PEOPLE’S VOICE

MARGARET SULLIVAN (MSJ80) IS MAKING HER MARK AS THE NEW YORK TIMES’ FIRST FEMALE PUBLIC EDITOR
CONGRATS
NORTHWESTERN WILDCATS
2013 TAXSLAYER.COM
GATOR BOWL CHAMPIONS

A number of Wildcats’ fans showed off their Medill pride in Jacksonville. See more pictures on Facebook (facebook.com/MedillNU).

PHOTOS BY MARC ZAREFSKY (BSJ07)

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TALENTQ

IMC students embarked on a three-month quest to uncover the skills and talents that make successful marketing communications professionals. The journey concluded with a symposium in downtown Chicago.

ON THE COVER

PHOTOS BY RAY WHITEHOUSE (BSJ12)

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Love stories
A number of alumni found love at Medill. Read how romance began for some happy couples.

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Obama analysts
Two IMC alumni talk about the roles they played with the Obama for America campaign.

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25 Names to Know
31 A Day in the Life
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40 Keep Reading...

ON THE COVER

PHOTOS BY RAY WHITEHOUSE (BSJ12)

There’s nowhere quite like Miami. Find out from four alumni what it’s like to work in the “Magic City.”

26
Love stories
A number of alumni found love at Medill. Read how romance began for some happy couples.

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Since President Barack Obama’s historic victory on Nov. 6, I’ve had time to reflect on how I wound up helping to elect, and then re-elect such a transformational figure.

I’ve had a number of jobs since President Obama began campaigning for his first term, and most recently served as National Deputy Director of Operation Vote, which oversees the constituency outreach programs for the Obama for America campaign. There are a plethora of reasons for how I got here, but without a doubt, three words always come to mind… because of Medill.

One of the most meaningful lessons I ever received came from Associate Professor Ava Greenwell, who gave me the painful “Medill F” for misspelling a word by one letter. I was frustrated and thought, how could one letter mean so much? But honestly, it made me sharper, more thoughtful.

It made me pay attention to the little things.

When it came to constituency organizing for this past election, I had to think about how to tell our story to different audiences. It made me think about how what we did for African-American organizing on the West Side of Philly would differ from the Ballers for Barack effort in Milwaukee, how our women’s roundtables in Columbus would differ from Denver, how totally different our Latino mobilizing in Las Vegas would be from the Caribbean outreach in Little Haiti in Miami.

Those little details led to big results on Nov. 6. Latinos and youth made up a larger share of votes cast in 2012 than in 2008, while African-Americans maintained their record share of the electorate from 2008. In Florida, President Obama was the first Democrat to win the Cuban American vote in 50 years. And in Colorado, he won the Latino vote by 53 points, a dramatic increase over his 23-point margin in 2008.

I say all this to say that I became better at digging a little deeper, better at appreciating the little things because of Medill.

And don’t worry. I spell-checked this time!

In 2007, Time Magazine said before the Iowa caucuses that Michael Blake “may have more to do with Barack Obama’s chances of becoming President than anyone besides the candidate himself.” He currently is Senior Advisor for the Office of Public Engagement for the Presidential Inauguration Committee.
NEW ENDOWMENT RECOGNIZES STUDENT JOURNALISTS REPORTING ON PUBLIC AFFAIRS

Alfred Balk (BSJ’23, MSJ23) spent his career using journalism to find ways to improve the function of society and government. Two new funds from the Balk family endowed in his name will allow future generations of Medill students to continue his legacy of eye-opening public affairs reporting.

Through the generosity of Balk — who passed away in 2020 — and his late wife Phyllis, the Alfred W. Balk Prize Fund and Alfred W. Balk Scholarship Fund will provide financial assistance to graduate students interested in public affairs reporting.

“This generous gift will make it possible for some of our best students to greatly enhance their graduate experience,” says Janice Castro, assistant professor and senior director of graduate education. “It may be the difference that allows them to go on to a Global Journalism Residency or to spend a quarter in our Washington, D.C. program.”

Balk’s daughters, Laraine Balk Hope and Diane Balk Palguta (BSJ’86), say they are happy that their parents’ gift can make a positive difference for students at a school that their father frequently praised for its professionalism.

“My father treasured his time at Medill and considered himself very fortunate to be able to get there,” Hope says. “Both of my parents wanted these endowments to go to Medill, specifically to fund the type of serious journalism that my father dedicated his life to.”

Balk transferred to Northwestern as a sophomore, after spending a year at Augustana College in Rock Island, Ill. To pay for his education, Balk balanced his demanding coursework with a job as a waiter at Willard Hall.

“He was truly a journalist at heart and loved meeting different people and discussing world events from different perspectives,” Hope says. “He was very open to different platforms and loved print journalism in all forms. He was also an avid historian of radio and briefly worked in television for CBS.

“During Balk’s wide-ranging, multi-platform career, he wrote more than 100 magazine articles, served as editor at four national magazines and wrote seven non-fiction books.

“If you look at his total career, it’s very checkered because he just liked variety and kept going from one job to another,” longtime friend Ralph Otwell (BSJ’56), former editor of the Chicago Sun-Times. “The two studied at Medill and briefly worked together at the Sun-Times. He did it all and he did it all well. Never one to avoid controversial topics, some of Balk’s most groundbreaking work occurred during the 1960s. He wrote four highly influential articles, including the first nationwide report on Elijah Muhammad’s Nation of Islam for the Saturday Evening Post, another Post article on ‘blacklisting’ techniques used to exploit housing segregation and a collaboration with former Sen. Paul Simon on corruption in the Illinois legislature that appeared in Harper’s Magazine in 1965 and helped launch Simon’s national political career.

“He collaborated with Simon on a lot of national attention because he exposed the bribes that were going around the Illinois General Assembly,” Otwell says. “That was sort of typical of his instincts. He was quite an investigative reporter, even at an early age.”

Medill’s first Balk scholarship and prize recipient is Alison Burdo (MSJ’21), who specialized in video and public affairs reporting. She recently covered environmental issues in Medill’s Washington newsroom and worked on several stories for National Geographic.

“At Medill, she has distinguished herself as a dogged and thoughtful reporter with an instinct for enterprise stories,” Castro says. “She is a skilled photographer and videographer whose ambition is to cover public affairs stories both in video and written form.”

Hope Burdo’s proposed career trajectory is exactly what her father hoped these endowments would support, as he cared deeply about public affairs, international affairs and media improvement.

“My father was both an idealist and a realist,” Hope says. “He truly believed that a strong and objective press was essential to the functioning of a democratic society.”

MATT PAOLELLI IS A WEB CONTENT PRODUCER FOR NORTHWESTERN UNIVERSITY AND TEACHES A COURSE IN MULTIMEDIA JOURNALISM AT MEDILL.

STUDENT NEWS

Graduate students in Medill’s Washington program found the government spent $16 billion on advertising during the past decade. The stories the students produced were published by the Washington Guardian in December.

Medill students received two NATAS Student Achievement Awards from the Television Academy, the producers of the Primetime Emmy Awards. The University of Chicago/Midwest Emmy Awards on Nov. 18. The Northwestern News Network won the Best Newscast category for the third straight year. The winning team included 14 current students and eight alumni who worked on the news in 2021.

Keystone Pipeline for natural gas through South Dakota, while another team reported on the first offshore U.S. wind farm expected to take anchor in Nantucket Bay, Mass., in 2013. The students’ stories can be found at medillenergy.org.

Eight graduate students traveled to Tampa, Fla., to cover the Republican National Convention for the Associated Press and the Washington Post, while seven students traveled to Charlotte, N.C., to report on the Democratic National Convention for the same media outlets.

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REWARDING WORK FOR THE PUBLIC GOOD

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THINKING VISUALLY

PROFESSOR CRAIG DUFF PREPARES HIS STUDENTS TO BE SUCCESSFUL JOURNALISTS IN A MULTIMEDIA WORLD

As the 2012 presidential campaign reached its final frenzied stretch, The New York Times sent a team of reporters that included Professor Craig Duff to Cincinnati. There he filmed groups of enthusiastic volunteers knocking on doors and working phone banks, attempting to reach every potential voter they could.

Duff spent just two days in the election battleground of Ohio before heading back to Chicago, where he dispatched 16 urban affairs reporting graduate students throughout the city to do similar work. The students captured the sights and sounds of election night and the morning after through social media, videography, photography and writing.

In today’s world of cross-platform reporting, journalists are long past the days when reporters were “just writers” or “just photographers.” Although anyone can be considered a videoreporter today with the touch of a smartphone button, Duff, an award-winning multimedia journalist, instructs his students as they complete their work to remember the “J” in “VJ,” meaning focus on the journalism as a video journalist.

“We want to make visual journalists prepared for what they’ll confront in the real world,” says Duff, who began teaching broadcast reporting and documentary courses at Medill last spring. “I want to help reporters become better visual thinkers and visual journalists become better reporters.”

