20 YEARS AND COUNTING
FOUNDING MEMBERS CELEBRATE NORTHWESTERN NEWS NETWORK'S MILESTONE ANNIVERSARY

PAGE 16
Yum! Brands (the parent company of Pizza Hut, Taco Bell and KFC) is home to a number of graduates, including eight who work at Pizza Hut headquarters in Plano, Texas, ranging from entry-level jobs to the CEO.

ON THE COVER
Inside the broadcast studio with alumni (l-r) Mary Jo Lipman (BSJ93), Linton Johnson (BSJ95) and Aimee Nuzzo (BSJ95).

PHOTO BY
RAY WHITEHOUSE (BSJ12)
Most first-time visitors to Medill include a stop on the McCormick Tribune Center’s fourth floor to see our high-definition TV studio. Yes, the equipment and set are impressive, but even more noteworthy are the banners that showcase just some of the award-winning work produced by Medill students and the Northwestern News Network. The accolades include two national and six Chicago Midwest Regional College Emmys for best newscast or sports program.

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

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

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

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

Larry Stuelpnagel
Assistant Professor, NNN
Faculty Adviser

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

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

Coming soon: Read a Q&A with Eko in the tablet edition.
CHIVERS, HUBBARD EARN 2012 MEDILL MEDAL FOR COURAGE IN JOURNALISM
FOR THEIR COVERAGE OF THE CONFLICT IN SYRIA

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

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

“Syria is probably as dangerous or more dangerous than any
other country that a winner has reported from,” Stolley says.
“What was most remarkable was, under these awful conditions,
how good their writing and reporting was.”

The Medill Medal for Courage in Journalism was established
in 2003 to honor journalists who display great courage with their
reporting. The award goes beyond physical courage and honors
those who display moral, ethical and economic bravery as well.
Past winners include journalists who were imprisoned in the
Middle East, reported from natural disasters or recounted stories
of personal trauma.

Chivers and Hubbard, who now both work for The New York
Times, told their stories with feedback from Syrian civilians and
rebel groups, offering a first-hand perspective into the brutality
of Bashar al-Assad’s presidency.

“With the various sides in the conflict circulating their own
versions of events, mixed with outright propaganda, gaining
first-hand field time among the combatants and civilians is
elemental to forming a more insightful and useful mosaic of the
war,” Chivers says.

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

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

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

The Medill Media Teens program, now in its third year,
held its graduation ceremony on May 18. The program
features Medill students volunteering their time to
mentor teenage students from Chicago’s Gary Comer Youth Center to help prepare them to be better college
or job applicants. This year, there were 32 mentors and
30 mentees.

FACULTY NEWS

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

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

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

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

Professor Clarke Caywood was invited to be the keynote
speaker for the academic international Conference on
Communication, Media, Technology and Design meeting
in Turkey in April 2014 as well as the academic keynote
speaker for the anniversary of the Otanu School of
Management in Japan in August.
What courses do you teach at Medill?
I teach a variety of reporting and editing classes to both undergraduate and graduate journalism students. I primarily teach Multimedia Reporting and Urban Issues Reporting.

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

How do your own professional experiences influence your teaching?
I typically draw from relevant experiences to illustrate or emphasize salient points. By being candid about my failures and successes, I think students tend to embrace me as a credible source. Accuracy is the centerpiece of everything I teach. I emphasize salient points. By being candid about my failures and successes, I think students tend to embrace me as a credible source. Accuracy is the centerpiece of everything I teach. I

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

Medill faculty were featured at the 2013 Printers Row Lit Fest in Chicago in June. Associate Professor Mail-Ling Hoppng sat on a panel to discuss parenting issues. Associate Professor Douglas Foster and Senior Lecturer Alex Kottowitz, above, discussed Foster’s book, “After Mandela: The Struggle for Freedom in Post-Apartheid South Africa.” Foster also participated in a HuffPost Live talk on July 15 about the public family feud over former South African President Nelson Mandela’s future and legacy.

Associate Professor Cecilla Valsman was one of six women named to the Illinois Humanities Council Board of Directors. She began a three-year term on July 1 and will be eligible for two additional terms.

Assistant Professor Michele Weldon was included in The New York Times’ Room for Debate opinion feature on June 3, discussing the topic, “What Are Fathers For?” Weldon’s article is titled, “When Children Are Better Off Fatherless.”

Interim Associate Dean and Professor Jack Doppelt presented a lecture about the experiences of Karen Burmese Refugees in camps along the border between Thailand and Burma on May 31. The event was hosted by the Buffett Center Faculty and Fellows Colloquium.

Associate Professor Peter Slevin moderated a conversation with The New Yorker’s George Packer at International House in Chicago on May 30. The discussion was centered around Packer’s new book, “The Unwinding.”

Rachel Janik’s piece was the best story submitted in any of Hearst’s five national journalism awards for the Nation, and was included in the three-day competition, but she got a great consolation prize: Article of the Year. The contest’s judging, Ward Beech, executive vice president and editor of the San Francisco Chronicle, Marty Kaiser, senior vice president and editor of the Milwaukee Journal Sentinel and John Temple (MSJ ’95), former managing editor of the Washington Post, decided Janik’s piece was the best story submitted in any of Hearst’s five writing categories.

By Erin Golden

SOPHOMORE’S WORK NAMED ARTICLE OF THE YEAR

Rachel Janik’s Story for the Medill Equal Media Project also took first in Hearst’s Enterprise Category

As she headed to Minnesota in the summer of 2012 to report on a school district becoming infamous for student suicides, Rachel Janik wasn’t thinking about winning awards.

At that point, Janik (BSJ ’15) just wanted a good story.

She faced an immediate uphill battle to get media wary district officials to sign off on major publications like Rolling Stone had already been there. Unlike those stories, which had thought condemned Aoka-Hmong School District’s policy on homosexuality and a rash of suicides into a simple, tidy narrative, Janik thought the issue was more complex.

