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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/MedillINU).

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
Margaret Sullivan (MSJ80), public editor at The New York Times. See story on page 20.

PHOTO 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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Destination: Miami

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

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Obama analysts

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GUEST
LETTER

Michael Blake
(BSJ04)

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 oversaw 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 52 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.

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“
The
Medill
network
is so vast in the
journalism world
that practically every
press box I enter contains
a fellow
NU alum.”

J.A. ADANDE (BSJ92)
• 2012 Northwestern University
Homecoming Grand Marshal
• ESPN commentator and columnist
• Veteran sports reporter

+ Read a Q&A with Adande in the tablet edition.

PHOTO BY RAY WHITEHOUSE (BSJ12)

By Matt Paoletti (BSJ05, MSJ06)

REWARDING WORK FOR THE PUBLIC GOOD

NEW ENDOWMENT RECOGNIZES STUDENT JOURNALISTS REPORTING ON PUBLIC AFFAIRS

Alfred Balk (BSJ52, MSJ53) 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 2010 — 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 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 (BSJ80), 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 go there,” Hope says. “Both of my parents wanted these endowments to go to Medill, specifically to further 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,” says longtime friend Ralph Otwell (BSJ51), 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 “blockbusting” techniques used to exploit housing segregation and a collaboration with future Sen. Paul Simon on corruption in the Illinois legislature that appeared in *Harper’s Magazine* in 1964 and helped launch Simon’s national political career.

“His collaboration with Simon got a lot of national attention because it 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 (MSJ12), 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 enterprising 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 says 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.

MEDILL NEWS

Medill partnered with the American Bar Association to produce a new book, “National Security Law in the News: A Guide for Journalists, Scholars, and Policymakers.” The co-editors are Medill Lecturer **Tim McNulty**, Professor **Ellen Shearer** and Paul Rosenzweig, who was a 2011 Carnegie Fellow in National Security Journalism at Medill. McNulty and Shearer are also co-directors of Medill’s National Security Journalism Initiative.

Paul Sagan (BSJ81) and his wife, Ann Burks Sagan, donated a \$1 million gift to Medill to help establish the Sagan Graduate Fellowship in Journalism and Media. Sagan, who is the president and CEO of Akamai Technologies, Inc., serves as co-chair of the Medill Board of Advisers. He is also a member of the Northwestern Board of Trustees.

► Medill hosted an **integrated marketing communications speed networking session** that was a prelude to the school’s **TalentQ program** on Nov. 13 (read more about TalentQ on page 15). More than 20 alumni and marketing communications professionals met with students to talk about what they look for in potential hires and offer suggestions for finding a job.

Medill held a **journalism speed networking event** on Oct. 26 as part of Northwestern’s Homecoming festivities. More than 20 Medill alumni met with more than 40 undergraduate and graduate journalism students to offer networking tips and career advice.

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 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 recent graduates who worked on the May 23 show. Recent graduates **Kaitlyn Laabs (MSJ12)** and **Eryn Rogers (BSJ12, MSJ12)** also received an award in the student long form (fiction/non-fiction) category for their documentary, “Borrowed Time.”

The **Medill Undergraduate Student Advisory Council (MUSAC)** hosted a screening on Nov. 17 of “Miss Representation,” a documentary film challenging media portrayals of women and girls, with A&O Films and the Women’s Center. Associate Professor Patti Wolter and Assistant Professor Michele Weldon participated in a panel discussion after the screening.



PHOTO BY RAY WHITEHOUSE (BSJ12)

Hundreds of radio producers, audio artists, journalists, and documentarians visited Medill on Oct. 5-7 for the **2012 Third Coast Conference**. The conference celebrated the year’s best radio and documentary work, and allowed students, audio enthusiasts and industry leaders to meet and interact.

Medill hosted three sessions on social media innovation on Sept. 28 that were part of **Social Media Week**, a biannual series of activities and conversations on emerging trends in social and mobile media that took place concurrently in 13 cities around the world. The sessions were titled, “Using Facebook and Google+ to Engage Prospective Students,” “Research Proves Social Media Engagement’s Link to Purchase Behavior” and “Big Data Social Analytics.”

Editor **Camille Beredjick (BSJ13)** and contributors to the **Medill Equal Media Project** hosted an official launch event for the project on Nov. 1 with Medill and the Gender Studies Department in the Weinberg College of Arts and Sciences. The project is a student-led journalism initiative that covered LGBT issues in the run-up to the presidential election.

Twelve Medill graduate students traveled coast to coast during the summer to report on some of the nation’s highest stakes energy stories. Two teams traveled to North Dakota to examine the “black gold” rush of fracking for oil and building Canada’s 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.



JUSTICE PROJECT STUDIES SHAKEN-BABY SYNDROME

The Medill Justice Project, formerly known as the Medill Innocence Project, published its first investigation of a shaken-baby syndrome case on Dec. 11. The project is also working to create the first publicly accessible shaken-baby criminal case database in the country. As the traditional understanding of shaken-baby syndrome is being increasingly questioned by medical experts, the belief is that there may be individuals unjustly imprisoned.

The Medill Justice Project's first story raises significant questions about the murder conviction of a Chicago-area licensed daycare provider in the death of a young child nearly 20 years ago. Pamela Jacobazzi, now 57, is serving a 32-year prison sentence for the death of Matthew Czapski. When she was convicted, shaken-baby-syndrome was a largely uncontested diagnosis based on a triad of symptoms: brain bleeding, brain swelling and bleeding within the eyes. When all three signs were detected, authorities often accused the last caregiver of abuse, believing the symptoms surface instantly and catastrophically.

But a number of medical studies in recent years have shown the three symptoms can surface from other causes.

Ten undergraduate journalism students in a fall investigative class led by Professor Alec Klein, director of the Medill Justice Project, consulted medical experts, examined recent studies, interviewed Jacobazzi family members, neighbors and former clients, submitted five Freedom of Information Act requests and obtained thousands of pages of court records, police reports and other hospital, pediatric, medical examiner, children and family services and property documents.