John V. Santore (MSF12), a student in the urban affairs class, visited The New York Times’ website the weekend before the election and watched his professor’s videos, which for a period on Sunday, Nov. 4, appeared at the top of the page.

“Knowing I would be seeing him in class the next week was really exciting,” says Santore, who recollected Duff’s signs when he spent election night at McCormick Place covering President Barack Obama’s eventual victory. “Telling a visual story is far more intuitive than you might think. He teaches us how to ask questions, how to display photos to advance a story and develop a narrative through video.”

In the relatively short history of our multimedia journalism, Duff is among the field’s pioneers. He previously worked as director of multimedia and chief video journalist for TIME and with The New York Times as lead video journalist. His team at TIME won an Emmy in the New Approaches to News & Documentary Programming category for a series that delivered a behind-the-scenes look at iconic photographs taken on D-Day and during the fall of the Berlin Wall, among other historical events.

Duff started his career as a video journalist at CNN, completed teaching stints at Columbia University and Princeton University, and spent a year as a Knight International Journalism Fellow at the American University in Cairo.

By Shannon Shelton Miller (MSJO)

ELECTION NIGHT COVERAGE
• http://medillelection2012.tumblr.com/
• http://storyline.com/medillstudents/cover-election2012

Duff faced a new challenge last summer when he taught a graduate documentary course where students had less than 10 weeks to produce a 20-minute documentary. By the end of the quarter, the students completed six successful documentaries.

“He always has this way of making a student believe it can be done,” says Thomas Owen (MS11a), now a production assistant at The Chicago Tribune. When Owen faced challenges getting access to a veteran suffering from post-traumatic stress disorder for a documentary on service dogs aiding veterans, he said Duff drew from his extensive professional background to offer assistance and suggestions to keep the story alive.

“I never felt like he would allow me or anyone else to fail,” Owen says.
GERRY CHIARO  
IMC LECTURER  
DIRECTOR OF IMC IMMERSION QUARTER PROGRAM

What do you think it takes to be a successful integrated marketing communications specialist today? If there is one key thing all great marketers have in common, I’d say it is understanding people and how they feel and behave. I also feel there are certain traits required for success, including openness to new ideas, curiosity to keep learning, passion and enthusiasm for great ideas, and the ability to make great ideas happen.

You’ve recently taken over as the director of the IMC Immersion Quarter program (formerly known as summer team projects); how does the Immersion Quarter program help students develop the skills you mentioned? The most important thing is to place students in a work environment to practice the skills learned in their first three quarters at Medill. They will work with successful marketing leaders on important projects. They have the opportunity to “shadow” executives and see them in action. Our sponsors are passionate, enthusiastic leaders who take on these projects to work with students and faculty advisors to address real challenges in their business and to help develop the IMC leaders of the future.

What’s new besides the name of the program? When Associate Dean Frank Mulhern asked me to take on this role, the first thing I did was listen to faculty, sponsors and students for their ideas to improve the program. Based on what we learned, we are making two refinements to complement and enhance the program. The Leadership Strategies class, which previously was an elective, will now be a key part of the learning experience. The course teaches leadership skills like team building, project planning, presentation, collaboration and managing people. We are also stressing the value of team projects. We want student teams to work together to solve bigger, broader and more complex problems. When the project is bigger and more complex, students learn more.

How do you think Medill prepares students for life after school? Our best students emerge with an ability to create ideas. Ideas drive everything. IMC students learn how to use data and not be frightened by it. They learn how to analyze problems and develop crispness in their thinking. They learn how to use information and make it mean something that creates value.

If you want to learn more about the Immersion Quarter program or are interested in being a sponsor, please email Chiaro at g-chiaro@northwestern.edu.

Assistant Professor Dan Gruber presented at the 2012 Academy of Management Conference on the impact of technology and digitization on the creation and distribution of books, movies and music. His presentation about using “Twitter for Bridging Theory and Practice” at the Marketing Management Association’s conference was recognized as a finalist in the conference’s Innovative Teaching Competition.

Assistant Professor Ashlee Humphreys presented “Oil Spills as Disaster Myths” at the Consumer Culture Theory conference in Oxford, England. The research examined newspaper coverage of the Exxon and BP oil spills to assess the narrative structure of the coverage throughout both disasters.

Professor Candy Lee spoke at the Marketing Management Association annual meeting about “Increasing Engagement and Improving Outcomes for Millennial Students Using Business Cases.”

Professor Ed Malthouse was an invited participant in the first Thought Leadership Conference on Service Marketing, held at the University of Nijmegen in the Netherlands. He also gave a talk about social media at the University of Hamburg in Germany.


Assistant Professor Joe Mathewson participated in a panel discussion about “No News for Millennials,” which examined a new book about the millennial generation’s interest in the news.

Professor Kalyan Raman presented several papers last summer, including talks in England, Finland, France, Germany and the Netherlands.

Professor Don Schultz, Professor Martin Block and Assistant Professor Vijay Viswanathan presented their work on multimedia consumption patterns by social media users at the International Conference on Research in Advertising in Stockholm.

Assistant Professor Michelle Weinerber co-authored “The Rules of Culture in Advertising Humor,” a chapter found in the “Handbook of New Developments in Consumer Behaviour.”

Assistant Professor Michele Weldon led the OpEd Project’s “Write to Change the World” seminar in the Medill Chicago newsroom. She also published new e-book editions of her books, “I Closed My Eyes” and “Writing To Save Your Life.”

NAA POST-ELECTION PANEL

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Pictured, from left: NBC News Correspondent Kelly O'Donnell, Fox News Chief Washington Correspondent James Rosen (MSJ06), Chicago Sun-Times Washington Bureau Chief Columnist Lynn Sweet (MSJ05), NBC News Correspondent Peter Alexander (BSJ06), USA Today Washington Bureau Chief Susan Page (BSJ05) and POLITICO Vice President for Video Programming David Chalian at the National Press Club on Nov. 6 for a Night with Northwestern Post-Election Panel, sponsored by the Northwestern Alumni Association. Medill Dean Brad Hamm spoke at the event, and also hosted a Medill alumni reception beforehand.

John Heilemann (BSJ87) who is the national affairs editor for New York Magazine, shared stories about covering presidential campaigns and reflected on the 2012 Presidential Election during his lecture on Nov. 9.

Evam Smith (MSJ88), co-founder, CEO and editor-in-chief of the Texas Tribune, spoke on Nov. 1 about the Tribune’s future and the challenges he has faced in creating a non-profit news organization.


Chicago Tribune reporters David Jackson and Gary Marx accepted the 2011 Medill Medal for Courage in Journalism on Oct. 3. The two then discussed the work that went into their award-winning series, “Across the Border: Beyond the Law: Flaws in the justice system help fugitives cross America’s borders and avoid capture.”

Jeffrey Toobin, court reporter for The New Yorker and legal analyst for CNN, spoke on Nov. 27 about “Reporting on the American Legal System.”

Chris Jones, contributor to Esquire magazine and author of the National Magazine Award-winning piece, “The Things That Carried Him,” discussed the challenges of sources in longform journalism during a talk on Nov. 19.

Andy Weber, CEO of Farm Journal Media, spoke on Nov. 13 about the importance of service journalism, drawing on his company’s experiences in advocating for important issues related to the agricultural industry.

Newton Minow Visiting Professor Mark Shields of “PBS NewsHour” discussed the 2012 Presidential election and his favorite experiences from covering past elections as he delivered the 2012 Minow Lecture in Communications on Oct. 9.

Kelly McEvans (MSJ97), foreign correspondent for NPR, spoke on Oct. 5 about her time spent covering events in the Middle East, including the Arab Spring and the Syrian Revolution.
Within law enforcement, writer and publisher Charles “Chuck” Remsberg (BSJ58, MSJ59) has made his name as the “godfather of officer survival” through his gripping textbooks, videos and other law enforcement training materials.

Likewise, The New York Times best-selling author Hope Edelman (BSJ86) has helped women around the world navigate the early loss of a mother with her groundbreaking, insightful books, including the popular “The Attic: Growing Up Motherless.”

The New York Times best-selling author Roger Boye (MSJ71), an associate professor emeritus-in-law enforcement training materials, has an eagle eye for detail and presents well-written prose that offers practical advice — skills honed at Medill.

“They both illustrate the journalism of impact,” says Roger Boye (MSJ71), an associate professor emeritus-in-law enforcement training materials, “how to affect and engage an audience.”

As a kid growing up in small-town Hutchinson, Kan., Chuck Remsberg aspired to be an FBI agent. His dream was dashed when he discovered the Bureau wouldn’t hire anyone who wore glasses; he had beenpectacled since sixth grade.

Remsberg turned to his next best option — reporter. Over the following several decades, he would master the cops and crime tale with successful forays into social justice issues. One of the story genres he specialized in over the years was the “ordeal story,” as he describes it, in which he chronicled individual struggles in the face of crisis.