“I wanted to get that right,” Janik says. “I felt they hadn’t really done the story justice.”

After hours of interviewing families, watching recordings of school board meetings, writing and rewriting, she finally had her story. In about 4,000 words she unraveled the troubling stories of students who were bullied for their sexuality and gender identity in a school district where teachers are barred from talking about homosexuality.

Janik published “From ‘No Homo Promo’ to ‘Model for the Nation,’” on the website of the Medill Equal Media Project, a new initiative focusing on lesbian, gay, bisexual and transgender (LGBT) issues.

“For the Nation,” she says. “It’s all open wide, and I like it that way, aahing. It was a very nice moment.”

It’s a major confidence boost getting that sort of amazing feedback. I actually read several paragraphs of her story to the entire group,” says Associate Professor Emeritus-in-Service Roger Boye (BSJ ’74), who accompanied Janik to the competition. “They seemed to be so impressed — people were oohing and aahing. It was a very nice moment.”

Janik, who admitted she knew little about the Hearst competition before she was nominated, took the praise to heart. “It’s a major confidence boost getting that sort of amazing approval for your work,” she says.

Janik plans to keep developing her skills in long-form writing, though she’s also interested in making documentaries.

“As long as I’m at Medill, I would really like to see where I can take that,” she says. “It’s all open wide, and I like it that way, for now.”

Rachel Janik and Medill Associate Professor Emeritus-in-Service Roger Boye celebrate Janik’s Article of the Year award at the Hearst National Journalism Awards Championship. Photo by Erin Lubin

FINISHERS FOR 2012-13

• Christina Fan (BSJ ’13) — Television Features
• Rachel Hoffman (BSJ ’14) — Features
• Sam Rong (BSJ ’14) — Television Features
• Cat Zakrzewski (BSJ ’15) — Breaking News

Assistant Professor Emeritus-in-Service Roger Boye (BSJ ’74), who accompanied Janik to the competition. “They seemed to be so impressed — people were oohing and aahing. It was a very nice moment.”

Janik, who admitted she knew little about the Hearst competition before she was nominated, took the praise to heart. “It’s a major confidence boost getting that sort of amazing approval for your work,” she says.

Janik plans to keep developing her skills in long-form writing, though she’s also interested in making documentaries.

“As long as I’m at Medill, I would really like to see where I can take that,” she says. “It’s all open wide, and I like it that way, for now.”

Rachel Janik and Medill Associate Professor Emeritus-in-Service Roger Boye celebrate Janik’s Article of the Year award at the Hearst National Journalism Awards Championship. Photo by Erin Lubin

OTHER TOP 10 HEARST FINISHERS FOR 2012-13

OUTCOMES

By Erin Golden (MSJ ’07)

SOPHOMORE’S WORK NAMED ARTICLE OF THE YEAR

Rachel Janik’s Story for the Medill Equal Media Project also took first in Hearst’s Enterprise Category

As she headed to Minnesota in the summer of 2012 to report on a school district becoming infamous for student suicides, Rachel Janik wasn’t thinking about winning awards.

At that point, Janik (BSJ ’15) just wanted a good story.

She faced an immediate uphill battle to get media wary district officials to sign off on major publications like Rolling Stone had already been there. Unlike those stories, which had thought condemned Aoka-Hmong School District’s policy on homosexuality and a rash of suicides into a simple, tidy narrative, Janik thought the issue was more complex. “I wanted to get that right,” Janik says. “I felt they hadn’t really done the story justice.”

After hours of interviewing families, watching recordings of school board meetings, writing and rewriting, she finally had her story. In about 4,000 words she unraveled the troubling stories of students who were bullied for their sexuality and gender identity in a school district where teachers are barred from talking about homosexuality.

Janik published “From ‘No Homo Promo’ to ‘Model for the Nation,’” on the website of the Medill Equal Media Project, a new initiative focusing on lesbian, gay, bisexual and transgender (LGBT) issues. Her story went on to earn first place in the Hearst Journalism Awards Program’s Enterprise category, one of 14 categories judged during the 2012-2013 academic year.

In June, Janik traveled to San Francisco to compete against the other first-place finishers in the 53rd annual Hearst National Journalism Awards Championship. She did not place in that three-day competition, but she got a great consolation prize: Article of the Year. The contest’s judging, Ward Beech, executive vice president and editor of the San Francisco Chronicle, Marty Kaiser, senior vice president and editor of the Milwaukee Journal Sentinel and John Temple (MSJ ’95), former managing editor of the Washington Post, decided Janik’s piece was the best story submitted in any of Hearst’s five writing categories.

(Ward Beech) announced the Article of the Year and
Mackenzie Allen, Robert Andersson, Corinne Chin, Andrew Jacob Kann, Jennifer-Leigh Oprihory, Elissa Anne Nadworny, Alai Sreevanan, Kavya Sukumar, Kate Van Winkle and Lauren White (all MSJ13) were named winners of the McCormick National Security Journalism Scholarship in June. The students cover national security issues in an 11-week reporting project in Washington, D.C., led by Lecturer Josh Mayer, who also serves as the director of education and outreach for Medill’s National Security Journalism Initiative. The previous class of National Security Journalism Scholarship recipients garnered national attention in the Washington Post and on GlobalPost in May for “Oil Changes.” The three-month project focused on various aspects of the energy industry and how oil has shaped U.S. domestic and foreign policy for more than five decades.

Christina Pan (BSJ13) received the Guettzkow Prize this year for best senior paper in international studies at Northwestern. Fan’s paper was titled “Social Unrest and Inequality: The Impact of China’s Hukou System.”

Theatlantic.com published an article on Illinois’s failure to comply with a 2012 Supreme Court ruling, written by students in Assistant Professor Eric Ferkenhoff’s Advanced Public Affairs Reporting class. Paige Sutherland (MSJ13), Bryan Lowry (MSJ13) and Ananth Balliga (MSJ13) worked together on the article, “Cruel, Unusual, and a Matter of Law in Illinois.”

