THE INS AND OUTS
INSIDE MEDILL’S SPORTS MEDIA SPECIALIZATION
IRA BERKOW
ON BASEBALL
DESTINATION: DENVER
FOUR ALUMS INSPIRED BY THE MILE-HIGH CITY

CHRISTINE BRENNAN
MICHAEL WILBON
TALK SPORTS CAREERS AND MEDILL
2016 marks the 50th anniversary of Medill’s Washington Program and we need your help!

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

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

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

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

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

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

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

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

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

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

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

In spring 2016, we will celebrate the 50th anniversary of Medill’s Washington program. Alumni who studied and worked there over the years talk about how important it was for their education and careers. I expect San Francisco to be just as influential.
By Kaitlyn Thompson (BSJ11)

NEW IMC INITIATIVES CONNECT INSIGHTS FROM CONSUMER DATA

The IMC program at Northwestern University’s Medill School of Journalism is currently conducting research on loyalty programs, in-store shopper behavior and the impact of marketing stimuli on purchase decisions. It hosted its first event on June 10 to featuring 50 attendees from retailers, retail technology firms and universities.

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

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

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

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

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

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

By Clare Ling (BSJ18)

EDGERLY TAKES A IN-DEPTH LOOK AT PATTERNS OF MEDIA CONSUMPTION

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

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

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

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

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

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

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

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

2. From left: Rani Monson (BSJ96) and Michael Sperling (BSJ83)
3. From left: Natalie Gould (MSJ12), Leslie Hopp (IMC14), Eliscia Filice (MC14) and Susan Butler Riley (MC15)
4. From left: Brian Knox (BSJ10) and Nomaan Merchant (BSJ09)

Medill Alumni Reception in Dallas on June 2, 2015

5. From left: Cameron Morgan (BSJ99), Josh Chetwynd (BSJ93, MSJ94), Summer Nettles (MSJ14), Rahul Solomon (MSJ13), Joe Garity (BSJ73, MSJ94), Belinda Clarke (MSJ94), Alex Basse (WCAS09) and Nicole Magabo (BSJ13)

Medill Alumni Dinner in Denver on June 11, 2015

6. From left: Arturo Ospina (McCormick05) and Nicola Himelfarb (COMM14, IMCCert14)
7. From left: Sara Singh (MC15) and Jay How (MC15)
8. From left: “Ada” Wendong Cui (MC15), Jennifer Lu Wang (MC15), “Rina” Xiaoru Lin (MC15) and Yunita Bai (guest)

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

9. From left: Marty Kohr (MC Faculty), Xinwei Zhang (MC15), Rain Yang (MC15), Zach Adler (MC18) and Sara Singh (MC15)
10. From left: Brian Worch (MC11) and Jill Zhu (MC15)
11. From left: LuCinda Hohmann (MC15), Huayi “Michael” Liao (MC15) and Aditi Ramchandani (MC15)

Medill Alumni Reception in Chicago on June 23, 2015

2. From left: Rani Monson (BSJ96) and Michael Sperling (BSJ83)
3. From left: Natalie Gould (MSJ12), Leslie Hopp (IMC14), Eliscia Filice (MC14) and Susan Butler Riley (MC15)
4. From left: Brian Knox (BSJ10) and Nomaan Merchant (BSJ09)

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

1. Front row, from left: Lyndsey McKay, Nikki Ichert (bending), Elizabeth Fairman (bending), Crystal Tousana, Jennifer Colleria, Kristin Burns; Back row: Associate Professor Tom Collinger, Betsey Siska, Victoria Lynden, Tim Ferris, Joe Filipas
In the Mile-High City, the people are fit, the scenery is top-notch and, according to some of the people who live and work in Denver, the well of good stories never runs dry. It’s the perfect place to be connected and disconnected all at the same time. Of Colorado living, Nicole Magabo (BSJ13) says: “With the sunshine, the mountains in your backyard, so many hiking trails — it gives people the sense that work is not all that matters, but that you can use your personal life to inform your work.” She and three other Medill alums spoke to Erin Golden (MSJ07) about building their lives and careers in a Rocky Mountain paradise.
The ability and the experience of four years in a really rigorous journalism program helped my intuition to detect what is good storytelling and who to tell stories to.