After completing Medill’s Cherub Program, Remsberg began college and covered the Evanston police beat for his first year at the Daily Northwestern. Not much happened, but “it was an opportunity to hang out with cops,” says Remsberg, 76, who lives in Wilmette, Ill., and heads Exceptional Communications Solutions. “It seemed exciting at the time.” A favorite 1950s radio show, “The Big Story,” added to journalism’s appeal with its true crime stories dramatized from the viewpoint of the newspaper reporters who uncovered them.

Soon, Remsberg had his own dramatic tales to recount.

As a junior, he broke the story of a freshman fraternity pledge who was disinvited simply because he was Asian, an incident that caught the attention of the national media. (Folk singer Pete Seeger immortalized the whole scandal in “The Ballad of Sherman Wu.”)

After senior year as the Daily’s editor-in-chief, he headed to graduate school. In December 1958, while on his work-study shift at the Chicago City News Bureau, a massive fire at the Our Lady of the Angels School broke out; he was the first reporter on the scene. The conflagration would kill 92 children and three nuns and again grab headlines.

His first job was rewrite man at the Chicago Sun-Times, but he quit after only a year. “I got impatient writing obits,” he says. So began a freelance career that spanned two decades, more than 800 bylines and dozens of publications.

At first, Remsberg sold crime narratives to several detective magazines (known for their covers of buxom damsels in distress). Eventually, he expanded to Esquire, The New York Times Magazine, Reader’s Digest and other big-name publications. He wrote several seminar-award winning projects on social issues, including one on hunger in America for Good Housekeeping.

His take-outs included riding with Mississippi freedom workers as they evaded the Ku Klux Klan and attending the first national swingers convention (as a reporter, of course).

“I never had a period when I didn’t have an assignment, which I thought was a pretty good record,” he says.

He also lived by the words of his favorite Medill professor, the late Jacob Scher, who once scrawled on the blackboard: “A good journalist never spits on his youth, never befouls his own nest and never relents in his search for the truth.” Remsberg had the quote made into a sign that sat on his desk for years.

In 1979, he rediscovered his first love, the police drama, when he cofounded Calibre Press to publish his first police book. “Street Survival Tactics for Armed Encounters” swiftly emerged as the tactical skills bible for street cops.

“It wasn’t a dry textbook,” he says. “It had some life, real-life stories, as well as expository material… and how-to-do-it photos.”

He authored three additional survival texts as well as co-developed Street Survival Seminar, an internationally recognized training program. In 1999, he sold Calibre to the Fortune 500 company Primedia.

Nowadays, Remsberg continues to write on law enforcement from retired writes a weekly column for PoliceOne.com and serves as editor-in-chief of Force Science News. “I like the human drama of police work,” he says. “It’s a journalist’s dream to have this quality of content. You’re writing about life-and-death situations.”

MedillinducesinfluentialauthorsintoHallofAchievement

“ I never had a period when I didn’t have an assignment, which I thought was a pretty good record.”

CHARLES “CHUCK” REMSBERG

(BSJ58, MSJ59)
When Hope Edelman was 17 years old, her mother died from breast cancer. Devastated, the voracious reader turned to the library for a book that would offer guidance, comfort, and perhaps most important, reassurance that one day she could be happy again. She looked in her hometown of Spring Valley outside New York City, then a year later at Northwestern, where she was a freshman. “I used to search, looking for anything, even a paragraph that you could be a girl when your mother died,” says Edelman, 48, who lives in Topanga Canyon near Los Angeles and teaches writing at Antioch University Los Angeles. “I never found it.”

In fact, Edelman would have to wait 10 years until she could write that crucial story herself.

“Motherless Daughters” explored the innumerable ways that losing a mother at a young age uniquely affected a woman’s life. Edelman wove together her own experiences with the latest research as well as interviews with more than 200 women. “I was sort of inventing the wheel as I wrote my book,” she says of the then-unusual format of a reported memoir. “I was muddling my way through the forest, a very dark forest.”

Boyce describes Edelman as a “master writer,” whom he got to know well in the early 1990s when she was a Cherub instructor. He recalls Edelman, pre-Internet, posting fliers on bulletin boards in Evanston in an effort to find interview subjects for “Motherless Daughters.” She went on to write two sequels, among other books.

“It’s hard to overstate the impact that book has had,” he says. “It is writing that will reverberate through the generations.”

Even in first grade, Edelman was a writing junkie. By high school, she wanted to pursue journalism at Northwestern, despite, she says laughing, her grandmother’s complaint that “no school that sounds like a direction can be any good.” More than anything, Edelman credits Medill for developing her research and interview skills. Back then, courses focused on hard-nosed newsgathering written in inverted pyramid style. “I was, in fact, a terrible news writer, terrible,” she says. “I believed the most interesting part of the story lived at the bottom of the inverted pyramid.”

But several professors nurtured her, including magazine writing instructor Pierce Hollingsworth, mentor Abe Perk, a professor emeritus-in-service who then directed the graduate magazine sequence, and the late Richard “Dick” Hainey (BSJ45, MSJ45), who urged his students to “omit needless words,” always triple check for accuracy, and tell the story from the standpoint of the consumer.

After a senior year as editor of Byline, then Medill’s student journalism review, she began work as an editorial assistant at Whittle Communications in Knoxville, Tenn. Three years later, she pursued a master’s in nonfiction writing at the University of Iowa.

When “Motherless Daughters” hit the shelves, the outpouring of letters from readers whose lives she had changed stunned Edelman. Immediately, she saw the need and helped launch support groups for motherless daughters through a nonprofit she established. There are currently 50 support groups across the U.S., and groups are also beginning to develop internationally.

“I still get letters from readers every day,” she says. “Someone named a child after me… It really matters. It really touches people.”

Story by Matt Paolelli (BSJ05, MSJ06) - Photo by Ray Whitehouse (BSJ12)
As vibrant as the neon lights that dot South Beach, Miami is a city unlike any other in the U.S.—a cultural melting pot brimming with possibilities for those willing to embrace the sights and sounds and wanting to enrich the diversity on display in every facet of society. “Miami is messy. It’s unpredictable. And it’s a wonderful, wonderful place,” says Elissa Vanser (MSJ82). The “Magic City” is the inspirational locale that’s home to Vanaver and three other Medill alumni who spoke to Elliott Smith (BSJ97) about their experiences in one of the country’s most energetic places.

“TalentQ works because the subject is critical to all Medill stakeholders,” says Lecturer Marty Kohr, TalentQ faculty adviser and senior associate director of employer engagement. “Students embrace it for the valuable learning and employer-engagement opportunities, alumni eagerly participate in the ongoing research aspect and it helps Medill faculty keep current and connected.” TalentQ culminated in a Nov. 13 symposium attended by more than 400 students, alumni and members of the Chicago marketing community at the Thorne Auditorium on Northwestern’s downtown Chicago campus.

The TalentQ student team presented the key findings from its quantitative and qualitative research and explained the three qualities that successful integrated marketing communications professionals possess: creativity, passion and collaboration. Student research also showed understanding the needs of consumers is paramount, comparing a marketing organization to an orchestra in which the consumer is the conductor.

“The 2012 student team climbed to new heights with a quantitative study launched in August and dozens and dozens of focused panel discussions, talks and interviews throughout September, October and early November,” Kohr says. “They created valuable content, as well as a repeatable research strategy for 2013 and beyond.”

The student presentation was followed by a distinguished, cross-industry panel discussion on the idea of finding and developing talent. Panelists included Ron Bess, president of Havas Worldwide North America; Erica Daniels, Steppenwolf Theatre’s artistic and talent director; Kelly Amonte Hiller, Northwestern women’s lacrosse coach; Bob Scarpelli, former chairman and chief creative officer for DDB Worldwide; and Lynne Sorkin, director of human resources for the Chicago Symphony Orchestra.

“TalentQ allows IMC to not only showcase the intelligent students and faculty at Medill but also to bring together people in the industry to learn more from each other,” says Chris Millichap (IMC12), who worked on the 2012 TalentQ project as co-chair of the IMC Branding Committee. “I appreciated that this year the TalentQ team organized several panel discussions leading up to the event to bring even more people in to share their experiences with the current students.” Millichap now works as senior analyst in account planning at Digitas Chicago, a global marketing agency focused on digital and interactive media. He returned to Medill and represented his company in a TalentQ panel discussion concerning consumer insights and account planning. Other panels and discussion topics included effective media engagement, innovation, the power of inspiration and the nine behaviors of successful creative people.

Other events brought in prominent IMC alumni and successful executives from agencies and brands such as Discover Financial Services, Razorfish, PepsiCo Quaker and Pizza Hut. “It’s good to see Medill actively reach out to and engage with the communications community and alumni on a more regular basis,” says Rahul Roy (MSA91), executive vice president and director of account management for Draftfcb Chicago, who spoke on an account management panel. “Nothing like TalentQ existed when I was at Medill, but I surely would have benefited as a student if I had the opportunity to hear such one-on-one perspectives from practitioners.”