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

Nicholas Frilar (BSJ14), who also plays for the Northwestern baseball team, was published in the Huffington Post. He wrote an op-ed on why professional sports need the same standards for drug testing as college athletics.

Alan Yu (BSJ13, MSJ13) was awarded an NPR Kroc Fellowship for 2013 to 2014. As one of three fellows, Yu will spend a year rotating between various units at NPR, in both the News and Digital Media divisions in Washington, D.C.

Tyler Fisher (BSJ14) was one of six students in the country to receive the Online News Association’s AP- Google Journalism and Technology Scholarship on June 3. Fisher earned the $20,000 scholarship for his idea called TelePrompt, a second screen application he hopes will help television news stations personalize their programming. He will spend the next year attempting to develop his idea into a usable product. Fisher is the second Medill student to win the now two-year-old scholarship. Katie Zhu (BSJ13) won the inaugural scholarship in 2012.

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

Four IMC students were awarded scholarships to attend the Business Marketing Association’s Global Conference in June. The winners were Colleen Deng (IMC13), Jeannine Jiang (IMC13), Pedro Chiara (IMC13) and Jessie Lin (IMC13). These students will participate in a fall panel to discuss B2B marketing and its opportunities.

Nicole Magabo (BSJ13) presented her research on May 20 about the effects of globalization on local social entrepreneurs in Uganda at the Undergraduate Research and Arts Exposition. The Medill Justice Project found a nearly decade-old letter that called into question the conviction of Jennifer del Prete, a Chicago-area daycare worker who has been in jail since 2005 after being convicted of murdering an infant. In the latter, a police detective said the forensic pathologist who conducted the infant’s autopsy questioned whether del Prete had violently shaken the child in what is known as shaken-baby syndrome. Defense attorneys learned of the letter when it was published as part of a Medill Justice Project investigation. Prosecutors said they did not know of the letter’s existence.

Medill Career Services hosted three alumni talking about the necessary skills potential hires should have. The event, held on May 16, included David Beard (BSJ01), director of digital content at The Washington Post; Mackenzie Warren (BSJ00), digital news executive at Gannett; Liz Serotra (BSJ02), director and managing editor for digital content at Fidelity Investments; and Greg McEleny, editor-in-chief at Reuters America Service.

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

Video journalist and international correspondent Alphonso Van Marsh (MSJ14) returned to campus on May 9 to discuss how Medill prepared him for a career working in war zones. In December 2003, Marsh broke the story of Saddam Hussein’s capture, shooting solo video from Hussein’s hometown of Tikrit, Iraq.

Renee Appert (IMC05), director of brand management at Medill, spoke about how IMC helped shape her career path as part of a TalentQ discussion at Medill on May 8.

The National Association of Hispanic Journalists at Northwestern hosted a lecture and Q&A on May 30 featuring Angelica Atoto, a three-time Emmy nominated co-anchor at Noticias Univision Chicago, whose work has appeared on CNN en Espanol.

Medill Career Services hosted three alumni talking about the necessary skills potential hires should have. The event, held on May 16, included David Beard (BSJ01), director of digital content at The Washington Post; Mackenzie Warren (BSJ00), digital news executive at Gannett; Liz Serotra (BSJ02), director and managing editor for digital content at Fidelity Investments; and Greg McEleny, editor-in-chief at Reuters America Service.

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

Video journalist and international correspondent Alphonso Van Marsh (MSJ14) returned to campus on May 9 to discuss how Medill prepared him for a career working in war zones. In December 2003, Marsh broke the story of Saddam Hussein’s capture, shooting solo video from Hussein’s hometown of Tikrit, Iraq.

Renee Appert (IMC05), director of brand management at Medill, spoke about how IMC helped shape her career path as part of a TalentQ discussion at Medill on May 8.

The National Association of Hispanic Journalists at Northwestern hosted a lecture and Q&A on May 30 featuring Angelica Atoto, a three-time Emmy nominated co-anchor at Noticias Univision Chicago, whose work has appeared on CNN en Espanol.

Medill Career Services hosted three alumni talking about the necessary skills potential hires should have. The event, held on May 16, included David Beard (BSJ01), director of digital content at The Washington Post; Mackenzie Warren (BSJ00), digital news executive at Gannett; Liz Serotra (BSJ02), director and managing editor for digital content at Fidelity Investments; and Greg McEleny, editor-in-chief at Reuters America Service.

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

Video journalist and international correspondent Alphonso Van Marsh (MSJ14) returned to campus on May 9 to discuss how Medill prepared him for a career working in war zones. In December 2003, Marsh broke the story of Saddam Hussein’s capture, shooting solo video from Hussein’s hometown of Tikrit, Iraq.

Renee Appert (IMC05), director of brand management at Medill, spoke about how IMC helped shape her career path as part of a TalentQ discussion at Medill on May 8.
In 1960, Rance Crain joined Crain Communications, the company created by his parents in 1916. More than 50 years later, he again follows in their footsteps with an induction into the American Advertising Federation’s Hall of Fame.

Advertising’s Watchdog

By Matthew Kitchen (MSJ'10)
Photos by Ray Whitehouse (BSJ'12)
RANCE CRAIN

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

His cobalt blue turtleneck stands out against the beige walls and his slicked back silver hair brushes the collar of his three-piece suit. As he eyes follow the words back and forth down the notebook page, tonight, Crain will be inducted into the American Advertising Federation’s Hall of Fame, following in the footsteps of his parents, D.G. and Gertrude. He will be joined by fellow inductees Shelly Lazarus, chairman emeritus of Ogilvy & Mather; Phil Knight, co-founder and chairman of Nike; Bob Giraldi, film director and president of Giraldi Media; Byron Lewis, founder and chairman emeritus of UniWorld Group; Gerry Rubin, co-founder of RPA; and Bob Scripelli, former chairman and chief creative officer of DDB Worldwide.

