

# Northwestern | MEDILL

**INSIDE MEDILL  
SAN FRANCISCO**

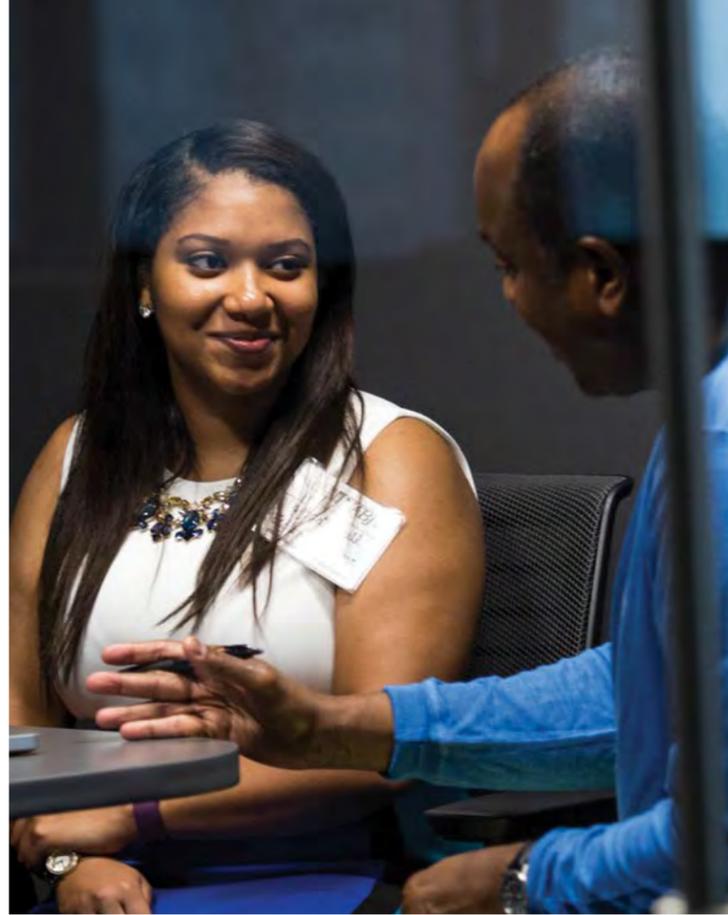
**LONDON  
CALLING**

**POLITICAL  
AIMS**

**BLUEPRINTS TO  
GREEN SCREENS**

# Medill helped host the 2016 NABJ Region II Conference and Media Institute on Finance held Sept. 30

Attendees at the Sept. 30 NABJ Region II Conference and Media Institute on Finance held at Medill's new Chicago space at 303 E. Wacker.



Medill grad **DERRICK BLAKELY (BSJ75)**, a reporter at CBS 2 Chicago, counsels a Columbia College student at the conference.

Photo credits: National Association of Black Journalists

## MEDILL CHICAGO IS THE BOMB!

"I attribute much of the success of the NABJ Region II Conference and Media Institute on Finance to location, location, location. The Medill Chicago facility gave us more flexibility with programming. The small rooms offered an intimate setting for students to meet with media mentors. The classrooms were the perfect accommodations for our various workshops, and the open space with monitors, mics and a perfect sound system complimented our major sessions.

Donating the space helped keep our costs down. We were able to offer free registration to more than 60 journalism students. Dozens more only paid \$10. Our full members paid no more than \$30 and we provided two meals, presented several skills-based workshops and a couple of newsworthy sessions. The Chicago regional conference was the best in NABJ history with registration topping more than 230, twice our expectations.

Dean Hamm, I am humbled by your generosity, grateful for your sponsorship and, as always, I am proud to be an NU Wildcat."

Best,  
Dorothy Tucker (COMM77)  
WBBM-TV Specials Reporter  
WVON-Radio Host  
NABJ Vice President, Broadcast



Left to right: Cheryl Burton (anchor, WLS Channel 7), Yolanda Joe (Professor, Columbia College) and Joshua Short (Columbia College student).

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## 8 THE BLOOMBERG WAY

New course seeks to increase diversity in business journalism.

## 10 LONDON CALLING

Medill IMC expands its global academic initiatives with the launch of a new course in London.

## 12 INSIDE MEDILL SAN FRANCISCO

Medill launches a new facility in San Francisco, increasing opportunities to examine how media and technology connect.

## 24 POLITICAL AIMS

Thomas Day (MSJ09) reflects on running for public office.

## 26 BLUEPRINTS TO GREEN SCREENS

Theresa Chong (MSJ13) hung up her hardhat to revisit her childhood passion—and reinvent multimedia and technology reporting.



**BRADLEY J. HAMM**  
DEAN

The cover story focuses on our new San Francisco campus. I'd like to share how the plan took shape from an idea in 2012 to the incredible new structure we have today.

In spring 2012, as I interviewed for the dean's position, I thought about Medill's history and possibilities for the future. The programs in Chicago and Washington were terrific advantages for an Evanston-based school and university.

The Washington bureau connected the school to the East Coast and the national political world. Importantly, the structure of the DC news service also linked Medill and the students to dozens of newspapers and broadcast stations throughout the United States. The DC program established fifty years ago was crucial in establishing Medill as a national leader.

But what about the new media world in technology and innovation? Could we create a model on the West Coast for Medill to be a leader in future years by partnering with Silicon Valley leaders? If so, we knew the design for Medill SF should be broader than a news bureau.

After being hired as dean, I met in the fall and spring with faculty, students and alumni about the current state of Medill and goals for the future. San Francisco was just one piece. But each calendar year, deans of the Northwestern schools must present to the president, provost (chief academic leader) and vice presidents to review the previous year and goals for the future.

The idea for Medill SF was one of our major goals in the January 2014 report to university leaders. By then, we envisioned the site as a smaller version of Medill with year-round classes for all of our undergraduate and graduate students, plus alumni events and conferences. We could expand on our quarter-long Journalism Residencies and the summer IMC immersion experience.

With this model, we could consider cross-school partnerships that are common in Evanston and Chicago but not part of our Washington program. The McCormick School of Engineering and Applied Science was an ideal partner. Dean Julio Ottino and his faculty and students worked with the creation of the Knight Lab, an excellent partnership between our two schools that has produced tools, such as TimelineJS, used by journalists around the world.

Dean Ottino agreed to partner with us. McCormick has many alumni in the Bay area, as does Medill. The partnership is reflected in the space with a design lab next to a broadcast studio.

NU's real estate leader Raneer Berliant identified locations for the new site, and we debated whether to be in Silicon Valley or the city. We listened to many people and selected 44 Montgomery, next to Market Street and a rapid transit station. The support of Medill advisory board member Mary Lou Song, with her experience as a tech leader, was crucial.

For our students, the city is ideal. Admittedly, a large office building in the financial district was not my first vision for a SF tech location, but when we toured it, we saw startups and large tech companies in that building and throughout the district.

We leased the space and hired Gensler to design both our San Francisco and Chicago (303 E. Wacker) locations. Fortunately, both sites were on similar timetables as our lease at the old Chicago site was ending. The new Chicago site opened in March 2016 and San Francisco a few months later in the summer.

Shortly before construction started, we made a key change after meeting again with university leaders. This partnership between two schools was Northwestern's expansion into the West Coast and San Francisco/Silicon Valley. President Morty Schapiro was very supportive. Why not build it as "Northwestern San Francisco"?

Today, Medill runs academic programs throughout the year. McCormick will partner with us on several undergraduate initiatives, including a special winter quarter with 12 Segal Design students and 12 Medill BSJ students. The School of Education and Social Policy taught a course there, and Kellogg will do so in the winter. The Pritzker School of Law is interested, as is the School of Professional Studies. We've also held admissions and alumni events and workshops.

It truly is Medill San Francisco and Northwestern San Francisco.

## Medill Senior Awarded NABJ Scholarship



Medill senior **JESSE SPARKS (BSJ17)** was awarded the Visual Task Force Scholarship by the National Association of Black Journalists (NABJ). NABJ awards scholarships annually to deserving students interested in pursuing careers in journalism. This year, NABJ has awarded \$27,500 in scholarships. Sparks received \$1,500. NABJ's scholarships are a part of the Student Education Enrichment and Development Program (SEED), which provides professional and educational opportunities to students pursuing careers in journalism.

"I'm incredibly honored to have been selected as an NABJ Visual Task Force Scholarship winner," Sparks said. "I came into college holding so tightly to my dreams of becoming a journalist. Over the last few years, I've had the opportunity to rub shoulders with some of the best journalists and designers in the world. It's been an incredible experience to work with Associate Professor Susan Mango Curtis. It's been a great chance to show that visual journalism, and specifically design, has such an important role in shaping the future of journalism."

"While the \$1,500 award is so crucial, I've been astounded by the support and recognition I have received. It's recognition of hard work, of my mother's sacrifices to make sure I can attend a school like Northwestern, and recognition of the professors who have invested so much into me. I'm thrilled to continue learning, growing and creating and I'm glad to do so with the support of my community at Medill."



Medill Club of NYC president **BETHANY CRYSTAL (BSJ09)** accepted the "Excellence in Communication" award on behalf of the Medill Club of NYC for its excellent social media presence, monthly newsletters and the live tweeting of events.



**AUSTIN SIEGEL (BSJ18)** won the Jim Murray Memorial Foundation Judges' Choice Award scholarship for his impactful essay on Evanston's 1999 racially motivated murder of former Northwestern basketball coach Ricky Byrdsong. The foundation rewards excellence in writing to honor the Jim Murray legacy—and his love for journalism and dedication to his career.

Game of Thrones, created by **GEORGE R.R. MARTIN (BSJ70, MSJ71)** won 12 Emmys, bringing its total Emmy count to 38—the most of any fictional series.

Graduates of the master of science in advertising class of 1971 visited campus on Sept. 30. From left: Carson Brown (BSJ17, tour guide), Reid Stephenson, Edward Vick, Ellen Dreyer, Brad Todd, Ann Walsh Shannon and Norman Hoffberg.



◀ MEDILL CLUB OF SOCAL FALL SOCIAL, OCT. 2, 2016

LEFT: Medill SoCal club board member **ANN LEE (MSJ08)**, **BRIAN ROBINSON (IMC02)** and **JONATHAN LABABIT (IMC12)**.

BELOW LEFT: Medill SoCal club board member **VICTOR CHI (BSJ91)** and his son, Max.

BELOW MIDDLE: From left: **SHAY HOLLAND (MSJ89)**, **SUEVON LEE (MSJ06)**.



◀ NBC News National Correspondent **PETER ALEXANDER (BSJ98)** won an Emmy for Breaking News Coverage for his reporting of the Supreme Court decision on same-sex marriage.

