20 YEARS AND COUNTING
FOUNDING MEMBERS CELEBRATE NORTHWESTERN NEWS NETWORK'S MILESTONE ANNIVERSARY
PAGE 16
Yum! Brands (the parent company of Pizza Hut, Taco Bell and KFC) is home to a number of graduates, including eight who work at Pizza Hut headquarters in Plano, Texas, ranging from entry-level jobs to the CEO.
Most first-time visitors to Medill include a stop on the McCormick Tribune Center’s fourth floor to see our high-definition TV studio. Yes, the equipment and set are impressive, but even more noteworthy are the banners that showcase just some of the award-winning work produced by Medill students and the Northwestern News Network. The accolades include two national and six Chicago Midwest Regional College Emmys for best newscast or sports program.

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

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

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

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

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

KALLE EKO (MSJ12)
• Senior Online Media Specialist
  at City Colleges of Chicago
• First Social Media Fellow in Chicago
  Mayor Rahm Emanuel’s Office

“Most valuable journalists going forward are those who can fully embrace social media to plug into a vast universe of information.”
By Mallory Busch (BSJ16)

CONFLICT, CIVIL WAR AND COURAGE

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

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

The two worked for separate news organizations — Chivers for The New York Times and Hubbard for The Associated Press — yet faced the same challenges. Both journeyed in and out of Syria multiple times in 2011, often traveling by foot and at night in order to avoid detection. They managed to gain the trust of rebel groups and report amid bomb blasts and the constant threat of capture. Their articles offered a glimpse into a region most readers are unfamiliar with, and were reported with the utmost accuracy possible in a war-torn country.

“It was terrifying to go in, since we didn’t have that clear of an idea of what we’d find and were of course worried about getting caught by the government or hit in an attack that was aimed at the rebels,” Chivers says.

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

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

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

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

BRAD HAMM
Medill Dean

The Medill Media Teens program, now in its third year, held its graduation ceremony on May 18. The program features Medill students volunteering their time to mentor teenage students from Chicago’s Gary Comer Youth Center to help prepare them to be better college or job applicants. This year, there were 12 mentors and 30 mentees.

FACULTY NEWS

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

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


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

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

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

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

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

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

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

What three words would you use to describe yourself as a teacher?
Encouraging, challenging and engaging.

Is there anything else you would like to add?
I firmly believe that the truest measure of an effective educator is there anything else you would like to add?

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STUDENT NEWS

Mackenzie Allen, Robert Andersson, Corinne Chin, Andrew Jacob Kang, Jennifer-Leigh Oliphant, Elissa Anne Nadworny, Aji Sreevatsan, Kayva Sukumar, Kate Van Winkle and Laurel White (all MSJ’13) were named winners of the McCormick National Security Journalism Scholarship in June. The students will cover national security issues in an 11-week reporting project in Washington, D.C., led by Lecturer Josh Meyer, who also serves as the director of education and outreach for Medill’s National Security Journalism Initiative. The previous class of National Security Journalism Scholarship recipients garnered national attention in the Washington Post and on GlobalPost in May for “Oil Changes.” The three-month project focused on various aspects of the energy industry and how oil has shaped U.S. domestic and foreign policy for more than five decades.

Christina Pan (BSJ’13) received the Guetzkow Prize this year for best senior paper in international studies at Northwestern. Pan’s paper was titled “Social Unrest and Inequality: The Impact of China’s Hukou System.”

Theatlantic.com published an article on Illinois’s failure to comply with a 2012 Supreme Court ruling, written by students in Assistant Professor Eric Frenkenhoff’s Advanced Public Affairs Reporting class. Paige Sutherland (MSJ’13), Bryan Lowry (MSJ’13) and Ananth Balliga (MSJ’13) worked together on the article, “Cruel, Unusual, and a Matter of Law in Illinois.”

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

Nicholas Friar (BSJ’14), who also plays for the Northwestern baseball team, was published in the Huffington Post. He wrote an op-ed on why professional sports need the same standards for drug testing as college athletics.

Alan Yu (BSJ’13, MSJ’13) was awarded an NPR Kroc Fellowship for 2013 to 2014. As one of three fellows, Yu will spend a year rotating between various units at NPR, in both the News and Digital Media divisions in Washington, D.C.