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

“It’s what I like to do most. I enjoy it,” Crain admits. “But I report on what other people do, so I’m uneasy about getting attention. That’s not the job of a reporter to get attention, so it’s a bit overwhelming.”

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

Crain seems almost giddy when he speaks with Knight, bearing with curiosity as he asks about the former University of Oregon track star’s historic Waldorf Astoria hotel.

“His curiosity for the ‘Mad Men’ advertising era through D.C., New York and Chicago, during a time he insists wasn’t nearly head of steam. ‘We just cared about getting scoops, and we did it ourselves. And it’s extraordinary because he didn’t have to.’ He could have ridden out what he had, but he has an amazing curiosity and love of life and enthusiasm that led him from one startup to the next with never a thought of failure.”

“Can the product be the hero in this day and age?” Crain asks as he reads over his acceptance speech. “I cling to the belief that it can. Advertising was a lot more fun in those days. It’s too bad agencies can’t concentrate just on creativity, but they’ve got other things to worry about right now, like quarterly earnings.”

“Hates” advertising and if the famous “Just Do it” slogan was the words back and forth down the narrow notebook page. “I’m a reporter, so it’s nice to have their approval. One of the reasons we’ve been so successful for so long is because our readers know they can count on us.”
A LABOR OF LOVE

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

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

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

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

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

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

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

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

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

‘THE TEAM BUILT ITSELF’

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

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

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

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

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

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

WHERE ARE THEY NOW?

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

ALAN HEYMANN (BSJ’97)

Heymann’s first job was as a public relations director for the United States Bowling Congress, bowling’s national governing body.

TODD FLEISCHHAUER (BSJ’95)

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

JASON OVERSTREET (COM’96)

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

JEREMY COOPER (WCA95)

Cooper earned his master’s in meteorology from Penn State University in 1992, then began working as chief meteorologist in Savannah, Ga., then became the weekend weatherman at KSDK-TV in St. Louis. In 2003 he partnered with his brother to open Cooper & Cooper Real Estate, a residential real estate firm in New York City.

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

‘IT HAD TO BE FUN AND ENERGETIC’

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

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

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

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

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

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

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

47
**Diversifying Audiences**

The Spanish-language broadcast, ‘Noticiero Northwestern,’ continues to expand both news coverage and opportunities for students before and after graduation.

I all started with a conversation in the McCormick Tribune Center broadcast studio in 2010. Laura Rodriguez (BSJ05) and Gabriela Gonzalez (BSJ04) — both Spanish-speaking Miami natives who were already heavily involved in the Northwestern News Network (NNN) — thought there should be an opportunity to expand Medill’s extracurricular broadcast offerings to include a Spanish-language news program. ‘I truly felt that Noticiero Northwestern could fill a void in on-campus media and provide a source of information for international and Spanish-speaking students,’ says Gonzalez, who now anchors and reports for WDBT-TV in South Bend, Ind. ‘We started out with a staff of three. Two of us produced and anchored the show, and we had one reporter.’

They enlisted Medill Assistant Professor and NNN Faculty Adviser Larry Stuelzle to oversee the Spanish newscast. ‘What attracted me to the idea was the enthusiasm of the students and giving them the experience of working on a news cast at targeted one of the fastest growing audiences in America,’ Stuelzle says. ‘Noticiero has the same high production values as all of our NNN programs. Some of the stories are the same, but many are aimed at Hispanic students and issues of importance to the Hispanic community.’

The weekly online show debuted in January 2011, covering everything from the ‘snowpocalypse’ that canceled classes on Northwestern’s campus and Associated Student Government issues, to the British royal wedding and an ice festival in China. Producing weekly broadcasts was not without its challenges, but the small staff juggled studio time with the other NNN shows and even garnered a 2011 Chicago/Midwest regional college Emmy nomination from the National Academy of Television Arts & Sciences.

For the founding members who graduated, the Noticiero Northwestern experience proved invaluable. ‘During my job search, a news director complimented my ability to report in both languages, saying it’s not easy to find a reporter who can do so,’ says Bana Molina (BSJ04), who now reports for KJDO-TV and Telemundo in Colorado Springs, Colo. ‘The Noticiero Northwestern clips in my resume reel grabbed the attention of the news director who hired me at my current job.’

The show has lived on since that first season, and Stuelzle says the new school year will bring a renewed energy as Adjunct Lecturer Jazmin Beltran (BSJ05, MSJ06) joins the effort as a co-adviser. ‘My plan is to develop these reporters into true bilingual journalists,’ Beltran says. ‘The business needs these types of journalists, and we have a responsibility to develop every marketable skill our students can have in order to prepare them for an increasingly competitive field.’

By Matt Paoletti (BSJ05, MSJ06)
By Mallory Busch (BSJ16)

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

PETER ALEXANDER (BSJ98)
NBC News White House correspondent

Coming soon: Read more memories on the tablet edition.

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

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

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

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

SAMANTHA HARRIS (BSJ96)
TV Host

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

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

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

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

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

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

IVAN MEYERS
President and Owner, Out of the Cave Productions

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

MARCELINO BENITO (BSJ10)

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

ANNE TIRONI (BSJ02)
Senior Producer, CNBC’s Squawk Box

“‘A TV insider once told me that attending Medill would be like having a stamp on your passport to wherever you want to go — and I remember thinking, could she really be right? And I can now say, she was 100 percent correct.’

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

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

SAMANTHA HARRIS (BSJ96)
TV Host

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**Sam Rong**

**News Director for the Northwestern News Network**

**Job Title**

**News Director for the Northwestern News Network**

**How did you get involved with NNN?**

I arrived at Medill already with a passion for broadcast journalism, and after a quarter of getting my bearings at NU, I was ready to jump into NNN. I started shadowing other reporters and was reporting on my own by halfway through the quarter.