Jacobazzi was convicted of first-degree murder on May 18, 1999, and is incarcerated at Lincoln Correctional Center in Lincoln, Ill. After losing a series of appeals, she is seeking a new trial. A new evidentiary hearing is scheduled for May to consider her request.

FACULTY NEWS

Professor **David Abrahamson** led a seminar entitled "Literary Journalism: Borders and Boundaries" in September at Bogazici University in Istanbul at the biennial conference of the European Society for the Study of English.

Assistant Professor **Beth Bennett** moderated an Association for Education in Journalism and Mass Communication panel discussion about anonymous comments on news sites. Associate Professor Emeritus **David Nelson** was one of the panelists for the event.



Assistant Professor **Stephanie Edgerly** co-authored a study in the August issue of Communication Research. The article, "Partisan Evaluation of Partisan Information," examines how anti-vaccination partisans evaluate levels of bias in news stories about vaccines, compared to non-partisans.

Lecturer **Judy Franks** presented the findings of a research study she helped design for the Association of Magazine Media (MPA) to determine how social media usage influences magazine media engagement. The results were presented at the MPA Research Committee Meeting on June 26.



Assistant Professor **Jeremy Gilbert** received a grant from the Robert R. McCormick Foundation for the development of Headliner, a game that records the news readers consume and encourages new reading habits. The grant came from the foundation's "Why News

Matters" program, which is focused on different approaches to news literacy.

Professor **Rich Gordon** completed a research project on hyperlinks and user traffic in Chicago's "news ecosystem," made up of 301 websites that provide news and information about the Chicago region.

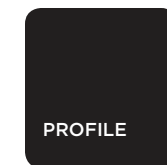
Associate Professor **Ava Thompson Greenwell** presented her paper, "Black Women Journalists: (Un) Silencing Sexual Subjugation," at the 97th annual academic conference of the Association for the Study of African-American Life and History on Sept. 27 in Pittsburgh.

By Shannon Shelton Miller (MSJ00)

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 video reporter 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 sure students are 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 (MSJ13), a student in the urban affairs class, visited The New York Times' website the weekend before the election and watched his professor's video, 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 recalled Duff's tips when he spent election night at McCormick Place covering President Barack Obama's eventual victory. "Telling a visual story is less 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 online 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.



PHOTO BY RAY WHITEHOUSE (BSJ12)

ELECTION NIGHT COVERAGE

- <http://medillelectionnight.com/>
- <http://medillelection2012.tumblr.com/>
- <http://storify.com/medillschool/medill-students-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 10-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 (MSJ12), 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.

SHANNON SHELTON MILLER IS A FREELANCE JOURNALIST BASED IN DAYTON, OHIO, AND A FORMER STAFF WRITER AT THE DETROIT FREE PRESS AND ORLANDO SENTINEL.

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 advisers 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 bolder challenges. 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 **Jon Marshall** had his book review of John Bloom's "There You Have It: The Life, Legacy, and Legend of Howard Cosell" published in the July issue of JHistory.

Assistant Professor **Joe Mathewson** participated in a HuffPost Live 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 Weinberger** co-authored "The Role 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



Pictured, from left: NBC News Correspondent Kelly O'Donnell, Fox News Chief Washington Correspondent James Rosen (MSJ96), Chicago Sun-Times Washington Bureau Chief/Columnist Lynn Sweet (MSJ75), NBC News Correspondent Peter Alexander (BSJ98), USA Today Washington Bureau Chief Susan Page (BSJ73) and POLITICO Vice President for Video Programming David Chalian spoke at the National Press Club on Nov. 8 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.

UPCOMING SPEAKERS & EVENTS

FEB. 19

The Medill Alumni Club of New York will welcome **Dean Brad Hamm** to NYC to talk about the latest Medill news. *Visit the Medill Facebook page for exact location.*

APRIL 10

ESPN NFL Insider **Adam Schefter (MSJ90)** has covered the National Football League for more than 20 years, authored four books and is the former president of the Pro Football Writers of America. *McCormick Tribune Center Forum*

APRIL 18

Martha Raddatz is the Senior Foreign Affairs correspondent for ABC News, and previously served as White House correspondent during the last term of President George W. Bush's administration. *McCormick Tribune Center Forum*

Visit the Medill Facebook page (facebook.com/MedillNU/events) for information about all upcoming Medill events.

THE GERTRUDE AND G.D. CRAIN JR. LECTURE SERIES

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.

Evan 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.

Medill Associate Professor **Douglas Foster** spoke on Oct. 25 about his book, "After Mandela: The Struggle for Freedom in Post-Apartheid South Africa."

New York Times reporter **Rachel Swarns** discussed her book, "American Tapestry: The Story of the Black, White, and Multiracial Ancestors of Michelle Obama," during her lecture on Oct. 18.

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."

OTHER SPEAKERS & EVENTS

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 McEvers (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.



JOURNALISM THAT REVERBERATES

Medill inducts influential authors into Hall of Achievement

Story by Lini S. Kadaba (MSJ86) • Photos by Ray Whitehouse (BSJ12)

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 “Motherless Daughters: The Legacy of Loss.”

Both are the newest inductees into the Medill Hall of

Achievement, established in 1997 to honor alumni whose careers have had positive impacts on their fields. Edelman and Remsberg have transformed vastly different arenas, yet they share traits that define the finest journalists.

Simply put, they can tell a story. Both conduct research, have an eagle eye for detail and present 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-service, “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 take anyone who wore glasses; he had been bespectacled 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 to me 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 seminal, 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 befools 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

CHARLES “CHUCK” REMSBERG

(BSJ58, MSJ59)



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

program. In 1999, he sold Calibre to the Fortune 500 company Primedia.