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

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

WHAT WAS THE MOST VALUABLE THING YOU LEARNED AT MEDILL?
The most valuable thing I learned at Medill? I’m not sure what it was. But I know when it happened. In a long-form narrative writing class taught by a brilliant teacher named Patrick Clinton. He taught me to have compassion for the subjects I write about. Everything and everybody is interesting if you pay attention to the story.
MEDILL’S SPORTS MEDIA SPECIALIZATION

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

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

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

• **MENTORSHIP:** Students are paired with Medill alumni in sports media to provide guidance, advice and coaching throughout the year.

• **FACULTY:** Medill’s highly skilled instructors include accomplished professors of practice such as Michael Wilbon and Christine Brennan.

• **SPEAKER EVENTS:** Students interact with newsmakers and leaders in the sports and sports journalism world.

• **TRIPS:** In addition to Medill coursework, students travel to top sports markets to meet key figures in journalism, marketing, sports management and leagues.

• **REPORTING OPPORTUNITIES:** Students get published through partnerships with the Chicago Tribune, Pioneer Press, SB Nation and others.

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

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

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

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

Photos by Marc Zarefsky (BSJ07)
Janel Forte (MSJ15) takes time for a picture on the 10,000-square-foot SportsCenter set inside Digital Center 2, which opened in 2014.

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

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

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

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

An all-access tour of the Amway Center, home of the Orlando Magic, would not be complete without a trip down to the court. The students watched pre-game warm-ups courtside, and stayed to see the Magic lose to the Detroit Pistons.
The latest additions to Medill’s sports media specialization: ESPN’s Michael Wilbon and USA Today’s Christine Brennan. A conversation with the duo on how they rose up in the world of sports journalism, and their enthusiasm over becoming professors of practice at Medill.
After meeting early their freshman year, Michael Wilbon (BSJ80) and Christine Brennan (BSJ80, MSJ81) formed a lifelong friendship that would endure long beyond Medill as they became two of the most well-respected sports reporters in the business.

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

Wilbon made an impact at an early age at the Washington Post, beginning a 30-year journey to his work on ESPN’s NBA coverage. Wilbon made an impact at an early age at the Washington Post, beginning a 30-year journey to his work on ESPN’s NBA coverage. Brennan was the first full-time female sports reporter hired at the Miami Herald. She would embark on a career that has seen her cover 16 consecutive Olympics, write seven best-selling books and become an award-winning columnist for USA Today. In addition to her current work as a sports commentator for ABC and CNN.

Along the way, both have offered unwavering support for Medill and Northwestern. Now, as professors of practice for Medill’s sports media specialization, they will help educate and inspire the next generation of graduate students by joining the faculty as teachers, contributing to classes, projects and events while working out of the Washington newsroom. The pair recently spoke to Elliott Smith (BSJ87) about their new roles, their careers and their friendship.

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

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

WILBON: I just think we’ve missed a big opportunity as an institution to put our imprint on sports journalism education for decades. In some ways, we created the niche. Our best human resources, our greatest assets, were being2 farmed out. You go to these big institutions with these great programs, and the person who is providing the muscle and the intellectual capital is a Medill alum! So, I’m glad this is not missed any longer. It’s a no-brainer. When Brad said, “If you’re in favor of this, I need you to do it,” I said, “That’s it.” There’s no thought process.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

WILBON: I was at the Washington Post at 21 years old. I’m not about to fool myself and think it was anything else other than the stamp of Medill that allowed that to happen. I went to work for Bob Woodward and Ben Bradlee and Don Graham at 21. I know what that’s about. They hired me because they knew I could do it because I was at Medill. I owe. I owe the people that came before me. I owe the people who taught me. I’m grateful. I loved it. It was the four greatest years of my life. All of it represents something that launched me — I don’t have TV shows, I don’t have all this stuff without Medill.
SPORTS MEETS JOURNALISM AT
ADVANCING STRONG JOURNALISM SKILLS AND PREPARING STUDENTS FOR MULTIMEDIA CAREERS IN SPORTS-RELATED FIELDS
By Kelsey Bjelland Ogletree (MS’10)

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

Ron Thomas (MS’73) found a special niche among students at Morehouse College, helping launch the school’s journalism program with an emphasis on sports in 2005. Vicki Michaelis (BS’73, MS’10) lead the charge in creating the University of Georgia’s Sports Media Certificate program in Athens, Georgia, which launched in 2014.