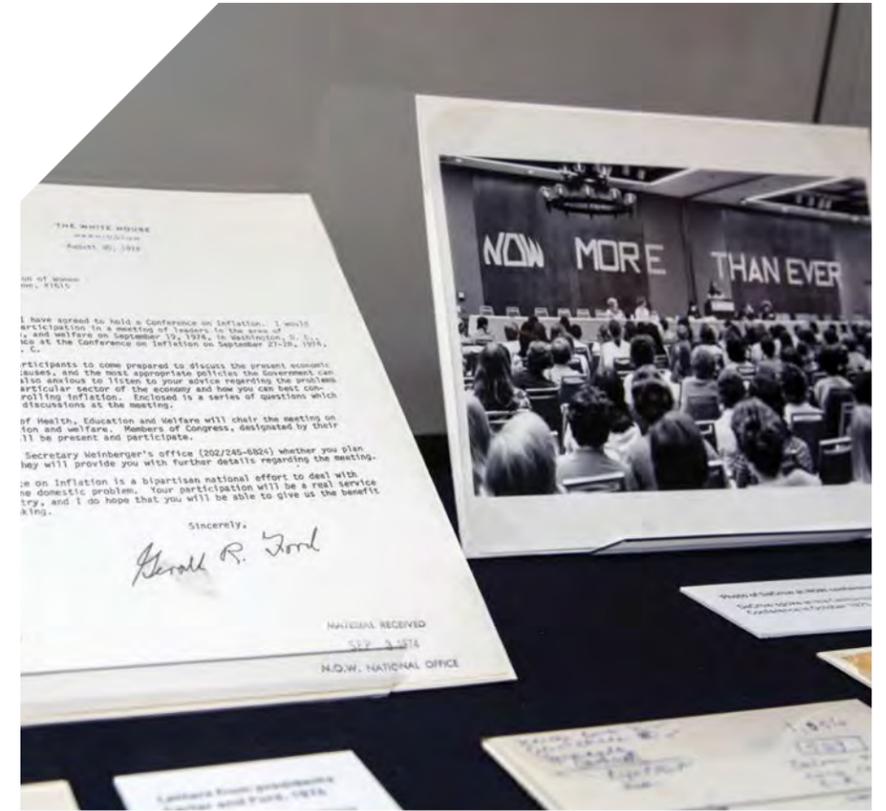


◀ On Oct. 28, six of the seven recipients of the 2015 James Foley Medill Medal for Courage visited Medill to receive their medals and speak to students. From left: James Wright, John Smith, Eric Hartley, Jennifer Robison, Howard Stutz and James DeHaven.

## NU Remembers Karen DeCrow (BSJ59)

This fall, the Northwestern University Library presented an exhibit on Karen DeCrow titled "You're No One 'Til Somebody Hates You." The title pulls from a cross stitch that DeCrow's sister made for her that now sits in a glass case in the first floor of the library, as part of a large collection endowed to Northwestern after her death.

DeCrow, a graduate of Medill in 1959, was a trailblazer in the field of feminism. Graduating from Syracuse Law School in 1972 as the only woman in her class, she went on to lead the National Organization for Women (NOW), where she fought for women's rights in sports and the workplace, and equality between the genders.



◀ Karen DeCrow's personal archives are on display in the Northwestern Library as part of the exhibit.



# THE BLOOMBERG WAY

NEW COURSE SEEKS TO INCREASE DIVERSITY IN BUSINESS JOURNALISM.

BY MICHELLE E. SHAW

MICHELLE E. SHAW, ONE OF THE 16 STUDENTS WHO TOOK WINKLER'S CLASS, IS A SECOND-YEAR PH.D. STUDENT IN COMMUNICATION STUDIES WHO SPENT MORE THAN 13 YEARS IN PRINT JOURNALISM.

**C**lad in one of his signature bow ties, Matt Winkler, editor-in-chief emeritus of Bloomberg News, stood in front of a room full of journalists last fall and asked, "So, what is the surprise? It is news only if there is a surprise."

The surprise was that the journalists sitting in front of Winkler were Northwestern University students.

Once a week last quarter, Winkler traveled to Chicago to teach a course called The Bloomberg Way, which is designed to prepare journalists,

discussions about the curriculum, Winkler and Hamm decided to debut the course at Medill.

More than bringing the Bloomberg style of journalism to campus, Winkler also wants to make material changes in the landscape of business journalism. He is passionate about who reports business news because he sees a direct correlation between the background of the reporter and the editorial product.

"This subject known as business, and the economy, is for the most part bereft of journalists

“

**If all of the people covering the money and the economy look like the people they are interviewing, there are questions that should be asked, that are not being asked.**

”

Matt Winkler

particularly those of color, to cover the economy. The goal, he said, is to create a more diverse newsroom, but not just for the purpose of bragging rights.

Winkler said the idea for the class was born out of conversations with a number of journalism deans across the country about the lack of journalists of color. Medill's dean, Brad Hamm, was among the first to respond, Winkler said. After

of color on the beat," Winkler said. "That is very troubling because journalists are the ones asking questions, and if all of the people covering the money and the economy look like the people they are interviewing, there are questions that should be asked, that are not being asked."

In the class, each of the 16 students was responsible for reporting on an Illinois-based company. Every week, students brought in new



ABOVE: Matt Winkler, editor-in-chief emeritus of Bloomberg News, talks to Medill students during his fall class.

stories about their assigned companies, based on information they found using Bloomberg raw data and analyst information. The idea was that students ask questions about these companies based on what they find interesting and important.

"We're figuring out what the stories mean, and what matters the most," Winkler said. "Because everybody comes from very different backgrounds, each brings a different perspective to the same story, which provides a richer context."

Another aim of the course is to introduce students of color to business reporting by talking about connections between the economy and popular culture. Winkler said the state of the economy should be "at the top of everyone's agenda," because it "anchors all things."

"In business journalism we're talking about where are we going to put our money to make ourselves better," he said. "We're talking about how to inform policy makers as well as the public... to get better outcomes. As a subject, there isn't anything more important than this one."

Though Medill is the first to offer the course, Winkler said he hopes it will expand to other schools.

"This is something Bloomberg is committed to doing with as many colleges and universities as we can find," he said. "We need to be part of the solution and not part of the problem. We're at the beginning, and the way I see it, this is an imperative for us at Bloomberg and in the field of journalism." ♦

# LONDON CALLING

MEDILL IMC EXPANDS ITS GLOBAL ACADEMIC INITIATIVES WITH THE LAUNCH OF A NEW COURSE IN LONDON.

BY LAUREN DRELL (MSJ05)

LAUREN DRELL IS A CHICAGO- AND LOS ANGELES-BASED FREELANCE WRITER WHOSE WORK HAS APPEARED IN THE HUFFINGTON POST, AMERICAN MARKETING ASSOCIATION'S MARKETING INSIGHTS AND MARKETING HEALTH SERVICES AND ON THE PAGES OF PUBLISHED BOOKS, AS A GHOSTWRITER.

**ONE THING'S FOR SURE: IT'S NOT EVERY** day that IMC students receive that enviable invitation to Wimbledon for a private tour of the grounds, where manicured tennis courts, newly revamped facilities and even a stop in the same room where Serena Williams took press interviews are on the itinerary. It's a coveted, experiential learning opportunity where students also are served the history behind the iconic British brand and how it evolves with the current times yet still remains true to itself.

Think of this as a quick snapshot into what a day may have looked like for the 20 IMC graduate students who enrolled in Medill IMC's inaugural five-week Global Brand Communication Management course this past fall in London.

The goal of this two-credit course—jointly taught by the husband-wife dynamic market-

endearingly described as “the father of IMC,” designed the curriculum with Heidi, drawing influence from Brand Equity, an IMC course she's taught at Medill for 20 years.

“I would say part of the overarching theme that tied all of this together was for students to understand brands as business assets and to look at them from both a commercial, societal and economic point of view, as well as a legal and financial point of view,” Heidi Schultz said. “We spend a lot of time talking about how brands create value both for the organization as well as for its customers; and there can be a variety of customers, and it can create value in many different ways. How all of that gets kept in some kind of balance and equilibrium is an important thread that goes through many of the sessions.”

This global course is a bit of a departure from the two other brand courses in the IMC curriculum, both of which are very tactical, Don Schultz said. Don't expect the focus to be on the creative components of both branding and marketing. “This is a view of branding as a business and viewing branding as an asset, and it really is dramatically different from simply executing, ‘give me a logo’ or ‘get me a slogan.’ It's much more business-oriented,” Don Schultz explained. It's about strategy and making business decisions around building, sustaining and extending brand assets, Heidi Schultz added. It's their hope that the course challenges IMC students' existing thinking when it comes to some traditional principles of marketing they've been taught, encouraging further exploration.

“I've always really appreciated that because it allows you to weigh all aspects of the situation and to determine which one you think fits best for a particular given situation,” said Joseph Macdougall (IMC16). “It allows for you to remain adaptable rather than sticking to just one concrete way to do things.”

It's important to the Schultz team to build an

**This is a view of branding as a business and viewing branding as an asset, and it really is dramatically different from simply executing, ‘give me a logo’ or ‘get me a slogan.’ It's much more business-oriented.**

Don Schultz

ing duo of Adjunct Lecturer Heidi Schultz and Professor Emeritus-in-Service Don Schultz—is to give students a comprehensive understanding of the issues that challenge global brands and how organizations must address those factors in order to build and protect brand equity in both established and emerging markets. Don Schultz, who's



ABOVE: Medill IMC students in London visited brand consultancy Wolff Olins.

experiential learning component into this course. In addition to traditional classroom instruction time three days a week, students also went into stores in London and applied the specific topics they were studying for the week, by looking for examples of products, ranging from grocery store items to high-end luxury merch, packaging or whatever the assignment called for that was directly related to the weekly subject matter.

“The opportunity to see the concepts that we're learning in the program being applied in real life was really great, that kind of coming full circle,” said Anna Klutho (IMC16).

Brit'ney McTush (IMC16) added, “I really appreciated how our classroom wasn't restricted to an actual room, but it became the world around us.”

Students also learned through guest speakers and off-site visits to meet top local scholars, industry experts and leading brand consultants, which included Medill IMC alumni like international branding company Isobar's Global CEO Jean Lin (IMC91), who welcomed students with an overview of the company's history, mission and philosophy; and was joined by Simon Gill, Isobar's Chief Creative Officer for Isobar UK, who shared a number of client work examples and provided a tour of separate facility Nowlab, Isobar's innovation accelerator lab, loaded with new technology Isobar uses for research and client demonstrations.

“One thing for sure, you realize how far and wide the Medill Mafia is. Even though this is a strong network, at the end of the day, I think it's kind of comforting just to see how alumni really embrace students and how ready they are to give us feedback and interact with us,” McTush said.

“Even though they might not know us, the full commonality of having been connected to Medill is enough for them to support us for the work in America or abroad. That's something we really appreciated about the experience.”

The Global Brand Communication course in London was developed by IMC Assistant Professor Jenna Massey, who is the IMC full-time program director and director of IMC global initiatives. It's part of Medill IMC's ongoing efforts to build global relations and broaden its global academic initiatives that Massey oversees, a major priority going forward.

For this course, London was an obvious choice. “This is a global arena right now, especially coming from emerging markets like China, India or South America. I think a big draw for them is really understanding what's going on in Europe,” Massey said. “I think London serves as the hub of this cultural, historic and economic center; and also from the marketing communication perspective, they're really way ahead of us in terms of e-commerce and digital marketing. And, of course, lots of luxury branding started in Europe and manifested in the past years in London.”

For Laurel Neveu (IMC16), this course provided the perfect way to wrap her time at Medill IMC. “I think that this experience, being in a different country, was kind of like the cherry on top to my program, and I couldn't have asked for a better ending to the IMC program for myself,” she said. ♦

# PUTTING THE “WEST” IN

MEDILL LAUNCHES A NEW FACILITY  
IN SAN FRANCISCO, INCREASING  
OPPORTUNITIES TO EXAMINE HOW  
MEDIA AND TECHNOLOGY CONNECT.



# NORTHWESTERN



**BY ANNA KELLER (MSJ09)**

ANNA SWINDLE KELLER IS AN ACCOUNTANT SUPERVISOR AT THE VARIABLE, AN ADVERTISING AGENCY IN WINSTON-SALEM, NORTH CAROLINA, AND ALSO WORKS AS A PART-TIME FREELANCE WRITER AND BLOGGER.

**THESE DAYS, NORTHWESTERN IS OFFICIALLY A BIT MORE “WESTERN.”**

Beginning with the fall quarter in 2016, Northwestern officially premiered its West Coast presence with a new facility and programming offered in San Francisco. This new educational space is the result of an innovative partnership between Medill and the McCormick School of Engineering and Applied Science.

During the inaugural fall session, fifth-quarter students from the IMC program and second-quarter students from the MSJ program traveled from Evanston to the Bay Area to be immersed in a curriculum that emphasizes the connection between media and technology—an intersection that comes to life in a variety of ways in San Francisco.