Tyler Fisher (BSJ’14) was one of six students in the country to receive the Online News Association’s AP- Google Journalism and Technology Scholarship on June 3. Fisher earned the $20,000 scholarship for his idea called TelePrompt, a second screen application he hopes will help television news stations personalize their programming. He will spend the next year attempting to develop his idea into a usable product. Fisher is the second Medill student to win the now two-year-old scholarship. Katie Zhu (BSJ’13) won the inaugural scholarship in 2012.

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

Four IMC students were awarded scholarships to attend the Business Marketing Association’s Global Conference in June. The winners were Colleen Deng (IMC’13), Jeanine Jiang (IMC’13), Pedro Chiara (IMC’13) and Jassie Lin (IMC’13). These students will participate in a fall panel to discuss B2B marketing and its opportunities.

Nicole Magabo (BSJ’13) presented her research on May 20 about the effects of globalization on local social entrepreneurs in Uganda at the Undergraduate Research and Arts Exhibition.

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

The National Association of Hispanic Journalists at Northwestern hosted a lecture and Q&A on May 30 featuring Angelica Atondo, a three-time Emmy-nominated co-anchor at Noticias Univision Chicago, whose work has appeared on CNN en Espanol. Medill Career Services hosted three alumni talking about the necessary skills potential hires should have. The event, held on May 16, included David Beard (BSJ’81), director of digital content at The Washington Post, Mackenzie Warren (BSJ’00), digital news executive at Gannett; Liz Serotta (BSJ’02), director and managing editor for digital content at Fidelity Investments; and Greg McNichol, editor-in-chief at Reuters America Service.

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

Video journalist and international correspondent Alphonso Van Marsh (MSJ’13) returned to campus on May 9 to discuss how Medill prepared him for a career working in war zones. In December 2002, Marsh broke the story of Saddam Hussein’s capture, shooting solo video from Hussein’s hometown of Tikrit, Iraq.

Renee Apport (IMC’05), director of brand management at Master, spoke about how IMC helped shape her career path as part of a TalentO presentation at Medill on May 8.

NATIONAL ASSOCIATION OF BLACK JOURNALISTS CONVENTION

More than 200 alumni and potential employers mingled at the Medill alumni reception at the National Association of Black Journalists Convention on Aug. 4. As part of the reception, Medill recognized the 30th anniversary of the Melville Wells award, which is jointly given by the school and NAJB, and honored all of the its past winners, including Richard Prince, who was the 2013 recipient.

OCT. 4 Mike Greenberg (BSJ’89) will be on campus to host ESPN’s “Mike & Mike in the Morning.” Visit the Medill Facebook page for location details.

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

OCT. 17 Minnow Visiting Professor Martha Raddatz will talk about her career as a senior foreign affairs correspondent for ABC News and as a White House correspondent during the last term of President George W. Bush’s administration. 4 p.m. McCormick Tribune Center Forum

NOV. 14 Medill Medal Winners C.J. Chivers and Ben Hubbard will receive their awards and discuss their experiences reporting in Syria. 4 p.m. McCormick Tribune Center Forum

Visit the Medill Facebook page (facebook.com/MedillNU/events) for information about all upcoming Medill events.
IN 1960, RANCE CRAIN JOINED CRAIN COMMUNICATIONS, THE COMPANY CREATED BY HIS PARENTS IN 1916. MORE THAN 50 YEARS LATER, HE AGAIN Follows in their footsteps with an induction into the American Advertising Federation’s Hall of Fame.

ADVERTISING’S WATCHDOG

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

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

His cobalt blue turtleneck stands out against the beige walls and his splayed black-silver hair brushes the collar of his house-fitting, horrifying home sport coat as his eyes follow the words back and forth down the narrow notebook page.

Tonight, Crain will be inducted into the American Advertising Federation’s Hall of Fame, following in the footsteps of his parents, G.D. and Gertrude. He will be joined by fellow inductees Shelly Lazarus, chairman emeritus of Ogilvy & Mather; Phil Knight, co-founder and chairman of Nike; Bob Giraldi, film director and president of Giraldi Media; Byron Lewis, founder and chairman emeritus of UniWorld Group; Gerry Rubin, co-founder of RPA; and Bob Scarpelli, former chairman and chief creative officer of DBR Worldwide.