**How, if at all, have your interests changed?**

When I got started with NNN, I was more interested in reporting than anything else. I still love that, but over the course of my three years, I’ve found that my real passion lies in news production. I think the career goal shift is largely thanks to the varied experiences I’ve had at NNN.

**What are your goals for NNN?**

Over the last few years, NNN’s campus visibility has definitely improved, but I want to keep working on that. Sam and I are also committed to mentoring and retaining new NNNers. We’re both grown as journalists and leaders through NNN and are thrilled to help others do the same.

**What do you hope to do after graduating from Medill?**

I’m going to keep my options open by applying to tons of places upon graduation — to positions from digital news associate to associate producer — but ultimately, my dream job is executive producing a nighttime network show.

**Priyanka Tilve**

**News Director for the Northwestern News Network**

**Job Title**

**News Director for the Northwestern News Network**

**How did you get involved with NNN?**

I wanted to be the guy on CNN reporting from around the world and telling you what’s going on. NNN was really the only outlet there was.

**How, if at all, have your interests changed?**

I don’t want to be the guy in front of the camera anymore. Brent Huffman’s documentary class and my journalism residency in South Africa really helped me find my love for telling people’s stories. I’m interested in more long-form storytelling and less newsy content.

**What are your goals for NNN?**

I want NNN to tackle longer, more in-depth stories. I also want to get more freshmen on board and help them stay on board. I don’t want it to feel like a cut-throat, competitive environment. And, I don’t want to think of myself as a news director. I want to think of myself as a teacher.

**What do you hope to do after graduating from Medill?**

I’ll stick with journalism for a while. It’s not something I want to do my entire life, but I’m not sure if anyone should do the same thing for their entire life. I’ll keep doing documentaries. I want to keep telling stories.

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

**Marcela Aguilar**

By Shannon Shelton Miller (MSJ01)

Photo by Ray Whitehouse (BSJ12)

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

What helped Aguilar succeed is her desire to listen, her willingness to talk with consumers and her understanding that in order to succeed on a global scale, you first have to think locally.
“We need to listen to customers and learn from them.”

— Marcela Aguilar

With Farbman, Aguilar helped manage the development of the “Be Bright” campaign, a multimedia marketing platform emphasizing energy and optimism — touchstones the Gap brand wanted to re-embrace after years of stagnation. “Medill was ahead of its time,” Aguilar says. “The whole integrated aspect of marketing, it was important then, and it’s even that much easier. It’s what we’re doing immediately there’s a big smile.”

Aguilar spent three years traveling through India, China and Brazil to discover what potential customers wanted in a razor. That was when she learned to start thinking at the local level. She realized there were challenges these customers face that she would not have thought of otherwise. For example, how would customers use the razor if they didn’t have access to running water? What if they don’t have a mounted mirror? Or, what if where they live only has intermittent electricity?

“The very naïve perspective of what was available in the developed world wasn’t going to do it,” she says.

The team ultimately unveiled an inexpensive razor that allowed for easy rinsing and gripping in case the other hand had to hold a mirror. Three months after the razor launched, it was the best-selling razor in India.

“At Gap, Aguilar shifted her skills to reinvent an existing, iconic brand that wanted to maintain relevancy at home while expanding abroad. To figure out what might work, she returned to the same approach she used at Medill and in her travels — talk to people and listen to what they had to say.

“It’s an amazing brand, and one where people have an emotional connection,” she says. “When I’m on planes and I talk to passengers and tell them I work for Gap, there’s immediately a big smile.”

TRUE DEDICATION

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

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

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

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

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

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

5:15 P.M.  Day two: At the underpass on 47th Street near Lake Park Avenue, Kolb shoots a wide-angle establishing shot for the film.
McLeod, president of Willowbrook, Ill.-based Conroy Media, Ltd., took it as a sign. After more than 30 years in the business and 12 years after founding her company, it was time for her to go digital.

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

The digital revolution has arrived at Northwestern and Medill is helping to lead the way, transforming the way students all over the world learn, grow and interact with one another and faculty members. The popularity of online learning has risen year after year. According to the 2012 Survey of Online Learning, the number of students taking at least one online course at the university has grown from 7.7 million in 2002 to 86.6 million 10 years ago. At the same time, the percentage of colleges and universities offering some form of online education has grown from 71.7 percent in 2002 to 86.2 percent last year. Similarly, Coursera, which offers massive open online courses (MOOC), has had more than 4.5 million people register for a class in the last two years.

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

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

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

The first step was to essentially take the part-time IMC master’s program online. Thanks to the work of the IMC faculty and a partnership with the University’s School of Continuing Studies, the first cohort of online master’s students began taking courses in fall 2012. Acceptance into the program is offered on a rolling quarter-by-quarter basis, and, so far, about 40 students from across the U.S. as well as Mexico and United Arab Emirates are enrolled in the program.

According to Collinger, Medill’s approach to the IMC online program was to have the same professors and class sizes as the on-campus program. To earn a master’s degree in the program, students must complete 36 graduate-level courses — five core IMC courses and eight electives; topics include market research, and management, statistics and gaining insights into the consumer.

“Just think of it as a well-rounded perspective on what’s hype and what’s real,” says McLeod. “I’m also looking for a better working knowledge of the tools out there and the way to approach the ever-changing media landscape. It’s cool to be on the cutting edge.”

The online master’s program is just one aspect of online education in which Medill participates. This fall, Professor Candy Lee, who teaches in Medill’s journalism and integrated marketing communications programs and is a former vice president of marketing at The Washington Post, will be the first Northwestern professor to teach an undergraduate class in Semester Online. The program, which will feature 10 graduate-level courses from six colleges and universities, including Boston College, Emory University, University of North Carolina at Chapel Hill, University of Notre Dame and Washington University in St. Louis, will feature 11 credit-based courses from six colleges and universities, including Boston College, Emory University, University of North Carolina at Chapel Hill, University of Notre Dame and Washington University in St. Louis. Lee’s class is titled Integrated Marketing Communications and is designed to match the rigor and quality of traditional courses while utilizing live online class sessions and social networking tools. She developed the 15-week course to examine key methods and concepts used to develop and implement marketing communications in traditional mass media and digital and social media platforms.