Thomas, who graduated with a political science degree from the University of Rochester (New York) in 1971, always knew he loved sports and writing. He decided to combine the two when he was accepted to Medill a year later. “I knew I wanted to be a sports writer, but they didn’t have a course in sports writing,” Thomas explains. A group of students approached one of the science writing professors, a course in sports writing, “Thomas explains. A group of two when he was accepted to Medill a year later.

“Just as a little story, I had about 10 or 15 students in my class, and I knew there were a lot of students in the science program who wanted to be sports writers, but they didn’t know how to do it.”

Thomas decided to create a sports class for the students, and he spent the next three years developing a curriculum for the class. The result was a course in sports writing, which became the first course of its kind at Medill.

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

The program was conceived out of a desire by filmmaker (and Morehouse alum) Spike Lee and the late sports journalist Ralph Willey to change the disparity in the numbers of black sports journalists compared to the high numbers of black athletes, particularly in professional and college football and basketball. Thomas says, “Their feeling, and I agree, is that if there were more black sports journalists, the coverage of black athletes would be more sensitive and insightful.”

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

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

She chose to attend Medill for its gold-standard reputation and its location in Chicago, and ended up liking it so much she got both her bachelor’s and master’s degrees. From there, she went on to work as a journalist covering everything from high school sports to college football and professional basketball, before accepting a position as an Olympic reporter for USA Today.

“Everyone who knew me thought it was surprising that this is where I ended up,” she says. “But what I realized is sports journalism at its very best is simply sound journalism applied to sports. When you think about it that way, it’s less intimidating.”

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

Several years later, a new opportunity caused Michaelis to see things differently again. A search committee member from the University of Georgia found her on LinkedIn and reached out, asking if she’d be interested in heading up a new sports journalism program. The program was conceived out of a desire by filmmaker (and Morehouse alum) Spike Lee and the late sports journalist Ralph Willey to change the disparity in the numbers of black sports journalists compared to the high numbers of black athletes, particularly in professional and college football and basketball. Thomas says, “Their feeling, and I agree, is that if there were more black sports journalists, the coverage of black athletes would be more sensitive and insightful.”

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

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

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

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

However, Carey’s ambitions took a brief backseat to reality. After Medill, Carey needed a job — any job — so he accepted a position at a New York City-based trade magazine, American Shipper. However, he continued applying to science and health publications, and was eventually hired as a staffer at Santa Rosa magazine, later purchased by Time Inc. and rebranded as Health magazine. Today, he calls it his “big break.”

Carey stayed at Hippocrates for 10 years, where he reported on subjects ranging from psychology to nutrition. Eventually, a health reporter job opened up at the Los Angeles Times in 2000, and Carey was hired. While it was on a temporary basis at first, he quickly transitioned to full time. A year later, Carey was promoted to the paper’s behavior beat, and he started covering psychology and psychiatry.

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

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

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

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

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

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

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

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

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

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

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

But instead I asked her if she remembered the accident.

As soon as the words left my mouth, the memory of a conversation I had with a classmate with whom I’d lost touch, when my family life was comfortably distant, came roaring back. I was in my thirties, newly acquainted with her family, and our conversation had been a casual exchange.

I didn’t realize then that there had been a very successful silencing that had come down upon us all: the four passengers in the car, our extended families, friends and teachers at school and even the community. The accident happened long ago, at a time when people were less comfortable discussing unpleasant things.

