

# Northwestern | MEDILL



In Photos:  
Medill Class of 2023

Medill Experiences

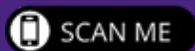
South Africa  
Journalism Residency  
Celebrates 20 Years

A 1983 Graduate  
Walks in Convocation





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**Cover Photo:** MSJ23 graduates top row from left to right: Josephine Walker, Rashida Sherie Anderson-Abdullah, Lilac Burrell, Alex Perez.

Bottom row from left to right: Emeline Posner, Natalia Salazar, Kelli Duncan. Dynamic Photo Systems.

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DEAN CHARLES WHITAKER

## Speaking truth to power

is one of those taken-for-granted journalistic tenets that we fail to fully appreciate until the practice results in dramatic consequences. Recently, a cadre of Medill alumni and students captured national headlines for their bold efforts to question authority and shine a light on issues and individuals whom some might have preferred remain in the shadows. But the cost of poking powerful figures can be dear—even in a society that professes to value the watchdog function of a free press.

Take, for example, the case of Lauren Chooljian (MSJ11), a senior reporter and producer for New Hampshire Public Radio station NHPR. In March of 2022, Chooljian and her station published an investigation of allegations of sexual misconduct lodged against the founder of an addiction treatment network in New Hampshire. Chooljian's reporting was exhaustive. She interviewed dozens of sources over the course of her 15-month probe. She presented her findings to the subject at the center of

the story prior to publication. He denied the allegations and filed a libel suit against Chooljian and NHPR after the story was published. More chilling than the litigation were the acts of intimidation that followed. A vandal hurled a brick through the large glass window of the home owned by Chooljian and her husband. The message “just the beginning” was scrawled in red beneath the window. The homes of Chooljian's parents and her editor were vandalized as well. The subject of the investigation denied any involvement in the attacks. Still, the message was clear: Your journalism could get you harmed.

Equally discomfiting was the online harassment that Wall Street Journal White House reporter Sabrina Siddiqui (BSJ08) was subjected to following her encounter with Indian Prime Minister Narendra Modi during his state visit in June. Modi, who has served as India's prime minister since 2014, has come under fire for what human rights groups say is an erosion of freedoms in the world's largest democracy, specifically suppression of free speech and discrimination against the country's 200 million Muslims. It was against this backdrop that Siddiqui, at a joint Biden/Modi press conference in the White House, asked the prime minister what steps his government would take to improve the rights of Muslims and other minorities and uphold free speech. Modi demurred, through an interpreter, and assured the audience that India's democratic values were intact, as was its commitment to free speech. But the backlash to Siddiqui was fierce. Online trolls interrogated her motives for questioning Modi and demanded to know her religion and heritage. She endured threats and slurs for having the temerity to ask a world leader about events and circumstances in his country.

And finally, there are the industrious, young reporters of The Daily Northwestern, who broke one of the summer's biggest stories—a detailed account of hazing in the NU football program. The reporters, including

Summer Northwestern Editor Nicole Markus (BSJ25) and her fellow staffers Divya Bhardwaj (BSJ25), Alyce Brown (BSJ25) and Cole Reynolds (BSJ26) meticulously triangulated the accusations of a whistleblower who leveled allegations of racial and sexual abuse that triggered a university investigation. Their compelling story laid bare a culture that contradicted the “clean cut” image of the football program promulgated by its staff and resulted in the firing of Coach Pat Fitzgerald. It also touched off a wave of vitriol from backers of the program and Coach Fitzgerald, who blamed the messengers for casting the team in such an unflattering light. But despite the online bullying and harassment, the reporters continued their coverage of the unfolding events, and their stories have held up to intense scrutiny. (The university, I should add, has been largely supportive of the student journalists.)

I am happy to say that in each of these instances, the community of journalists and members of the Medill alumni network have been steadfast in their support for these reporters under siege. And while I'm sure that praise from colleagues, peers and well-wishers only provides a small measure of comfort when being tormented with threats and hateful comments from faceless trolls online, as the members of The Daily told me, it is heartening to know that others appreciate the depth and rigor of their work.

It is a perilous time for journalism. Not only has the business model been upended, but reporters are increasingly faced with hostility and harm fomented by those who demonize the press in an effort to dupe the public and divert attention from their misdeeds. It is why I am proud to be associated with an institution that continues to produce intrepid storytellers who seek truth and publish it. And I am proud of whatever small part this institution played in providing them with the skills to do that work so well.



# All about the Medill Class of 2023

*Adam Bakr (MSJ23)  
has "nothing but  
love and respect for  
Chuck Taylor" at the  
June convocation  
ceremony.*



184

B.S. JOURNALISM



106

M.S. JOURNALISM

Students from

20

COUNTRIES

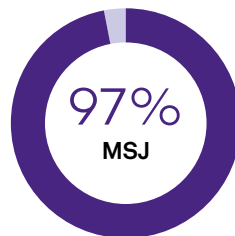
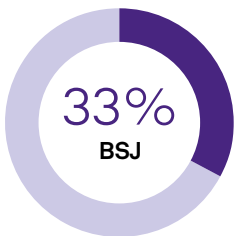


36

U.S. STATES



Students who traveled with Medill



Alumni network size



18,000+



# Medill Celebrates the Class of 2023!



Scan the QR code with your phone to watch a video recording of the 2023 convocation ceremony and keynote by Mara Brock Akil.

◆ **Top left:** MSJ graduate Kyle Williams.

◆ **Top right:** Convocation speaker Mara Brock Akil (BSJ92), award-winning screenwriter and television producer.

◆ **Above:** BSJ graduates Elizabeth Bulat, Hallie DeVore and Maren Kranking.

◆ **Right:** A proud moment on June 11, 2023, at the Ryan Fieldhouse in Evanston.





▶ **Top:** MSJ graduates Lilac Burrell and Amy Boyle. Photo by Colin Boyle (BSJ20, MSJ20).

▶ **Above:** MSJ graduates Ryan Hayes-Owens (waving) and Qi Chelsea Zhao.

▶ **Right:** BSJ graduates Jenny Huh and Andrew Rowan.





📍 ARGENTINA

📍 BERLIN



📍 SOUTH AFRICA





# Global Trips



**O**ut-of-classroom experiences are integral to the Medill curriculum for both undergraduate and graduate students.

In February and March 2023, 185 Medill students traveled to Mexico, Argentina, South Africa, Germany, Japan, Israel, the United Kingdom, Puerto Rico, Phoenix, Arizona and Washington, D.C. to report on topics such as global politics, culture, sports media, the environment and social justice.

Medill Explores, now in its ninth year, allows graduate students to go on a variety of immersion trips during a week-long suspension of Evanston/Chicago classes in February. This year, 102 travelers chose from eight reporting/leadership programs led by faculty and staff, and explored topics such as culture and society in Buenos Aires, climate change and global security in Berlin to the dampening of democracy in Johannesburg.

Medill undergraduates had the option of participating in the Medill JOURneys program, a series of classes offered throughout the year to explore various reporting topics both domestically and internationally. Students traveled to Wisconsin to report on topics such as local political issues and environmental challenges facing Native American communities. During spring break, students had the opportunity to go global, with programs in Tokyo, London, and Tel Aviv. Students learned about the arts in London, the history of reporting and media styles in Japan and about the complex history of the Israeli-Palestinian conflict in Tel Aviv.