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

“What it’s like to do most. I enjoy it,” Crain admits.

“But I report on what other people do. So I’m nervous about getting attention. That’s not the job of a reporter to get attention, so it’s a bit overwhelming.”

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

Crain seems almost giddily when he speaks with Knight, beaming with curiosity as he asks about the former University of Oregon track star’s strategy of selling shoes out of his trunk, whether he really was giddy when he speaks with Knight, beaming with curiosity.

“Can the product be the hero in this day and age?” Crain asks as he reads over his acceptance speech. “I cling to the belief that it can. Advertising was a lot more brilliant and creative time in advertising, when companies put in an effort to find meaningful differences in their products, rather than creating campaigns around something that has little to do with what the consumer is buying. ‘Can the product be the hero in this day and age?’”

Crain selects to introduce him at the induction, thinks he often deserves more credit than he’s willing to take. While starting out at Ad Age, Crain met his business and life partner in a young woman named Merrilee on a blind date set up by his brother, Keith, in 1965. The two married eight months later and eventually moved to Darien, Conn., to raise their daughters, Heather and Cindi. They were together 47 years before Merrilee died of cancer in November 2011. Crain was in the hospital with her when he got the call from the Hall of Fame, and said he was glad she got to hear the news. “Merrilee was an extraordinary woman,” Crain wrote in her obituary in Ad Age. “We very rarely that a person combines creativity and intuition with practicality and a practical marketing.” She came up with elegant solutions to problems that eluded the rest of us, and people gravitated to her for advice and counsel. We miss her love, her pixie-ish sense of humor, her generosity and her invisible can-do spirit.”

With Merrilee’s support and some hard work, Crain eventually made his way up the ranks at Ad Age to editor-in-chief in 1976, and also became president of Crain Communications after his father passed away in 1973. He likes to joke that it was his last promotion, but that’s only kind of true. More accurately, he’s created positions to fill.

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

Crain asks as he reads over his acceptance speech. “I cling to the belief that it can. Advertising was a lot more brilliant and creative time in advertising, when companies put in an effort to find meaningful differences in their products, rather than creating campaigns around something that has little to do with what the consumer is buying. ‘Can the product be the hero in this day and age?’”

Crain didn't satisfy Crain’s curiosity, which his closest friends call the conscience of the industry.”

“Lots of people were born on third base, but Rance didn’t accept that. He did it himself. And it’s extraordinary because he didn’t have to. He could have ridden out what he had, but he has an amazing curiosity and love of life and enthusiasm that led him from one startup to the next with never a thought of failure.”

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

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

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

Matthew Kitchen lives in New York and is a regular contributor to Esquire.com.

RANCE CRAIN
Chairman and Chief Creative Officer of DDB Worldwide.
A LABOR OF LOVE

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

BY MARC ZAREFSKY (BSJ07)
PHOTOS BY RAY WHITEHOUSE (BSJ12)
LINTON JOHNSON’S FORMER CLASSMATES CALL HIM A VISIONARY, “THE GODFATHER OF NNN.” IN 1993, JOHNSON DECIDED TO CREATE A STUDENT-RUN TELEVISION NEWSCAST FOR, AND ABOUT, NORTHWESTERN STUDENTS, SOMETHING NOT PRESENT ON CAMPUS AT THE TIME.

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

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

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

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

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

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

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

THE TEAM BUILT ITSELF

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

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

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

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

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

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

WHERE ARE THEY NOW?

LINTON JOHNSON (BSJ’95)
Johnson spent nearly a decade in on-air positions in Wichita, Kan., in 1997 jumped to San Jose, Calif. Today he is chief strategist for the office of external affairs for the San Francisco Bay Area Rapid Transit District (BART). Johnson’s entrepreneurial spirit remains; He is founder and CEO of Fit & Fun Living, a sports nutrition business launched in 1999, and created “The One on for Charity, By Dominique,” a company featuring customized ties Johnson designs.