Nowadays, Remsberg continues to write on law enforcement from so-called retirement, penning a column for PoliceOne.com and serving 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.”

HOPE EDELMAN

(BSJ86)



With Roger Boye

“ I was sort of inventing the wheel as I wrote my book. I was muddling my way through the forest, a very dark forest.”

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.”

Boye describes Edelman as a “master writer,” who 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 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 Peck, 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.”

LINI S. KADABA IS A JOURNALIST BASED IN NEWTOWN SQUARE, PA., AND FORMER STAFF WRITER AT THE PHILADELPHIA INQUIRER.



a question of talent

IMC students’ TalentQ research project seeks recipe for marketing success

For the last three years, Integrated Marketing Communications students at Medill have sought to answer a seemingly simple yet professionally vital question: Which skills and attributes are most vital for success as a marketing communications professional? The exploration of that question led students on a three-month research project known as TalentQ. The program included more than 15 events throughout the fall, featuring a variety of speakers and panel discussions with IMC faculty, students, alumni and leading professionals in the marketing communications world.

Story by Matt Paoletti (BSJ05, MSJ06) • Photo by Ray Whitehouse (BSJ12)

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



"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, alums 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 (IMC11), who worked on the 2011 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 alums 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.

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



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 Vanaver (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.



Photos by Ray Whitehouse (BSJ12)



HEIDI CARR | MSJ87
BROWARD EDITOR
THE MIAMI HERALD

WHAT IS AN “ONLY IN MIAMI” STORY?

A group known as the Raelians 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 Raelian 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 Rael 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 knew, 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).



ELISSA VANAVER | MSJ82
DIRECTOR, STRATEGIC DEVELOPMENT
BREAKTHROUGH MIAMI

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.



ANGELA TABLAC | BJS07
PRODUCER TRAVELZOO

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 DOES A PRODUCER DO AT TRAVELZOO?

I’m kind of a jack-of-all-trades. I’m a little bit consultant, writer and market expert. The skills I learned in journalism school and as a reporter come into play in my job every day. Knowing the coverage area, seasonality, the key players. Knowing a good price for a hotel in Cancun in September vs. January because not that many people go there at that time. And it’s really great to be in Miami because we’re so close to the islands and Central and South America.

WHAT LESSONS FROM MEDILL HAVE YOU TAKEN INTO YOUR CAREER?

Everyone jokes that it’s so commonplace to talk about the “Medill F,” 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.

JOSE COSTA | IMC04
VICE PRESIDENT, MARKETING, R&D FOR
LATIN AMERICA AND THE CARIBBEAN
BURGER KING

HOW IS BURGER KING BEING INNOVATIVE?

There are four regions around the world — Latin America is the only one that has all 30 countries on the same digital and mobile and social platform. In year one, we unified the countries around the same web architecture. Then, we unified through Facebook, Twitter and social media. Phase three is mobile payments, along with rewards for using it.

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 a very indulgent experience. We do a lot of birthday parties. Another key difference is that it’s about 70 percent dine-in, which is the opposite of the U.S.

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.

HOW IMPORTANT WAS MEDILL TO YOU?

I have an MBA and the IMC degree, and I use more and 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.





THE PUBLIC EYE

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-considered “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 ones.”

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 25 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 visibility 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 director general, and criticized Jerusalem bureau chief Judi Rudoren on her social media posts.

As for the Manning coverage, Washington bureau chief David Leonhardt responded that covering the pre-trial hearings was unnecessary. “As with any other legal case,” he wrote in an email, “we won't cover every single proceeding.”

And then there was the time she called out Nate Silver, the nation's foremost political forecaster, for betting that President Obama would win re-election via Twitter. “It's ... inappropriate for a Times journalist, which is how Mr. Silver is seen by the public even though he's not a regular staff member,” she posted Nov. 1.

Cue the 500-plus comments. And the tweets. Don't forget the emails.

Most came to the defense of Silver, whose data-rich

predictions are considered sacrosanct come election time. Others went after Sullivan, questioning her 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 so far. 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.”

“I love the way she has run this beat,” says Andrew Beaujon, a media critic and blogger for The Poynter Institute. “A lot of times, public editors can get caught doing boring stuff like, ‘Why wasn't this on page one?’ And I've really been impressed with how little she gets involved 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 help of a professor's recommendation she landed a summer internship at the Buffalo News.

“She had all the poise in the world,” says Simon, then the paper's movie critic and now its arts and books editor. “She always said she was scared, but I've got to tell you, maybe it's true, but it never showed.”

Sullivan soaked up information like a sponge. She took instruction well. She was personable. Those innate abilities snagged her some big features as an intern, says Simon, including a piece on Harvey Weinstein, a local concert producer who'd end up making a name for himself out in Hollywood (Yes, that Harvey Weinstein).

At the end of the summer, Sullivan was offered a full-time job, working in the business department. She spent a year on the beat, learning as she went along, she admits. Talking to people came easy. She was a voracious reader. A strong writer. Medill provided her with a strong reporting education, but there were some things she had to learn on the job.

“I had to learn to be a newspaper person,” she says, “how to deal with a beat, how to deal with sources, how to deal with angry sources, and the only way [was] to live through it.”

Sullivan did, and later covered public education and regional government. After a stint as a columnist, she moved into a leadership role, first as an assistant city editor, then as assistant managing editor for features. But while she climbed up the ranks, Sullivan's byline would creep up in the paper now and then, most times in the arts section. She frequently reviewed books, says Karen Brady, a former News columnist who still writes book reviews for the paper and is a friend of Sullivan. “It makes me sad she wasn't doing more [writing].”

After an extensive search, the News promoted Sullivan to managing editor. Flowers from local women's groups blanketed Sullivan's desk, celebrating the accomplishment. She was the first woman to hold the job. Two years later, when longtime editor Murray Light stepped down after 20 years, Sullivan got the nod. Oddly enough, fewer flowers. “There was much more recognition when I became M.E.,” Sullivan says. “I guess it was expected at that point.”