“Experiential travel programs are an integral part of the Medill journalism experience,” said Allison LeClere, assistant director of external programs. “On our Medill Explores and JOURneys programs, students not only have the opportunity to flex critical reporting skills but walk away from their time outside of Evanston, more resilient, more independent and with more tolerance for ambiguity. It’s my hope that through these travel programs we are helping to build more empathetic journalists who see the world through a lens of curiosity.”

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*Medill Explores, now in its ninth year, allows graduate students to go on a variety of immersion trips during a week-long suspension of Evanston/Chicago classes in February.*

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—Allison LeClere, Assistant Director of External Programs





📍 PHOENIX OPEN GOLF TOURNAMENT



📍 YUCATAN



📍 SUPER BOWL—PHOENIX





# 20 YEARS of Medill in South Africa





## Medill's South Africa residency program celebrated 20 years on April 27 with a special live event in Evanston for students, faculty and the Evanston community.

In attendance were former Medill Dean Loren Ghiglione, who established the South Africa residency program, and Medill Professors Doug Foster and Ava Greenwell who have gone on to lead the program. The event included video clips from alumni who participated in the program over the years as well as current students who were living and reporting in Johannesburg for spring quarter 2023.

Ghiglione said of the first cohort of students who went to South Africa in 2002:

"I had a love affair with South Africa, and I wanted the students to report, but I also wanted them to appreciate this world and the people and the challenges I faced the first time I went there. I went as an editor of a newspaper with other editors during the apartheid years. We didn't have official visas and the whole point was we wanted to learn what was going on. It's a story that continues and still hasn't been decided yet. Even today, seeing the stories these students are undertaking reminds me that I

learned so much from the students and that Medill students are just great learners."

Foster, who co-led the program over the last 20 years with Ghiglione and Greenwell, said, "Global perspective is a state of mind, but like the best journalism it requires immersive experience. When we built out the South Africa Residency Program in 2005 and 2006 we hoped Medill students could step up to a triple-level challenge. We hoped the university and our colleagues would support it. We hoped our South African partners, Paula Fray especially, would have the patience and grace to help us pull it off. But, frankly, we had no supporting data, no sure-fire guarantees. We operated more on faith than experience.

*Now, more than 150 undergraduates and dozens of graduate students have benefited, but so have South African readers and viewers through our newsroom partners.*

Greenwell brought a fresh approach to the course and extended the opportunity to graduate students through Medill Explores. The biggest tributes to the program, in the end, are enduring friendships and joint projects between our students and young African journalists."

Greenwell currently leads the program and said this about the 20th anniversary celebration, "I felt so proud to hear how meaningful the South Africa residency program had been for our students," said Greenwell. "I'm hopeful their legacy will live on through future generations who desire that same type of immersive reporting experience."



**▲ Above:** April 27 panel in the McCormick Foundation Center with (from left) Prof. Doug Foster, Former Dean Loren Ghiglione and Prof. Ava Greenwell.

**📍 Left:** Jiang on a short hike in Mpumalanga, a province in eastern South Africa, during a local health reporting trip.

▶ **Right:** Richards in Kruger National Park during her time in South Africa.

✔ **Below:** Chin was among a group of students visiting Table Mountain in Cape Town, South Africa in spring 2012.



▶ **Above:** Nirappil during a trip to Kruger National Park in spring 2011 as part of Medill's journalism residency program in South Africa.

✔ **Left:** Barthelémy with zebras while visiting Cradle Moon Lake, 45 minutes from Johannesburg.



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# South African MEMORIES FROM PROGRAM ALUMNI




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## Jeanne Kuang, BSJ16 Reporter, Calmatters

“South Africa gave me a much deeper understanding of inequality which is what I’ve gone on to write about in a lot of my work, and I think it made me think more critically about questioning power through my work.”

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## Alecia Richards, BSJ18 J.D. Candidate, Northwestern Pritzker School of Law

“The biggest lessons that I learned were to be fearless, get out of my comfort zone and do good things. I think as someone who was always kind of social justice and advocacy focused, investigative journalism was something that I wanted to explore. Being able to practice it in another country was fun and exciting.”

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## Fenit Nirappil, BSJ12 Health Reporter, The Washington Post

“I continue reporting about HIV issues today because of the expertise that I developed in South Africa. When I was in Johannesburg I had to run up against people in government and beyond who were obstinate and refused to give information. It was after, during my senior year at Medill, when I started focusing on investigative journalism.”

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## Julie Pace, BSJ04 Executive Editor and Senior Vice President, The Associated Press

“One of the biggest things that I learned was that there are so many stories to tell around the world. As somebody who had not spent much time abroad at that point, when I was going to South Africa it really opened my eyes to just how much potential there was and how many people can get a voice through the kind of work that we do as journalists.”

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## Corrine Chin, BSJ13, MSJ13 Director of News Talent, Associated Press

“For me, this opportunity was life-changing, and one of the many highlights of my time at Northwestern. I ended up doing a lot of international reporting after that trip, including an AP internship in Nairobi, Kenya—which I’m sure I was more competitive for because of my experience reporting in South Africa.”

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## Michael Barthelemy, BSJ24 The Daily Maverick, Johannesburg

“The reporting job is really interesting and rewarding because it feels like what we’re doing is really making an impact in people’s lives. It’s a lot of personal stories and it’s a lot of stories that truly matter that just go unreported. But also, I get to see zebras on the weekends and as an animal fan as a little kid, this is a dream come true for me.”

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## Hannah Jiang, BSJ24 Health-e News Service

“Over the span of three weeks I’ve been able to go into townships reporting on ambulance shortages as well as I’m working on story right now on the mental health struggles and the stigma attached to it for a lot of the health workers here. Overall, it’s been a very humbling experience. For example, when I go into townships and I can’t communicate with the locals I have to rely on my colleagues to speak Zulu for interviews and translations. I’m constantly checking my privilege as a person who is able to study in the U.S. and travel all around the world with the support of my parents and I just feel very lucky.”

Medill MSJ  
Ilana Wolchinsky  
Chronicles Her  
Environmental  
Reporting  
Embed on the

# Great Barrier Reef

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BY ILANA WOLCHINSKY, MSJ23





◀ **Left:** Wolchinsky filming for the documentary during the leadership expedition on Orpheus Island.

▼ **Below:** Dr. Adam Smith, the CEO of Reef Ecologic, and Wolchinsky after diving at John Brewer Reef.

**T**here are moments in life that you know you will look back on as transformative experiences.

Moments when you allow yourself to live entirely outside of your comfort zone. Reflecting on my time in Australia for my Health, Environment and Science Medill Embedded Reporting capstone project, this was one of those times, and the experience exceeded my expectations in every way.

For one month, I left my life in Chicago and traveled almost 9,000 miles to Townsville, Australia, off the coast of the Great Barrier Reef, to report in the field with a company called Reef

Ecologic. Their love of coral reefs unites them, and their commitment to education, change and excellence, along with their unique skill sets and dedication to their partnerships, allows them to work with individuals, enterprises, governments and NGOs to improve the outlook for coral reefs and communities and create a better planet for all.

The CEO of Reef Ecologic, Adam Smith, continuously reminded me from the beginning to expect the unexpected. And he was right. Not only was I embedded in Australia to report on the reef, but I was also immersed within the Reef Ecologic family. Adam Smith and his family graciously hosted me in their home, giving me a new perspective on all parts of life. Between conversations about the world at family dinners every night, attending Townsville community events and many 5:00 AM wakeup calls for morning hikes or reef expeditions, I was able to build trust with my team to convey the mission of their life's work accurately, and I learned so much about the value of sustainable living along the way from a lens that I had never viewed it from before.