Lee says she spent months adapting her face-to-face course to one that would be intellectually challenging, interactive and engaging online.

“I actually think the course that I’m teaching is one of the most rigorous courses I’ve ever made,” Lee says. “It is full of curriculum designers and teachers who help you through
Semester Online sets itself apart through synchronous learning, which means that for part of the online experience, students participate in the course at the same time, through twice-weekly live lectures and discussions. Other aspects of the course, including a team assignment and online discussions, encourage peer engagement, connection and collaboration.

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

The course is similar to an undergraduate course Youngman began teaching at Medill in 2012, yet there were clear differences in creating the class. “The online platform demands a different approach,” Youngman says. “You can’t teach tens of thousands of students the same way you teach 35 students.” Northwestern will offer two additional MOOCs in the fall: Everything is the Same: Modeling Engineered Systems, and Law and the Entrepreneur. By nature and definition, MOOCs are large-scale because enrollment is open to anyone around the world and is usually free of charge. Youngman’s course registration surpassed 40,000 students; some MOOCs reach 150,000 sign-ups, but typically only a fraction of those enrolled complete the course.

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

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

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

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

Kimberly Davis is a writer and adjunct journalism professor at the University of Maryland, College Park. She is pursuing a Ph.D. in journalism studies.

“Many of these historic concerns have been addressed because of student adoption, faculty engagement and effective interactive academic technologies. The risks of failure are nowhere near as significant as the opportunity for success.”

— Tom Collinger, senior director of Medill’s Distance Learning Initiative

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

Photos by Ray Whitehouse (BSJ12)
ANDREW BACKOVER | MSJ04
VICE PRESIDENT OF COMMUNICATIONS
AMERICAN AIRLINES

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

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

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

WHAT HAVE BEEN YOUR INITIAL IMPRESSIONS OF DALLAS?
Dallas is a big place. Something can happen in one part of town, and it doesn’t have to do with another part of town. It doesn’t feel sprawling. You can easily drive anywhere you want to drive, and you’re not searching around for a parking spot. I like that about it.

DO YOU TAKE TO THE WORKPLACE WHAT LESSONS FROM MEDILL YOU ARE ORIGINALLY FROM DALLAS, SO WHAT’S IT LIKE COMING HOME?
It’s been really different to say the least. I’ve seen a lot of friends make the news. You’re moving back to your hometown, and some of them go through things you would never have experienced. The biggest takeaway is that Medill teaches you the basics — get the story right, be fair, always question what you’re seeing and analyze the facts. Those values will remain forever, so it doesn’t matter what context your story is in.

YOU ARE ORIGINALLY FROM DALLAS, SO WHAT’S IT LIKE COMING HOME?
It’s been really different to say the least. I’ve seen a lot of friends make the news. You’re moving back to your hometown, and some of them go through things you would never have experienced. The biggest takeaway is that Medill teaches you the basics — get the story right, be fair, always question what you’re seeing and analyze the facts. Those values will remain forever, so it doesn’t matter what context your story is in.

HOW TOUGH WAS IT TO SHIFT YOUR SLEEP SCHEDULE?
It takes a lot of time to get your body acclimated to it. Sometimes your body doesn’t want to go to sleep at 5 p.m. That goes away when you have all this excitement and there’s a great story developing.

CHRISTEN CARTER | MSJI
UX DESIGNER
HIPLOGIQ

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

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

WHAT HAVE BEEN YOUR INITIAL IMPRESSIONS OF DALLAS?
I would say that Dallas is sort of a very small, big city. I lived in Chicago and did my undergrad at NU (WCAS06). In between, I was in San Francisco. Dallas is a big city but it doesn’t feel very big. There’s a huge metro area, but it doesn’t feel sprawling. You can easily drive anywhere you want to drive, and you’re not searching around for a parking spot. I like that about it.

HAVE YOU BEEN TO COWBOYS STADIUM, AKA JERRY WORLD?
I haven’t been to a Cowboys game, but I did go to a country concert there, which was kind of crazy. I am a baseball fan, so I’ve gone to a couple of Texas Rangers games. And they’ve got a minor league team, the Frisco RoughRiders. They’ve got a good sports scene here.
Scott Bergren (BSJ66, MSJ69)  
Chief Executive Officer of Yum! Innovation and Pizza Hut

When Bergren needs to restock his right-brain thinkers, he typically goes shopping at his alma mater. Bergren believes Medill students provide the creative boost he needs to keep fresh ideas flowing through the business. Roughly 10 percent of Bergren’s marketing staff holds a master’s degree from the IMC program. He says that has little to do with any Northwestern nepotism and a lot to do with the program’s strong history of producing minds that seek out innovative solutions.

“We just have found in general there is a great propensity for innovation from the IMC students,” he says. “They really develop nicely into the [kind of] marketing that we do here at Yum! Brands and specifically at Pizza Hut.”

Today Bergren finds himself at the top of the pizza food chain in his role as Pizza Hut’s CEO and an innovation czar for the entire Yum! Brands group. He currently is in the process of reshaping how Pizza Hut looks in the United States. He plans to change the size and style of all his locations to meet the needs of a more modern consumer by 2020.

Caroline Masullo (IMC07)  
Pizza Hut Director of Digital Marketing

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

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

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

“Digital is becoming the predominant way that consumers want to access our brand,” she says. “To build one-on-one connections is really important in this category.”

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

Ptacek had her heart set on working for a forward-thinking technology company before discovering “flabbergastingly” how to find the innovative atmosphere and collaborative culture in a 55-year-old pizza company.