MARY-JO LIPMAN (BSJ’95)
Lipman began reporting/anchoring at WHMB-TV in Peoria, Ill., then in 1997 jumped to San Diego, where she was a correspondent for KFMB-TV. Three years later Nuzzo made it to New York, where she was a correspondent, first for two years at WCBS-TV then for five at WNBC-TV. Today she is executive producer and co-owner at ConceptOut Productions, a video production company she founded with her husband in 2012.

AIMEE NUZZO (BSJ’95)
Nuzzo began reporting/anchoring at WHMB-TV in Peoria, Ill., then in 1997 jumped to San Diego, where she was a correspondent for KFMB-TV. Three years later Nuzzo made it to New York, where she was a correspondent, first for two years at WCBS-TV then for five at WNBC-TV. Today she is executive producer and co-owner at ConceptOut Productions, a video production company she founded with her husband in 2012.

JASON OVERSTREET (COMM’96)
Overstreet started covering news and sports in Champaign, Ill., and has since held on-air jobs in Oklahoma City and Dallas/Fort Worth. He currently is managing director of marketing and communications for the United States Bowling Congress, bowling’s national governing body.

ALAN HEYMANN (BSJ’97)
Heymann’s first job was as Springfield bureau chief for WCA-TV in Champaign, Ill. In 2000 he moved to Washington, D.C., where he’s held multiple non-profit and government communications positions. Heymann currently is vice president of communications for The Humane Society of the United States.

TODD FLEISCHHAUER (BSJ’95)
Fleischhauer’s career has had a variety of stops. He reported in Greensboro and Raleigh, N.C., taught high school media, news directed and anchored at a public broadcasting channel in the Chicago TV market and worked in media relations at Valparaiso University. He now is a registered nurse.

AH: “Subs so fast, you’ll freak.” I remember it 20 years later.

‘IT HAD TO BE FUN AND ENERGETIC’

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

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

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

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

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

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

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

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

Coming soon: Watch first season episodes and bonus content on the tablet edition.
LJ: We usually got the shows to people no later than 10 p.m., and it would actually happen over the course of several days. That’s important because a lot of our news was outdated, which was another reason why it had to be fun and energetic, because all of our stories had to be somewhat timeless.

‘WE DIDN’T KNOW IF WE WERE GOING TO SUCCEED’

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

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

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

LJ: Weather was probably the most difficult thing.

JEREMY COOPER (WEATHERMAN):

LJ: Having a dedicated sports anchor made it seem more like a real newscast, and we had an incredible talented guy in Jason who totally owned it. He was right or if I was wrong, but hopefully I got the trend better.

JEREMY COOPER (WEATHERMAN):

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

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

LJ: We may have started it, but it would never be what it is if we didn’t have each and every person who has helped out, thank you.

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

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

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

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

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

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

How did NNN help prepare you for your current job?  
“When I was hired in Phoenix, I was 22. Even today, peers are shocked that I started in a top-20 market at a young age. But the truth is I had the confidence to apply and the hands-on experience to back it up.”

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

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

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

How did NNN help prepare you for your current job?  
“When I was hired in Phoenix, I was 22. Even today, peers are shocked that I started in a top-20 market at a young age. But the truth is I had the confidence to apply and the hands-on experience to back it up.”

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

SAMANTHA HARRIS (BSJ96)  
TV Host  

How did NNN help prepare you for your current job?  
“ ‘Anchoring for NNN gave me pseudo-real world experience … In L.A., when someone in an interview learns that I graduated from Medill, I see them immediately respect me on a new level.’ ”

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

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

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

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

GABE GUTIERREZ (BSJ05)  
Correspondent, NBC News  

What is your favorite NNN memory?  
“ ‘Anchoring for NNN gave me pseudo-real world experience … In L.A., when someone in an interview learns that I graduated from Medill, I see them immediately respect me on a new level.’ ”

IVAN MEYERS  
-President and Owner, Out of the Cave Productions

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

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

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

By Mallory Busch (BSJ16)  

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

PETER ALEXANDER (BSJ98)  
NBC News White House correspondent  

Coming soon: Read more memories on the tablet edition.
THE NEXT LEADERS OF THE NORTHWESTERN NEWS NETWORK

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

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

When Advertising Age revealed its annual list of “Women to Watch” in June 2013, the publication showcased 24 female professionals with a variety of influential job titles. As senior director of global marketing communications for Gap, Marcela Aguilar (IMC02) fit right in.