As a storyteller and former film major, I often gravitate toward video-based projects. On a site like the Great Barrier Reef, I knew that such powerful visuals deserved to be shown through a documentary that would allow people from across the world to see it and hopefully understand the beauty of the reef and the threat it is facing with climate change.





The Reef Ecologic team shared their network, which allowed me to interview and collaborate with scientists, engineers, traditional landowners and artists from all parts of the world who now live in Australia and are dedicating their lives to education, restoration and preservation of the Great Barrier Reef.

The documentary focuses on the Museum of Underwater Art (MOUA) and the intersection between science, art and culture. Located on John Brewer Reef, about two hours off the coast of Townsville, MOUA was approved for their newest installation called Ocean Sentinels. These sculptures, designed and created by the artist Jason deCaires Taylor, fuse together scientists and marine champions with their passions.

For example, Dr. Rick Braley, famously known as the “Giant Clam Man,” is merged with giant clams in his sentinel.

The most memorable day during my reporting in Australia was when I learned to scuba dive in the Great Barrier Reef and visit MOUA with my team. After a month of conducting interviews and hearing such powerful stories about what it feels like to scuba dive on a site like the MOUA and see new marine life and corals begin to grow on the sculptures, it was unlike anything I had ever experienced.

All of my fear disappeared as we descended into the ocean and were immersed with beautiful bright corals, thousands of fish and even reef sharks. These are memories that I will always treasure. But the most

rewarding part was capturing the video footage on John Brewer Reef and working with my team to share a storyline that will motivate others through changing behaviors and helping to regrowing nature, especially the reef.

Because the nature of reporting on the Great Barrier Reef and scuba diving and snorkeling relies heavily on the weather, I knew that I would likely only have one chance to get certain shots or interviews. This took an enormous amount of preplanning and scripting for my videos. But as Adam said, expect the unexpected, and when plan A–Z does not work out, you go with the flow.





📍 **Left:** A friendly eastern grey kangaroo posing for a selfie at the animal sanctuary.

📍 **Below:** Wolchinsky filming for the documentary during the leadership expedition on Orpheus Island.

📍 **Bottom:** An aerial overview of John Brewer Reef, home to the Museum of Underwater Art, located off the coast of Townsville, Australia.

*I learned a lot about the magic of embracing the unknown, and some of the best reporting came from being ready to capture these unplanned moments.*

This experience pushed me to become a better journalist and communicator. The journey taught me many valuable lessons, but one of the most important ones is the value of

human connection. Traveling across the world and immersing myself in a new environment with ambitious storytelling goals would not have been possible without it. Oftentimes it is the people, not the place, that make a moment so special. I am lucky to have experienced such an incredible place in the world and have met lifelong friends and colleagues along the way.

No matter where we come from or what our backgrounds may be, we all share a common bond as human beings. By reaching out to others and embracing their stories, we can enrich our own lives and make the world a better place.

The Ocean Sentinels documentary will be globally premiering in Australia for World Oceans Day on June 8, 2024.





# Felicia Bolton

IMC24

Director of Communications and Public Relations, Navy Pier

**Y**ou are a current IMC Professional student, and you also work full time as the director of communications and public relations for Chicago's Navy Pier. How is your experience at IMC helping to inform your day-to-day work?

Every day at Navy Pier, we have to make strategic decisions about what we're going to do with regard to our marketing. Most people still perceive Navy Pier as this public entity and a tourist trap. What many might not know is that in 2011 we became a nonprofit organization, and that just

changed everything. It completely changed our value proposition. We had to take a new look at what we were going to do in the industry, how we were going to make an impact and how we are going to have 250 free programs a year.

I think about my current work in IMC, and then apply it to my job. So, at work I am trying to figure out how are we going to change our consumers' mindset, and are we going to keep the same type of consumers? I'm in class and I'm engaging and I'm learning, and it's usually fresh information I've never heard, and the next day when I go to work, it just comes to life.



### **Can you give some examples of how you're taking your IMC skills and applying them immediately?**

Yes! In fact, it's really unique to see how fast I can take this information and then apply it at the same time. For example, right now we're trying to think about our winter programming. What are we going to do that is special, because we don't want to be a carnival anymore. We want to make it fun, but still be part of our mission. On top of that, being a nonprofit, we have a limited budget to work with. And we are making these decisions and I'm applying the work that I'm doing in my finance class right now. I am having these conversations with other vice presidents and directors, and I'm asking them, "Who's the customer?" We need to know who we are trying to reach because it's not enough to just say "It's fun for all."

### **What are some of the key IMC principles you are using?**

I am asking all of the questions we explore every day in class. Are we focused on being customer centric? What's our value proposition? Are we trying to be our product leader, and also where are we going to stand when it comes to what we are offering for our winter programming versus what Lincoln Park Zoo is doing? So, as we're creating these new programs and ideas and concepts, it's just everything that I'm learning.

### **In addition to marketing and PR, you do communications work in your job. How does your IMC classwork inform those efforts?**

I also help write our press releases and our media advisories. From the outset, I'm thinking of the story that we're trying to tell and making sure

it's integrated with our other marketing campaigns. And though I'm well aware that others might have a different style, and they might not agree with my approach, I remind myself that you can be passionate about what you do, but you don't have to take offense if someone has feedback or changes, because ultimately it's just helping you. At the end of the day when they see that press release, my name's on it.

### **What are some lessons you have learned as a student and as a mentor to others?**

I would say you have to have that openness to have that constructive criticism, but also, it's crucial to have the resiliency to keep coming back.

I feel like these are more life lessons that can be applied to all areas of your life. But these are necessary as a mentor and a student.

Being open to constructive criticism requires you to "judge the source." Not all criticism is good; however, the right feedback will put you on an edifying path to excellence. Stubbornness in the wrong outlet could be detrimental; however, being resilient towards the right goal could be fulfilling.

During what I thought was the height of my career, I had a co-worker help me through a very difficult day. I am generally always open to criticism. But on that day, the words of a person in power really weighed heavily on me. I felt like a total failure after speaking to this person.

In the midst of secretly sobbing in a dark corner of the bathroom, she pulled me aside and told me to

"judge the source." I never forgot those words. Quite frankly I had no idea what she meant the first time she said it to me. She explained that I should judge who is critiquing me—not by their position—but rather by whether or not they have the expertise to make their critique credible.

---

*The outlook of my life, professional career, academic capabilities changed through this simple phrase "judge the source."*

---

It taught me to really be open to constructive criticism; but not to let the words of a "skewed and unfit source" destroy my self-esteem. Regardless of a person's title, they are not the be-all and end-all of who I am as a person. Ultimately, out of that experience I learned to become more resilient. Amid being told I was an absolute failure; I took in the constructive criticism from other trusted individuals, and I remained steadfast on my goal. The pairing of the two made me who I am today... and led to a few major awards along the way.



---

# Stuart McDonald

IMC22  
Strategic Planner, FCB Chicago

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## **H**ow would you describe your experience at Medill?

Medill helped prepare me, along with my cohort, to think strategically and overcome any challenges that arise. For me, the art and science aspect at Medill was really helpful because I am working in a science brand right now.