In addition to coursework—taught both by Medill faculty as well as Medill alums and other outside experts—students were engaged in practicum projects to help connect them to relevant companies in the city.

For the past 50 years, Medill journalism students have been able to immerse themselves in the culture, politics, government and news of Washington, D.C., and now with this West Coast arm, the school is able to offer students—both IMC and journalism students, undergrad and graduate alike—another angle on the field.

“Northwestern’s expansion into San Francisco is a bold and interesting undertaking that is designed to have lasting impact on students, on the university and to the media and technology

communities that we both serve and are a part of,” said Owen Youngman, professor of Digital Media Strategy at Medill, who has been closely involved in the San Francisco launch. “In San Francisco, we are providing opportunities to work at the intersection of technology, media, journalism and integrated marketing, and to be immersed in the equally fascinating culture and news environment of Silicon Valley and the Bay Area.”

For journalism students, Northwestern’s San Francisco presence is helping to make the university even more relevant in a rapidly evolving industry. This group of master’s students is first to participate in Medill’s new graduate Media Innovation and Entrepreneurship specialization. The program builds upon the long-held tenets of journalism but also allows students to develop another layer of perspective, giving them the skill set necessary to actually create media products and companies. This ability is becoming increasingly critical in the ever-changing media landscape. (There were also two MSJ fifth quarter students in San Francisco who were not part of the Media Innovation and Entrepreneurship

track who opted to spend an extra fifth quarter in the Bay Area to participate in this new specialization opportunity.)

“This specialization [Media Innovation and Entrepreneurship] is positioned as a path for people who are motivated by the same things journalists have always been motivated by—telling the story, having a positive impact on the world—but what differentiates them from many of their peers is they’re interested in applying those interests by creating media products rather than stories,” said Professor and Director of Digital Innovation Rich Gordon, who’s been instrumental in getting the San Francisco program underway. “These are people who see that there’s great opportunity to launch new publications and products to make them successful, to run them and to build them. I’d argue there’s never been a better time to do that, and more need for people who are involved in that process to come to

that world with journalism understanding, with journalism values. That’s what we’re trying to create.”

IMC students have always completed a practicum as the focus of their fifth quarter within the program, so for those students the San Francisco area became the hub for those on-site engagements. The MSJ students who participated in this inaugural quarter in San Francisco, though, acted as trailblazers within the new Media Innovation and Entrepreneurship specialization.

“When applying for Medill, I knew my interest in journalism was tied to my interest in new storytelling applications from a technological standpoint, which made the Innovation and Entrepreneurship specialization so perfect for me,” said Henry Keyser (MSJ17). “The San Francisco aspect of the Innovation and Entrepreneurship specialization is designed on the pillars of a successful

OPPOSITE: Welcome to Medill San Francisco

LEFT: From left: Jessica Buchleitner (MSJ16), Nikolas Wright (MSJ16) and Devin Emory (MSJ16)

PREVIOUS PAGE: (first row, left to right) Henry Keyser (MSJ17), Colin Mo (MSJ16), Wanruo “Ashley” Zhang (MSJ17), Jessica Buchleitner (MSJ17); (second row, left to right) Qiqi “Vivian” Zhang (MSJ17), Mengyi “Jenny” Sun (MSJ17), Vijeta Ramkishan Ojha (MSJ17), Reedhima Mandlik (MSJ17), Nikolas Wright (MSJ17); (third row, left to right) Wynona Latham (MSJ17), Devin Emory (MSJ17) and Josef Siebert (MSJ16)



tech startup: understanding how to discover and design a product that solves a user's needs, how to grapple with the intense CEO pressures and complications that mean having a company live or die by your decisions, how to work in conjunction with computer engineers to develop a software product and, finally, our practicum adds direct value from having contributed to tech companies."

Keyser's practicum site was a media and information industry research company called Outsell. He worked there on Thursdays and Fridays (the practicum schedule his fellow MSJ classmates adhered to as well) as a product intern to bring fresh perspective to what users may want in future iterations of the company's digital platform. Keyser worked closely with the company's CTO and Director of Product and said that the organization has been a great fit for him.

"The company has a lot it is working to achieve, and I know my contributions are actually heard in day-to-day discussions," he said.

Meghan Hickey (IMC16) was in her final quarter on the marketing analytics track within the IMC program and said she was drawn to San Francisco because she saw it as a way to be fully immersed in the city's vibrant tech industry—something she hopes to become a part of after graduation.

"The focus used to be on CPG companies, but now that our world has evolved to be more tech focused, it's totally shaping where our world is going to go," Hickey said. "Having a space out here

and seeing what the environment is like—getting to know people and understand perspectives—is helpful for marketers in the future. I wanted to live here full time to see if it's actually a place I can see myself for a few years."

Hickey's IMC team was working with Airbnb as their practicum, helping the company focus its social media marketing strategy.

"I was excited to get more hands-on

“

**In San Francisco, we are providing opportunities to work at the intersection of technology, media, journalism and integrated marketing, and to be immersed in the equally fascinating culture and news environment of Silicon Valley and the Bay Area.**

”

Owen Youngman



OPPOSITE: From left: Yuchen Luo (IMC16) and Mengyi "Jenny" Sun (MSJ17)

RIGHT: Hundreds of alumni attended the ribbon cutting ceremony and reception on Sept. 29.

experience by getting to work with such a cool company that's doing really interesting and innovative things," she said. "Being able to work for a company as it's on the rise—it's really interesting to see that perspective firsthand."

In addition to allowing students a front row seat within Bay Area companies, connections and culture, Northwestern's San Francisco location has also allowed West Coast-based alums to interact with their alma mater in an up-close way—something they weren't able to do before this facility was built.

Mary Lou Song (BSJ91) lives and works in the Bay Area as CEO of FuelX, a San Francisco-based company focusing on digital video advertising. Song has been teaching for the Medill cherub program with Roger Boye for the past 12 years, but she says it was easy to say yes to teaching "right here in San Francisco for an entire quarter." In fall quarter, she taught The Business of Innovation—an MSJ course. She said she's loved getting to know the students and has been impressed with their pioneering spirits.

"It takes a lot of guts to be the first class in a new program at a new location," she said. "And these students have grit. They're naturally curious. They're industrious. And they're taking an active role in shaping this program for themselves and also for Medill. We're all learning a lot together."

Following fall quarter in San Francisco, IMC students went on to graduate, while



MSJ students returned to Evanston for their third quarter in the Media Innovation and Entrepreneurship specialization. They'll apply their San Francisco experience to develop and pitch ideas for media publications or products as they enter a course called NUvention Web+Media in winter and spring 2017. In this course, they'll team up with students from other Northwestern schools to ultimately launch a publication or media product.

"Just as they do after a study abroad quarter or an internship in an interesting environment, students will return [from San Francisco] with a new set of reference points for thinking about the present and the future of journalism and technology and the ways in which those two disciplines are intertwining to shape the culture of our twenty-first century world," Youngman said.

The San Francisco facility will be filled with new students from new disciplines in

the winter quarter of 2017, as a collection of Medill undergraduate students and McCormick engineering students travel west to experience the Bay Area.

"At this point, the model is every quarter it's likely to be a different mix of students pursuing a different track—students who would otherwise be in Evanston or Chicago," said Gordon, who makes a similar analogy as Youngman. "The metaphor that comes to mind is study abroad. You send students to a different place, they learn the culture and learn to speak the language, then come back transformed in some way. That metaphor works pretty well when you consider San Francisco's tech culture, their language that's all about technology—for a student who has not been exposed to that, that study abroad metaphor works pretty well."

**JOSH GRAU,**  
IMC 04 AND LECTURER  
AND DIRECTOR OF  
CORPORATE OUTREACH

“ I love talking about how the IMC experience has helped influence my career, so it’s especially exciting to be able to share those learnings locally now that IMC, Medill and Northwestern are in my San Francisco backyard. Allowing students to have immersive experiences here in the epicenter of technology is the perfect addition to an already outstanding program and curriculum, and I’m thrilled to be back working with students and helping connect them to some of the world’s most innovative companies. I’m also excited to help build a formidable IMC presence in San Francisco and help Northwestern become the next great Silicon Valley “unicorn.” ”

# MSJ STUDENTS PUT LEARNING INTO PRACTICE ON THE WEST COAST

BY ANNA KELLER (MSJ09)

The fall quarter’s MSJ students in San Francisco spent two days a week at practicum sites, getting hands-on experience at tech and media companies to help round out their exposure to the intersection of media and tech/innovation. Here’s a peek at where the students were located.



**STUDENT:**  
Henry Keyser

**PRACTICUM SITE:**  
Outsell, Inc.

**PRACTICUM DESCRIPTION:**  
“Outsell is an established media and information industry research company, which has a growing digital platform for direct interaction and community engagement between CEOs, CDOs, CTOs, business strategists and information managers.”

**PRACTICUM ROLE:**  
Product Intern

**ABOUT PRACTICUM:**  
“For me, Outsell has been a great fit. I previously worked as Data Manager for a company in Chicago, and I wanted to spend more time focused on product work. That, and the company has a ‘we work to live, not live to work’ attitude that is exceptionally positive and

[makes it] a great place to walk into on Thursday and Friday morning.”

**ABOUT PROGRAM OVERALL:**  
“I think if I couple this [San Francisco] program with my storytelling and empathetic practice as a journalist, I can use my experience here to better understand people, and then I can advocate for products to solve their needs, from either outside or inside a company.”



**STUDENT:**  
Mengyi “Jenny” Sun

**PRACTICUM SITE:**  
Alpha Group

**PRACTICUM DESCRIPTION:**  
“[Alpha Group] is a research and development group within Advance Digital. Its task is creating and building new digital products and then running them like startups.”

**PRACTICUM ROLE:**  
Social Content Intern

**ABOUT PRACTICUM:**  
“They really care about what YOUR needs are and what YOU want to get out of the internship experience. They gave me so many fun and challenging projects to work on. I taught myself to use Photoshop and Illustrator to create graphic designs because of the projects, and I gained confidence that I can teach myself to learn anything.”

**ABOUT PROGRAM OVERALL:**  
“The program is perfect for experienced journalists who love new media technology and want to become media entrepreneurs and product managers.”



**STUDENT:**  
Qiqi “Vivian” Zhang

**PRACTICUM SITE:**  
Penton Technology

**PRACTICUM DESCRIPTION:**  
“Penton Technology is one of Penton’s verticals focusing on the tech industry, which provides digital, marketing and event services to more than 10+ million tech professionals.”

**PRACTICUM ROLE:**  
Content Marketing Intern

**ABOUT PRACTICUM:**  
“The job requires me to combine journalistic skills of fast learning and writing with marketing strategies, and ultimately help the clients generate leads and identify potential customers through the content that Penton produced for them.”

**ABOUT PROGRAM OVERALL:**  
“I hope after this quarter I can be confident to take the role of product manager to develop a media product with innovative technology to address users’ needs in a profitable market.”



**STUDENT:**  
Vijeta Ojha

**PRACTICUM SITE:**  
Bay Area News Group

**PRACTICUM DESCRIPTION:**  
Bay Area News Group is the San Francisco Bay Area’s largest publisher of weekly and daily newspapers.

**PRACTICUM ROLE:**  
Digital Innovation Intern

**ABOUT PRACTICUM:**  
“I like it here because I am

getting firsthand experience with analytics and content strategy right from the initiation, so I'll be able to brush up on my analytical skills thoroughly."

**ABOUT PROGRAM OVERALL:** "Keeping my business/finance background in mind and my passion for journalism, this specialization made a perfect fit."



**STUDENT:**  
Nikolas Wright

**PRACTICUM SITE:**  
Sunset Magazine

**PRACTICUM DESCRIPTION:** Sunset is a monthly Western lifestyle magazine owned by Time Inc. that focuses on topics such as food and gardening.