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

By Shannon Shelton Miller (MSJ01)
Photo by Ray Whitehouse (BSJ12)
“We need to listen to customers and learn from them.”

— Marcela Aguilar

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

Her IMC history made the planning and overall process that much easier. “Medill was ahead of its time,” Aguilar says. “The whole integrated aspect of marketing, it was important then, and definitely important 11 years later. It’s what we’re doing today. You have to have traditional media, but you also have digital media.”

At Gap, Aguilar shifted her skills to reinvigorate an existing, iconic brand that wanted to maintain relevancy at home while expanding abroad. To figure out what might work, she returned to the same approach she used at Medill and in her travels — talk to people and listen to what they had to say. “It’s an amazing brand, and one where people have an emotional connection,” she says. “When I’m on planes and I talk to passengers and tell them I work for Gap, there’s always a huge smile.”

TRUE DEDICATION

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

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

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

The documentary is scheduled to air on WTTW-TV, Chicago’s public broadcasting station, in the fall.
10 A.M.  Day one: Kolb rides the Metra from Hyde Park to downtown Chicago on the way to her office in the South Loop.

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

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

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

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

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

Coming soon: View more pictures from a day in Melina Kolb’s life in the tablet edition and on Facebook (facebook.com/MedillNU).
TRENDS

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

BY KIMBERLY DAVIS (BSJ’96)

McLeod, president of Willowbrook, Ill.-based Conroy Media Ltd., took it as a sign. After more than 30 years in the business and 12 years after founding her company, it was time for her to go digital.

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

The digital revolution has arrived at Northwestern and Medill is helping to lead the way, transforming the way students all over the world learn, grow and interact with one another and faculty members. The popularity of online learning has risen year after year. According to the 2012 Survey of Online Learning, the number of students taking at least one online course has reached more than 6.7 million, up from 1.6 million 10 years ago. At the same time, the percentage of colleges and universities offering some form of online education has grown from 71.7 percent in 2002 to 86.9 percent last year. Similarly, Coursera, which offers massive open online courses (MOOC), has had more than 45 million people register for a class in the last two years.

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

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

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

The first step was to essentially take the part-time IMC master’s program online. Thanks to the work of the IMC faculty and a partnership with the University’s School of Continuing Studies, the first cohort of online master’s students began taking courses in fall 2012. Acceptance into the program is offered on a rolling quarter-by-quarter basis, and, so far, about 30 students from across the U.S., as well as Mexico and United Arab Emirates, are enrolled in the program.

According to Collinger, Medill’s approach to the IMC online program was to have the same professors and class sizes as the on-campus program. To earn a master’s degree in the program, students must complete 35 graduate-level courses – five core IMC courses and eight electives; topics include market research and management, statistics and gaining insights into the consumer. “What I would like is a well-rounded perspective on what’s hype and what’s real,” says McLeod. “I’m also looking for a better working knowledge of the tools out there and the way to approach the ever-changing media landscape. It’s cool to be on the cutting edge.”

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

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

Lee says she spent months adapting her face-to-face course to one that would be intellectually challenging, interactive and engaging online. “I actually think the course that I’m teaching is one of the most rigorous courses I’ve ever made,” Lee says. “It’s full of curriculum designers and teachers who help you through
TRENDS

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

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

There are several graded assignments, Lee says. Each section is capped at 20 students, according to the website. Another aspect of online education that Medill and Northwestern are exploring is MOOCs. Peer institutions have already entered the MOOC universe and Northwestern is stepping into that digital realm beginning this fall. Owen Youngman, Medill’s Knight Professor of Digital Media Strategy, is offering a free, six-week course through Coursera entitled Understanding Media by Understanding Google. Students will learn how Google grew from an online search business to a company that plays a role in almost every Internet user’s life, while at the same time understand the tactics media companies, journalists, marketers, politicians and social networks use to reach and connect with consumers. Weekly discussion topics range from Google and advertising to Google, social media and privacy.