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*We use a lot of data and work hand in hand with analysts and strategic planners, so it's a lot of fun, but Medill was a huge step, and I would not be able to do it without what I learned there.*

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A lot of classes, like Marketing Strategy with Senior Lecturer and Director of IMC Full-Time Program Jacqueline Babb, made a huge impact on my experience of learning about the entire consumer journey and how that affects purchasing products or purchasing psychology. Also, classes like Consumer Insights with Associate Professor Michelle Weinberger helped me develop many useful skills.

Back to the creative classes, they were very helpful in figuring out how strategy can be formed creatively, and overall, the projects were amazingly formatted. Medill allowed me to work with different people in different specialties and work together to create this cohesive story.

## **Are there specific takeaways from the IMC experience at Medill that you regularly use in your current job and if so, what are they?**

I often use the storytelling techniques I learned in multiple classes—especially Building Brands with Creative Ideas. I love taking information and communicating it through a story rather than just PowerPoint slides with a headline and text. The program taught me loads on understanding what we want consumers to think, feel, and do, and it has been extensively prevalent in my work. Putting yourself in the mind of the consumer allows you to understand how marketing strategies will affect consumers and support a brand's mission.

## **The IMC program is unique because it combines consumer insights and data with practical marketing tools. Why is this a winning combination in a digital marketplace?**

In marketing strategy, we work with analysts extensively. Whether it be segmenting audiences based on psychographics or defining market categories, it can be difficult to create a compelling argument without data. When making big business decisions, clients need to see a foundation of evidence for creative ideas.

## **What was your Immersion Quarter project and how did working with your colleagues on a real client help expand your skill set and/or serve as a resume builder?**

I worked with global marketing company TMS on McDonalds' e-commerce platform Golden Arches Unlimited. It was a great way to work with a team and gather more exposure to incorporating data into our work. Regarding my resume, it showed I was able to apply what I learned in classes to real world scenarios.

## **What has been your most interesting project at FCB since graduating and why?**

Business planning. I've worked on 2024 business planning for two brands and there's something so rewarding in doing copious research to comprehend the current state of the business, identifying holes to fill, and devising strategies to do so. From there, we write a brief to kick off the creative team, and, wow, it's so incredibly fun to see what these amazing minds churn up to achieve those goals.



# Mariana Alfaro Martínez

BSJ18, MSJ18

Breaking News Reporter, The Washington Post



**W**hat are your primary responsibilities in your current role?

My main responsibility is covering all the breaking news in politics, whether it's in the White House, Congress, or campaign events. I work with a team of four reporters, and we are constantly monitoring lawmakers and events. We also send alerts when significant events, like Biden signing a bill, occur.

Did you always want to go into breaking news and political reporting, or did your interests change during your time at Medill?

No, I didn't initially plan to pursue breaking news reporting. It was something I discovered when I landed this job. I always knew I enjoyed fast-paced work, and my attention span is well-suited for breaking news. However, I didn't anticipate becoming a political reporter.



Growing up in El Salvador, I wasn't exposed to U.S. politics beyond knowing that Obama was the president. But during my time at Medill, I participated in the Medill On the Hill program and fell in love with American politics, especially during the 2016 election. I ended up doing internships in politics in Texas and covering the City Hall in New York, however, I realized that I wanted to come back to D.C. because of the strong Salvadoran community and the opportunities it offered.

### **How did you envision your career path when you started at Medill, and how did it change once you graduated?**

When I first started at Medill, I thought I was going to spend four years in the U.S. and then go back to Latin America and work as a foreign correspondent for an American outlet. I already had the idea that I wouldn't be able to stay here. But the more I learned about American politics, the more I realized that this was what I wanted to do. I realized my passions aligned with covering this topic, and every day at work felt exciting because I was so invested in what I was doing. At that point, I knew I had to do my best to continue covering this. I took a class with Professor Whitaker, who is now the Dean of Medill, about the specific visa I'm on. I researched it, spoke to experts, and realized that it was possible for me to start my professional career here. My experiences at Medill changed the path I wanted to take for the rest of my life. It only took one quarter when I got the opportunity to take classes in D.C. for the Medill On the Hill program, where I tried something new and broadened my horizons. I don't know

if I would be here if I hadn't gone to Medill and tried to succeed.

### **How did your experience at Medill shape your approach to reporting?**

One professor who greatly influenced my reporting approach is Professor Peter Slevin. He taught me to look beyond the surface and consider the bigger picture when covering politics. Instead of focusing solely on the immediate news, he encouraged us to understand the underlying factors that led to a particular event. This perspective has stuck with me, even in breaking news situations, I aim to provide readers with context and let them form their own opinions. Many other professors at Medill emphasized this approach, and I'm grateful for the valuable lessons I learned. Additionally, my time at The Daily Northwestern, where I started my journalism career, taught me important skills in managing a newsroom and covering breaking news.

### **How has the Medill network supported you throughout your career?**

My Medill network has been invaluable to me. When I applied for my first job at The Washington Post, I reached out to a friend who had been my RA during the Cherubs summer program in 2013. She is a Medill alumni and was on the team I was applying to at The Post. She provided me with insights into the job, interview tips, and helped me prepare in ways that made me become a good candidate for the position. We still talk regularly, and I'm grateful for her guidance. There are also many Northwestern alumni at The Post, and having that common bond has created a sense of community.

*I rely on my Medill connections for advice, support, and professional opportunities. They are like family to me.*

### **Can you share an experience that stands out from your time at Medill?**

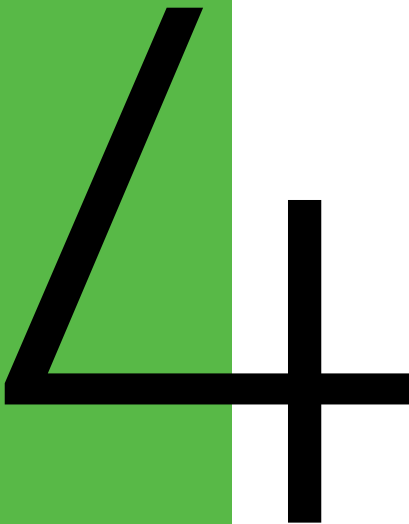
With Medill courses, I got the opportunity to travel to France and South Africa, where we reported on immigration. At some moment, it dawned on me that we always talk about immigration as if it's this big crisis going on in the world. As an immigrant myself, these two trips made me realize that there's so much more context to immigration than what the media portrays. There's so much more that we don't take into consideration when we're writing these articles. Being in South Africa gave me insights into the stories of these Zimbabwean immigrants trying to rebuild their lives. It made me think a lot about Central American immigrants in the United States and made me realize that at some point, I want to work in some sort of field that lets me cover immigration patterns worldwide. To get there, I have to cover a wide variety of things to understand where people are coming from and their positions, and it's something I'm still pursuing.



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# Laura Zornosa

BSJ20  
Culture Reporter, TIME





## **C**an you tell us about your career journey since graduation?

Prior to my current job, I was the arts and culture fellow at The New York Times for a year. I moved to New York City for The New York Times job after living in Chicago and working remotely in Los Angeles from 2020 to 2021. My journey began with an internship at the LA Times as the arts intern, which extended into a temporary features reporter role. Before joining The New York Times, I also took part in a Pulitzer Center Fellowship, reporting remotely through platforms like WhatsApp and Facebook.