Sullivan took over a staff of 180. And for the next 12 years, she dealt with the demands of daily and enterprise journalism, a shrinking print circulation and 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 understood 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

“ I DIDN'T REALIZE HOW HIGH-PROFILE [THE JOB] WOULD BE. IT'S BEEN A VERY PUBLIC ROLE SO FAR. I GUESS THAT'S WHY THEY CALL IT A 'PUBLIC' EDITOR.”

— MARGARET SULLIVAN



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 700 people were at the church, waiting for her.

"Most [editors] 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 she answered their questions. She was always open."

Sullivan learned that the community resented 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. And the way she handled the situation ... it made me very proud to be at the News."

But with hindsight in mind, Sullivan the public editor is a little more critical of Sullivan the editor. "The info was legit and reported with sensitivity, but the timing?" she says. "It really didn't have to run on the front page on Sunday. Live and learn, huh?"

When she first read that Arthur Brisbane was leaving, Sullivan couldn't help but make some calls.

The Times' public editor since 2010, Brisbane had tracked the paper as it grew its brand online — virally, 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 in to 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 focus on this expanding world of Times journalism, but be out 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 Brisbane was doing," says Beaujon, the Poynter 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."

A SAMPLE OF SULLIVAN'S (@SULLIVIEW) TWEETS

DEC. 18

Adam Lanza, Asperger's and a Misleading Connection With Violence nyti.ms/R3Efgx #nytimes #journalism #newtown #autism

DEC. 18

N.Y. Times getting another price hike politico.com/blogs/media/20... via @POLITICO

DEC. 18

NBC's Richard Engel freed in Syria after being kidnapped; NYTimes participated in news blackout. Details: nytimes.com/2012/12/19/bus...

DEC. 17

Cory Booker: New York Times Story 'Factually Wrong' huff.to/U5aLhY via @HuffPostMedia

DEC. 17

I made an ugly spelling error when tweeting this good piece early today /gigaom.com/2012/12/15/its... It is *provocative* not provactive. Ugh.

DEC. 17

Errors in Newtown Shootings Coverage Reflect Growing Pressures nyti.ms/UDYcYj #nytimes #journalism #newtown

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 are her sources, their words her stories, be they in the paper, on NYTimes.com or posted on Instagram.

Still, the job makes things a little awkward for the new kid, 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 acclimation). Still, she tries not to surprise. She talks to staffers before and after she posts, maintaining those lines of communication. "But there is something weird about it," 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 crazy and stimulating.

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

GLENN JEFFERS IS A CHICAGO-BASED FREELANCE JOURNALIST.

NAMES TO KNOW | THE NEW YORK TIMES

By Matthew Kitchen (MSJ10)

David Barstow (BSJ86)

Investigative Reporter



The types of investigative stories David Barstow writes usually end up as Oscar winning thrillers starring Matt Damon or George Clooney, but The Times reporter is too busy covering race riots and tobacco litigation, outing a major government agency and uncovering a scandal at one of the world's largest companies

to worry about casting.

Barstow started his post-Medill career in Rochester, N.Y., and Green Bay, Wisc., before spending 10 years at the St. Petersburg Times in Florida, where he earned three Pulitzer Prize nominations between 1997 and 1998.

Barstow then headed over to The New York Times in 1999, where he's worked as a reporter on the metro and investigative desks for more than a decade.

"I think I have one of the best jobs in American journalism. That's why I've stayed for so long. It would be crazy for me to give it up."

The round-the-clock hours are grueling when he's following

a lead, but Barstow's story about the death and injury of workers whose employers were knowingly violating safety laws earned him the Pulitzer for public safety in 2004.

Barstow earned a second Pulitzer in 2009 for investigative reporting when he discovered that the Department of Defense was recruiting military officers to "shape terrorism coverage from inside the major TV and radio networks," but says he's most proud of a story he wrote in April about how Wal-Mart had covered up a bribery scandal at its foreign subsidiary in Mexico.

"The quiet thrill of it is when you pour your guts into a story for months, sweat over all the details, go to incredible lengths to nail down every fact, and then you wake up one Sunday and there's your story, leading the Times."

But beyond the accolades, Barstow admits that the reality that he's affecting lives is the most satisfying product of his work.

"It is deeply moving when folks call up in tears after the story is published. They almost can't believe that someone actually listened and took the trouble to tell their story. Those phone calls are even better than Pulitzers."

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 graduating students now take for granted: an email address. 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 way 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 Newsday 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.

After writing about the industry for more than two decades at the Detroit Free Press, Advertising Age, USA Today and The Times, it's the variety of stories that keeps Elliott excited about covering the constantly evolving industry.

