concentrating on investing in yourself and learning the language of money. Lapin encourages a money plan you can sustain while living the rich life you deserve and the confidence to call yourself a "Rich Bitch."

**6. "Change of Heart: Justice, Mercy and Making Peace with My Sister's Killer"**

Jeanne Bishop (BSJ81)

Twenty-five years after a teenager murdered her sister, brother-in-law and their unborn child, Jeanne Bishop recounts her journey to her reconciliation with, and ultimate forgiveness of the murderer. After leaving her position at a prestigious law firm, Bishop became a public defender and visited the perpetrator, who she believes is sincerely remorseful. Bishop also believes that criminals can be redeemed, rehabilitated and forgiven, and she is devoted to living a life worthy of her sister. She has been instrumental in helping to overturn capital punishment in Illinois. This compelling story begs the question of all of us: "Could we forgive the murderer of our family members?"

See more books written by alumni at [bit.ly/Medill-Keep-Reading](http://bit.ly/Medill-Keep-Reading)



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Guess who? (Turn to Page 18.)