## **Can you describe your current role at TIME and the topics you cover?**

As a culture reporter, I focus primarily on TV and film, music, books and theater. I also cover musical theater, especially with the 2023 Tony Awards and various aspects of pop culture. On a typical day, I handle a mix of news reporting, quick-turn pieces that are completed within a day or two and longer feature reporting. Recently, I published a Q&A interview with a couple of Tony nominees. If I had a choice, I would concentrate more on TV, particularly international and foreign language content, Latin content, animation, queer content, and stories about people with disabilities.

## **Did you always envision this career path, or did it evolve over time?**

My career path has been quite fluid. It's challenging to have a fixed dream career or long-term plan in

this industry because it's constantly changing. I graduated during the pandemic, which added more uncertainty. During college, I had diverse internships, including metro reporting for Hoy, the Spanish language edition of the Chicago Tribune, and investigative reporting on federal politics in D.C. I also did a data journalism program in Argentina. In the fall before my senior year, I applied to numerous internships without restricting myself to specific areas.

## **What have been the most important takeaways from your experience at Medill?**

One important lesson I learned at Medill is the value of trying different things. This applies not only to coverage areas but also to skill sets. Although I wasn't a coding expert, I spent time in the Knight Lab, exploring the intersection between journalism and computer science. I also took classes that bridged international studies and journalism. Engaging in extracurricular activities like Pop-Up magazine allowed me to delve into multimedia storytelling, including audio and video editing. Having exposure to various aspects of journalism provided valuable insights.

## **How has your professional network supported you throughout your journey?**

My professional network has played a crucial role in my career. Networking doesn't have to be artificial or forced; it can happen naturally through genuine connections with fellow journalists and professionals. For example, one of my initial internships came about thanks to a classmate who introduced me to her editor.

*I'm grateful for the opportunities and support I've received from my network. These connections and experiences have been instrumental in my career growth.*

## **Are there any specific goals or dreams you still want to achieve in your career?**

I've always had an interest in audio journalism, and I would like to pursue it further. Although I've faced challenges in breaking into that area, I remain determined to explore audio storytelling and incorporate it into my work. Additionally, I've discovered a passion for creative writing and personal essays. I enjoy incorporating this form of storytelling into my job whenever possible. Whether professionally or in my free time, I plan to continue writing essays as it brings me fulfillment.

# A Long Road for A Short Walk

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Ken Capps Returns 40 Years Later to Finally Experience Medill Graduation

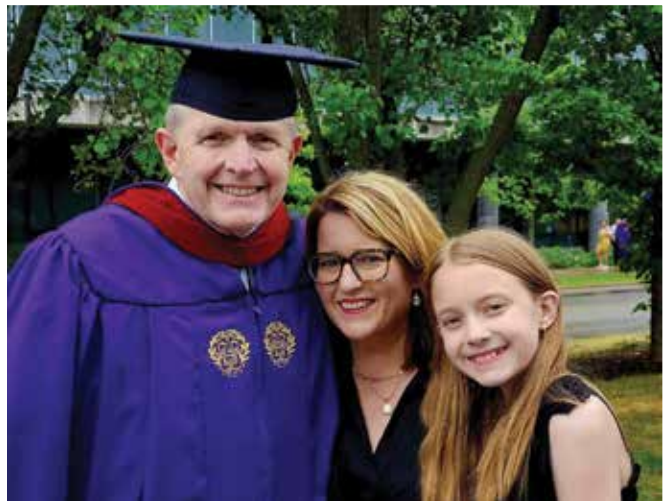
BY KEN CAPPS, MSJ83



**S**tanding backstage in Ryan Fieldhouse on a typical June day on campus—temperatures in the mid 50s, with a 30-mph north wind escorting a pelting rain storm ashore—

I was chatting with approximately 12 of the 104 MSJ candidates biding their time until our walk onto the sports turf and into the purple glowing lights of our family and friends.

▼ **Below:** Capps with wife, Laura, and daughter, Caroline, in Evanston for convocation.





I was a stranger to these bright-eyed young men and women, even though we matched perfectly in our purple robes, black mortarboards and Medill regalia.

And as I began explaining to these engaging young people why a 62-year-old lifelong reporter and communicator missed his graduation “walk” in 1983 and why it was so important for me to come back and finally complete this important ritual of life, they started high fiving me and requesting selfies with me.

Except one graduate candidate, who clearly missed some of my story details, yet had her Medill-honed journalistic instincts on full display, even on graduation day.

“I didn’t see you in class all year,” she declared, eyeing me like she had just busted me out of a major resume scandal.

Amused, I laughed and replied, “And I didn’t see you in class all year either!”

So, I gave her my quick version of this 40-year saga because I felt like the graduate line was going to start moving at any minute as the familiar strains of Pomp and Circumstance started playing through the doorway.

In June 1983, our small, tightly knit MSJ class was tying up the loose ends of our final quarter at Medill’s Bureau in Washington, D.C.

We had a memorable, hectic year: pulled together like the characters on the Island of Misfit Toys, we bonded intensely by watching the CBS Sunday Morning News with Charles Kuralt for our weekly Monday 9:00 a.m. discussion and quiz about the program.

Except we did not get up early on Sunday morning to watch the show.

I brought with me from Texas a BETAMAX videorecorder, so I taped the show, and we congregated Sunday evenings in Engelhart Hall over pizza to watch it and prep for the test.

Just a few days before graduation, I was offered a job assignment by the Mutual Radio Network that I absolutely could not turn down and shaped my journalism career for a lifetime: cover the pilgrimage of Pope John Paul II to his native Poland, where a restless country would soon hear his stirring message of *Solidarity*.

The Pope’s proclamation would change the world and signaled the beginning of the end of oppression and communism and bring down the Berlin Wall a few years later.

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## *However, covering that amazing story meant I would miss the MSJ Class of 1983 Graduation.*

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It was a no-brainer...then.

I jumped on a plane from Washington Dulles to London Heathrow and to my shock my seatmate was ABC News anchor Peter Jennings.

In Warsaw, the media were decamped in a large warehouse and slept in wooden mangers with straw bags for beds.

And for eight history-making days, I filed dozens of radio reports for mornings and evenings in America.

Leaving Poland on a train, I was strip-searched on the Polish-Czechoslovakian border.

We, the media, had been told most definitely there were spies among us.

I had purposely taken out my cassette tape of radio interviews with anti-government protesters and faithful Catholics and replaced it with Willie Nelson’s album, the “Red Headed Stranger.”

I passed the strip search with flying colors, the Polish police never thinking to look in my bags for the recordings and press materials they wished to destroy.

I received my Medill diploma in the mail later in the summer of 1983.

For four decades, I truly longed to walk in Medill’s graduation ceremony.

But how?

Just do what a solid journalist always does: Ask the question directly.

I wrote to Dean Charles Whitaker in January 2023 and explained my burning desire that dated back to when Ronald Reagan was President.

The Dean graciously and enthusiastically said yes.

I began crying on my laptop when I got the news. I immediately phoned my wife Laura and said, “We’re going to Evanston in June!”



I flew in two days earlier than Laura and my 12-year-old daughter, Caroline, so I could spend time ‘putting myself back in that place,’ roaming the streets of Evanston and the leafy campus of NU.

I made the rounds: checking out Norris, Fisk Hall, and watching many pending new members of the American work force donned in their cap and gown taking photos under the Weber Arch.