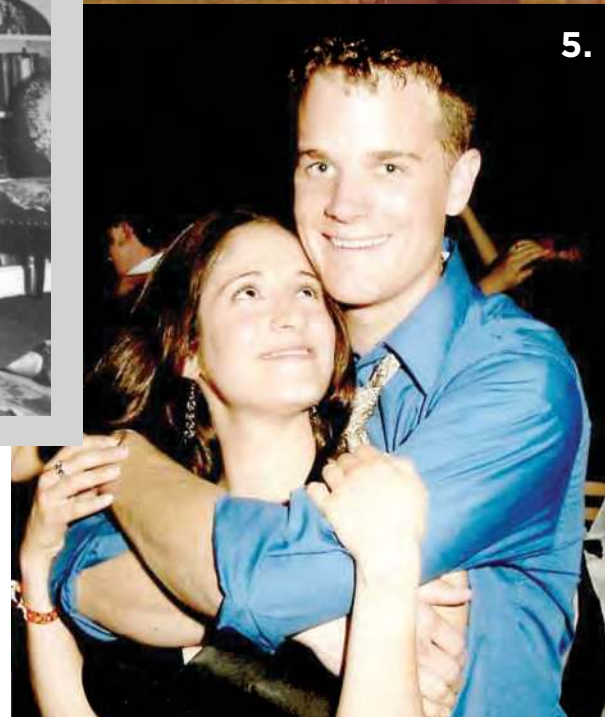
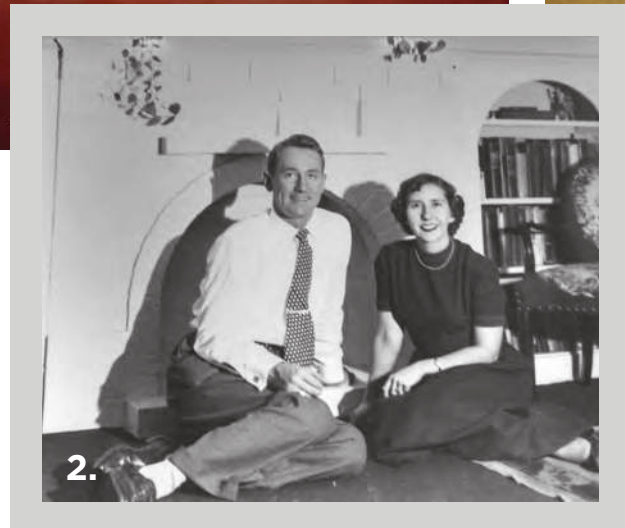
"Advertising covers so much territory. It's about business, it's about entertainment, it's about celebrity ... There's always something new coming along, and advertising tries to reflect society, so it really keeps you up to date on everything."

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."

MATTHEW KITCHEN WORKS AS A WRITER FOR NBC SPORTS AND CONTRIBUTES TO ESQUIRE.COM.



medill • love

Somewhere, on some college campus, in some school of a university, love is blooming. That spark of interest, that intellectual and challenging conversation that makes the spark grow just a bit more. That butterfly bouncing in the 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 Hontz (BSJ93) and Victor Chi (BSJ91) 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 2005, 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 106 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 his 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."

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 2005," 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 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."

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 supper 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.

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.

"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 when you begin to think in terms of a long-term relationship."

After Carol graduated, she worked in Chicago. "We just enjoyed being together," Carol says.

"After a while it just turns into companionship."

The couple married two days before Bruce's graduation in 1950 and honeymooned in

Gatlinburg, Tenn. They have three sons. Aside from the career moves — Bruce is a semi-retired senior vice president at Morgan Stanley — they also love to travel, having visited all seven continents, 104 countries and all 50 states. And that companionship has transformed into a great love.

"Well, it grows," Carol says. "It may not be the great love immediately. But, over time, it gets richer and deeper, until it becomes part of you."

3. OUR • SONG

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. Did she?

“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 from their home in Coral Gables, Fla. “So 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 her sorority gave for the Alphas. “Cheryl walked in, and I could tell everyone kind of revered her a little bit,” he says.

On their first date three weeks later, Jim, the “poor college student,” says he tried to impress Cheryl by spending all of his money for a movie, dinner and a trip to the arcade. Then the car battery died, and they were stranded in Chicago. In December, Jim flagged down a cab driver to give him a jump, but didn’t have any money to tip him. Despite Cheryl’s quick reach into her bag for money, Jim had no idea what she was thinking.

“I was thinking, he has a lot of nerve, taking me out on a date and running out of money,” Cheryl recalls. “Oh no, this is the end. This is the very last date.”

“But it was actually just the beginning,” Jim says.

Despite that inauspicious first date, Jim “kept coming around,” says Cheryl, who started LaBelle Media Group two years ago and writes a self-esteem blog for teenage girls (girliamallthat.com). “He was just a fun guy, and he knew how to dance, and he just had that whole city vibe about him, and I just liked him.”

As both were making their way in their journalism careers, Cheryl visited Jim in Charlotte in 1978. They went out dancing at a disco, and Jim proposed with a “little bitty, teeny-weeny diamond” ring he bought with his first credit card. They



married Dec. 16, 1978 in Memphis, and have two children, Andre, 27, and Jasmine, 22.

While their classes at Medill didn’t overlap, what they learned there is something they continue to carry with them: Trust, communication, friendship and compromise. “The great and fortunate thing for us is that we’ve grown together at the same pace,” Jim says.

“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 Mattox Berry

4. long • nights • at • the • daily

When Carl Schierhorn (BSJ71, MSJ73) saw Ann Beasley (BSJ72, MSJ73) on a date with another guy at a basketball game after he had already taken her out during Thanksgiving weekend in 1969, his “stomach dropped about six inches.” Then a sophomore, Carl says he realized he didn’t want Ann 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 many college campuses in the late 1960s and early 1970s, and Northwestern was no different. In May of 1970 came the Kent State shootings, where unarmed college students were shot by the Ohio National Guard, killing four and wounding nine others. (Interestingly, Carl just retired as an associate professor of journalism and mass communication from Kent State this past spring, and Ann is currently a professor of journalism and mass communication in the same department.) A week after 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 extras on a Saturday and Sunday, during the strike.

They were at the Daily office all the time, and all of their friends were there, too.

“I remember sort of going out for dinner with Ann and collapsing, and we went back to the Daily and worked some more,” Carl says about the time during the strike. “I don’t know if it keeps you together; it’s a shared, intense experience.”

Carl and Ann got married during final exam week of her senior year so that all of their friends from the Daily could be there. Ann says it was a “very simple wedding” at Vail Chapel — attended by family and friends and several Medill faculty. The couple has a daughter, Karen, 30, who they adopted from Korea.