The self-described science nerd found that collaboration the first time she met her co-workers at Pizza Hut — home to a different vibe than employees just locked into their own computers wearing headphones.

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

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

Tara Gupta (IMC12)  
Pizza Hut Associate Manager of Marketing – Brand

Gupta started her current job in February and is the newest Medill alumna to join Pizza Hut’s team. Gupta manages any changes the company decides to make to its pizzas. She also makes sure the company is pricing its menu items with balance: cheap enough to be a good value, but not so cheap that consumers see it as poor quality.

Thirty minutes into her first day, Gupta jumped into meetings and started contributing. She says having several IMC graduates in the company, it was “love at first sight.”

“When you win an award like this, some look at it as a career achievement,” Ptacek says. “But to me, no matter how big my role is, I’m happy to see my career as reaching a peak. There are still many more mountains to be climbed.”

The Vernon C. Jarrett Par Excellence in Journalism Award is named after the late Vernon C. Jarrett, one of the founders of the National Association of Black Journalists and former Chicago Tribune and Sun-Times columnist.

— REBECCA O’NEIL (BSJ15)

REPORTER RECEIVES HONOR FOR HER CHICAGO COVERAGE

Harriet Wolly Rochefort (MSJ69) will be on tour in September and October to promote her book “Joie de Vivre: Secrets of Writing, Dining, and Romancing Like the French.” The schedule can be found at harrietweltyrochefort.com.

Byron Harris (MSJ72), an investigative reporter for WFAA-TV in Dallas, won his third Gerald Loeb Award for business reporting in the television enterprise category. He also won his fourth Edward R. Murrow Award for investigative reporting from the Radio Television Digital News Association.

Stephen Marshall (BSJ73), a founding staff member of USA Today, died on Aug. 31, 2012. The next day he began a new position as editor of the National Guard Bureau’s official website in Arlington, Va. Earlier in his career he worked at the Chicago Daily News and the News Journal in Wilmington, Del.

Pamela Sakowicz Menaker (BSJ75, MSJ76) was named after the late Vernon C. Jarrett, one of the founders of the National Association of Black Journalists and former Chicago Tribune and Sun-Times columnist.

— REBECCA O’NEIL (BSJ15)
NIEMAN FELLOW TO EXAMINE RELIGION’S INFLUENCE ON POVERTY

Even before living abroad as an Associated Press foreign correspondent, Ravi Nessman (BSJ97) was fascinated by religion. He will take that interest one step further as a Harvard University Nieman Fellow for the 2013-2014 school year, where he will study the role religion plays in creating and alleviating poverty in countries around the world.

Nessman, who has reported from New Delhi since 2009 as the AP’s South Asian Bureau Chief, says he’s learned firsthand how different religions influence the way cultures address poverty.

“In many ways, religion has created a social system that has brought stability, regardless of how it treats the poor,” Nessman says. “So often in journalism, so much of what we learn we have to take at face value. I want to go to the source, the people who know how different religions are impacting how their communities deal with the world.”

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

“I often in journalism, as much as we learn we have to immediately process and send out,” he says. “I am looking forward to the chance to delve deeply into complex issues without the pressures of immediate production.”

— REBECCA OXEN (BSJ97)

THE LUCK OF THE IRISH ... AND BLACKHAWKS?

To some superstitious sports fans in the Chicago area, Mark Lazarus (BSJ92) became a lucky charm. When he started writing for the Chicago Sun-Times in August 1982, he covered Notre Dame football in what turned out to be an unexpected undefeated regular season. After the Fighting Irish’s season, Lazarus transitioned to the paper’s Blackhawks beat, where he covered the team’s record-breaking win streak of 34 games without a loss in regulation to start the season, and ultimately followed the Hawks on their way to the Stanley Cup victory.

In total, he went 36 games without covering a regular season loss in regulation.

“Every time I wrote about the Hawks, it was hilarious, as if I had anything to do with the streak,” Lazarus says. Going seven straight months before covering a regular season loss in regulation, Lazerus says, “It was hilarious, as if I had anything to do with the streak.”

In total, he went 36 games without covering a regular season loss in regulation.

“Even if there are coincidences, there’s no way it can be a coincidence,” Lazarus says. “The Hawks had a record-breaking win streak of 34 games without a loss in regulation to start the season, and ultimately followed the Hawks on their way to the Stanley Cup victory.”

— SCOTT FORD (BSJ83)

1990s

Diana J. Semmelhack (MSJ82) was promoted to full professor at Midwestern University. She is also a psychologist in private practice in Evanston and Winfield, Ill., and recently released her new book, “Group Therapy for Adults with Severe Illness: Adapting the Tailstock Method.”

Ingrid Sapona (BSJ82) launched her new mobile app, Ontario Wineries Guide, in December 2012. The app, available on iTunes and Google Play, seeks to spread the joy of wine and the Ontario wine country.

Sam Singer (MSJ83) had her public relations and public affairs agency, Singer Associates, named “Public Affairs Agency of the Year” by The Holmes Report. Singer Associates is based in San Francisco.

David Medina (MSJ85) was recently elected to the board of MassMutual, an acclaimed mutual investment company with $1 million in assets. He has previously served as director of multicultural communications at Rice University.

Linda K. Warthheimer (BSJ86, MSJ86) recently received a book contract from Beacon Press to write about her public relations and public affairs agency, Singer Associates, named “Public Affairs Agency of the Year” by The Holmes Report. Singer Associates is based in San Francisco.

Emily Schaffman Stroud (BSJ86) — reporter and fill-in anchor at WRAL-TV in Raleigh, N.C., published her first novel, “ Broken News.”

Monica Pataki (BSJ88) and her husband, Robert St. John, have lived overseas since 2000, with stints in Israel, Sweden, and now, Ireland, where their daughter, Sophia, attends a private school.

The Seattle Times for 30 years, was named Dean of the School of Media and Communication at Temple University.