An archive of all the TalentQ events and research is available online at medilltalentq.org.

Kathryn Goodman (IMC12) presents the student team’s findings during the Nov. 13 TalentQ Symposium.

Matt Paolelli is a web content producer for Northwestern University and teaches a course in multimedia journalism at Medill.
WHAT IS BREAKTHROUGH MIAMI?
It is an eight-year academic enrichment program that takes at-risk middle school kids and provides a robust program that boosts academics, offers extracurriculars and provides college access. The idea is to level the playing field for bright children from largely low-income families. Data shows that high-performing, low-income kids graduate from college at the same rate as low-performing, high-income kids, so we try to give them a boost to get there.

WHY IS MIAMI UNIQUE?
I was a reporter and editor in five different places before I came to Miami, and after three or four years, I felt like I was doing the same stories. Miami is original. There’s no place like it for a journalist. It’s edgy, raw and kind of on the edge of everything.

DOES YOUR MEDILL BACKGROUND STILL RESONATE?
Medill was a transformational experience in my life. I was the Managing Editor in the Miami Herald newsroom and then was asked to be the Vice President of Human Resources. Assistant to the Publisher. I was in a position to recruit for positions all over the newspaper. I think that writing and communicating and kind of getting to the heart of the matter, which is the Medill way, and the critical thinking and connections you make [through Medill] are the keys to success in any field.

ANY ADVICE FOR MAKING A MOVE TO MIAMI?
Miami is a place that’s full of opportunity, but it’s not for everybody’s taste. You see the best and worst of humanity. You need to be really open to unexpected experiences.

WHAT IS AN “ONLY IN MIAMI” STORY?
A group known as the Raélians chose Miami — of course — to announce they had cloned the world’s first baby. It was just after Christmas 2002, and at the time part of my job as an editor involved planning and executing the weekend papers. My boss was absolutely enthralled with the Raël story, and I will never forget her coming into the office on a Saturday, calling me into her office, pointing her finger at me and booming “Find me that baby!” Well, of course there was no cloned baby, but Raël himself liked the sound of my voice over the phone and agreed to meet with us in person for an exclusive.

HOW DOES MEDILL STILL HELP YOU TODAY?
The number one lesson I learned came from Northwestern’s Newspaper Management Program. We did a survey of where people went for their news, and overwhelmingly they relied on their hometown newspaper for local news. People we polled said they could go anywhere to find out what was happening in D.C., but they could only find the scores from the local high school sports teams, or photos of people they know, in their newspaper. I’ve never forgotten that.

WHY HAVE YOU FALLEN IN LOVE WITH MIAMI?
When I first applied to The Miami Herald, I thought it would be educational to live in a city where everyone came from a different place and spoke a different language. I don’t have to hop a plane and travel anywhere. Miami has little pockets of ethnic neighborhoods. I live pretty close to Little Haiti, but my neighbors also hail from Mexico, Colombia, Cuba and possibly heaven (two are nuns).

WHAT DO PEOPLE WANT FROM BURGER KING?
In Latin America, there’s a very different consumer from North America. It’s a destination location to take your family. There are newer restaurants, bigger burgers. It’s more the IMC degree. The program teaches you to put the consumer at the center of every decision-making process. How does that consumer interact with media, your brand, with cross-channels and the product? In a marketing or business environment, that’s a key tool that not everyone has. It makes you unique. I wouldn’t trade my IMC degree for an MBA ever.

WHAT MAKES MIAMI SUCH A VIBRANT PLACE?
It’s a melting pot; a gateway to Latin America and a gateway to North America for almost 40 different countries. There’s constant change, good food, good music. And we have the Miami Heat, NBA champions, so you can’t complain about that. I also get to enjoy the beach in January and February.

WHY MIAMI?
I first came to Miami when I was on an internship [at the Miami Herald] for my Teaching Media quarter in 2006. Then, I received an internship after graduation to come back and work on the business desk. Those two experiences made me fall in love with Miami. I’m from Michigan, and what I loved about Miami is that it feels more like a South American country than part of the U.S.

WHAT LESSONS FROM MEDILL HAVE YOU TAKEN INTO YOUR CAREER?
Everyone jokes that it’s so commonplace to talk about the “Medill P.” But it translates to corporate America. You have to be accountable for what you say and how you say it, whether you’re talking to the revenue director at a hotel or executives with a chain. The numbers and facts have to be there.

SO, WHERE SHOULD WE BE VACATIONING?
When you find a really good deal in peak season, it’s like gold. I had a deal once for a China vacation and it included a tour to a panda sanctuary. I almost had an Oprah moment.
MARGARET SULLIVAN (MSJ80) QUESTIONS STORIES, READERS
AND EVEN HER EMPLOYER AS THE NEW YORK TIMES’ PUBLIC EDITOR

STORY BY GLENN JEFFERS (BSJ01) • PHOTOS BY RAY WHITEHOUSE (BSJ12)
MARGARET SULLIVAN IS ON DEADLINE.

IT’S FRIDAY, AND EDITORS ARE GOING OVER HER TWICE-MONTHLY COLUMN THAT APPEARS IN THE SUNDAY REVIEW SECTION OF THE NEW YORK TIMES. THIS WEEK’S STORY: “WHY THE GRAY LADY FAILED TO COVER THE PRE-TRIAL HEARINGS OF PVT. BRADLEY MANNING, A U.S. ARMY INTELLIGENCE ANALYST CHARGED WITH LEAKING HUNDREDS OF THOUSANDS OF SECRET DOCUMENTS TO WIKILEAKS.”

Sullivan blogged about Manning two days earlier, wondering why The Times passed on the opportunity to hear him speak publicly for the first time. She acknowledged that the oft-cited “paper of record” — the same one that published the leaked documents, not to mention the Pentagon Papers in 1971 — did publish a story from the Associated Press.

“But it has not sent a staff reporter,” she wrote that Wednesday. “The national security reporters Scott Shane or Charlie Savage would have been great choices, but certainly not the only one.

Criticism like this has defined Sullivan’s first few months as The Times’ public editor. Since taking over the job last September, the former Buffalo News editor has come out swinging, writing almost daily about The Times and how it covers the news of the day.

She’s explored the reasons why the paper called the presidential election 3 minutes after the AP, why it uses the term “illegal immigrant” in stories, and why, every once in a while, a scathing review is devilish fun.

“The online presence, and I think the consistency, has increased the viability of the job,” Sullivan says from her third-floor office, located in the paper’s main newsroom. “I knew that The Times really wanted to do that in the online world, and I wanted to do that, too.”

But she has also taken The Times to task. She openly questioned new CEO Mark Thompson’s role in a sex-abuse scandal at the BBC, where he previously served as chief David Leonhardt responded that covering the pre-trial hearings was unnecessary. “As with any other chief intelligence and news judgment. The next day, Sullivan fired back on her blog, The Public Editor’s Journal, acknowledging all arguments yet reiterating her point: Betting on the news raises the idea that journalists have a personal stake in the story. And that compromises their objectivity.

“I didn’t realize how high-profile the job would be,” she says. “It’s been a very public role for so I guess that’s why they call it a ‘public’ editor.”

To his credit, Silver tweeted the same day, “FYI I think Margaret Sullivan (@sulliview) is a terrific Public Editor.”

“How the way she has run this beat,” says Andrew Beaupin, a media critic and blogger for The Poynter Institute. “A lot of times, public editors can get caught up in that stuff and actually goes into media criticism of her paper.”

Nearly 400 miles northwest of Manhattan, in the cold, wind-whipped city of Buffalo, N.Y., Jeff Simon says he isn’t surprised. He still remembers the young journalist who walked into the arts department in the summer of 1980. A native of nearby Lackawanna, Sullivan had returned home after four years at Georgetown for an English degree and one at Medill for her master’s. She had the idea of working for her hometown newspaper and with the ever looming scythe of budget cuts and layoffs. She did well. Buyouts kept the number crunchers at bay. She developed an investigative desk and a new initiative to grow The News over several online sites. She focused on stories highlighting city issues, such as poverty, public education and economic development. The paper won several community-service awards.

Then came August 2010. A party at City Grill, a popular restaurant in downtown Buffalo, erupted into a fight on the street. Shots were fired. Eight people were injured, four of them fatally. Everyone involved was black.

It was the most violent act in decades and after a week, authorities still had no leads on a suspect, let alone a motive. News reporters had unearthed the criminal records of seven of the eight shooting victims, and Sullivan decided to run the story on the front page. Above the fold. “No one understated what this was about,” Sullivan says. “It seemed like an important piece of the puzzle. Who was at this party? What was the context?”