Journalism is something Carl and Ann always shared —

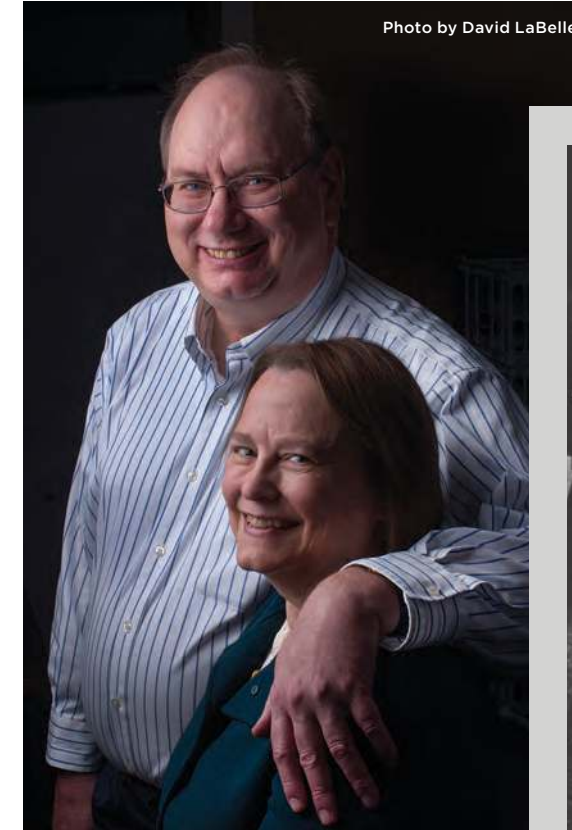


Photo by David LaBelle



Carl Schierhorn, seated center

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.”

“ We had faith in each other — not just in our relationship, but in each other’s talent.

— Beth Shayne Campbell

5. taking • a • leap

Beth Shayne (BSJo3, MSJo4) and Jeff Campbell (BSJo4) 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.”

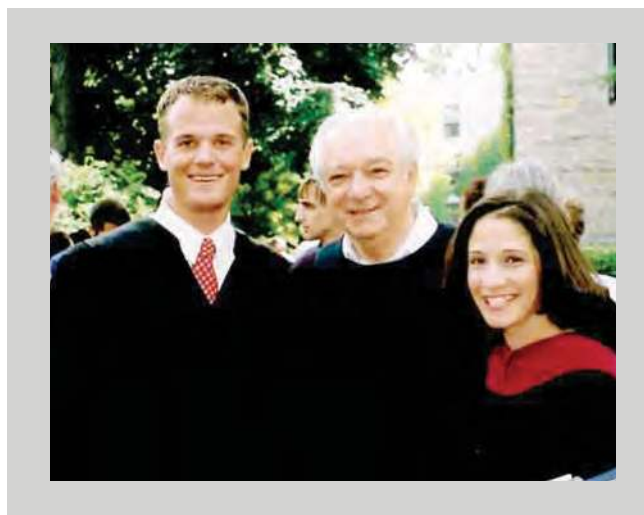
Finally, when they returned from winter break in January 2004, the stars aligned. “I thought it was a fling, but at our wedding Jeff says he knew that it was more than that,” Beth says from their home in Charlottesville, Va.

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.”



Do you have a Medill love story? We want to hear it. Please email your story to Marc Zarefsky at m-zarefsky@northwestern.edu.

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.

Photo essay by Ray Whitehouse (BSJ12)

A DAY IN THE LIFE



PRODUCING THE NEWS

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 (MSJ98) 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.”

6-8 A.M.

► Zack begins her day preparing for the 11 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.



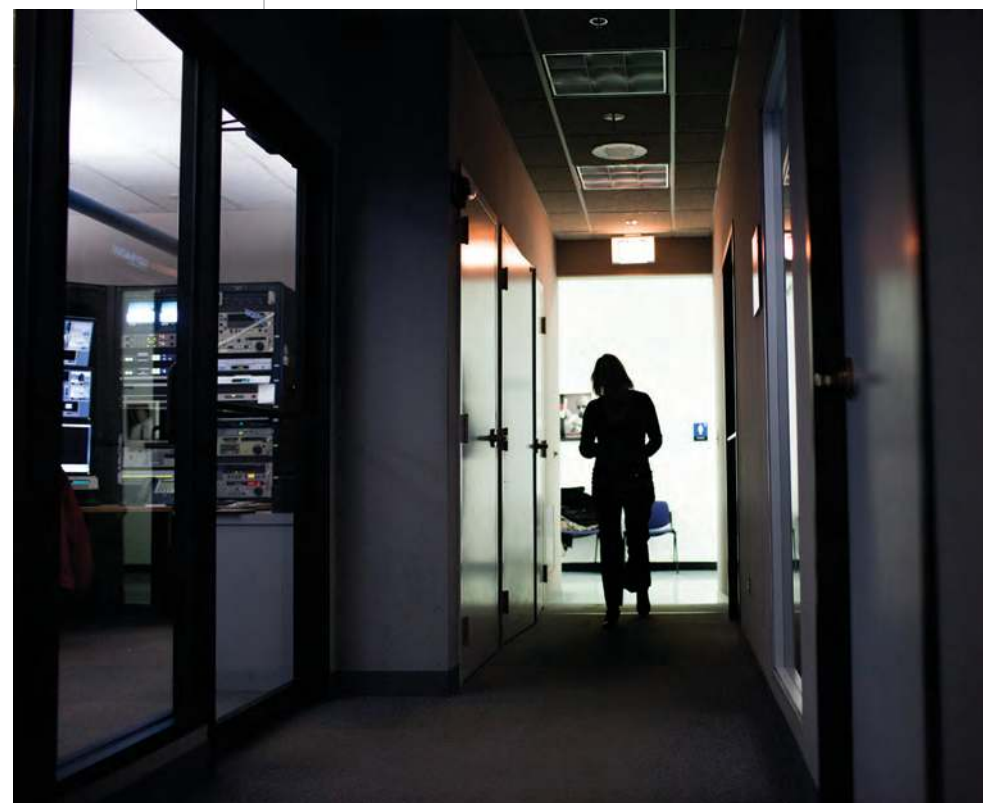
8-8:45 A.M. ▲ Zack meets with producers, anchors and reporters to discuss what stories they want to use in the 11 a.m. and noon shows, and when in each show the stories will appear.