**PRACTICUM ROLE:**  
Digital Fellow

**ABOUT PRACTICUM:** "Sunset (via [Time Inc.]) prioritizes digital more than most publishers, and I wanted to get my hands dirty in that space so I'm better equipped to manage the online staff of a magazine, rather than solely print. Plus, this is a great networking opportunity. I plan to leverage my time at Sunset when I start applying for jobs in a few months."

**ABOUT PROGRAM OVERALL:** "I can't imagine being immersed in a more appropriate city for Media Innovation than [San Francisco], whose

modern economy is built on startups and technology. As journalists, we get to play in the same sandbox as those who are developing digital tools, launching companies and designing new storytelling platforms—all of which I predict will be hiring for jobs that journalists wouldn't ordinarily consider."



**STUDENT:**  
Wynona Latham

**PRACTICUM SITE:**  
Color Genomics

**PRACTICUM DESCRIPTION:** Color Genomics is a biotechnology company that provides a cheap clinical-grade test for hereditary cancer.

**PRACTICUM ROLE:**  
Marketing and Communications Intern

**ABOUT PRACTICUM:** "Content development has been easy to adapt to, but I enjoy the challenge of working within the constraints of a biotechnology company. I had never worked within this area prior to the experience, and learning how to be flexible under pressure will be useful."

**ABOUT PROGRAM OVERALL:** "Our instructors have real-world experience and give us great insights into building a company. It makes me excited to be in this space, and San Francisco allows us to easily access other startups.

Although making the shift from journalism to media entrepreneurship has required a mental shift, I don't feel left behind."



**STUDENT:**  
Jessica Buchleitner

**PRACTICUM SITE:**  
CIR/Reveal

**PRACTICUM DESCRIPTION:** "The mission of The Center for Investigative Reporting is to engage and empower the public through investigative journalism and groundbreaking storytelling in order to spark action, improve lives and protect our democracy. Reveal—their website, public radio program, podcast and social media platform—is where they publish their multiplatform work."

**PRACTICUM ROLE:** Exploring a variety of functions at Reveal, including reporting, business analytics, and virtual reality

**ABOUT PRACTICUM:** "In the nine years I've lived in San Francisco, I have always looked to CIR/Reveal as a beacon of everything that is right in journalism nowadays...CIR goes deep into complex issues and delivers investigations that benefit the masses. It is humbling to share space with reporters I have seen on Frontline PBS and have looked up to for so long!"

**ABOUT PROGRAM OVERALL:** "I have lived and worked in [San Francisco] for the last nine years and found this program to be the only one in the country blending journalism with other important media disciplines such as mobile app development and business. Combining the three disciplines makes for a more savvy media professional."



**STUDENT:**  
Reedhima Mandlik

**PRACTICUM SITE:**  
Salesforce

**PRACTICUM DESCRIPTION:** "Salesforce is the world's number one CRM (customer relations management) cloud-based software solution for sales, services, marketing, analytics and more."

**PRACTICUM ROLE:** Content Strategy and Social Marketing Intern

**ABOUT PRACTICUM:** "Salesforce puts people first, and even as an intern, I feel that I am able to work with any team that I want to learn more about, and that I can get a good sense of how each role contributes to the content dynamic we have built."

**ABOUT PROGRAM OVERALL:** "The resources we have access to here are unparalleled by anything I've ever had in undergrad, and the things I learn here in the hub of Silicon Valley will not only carry on to

my capstone course in the spring, but will be of value to me for years to come."



**STUDENT:**  
Wanruo "Ashley" Zhang

**PRACTICUM SITE:**  
Iterable

**PRACTICUM DESCRIPTION:** "Iterable is a tech startup company that provides digital marketing services such as email automation and segmentation [and] mobile application notification for B2C e-commerce companies."

**PRACTICUM ROLE:** Marketing Intern

**ABOUT PRACTICUM:** "I was immersed in the startup environment and have gotten the real-world experience to see how a startup actually operates and grows."

**ABOUT PROGRAM OVERALL:** "What I appreciate the most about this program is that it introduces us to how things work in the real world. I never expected that I would have the chance to learn to create a cap table and to build a website for a product idea, let alone all the crazy but fascinating startup stories we heard from the instructors."



**STUDENT:**  
Devin Emory

**PRACTICUM SITE:**  
KQED

**PRACTICUM DESCRIPTION:** "KQED is San Francisco's PBS/NPR affiliate, which has one of the nation's most trafficked public media station sites including a multi-platform regional news service (kqednews.org), daily blogs on the local arts and food scenes, direct-to-online video and audio podcasts, and mobile apps."

**PRACTICUM ROLE:** Audience Development Intern

**ABOUT PRACTICUM:** "I'm able to assess data from the company's website traffic, understand trends and behavior from site users and provide recommendations to the team pertaining to future site content based upon found studies...I'm gaining a tremendous comprehension of how one of the company's most successful public media stations operates internally."

**ABOUT PROGRAM OVERALL:** "After Medill, I plan on being a full-time entrepreneur...I believe the lessons learned during my time in the program should propel my confidence in future endeavors as I grow in business understanding."



**STUDENT:**  
Colin Mo

**PRACTICUM SITE:**  
FEED Collaborative

**PRACTICUM DESCRIPTION:** "[FEED] Collaborative is a startup funded by philanthropic investors hoping to educate and train the next generation of innovators in the food industry."

**PRACTICUM ROLE:** PR Intern

**ABOUT PRACTICUM:** "If I were to sum up FEED, I would tell people that here at FEED, we put in money, time, and effort giving these students the necessary tools to help them improve the food industry. The return isn't an increase in personal wealth, but a better tomorrow."

**ABOUT PROGRAM OVERALL:** "I'm originally from California, so when I heard about this San Francisco venture by Medill, I figured I would take the opportunity to further my own education and do an extra quarter. In this way, I'll be one of the firsts at doing this in order to help pave the future for Medill's foray into the Silicon Valley startup scene as part of future curriculum. Being the first draft, it's not the smoothest ride, but it's definitely worth it!"



**STUDENT:**  
Josef Siebert

**PRACTICUM SITE:**  
Bay Area News Group

**PRACTICUM DESCRIPTION:** Bay Area News Group is the San Francisco Bay Area's largest publisher of weekly and daily newspapers and digital properties.

**PRACTICUM ROLE:** Digital Innovation Intern

**ABOUT PRACTICUM:** "Helping a legacy journalism organization be more competitive in the attention marketplace of online content is a worthy and necessary cause...I've been able to research, analyze and apply what I've learned in the media innovation track to real-world problems."

**ABOUT PROGRAM OVERALL:** "Opportunity is everywhere in San Francisco. The events, the people you meet, the sheer volume of organizations—entrepreneurs are wild-eyed at the scent of money in the air, and everyone is optimistic that the future will be better, easier and more prosperous from the new technology that is being constantly churned out, overflowing like a lidless washing machine on a never-ending heavy cycle."

# IMC STUDENTS GAIN PRACTICAL INSIGHT IN SAN FRANCISCO

BY ERIN GOLDEN (MSJ07)

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

**HANDS-ON LEARNING THROUGH PROJECTS** with real businesses has long been a cornerstone of Medill's graduate program in integrated marketing communications.

But in the fall of 2016, a small group of IMC students became the first to spend a quarter of their program delving deep into the heart of the country's tech scene while based at Medill's brand-new outpost in San Francisco.

The new space, located in San Francisco's financial district, is shared by students in the Medill IMC and journalism programs and students

a startup," he said. "We have this new space and there's these tremendous opportunities out here."

Nelson said one of the IMC classes offered in the new location focuses on innovative technology, teaching students about qualitative research and exploring the theory behind how companies develop projects. A second class delves into emerging trends in technology, the future of interface design and the algorithms behind development and marketing.

Classes are taught by both Medill faculty and adjunct instructors with experience in some of the Bay Area's top startups. Lecturer and Director of Corporate Outreach Josh Grau (IMC04), the former global director of partner marketing and content strategy at Twitter, oversaw a practicum in digital marketing last fall, where students were spending most of their time outside the classroom and inside the offices of four companies: Airbnb, search engine Quora, music app creator Smule and fitness app and social networking tool Strava.

The students were divided into small teams, each solving a real-world problem for one of the companies. Grau said it's a win-win both for the students, who get to see how the companies operate, and for the startups, which get the help of bright minds with creative ideas about tackling their problems.

Yuchen Luo (IMC16), who worked with Airbnb, said the students got a chance to help the company predict the comment volume for its Facebook ads and sort out how best to use the feedback.

“I think it's a fantastic opportunity to be where the action is, not just to take very interesting classes focused on how marketing and growth help technology companies and startups, but also to learn by osmosis.”

Swathy Prithivi

from the McCormick School of Engineering and Applied Science. For the IMC students—starting with the 17 who were in the first class in the fall—the focus is training in innovation, entrepreneurship and new technology, said Assistant Professor Russ Nelson.

"The way I'm thinking about it is that this is kind of our opportunity to look at education as

"Being in San Francisco is the best experience I have had so far at Medill IMC," Luo said.

Sharon Liao (IMC16) was working with Strava to help determine its target audience for a new user acquisition plan.

"We analyze customer behavior data from the app, as well as survey data," she said. "We will also conduct interviews with customers to understand who they are and why do they use Strava."

Swathy Prithivi (IMC10), who is program manager for ride-sharing company Uber's "UberEverything" operation—which focuses on food delivery and other on-demand services—taught students

in San Francisco last fall. She said the location of the program is a major benefit for students looking to end up in the Bay Area, particularly because Medill's building can serve as a center of activity for the local alumni community. She said it's easy for students to both attend class and drop in on local tech and business events, like startup talks.

"I think it's a fantastic opportunity to be where the action is, not just to take very interesting classes focused on how marketing and growth help technology companies and startups, but also to learn by osmosis," Prithivi said.

Adeline Simon, a visiting student from

the French university Sciences Po, said she jumped at the chance to study in San Francisco, particularly because Medill's program offers so much hands-on learning. She likes that the quarter focuses both on qualitative marketing research and consumer insights, but also on new trends.