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

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

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

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

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

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

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

I had published a book of essays based on my syndicated column and was teaching personal essay and memoir workshops. Many of my essays were being published and aired on public radio. The accident was a marker story in my life: a story that marks a time after which everything changes, the kind of story I urge my personal narrative students to find.

When I would tell the story, people got lost in it. But the version on the page wasn’t connecting with editors.

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

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

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

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

— Ellen Blum Barish

Ellen Blum Barish (COMM81, MSJ84) realized that in all her years of writing, there was a story of her own that needed to be told.
Eric Noe in TakePart’s Los Angeles newsroom. Photo credit/Lauren Wade

INSPIRING SOCIAL CHANGE

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

By Alileen Cruz (MSJ01)

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

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

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

“We’ll do food stories on a particular day that will talk about new farming policy that’s going to affect the income of farmers or their labor force, or the output of particular crops. At the same time we’ll be writing about the carnitas shortage at Chipotle with a headline that says ‘Dude, where’s my carnitas?’”

Our goal has to be to figure out moments where people are focused on a certain thing — like the carnitas shortage at Chipotle — and seize that moment to tell them a bigger story about why that might be more relevant than they might have thought at first.

And if informing is one thing, empowering is another. What sits beside TakePart’s content is a link and a call to action either by pledge, donation or petition. If readers are so moved by a thought at first.

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


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

Lea Ann Leming promoted Noe to managing editor in 2012. On guiding the newsroom, she says, “I trusted him implicitly — to not only get the story right, but also use the best tools to tell the story in innovative, compelling ways.” Leming, now chief content officer for SheKnows Media, says simply. “He brings the experience of having been in the trenches himself — he’s lived it.”

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

“The opportunity was an exciting one for me. The project was just about to graduate to this new phase. It was an opportunity to help guide something that was going to be different in a good way.”

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

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

TakePart is the digital division of Participant Media, the issues-driven production company behind mindful documentaries like “An Inconvenient Truth” and “Food, Inc.,” and films like “Syriana” and “Lincoln.” Jeffrey Skoll (eBay co-founder) started Participant 10 years ago “because he thought that the film industry could do more” by putting 其 impact on the world directly. O’Keefe says. “It’s what Eric knows how to do. He not only knows how to craft a story, but also how to hook people, and how to work on a pace and pulse that feels more like daily news but never forgets the importance of the story.”

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

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By Alileen Cruz (MSJ01)
The Wordsmith

By Beth Moellers

John Bartlow Martin wrote the stories of America's underdogs and the speeches of its presidents. Medill talks to Ray Boomhower — author of a new book inspired by Martin and his remarkable career.

A new biography is illuminating the varied career of John Bartlow Martin: journalist, author, adviser and speechwriter. During the heyday of the “big slick” magazines, Martin wrote for The Saturday Evening Post, Life, Look, Collier’s and The Atlantic. He worked with then-FCC commissioner Newton Minow on his famous “vast wasteland” speech about the poor quality of television programming. And he was a speechwriter for Democratic candidates and presidents, including John F. Kennedy who appointed him as an ambassador to the Dominican Republic.

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

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

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

“I think he was drawn to the underdogs in American society and sometimes looked at life in the United States with a critical eye. All of which sometimes looked at life in the United States with a critical eye. Martin lived that as well. He often said that his main concern was with the individual in the American society and what happened to them in a system that often didn’t work as it ought to,” Boomhower says.

Why was John Bartlow Martin compelled to be the “voice of the underdog”?

I think he was drawn to the underdogs in American society because of what he experienced as a young man in Indianapolis going through the Great Depression, seeing his father lose his business and then having the New Deal programs of Franklin Roosevelt come in and essentially save them from disaster. That was a big influence on him. Also, I think he was influenced by the writers he read as a young man: John Dos Passos, Ernest Hemingway, Theodore Dreiser.

There was something he started in '56, and he really worked in '60 with John Kennedy’s presidential campaign as an editorial advance man with another young reporter named Joseph Kraft.