The story caused a backlash with Buffalo’s black...
community. A protest was held outside of the News building. Copies of the paper were burned. Sullivan called a local community leader and offered to meet with members of the community to explain the story. They set up a meeting at True Bethel Baptist Church on the city’s mostly black East Side. When she showed up, at least 500 people were at the church, waiting for her.

“Most [editor] would have gone with a phalanx of attorneys and bodyguards. She went by herself,” Brady recalls. “She let the people tell her what they thought, and answered their questions,” she says. Sullivan was always open.

Sullivan learned that the community roused the News as much as they did the story. They saw bias in terms of coverage and a refusal to report on economic inequalities that skewed along race lines. Sullivan responded by creating an advisory council to deal with these issues. They continue to meet with the News’ senior staff to this day.

“She was unafraid to defend the paper and the work of her staff,” says Brian Connolly, News managing editor. “The story happened that way because we’re human. I continue to meet with the News’ senior staff to this day. She was unafraid to defend the paper and the work of her staff,” says Brian Connolly, News managing editor. “The story happened that way because we’re human. I was privileged to be the editor of my hometown newspaper. A big paper, too. But I did it to the best of my ability, and I was ready to do something different.”

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“When she first read that Arthur Brisbane was leaving, Sullivan couldn’t help but make some calls. The Times public editor was leaving again. Brisbane had tracked the paper as it grew its brand online — virtually, via social media, on mobile apps. And, as he wrote in his final column, what astounded Brisbane the most was, “how thoroughly The Times newsroom appears to have bought into this strategy.”

As for Sullivan, Brisbane’s job was something she wanted. She missed writing full-time, and the idea of monetizing journalism began to wear on her. “It’s really hard to be the editor of a newspaper these days,” she says. “I was privileged to be the editor of my hometown newspaper. A big paper, too. But I did it to the best of my ability, and I was ready to do something different.”

After two arduous rounds of interviewing, Sullivan landed the job with the understanding that she would not only finish out this world of Times journalism, but explore there blogging and tweeting as well. The public editor would join the 24-hour news cycle.

“It’s a lot more high tempo than what what Stranger Than Fiction was doing,” says Beagan, the Post’s critic. “A public editor can’t weigh in once a week and still fulfill their mission. People are going to be talking about NYT journalism, and it’s right for them to have someone in the fray.”

And so, Sullivan treats the position like a beat, as if she were working the cop shop or covering the Mayor from City Hall. Her colleagues call her sources; her words, they see him. In the Daily News, on NYTimes.com or posted on Instagram.

Still, the job makes things a little awkward for the new editor. Sullivan says her new colleagues have been welcoming and responsive (she’s the fifth editor since the position was created in 2003, so there’s no need for an introduction.)

“I don’t think people realize how much diversity there is in this place,” she says. “I’m both here and separate. Like, ‘oh, here comes the public editor…’”

The good news? She’s enjoying the city. She lives in Manhattan’s Flatiron District, near Chelsea. And once she’s done studying in Florence, Sullivan’s daughter, Grace, will move back to her dorm room at NYU. Her son, Alex, a third-year at Harvard Law, is still a train ride away. The move from Buffalo, much like the job, has been both exciting and stimulating.

Her contract is for four years, with an option to renew for two more years. Sullivan hopes she’ll be at The Times, covering the paper of record, writing for a living, for a long time. But all she can see right now is the next column in front of her, the next blog entry she’s about to post. “Well, we’ll see how it goes,” she says. She pauses, then adds, “If anyone’s still speaking to me in a year.”

GLENN JEFFERS IS A CHICAGO-BASED FREELANCE JOURNALIST.

NAMES TO KNOW

By Matthew Kitchen (MSJ10)

THE NEW YORK TIMES

P.J. Joshi (BSJ94, MSJ94)

News Editor for DealBook blog

A Medill education is good to have when applying for jobs in journalism, but news editor P.J. Joshi got her start as a reporter because she had something going for her: a Medill education and the Internet. Even more importantly, she could explain new concepts like email and the Internet to the average reader.

It was a little serendipitous. I never thought I’d be a tech reporter in 1992, but I happened to have an email account, and I happened to know the ways colleges used the Internet at the beginning.

Joshi went from writing stories, answering “what is email?” and “what is the web?” at the Milwaukee Journal to covering everything from tech news and telecom to corporate fraud and economic development as a business reporter for Wednesday starting in 1997.

Joshi moved to The Times in 2006, and since March has served as the news editor for the DealBook blog, a financial news service founded by Andrew Ross Sorkin, best-selling author of 2009’s “Too Big to Fail.”

“I don’t think people realize how much diversity there is in business coverage… The problem is that a lot of journalists fear numbers, but if you have an interest in explanatory journalism and can communicate that to your readers, then you can have a great career.”

Stuart Elliott (BSJ73, MSJ74)

Advertising Columnist

Whether it’s the scripted universe of “Mad Men,” the commercials that pop up during the breaks, or the DVR we use to race past them, Stuart Elliott covers every angle of the advertising world for The New York Times.

Advertising covers so much territory. It’s about business, it’s about entertainment, it’s about celebrity… There’s almost always something new coming along, and advertising tries to reflect society, so it really keeps you up to date on everything.

When Elliott is done pumping out stories for the paper, he contributes to the Media Decoder Blog, writes a weekly advertising newsletter, and works with The Times video team to integrate stories for the web.

“The self-described pop culture junkie has also appeared as an expert on shows like “Nightline” and “20/20” and for special programs on Showtime, VH1 and the History Channel.

“I just always wanted to be a reporter and was very lucky that I had a chance to do so from the beginning. It’s been a great ride.”
Somewhere, on some college campus, in some school of a university, love is blooming. That spark of interest, that stomach. Many people have found love on the lakeshore in Evanston, and a number of couples’ history starts at Medill. Here are a few of their stories. By Kimberly Davis (BSJ96)

1. **those summer nights**

Jenny Huntz (BSJ93) and Victor Chi (BSJ92) may have crossed paths as undergraduates at Medill, but if they did, neither one of them recalls it. When they did meet, in the summer of 2003 as instructors for the Medill-Northwestern Journalism Institute — better known as the Cherub program — it was friendship at first sight.

For two summers, their friendship grew. One day during the summer of 2003, the Medill Cherubs instructors were grading at The Globe, a café attached to the Hilton Orrington, and Jenny was in a bad mood. Victor got up and said he would be right back. It was not degrees that day in Evanston. He was gone for more than 20 minutes.

“It turns out he went all the way back to the dorm, in the heat, to get this wallet and he walked all the way to the Whole Foods, and he bought me some strawberries and chocolate to cheer me up,” Jenny says, as if it happened last week. “That was before we were dating, and I thought it was so sweet.”

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It was this kind of gesture that lit a flame to the spark that was growing between them.

“There was a lot of flirting that went on, and we kissed the final night of the program in 2003,” says Jenny, an award-winning freelance writer. “It sounds very high school — when you’re teaching the Cherubs you kind of regress like the high schoolers a bit.”

Living in the dorm rooms as instructors and being together 24/7 for five weeks can be intense. “Being in that environment does lend itself to developing a relationship,” says Victor, the managing editor of ThePostGame.com. “We always joke about how when you’re in Cherubs, whether you’re a student or an instructor, you’re really contained in this bubble.”

Once they returned to California, their long-distance relationship (Victor lived in the Bay area, and Jenny lived in Los Angeles) blossomed. They returned to Cherubs as co-head instructors in 2006 but kept their relationship under wraps for the sake of professionalism. It didn’t work as many students figured it out. They married Labor Day weekend, 2007, and had a son, Maxwell, in 2010.

As a baby gift, the Cherubs instructors worked with sent them a onesie that reads, “Cherubs Class of 2027” — the year Max turns 17. “Cherubs will always hold a huge place in my heart because that’s where I met my husband,” Jenny says. “Cherubs play a huge role in our love story.”

2. **love that grows**

World War II U.S. Army veteran Bruce Hallenbeck (BSJ50) got a lot out of the GI Bill — a top-notch Medill education, and the love of his life. A Chicago native, Bruce met Carol Wagner (BSJ49) when she needed a guide to the Back of the Yards neighborhood on the city’s South Side to do research for an advertising class.

The two journeyed south on a Saturday. Bruce paid her way on the El and a whole series of streetcars. When they finished, it was nighttime. “I looked at him, and he looked at me, and he swallowed and said, ‘Would you like to have suppers downtown?’” Carol says.

They had dinner at a “nice, but modest restaurant” in the Loop. Carol ordered and when Bruce swallowed again and ordered the least expensive item on the menu, she asked to pay her own way. Bruce insisted he pay.

“Of course there was the physical attraction because that’s usually how it starts,” he says. “But the fact that we had such similar values, that is what is keeping us going strong.”