"(It's) how you actually can build a startup and last... understanding the issues some startups can face and proposing solutions to resolve them," Simon said. ♦

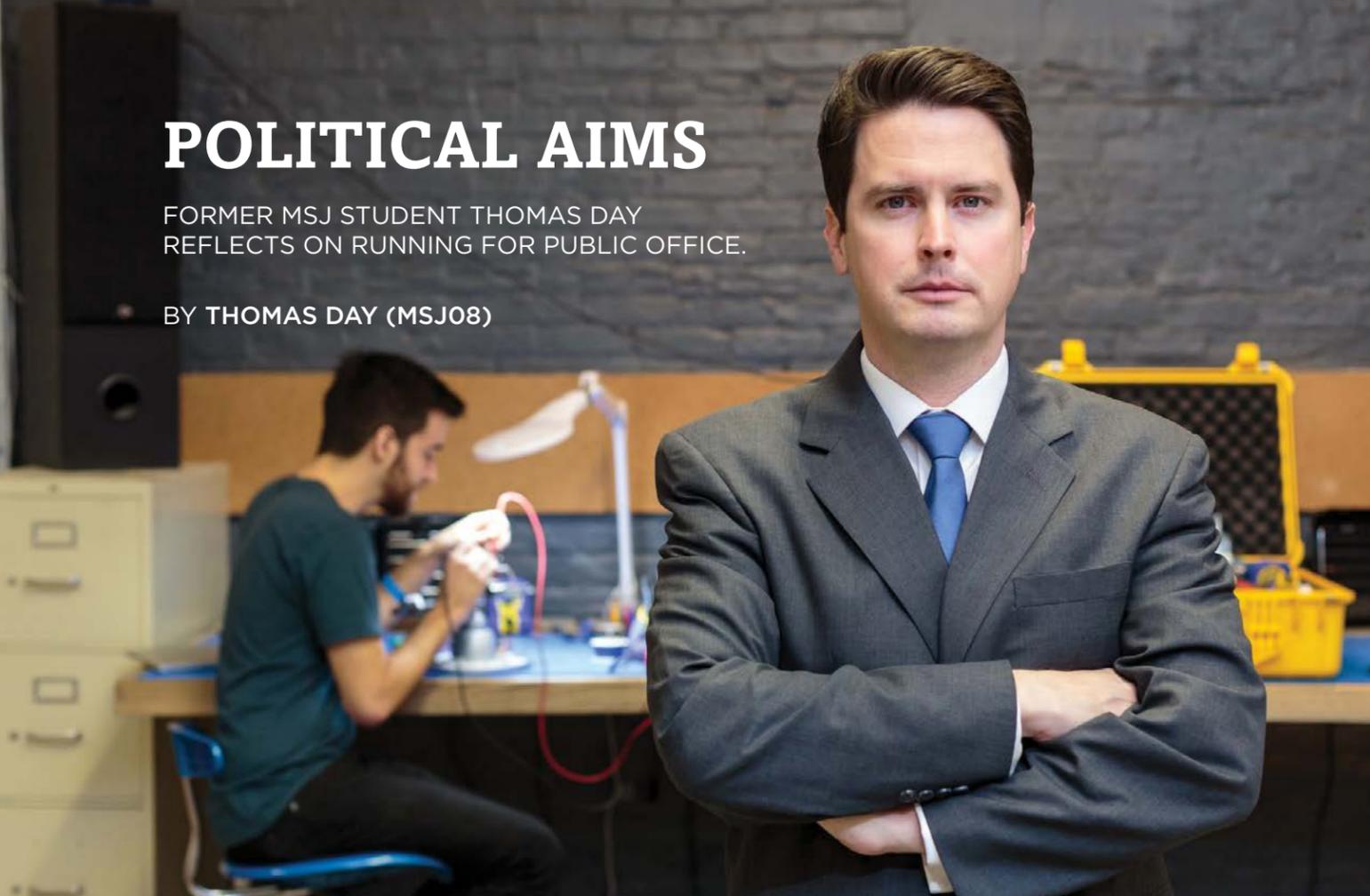
BELOW: Yuchen Luo (IMC16) works in the new Medill San Francisco space.



# POLITICAL AIMS

FORMER MSJ STUDENT THOMAS DAY  
REFLECTS ON RUNNING FOR PUBLIC OFFICE.

BY THOMAS DAY (MSJ08)



THOMAS DAY IS CURRENTLY THE CO-FOUNDER AND DIRECTOR OF PROJECT 2026, A NEW INITIATIVE TO BRING ENTREPRENEURS AND RESEARCHERS TOGETHER TO SOLVE NATIONAL CHALLENGES.

## I RAN FOR CONGRESS. I LOST BADLY.

At the tender age of 34, I was in over my head challenging Rep. Danny Davis—an incumbent of nearly 20 years. My run for Congress was a learning experience—a rough one—and made me a much stronger, happier person after it was over. It also made me a stronger candidate, if I try again.

Beating an incumbent in Congress is not a contest of will, of course. If it were, I would have won. I got 19 percent.

It was an admittedly quixotic campaign, but the chip on my shoulder was too big for me to turn away. The average age of a member of Congress is nearly 60 years old. The Democratic Party remains in need of a youth movement. I was tired of people my age being told to wait while the baby boomers sit in seats we've earned—in journalism, in business, and especially in politics.

I had big ideas for ending mass incarceration, getting money out of politics, and especially for reviving Chicago's manufacturing economy. I wouldn't have run if I weren't certain I could have been a force on Capitol Hill.

The idea of challenging Rep. Davis came with the understanding that the district, which includes the Loop and the rapidly gentrifying Near West Side neighborhoods, is changing. More and more frustrated and ambitious Generation Xers and millennials have moved in. I was one of them. I thought my own experiences might reflect the new energy of the district.

But I lacked an organization. I am no son of Chicago's political establishment. I had no organization to inherit, so I needed to build my own—raise my own money, recruit my own volunteers.

Money is king in politics. It didn't just appear in my bank account. It involved asking nearly every person I knew—and a lot I didn't—for as much money as they could spare. It involved unimaginable, relentless humiliation.

For someone running for Congress, I didn't raise much, but I raised enough to earn a spot on Chicago Tonight to debate Rep. Davis. I would not have been offered that seat if I had not raised as much money as I did. Chicago journalists

RIGHT: We needed campaign images to highlight my military service and that reflected the diversity of the district. My friend Detrall, an Army veteran who I know from my American Legion Post, enthusiastically answered the call, showing up to our photo shoot raring to go.

Photo credit: Thomas Day for Congress.

contacted me leading with that same question: How's fundraising going? It was a cynical approach to politics, but one rooted in reality.

Money buys signs, stickers, respect from journalists, the appearance of momentum, and as I found out, the support of a lot of self-purported kingmakers.

But money can't buy volunteers. About 25-30 of them helped me collect signatures for my ballot petition, knock on doors, make phone calls, and share messages on Facebook.

With about three months left in the campaign, most of these volunteers didn't know one another. Their efforts were ad hoc and disjointed until my campaign treasurer, a plain-spoken Army veteran I knew from my American Legion post, dressed me down about not viewing and forming these people as an organization. That exchange may have included the f-bomb.

He was right. From that point on, I was more of a social chair than a candidate. Saturday, after knocking on doors, was beer-thirty. Our volunteers were a broad set of Chicagoans, spanning an accountant with a hedge fund and a Vietnam veteran who voted for me *and* planned to vote for Donald Trump. Most of them were military veterans supporting one of their own.

I never truly felt I was worthy of their support. At least not until I appeared on Chicago Tonight.

The debate with Rep. Davis provided the one moment of glory and perhaps saved whatever political career I have



“  
**My run for Congress was a learning experience—a rough one—and made me a much stronger, happier person after it was over. It also made me a stronger candidate, if I try again.**

Thomas Day

left. Coached for days by a journalist-turned-political consultant who immediately understood me, I hit Rep. Davis from all angles. For the first time in the campaign, I looked like a professional.

My debate night victory made my inevitable massacre in the primary more than bearable.

After it ended, I learned how to enjoy life. Running for Congress is a helluva weight loss plan: I lost 20 pounds during the campaign and gained about 10 pounds back days afterward.

I learned to take myself much less seriously. I see so many colleagues in Chicago with political aspirations putting

on false airs, thinking their day-to-day lives are somehow public and subject to intense media scrutiny. It's no way to live. Politicians are people, not images, and we can all rejoice in knowing that social media can, and should, provide intimacy between politicians and voters.

The chip on my shoulder is gone.

Shortly after the campaign, I had coffee with another recently defeated candidate, one with victories behind her and no doubt a few ahead of her. Her counsel: Get people invested in what you're doing, and don't give up. I won't. ♦

# BLUEPRINTS TO GREEN SCREENS

Theresa Chong hung up her hard hat to revisit her childhood passion—and reinvent multimedia and technology reporting.

BY K. ALEISHA FETTERS (BSJ09, MSJ09)

K. ALEISHA FETTERS IS A FREELANCE WRITER AND EDITOR BASED IN CHICAGO.

**IN THE NAME OF SCIENCE AND STORY-**telling, Theresa Chong (MSJ13) has gone paragliding through the Swiss Alps, crashed drones and turned her dining room into a green screen where she could “swim” with sharks.

The multimedia and technology journalist writes, produces and stars in videos for outlets including USA TODAY, Discovery Digital News, Architectural Digest, Scientific American, IEEE Spectrum, and Engineering News-Record. She explains how a machine-learning algorithm knows if you’re cheating on your workout or how an exothermic reaction produces hot ice. She’s blown up things on more than one occasion.

Chong’s is a job description for which, oddly enough, her former career as a civil engineer

ence textbook since high school.

However, she still longed for the kind of storytelling that happened on the screen, not in boardrooms or on construction sites.

“I became an engineer because, as a kid, I was glued to Discovery Channel television shows like ‘Frontiers of Construction,’ ‘Daily Planet,’ and ‘How It’s Made,’” Chong said. “I fell in love with the idea that engineering ingenuity could solve seemingly impossible problems. Since then, I’ve always wanted to host and create shows that focus on engineering, science, and technology.”

So she made her move to Medill, where she concentrated in science/technology reporting and documentary. “I decided to go to Medill because of how hands-on the classes were. As

needed to feed that passion.”

She says her best learning at Medill was during a video shoot. While completing a technology reporting independent study with instructor Abigail Foerstner, Chong produced an explainer tech video about how flyboarding works. Riding a boat out onto Lake Michigan to strap on a flyboard, “everything that could have gone wrong did,” she said. By the end of the trip, her leg was beat up and bruised, and her video had no audio. “I almost broke my leg to record a video without audio,” she recalls. “Medill F!” But, with some choice bottom pushing, she ultimately heard the swooshing and crashing of waves.

“To this day, this story resonates with me because it taught me to block out the noise when I’m on deadline, to stay calm when the seams of a story start unraveling, and to remain focused when I feel lost, because eventually I’ll figure it out,” Chong said.

In just a few years as a tech and multimedia reporter, she has figured out a lot—finding the intersection between science, writing, and video, and then expanding it.

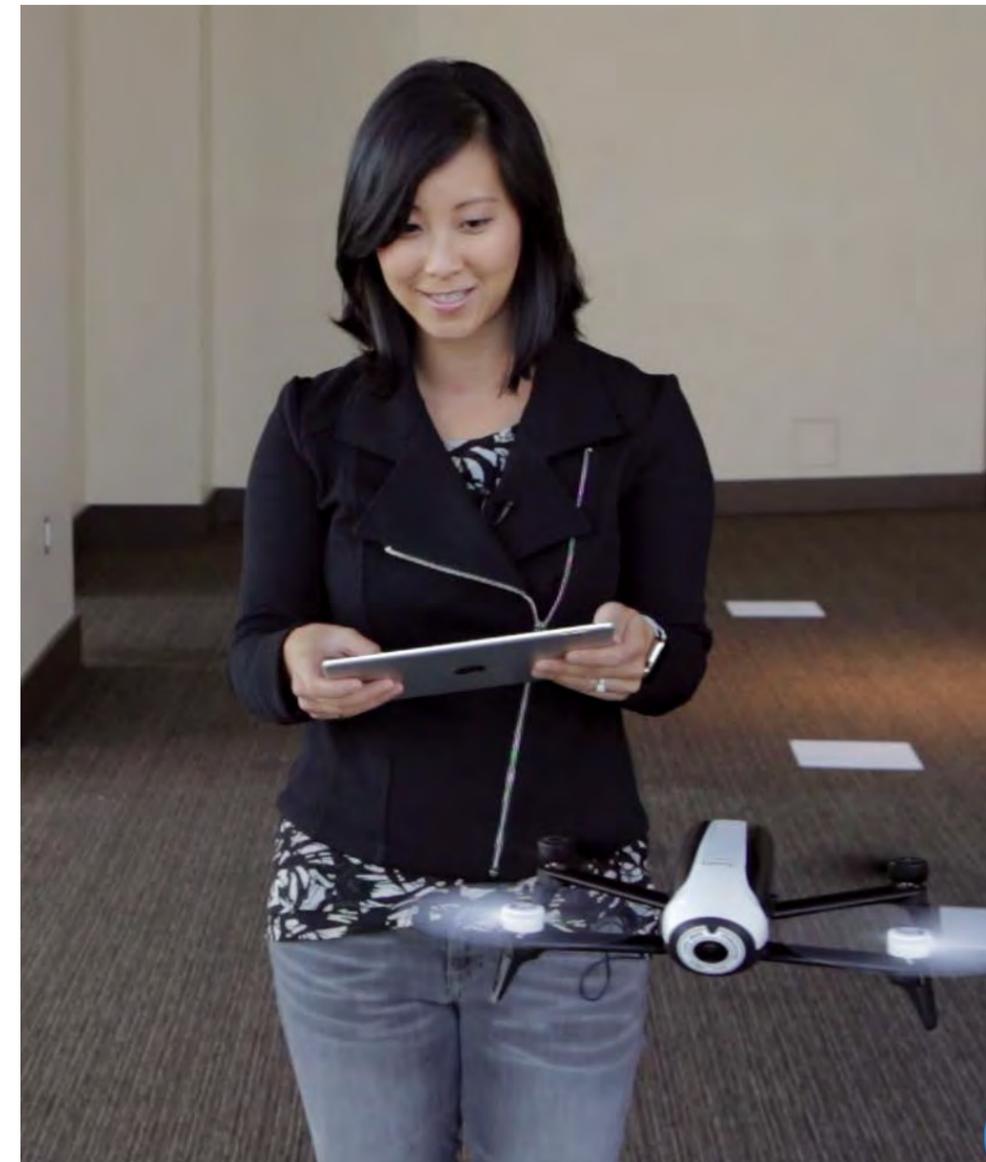
“Video production is an evolving art, and I always have to adapt to stay in tune with the changing multimedia audience. I’m constantly changing the way I film and edit my digital videos,” she said, explaining that people currently consume the bulk of their news and videos via social media. In fact, one of her favorite multimedia stories to date was a Facebook Live video and companion article on Adam Savage, former co-host of