The course is similar to an undergraduate course Youngman began teaching at Medill in 2012, yet there were clear differences in creating the class. “The online platform demands a different approach,” Youngman says. “You can’t teach tens of thousands of students the same way you teach 35 students.” Northwestern will offer two additional MOOCs in the fall: Everything is the Same: Modeling Engineered Systems, and Law and the Entrepreneur.

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

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

In winter 2013, a group of Medill professors will collaborate on another MOOC called Content Strategy for Professionals: Engaging Audiences for Your Organization. While neither Youngman’s nor Lee’s course is offered for credit, the American Council on Education announced in February that it had recommended five other Coursera MOOCs for credit, an exploration into how these courses might be more integrated into higher education.

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

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

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

DESTINATION: DALLAS

Photos by Ray Whitehouse (BSJ12)

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

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

— Tom Collinger, senior director of Medill’s Distance Learning Initiative
BRIAN KNOX | BSJ10
ASSOCIATE PRODUCER
KXAS-TV

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

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

YOU ARE ORIGINALLY FROM DALLAS, SO WHAT’S IT LIKE COMING HOME? I fly American everywhere I can. I accumulate miles, I use them on rental cars and hotels. But I use frequent flier miles. One of the benefits as an American (Laughs) I am an AAdvantage member, and I do earn frequent flier miles. I think Dallas can be as big or small as you want it to be. It’s an incredible metro area — we’ve got an incredible airport, a huge metro area, but it doesn’t feel very big. There’s a huge metro area, but it doesn’t feel sprawling. You can easily drive anywhere you want to drive, and you’re not searching around for a parking spot. I like that about it.

RICK WAMRE | BSJ80
PRESIDENT
ADVOCATE MEDIA

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

DOES NEIGHBORHOOD NEWS GIVE PEOPLE A PLATFORM THEY MIGHT NOT GET ELSEWHERE? Dallas is a big place. Something can happen in one part of town, and it doesn’t have to do with another part of town. You’re not necessarily connected if you’re only reading about what happens at City Hall. We’ve been able to create a bit of neighborhood pride.

WHY DID YOU START THE RICK WAMRE FELLOWSHIP AT MEDILL IN 2010? When I was at Medill, the idea that I’d be doing what I am would have shocked me. Everyone wanted to work for some place big and impact the world. No one thought about going to work at a small neighborhood magazine or newspaper. It was important back then and it’s important now, because you can get national news for free. Decent hyperlocal stuff is hard. It [the fellowship] might open some students’ eyes who might not notice or delve into it. (Editors’ note: The scholarship supports two journalism students who secure internships with hyperlocal news organizations).

HOW HAVE YOU SEEN DALLAS EvOLVE OVER THE YEARS? It’s grown like a weed. And there’s a little more appreciation about going to work at a small neighborhood magazine or newspaper. It was important back then and it’s important now, because you can get national news for free. Decent hyperlocal stuff is hard. (Editors’ note: The scholarship supports two journalism students who secure internships with hyperlocal news organizations).

CHRISTEN CARTER | MSJ11
UX DESIGNER
HIPLOGIQ

WHAT DOES A UX (USER EXPERIENCE) DESIGNER DO? I put together prototypes and mockups for social media software. We do testing with users to improve the design. When I was at Medill, I took a couple of media product design classes when I learned about UX and got really interested in it. When I graduated, I decided I wanted to learn more about it and pursue that area.

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

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

HOW HAVE YOU SEEN DALLAS EVOLVE OVER THE YEARS? It’s grown like a weed. And there’s a little more appreciation about going to work at a small neighborhood magazine or newspaper. It was important back then and it’s important now, because you can get national news for free. Decent hyperlocal stuff is hard. It [the fellowship] might open some students’ eyes who might not notice or delve into it. (Editors’ note: The scholarship supports two journalism students who secure internships with hyperlocal news organizations).

ANDREW BACKOVER | MSJ04
VICE PRESIDENT OF COMMUNICATIONS
AMERICAN AIRLINES

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

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

IS DALLAS’ LARGER-THAN-LIFE REPUTATION FACT OR FICTION? I think Dallas can be as big or small as you want it to be. It’s an incredible metro area — we’ve got an incredible airport, business-friendly economy, diverse education opportunities and Texas has no state income tax. Dallas has lots of great restaurants. Plus, there are great job opportunities that are attracting people from all over the world.