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

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

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

THE INTERVIEW HAS BEEN EDITED FOR CLARITY AND LENGTH.
Ira Berkow's Latest Book Tells History of Wrigley Field
By Jasmine Rangel Leonas

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

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

Serenditipously, the first job offer he got was at the Minneapolis Tribune — happened to be as a sports writer. This kicked off a career of more than 50 years writing about sports, including 34 at The New York Times as a feature writer and columnist. He shared a Pulitzer Prize win at the Times and has covered the West and North sides of Chicago, and as a pitcher and first baseman at Sullivan High School in Rogers Park.

Berkow says he likes writing about other sports too, like baseball and boxing — a collection of his original works “Boys in the Basement” in November.


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

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

BY SUSAN BRUSTUN (MSJ85) is an interior designer and principal of Sweet Pea Design, which she launched 12 years ago in Chicago, Illinois, as a one-woman firm. Brustun’s style is known for its sophisticated blend of relaxed comfort and luxurious refinement. Recently she received an award for “Best Living Space 2014” from Modern Luxury and a second-place win for the prestigious Lake Forest Showhouse. Brustun is also a board member for Lake County Cares, a philanthropic organization and a long-time supporter of cancer research.

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

BY RANDY ROSS (MSJ87) is a writer, lecturer and web content consultant, and has recently completed a comedic novel “The Loneliest Planet,” which is currently being circulated to literary agents. He is performing a one-man show based on the novel “The Chronic Single’s Handbook” in fringe festivals in the U.S., Canada, and Edinburgh, Scotland.

For details: www.randyrossmedia.com

BY MICHAEL HARVEY (MSJ89), Medill adjunct professor, writer, director and Emmy-winning producer, recently released his latest novel “The Governor’s Wife” which was welcomed with great reviews and which can be read online at noonlight.com. Harvey has also shot and produced the short film “Brighton: Harvey” which was selected as an investigative producer for CBS in Chicago and received an Oscar nomination for his Holocaust documentary “Eyewitness.” Harvey’s past works include “The Innocence Game,” “We All Fall Down” and “The Third Rail.” He co- created, wrote and was executive producer of the Emmy-nominated show “Cold Case Files.”

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BY PETE COOK (MSJ93), a veteran Bloomberg Television correspondent, became the company’s new press secretary in July. He is a key figure in explaining the Obama administration’s position on diplomatic operations across the globe, including Iraq and Syria where critics have questioned the president’s strategy toward our military campaigns. When choixed, Defense Secretary Ashton B. Carter said in a statement that Cook’s years of experience in national news, his personal integrity and his non-partisan approach “make him an ideal fit to represent this institution during a crucial period for our nation and our military.” Cook recently was working at Bloomberg Washington correspondent for Bloomberg Television. Previously, he covered the Pentagon for NBC News and MSNBC.

BY KRALENE LARSON (BSJ00, MSJ01) has won the Data Science Howell Award for Nonheadline Writing from the Society of News Editors (ASNE). Larson, the West Africa bureau chief for The Associated Press, was recognized for her work covering the humanitarian crises in the Central African Republic and the Ebola crisis in Liberia in 2014. Her portfolio also included the first-place honors from the New York Times Press Club for feature writing by wire service and a first-place National Headliner award in feature writing.

BY WILL SULLIVAN (MSJ04) has recently taken a new role as an Innovation specialist at IBM, a team of digital experts enhancing and building Federal tech procurement, product and process improvements. Sullivan’s team was featured in the July issue of Fast Company. Previously, Sullivan was the director of mobile for the Broadcasting Board of Governors where his team was awarded a Society for News Design Award for Excellence for The Alhurra mobile app redesign. His product portfolio also received finalist honors for the 2014 Communicating for Cuba App for Radio Sawa mobile and a finalist in the GSM Global Mobile Awards for “Best Music App.” Sullivan was also selected by Govloop as a “NextGen Innovator” for the 2015 NextGen Public Service Awards.