I could see the faces and hear the voices of every one of my MSJ83 classmates, and with my iced latte in hand, sat at Lake Michigan and laughed out loud and reminisced about specific conversations and ‘road trips’ we took covering stories in the Loop, on Capitol Hill, and even attending a World Series game in Milwaukee.

Graduation weekend, I promised myself I was going to do every single event NU dropped on the schedule, which included signing The Rock on campus and attending the President’s Reception.

My official attire was khaki shorts and mortarboard, and I asked our new President Michael Schill to sign my graduation lid.

“I’ve never done this before!” exclaimed President Schill.

Finally, at Medill’s Convocation, the Dean is giving a moving welcome address to the international audience, and I begin to pick up on a few words describing *my story*.

“Would you please welcome back to Medill our own Ken Capps!” said Dean Whitaker, asking me to stand before the assembly, taking my breath away. I had no idea this was coming!

Finally, my opportunity to take that short walk after a long road.

As I climbed those seven stairs, I tried to hold back the emotions of 40 years.

When the announcer boomed KENNETH D. CAPPS, I pumped my right fist at my side, appreciated the spirited roar from the 2023 MSJs and focused on the Dean’s giant smile about 10 yards ahead.

And focused my eyes on not tripping over my robe.

I vigorously shook his hand, took the diploma holder, gripped and grinned for the official photo, then could not help but to turn to him again and shake his hand and thank him profusely for this once in a lifetime opportunity to finish a big chapter in my life.

At the Dean’s Reception outside the Fieldhouse, one of my new 2023 graduate friends summed it for me, “Typical Medill grad. Missed graduation to go cover a big story!”

Typical 2023 Medill grad.

He summed up my whole story in two brief sentences.

*My sincere best wishes to all the 2023 undergraduates and MSJs of Medill.*

*Forty years was worth the wait to be with you.*



◀ **Left:** Capps at the Rock.

▶ **Above:** Capps with his friend, Willie. Photos courtesy of Ken Capps.





# Medill Hall of Achievement 2023

**E**ight distinguished alumni—including journalists, marketers and a long-serving faculty member joined Medill’s Hall of Achievement in May. The honor recognizes alumni whose careers have had positive effects on their fields.



**Jim Berry**  
BSJ77

Berry is an evening news anchor for CBS News Miami. His broadcasting career began at WBTV in Charlotte, North Carolina, as a reporter. He became an anchor/reporter before moving to WJLA-TV in Washington, D.C. There, he anchored and reported news, and hosted a public affairs show before turning his attention to sports. He joined WSVN-TV in Miami as sports director and main sports anchor

before being hired by CBS at WBBM-TV in Chicago as a sportscaster. Berry then moved to CBS-owned WFOR-TV in Miami as its main sports anchor and host of Miami Dolphin pregame and postgame shows. Berry is a three-time best of Miami winner with five Emmy Awards. He is a member of the Silver Circle of Excellence in the Suncoast Chapter of the National Academy of Arts and Sciences. Over the years, he has been a frequent motivational speaker and supporter of numerous charities that mentor young people.



**Casey Bukro**  
BSJ58, MSJ61

Bukro pioneered environmental reporting, becoming the nation’s first environment writer for a major newspaper when the Chicago Tribune named him to that post in 1970. Now retired, Bukro will publish a book this year on nuclear energy based on his coverage as a reporter. Bukro also writes an ethics blog about journalism that won the Society of Professional Journalists’ 2015 Sigma Delta Chi award. In 1967, Bukro and fellow Medill alumnus William Jones won the Tribune’s prestigious Edward Scott Beck Award for the groundbreaking

“Save Our Lake” series on Great Lakes pollution. Bukro served as the Society of Professional Journalists’ Midwest regional director from 1974 to 1981. He wrote the society’s first code of ethics and served as its national ethics chair. Bukro is a member of the Chicago Journalism Hall of Fame.



**Craig Greenfield**  
IMC00

As Global President, Client Partner at EssenceMediacom’s Media Futures Group, Greenfield works with Google’s consumer and B2B businesses to optimize the return on the company’s performance media investments. His interest in media, creative and technology propelled him to the forefront of the performance-marketing industry. From 2005 to 2020, Greenfield held several leadership positions at DoubleClick Performics. As Performics’ Chief Operating Officer, he orchestrated go-to-market functions and led global client engagements. He also launched the Intent Lab, a research unit that studies consumer purchasing habits in partnership with Medill.



**Sarah L. Kaufman**  
MSJ87

Kaufman is a Pulitzer Prize-winning critic and journalist who reported on the arts, pop culture, society, science and sports for The Washington Post for more than two decades. She is the author of the award-winning nonfiction book “The Art of Grace” and a contributing author of “Balanchine: Celebrating a Life in Dance.” She has taught writing and journalism courses at Harvard Extension School, Princeton, American University and other institutions, and is a longtime faculty member of the National Critics Institute at the Eugene O’Neill Theater Center. Kaufman joined The Washington Post in 1994 after working at the Buffalo News and the Arlington Heights Daily Herald. Her work has earned her many awards, including the Criticism and Culture of Ballet Lifetime Achievement Award from the XXIV International Ballet Festival of Miami, and the Barnes & Noble Discover Great New Writers Award. She was awarded the Pulitzer Prize in Criticism in 2010.



**David Nelson**  
BSJ67, MSJ68

Nelson is an associate professor emeritus at Medill. Since retiring from the school in 2012 after teaching for 40 years, he has continued to teach writing to adult professionals at Northwestern University’s School of Professional Studies. While at Medill, he held several positions, including associate dean, director of graduate studies and chair of the promotion and tenure committee. He helped launch Medill’s Teaching Newspaper program, now known as Journalism Residency, and helped build the Chicago Medill Graduate newsroom at Illinois Center. Before turning his career to teaching, Nelson was a reporter and editor at the Miami Herald, and a writer and editor for Pioneer Press, TIME and Money magazines.

While in Miami, he created the template for Knight Newspapers, Inc.’s local news coverage. He is a founding member of The New York Times College Advisory Board and served as a management training consultant for the Modern Media Institute (now the Poynter Institute), as well as a senior consultant to AR&D.



**Bertha González Nieves**  
IMC97

CEO and co-founder of tequila company Casa Dragones, González Nieves is an entrepreneur with a career rooted in the luxury consumer goods space. Dedicated to the tequila industry for 25 years, González Nieves is the first certified female Maestra Tequilera by the Academia Mexicana de Catadores de Tequila. Forbes has identified her as “One of the 50 Most Powerful Women in Mexico.” She was also named one of Mexico’s top young businesswomen by Revista Expansión, Mexico’s leading business magazine; “The Most Innovative Women in Food + Drink” by Food & Wine and Fortune; and “The First Lady of Tequila” by the Los Angeles Times. The New York Times calls her “The Spirit Behind High-End Tequila.” In 2022, Revista Quien recognized her as “One of the 50 People Transforming Mexico.” Prior to co-founding Casa Dragones, González Nieves spent more than a decade in leading roles in the tequila industry as well as a consultant at Booz Allen & Hamilton working closely with leading global consumer goods companies.