View more pictures from a day in Monica Zack's life in the tablet edition and on Facebook ([facebook.com/MedIllNU](https://www.facebook.com/MedIllNU)).



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.

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

JOB TITLE

Associate Analyst on the Digital Analytics team

BRIAN WONCH



Intense	ONE WORD THAT DESCRIBES THE JOB	Significant
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.	WHAT WERE SOME OF YOUR JOB RESPONSIBILITIES?	I would work with developers on a new analytics tool, examine 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.
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.	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.
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.	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.
The IMC philosophy was interwoven into everything the campaign did. Additionally, my education really helped me bridge the creative and analytic aspects of my work.	IN WHAT WAYS DID YOUR IMC EDUCATION HELP YOU?	The digital team operated like an embedded communications agency, so it was our bread and butter to understand audience behavior and tailor messages based on trends in response rates.

ALUM HELPS FORMER TIMES-PICAYUNE JOURNALISTS

Rebecca Theim (BSJ84, 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.

Theim, who reported for the paper from 1988-1994, announced the launch of dashTHIRTYdash on June 14, soon after more than 200 staffers learned they would lose their jobs on Sept. 30 when the paper would decrease its production cycle to publish only three days a week. A large percentage of the reporters, freelancers and contractors who lost their jobs have spent their careers in journalism but are finding it challenging to find new employment.

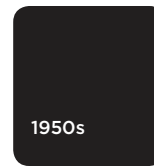
"Many of the people who lost their jobs are friends and former colleagues," Theim says. "And since I left the newspaper business, I've lost my job three times during recessions or industry shakeups. It's one of the most emotionally and economically devastating things people go through, and it's become tragically commonplace and acceptable in our society."

Theim currently works as a writer and editor with R&R Partners, a Las Vegas-headquartered marketing communications agency.

To date, the Times-Picayune Employee Assistance Fund has raised roughly \$60,000 with support from the New Orleans community and beyond.

The name of the fund comes from the "-30-" designation often used in journalism to indicate the end of a story.

dashTHIRTYdash can be found online at www.dashTHIRTYdash.org and on Facebook and Twitter.

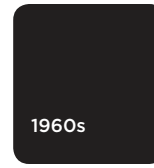


Eddie Deerfield (BSJ50) was honored at the 65th Annual Air Force Ball in Tampa, Fla., on Sept. 29. Deerfield flew 30 combat missions on B-17s of the 303rd Bomb Group against targets in Germany and Nazi-occupied Europe during World War II.

Rochelle Shulman Distelheim (BSJ50) received the William Faulkner Society's Gold Medal for her novel, "Jerusalem As a Second Language."

Karen DeCrow (BSJ59) helped organize an event at the Glimmerglass Festival in Cooperstown, N.Y., that featured U.S. Supreme Court Justice Ruth Bader Ginsburg. Ginsburg's talk inspired DeCrow to write an article in the New York State Bar Association Journal about how lawyers and judges are portrayed in operas.

Robert G. Goldsborough (BSJ59, MSJ60) published his 13th murder mystery, "Archie Meets Nero Wolfe." This book is a prequel to the Nero Wolfe stories created and made famous by the late Rex Stout. Goldsborough, who was approved by the Stout Estate to continue the series, has written seven previous Nero Wolfe novels.



Judith (Swilius) Brush (BSJ60) is celebrating the 40th anniversary of the communication consulting firm she co-founded with her late husband Douglas P. Brush. She serves as president of the firm that currently focuses on working with Hudson Valley nonprofits, companies and business organizations.

Pearl Tillis 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.

Bill Church (BSJ64, MSJ65), is using 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.

Edward Wright (MSJ67) published his fifth book, "From Blood," a suspense novel about a young woman's search for connections between her murdered parents and the radical politics of the 1960s. Wright's four previous novels have won five mystery writing awards.

Meredith Roll Quitno (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.

Michael Chacko Daniels' (MSJ68) short story, "The Mendonça Mystery," appeared in the new international anthology, "More Voices on the Verandah."



Jon Craig (MSJ80) is managing editor of The Rye Record, a newspaper in suburban New York.

Bob Rosenbaum (BSJ84) is serving 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 Waldon (MSJ84) is back in her home state of California as the new news director in Sacramento at KCRA-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.

John-Manuel Andriote (MSJ86) followed up the 2011 update of "Victory Deferred," his book about the AIDS epidemic, with a lighter-hearted new e-book edition of his paperback, "Hot Stuff: A Brief History of Disco/Dance Music."

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 Beiser (MSJ88) 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 (MSJ89) 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.

YAHOO BUYS ALUM'S MOBILE APP COMPANY

Robby Stein (BSJ07), 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."



RECENT GRADS PREMIERE DOCUMENTARY FEATURE

Four recent alumni from Northwestern University in Qatar — including three journalism graduates — premiered their feature-length documentary about hip-hop music and the Arab Spring on Nov. 18 at the Doha Tribeca Film Festival.

"Lyrics Revolt," produced by from left, Rana Khaled (NU-Q12 - Journalism), Shannon Farhoud (NU-Q12 - Journalism), Ashlene Ramadan (NU-Q12 - Journalism) and Melanie Fridgant (NU-Q12 - Communications), screened to a sold-out crowd at the festival. The film received a special mention in the "Made in Qatar" category.

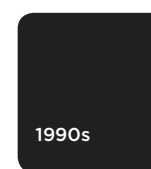
"Overall this documentary took us on a journey of a lifetime," Farhoud says. "To be able to be sitting in a theater with a sold-out screening, with artists from the documentary on our side, our families on the other side and [to] be able to finally show our community and the world what we produced makes me proud to be a filmmaker."