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

BY JAMES EDWARDS (MSJ08) has joined Public Radio International’s “The World,” a co-production of WBUR, Public Radio International and the BBC World Service, as community engagement manager. Edwards is part of a 12-person team working to extend the community of four million people who follow PRI.org and “The World” coverage. He is central to The World’s Global Nation project, which will be examining the education of first and second generation Americans.

BY BRENNA CLAIR O’TIEMEY (BSJ11) recently joined Shell Oil in Anchorage, Alaska, as a business advisor in the company’s executive team. Previously, she worked as a PR specialist at Sickyr LLP, a multidisciplinary professional service firm based in Chicago, and as an account executive in the Business and Social Purpose practice at Edelman PR.

BY KATE TANG (BSJ12) is kicking off her third year with the Philadelphia Eagles as social media manager: the last season, nominated in three Gold ADDY Awards and a Shorty Award for the Eagles (social media) finalist selection. As social media manager, she is leading the team’s bold social content strategy and activation for NFL’s On The Fifty season. Previously, she was the social media coordinator for the Philadelphia Eagles.
Joseph Weston Hall III, better known as Trey, of Littleton, Colorado, died on May 25 at age 55. He was chief operating officer at Natural Grocers, a published author and a member of the Medill Hall of Achievement.

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

Soon after college, Hall moved to the Midwest to attend Medill. He stayed in the Chicago area after graduation and worked at Foote, Cone & Belding. Hall then accepted a job at Pizza Hut and eventually relocated to Wichita, Kansas, where he began to cycle competitively. At Pizza Hut, he also reunited with former classmate Mark Mears (IMC85), who would become a lifelong friend. “Trey quickly ascended up the ranks to earn several distinctions throughout his illustrious career both within Pizza Hut and at many other top brands,” Mears says. “Indeed, Trey was a brilliant brand marketer who could light up a room with his infectious personality, high energy, personal integrity and strong convictions.”

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

In 1991, while training on his bike, Hall and a friend were hit by a car, leaving both cyclists severely injured. The close call with death would eventually inspire Hall’s book, “Pedal Forward: The 10 Life and Business Lessons I Have Learned on My Bike,” (2013).

During a TV interview about the book on Good Morning Vail, Hall was asked what recovering from the accident taught him, to which he replied, “We can do great and marvelous things. We can move past just about anything.”

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

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

Medill Remembers Trey Hall, Business Leader And Avid Cyclist

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

— TREY HALL
OBITUARIES

John DeMott (PhD79), 61, of Lawrence, Kansas, died Nov. 10, 2014. DeMott held a doctorate in journalism from Northwestern University, and was a professor emeritus of journalism at the University of Memphis and a former member of the news staff of the Kansas City Star where he was a reporter and editor for 14 years. DeMott earned the coveted Pultizer Citation for distinguished newspaper service from NBC’s “Big Story” radio broadcast series for his solution of a murder. His participation in the coverage of the Kansas City flood of 1951 earned the Star a special Pulitzer citation. He was also a past president of the Kansas City Press Club. He taught journalism and other related courses at the University of Kansas, Northwestern University, Northern Illinois University, Temple University, the University of Memphis and the American University in Cairo. He was the journalism department chairman at both Temple University and the University of Memphis. One of his greatest joys was following the careers of former students. He was loyal to each of his universities and was proud when one earned an honor or achievement. For his work in race relations and religious tolerance, he earned numerous awards. DeMott was also an author of several books and numerous chapters and articles in other writings. He is survived by his wife, Vera.

Jonah “John” K. Oxman (MSJ79), 90, of Skokie, Illinois, died Jan. 30. He began his career as a radio announcer in Virginia and moved to the Chicago area to meet Oxman. After graduating, Oxman started as a news writer for CBS television news and eventually, also worked in the newsrooms of NBC and ABC television stations, retiring as the head of ABC’s Northwest suburban news bureau. In the early 90s he was an interviewer on a CBS morning television talk show. He enjoyed teaching and taught journalism at Columbia College and Harper College. Oxman was a lifelong supporter of freedom of the press. He loved writing and contributed a number of articles to Chicagoland Magazine. Oxman and his wife of 68 years, Lea, loved the arts. They attended performances and also worked as ushers for ballet, music, theater and opera events throughout Chicagoland. They particularly loved volunteering for the Day of Music in Chicago and have traveled the world together. John became an avid golfer later in life. He served in the army during World War II and remained in the Army Reserve for more than 30 years, retiring as a colonel. He is survived by his wife; daughter Michelle; Hilario and Suzanne; and four grandchildren.