**Emily Ramshaw**  
BSJ03

Ramshaw is the CEO and co-founder of The 19th\*, the nation’s first independent nonprofit newsroom at the intersection of gender, politics and policy. The 19th\* aims to elevate the

voices of women and LGBTQ+ people—particularly those left at the margins of American media—with free-to-consume and free-to-republish daily journalism, newsletters and live events. Ramshaw started her career at The Dallas Morning News, where she broke national stories about sexual abuse inside Texas’ youth lock-ups, reported from inside a West Texas polygamist compound and uncovered “fight clubs” at state institutions for people with disabilities. Prior to The 19th\*, Ramshaw was editor-in-chief of The Texas Tribune, an award-winning local news startup and the largest statehouse news operation in the nation. She is on the board of the Pulitzer Prize where she is serving a nine-year term. In 2020, Ramshaw was named to Fortune’s “40 Under 40” list.



**Frank Whittaker**  
BSJ78, MSJ79

Whittaker retired this year as station manager and vice president of news for NBC5 Chicago after working more than 46 years in three Chicago TV newsrooms. Whittaker’s career began at WBBM before he moved to ABC Chicago in 1993 to become assistant news director and executive producer of the evening newscast. Whittaker later joined NBC 5 where he was promoted to VP of News in 1999 and Station Manager in 2008. He was responsible for leading NBC 5 news on broadcast and digital platforms. NBC 5’s investigative unit became the largest in Chicago under his leadership. Whittaker won a Peabody Award in 2016 for his work on the Laquan McDonald investigation, as well as five Emmy awards for his reporting and producing. He served as a board member and chairman for the Illinois Broadcasters Association and is currently on the board of the Illinois Broadcasters Foundation.



# J

## ames Foley Medill Medal for Courage in Journalism

Associated Press journalists **Mstyslav Chernov, Evgeniy Maloletka** and **Vasilisa Stepanenko** were awarded the 2022 James Foley Medill Medal for Courage in Journalism for their exclusive coverage in Mariupol, Ukraine. Their five-part story, “Erasing Mariupol,” chronicles the attacks of Russia on innocent Ukrainian civilians during the early stages of the Russian-Ukraine war.

As the only international media remaining in the country, the journalists risked their lives to report harrowing details of children as young as 18-months-old buried in trenches. Chernov’s first-person writing describes the journalists’ narrow escape out of the country after learning Russian forces were hunting them down.

Upon learning of a growing Russian disinformation campaign to discredit the journalists’ work, the trio knew it was imperative to get to safety and share their reporting with the world. Stepanenko wore and smuggled a tampon embedded with a tiny data card through 15 Russian checkpoints. The card contained exclusive footage from a Ukrainian medic, Yuliia Paievska (known as Taira in Ukraine), who was captured by Russia days after entrusting the team with the footage.

Russia freed Taira from custody in June 2022 after the AP published the resulting story and video from Taira’s footage on May 20, 2022. She personally credited the AP for her release. Even after escaping from Mariupol, the team continued to cover

the war in Ukraine and were the first to document a mass grave and torture chambers in the city of Iziurm.

Foley (MSJ08) was a Medill alumnus killed by ISIS extremists for his reporting in 2014. The medal is given for work published during a calendar year to an individual or team of journalists working for a U.S.-based media outlet who best displayed moral, physical, ethical, financial or political courage in pursuit of a story or series of stories. Since the stories’ publication throughout March and October 2022, Chernov, Maloletka and Stepanenko’s coverage has saved thousands of lives and drawn attention to atrocities that would have otherwise gone largely unnoticed.



◀ **Left:** Associated Press journalists **Mstyslav Chernov, Evgeniy Maloletka and Vasilisa Stepanenko.**

# P

## rofessor Prasad Naik awarded 2023 Don Schultz Award for Innovation in Integrated Marketing Communications



The international award recognizes university faculty and marketing professionals who have demonstrated excellence in teaching the principles of integrated marketing communications (IMC) and bridging the gap between the academic and commercial arenas. A committee of Medill faculty and industry experts selected **Professor Prasad Naik** as the recipient of the 2023 Don Schultz Award for Innovation in Teaching, Theory and Practice of Integrated Marketing Communications.

Naik is a Professor of Marketing at the University of California, Davis, where he builds models to help managers maximize profit. His research offers answers to questions such as how much should companies spend on marketing, how to split the budget across multiple media channels, and how to manage livestream

salespersons’ performance. He has published over 50 articles in the journals, which include Nature Reviews, Journal of Marketing, Journal of Marketing Research, Marketing Science, Management Science, Automatica, Biometrika, JASA, JRSS-B, Journal of Econometrics, Operations Research, among others.

The award is named for long-time Medill Professor Don Schultz, who played a pivotal role in creating the field of Integrated Marketing Communications (IMC) and establishing the IMC department at Medill in the early 1990s. Medill was the first school to offer a graduate degree in Integrated Marketing Communications in the United States. Schultz is regarded internationally as the “father of IMC.” He died in 2020.

## James Foley Medill Medal for Courage Honorable Mention

This year’s honorable mention was awarded to **Lynzy Billing** for her coverage of CIA-backed night raids killing hundreds of civilians in Afghanistan. Her story, “The Night Raids,” which was published by ProPublica, revealed the Zero Units, squadrons of the U.S. trained Afghan special forces soldiers killing civilians based on faulty intelligence.

Over the course of more than three years, Billing conducted more than 350 interviews with current and former Afghan and U.S. government, defense and security officials. Courageously, she was on the ground in rural pockets of Afghanistan few reporters have visited before.



## Medill Alumna Wins 2023 John Bartlow Martin Award for Public Interest Magazine Journalism

**Samantha Michaels** (BSJ11) was honored for “She Never Hurt Her Kids. So Why Is a Mother Serving More Time Than the Man Who Abused Her Daughter? Failure-to-protect laws are incarcerating women all over the country—for other people’s violence,” an investigation published in Mother Jones in August 2022.

Michaels writes about prisons, policing, gun violence, and other crime, with an emphasis on how the legal system disproportionately harms people of color, women, and low-income people. In addition to winning the John Bartlow Martin Award, Michaels’ investigation about a mother in Oklahoma who was incarcerated for longer than the man who abused her, won a National Magazine Award for best video and was a finalist in the category of best reporting.





## **D**uncan McCue Selected as 2023 NAJA-Medill Milestone Achievement Award Recipient

The Native American Journalists Association (NAJA) selected **Duncan McCue** (Chippewas of Georgina Island First Nation in southern Ontario) as the recipient of the 2023 NAJA-Medill Milestone Achievement Award. This award is given jointly by Medill and NAJA.

The award honors NAJA's mission and the exemplary people who have

led the way with outstanding work and contributions to the field of journalism. The award recognizes important contributions made by journalists in the past, as well as encourages the new generation of Indigenous journalists to achieve career excellence.

McCue is a leading advocate for fostering the connection between journalism and Indigenous communities. An award-winning CBC broadcaster, he recently released a new textbook 'Decolonizing Journalism: A Guide to Reporting in Indigenous Communities' and is joining Carleton University's School of Journalism and Communication as an associate professor specializing in Indigenous journalism.



## **D**aniel Alarcón Honored with the 2023 Cecilia Vaisman Award

**Daniel Alarcón** is the executive producer of Radio Ambulante Studios, where he oversees a team of more than 30 producers, editors, reporters, fact-checkers and sound designers living across Latin America, as they produce two podcasts, Radio Ambulante and El hilo. There are more than 200 episodes of Radio Ambulante produced in more than 20 countries. Alarcón also writes about Latin America for The New Yorker and teaches at the Columbia Journalism School.