“  
**We live in an age where technology continues to impact all facets of our lives... My goal is to be the friend next door who people ask how the latest tech gadgets work and why they should care.**  
 ”

Theresa Chong

was the perfect preparation. For nearly a decade, her job entailed dangling in a basket, suspended from a crane, and designing multi-million dollar storage tanks and coordinating bridge expansion efforts. It required a thick skin, and the ability to quickly digest complex, technical topics and relay them to people who hadn’t touched a sci-

an engineer, I was used to seeing things work in practice, so it was a perfect program for me to help me transition between my old career and the new one,” Chong said. “Using video as a medium for engaging and communicating with the audience has always been a passion for me. Medill gave me the platform to learn the skills



the Discovery Channel’s “Mythbusters.”

“We live in an age where technology continues to impact all facets of our lives,” she said. “My goal is to be the friend next door who people ask how the latest tech gadgets work and why they should care. I hope that my viewers and readers see that, and it encourages them to understand how technology works and how to use it. To me, momentum means to build on what we have, keep driving forward, and never stop reinventing.” ♦

ABOVE: Chong flies a Parrot Bebop Drone 2 via iPad for USA TODAY. She also produced, filmed, scripted and edited this video segment.

**BRENT MUSBURGER**, ESPN and SEC Network play-by-play broadcaster, was honored with the Vin Scully Lifetime Achievement Award in Sports Broadcasting, presented by Fordham University's WFUV Radio. Musburger is a member of the National Sportscasters and Sportswriters Association Hall of Fame. He joined ABC in 1990 after 15 years as CBS Sports' primary host and play-by-play commentator. He has covered the NFL, NBA, NCAA, U.S. Open tennis, The Masters, NASCAR and the Little League World Series.

**1980s**

Rear Admiral **LISA FRANCHETTI (BSJ85)** received Northwestern's 2016 Alumnae Award, presented each year to a notable alumna who has had a "significant impact" in her field of work. Franchetti was recently promoted to chief of staff, J5, Joint Staff, Washington, D.C. In this role, she is responsible for proposing strategies, plans and policies to the chairman of the Joint Chiefs of Staff to provide military advice to the president and other national leaders. Franchetti is the first woman to serve as commander of U.S. Naval Forces Korea. She was the U.S. Navy's representative to Korea, and

her main job was strengthening the security efforts in the region.

**TIM PADGETT (MSJ85)** received an Edward R. Murrow award from the Radio Television Digital News Association (RTDNA). Padgett – an Americas correspondent for WLRN, South Florida's NPR news station – won Best News Series in the large market radio station category for "The Migration Maze," a six-part multimedia project produced with the Miami Herald, which chronicled efforts to address illegal immigration from Central America at its source instead of at the border. Padgett also won Best Radio Sports Reporting for his feature "Shark Attack on the Beach!" about the growing popularity of Brazilian footvolley.

**1990s**

**URSULA (WILJANEN) LINDQVIST (BSJ90, MSJ91)**, a professor of Scandinavian Studies and Film and Media Studies at Gustavus Adolphus College in St. Peter, Minnesota, published three books in 2016. Her monograph, "Roy Andersson's Songs from the Second Floor: Contemplating the Art of Existence," appeared in the University of Washington's Nordic

Film Classics series. "A Companion to Nordic Cinema," co-edited with Mette Hjort of the University of Copenhagen, was published by Wiley-Blackwell. "New Dimensions of Diversity in Nordic Culture and Society," co-edited with Jenny Björklund of Uppsala University in Sweden, appeared with Cambridge Scholars Publishing.

**2010s**

**SUSIE NEILSON (BSJ15)** received a sponsorship and a service grant from the Creative Visions Foundation (CVF) for "Yellowbone," a documentary film about lightness and colorism in South Africa. The film will investigate a trend that she became aware of during her Journalism Residency in Johannesburg: the use of skin whitening creams. The film will address the role that skin whitening plays in South Africa and whether a relationship exists between these skin lightening products and the apartheid regime. Neilson will return to Cape Town in early 2017 with a diverse team of journalists, sociologists and filmmakers.

Submit to: [medillnotes@northwestern.edu](mailto:medillnotes@northwestern.edu)

**LETTER TO THE EDITOR**

I enjoyed reading the article on Washington program students covering the conventions this summer. It brought back memories of the summer of '68, when grad students who started in the summer program had a great final exam—covering a state delegation at the '68 Democratic National Convention.

I landed the New York delegation and, through a connection at Newsday, landed work as a copy boy supporting their convention reporting team. There was little time to sleep, and less time to get back to Evanston for a change of clothes. I caught some sleep in the Newsday reporters' hotel rooms and, given the situation on the streets, considered the bowels of the Amphitheater the safest place in the city that week.

Bob Greene, a Pulitzer Prize-winning investigative reporter [a Fordham grad, not the Medill alum with the same name], was assigned to the convention a day before it started. When he arrived in town, he couldn't find a rental car ... until he dialed up one of his Mob connections and secured a bright yellow Lincoln for the week. By Wednesday morning, I just had to get back to Evanston for some fresh clothes, and Greene, who I had just met two days earlier, says "go ahead, take the 'yellow bird.'" I'd never driven in Chicago before, I'm lacking sleep and justifiably wary of how the Chicago PD might react that week to a 21-year-old running a red light, especially if I'm driving a vehicle with dubious ownership. I nearly crashed into a railroad abutment near Evanston, but safely navigated to my apartment and back to the convention.

No great scoops in my reporting, but I learned a lot about political coverage from some great pros. Bob Greene's generosity gave me a story I'll never forget and taught me a lot about teamwork and collaboration that I carried throughout my journalism career.

Larry Nagengast (MSJ69)

Nagengast spent 28 years as a reporter and editor at The News Journal in Wilmington, Delaware, where he is now a self-employed writer/editor/PR consultant handling press releases, book projects and everything in between.



**SUZANNE (STEVENS) DUNN (BSJ92)**, 46, died Aug. 7, 2016. She was born in Toledo, Ohio, and grew up in a nearby suburb, Ottawa Hills, where she was a proud student of Ottawa Hills High School. Dunn followed the path of her mother, Karen, and her father, Michael, to Northwestern. She worked in television news as a reporter/producer. During a stint in Cape Girardeau, Missouri, she met her husband, Mark, who was working in St. Louis. The two dated long distance, as her career took her from Cape Girardeau to Detroit. After the wedding, she moved to St. Louis, where she worked at KTVI-TV and became the market's youngest producer at age 25 to produce a major evening newscast.

Christine Brennan (BSJ80, MSJ81), who grew up on the same block as Dunn, recalls their shared passion. "Suzanne came over to our house her senior year of high school and we talked for several hours about our love of journalism. We stayed in touch while she was in college and

onward. She was the model mentee. I didn't have to do anything!" Brennan said.

In 1998, Dunn gave birth to her first daughter, Melanie. After Melanie's birth, she channeled her passion into motherhood, and that passion intensified even more following the birth of her second daughter, Samantha. The family moved to Las Vegas in 2002, where Dunn worked at various times for KVBC-TV and KTNV-TV.

Dunn is survived by her husband, Mark; daughters Melanie and Samantha; father, Michael Stevens; brother, Andrew Stevens; sister, Jennifer Stevens; and nieces and nephews. Her mother, Karen Stevens, preceded her in death. Dunn knew many people from different walks of life who counted her as a loyal, trusted friend and confidant.

**FRANCES COLE WESTRUP (BSJ48)**, 91, of Terre Haute, Indiana, died Sept. 29, 2016. She attended Wiley High School and Indiana State University, where she was a member of the Alpha Sorority. At Northwestern, she was a member of Alpha Phi Sorority and a charter member of Pi Alpha Mu National Advertising Fraternity. She took an early interest in Union Hospital of Terre Haute and served on its board of directors for 53 years. She founded the Service League of Union Hospital in 1953 and became its first president. She helped open the Union Hospital gift shop and hostess cart in 1954. She was a member of Centenary United Methodist Church, Spay-Neuter League, Country Club of Terre Haute and Vigo County Historical Society. Her husband, Robert Stevens Westrup, preceded her in death in 2005. She is survived by her children, Anne Elizabeth Owens and her husband, Ben, and John Charles Westrup and his wife, Pam; several grandchildren; great-granddaughters; a niece; and a nephew. Her sister, Mary Louise Mendenhall, preceded her in death.

**HERSCHELL GORDON LEWIS (BSJ47, MSJ48)** 90, of Pompano, Florida, died Sept. 26, 2016. A pioneer of gore cinema, he ushered in new standards for violent movies in the early sixties with low-budget films "Blood Feast" and "Two Thousand Maniacs!" He is often credited as the creator of the splatter film and an inspiration to filmmakers such as John Carpenter, Wes Craven and Quentin Tarantino. He graduated from the soft-core sex films to explore the lurid world of mayhem and torture. His legacy includes "The Texas Chainsaw Massacre" and slasher franchises such as "Halloween," "Friday the 13th" and "A Nightmare on Elm Street." He was born in Pittsburgh, and his father, Emmanuel, died when he was six. He and his mother, Geraldine Waldman, moved to Chicago. After graduating from Northwestern, he taught communications at Mississippi State College (now University) and briefly worked as a radio station director in Oklahoma City. He returned to Chicago and worked as a copywriter and directed television commercials. In

1960, he founded Mid-Continent Films. His first two marriages ended in divorce. He is survived by his wife, Margo Ellis; four daughters, Carol, Peggy, Paula and Sandy Nelson; two sons, Robert and John Easton; and two grandchildren.