"Lyrics Revolt" developed from a short documentary the four made in 2010 titled "Broken Records." That film, about a young Palestinian rapper in Qatar, sparked an interest in learning more about Arab hip-hop. Farhoud, Khaled, Ramadan and Fridgant traveled to Egypt, Jordan, Lebanon, Morocco and Tunisia to learn about the evolution of hip-hop music in the Middle East and how the ongoing revolution was impacting the music. They also received footage from Libya, Syria and Saudi Arabia that they included in their final product.

"Lyrics Revolt" is the first documentary by Torath Media Production, which the four created as a way to produce fiction and non-fiction films and documentaries that portray the Arab World for foreign audiences.



Photo by Getty Images



In Jan. 2012, **Bridget Ann Serchak (MSJ93)** became chief, public affairs for the Department of Defense Office of Inspector General, often referred to as the Pentagon's "watchdog". She works for Northwestern alum John Crane, assistant inspector general, Communications and Congressional Liaison. Immediately prior to this position, she was a public affairs officer with the National Transportation Safety Board's accident "go-team" (2007-2012). She has also held communications positions with Amtrak, the International Council of Cruise Lines, and the office of late U.S. Sen. Lloyd Bentsen.

Dan Shanoff (BSJ95) relocated from New York City to Washington, D.C. last winter. This summer, the news start-up he founded in 2010 (Quickish Media) was acquired by Gannett. He is now a content executive in USA Today's Sports Media Group. He and his wife, Margery, also welcomed a daughter, Lucy, born March 1. They also have two sons, 6-year-old Gabe and 4-year-old Jonah.

Cesar Torres (BSJ96) is social editor for Ars Technica, which covers tech policy, science, computing and technology. Today, Ars Technica operates as Conde 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 published "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 10 years as a writer, editor and conceptual designer for Wayfarer and 3DM.

2000s

Brittany Bailey (BSJ00) is the new weekday morning anchor on Good Morning Colorado at KRDO-TV, the ABC affiliate in Colorado Springs, Colo. She was previously the morning weekend anchor at WBIR-TV, the NBC affiliate in Knoxville, Tenn.

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

David Plazas (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. Plazas has worked at The News-Press for 12 years as a reporter, Spanish-language weekly 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 Lionsgate 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 (MSJ00) 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 Lazerus (BSJ01) joined the staff of the Chicago Sun-Times as the Chicago Blackhawks beat writer. He previously covered Notre Dame 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 (AAF). Flores is 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 Mackenzie, 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 (Aller) Schraad (MSJ05) 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 Dax (2).



▲ **Lauren Todd (BSJ05)** works as the engineering subject librarian at Washington University. She received her master's degree in Library and Information Sciences from the University of Missouri-Columbia in 2011. On March 31, she married Jason Rosenbaum. In attendance (from l-r): **Natalie Engel, Jared Goldberg-Leopold (BSJ05), Matthew Purcell (BSJ05), Malavika Jagannathan (BSJ05), Sara Klieger (BSJ06), Lauren Todd (BSJ05), Jordana Mishory (BSJ05), Meredith Buse (BSJ05), Jesse Abrams-Morley (BSJ05), and Jennifer Leopoldt (BSJ05).**

OBITUARIES



WILLIAM "BILL" JAUSS (BSJ52), 81, a longtime Chicago Tribune sportswriter and TV personality died on Oct. 10 from natural causes. Jauss spent 50 years as a renowned sportswriter and broadcaster. He retired from the Chicago Tribune in 2005 after working with the Tribune Company for 37 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" HASSE (BSJ61), 74, passed away on Nov. 9. 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, Ill. He served as president and CEO of Starmark Inc., a Trustmark subsidiary, where he worked until his retirement in 2003. 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 (MSA72), 63, died on Nov. 7. She received her master's in advertising from Medill after earning her undergraduate degree from the University of Dayton. Hobbs enjoyed tennis, drama and crafts. She also enjoyed reading and writing children's stories. Hobbs is survived by her mother, two brothers, one sister, two sisters-in-law, and one brother-in-law.

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 (MSJ05) and Douglas P. MacLachlan were married on Oct. 29, 2011, 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 Matray (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.

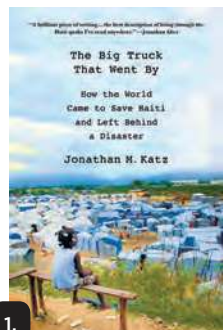
Chris Linden (MSJ09) of Rockford, Ill., was recently promoted to managing editor at *Northwest Quarterly Magazine*, a regional lifestyle magazine. He now oversees production of the company's Northwest Chicagoland edition. Linden formerly served as web editor and editorial assistant.

2010s

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 Clairr O'Tierney (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.

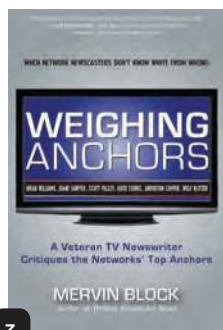
Gino Vicci (MSJ12) is currently a reporter at WNEM-TV in Saginaw/Flint, Mich. He is in the process of starting the Michigan Chapter of Medill Alumni. The group is planning on hosting its first event in February.



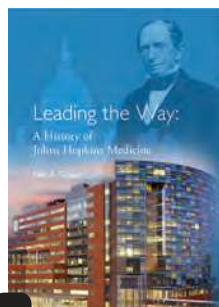
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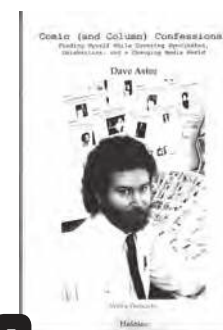
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1. The Big Truck That Went By: How the World Came to Save Haiti and Left Behind a Disaster

Jonathan M. Katz (MSJ04)

Katz provides a firsthand account that weaves together a reporter's chase 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.

6. Lyn' Cheatin' Bastards: The Most Wickedly Entertaining Scandals From America's Elected Officials Since 2000

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

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