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

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DOES NEIGHBORHOOD NEWS GIVE PEOPLE A PLATFORM THEY MIGHT NOT GET ELSEWHERE? Dallas is a big place. Something can happen in one part of town, and it doesn’t have to do with another part of town. You’re not necessarily connected if you’re only reading about what happens at City Hall. We’ve been able to create a bit of neighborhood pride.

WHY DID YOU START THE RICK WAMRE FELLOWSHIP AT MEDILL IN 2010? When I was at Medill, the idea that I’d be doing what I am would have shocked me. Everyone wanted to work for some place big and impact the world. No one thought about going to work at a small neighborhood magazine or newspaper. It was important back then and it’s important now, because you can get national news for free. Decent hyperlocal stuff is hard. It [the fellowship] might open some students’ eyes who might not notice or delve into it. (Editors’ note: The scholarship supports two journalism students who secure internships with hyperlocal news organizations).

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

When Bergren needs to retool his right-brain thinkers, he typically goes shopping at his alma mater. Bergren believes Medill students provide the creative boost he needs to keep fresh ideas flowing through the business. Roughly 10 percent of Bergren’s marketing staff holds a master’s degree from the IMC program. He says that has little to do with any Northwestern nepotism and a lot to do with the program’s strong history of producing minds that seek out innovative solutions. “We just have found in general there is a great proclivity for innovation from the IMC students,” he says. “There is also a more effective platform to interact with the students and build customer loyalty in a competitive market.”

“Digital is becoming the predominant way that consumers want to access our brand,” he says. “It’s also a more effective platform to interact with and build customer loyalty in a competitive market.”

Caroline Masullo (IMC07) Pizza Hut Director of Digital Marketing

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

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

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

Stacy Lynn Ptacek (IMC10) Pizza Hut Associate Manager of Marketing – Brand Image & Advertising

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

The self-described science nerd found that collaboration the relationship marketing, loyalty initiatives and social media strategies.

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

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

Tara Gupta (MIC12) Pizza Hut Manager of Marketing – Brand

Gupta started her current job in February and is the newest Medill alumna to join Pizza Hut’s CEO and an innovation czar for the entire Yum! Brands group. He currently is in the process of reshaping how Pizza Hut looks in the United States. His plan is to change the size and style of all his locations to meet the needs of a more modern consumer by 2020.

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NIEM FELLOW TO EXAMINE RELIGION’S INFLUENCE ON POVERTY

Even before living abroad as an Associated Press foreign correspondent, Ravi Nessman (BS’99) was fascinated by religion. He will take that interest one step further as a Harvard University Nieman Fellow for the 2013-2014 school year, where he will study the role religion plays in creating and alleviating poverty in countries around the world.

Nessman, who has reported from New Delhi since 2009 as the AP’s South Asian Bureau Chief, says he’s seen firsthand how different religions influence the way cultures address poverty. “In many ways, religion has created a social system that has brought stability, regardless of how it treats the poor,” Nessman says, citing examples of the strong emphasis on akhara, or charity, in Islamic parts of Gaza, or the straitened group of unpaid laborers in rural India, where the caste system is seldom challenged. Tradition, in these regions, has dictated how disadvantaged and impoverished groups are treated.

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

“So often in journalism, as you take a look backward as I’m doing now, there’s a lot of valuable lessons we can learn from what we’ve been going through,” he says. “I am looking forward to the chance to delve deeply into complex issues without the pressures of immediate production.”

— REBECCA OKEN (BSJ’14)
Michelle Edgar (BSJ'05) is the founder of Music Unites, a New York City-based nonprofit that offers music programs to at-risk youth. Last year, 30 high school students worked with producer Swiss Beatz as part of the program. Edgar, who recently joined Red Light Management as vice president of business development, said the company funded the XX Project, a monthly spoken word group for female industry leaders inspired by TED talks and Northwestern’s Council of One Hundred for female alumni.

Robert Moynihan (BSJ'75, MBA'78) is married to Jennifer Babin (COM'80) of Los Angeles, and now lives in New York City. He is a partner at Blue Cross Blue Shield of Massachusetts, where he oversees product management and development.