James Rodney (BS45), 82, of Covington, Louisiana, died June 6. Rodman worked at the Escanaba Daily Press where she met her husband, George. She turned her love of books into a long career as a librarian after earning a master’s in library science. Rodman worked as a Librarian in Connecticut for Stanford High School and at the Durbin Public Library. She was the head reference librarian at the Monterey County Public Library in California. Rodman had a passion for her terriers, the New Orleans Saints and San Francisco Giants. Cooking and world travel. She is survived by her three children: Mark, Sally and Vera; her sister, Lynn; her brother, James; two grandchildren; and nephews and nieces.

Edward Wright (MSJ76), 75, of Los Angeles, California, died May 1. Wright was a former editor of the Chicago Tribune and the Los Angeles Times. At the Times, he was a senior editor on the foreign desk, supervising the work of a large staff of foreign correspondents who covered events including the fall of the Soviet Union and the first Persian Gulf War. Wright later wrote the Travel Advisory column for the Times. He was also the author of five acclaimed mystery novels. Wright’s first book, in the John Rawls series, "Cleas’ Moon," won England’s Debut Dagger Award; his second book, "While I Disappear," won the Shamoo Award and the Southern California Booksellers Association Award for best hardcover mystery novel of the year. Wright’s third book, "Red Sky Lament," received a Historical Crime Award from the Crime Writers’ Association of Great Britain. Wright’s first non-series book, "Dammnation Falls," won a Barry Award for best crime novel. His latest novel, "From Blood," was named one of the best mysteries of the year by the Financial Times. Wright is survived by his wife, Cathy; his sister, Carol; and his niece and nephew.

By Jasmine Leonas and Kaitlyn Thompson (BSJ11)

MSJ AND IMC JOIN FOR COURSES ON CONTENT ANALYTICS, STORYTELLING

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

For IMC student Kaitlyn Lahit (IMC15), who has a background in communications and took both classes, crossing programs through the study of storytelling and analytics was exciting. "Beyond just picking up the tools and broadening my perspective in a joint journalism and IMC course, I thought it would provide necessary practical skills for my career," says Lahit. "IMC students were learning from MSJ students and MSJ students were learning from IMC students."

The first class, Content Analytics, led by Professor Rich Gordon, focused on how to interpret analytics for online content. Thirteen teams in the class, most including both MSJ and IMC graduate students, analyzed live data from the websites and social media channels of ABC and Chicago-based news outlet Gapers Block. The teams were then taught to spotlight trends in the data and pull key insights in order to build recommendations that could build the sitter audiences. Guest speakers like Kurt Gessler, adjunct lecturer and Chicago Tribune senior digital news editor, also visited Gordon’s class to speak about how the industry uses data and analytics to inform, predict and respond to trends. “Content Analytics was a great introduction to the practicality of Google Analytics and the theory behind what makes content efficient,” says Rojas Alves (IMC15). “Learning how to measure the efficiency of content that your company is producing is important to anyone who’s involved in a media company.”

Gordon says there is a growing convergence in what brands, advertisers, and individuals, the study of narrative structure and storytelling is increasingly relevant in any role. "Narrative structure helped to provide structure around my storytelling," Eleyae says. "It gave practical tools that I know I will use in every story I tell in the future."

Whether in journalism or marketing, Lahit said an understanding of how to tell a story—and to sell it well—is critical to getting the message across to audiences. "With the undeniable growth in the amount of content produced by brands, advertisers, and individuals, the study of narrative structure and storytelling is increasingly relevant in any role," Lahit says. While MSJ and IMC students have always been able to enroll in any Medill course, these classes were unusual because they were offered with an explicit goal to attract students from both master’s programs. Having the opportunity to learn from each other showed the two groups new perspectives on their field.