The Vaisman award honors an individual working in audio or video journalism who works every day to shed light on the various issues affecting Hispanic and Latinx communities inside and outside the United States and is an active member of the NAHJ. It is given jointly by NAJH and Medill. The award is named for Medill faculty member Cecilia Vaisman who died in 2015.

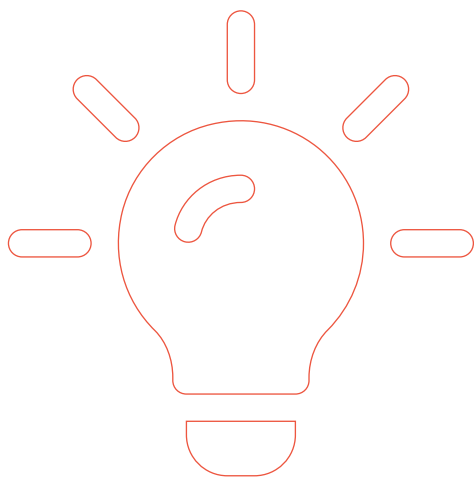




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# IMC Professional Program Immersion Courses Offer In-Person Experiential Learning





◀ **Left:** *The IMC Professional students at the All England Lawn Tennis and Croquet Club at Wimbledon on June 12, 2023. Photo by Hope Wallace.*

**M**edill is committed to providing experiential learning opportunities, and for the IMC Professional Program that includes tailored immersive onsite courses students can take in various U.S. cities and globally.

These optional courses allow students to complete a course credit in one intensive week and meet their online peers in person.

The IMC Professional Master's program is offered primarily online and designed for working professionals.

"We believe that hands-on experiences in IMC are a valuable way to put learned skills into action," said Danielle Robinson Bell, assistant professor and director of the IMC Professional Program. "It also allows students to have experiences they can draw on and apply at their jobs. Furthermore, we believe in the power of learning about IMC in new contexts and locations. Through these experiences, Medill IMC students gain a view of the art and science of marketing through the lens of new cultures, helping to better understand different consumers and marketplaces."

Kathleen Lee is Medill's Director of External Partnerships and Programs and works with faculty to create these unique immersion experiences.

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*"There's nothing like studying investor relations blocks from Wall Street or learning how to use design thinking in a city known for innovation."*

—**Kathleen Lee**, *Director of External Partnerships and Programs*

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"Medill values experiential learning, and these immersive courses allow students in the IMC Professional program to learn by experiencing a place, hearing first-hand from experts in the area, and working with each other. Being together for a week of intensive learning on a singular topic is not something most professionals are able to do, and this model allows students to build connections (academically and professionally) that will last a lifetime."

# How the Courses Work



▲ **Above:** Students visited Coca-Cola Europacific Partners on June 16, 2023. Photo by Hope Wallace.

*“...the course further expanded my perspective on globalism, brands, and how to think about connecting to and engaging with a constantly evolving dynamic audience.”*

—**Paul Kim**, Professor, Communication Division, at Pepperdine University

## Most of the immersive courses run for one week and take place in between quarters.

They are taught by Medill faculty in both domestic locations (Chicago, D.C., New York City, Evanston and San Francisco) and global (Asia, London and Chile).

IMC Professional student Austyn Smith has participated in three immersion courses and has registered for a fourth.

“Meeting in person as a cohort in such an intimate setting with professors is truly valuable,” Smith said. Not only do we bond as classmates, but we learn in alternate settings to classroom work—behind the scenes at businesses and institutions with innovative leaders. These opportunities to brainstorm and discuss modern IMC topics so intensely and in such variety have provided some of my most valuable experiences in the program thus far.”

IMC Professional alumnus Paul Kim, Professor, Communication Division, at Pepperdine University, completed the IMC Professional program with a weeklong immersion course in D.C.

Prior to that, he completed the Global Perspectives course in London.

“What makes Medill unique and truly special is the relationship and crossover between journalism, media innovation, and marketing communication—there is no other program in the world that explores this space to the level of depth and expertise that Medill does,” Kim said. “Professor Candy Lee delivered nothing short of a world-class experience for us that far exceeded the high expectations I had going into it. On any given day, we would have lunch with the former Governor of the Bank of England, examining the hallowed grounds of Wimbledon and seeing how they strategize over managing one of the most exclusive sporting brands, meeting with the marketing team of the fashion retail giant Selfridges, talking through audience engagement strategies with the Bridge Theater in London, and having breakfast with the managing partners at BCG’s London offices. For me, it was an opportunity not only for intellectual growth, but even though I think of myself as a global citizen, the course further expanded my perspective on globalism, brands, and how to think about connecting to and engaging with a constantly evolving dynamic audience.”





# WORK THE Medill Network!

▲ **Above:** Medillians celebrate on the rooftop of The Washington Post building at a Medill alumni reception in D.C. on July 21, 2023. From left: Robert Samuels (BSJ06), Eric Martin (BSJ06), Erin Stock (BSJ06) and Amanda Palleschi (BSJ08).

## Medill Clubs

Medill has clubs in Chicago, New York City, Washington, D.C., San Francisco, Los Angeles and Boston. Event information is available on the Medill alumni site [magazine.medill.northwestern.edu](https://magazine.medill.northwestern.edu) and in our monthly email newsletter. Hope to see you at an event near you! Thanks to our club leaders and volunteers who make these events happen. We couldn't do it without you.

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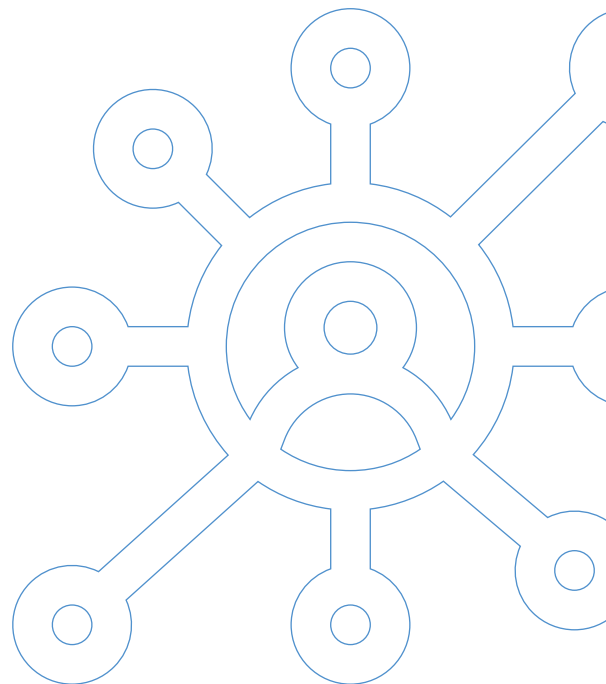
## LinkedIn Groups

Medill's LinkedIn groups have a combined membership of more than 10,000 people and are a great way to network, find jobs and connect with fellow alumni. Join our clubs today! [linkedin.com/groups/42227](https://www.linkedin.com/groups/42227) | [linkedin.com/groups/46071](https://www.linkedin.com/groups/46071)

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## Want to organize a graduate program reunion? We can help!

Email Belinda Clarke: [b-clarke@northwestern.edu](mailto:b-clarke@northwestern.edu)



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## Congratulations

to Medill alumna and 2019 Northwestern Medal recipient **Lisa Franchetti** (BSJ85) on her nomination by President Joe Biden to lead the Navy. If confirmed, she will be the first woman to serve as Chief of Naval Operations and the first woman on the Joint Chiefs of Staff.

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