Linda K. Wertheimer (BSJ86, MSJ86) had her public relations and public affairs agency, Singer Associates, named “Public Affairs Agency of the Year” by The Holmes Report. Singer Associates is based in San Francisco.

Emily Schaffman Stroud (BSJ86) — reporter and fill-in anchor at WRAL-TV in Raleigh, N.C., published her first novel, “ Broken News.”

Monica Pataki (BSJ88) and her husband, Robert St. John, have lived overseas since 2000, with stints in Israel, Sweden, and now, Ireland, where their daughter, Sophia, attends a private school.

The Seattle Times for 30 years, was named Dean of the School of Media and Communication at Temple University.

Linda K. Wertheimer (BSJ86, MSJ86) had her public relations and public affairs agency, Singer Associates, named “Public Affairs Agency of the Year” by The Holmes Report. Singer Associates is based in San Francisco.

Emily Schaffman Stroud (BSJ86) — reporter and fill-in anchor at WRAL-TV in Raleigh, N.C., published her first novel, “ Broken News.”

Monica Pataki (BSJ88) and her husband, Robert St. John, have lived overseas since 2000, with stints in Israel, Sweden, and now, Ireland, where their daughter, Sophia, attends a private school.

The Seattle Times for 30 years, was named Dean of the School of Media and Communication at Temple University.

Linda K. Wertheimer (BSJ86, MSJ86) had her public relations and public affairs agency, Singer Associates, named “Public Affairs Agency of the Year” by The Holmes Report. Singer Associates is based in San Francisco.

Emily Schaffman Stroud (BSJ86) — reporter and fill-in anchor at WRAL-TV in Raleigh, N.C., published her first novel, “ Broken News.”

Monica Pataki (BSJ88) and her husband, Robert St. John, have lived overseas since 2000, with stints in Israel, Sweden, and now, Ireland, where their daughter, Sophia, attends a private school. She will be teaching at a university in India and ultimately inform all of his reporting in the future.

“Told in journalism, as much as we learn we have to immediately process and send out,” he says. “I am looking forward to the chance to delve deeply into complex issues without the pressures of immediate production.”

— REBECCA OXEN (BSJ97)
Michelle Edgar (BSJ05) is the founder of Music Unites, a New York City-based nonprofit that offers music programs to at-risk youth. Last year, 30 high school students worked with club founder Swizz Beatz as part of the program. Edgar, who recently joined Red Light Management as vice president of business development, is a member of the 2009 Student Achievement Project, a monthly speakers group for female industry leaders inspired by TED talks and Northwestern’s Council of One Hundred for female alumni.

Robert Moylan (BSJ05), married Jennifer Babin (COMM10) on Los Angeles on Nov. 12, 2012. Shradha Agarwal (BSJ05) was named to the Crain’s Chicago Business “40 Under 40” list for 2012. She is the co-founder and chief strategy officer for Context-Media and co-founder of Jumpstart Capital.

Tom Gitlikanek (BSJ05) and Stil Wei (BSJ05) founded Code with Me to teach teachers how to code. Since July, workshops have been held in Washington, D.C., Miami, Portland, Ore. and Austin, Texas. Gitlikanek is a graphics editor at The New York Times and Wei is a news app developer at Philabotica.

Renita D. Young (MSJ05) was recently elected secretary of the National Association of Black Journalists Chicago chapter. She is currently a freelance copywriter covering news stories for Thomson Reuters and theGrio.com and is a contributor to HLN-AM Radio’s Urban Business Roundtable show and Today’s Chicago Woman Magazine.

Marissa Mitchell (BSJ10) was promoted to anchor/reporter at WSBTV in Atlanta, Ga., where she covers city politics. Mitchell was also named a finalist for the National Association of Black Journalists’ “Salute to Excellence” local television awards.

Jenna Troum (BSJ10) is now a reporter at WSJ-AM in Greenville, S.C. Troum made a 90-market jump after working as a reporter for The Greenville News. While in La Crosse, Wis., she won three awards for her investigative reporting of the city’s growing heroin problem.

Dallas Wright (BSJ12) recently completed an audio documentary entitled “Nommo,” which tells the stories of six Northwestern students’ experience with race on campus. The half-hour-long video is available on YouTube.

Kaitlin Miller (BSJ12) was selected for an 11-month digital internship at Billboard Magazine, which provides on-the-job learning experiences for graduates looking for a career in the music industry.

Donna Marbury (MSJ13) became a content specialist at Medical Economics Magazine in July.

John Burfisher (MSJ13) recently began working as a news producer for WBIB-TV and WVZV-TV in Fort Myers, Fla.

Mort L. Nasatir (BSJ68) 88, died July 15, in Nashville. He started his record industry career at Decca Records, and later served as chairman of the Nashville Association of Recording Arts & Sciences, president of MGM Records and publisher of Billboard Magazine. While at Billboard, he spent more than 6 years in London leading the magazine’s European publications. During his career, he also worked as a music journalist, educator, author and radio station manager. Nasatir’s last job was general manager of WLACAM radio in Nashville. He is survived by his wife, Valerie; his brother, Dr. Shelley (Dr. Marvis) Nasatir; sons Seth, Mark and Ian; six grandchildren; sister-in-law, Gillian Newell; and nephew, Robert.
1. Fire Strikes the Chicago Stock Yards: A History of Flame and Folly in the Jungle
   John Hogan and Alex Burkholder (BSJ63, MSJ64)
   Hogan and Burkholder take readers into the endless smoke of Chicago’s Union Stock Yards, the site of nearly three hundred extra-alarm fires before its closure in 1971, including some of the most disastrous conflagrations of a city famous for fire. In 1910, 21 firemen and three civilians were killed in a blaze at a beef warehouse — the largest death toll for an organized fire department in the nation prior to 9/11. Burkholder is a founding member of the Fire Museum of Greater Chicago.

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

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

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

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

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

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

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

YOU LEARN. WE PAY.