When the bill came, he realized he forgot the tax. Carol slipped him a few cents, and they were on their way. But then they got on the El platform. “He gulped again because he had forgotten he had to pay for his El fare,” says Carol, who taught journalism for 27 years before retiring. “So, I paid his way on the El, and when we got back to Northwestern, I said, ‘Let’s go to a movie. I’ll pay.’”

Their marriage has been nothing short of an adventure, with job-related stints in Chicago, Wichita, Kan., Raleigh, N.C., Philadelphia, Seattle and Orange County, Calif., where they now live. What has kept them going strong are shared values, Bruce says.

“Our relationship is built on friendship and a shared love of the profession,” Carol says. “We just enjoy being together.”

As a baby gift, the Cherubs instructors they worked with sent them a onesie that reads, “Cherubs Class of 2027” — the year Max turns 17. “Cherubs will always hold a huge place in my heart because that’s where I met my husband,” Jenny says. “Cherubs play a huge role in our love story.”

“Cherubs Class of 2027” — the year Max turns 17. “Cherubs will always hold a huge place in my heart because that’s where I met my husband,” Jenny says. “Cherubs play a huge role in our love story.”
It was November 1974. The song was "Fire" by the Ohio Players, and the dance was "The Bump." Cheryl Mattox (BSJ75, MSJ76), a Memphis belle and senior at Medill, and James (Jim) Berry (BSJ77), a sophomore from Chicago's Hyde Park neighborhood, danced their first dance together at a Goodrich after party.

She had seen him before at Norris three weeks earlier at a fraternity dance given by the fraternity he was pledging—Alpha Phi Alpha. Cheryl was a member of Alpha Kappa Alpha Sorority since she was a freshman and was greatly admired on campus. Jim says, surely she didn't have time for a sophomore. Bldah!

"I walked into the dance and saw this handsome guy who was at the door, and I thought, oh, he's kind of cute," Cheryl says. "I walked in the dance and saw this handsome guy who was at the door, and I thought, oh, he's kind of cute," Cheryl says. "I told my girlfriend to go find out who he was, which was kind of bold since I was there with another guy. And she came back and said, 'he's just a pledge,' and kind of dismissed him. And I thought, oh, he's still kind of cute."

Jim, who is now a sports anchor at WFOR-TV in Miami, remembers Cheryl catching his eye much earlier at a reception. "She had seen him before at Norris three weeks earlier at a basketball game after he had already taken her out during Thanksgiving weekend in 1973, his "stomach dropped about six inches." Then a sophomore, Carl says he realized Alpha Phi Alpha was one of the fraternities he wanted to go out with anyone but him. The couple, who met during Ann's orientation week and got to know each other at the Daily Northwestern, started dating exclusively during that winter quarter. "We were interested in the same things and have similar dispositions," Ann says. "He was a nice-looking guy, and we liked spending time together."

A lot of that time was spent at the Daily, where Carl started as a sports writer and would eventually become managing editor and Ann covered the board of trustees and became city editor. It was a tumultuous time on campus—"a period of student unrest in the late 1960s and early 1970s, and Northwestern was no different," Ann says. In May of 1970 came the Kent State shootings, where unarmed college students were shot by the Ohio National Guard. The Daily, which published nine straight days, including the day of the shootings, Northwestern students staged a strike against the violence and the ongoing Vietnam War. Carl and Ann covered the Kent State aftermath at Northwestern for the Daily, which published nine straight days, including the day of the shootings, Northwestern students staged a strike against the violence and the ongoing Vietnam War. Carl and Ann covered the Kent State aftermath at Northwestern for the Daily, which published nine straight days, including the day of the shootings.

Carl says, "but of course it gave us each other, too." Even after they left the Daily. At one point, Carl found a way to fulfill his dream of running a small-town newspaper, which he did in Iowa City, Iowa. He was the managing editor, and Ann was the editor-at-large. Ann says their time at Medill provided a strong professional grounding, which they later shared with their students. "Ann talks about all this stuff Medill gave us professionally," Carl says. "But of course it gave us each other, too."
A DAY IN THE LIFE

A DAY IN THE LIFE

WGN Midday News Executive Producer Monica Zack’s job is all about multitasking. From the start of the day until she walks out of the building, Zack (MSJ’98) must digest a high volume of information coming from television, radio, newspapers and websites. Urgent emails and phone calls are constant. She says being a successful executive producer requires “listening to all the different sources around you, being able to process [the information] and then apply it to the show.”

Zack helps decide where stories air in the broadcast and how much time they get. Scheduling alterations happen right up until air time, and oftentimes during the production. “Things are always going to change up to the last minute,” says Zack. “You just have to be on your toes, you have to be ready to change the graphic, change the story order, change the reporter out from a story, change everything, just blow it out completely.”

Beth Shayne (BSJ’12) and Jeff Campbell (BSJ’04) were friends for most of their time at Northwestern. Beth, a Richmond, Va., native, and Jeff, who is from Colorado, were on the broadcast track at Medill and spent many hours together — in classes and at Northwestern News Network, where he was news director (“That was the last time I was her boss,” Jeff says).

They were friends... with not-so-great timing. There was a spark, but it sizzled at varying degrees for each of them. It was very “Ross and Rachel,” Beth says, describing the early days of the courtship of the “Friends” TV couple. “We just liked each other at different times.”

Finally, when they returned from winter break in January 2004, the stars aligned. “I thought it was a fling, but at our wedding, Jeff says he knew that it was more than that,” Beth says from their home in Charlottesville, Va.

It was more than that.

For other couples, this should be the easy part. Decide to be together, date, find jobs in the same city, graduate. Not so for the “Ross and Rachel” of Medill. The two were set on the broadcast careers that the “wonderful Medill degree” had prepared them for. Beth says. Finding more than one broadcast job in the same market can be next to impossible. But Beth and Jeff were partners — in everything. “Everyone said we were absolutely insane,” Beth says. “We took this crazy leap to put our careers in doubt and to be together. We had faith in each other — not just in our relationship, but in each other’s talent.”

Beth ended up taking a position in Lansing, Mich. Two weeks later, Jeff followed suit. Three years later, Jeff found an anchor position in Charlotte, N.C, and then Beth was hired at the same station. They married in October 2009.

Jeff is currently a student at the University of Virginia Darden School of Business, while Beth works in marketing at WorldStrides, an educational student travel company. This new chapter of their lives, where neither is working in broadcasting, is all about spending more time together. They were rarely on the same schedule. While the uncertainty was difficult for both of them, Jeff says the journey with Beth has been completely worth it. To him, it was about taking a risk on an amazing woman and relationship. “I don’t know that I did have faith,” Jeff says of those early days. “It was a leap. I wanted to take that gamble, and it paid off.”

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

PRODUCING THE NEWS

Do you have a Medill love story? We want to hear it. Please email your story to Marc Zarefsky at m-zarefsky@northwestern.edu.
6-8 A.M. Zack begins her day preparing for the 7 a.m. and noon broadcasts by checking the news wires, watching affiliate stations on a computer monitor, and reading local news. She also watches the WGN Morning News. A picture of her daughter, Vida, sits on her window sill.

8-8:45 A.M. Zack meets with producers, anchors and reporters to discuss what stories they want to use in the 11 a.m. and noon shows, and when in each show the stories will appear.

8:45-10:55 A.M. After the morning meeting, Zack works from a desk inside the WGN newsroom, where she interacts with her midday news colleagues, edits scripts and oversees graphics creation, all while paying attention to news on six televisions, two computers and the radio. Here, she shares a laugh with, from left, writer Charles Hayes, noon producer Tansy Soltysiak and writer Sean Noone.

10:55 A.M. Zack leaves her work station and heads to the WGN control booth to work with Midday News Director Steve Novak to produce the two hourly news shows.

1:30 P.M. After spending two hours in the control room, Zack had a brief meeting and did some administrative work in her office before leaving for the day.

View more pictures from a day in Monica Zack’s life in the tablet edition and on Facebook (facebook.com/MedillNU).
IMC FOR AMERICA

President Barack Obama’s re-election campaign was lauded for being the most digitally innovative in political history, but one thing that actually made Obama for America so successful was the ability to use data to understand its audiences and cater content to each group’s needs. That consumer-centric, data-driven approach is the foundation of Medill’s Integrated Marketing Communications program. Sarah Eva Monroe (IMC10) and Brian Wonch (IMC11) spoke with Marc Zarefsky (BSJ07) about how their IMC education helped get the president four more years in the White House.

**SARAH EVA MONROE**

Senior Advertising Strategist

**Larry’s four previous novels have won five mystery awards.**

**ONE WORD THAT DESCRIBES THE JOB**

Significant

**WHAT WERE SOME OF YOUR JOB RESPONSIBILITIES?**

I would work with developers on a new analytics tool that examines aggregate responses to different fundraising asks, compare site visitor progress, build lists of recipients for email campaigns and share results of content experiments with writers and developers.

**HOW DID YOUR JOB CHANGE AS THE ELECTION NEARED?**

For most of the campaign, my priorities were to increase signups and donations, while projects in the fall focused more on turning out the vote.