Shadra Agarwal (BSJ'08) was named to the Crain’s Chicago Business “40 Under 40” list for 2012. She is the co-founder and chief strategy officer for Context-Media and co-founder of JumpStart Capital.

Evan Benn (BSJ'04) was named a writer at the St. Louis Post-Dispatch, which started him in October 2012 and stars Susan Sarandon. Benn obtained, along with three brothers, all Five years ago, he launched the company Good Rebel Films, where he is the head of business development and producer.

Dana Greenspon Bate (MSJ'05) published “The Girls’ Generation” as a professor emeritus-in-residence at Medill, died on May 11. Spiegel played a key role in helping develop Medill’s integrated marketing communications curriculum, which was the first direct marketing program in the country for graduate students. He also helped develop the IMC Fourth quarter professional residency program, now known as the Immersion Quarterly. In 2011, more than a decade after becoming an emeritus professor, Spiegel helped launch the Medill IMC Spiegel Digital and Database Research Initiative.

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

Memorial contributions may be made to: the Spiegel Digital and Database Research Initiative Medill School of Journalism, Media, Integrated Communications, 353 Sheridan Road, Evanston, IL 60208.
1. Fire Strikes the Chicago Stock Yards: A History of Flame and Folly in the Jungle
   John Hogan and Alex Burkholder (BSJ63, MSJ64)
   Hogan and Burkholder take readers into the endless smoke of Chicago’s Union Stock Yards, the site of nearly three hundred extra-alarm fires before its closure in 1971, including some of the most disastrous conflagrations of a city famous for fire. In 1910, 21 firemen and three civilians were killed in a blaze at a beef warehouse — the largest death toll for an organized fire department in the nation prior to 9/11. Burkholder is a founding member of the Fire Museum of Greater Chicago.

2. Fugitive Colors
   Lisa Barr (MSJ89)
   Barr’s debut novel is a suspenseful tale of an artist’s revenge after World War II. Julian Klein, a young American artist, leaves behind his religious upbringing for the artistic freedom of Paris in the 1930s, only to find himself trapped inside a world where a paintbrush is far more lethal than a gun. His wife, Jill, is forced to contend with jealous inferior artists who attempt to destroy those with true talent. In this story, love, friendship, betrayal and passion are never black and white.

   Kevin Peraino (BSJ98, MSJ99)
   Peraino examines the character of Lincolnian foreign policy and argues that Lincoln should be considered one of America’s indispensable diplomats. Delving into six distinct episodes that helped define his approach to global affairs, “Lincoln in the World” is a study of a presidency at the dawn of American power. Much has been written about how Lincoln saved the Union, but this book highlights the lesser known role he played on the world stage during those tumultuous years of war and division.

4. Redemption Mountain
   Gerry Fitzgerald (MSJ77)
   Amid the lush beauty and rugged landscape of McDowell County, W.Va., a woman struggles to save her marriage, support a family and raise a son with Down Syndrome. When she’s thrust into a battle to save her grandparents’ farm from the destruction of mountaintop removal coal mining, Natty Oakes finds herself alone against friends, family and one of the world’s largest utility companies. Fortunately, she finds an unlikely ally and friend, and maybe much more.

5. Sweet Thunder
   Ivan Doig (BSJ61, MSJ62)
   In the winter of 1920, a quirky bequest draws Morrie Morgan back to Butte, Mont. But the mansion bestowed upon Morgan, who debuted in Doig’s “The Whistling Season,” promises to be less windfall than money pit. And the town itself, with miners struggling to extricate themselves from the stranglehold of Anaconda Copper Mining Company, seems on the verge of implosion. These dilemmas catapult Morgan into his new career as editorialist for the Thunder, the union newspaper that dares to play David to Anaconda’s Goliath.

   Peter Fretwell and Taylor Baldwin Kiland (IMC95)
   Why were the American POWs imprisoned at the “Hanoi Hilton” so resilient in captivity and so successful in their subsequent careers? This book presents six principles practiced within the POW organizational culture that can be used to develop high-performance teams everywhere. The book offers examples from both the POWs’ time in captivity and their later professional lives that identify the characteristics necessary for sustainable, high-performance teamwork.

See more books written by alumni online at bit.ly/medill-keep-reading

YOU LEARN. WE PAY.

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