**DONALD ANDREW PERMODA (BSJ51, MSJ53)**, 89, of Island Lake, Illinois, died Oct. 3, 2016. He was born in Bay City, Michigan, to Andrew and Valeria. Proudly serving his country as a sailor during World War II, he swept for mines and other explosives in the Pacific Theater. Upon returning home from war, he attended graduate school at Northwestern. He enjoyed a 35-year career at Illinois Tool Works. An avid golfer, bowler, horseback rider and a self-proclaimed excellent softball pitcher, Permoda was a man of the outdoors. During retirement, he taught his grandchildren how to fish and regularly took them on walks through the Moraine Hills State Park. He didn't like to drink water, which he said was good only for bathing, and instead preferred coffee, wine and

the occasional “shot and a beer.” He loved nothing more than his wife, Helen Marie (nee LeFevre), who passed away in 2012, after 60 years of marriage. He is survived by his sister, Alice (Ivan) LaHaie and six children: Ann (David) Maslovitz, Donna (Peter) Sonza-Novera, Samuel, Carol (Robert) Bahr, Susan (Dean) DuPlacey and Mary (Robert) Gebelhoff. He leaves behind 20 grandchildren, 18 great-grandchildren and many nieces and nephews.

**ALVERA MICKELSEN (MSJ51)**, 97, of New Brighton, Minnesota, died on July 12. Mickelsen was born on in Laporte, Indiana, the fourth of five children of immigrant Swedish farmers. She earned her bachelor’s degree in speech from Wheaton College. After graduate school, she taught journalism at Bethel University from 1968 to 1986. She also edited and co-wrote books and articles about the Bible with her husband, A. Berkeley Mickelsen, a Bethel Seminary professor who died in 1990. She was a fierce advocate for women’s rights and leadership, especially within the evangelical community. She was the first chair of the board of Christians for Biblical Equality, a Minneapolis-based advocacy group, which promotes the equality of women in church, home and society. She was the beloved mother of two daughters and a proud grandmother of four grandchildren. She is survived by her brother, Mel Johnson; his wife, Joyce; and seven nephews and nieces.



**JOHN L. HODOWANIC (BSJ56, MSJ57)**, 86, of Wayzata, Minnesota died Aug. 24, 2016. He had been battling Alzheimer’s disease.

Hodowanic served in the U.S. Navy from 1948 to 1952. During the Korean War, he worked as a specialized radio operator who listened to Morse code and

tried to break Russian code. He worked in communications at Northwestern and then-Mankato State College, where he founded radio station KMSU. His other jobs included editor of Twin Cities Magazine, public relations director at the Science Museum of Minnesota, president of World Press Institute and chairman of the Minnesota Press Club. He was preceded in death by his wife, Theresa “Pidge,” brothers and parents. He leaves behind sons Mark (Lara) and Keith, four grandchildren and sister Dori Soroe. In addition to the mother of his children, Adrienne “Bunny” Davis, he is survived by many loving relatives and friends.

**ARTHUR H. RICE, JR. (MSJ57)**, 84, of Lansing, Michigan, died July 15, 2016. He was born in Lansing to Laretta (Bluem) and Arthur H. Rice, Sr. He had a distinguished academic and professional career. He attended Central Michigan University and was named Chippewa of the year when he graduated in 1953. He served in the U.S. Army from 1954 to 1956. He was editor of the Ft. Eustis Sentinel in Virginia. Rice later earned his Ph.D. in education from Michigan State University and taught at CMU. From 1958 to 1989, he worked for the Michigan Education Association, where he held several executive positions. He was the editor of the Michigan Education Journal from 1958 to 1969 and then for the Teacher’s Voice from 1969 to 1975; both publications received numerous awards during those years. After retirement, he volunteered for several organizations, including the Cardiac Rehab at Sparrow Hospital. He was an avid music fan and especially enjoyed classical. He was preceded in death by his beloved wife, Genevieve. He is survived by his four children, Laurie, Maureen, Andrew and Matthew; his two siblings, Florence and Terry; eight grandchildren; and many friends whom he considered family.

**ROBERT W. MUILENBURG (MSJ57)**, 83, of Boonton Township, New Jersey, died Aug. 15, 2016. He was born in San Fernando, Philippines, to Cornelius Muilenburg and Anne Jackola. He grew up there until his family returned to the United States prior to World War II. He lived in Michigan and Ohio before settling in Randolph, New Jersey. He proudly served in the U.S. Navy and Navy Reserve during peacetime and was honorably discharged as a lieutenant commander in 1980. He earned his bachelor’s degree from Hope College and had a long career in public relations. In 1994 he retired from Jersey Central Power & Light as the vice president of public relations. He is remembered for his intense pride in his children and grandchildren, and his constant love and support for his wife. He is survived by his devoted wife of 62 years, Phyllis; children, Pamela Dietz and Robert; a dear brother, David; and six loving grandchildren.

**LINDA JANE BLUMENSHINE (NÉE VAN KIRK), (BSJ66)** 72, of Chicago, died peacefully at home on Aug. 19, 2016. After graduating from Northwestern, she went on to enjoy a long career as a special services consultant in the insurance industry. She was an imaginative artist her whole life. She was married to Gary Baker Blumenshine for 48 years and was a devoted mother of Philip (Morgan Tingley) Blumenshine. She was born to Sidney Montefiore Van Kirk and Jane Baum Van Kirk. She was a faithful companion to Fifi, her childhood cat, Alec the Lakeland Terrier and Baxter the Havanese.

**RONALD GOBEN (BSJ50)** 88, of Camino, California, died June 20, 2016 with his wife, Lorrie, and children, Gregory and Jan, at his side. His career as a newspaperman began in high school in Rock Island, Illinois, when he landed the role of covering school sports for the local paper. After high school, he spent two

**AUDREY M. SPIEGEL (COMM55)**, 83, of Northfield, Illinois, and Aspen, Colorado, died Oct. 29, 2016. Born and raised in Evanston, Illinois, she was a member of Kappa Kappa Gamma. Generous and glamorous, she was a radiant personality with a wonderful sense of humor. Her trademark was her laugh. An exuberant and unmistakable chortle, it was audible from astonishing distances; once heard, it was not forgotten, just like her signature sign-off, “Thanks a million.”

Audrey and her late husband, Ted, were involved in numerous Chicago and Aspen civic and arts organizations, including the Chicago Symphony Orchestra, Merit School of Music, The Chicago Lighthouse, the Chicago Botanic Garden, The Night Ministry, Northwestern University and many others. In particular, it was the couple’s generosity that enabled Medill to launch the Spiegel Research Center (SRC) in 2011.

“In 2013, after Ted’s passing, Audrey chose to grow the Spiegel initiative’s support, allowing us to inaugurate it as a research center, thanks to a lasting endowment,” said Tom Collinger, associate professor, executive director of Medill IMC Spiegel Digital & Database Research Center and senior director of Medill Distance Learning Initiative. “Because of Audrey the center has been able to increase research output and engagement with scholars at Medill, McCormick Engineering, Kellogg and others around the world. Spiegel Research Fellowships are given to 10 master’s students annually, and an SRC Impact Marketing Team has been established.”

Ted and Audrey hosted famously creative and occasionally lavish parties. Their houses were always warm and comfortable and beautifully designed for entertaining. A brass plate on the front door of their Aspen home bears the Latin inscription Si non oscillas, noli tintinnare (If you don’t swing, don’t ring). The Spiegels decided later in life that it was time to travel and see the world.

Audrey is survived by a sister-in-law, cousins, nephews and several close friends. The Spiegels also considered Sean Susanin family. For 30 years, he took care of their Chihuahuas and lived with Audrey and her caregiver, Delia Yuen, after Ted’s passing. The three of them became a family. Audrey and Delia were the best of friends and formed a special mother-daughter bond.

Memorial contributions may be made to Spiegel Research Center, Medill, Northwestern University, 1845 Sheridan Rd., Evanston, IL, 60208 or to Chicago Symphony Orchestra, Attn: Development Office, 220 S. Michigan Ave., Chicago, IL, 60604.



ABOVE: From left: Theodore R. and Annie Laurie Sills Professor of Integrated Marketing Communications Ed Malthouse, Audrey Spiegel and Tom Collinger, Associate Professor, Executive Director of Medill IMC Spiegel Digital & Database Research Center, Senior Director of Medill Distance Learning Initiative, at the launch of the Spiegel Center in 2011.

BELOW: “Audrey has not only been an active donor, but also a proud one, evidenced by her 2014 Christmas card, with the photo of the sign bearing the center’s name fronting Medill, and her simple message ‘Dreams do come true;’ ” added Collinger.



years in the U.S. Army before attending college. His 45-year journalism career took him across the globe from Tokyo to work for the military newspaper Stars & Stripes to the Chicago Tribune to the Honolulu Star Bulletin. He and his wife settled down in Woodside, California, where they raised their two children and lived for 27 years. From 1964 through 1988, Goben worked as a reporter, city editor, news editor and editorial writer at the Palo Alto Times, which became the Peninsula Times-Tribune in 1979. When the paper went out of business, he went to work for the Stanford Medical Center News Bureau. He and his wife retired in 1992 and moved to a log house in the Sierra foothills. There, he wrote a column for the Mountain Democrat for five years. Among his favorite retirement rituals was meeting a dozen men for a weekly lunch to discuss and solve the world's worst problems. In addition to his wife and children, he leaves behind two granddaughters.

**JEFFREY TOTARO, (COMM79, MSA82)**, 59, died July 17, 2016, from multiple myeloma. He was an award-winning, inspirational mentor to thousands of people in more than 35 countries, as well as an international marketing and advertising expert. Totaro brought specialized knowledge in intercultural understanding and application to global business. Most recently, he was global culture and communications director at MediaCom in New York. He worked with global, regional and local teams to develop best practices that leveraged collaborative cross-cultural solutions. His illustrious career began at Ogilvy & Mather, where he became the first Chicago office recipient of the Ogilvy & Mather Worldwide Chairman's Award for making the greatest contribution to an O&M client. Totaro received many more industry awards as he moved from the U.S. to Singapore and Australia. He is survived by his spouse, Damian Sim; his mother, Caraline Graywolf; stepmother,

Kathleen Totaro; siblings, Lisabeth Harmsen, Christopher (Telma) Totaro, Christina (Ben) Anguiano and Tamara Talbott; two aunts; an uncle; and many adoring cousins, nieces, nephews and a grandnephew. He was preceded in death by his father, Ralph Totaro, and four aunts.



**“SARONG PARTY GIRLS”  
CHERYL LU-LIEN TAN  
(BSJ97)**

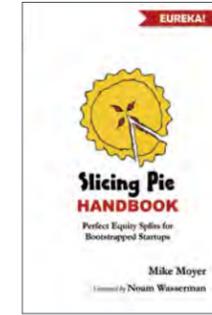
Named one of Amazon.com's top 10 fiction books of July 2016, "Sarong Party Girls" has been praised by Man Booker Prize finalist Ruth Ozeki ("Utterly irresistible") and Paul Theroux ("Hilarious and original"). Set in Singapore, the novel explores the colorful world of sarong party girls, young women who aim to date and marry white expat men whom they see as tickets to a better life. As Jazzy, the protagonist, fervently pursues her quest to find a white husband, this bombastic yet tenderly vulnerable gold digger reveals the contentious gender politics and class tensions thrumming beneath the shiny exterior of Singapore's glamorous nightclubs, busy streets, grubby wet markets and seedy hawkker centers.



**“OTHERWISE KNOWN AS  
POSSUM”  
MARIA D. LASO (BSJ84)**

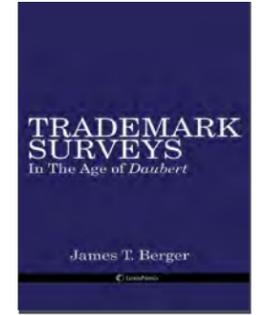
*Editor's note: Laso died in September 2015. This is her debut novel.*

Possum Porter has had it with change. First she lost Mama, leaving a hole nothing can fill. And now, instead of trying to return to some kind of normal, Daddy's sending Possum to school. A real school, where you have to wear shoes. Where some Yankee teacher will try to erase all the useful things Mama taught Possum during their lessons at home. So Possum comes up with a plan. If she can prove that she already knows everything worth knowing, Daddy will let her quit school and stay where she belongs. She won't have to deal with snooty classmates or worry about tarnishing Mama's memory. But unfortunately, Possum doesn't shoot to the top of the class like she had expected.