**WHAT MADE PRESIDENT OBAMA’S RE-ELECTION CAMPAIGN SO DIGITALLY INNOVATIVE?**

Data mining techniques have been around for decades, but this organization was remarkably fast in setting up systems to apply those techniques, and they informed nearly every decision.

**IN WHAT WAYS DID YOUR IMC EDUCATION HELP YOU?**

The digital team amplified the campaign’s messaging at every turn and helped create a communication stream that resulted in levels of engagement that would be a dream for any brand.

The Campbell philosophy was integrated into everything the campaign did. Additionally, my education really helped me bridge the creative and analytic aspects of my work.

**BRIAN WONCH**

Associate Analyst on the Digital Analytics team

**ONE WORD THAT DESCRIBES THE JOB**

Intense

**WHAT WERE SOME OF YOUR JOB RESPONSIBILITIES?**

I wrote briefs, assigned creative work, managed creative approval by campaign leadership, assessed ad performances and created or assigned test variations to improve ad performance.

The volume increased, and campaign success metrics changed. We continued to fundraise, but we also ran campaigns to register voters, get out the early vote and help voters find their polling places.

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**EDDIE DEERFIELD (BSJ50)**

was honored at the 69th Annual Air Force Ball in Tampa, Fla., on Sept. 29. Deerfield flew 30 combat missions on B-17s of the 303rd Bomb Group against targets in Germany and Nazi-occupied Europe during World War II.

**ROCHELLE SHULMAN DISTELHEIM (BSJ50)** received the William Faulkner Society’s Gold Medal for her novel, “Jerusalem As a Second Language.”

**KAREN DECROW (BSJ59, MSJ60)** helped organize an event at the Glimmerglass Festival in Cooperstown, N.Y., viewed at billchurchwrites.com.

**BILL CHURCH (BSJ64, MSJ65)** is a travel consultant for almost 30 years, created and made famous by the late Rex Stout.

**PEARL TILLS COHN (BSJ63)** continues to work as a cruise specialist with Frosch in Deerfield, Ill. She has been a travel consultant for almost 30 years, created office newsletters and applied her writing skills when communicating with clients.

**JUDITH (Sweula) Bruhm (BSJ60)** celebrates the 40th anniversary of the communication consulting firm she co-founded with her late husband Douglas P. Bruhm. She serves as president of the firm that currently focuses on working with Hudson Valley nonprofits, companies and business organizations.

**BILL CHURCH (BSJ64, MSJ65)** uses his experience as a former local television news director and producer to blog about the television programs and reporters on central Texas television news stations. His blog can be viewed at billchurchwrites.com.


**Meredith Roll Quinno (BSJ68)** is in her 22nd year of teaching music in a small town in Massachusetts. While her career trajectory has taken her away from her major in journalism, she remembers sending stories and pictures of her music students to the local newspaper in her early years of teaching.


**Rebecca Theim (BSJ88, IMC95)** developed dashTHIRTYdash, a non-profit organization, to raise awareness and money for employees who lost their jobs when the New Orleans Times-Picayune downsized earlier in 2012.

**Jon Craig (MSJ60)** is managing editor of The Rye Record, a newspaper in suburban New York.

**Bob Rosenbaum (BSJ84)** is an alum of the 2012-13 academic year as an adjunct professor at Kent State University’s School of Journalism & Mass Communications, where he teaches Media Management. He continues to run the MarketFarm, a media consulting business he founded in 2009.
Lori Walsdon (MSJ84) is back in her home state of California as the new news director at Sacramento’s KABC-TV, a station owned by Hearst Television. Previously, she was the news director at WISN-TV, another Hearst station, in Milwaukee for almost six years.


Edith Chapin (BSJ87) became the Senior International Editor at NPR in May. She joined NPR after 25 years at CNN, most recently running the editorial operation of CNN’s Washington bureau. In the first months at NPR, she traveled to Europe, twice to the Middle East and to Afghanistan and Pakistan.

Kevin Reece (MSJ87) was a seven-time winner at the 2012 Lone Star Emmy Awards. His awards included top honors for general assignment reporting, feature reporting and writing. Reece has won 21 regional Emmys.

Kimberley Goode (BSJ87) was recognized as one of the Top 100 Most Influential Blacks in Corporate America by Savoy Magazine. As vice president, communications and corporate affairs for Northwestern Mutual, she co-leads the company’s brand building strategy.

Eric English (BSJ88) of Bay City, Mich., was named a managing producer for MLive Media Group, Michigan’s largest digital media company. English oversees online and print editions of The Bay City Times in Bay City, Mich., and The Saginaw News, in Saginaw, Mich. He also recently finished a comedy screenplay based on life in northern Michigan, where he previously worked as a reporter.

Stuart Feldman (BSJ88), a New York-based television writer, received the Northern California Innocence Project’s 2013 Media Award for “Justice Denied,” a script he co-wrote for the NBC-drama “Law & Order: SVU.” The episode explores the devastating aftermath of a false confession.

Kathryn Boiser (MSJ89) joined Hilton Worldwide as executive vice president of corporate communications, where she will oversee external and internal communications and corporate responsibility globally.

Howard A. Fine (MSJ89) received a Distinguished Journalist Award from the Los Angeles chapter of the Society of Professional Journalists, one of five local journalists so honored in 2012. Howard is a staff reporter with the Los Angeles Business Journal.

Amanda Lamb (BSJ89) is a television crime reporter for WRAL-TV and the author of seven books, including “I Love You to God and Back,” an inspirational parenting book that comes in an adult and a children’s version. She’s written two other parenting humor books and also writes true crime books based on the cases she covers.

Robby Stein (BSJ05), the CEO and co-founder of Stamped, sold his company to Yahoo in October. The purchase was the first acquisition made by Yahoo CEO Marissa Mayer.

Stamped is a mobile app that allows users to see reviews from their friends about things like restaurants, movies and music. “We strongly believe that when people are looking for new experiences,” Stein says, “they prefer to discover based on friends they trust rather than anonymous strangers. So we applied that observation to a mobile-first application to allow you and your friends to put your stamp of approval on all your favorite things.”

Stein, who previously worked with Mayer while the two were at Google, will bring his experiences to Yahoo, where he will help develop a new line of mobile products.

“At Yahoo, we’ll be building a new set of mobile applications that help users through their daily lives,” Stein says. “At the same time, we’ll be helping build a new major mobile development center for the company out of New York City.”

Cesar Torres (BSJ96) is social editor for Ars Technica, which covers tech policy, science, computing and technology. Today, Ars Technica operates as Condé Nast’s only 100-percent digitally native editorial publication. Torres is also the host of The Labyrinth podcast, which is devoted to interviews with authors, journalists and other people of note. He also relocated to New York City, where he is at work on a new novel.

Matt Stewart (BSJ97) was recently hired by WDAF-TV, the FOX affiliate in Kansas City, Mo., where he works as a morning reporter. He also recently produced “The Walk-On,” an inside look at his experiences on the football team when Northwestern rose from the bottom of the Big Ten to win two conference titles. He is married with three children.

Robert Neely (MSJ97) joined Worthwhile, a digital strategy firm with offices in Greenville, S.C., and Charlotte, N.C., in August. He is serving as Worthwhile’s content strategist. Previously, he spent more than 30 years as a writer, editor and conceptual designer for Wayfarer and 3DM.
Brittany Bailey (BSJ00) is the new weekday morning anchor on Good Morning Colorado at KOBD-TV, the ABC affiliate in Colorado Springs, Colo. She was previously the morning weekend anchor at WBBR-TV, the NBC affiliate in Knoxville, Tenn.

Suzanne Robitaille (MSJ00) and her company, abode4ly & co., are leading the go-global public relations launch of SAMVibe, a new do-it-yourself Internet radio broadcasting application that is fully accessible to novice broadcasters who are visually impaired.

David Piazas (MSJ00) became the first engagement editor at The News-Press, a Gannett-owned media company based in Fort Myers, Fla., in August. He leads efforts to build and connect better with digital audiences, champions new digital content and anchors a daily video headlines webcast. Piazas has worked at The News-Press for 12 years as a reporter, Spanish-language weekly language editor, opinion editor and recruiter.

Daniel Bertin (MSJ00) was recently named vice president and head of development at newly launched Banca Studio, an alternative series production company under Longoria Television. In this role, Bertin oversees all of Banca’s creative development. He also proudly displays a Pat. Fitzgerald autographed football helmet in his office.

Shannon Shelton Miller (BSJ00) and husband, Corey, welcomed son, Blake Ellis, to their family on Sept. 8. Miller lives in Dayton, Ohio, and is assistant director of communications at the University of Dayton.

Mark Lazarus (BSJ01) joined the staff of the Chicago Sun-Times as the Chicago Blackhawks beat writer. He previously covered Illinois’ Emmaus football for Sun-Times Media as sports editor of the Post-Tribune of Northwest Indiana, where he worked since 2004.