"I definitely felt like being in class with the IMC students," Eleyae says. "It was interesting hearing their perspectives, especially since they’re learning a completely different curriculum than we are."
1. “Savvy!”
Alice Nagle (MSJ85)
With co-author Luanne Tierney, Nagle provides a guide for female college grads to close the gender pay gap in a fiercely competitive environment. Nagle and Tierney have 20-year careers working with Cisco, HP, VMware, AT&T and Apple. This guide for young women provides 20 tips, including setting career goals, building confidence and being an excellent communicator, all of which will lead to greater compensation and success. It also provides an insider’s view of attaining career success and can be useful to women of any age.

2. “How to Survive”
Andy Steiner (MSJ92)
After spending two years examining the effects of trauma and loss and the resiliency of those who have lived through these events, Steiner presents a survival guide to getting through the difficult times. Steiner explores the resiliency of those who have dealt with massive heart attack, bankruptcy, death of a spouse, suicides of a family member and the sudden responsibility of being a caretaker. Steiner writes the “Mental Health & Addiction” column for MinnPost and has provided inspiring recovery stories and insights from those who work in emotional wellness.

3. “My Father’s Wives”
Mike Greenberg (BSJ89)
The co-host of ESPN’s “Mike and Mike” follows up New York Times bestseller “All You Could Ask For” with the story of Jonathan Sweetwater, the son of a five-term senator searching to understand himself, his father and his marriage. Jonathan Sweetwater has a successful life and family but has felt the absence of a relationship with his father since he was a young boy. Jonathan’s late father, Percival Sweetwater III, was beloved by all, and especially by the five women he married after Jonathan’s mother. After leaving his position at a prestigious law firm, Bishop became a public defender and visited the perpetrator, who she believes is sincerely remorseful. Bishop also believes that criminals can be redeemed, rehabilitated and forgiven, and she is devoted to living a life worthy of her sister. She has been instrumental in helping to overturn capital punishment in Illinois. This compelling story begs the question of all of us: “Could we forgive the murderer of our family members?”

4. “Nats and Grays”
Joshua Drazen (MSJ01)
With co-author David E. Hubler, Drazen gives a beautifully detailed look at the Nationals of the American League and the Homestead Grays of the Negro League baseball teams during World War II in Washington. Drazen details the impact of the war on these two teams and on baseball as a whole, including the effect of constant uncertainties like the military draft, federal mandates, national rationing and other wartime regulations. In the backdrop of the story, critical historical events are recounted, such as the creation of the GI Bill and racial equality. Through it all, Drazen recounts how the friendship between Franklin D. Roosevelt and National team owner Clark Griffith kept the game alive.

5. “Rich Bitch”
Nicole Lapin (BSJ05)
Making the New York Times Best Seller List, Lapin, a prominent financial journalist and money expert, shares her own experiences and provides a 12-step process to get your financial life in order. With a sassy and “friend next door” attitude, she shares her wisdom about 401(k)s as well as spending on small indulgences. Lapin provides guidelines to correcting your bad money habits, concentrating on investing in yourself and learning the language of money. Lapin encourages a money plan you can sustain while living the rich life you deserve and the confidence to call yourself a “Rich Bitch.”

6. “Change of Heart: Justice, Mercy and Making Peace with My Sister’s Killer”
Jeanne Bishop (BSJ81)
Twenty-five years after a teenager murdered her sister, brother-in-law and their unborn child, Jeanne Bishop recounts her journey to her reconciliation with, and ultimate forgiveness of the murderer. After leaving her position at a prestigious law firm, Bishop became a public defender and visited the perpetrator, who she believes is sincerely remorseful. Bishop also believes that criminals can be redeemed, rehabilitated and forgiven, and she is devoted to living a life worthy of her sister. She has been instrumental in helping to overturn capital punishment in Illinois. This compelling story begs the question of all of us: “Could we forgive the murderer of our family members?”

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Guess who? (Turn to Page 18.)