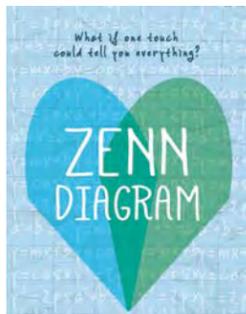
**“THE SLICING PIE  
HANDBOOK”  
MICHAEL MOYER (IMC96)**

Entrepreneurs and early-stage company participants get taken advantage of so frequently that we hardly notice. Bad equity deals are the rule, not the exception. "The Slicing Pie Handbook" outlines a framework for perfectly fair equity splits for early-stage, bootstrapped startup companies. Based on the dynamic equity model popularized by the book "Slicing Pie," this book will help entrepreneurs determine the right share for people who contribute the things needed to start a company including help, equipment, supplies, rent and even credit.



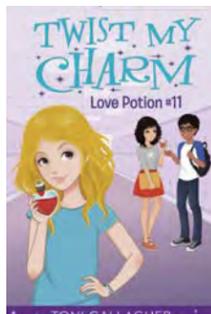
**“TRADEMARK SURVEYS IN  
THE AGE OF DAUBERT”  
JAMES T. BERGER (MSJ65)**

Berger (MSJ65) has written a book for lawyers and law libraries focusing on the controversial Daubert doctrine that makes judges gatekeepers for expert testimony. The book, "Trademark Surveys in the Age of Daubert," has been published by Lexis-Nexis. Berger is an expert witness specializing in trademark disputes. The book is intended for intellectual property lawyers, law firms, law schools and law libraries. It is also valuable for non-intellectual property attorneys who want to learn about filing and opposing Daubert motions.



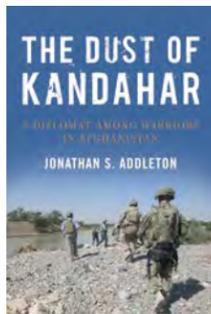
**“ZENN DIAGRAM”**  
WENDY BRANT (BSJ91)

“Zenn Diagram,” the debut young adult novel from Wendy Brant (BSJ91), follows Eva Walker, a math prodigy who has the gift (or curse) of sensing people’s struggles through touch. Since everyone around her is an emotional minefield, Eva has found refuge in isolation. Instead of friends and parties and crushes, she focuses on getting a scholarship to a prestigious university in hopes of figuring out a cure. Then she meets Zenn Bennett, whose old army jacket gives her a vision so dark and violent she would be smart to stay away. But even geniuses sometimes take calculated risks. When she discovers she can touch Zenn without getting anything except sparks, she gets a taste of being a normal teenager. But when they discover how their lives were tangled together long before they ever met, the past threatens to tear them apart.



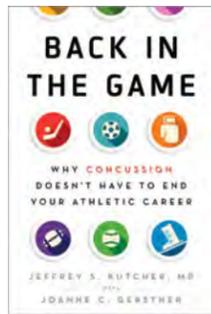
**“TWIST MY CHARM: LOVE POTION #11”**  
TONI GALLAGHER (BSJ87)

Executive Producer of “The Real Housewives of Beverly Hills,” Toni Gallagher (BSJ87), continues the adventures of over-enthusiastic sixth grader Cleo Nelson in the sequel to her middle grade novel, “Twist My Charm: The Popularity Spell.” Cleo has a love potion ... and a plan: make her ex-best friend Samantha and Sam’s (secret) crush Larry fall in love. If it works, Sam will be so happy, she’ll want to be friends with Cleo again! But things go wrong when only Larry drinks the love potion. And Larry falls in love with...Cleo? It’s a disaster, and it’s up to Cleo to make everything right again. Can she?



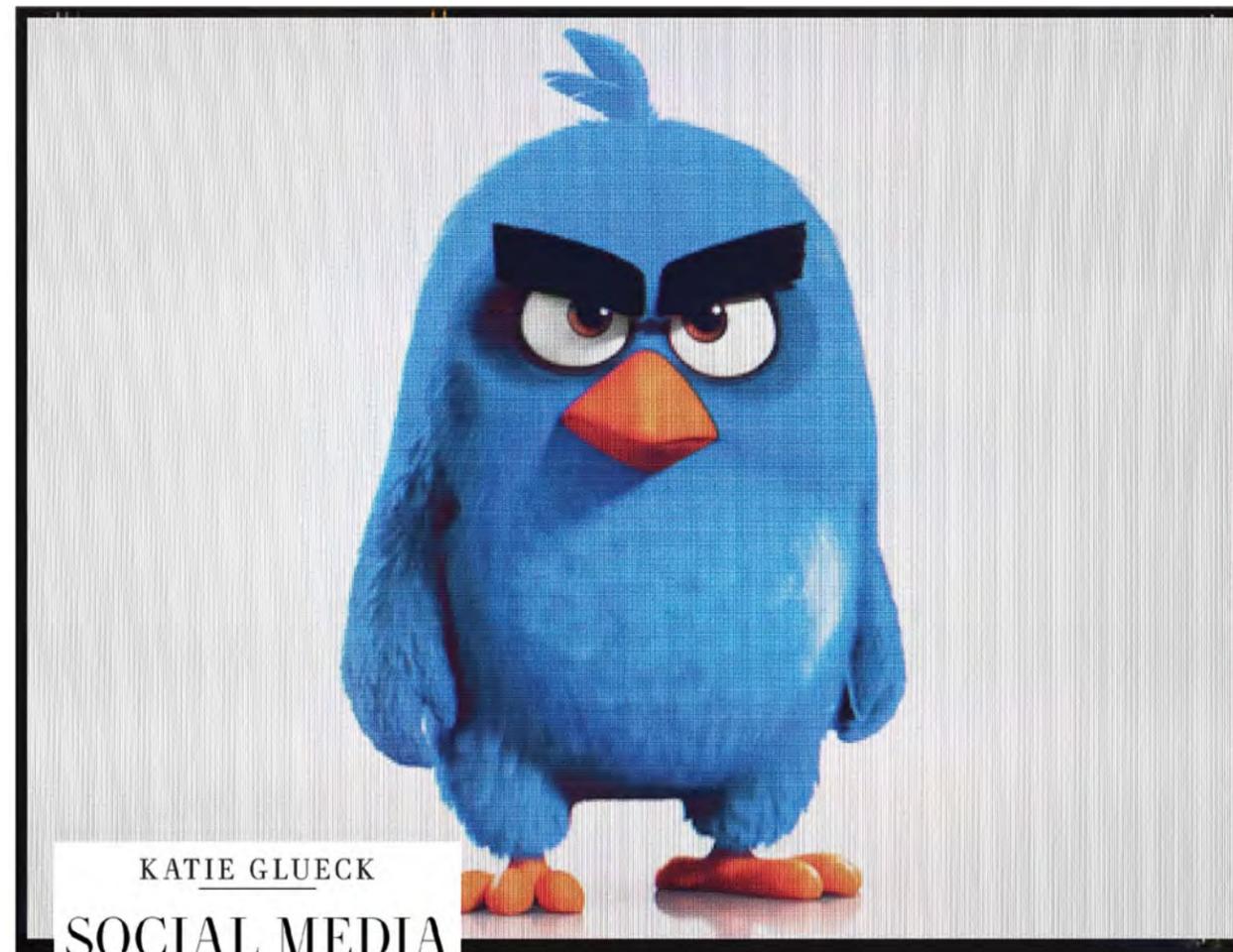
**“THE DUST OF KANDAHAR: A DIPLOMAT AMONG WARRIORS IN AFGHANISTAN”**  
JONATHAN S. ADDLETON (BSJ79)

“The Dust of Kandahar” provides a moving account of one diplomat’s service in America’s longest war. Ambassador Addleton (BSJ79) describes the everyday human drama of the American soldiers, local tribal and religious leaders and government officials he interacted with in southern Afghanistan. Addleton provides a firsthand account of the April 2013 suicide bombing outside a Zabul school that killed his translator, fellow Foreign Service Officer Anne Smedinghoff, and three American soldiers. The memory of this tragedy lingers over Addleton’s journal entries, and his prose offers glimpses into the interior life of a U.S. diplomat stationed in a conflict zone.



**“BACK IN THE GAME: WHY CONCUSSION DOESN'T HAVE TO END YOUR ATHLETIC CAREER”**  
JOANNE GERSTNER (MSJ95)

Gerstner (MSJ95), an award-winning sports journalist, teams up with a pioneering sports neurologist, Jeffrey S. Kutcher, to dispel the myths surrounding traumatic brain injuries. Concussions have a long documented history in recreational and professional athletics, yet recent media coverage focuses almost exclusively on the controversial relationship between concussions and sports. “Back in the Game” is the first book of its kind, exploring not only diagnosis and recovery, but also the steps athletes can take to safely and successfully return to sports after a concussion. It’s a definitive guide to sports and concussion for youth parents, coaches and athletes.



KATIE GLUECK  
**SOCIAL MEDIA MAYHEM**

In the 2016 presidential contest, candidates drove the news cycle for days with a single tweet. Donald Trump, whose constant, often unfiltered stream of musings delighted supporters and vexed other members of his party, was at the forefront of this phenomenon, but his opponents also prioritized social media as a key piece of their messaging strategies. “Delete your account,” Hillary Clinton tweeted at Trump last June. Needless to say, he didn’t. Certainly there were dark sides to the platform’s central role in the race. Not only did the Twitter-fueled tempo further reduce the time available for thoughtful reporting, the medium also elevated bigoted supporters of several of the candidates, giving voice to their hateful messages. I have many friends and colleagues who faced racist, anti-Semitic, and sexist online assaults, and even threats, from Twitter trolls. (Trump and, to

a lesser extent, Bernie Sanders, felt pressure to condemn the attacks—another example of how Twitter was inextricably linked to the campaign, and to the coverage of it.) And yet. It turned out Twitter could be a surprisingly supportive platform for those of us on the cutthroat campaign trail. When I was on the Ted Cruz beat, before moving on to the general election, reporters from rival publications would tweet out one another’s stories, giving credit to competitors. Twitter offered a platform for camaraderie and instant communication, too; even journalists who barely knew each other would exchange direct messages in airports, sending alerts when airlines were calling our names, warning that our flight to New Hampshire was about to take off without us. And if I tweeted something observational or off the cuff and it blew up, I could take that as encouragement to turn

it into something bigger. “This is unreal,” I posted from a Texas delegation breakfast on the morning after Cruz, at the Republican convention, refused to endorse Trump. “Texas delegates crying, literally pointing fingers at each other, calling each other cowards.” My phone immediately began vibrating with retweets, a sign that there was interest in the story and that I should file—fast. (Minutes later my piece, “Cruz: I won’t be a ‘servile puppy dog’ for Trump,” appeared on Politico with details of the morning’s drama.) Still, I tried not to let the conventional wisdom of the Twitterverse influence my coverage too heavily. But who could help, in this new era, not putting stock in it? And so I quietly celebrated the milestone I reached during the election’s final weeks: 10,000 Twitter followers, and counting. *Katie Glueck is a Politico campaign reporter.*



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**KATIE GLUECK (BSJ12)** is a national politics reporter at POLITICO, where she covered the 2016 presidential election. Glueck, who joined POLITICO in 2012, has also written for publications including The Wall Street Journal, the Austin American-Statesman, Washingtonian magazine and the Kansas City Star. She was featured this year in the New York Times for her work as a journalist under the age of 30, and was also featured on Town & Country magazine’s list of 50 young women to watch.

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From left: Trustee Paula Pretlow (Weinberg77, Kellogg78), Medill Dean Brad Hamm, McCormick Dean Julio Ottino and Trustee David Sachs (McCormick81) at the Northwestern San Francisco ribbon cutting on Sept. 29.