Georgina Flores (IMC02) was recently inducted into the American Advertising Federation’s (AAF) AAFex director of marketing for Allstate Insurance Company.

Ben Golombek (BSJ03) was recently named chief of staff to California State Assembly member Raul Bocanegra. Golombek managed Bocanegra’s successful campaign in November and previously served as a communications director and deputy chief of staff to another State Assembly member.

Victor Limjoco (BSJ03) was promoted to producer for NBC Nightly News with Brian Williams. Limjoco recently returned from the London 2012 Summer Olympics, where he was responsible for stories on gold medal-winning Gabby Douglas and the U.S. women’s gymnastics team. He lives in Manhattan.

Amy (Swanson) King (MSJ03) and Geoffrey King welcomed their first baby, Alexandra Madalyn, on Oct. 14 in Seattle. Amy, currently an editor at Microsoft, is hoping to have her daughter reading by age 1 and editing by age 2, but admits that it’s OK if it takes a little longer.

Sarah (Allar) Schraad (BSJ05) was recently promoted to an account director position at Wall Street Communications, a PR agency representing leading manufacturers in the broadcast media industry. On Aug. 29, she and her husband Daryl welcomed their fourth child, Tessa June. She joins sister Avery (5), and brothers Hudson (3) and Dave (2).

Jennifer Harsany Simpson (BSJ04, MSJ05) and her husband, Andrew, welcomed their second child, Wendy Harsany. On July 7, Simpson is a stay-at-home mom who also does freelance writing and graphic design.

Michelle L. Evans (MSJ03) and Douglas P. MacLachlan were married on Oct. 26, 2013, in Fort Wayne, Ind. Michelle is employed by Euromonitor International in Chicago as a business analyst covering the consumer finance industry.

Timothy R. Homan (MSJ06) is now covering Congress for Bloomberg News. He spent the previous four years reporting on the U.S. labor market, also from Bloomberg’s Washington bureau.

Jocelyn (Black) Morris (MSJ07) is currently working as a post-entitlement technical expert with the social security administration and serving as one of the instructors for a nine-month technical training class for new federal employees.

Margaret Maltry (BSJ08) is a reporter for The Virginian-Pilot, covering general assignment in Virginia Beach, Va. Previously she spent four years as a features reporter for the Casper (Wyo.) Star-Tribune.

Steve Silver (BSJ08) won the 2012 Shannon Bybee Scholarship from the International Association of Gaming Advisors for his research paper, “The Curious Case of Convenience Casinos.” The paper was set to be published on the International Association of Gaming Advisors website and in the John Marshall Journal of Computer and Information Law in January.

Chris Linden (MSJ09) of Rockford, Ill., was recently promoted to hourly editor at Northwestern Quarterly Magazine, a regional lifestyle magazine. He now oversees production of the company’s Northwest Chicagooland edition. Linden formerly served as web editor and editorial assistant.

Liana Balinsky-Baker (BSJ10) has been working as a journalist at Reuters in New York since August 2010. She covers the business side of the media industry, television and cable.

Brenna Clair O’Tiernay (BSJ11) is currently an Annenberg Fellow at the University of Southern California’s Annenberg School for Communication and Journalism, where she is pursuing a master’s degree in strategic public relations. She also works full-time as the website editor and manager for the Annenberg PR website and worked previously as a research assistant and copy writer at the USC Strategic Communication and PR Center.

Gino Vicci (MSJ12) is currently a reporter at WNEM-TV in Saginaw/Flint, Mich. He is in the process of starting the Michigan Chapter of Medill Alumni. The group is planning on hosting its first event in February.

William “Bill” Jauss (BSJ52), 63, a longtime Chicago Tribune sportswriter and TV personality died on Oct. 10 from natural causes. Jauss spent 49 years as a renowned sportswriter and broadcaster. He retired from the Chicago Tribune in 2007 after working with the Tribune Company for 39 years. Before working for the Tribune, he attended Northwestern, where he played football. He later taught at Medill as an adjunct professor. During his career, he gained recognition as a member of the “Sportswriters on TV” panel and was presented a Ring Lardner award in May for his contributions to the print journalism industry. During his writing career, Jauss covered teams from area schools such as Northwestern, DePaul, Northern Illinois, Loyola, Notre Dame and University of Illinois-Chicago. He is remembered as a thoughtful father, husband and a friend as well as a pioneering journalist in the field of sports reporting, where he tied together newspapers, radio and television in his reporting well before multi-platform work became popular and common within the industry. Jauss is survived by his three children and five grandchildren.

MAURICE “RAY” Basse (BSJ66), 74, passed away on Nov. 7. Haase was editor-in-chief of his high school newspaper in Portland, Ore., and later received a scholarship to attend Medill. After graduating from Northwestern, he worked at, and later led the direct marketing operation at Old Equity Insurance Company of Evanston. He went on to hold various leadership positions in communication, marketing and sales at Trustmark of Lake Forest, III. He served as president and CEO of Starmark Inc., a Trustmark subsidiary, where he worked until his retirement in 2009. He devoted much of his life to civic organizations within Lake County and Chicago. Haase was president of the Lake Forest Chamber of Congress, and also was on the board of the United Way of the North Shore. He coached youth basketball in the Wilmette Park District for more than 35 years, and in his spare time enjoyed golfing, reading and traveling around the country, with his wife. Haase is survived by his wife, Katherine, brother Ronald Haase, three children and seven grandchildren.

SHARON ANN HOBBS (MSJ88), 63, died on Nov. 7. She received her master’s degree in Communication and Journalism from the University of Missouri-Columbia in 2001. On March 11, she married Jason Rosenbaum. In attendance (from left) Natalie Engel, Jared Goldberg-Leopold (BSJ05), Matthew Purcell (BSJ05), Malavika Jacobathan (BSJ05), Jake Kleger (BSJ08), Lauren Todd (BSJ05), Jordana Hisioty (BSJ08), Meredith Buse (BSJ05), Jesse Abrams-Morley (BSJ05), and Jennifer Leopoldt (BSJ05).
1. The Big Truck That Went By: How the World Came to Save Haiti and Left Behind a Disaster
Jonathan M. Katz (MSJ04)
Katz provides a firsthand account that weaves together a reporter’s chasse for the story, and a quick-paced, profoundly moving narrative of what it’s like to live in the aftermath of a disaster where a quarter of a million people die. Katz reveals the pain and perseverance of Haiti's courageous people following the 2010 earthquake, uncovers how the relief effort went astray, and also how, in the future, international aid can become smarter. Katz was the 2010 recipient of the Medill Medal for Courage in Journalism.

2. You Were Never in Chicago
Neil Steinberg (BSJ82)
Steinberg weaves the story of his own coming-of-age as a young outsider who made his way into the inner circles and upper levels of Chicago journalism with a nuanced portrait of the city that would surprise even lifelong residents. Steinberg never loses the curiosity and close observation of an outsider, while thoughtfully considering how this perspective has shaped the city, and what it really means to belong.

3. Weighing Anchors: A Veteran TV Newswriter Critiques the Networks’ Top Anchors
Mervin Block (MSJ59)
How often do the evening news stars fail us? This book shows how the anchors we watch every night — and trust — fudge facts, label stories exclusive that aren’t and present old news as breaking news. Block wrote for Walter Cronkite and other anchors at ABC, CBS and NBC. He assembled the book mainly from articles he wrote for his blog, which examines scripts from today's top network anchors.

4. Leading the Way: A History of Johns Hopkins Medicine
Neil A. Grauer (MSJ70)
Grauer provides a comprehensive, lavishly illustrated account of the creation and development of one of the world’s most renowned academic medical centers, including its unique achievements, triumphs, failures, successes, tremendous growth and continuing impact.

5. Comic (and Column) Confessional: Finding Myself While Covering Syndicates, Celebrities, and a Changing Media World
Dave Astor (MSJ78)
This part-humorous confessional chronicles Astor’s 25 years as newspaper-syndication reporter for Editor & Publisher magazine with candor, as well as anecdotes about famous cartoonists and columnists. The book also looks at an important period in media history by showing how the digital revolution, media mergers and the shrinking newspaper business changed journalism forever.

Jennifer A. Freeman (MSJ09), Claire Young (BSJ10), Vicki Zwart (MSJ94) and Allison Adler
We’ve come to expect nothing less than complete and total dishonesty from our elected officials. Unfortunately, it’s getting hard to keep track of who’s done what, so the authors created a handy compendium. No political office is sacred, no party is immune, and no sin that’s been punished goes unrecognized. From small-town mayors to well-known state representatives, the antics of those who serve our nation are chronicled here for all eternity.

Fantastic @MedillSchool alum panel and networking event this evening. These connections and interactions are priceless. #medillmafia
@marisapaulson

join the conversation.

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